

# Design Priorities

*Below are a number of design topics that are relevant to both corridors. Please read the descriptions below, and on the provided survey, rank the topics relative to each other, from 1 (highest priority) to 8 (lowest priority) for both **Corridor A** and **Corridor B**.*

## Development/ Architectural Character

The visual aspects of buildings that make them notable or identifiable, such as building materials, craftsmanship, and decorative details.

## Site Design

The layout and orientation of site elements, including public outdoor space; safe, efficient parking lots; pedestrian circulation; and landscaping.

## Quality of Open Space

The maintenance and character of land that is either undeveloped, preserved as a natural area, or designated as a park or community gathering space.

## Sustainable Landscaping (Low Impact Design)

Low cost and effective alternatives to traditional stormwater practices that use native plantings and landscaping techniques to reduce development impacts, such as pollution and erosion, and improve biological systems.

## Vehicular Connections

Consistent availability of frontage/service roads between the major corridors and smaller, internal streets and parking lots.

## Sidewalks and Pedestrian/Bike Connections

Well-maintained, consistent, connected sidewalks/bike paths throughout the corridor.

## Business Signage and Wayfinding

Signage that orients motorists and pedestrians to the entrance and exit of the parking lot; identifies businesses within the area; and provides directions to connecting buildings, businesses, and parking lots.

## Neighborhood Transitions

Methods to ease the change from one land use to another through landscaping, buffers, and site orientation.