

Guiding Priorities & Tactics

Our initial survey identified a number of design priorities important to both corridors. These priorities have been incorporated into the following guiding principles to provide structure and define aspirational goals for the future of both corridors.

EXCELLENCE IN DESIGN

Principles:

- Promote well-designed sites.
- Encourage high quality architectural character.
- Improve business signage and wayfinding.

Tactics:

- Require all new developments to utilize site design standards outlined in the Corridor Design Guidelines.
- Provide developers with a high quality materials palette so future architectural character is in line with the community's vision.
- Update sign standards to limit sign heights and require simple designs with high quality materials.

CONNECTIVITY & MOBILITY

Principles:

- Provide vehicular, pedestrian and bike connections.
- Clarify and enrich pedestrian crossings within commercial areas.

Tactics:

- Maintain pedestrian connectivity within a public right-of-way.
- Incorporate pedestrian and bicycle connectivity throughout developments, including within surface parking.
- Include enhanced bicycle amenities in new developments.

SUSTAINABLE DESIGN

Principles:

- Employ landscape strategies that promote responsible stormwater management and environmental stewardship.

Tactics:

- Incorporate stormwater management strategies into overall site design to minimize impacts on local stormwater system.
- Encourage the adaptive reuse of existing buildings.
- Utilize recycled and / or local materials.
- Encourage use of native species in landscaping.
- Minimize impervious surfaces.

CREATIVITY & PLACEMAKING

Principles:

- Embrace multiple architectural styles, while also paying attention to local context.
- Encourage new infill & renovation projects to draw design inspiration from older, traditional buildings in creative new ways.

Tactics:

- Develop a coordinated streetscape experience along corridors, through the use of landscaping and site furnishings.
- Locate outdoor café seating / dining areas to accommodate pedestrian traffic.
- Incorporate outdoor amenity spaces into a site design.
- Encourage public art in new developments, such as environmental art, urban graphics, and sculpture.

PUBLIC REALM

Principles:

- Create neighborhood and site transitions.
- Encourage walkability, visual and physical connectivity, and an active street presence.

Tactics:

- Ensure the interaction between building frontages and the public realm are well designed.
- Require new surface parking to be screened from the public right of way.
- Locate taller portion of structures away from neighboring residential buildings.

HEALTH, SAFETY & OPPORTUNITY

Principles:

- Design environments that are safe and welcoming for pedestrians.
- Ensure all environments are accessible and enjoyable for those with disabilities.

Tactics:

- Clearly distinguish pedestrian connections, particularly within surface parking, to accommodate safe travel between developments.
- Provide lighting for vehicular parking, travel surfaces, outdoor amenity areas, and service areas.
- Ensure all outdoor amenity spaces must be ADA accessible.
- Maintain an ADA accessible pedestrian way, with a maximum slope of 5% on all pathways.