

STREETSBORO CORE CONCEPT PLAN



Acknowledgments

Special thanks to Mayor Glenn Broska and the Streetsboro Core Concept Plan Working Committee for their guidance and leadership throughout this process:

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Core Concept Plan

Throughout 2020 and 2021, a dedicated team of Streetsboro City Council and Planning Commission Members, as well as staff and consultants, reimagined how to create new life and vibrancy in the geographical center of Streetsboro. A formal planning study, known as the Core Concept, was introduced to support the Streetsboro Comprehensive Master Plan, and show the formal intent of the city to establish this area as a highly visible and active community center. The area covered by the core concept has some of the highest redevelopment potential in the city as there is a healthy mix of retail, office and medical users, as well as easy interstate access and very high traffic counts.

A primary focal point of the study is a neighborhood

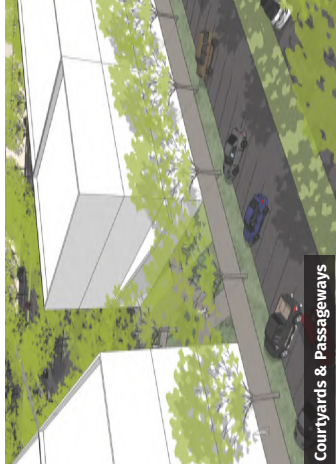
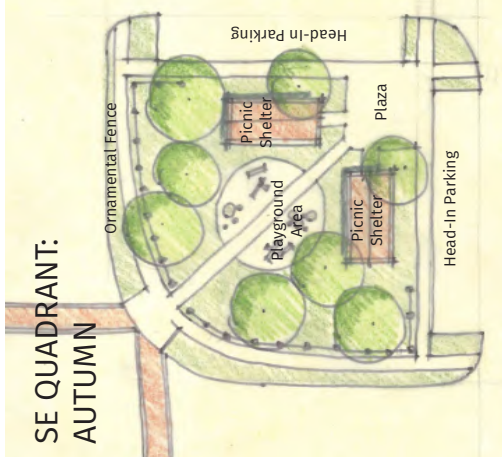
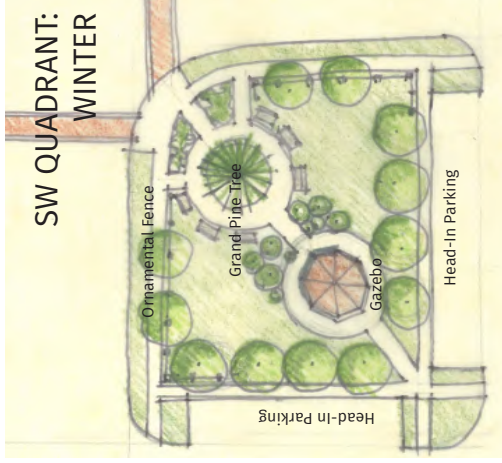
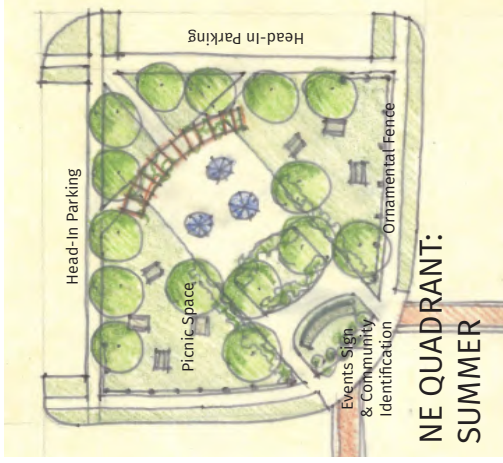
shopping center plaza, known as Market Square, which has high vacancy rates, but lots of potential. The vision for the Core is rooted in providing increased access to the footprint of Market Square, while rethinking how buildings frame views, improving access to public spaces, and providing new opportunities currently not found in the city. Recognizing the challenges the large plaza creates, the vision seeks to maintain the most viable portions of the structure, while introducing new mixed-use buildings in the current parking areas to create a range of living options that are well-served by amenities. Parking has been reimagined to promote a walkable environment.



This plan establishes a framework for investment to reposition the current Market Square as a walkable, mixed-use, and vibrant neighborhood hub. The incorporation of a 'Main Street' lined with first floor commercial space and residential units above, streetscape elements, such as planted medians, on street parking, and dedicated pedestrian crossings. Design ideas also thoughtfully acknowledge existing business and recent investment, to ensure cohesion. The Core Concept Plan creates a connected and balanced district for all users - residents, shoppers, business owners and visitors.



Creating Community Spaces



The City of Streetsboro's master planning process revealed residents' desires for a walkable city core that allows for the community to come together in active mixed use spaces. These ideas put forth seek to provide the quality of development the community desires by enhancing the core of the Streetsboro community through active outdoor spaces. Beginning with the reimagining of public square, where each quadrant takes on a theme of the four seasons, incorporating design features that represent outdoor activities associated with winter, spring, summer and fall. Additionally, the Core Concept Plan looks to incorporate outdoor spaces that create an environment people enjoy spending time in. The amphitheater north of Market Square Drive provides a taste of the possibilities in store for the district, while the inclusion of parklets and courtyards provide smaller, more intimate, spaces for relaxing or gathering with family and friends.

PUBLIC SQUARE

"I have had the privilege of serving as the Mayor of Streetsboro for many years and one of the biggest challenges we as a community have confronted is what to do with the Market Square area. There is tremendous potential to create a lively, vital core in the center of our city, as has been referenced to in several iterations of our Comprehensive Master Plan," said Mayor Broska. "Through the Core Concept planning process we have created a long-range plan for a new, active city center and have taken it one step further by developing design guidelines and zoning regulations that will enable the desired redevelopment. I am excited to have conversations with the community and developers on how we can bring this vision to life."

Unders

stand

01

Project Objectives

The core area is generally identified in the most recent update of the Streetsboro Comprehensive Master Plan. By adoption of the current (and previous) plan, the City has indicated its intent to establish this area as a ***highly visible and active community core which contributes to Streetsboro's positive identity, community cohesion and economic value.***

The consultant team has completed this work over three phases:

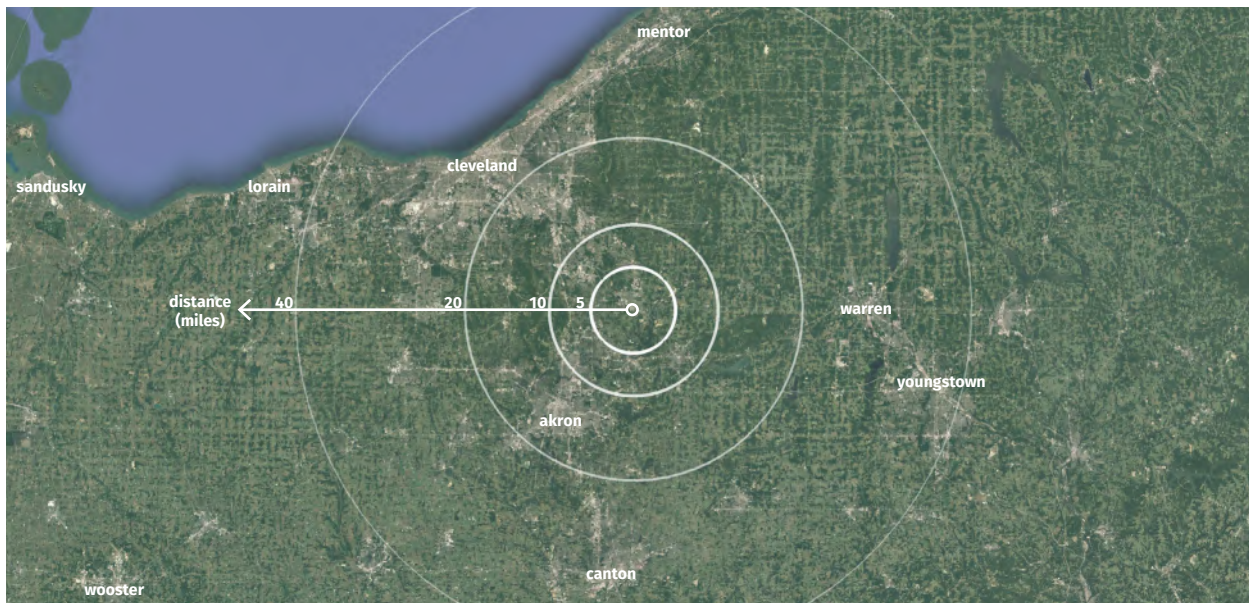
- 1. Analysis and Planning**
- 2. Core Concept Development**
- 3. Zoning Regulations and Design Guidelines**

At the conclusion of this work, the proposed concept and collective regulatory recommendations aim to influence coordination among the City and property owners, developers, investors and stakeholders.

Residents of Streetsboro have expressed a desire for a walkable city core that allows

for the community to come together and gather in active mixed-use spaces that currently do not have a presence in the city. The results of this process seek to put the appropriate measures in place to attract the quality of development the community desires, and enhance the core of the Streetsboro community.

Regional Context



Centrally located in Northeast Ohio, The City of Streetsboro is easily accessible from a variety of nearby municipalities throughout the region. Cleveland, Akron, Canton, Youngstown and Warren are all within a 40-mile radius of the City, making it well-positioned to support residential, industrial and commercial uses. This

convenient proximity and accessibility can be leveraged to advance the City's growth, prosperity and success far into the future.

The Planning Process

This planning process was guided by a Working Committee made up of elected members of the City of Streetsboro's City Council, appointed members of the Planning Commission as well as staff members of the current City Administration under the leadership of Mayor Glenn Broska.

Over the course of 15 months, spanning from February 2020 to May 2021, this dedicated group met on a monthly basis to shape the vision for the City's core. A brief timeline of the planning process as well as a map of the project study area are included on the adjacent pages.

Project Timeline

February 19, 2020 – Project Kickoff

March 2020 to July 2020 – COVID-19 project pause

August 19, 2020 – Project Restart

September 16, 2020 – Preferred Core Concept Layout

November 18, 2020 – Draft Implementation Program, Zoning & Design Guidelines

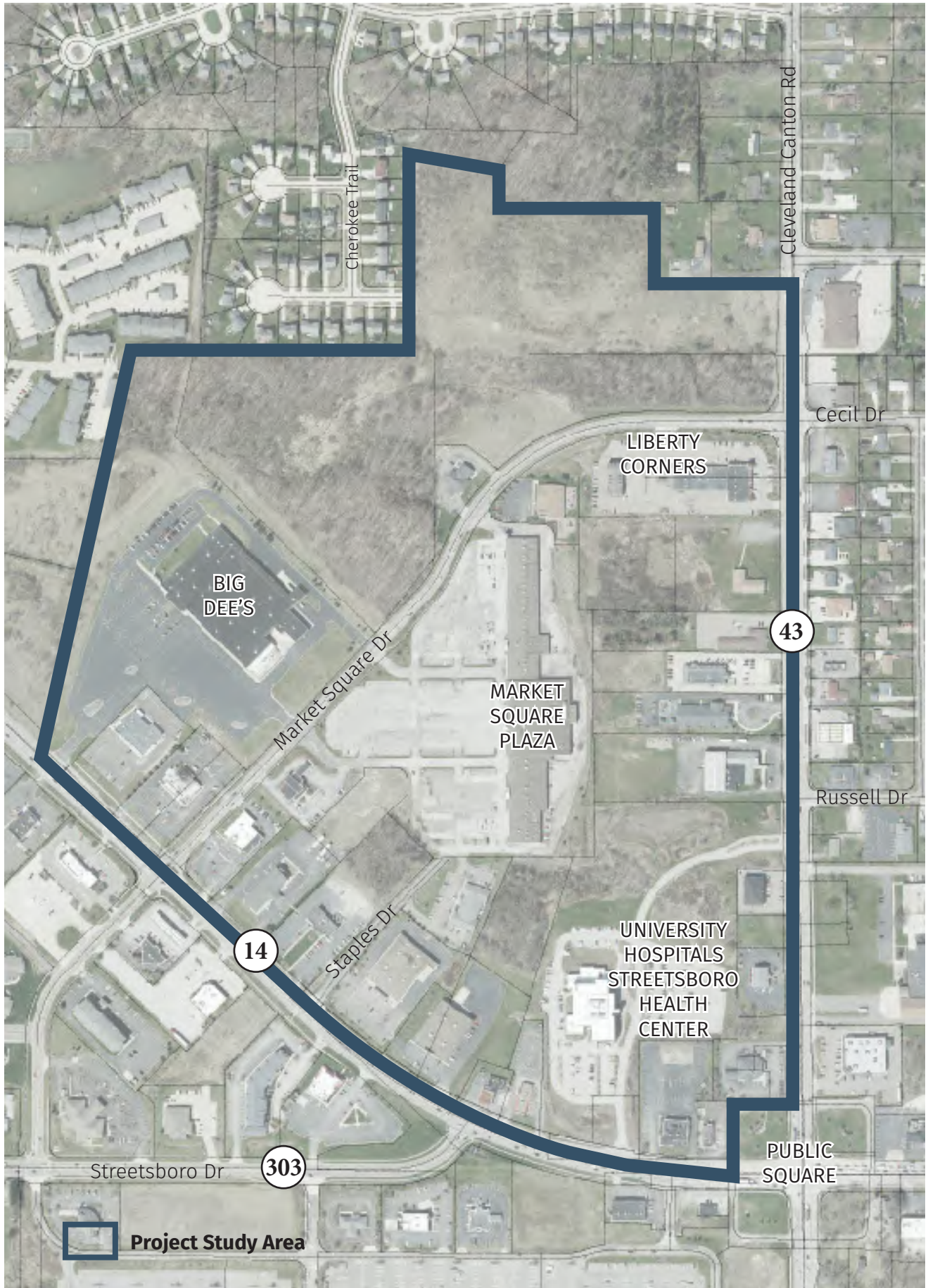
December 16, 2020 – Review of Proposed Zoning Amendments

February 17, 2021 – Recommended Zoning & Design Guidelines

March 03 & 17, 2021 – Refinement of Zoning Recommendations

April 21, 2021 – Refinement of Zoning Recommendations & Final Report

May 19, 2021 – Committee Approval of Zoning Recommendations, Design Guidelines & Final Report; Motion for Recommendation to Planning and Zoning Commission



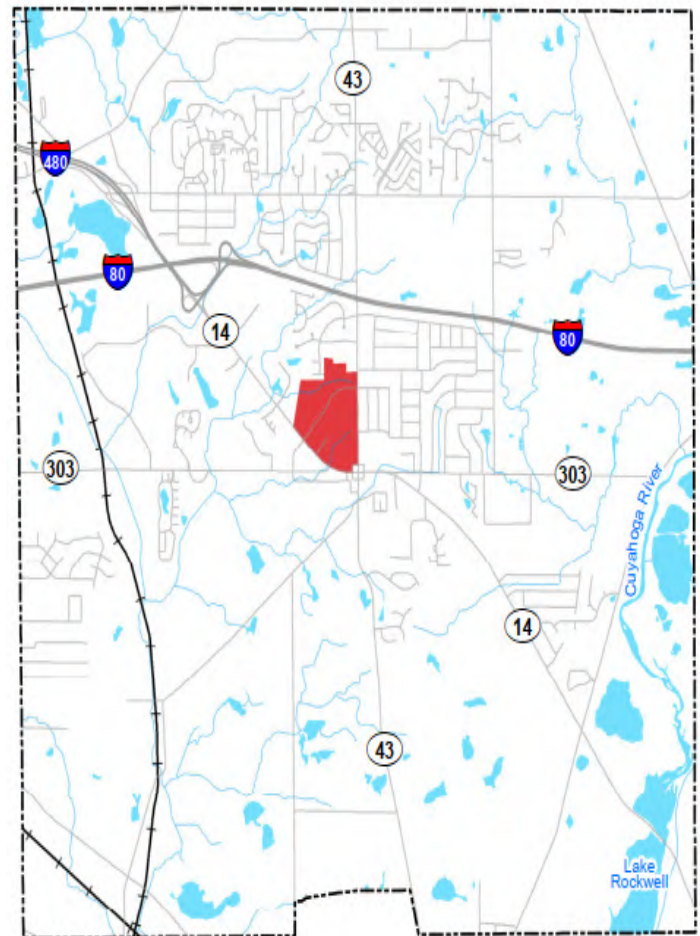
City Master Plan

Downtown District

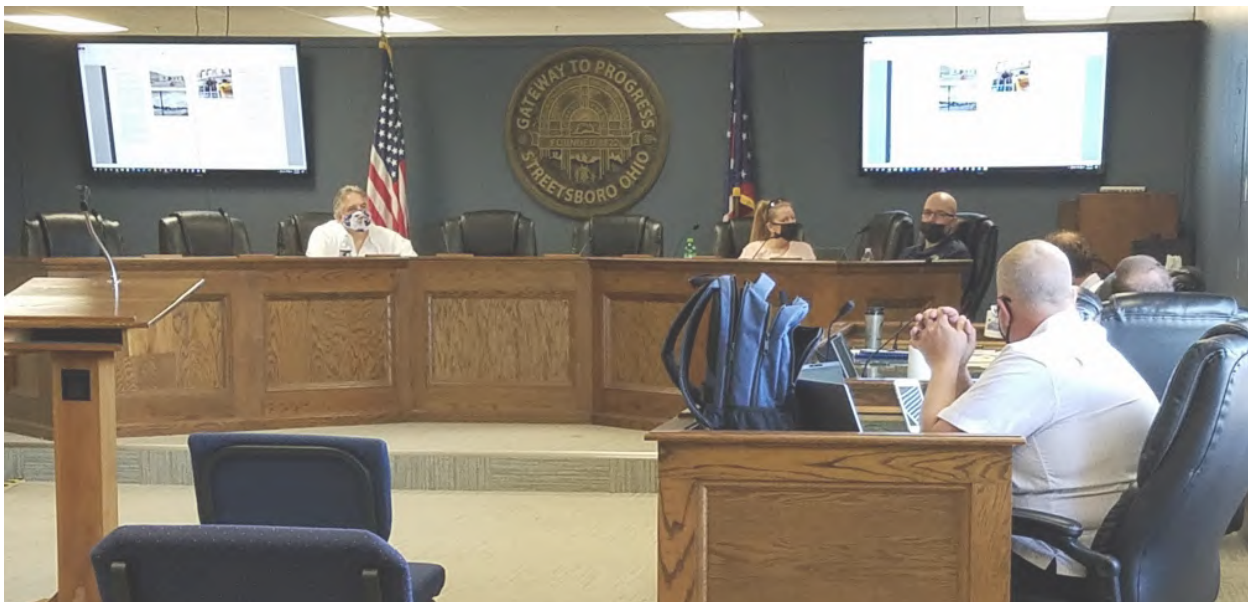
The City of Streetsboro's Comprehensive Master Planning process revealed a strong desire from residents to make Streetsboro's downtown a priority. From increased vitality to a celebration of the community's identity. Streetsboro's central Downtown District was defined through the comprehensive plan as the area immediately adjacent to the Northwest quadrant of the city's centrally located public square. Historically the town or public square has served as the center of the town, but has lacked the ability to provide a sense of place that balances multiple uses, while providing an appropriate level of density.

The Core Concept planning process intends to advance the goal for the community's downtown, as defined by the comprehensive plan:

To provide for the development of a downtown core with a mix of civic, commercial, business and residential uses.



Despite COVID-19



This planning process, along with the rest of our society, was impacted by the COVID-19 pandemic, with meetings and activity placed on what at the time was an indefinite pause in April 2020. However, the conditions created by the pandemic were not enough to hinder this work from moving forward.

The process and working committee meetings resumed in August of 2020, with the City of Streetsboro placing significant priority on advancing this transformational work. With investment taking place within

the city's core and adjacent commercial district, this work has become increasingly relevant as a return to a new normal approaches.

SWOT Analysis

An integral part of gaining an understanding of the existing conditions was the use of a SWOT analysis. Experiencing the environment in a centrally located part of the City is vastly different based on mode of transportation. Weaving these two primary experiences together through this analysis revealed four key themes: Identity, Underutilized Space, Infrastructure and Land Use.

Identity

Located in the geographic center of the city, and accentuated by the city's historic public square, the prominence and accessibility are unmatched. However, a lack of a singular identity, cohesion and feeling of place cause the area to lack a commanding presence. While the absence of coordination among business and property owners poses a threat, the presence of opportunity through public owned space in the square and continued investment along route 14 creates an opening for a unique identity to be coordinated and established.

Underutilized Space

With vacancy present in multiple forms, new and old structures, as well as large and small, it projects a negative image, while also complicating the coordination of development projects. Several store fronts in Market Square are the most prominent of the vacancies within the district, and while difficulties surrounding non-local ownership creates an obstacle, this large property owner provides an opportunity for large-scale change within a high visibility location.

STRENGTH

CONNECTIVITY

THE

OPPORTUNITIES

CREATE A DESTINY

Infrastructure

A blend of quality and declining infrastructure provides for challenging infrastructural conditions. Several curb cuts and vehicular access points introduces several conflict points for pedestrians, while also making the district segmented and absent of cohesion. While the pedestrian experience is not a comfortable one, the prominence placed on vehicular movement and the presence of state routes with high traffic volumes present unique opportunities to blend modes of transit and attract multiple users to the Streetsboro's core.

Land Use

The presence of three land uses that occupy large footprints within the study area, University Hospitals, Market Square Plaza and Big Dee's,

set the tone for the isolation of uses within the broader area. Meanwhile, a combination of big box, multi-tenant, single-tenant, medical, hotel, school/daycare, and churches creates a diverse environment of occupants that create the foundation for a stable district. The challenge remains of creating a connection between these spaces, with an outward orientation of many of these uses toward state routes 14 and 43. While multiple owners and user groups threaten coordination, the City must take the lead in addressing the lack of identity the district currently possesses. In order to achieve the destination and feeling of place desired, the strength of the core's connection to both local community and region must be successfully leveraged.

TY

E CORE

NATION

LACK OF IDENTITY

COORDINATION

WEAKNESS

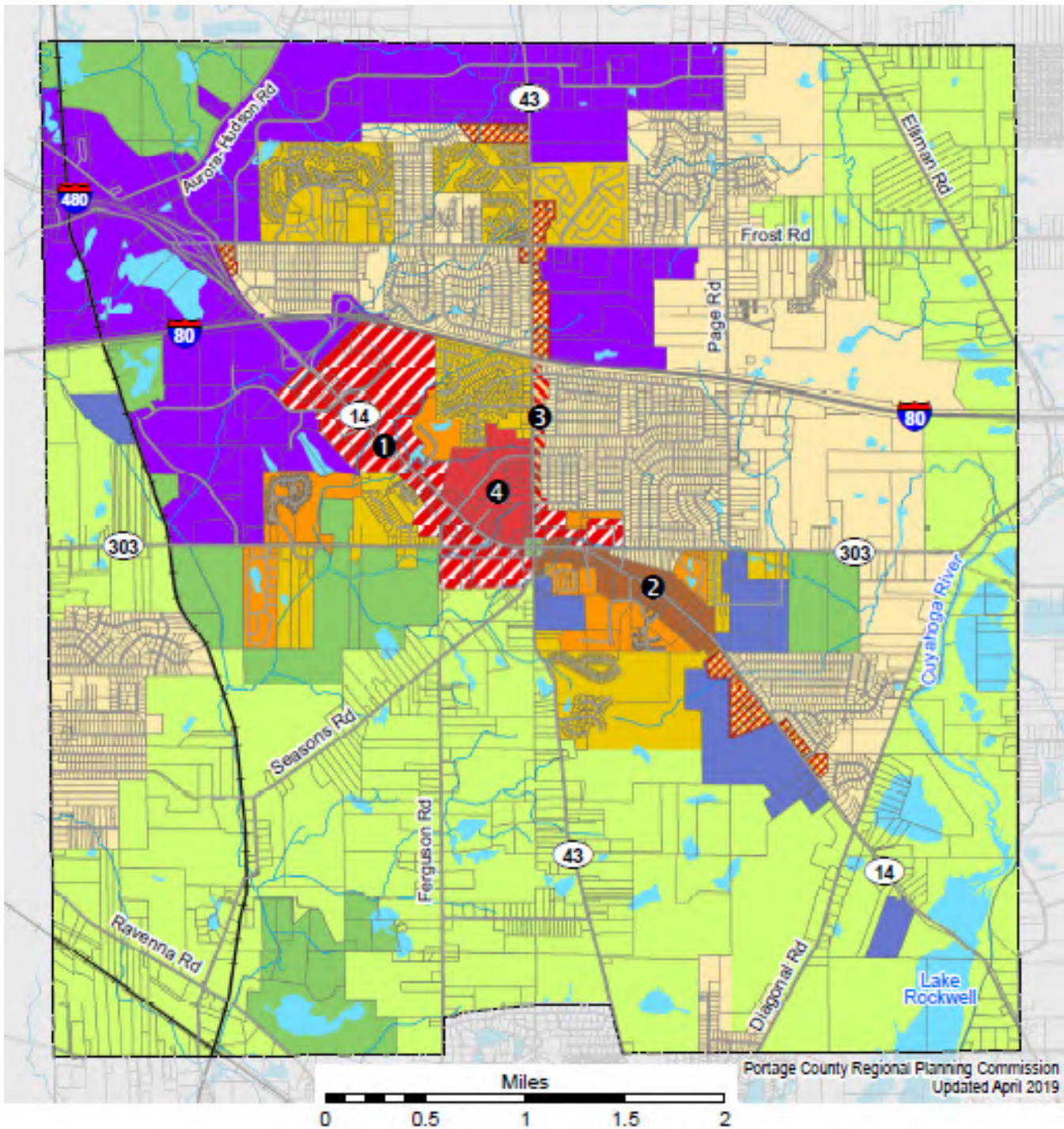
THREATS

Zoning

Planning for the proposed Streetsboro Core Concept included a review of the current zoning districts and applicable regulations to determine if they will permit and encourage implementation of the Concept. The map on the next page, from the Streetsboro Comprehensive Plan, identifies area #4 to be planned as a “Downtown District”. This area was examined in preparing this Core Concept Plan.

The Core Concept envisions a unique commercial-dominated and mixed-use redevelopment which is not permitted within the current Zoning Ordinance. In addition, a flexible, creative and collaborative working relationship among the City, potential developer(s), and other stakeholders is needed to create an environment which fits the location and responds to the market. These realities make it necessary to adopt a new zoning district for the area addressed in this plan.

Working Committee discussions made clear that the new zoning district and its regulations must address not only the center redevelopment area but also the current and potential future conditions of the many important existing businesses, structures and sites. The existing businesses are significant and highly visible investments in the community which deserve protection and should be encouraged to make improvements which support and gain benefit from increased exposure and attraction in the Streetsboro Core.



- | | | |
|---|---|---|
|  Rural Residential
(1 d.u./2acres)* |  Industrial |  1. Commercial Development Corridor |
|  Low Density Residential
(2 d.u./acre)* |  Civic |  2. Mixed Use with Residential |
|  Medium Density Residential
(3 d.u./acre)* |  Park/Recreation |  3. Transitional Mixed Use Corridor |
|  High Density Residential
(8 d.u./acre)* | |  4. Downtown District |

Sources: Future land use, Streetsboro Master Plan Update, September 2018; Planning Commission, January 2019, Council, April 2019

Case Studies

Destinations located within the region provide inspirational examples for what the Streetsboro Core can become. Understanding that there is not a one-size fits all approach to creating a downtown district, there are elements that can be pulled from successfully executed placemaking developments and potentially woven into the new design of Streetsboro's core.

Legacy Village

Located in Lyndhurst, Ohio, Legacy Village is a mixed-use lifestyle center with 51.9 acres. It is zoned as a Class A Community Business District, with slightly customized zoning in order to accommodate its uses.

Defined entries into the district create a destination-like feel, but primary circulation occurs around the perimeter as opposed to movement bringing users into the core of the development.

Due to this, Legacy Village creates an outward facing design, more closely resembling the form of a traditional mall. However, it does have a pedestrianized core space that provides a more traditional downtown feel.



Crocker Park

Located in Westlake, Ohio, Crocker Park is a larger 95.8-acre mixed-use lifestyle center featuring several phases of development. Zoned G (Shopping Center) and Y (Planned Unit Development), it exhibits a custom zoning in order to achieve its desired development form in its otherwise low-density suburban context.

Crocker Park features an inward facing design, with streets that radiate out from a central core. These streets are flanked by mixed-use buildings

that serve a variety of commercial, hospitality and residential uses.

Due to this spatial pattern, visitors are more likely to arrive, park once and walk throughout the development, creating an experience that feels more like a true downtown destination.



While both of these locations, Legacy Village in Lyndhurst and Crocker Park in Westlake, were found to be intriguing by the Working Committee, the more tightly knit “park once” arrangement found at Crocker Park emerged as the preference.

The Center

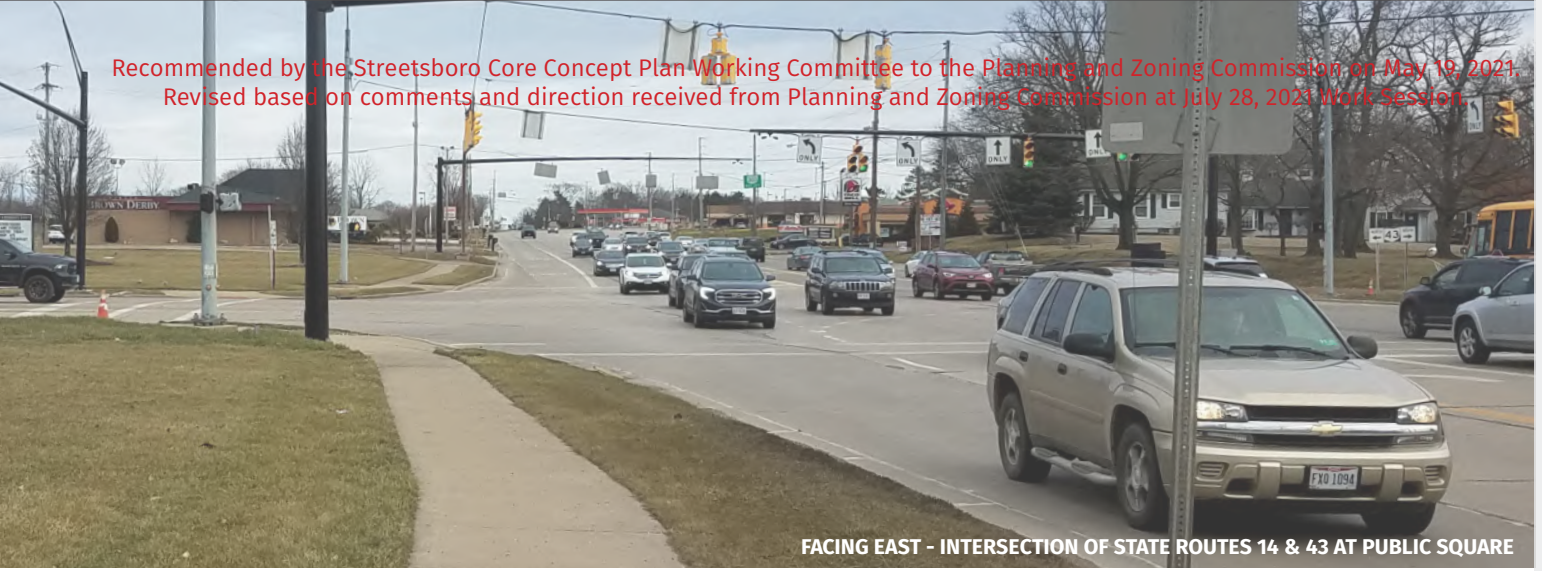
Symbolic and Functional

Identifying the community's center and what it represents became an important point among the project's Working Committee. When the consultant team asked the members of the committee where the city's center was located, without hesitation each of them answered the Public Square. Currently the most significant intersection within the city of 24 square miles, is where two state routes, 43 and 14, come together to form a large intersection with carefully orchestrated traffic movement and supporting infrastructure.

This notion of center was unpacked further, as this core concept seeks to drive the creation of place where a collection of uses and activity converge upon each other to form what could be called both a functional and symbolic center. The existing public square in its current state serves solely as a symbolic representation of the center, with little activity happening due to the presence of high speed traffic. The center can become functional when a sense of place is established and human interaction can safely occur. This occurs when an environment is activated and collects users in a location that has multiple amenities to enjoy, experience and devote time toward.

While Public Square has the ability to serve as both this functional and symbolic center, the vision for the Streetsboro Core extends beyond that seeking to create a larger district of activity that provides a unique resource for the local community and the surrounding region.





FACING EAST - INTERSECTION OF STATE ROUTES 14 & 43 AT PUBLIC SQUARE



FACING NORTH - MARKET SQUARE PLAZA



FACING NORTH - CORNER OF STATE ROUTE 43 AND RUSSELL DR

Challe

ng e

02

Testing Ideas

The Core

With a foundational understanding of what members of the community desire in their core district, several ideas were tested that sought to improve upon the current challenges that prevent the space from being an active and welcoming environment. These include excessive curb cuts (over 40), potentially dangerous pedestrian movement, lack of greenspace and poorly defined interior movement that cause the area to feel disconnected.

Recognizing that the redevelopment will occur in phases, incremental redevelopment was presented to the working committee. Four phases of development were presented, with improvements beginning at the perimeter of the site along 14 and 43 and intensity gradually increasing within the core of the district. The site's scale was intentionally expanded through building verticality, placement of streetscape elements, and more tightly knit buildings. This increase in scale elevates presence of the district, separating it from the surrounding uses and giving it prominence that is not felt in any other location in the city.

Reutilizing Property

The most significant piece of real estate within the study area is Market Square Plaza. Currently it sits partially vacant with a handful of stable tenants occupying the smaller storefronts. Recognizing that there may be some value in retaining this structure, its repurposement supports the phased approach to redevelopment.

This provides the opportunity to enhance the conditions around the existing plaza, while preserving portions of the structure as redevelopment occurs, potentially keeping cost down. Beyond the footprint of the building, the large parking area also has the ability to be repurposed or reutilized, as the insertion of additional viable businesses or attractions raises the value of these land uses.



Secondary Access

Similarly, roadways such as Staples Drive, that currently serve as secondary or tertiary access to the current businesses in the district, provide opportunities for enhancements. Two state routes and Market Square Drive comprise the perimeter of access to the site, with Market Square Drive providing the only true direct access to the center of the site.

Additional access will be required in order to create an accessible location that is recognizable and accessible from multiple directions. As shown in redevelopment phases 1 through 4, where not only are new streets introduced (most notably a new access point from 43 that provides east-west access to Market Square), but streetscape improvements, like planted medians and vegetative buffering offer an improved sense of place.



Public Square

While not primary to the redevelopment of the core district, the presence of the historical public square can not be overlooked.

From as early as the 1930's, this central intersection has served as a collection of passive open spaces used primarily to house symbology to represent the community and its history. As the landscape evolved, and routes 14 and 43 grew into major high-speed roadways with two or more lanes in each direction, this space became even more limited.

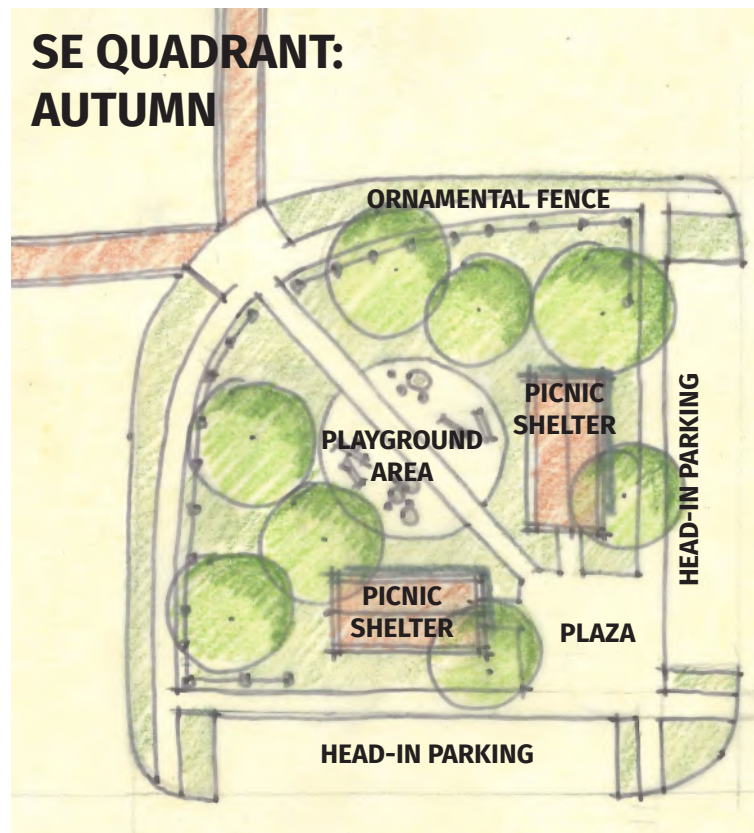
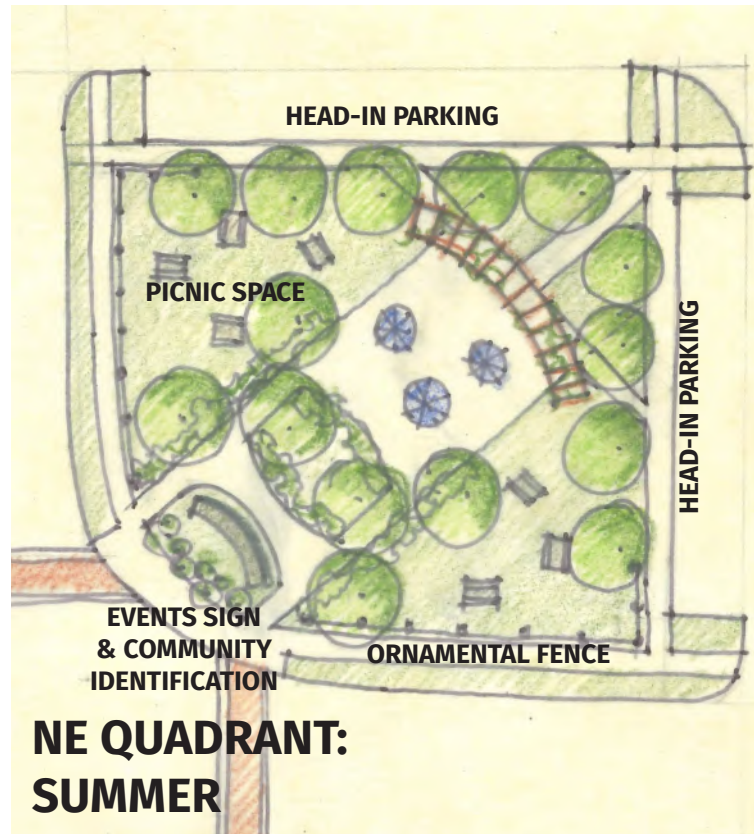
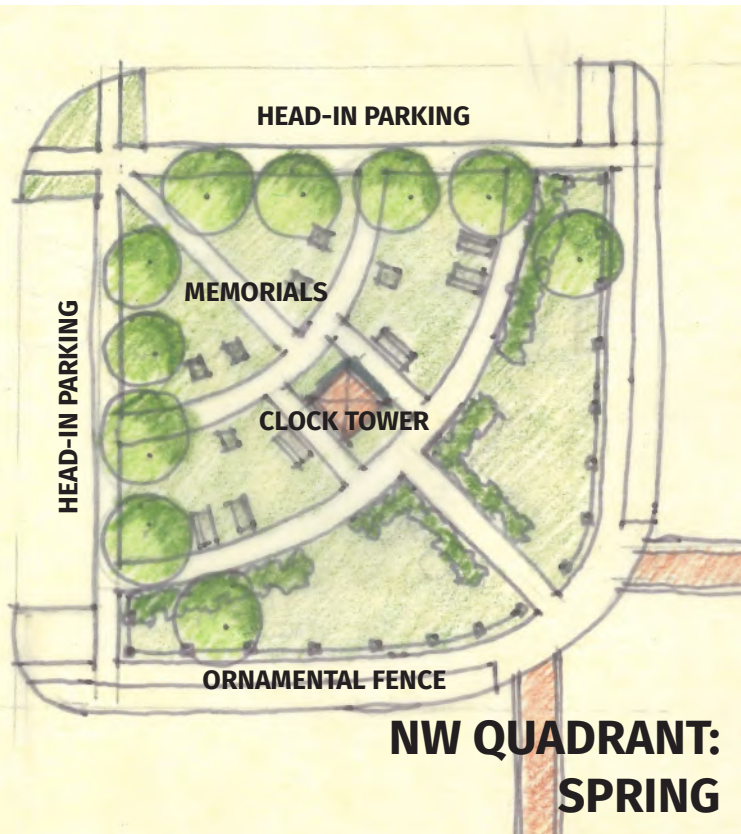
This unique feature in the community's landscape provides an opportunity to create an identifiable place. This place speaks to the heritage of the community, provides civic spaces for community gatherings and celebrations, and also supports a range of programming. The four quadrants of the square must be brought together as the heart of the community

while recognizing the physical challenges of placement along busy thoroughfares.

While more exploration is required, these early design interventions for the Square center on the four distinct spaces working together as the heart of the community in all seasons.

Each quadrant has its own unique representative qualities that can be paired with a season of the year, all offering opportunity for pedestrian accessibility and activation through active elements and safe separation from traffic.



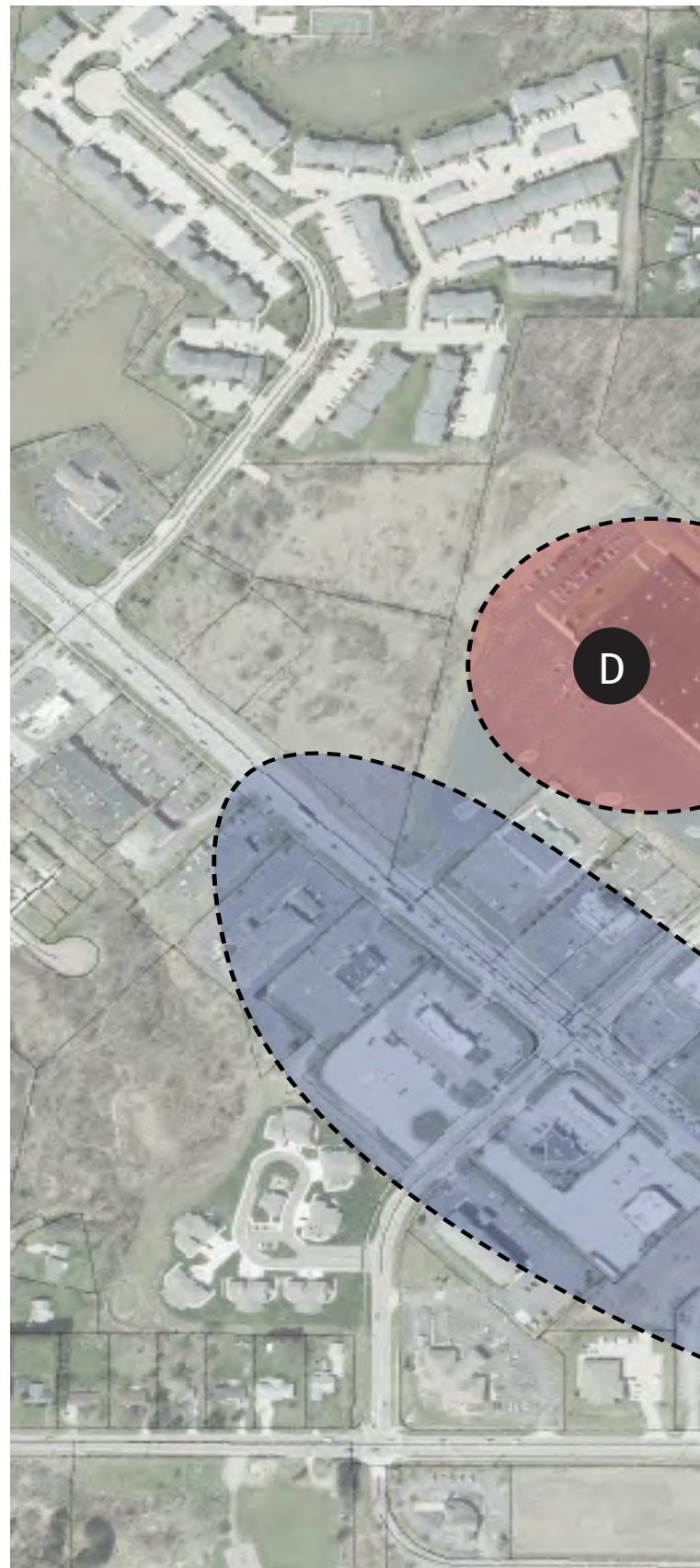


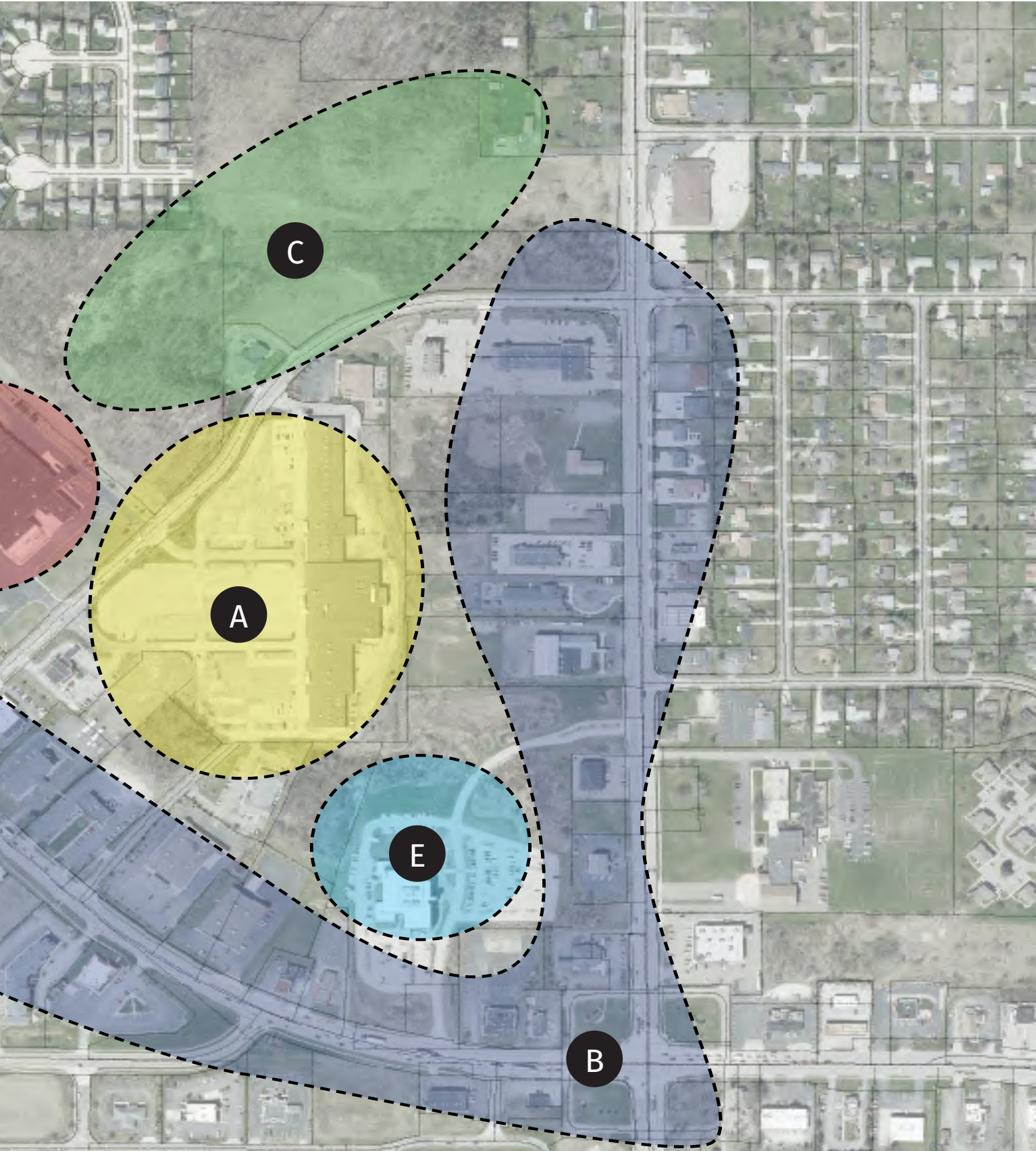
Zoning Districts

Comprised of roughly 135 acres, the Streetsboro core is comprised of a significant portion of land area. While there is a common thread of land uses that make up the area, there are distinct differences between areas within the core.

Recognizing the presence of thematic differences in the landscape and current zoning regulations in place within the city that do not support the sense of place desired by the community, the need to establish a new district became very clear.

- A** The Central Core
- B** SR 43 and SR 14 Frontages
- C** North and West Quadrant
- D** Big Dee's Area
- E** Medical Center





Recommended by the Streetsboro Core Concept Plan Working Committee to the Planning and Zoning Commission on May 19, 2021.
Revised based on comments and direction received from Planning and Zoning Commission at July 28, 2021 Work Session.

Transfo

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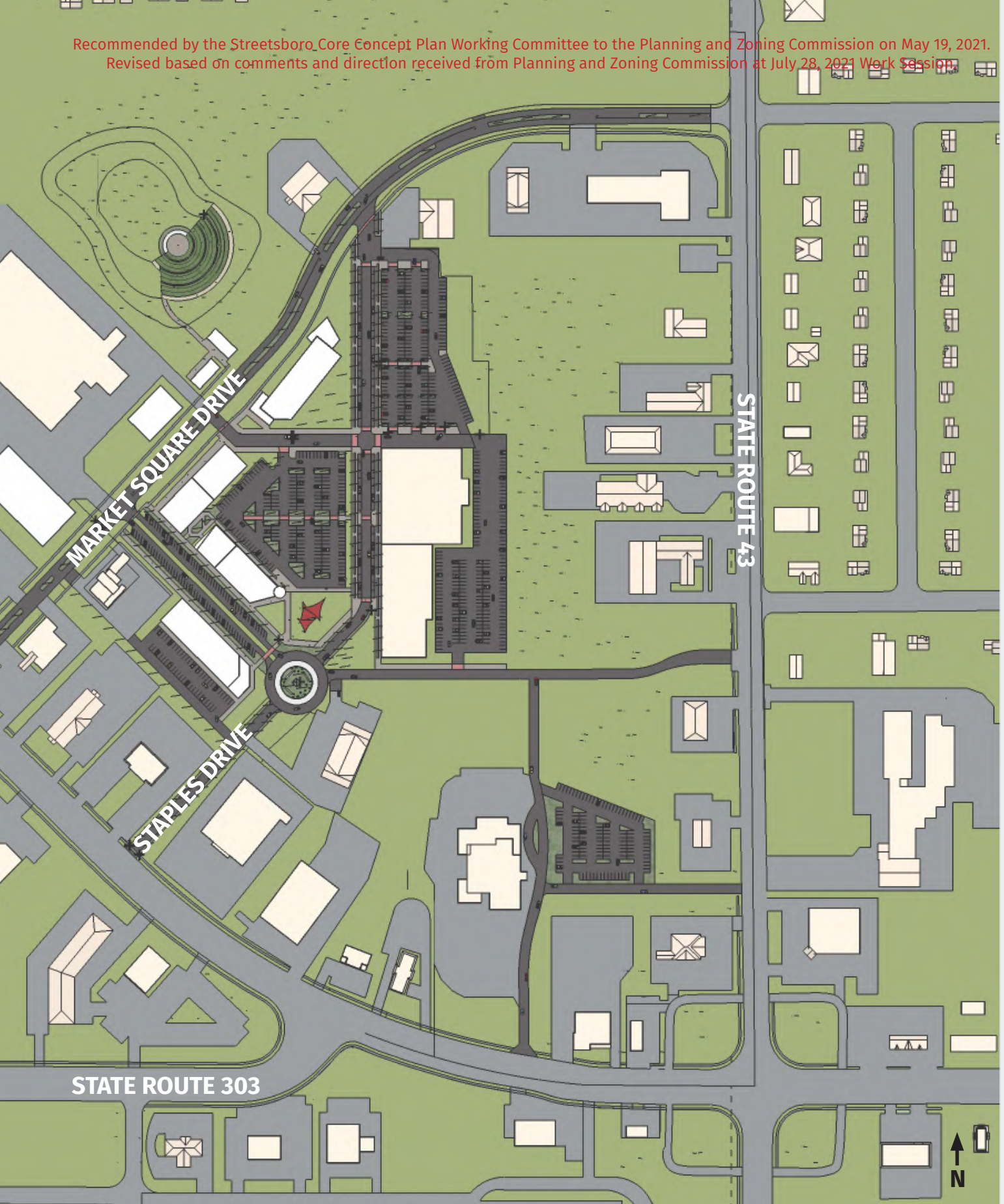
03

Core Concept

The Core

With direction from the Working Committee, a core concept was crafted to represent the city's vision. This process took elements of the ideas tested for reimagining the core and refined them to reach a place of collective buy-in. The incorporation of main street lined with businesses, street trees, pedestrian paths and on-street parking to create a place unlike anything currently in the community was determined as a high priority. Careful recognition of the business owners that are currently operating successfully within the footprint also had to be taken into account. With ample room to add streetscape elements like median dedicated pedestrian crossings, street trees and planters, a uniquely identifiable place can be realized within the center of Streetsboro.





STATE ROUTE 303

STATE ROUTE 43

MARKET SQUARE DRIVE

STAPLES DRIVE



Market Square

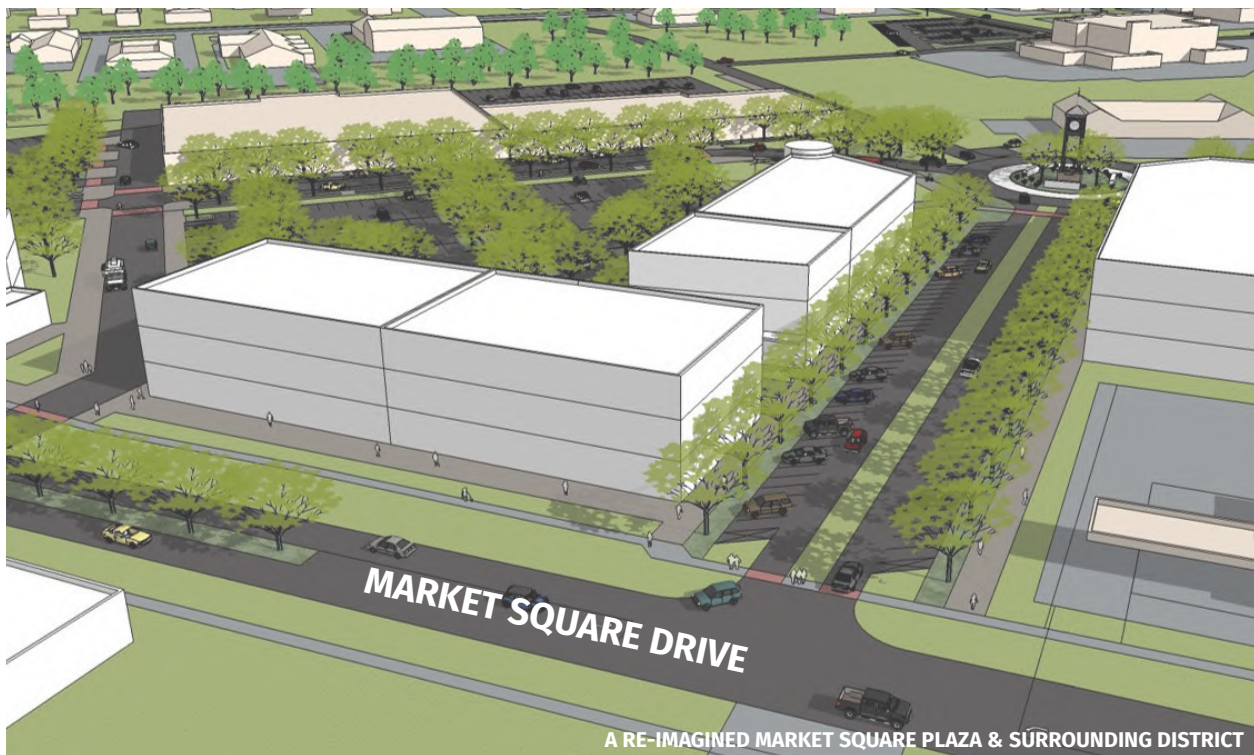
The design is intended to draw users to the center of the development, with a hierarchal structure that increases in intensity as you move closer to the central point within the site. The reconfiguration of the Market Square Plaza site provides a sense of scale that is not currently present anywhere else within the Streetsboro community today. This increased scale is not intended to overwhelm the landscape, but rather to insert a unique character that promotes multiple uses and new activity.

While in need of maintenance and repair, the existing shopping center structure has some components that likely can be salvaged. However, this is largely driven by the businesses that have made recent investments and are assets to the local community. Considerations were given in the approach to details in the final concept that seeks to strategically preserve recent investment, maintaining access to business that is currently thriving, while introducing improved elements that will

attract new investment.

The northern half of the center, which has a greater level of vacancy and maintenance challenges, is proposed for removal. This demolished area is likely to be replaced with surface parking, as new structures are proposed to be placed in the plaza's existing parking area.

This proposed concept for Market Square re-imagines the vehicular dominated environment as a walkable district that tucks parking behind structures, allows for planted areas to be incorporated, and redistributes the focal point of movement in the favor of the pedestrian.



Active Spaces

In addition to the potential of adding a walkable commercial district, creating a connection to usable outdoor spaces supports an environment that people will not only want to visit, but linger in and spend time enjoying. Open and active spaces between the existing structures and proposed new construction help to reallocate the heavy asphalt surfaces that currently comprise most of the district.

This design also recognizes that users of these spaces will predominantly be arriving by vehicle. This elevates the importance of thoughtfully connecting users from their arrival point to their desired destination. Enhancing the pedestrian experience through courtyards or thoughtfully designed alleyways adds an additional layer to the outdoor experience of users.

Additionally, incorporating features that appeal across multiple age groups, from natural playscapes to areas of outdoor

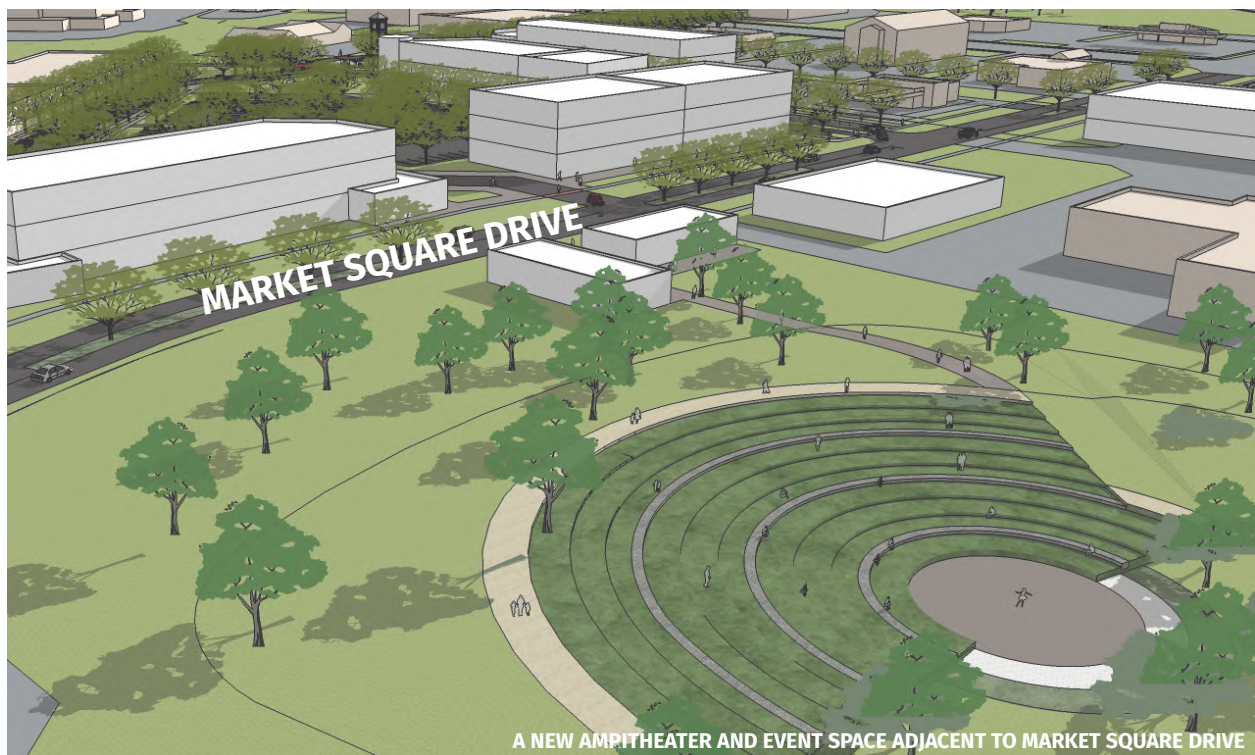
dining add vitality to the space and reflect the type of appeal the City has expressed a desire for. Programming of these spaces with activities like social events, yoga in the park, tailgating for sporting events, farmers markets and more will be key to keeping them active and lively, and prevent them from feeling like underwhelming or underutilized spaces.



Amphitheater

A unique element within the proposed concept is the amphitheater. This structure provides an outdoor attraction to draw large groups to the district for events and concerts. It provides a development solution for a portion of the district that has challenging topographical features. The most significant proposed improvement north of Market Square Drive, the amphitheater would be accessed from the proposed parking on the existing Market Square Plaza, bringing potential users into the heart of district with a direct pedestrian connection. The undeveloped sloped wooded terrain is not found in other areas of the city and lends itself to the stepped seating and band shell found in outdoor theaters.

Paired usage of the space allows for both attractions to support one another, with amenity users in the heart of the district likely to venture to the amphitheater for an event and vice versa. The outdoor active space provides direct and convenient access for all.



Main Street

Perhaps the most critical feature of the design rests on the incorporation of a Main Street, accessible from two existing drives, Market Square Drive and Staples Drive. The feeling of downtown is created here, while weaving in the existing architecture and connecting to the larger site. Businesses here would front walkable paths with outdoor dining along an active, yet buffered, sidewalk with landscaping. Adjacent open spaces provide opportunity for individuals and families to gather with an ice cream treat, relax under some shade or socialize amongst one another. Businesses, residents and visitors can coexist in a vibrant new corridor.

Currently the core has a collection of uses ranging from hotels to dental offices, each existing in separate parcels and with little relationship to one another. The Main Street design offers an opportunity to merge multiple uses within a singular location while introducing a new use, residential.

The massings shown in the conceptual imagery retain the existing Huntington Bank, situated at the newly created corner of Market Square Drive and Main Street, while adding new structures to the existing parking area that has been redefined as Main Street. With a minimum of three stories proposed within these new structures, the focus in creating a sense of place is through an increase in scale, not density. The mixture of uses, focus on accommodating multiple forms of traffic, and improved aesthetics all shape a welcoming and enjoyable environment without the dominance of a singular use.



Arrival / Connections

Three types of interventions to improving connections to the site were explored throughout this concept: improving existing connections, elevating the presence of existing secondary connections and creating new connections. Market Square Drive currently serves as the primary access route to the core area, specifically Market Square Plaza. It also serves as a short cut for some looking to avoid the route 14 and 43 intersection in the center of the city. This primary access drive has two lanes in each direction with a continuous left turning lane the length of the road. With limited traffic and congestion on this road, the excess space provides an opportunity for streetscape improvement to be made, including a planted center median, to build off the banner program that has been recently implemented. This collection of improvements places greater prominence on what is envisioned to become the primary entry point for the core.

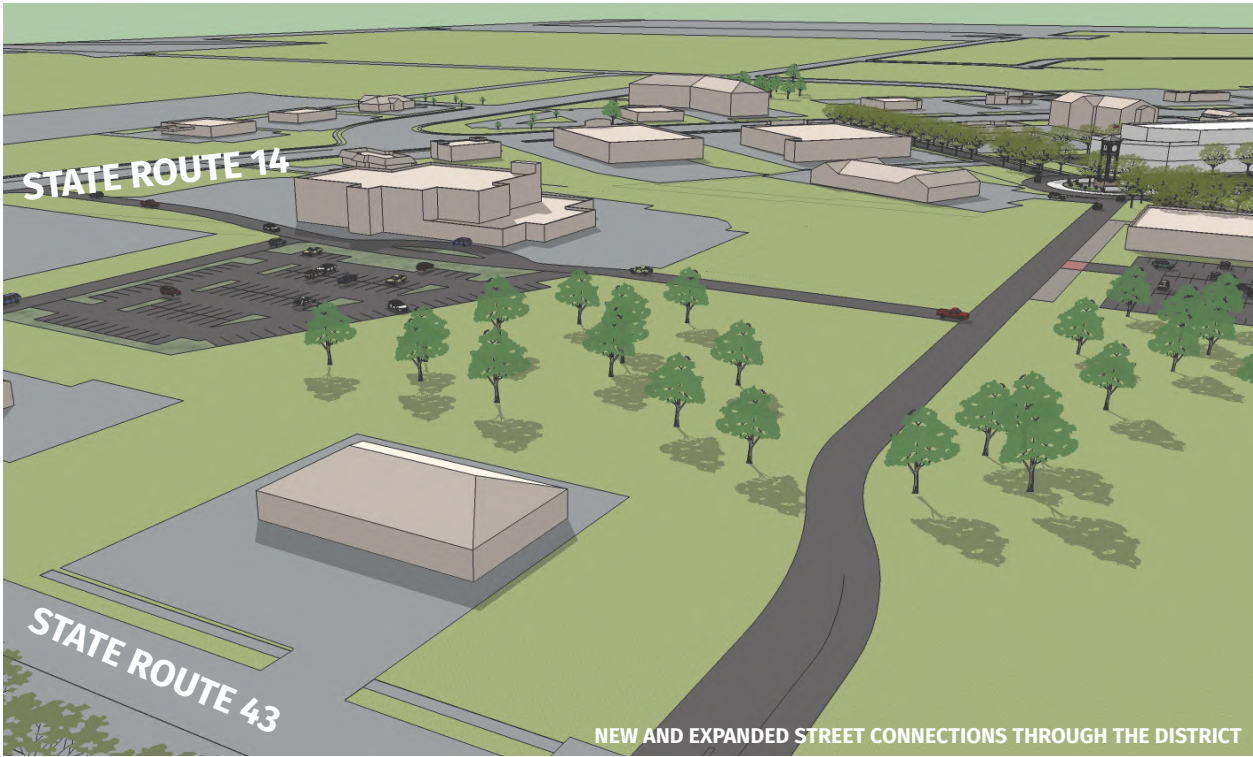
In addition to this more significant roadway, there is a privately owned secondary access point, Staples Drive, that serves as a point of access to the geographic center of the district. The proposed concept places great prominence on the intersection of Staples Dr and Market Square Plaza. This is highlighted with the placement of a roundabout that provides connectivity to the newly proposed Main Street, access to the remaining pieces of Market Square Plaza and a future point of ingress and

egress at State Route 43.

Currently State Route 43 has a singular connection to the district from Market Square Drive. However, it is limited due to the the significant land use of the University Hospital (UH) Streetsboro Health Urgent Center. While there is dedicated access to the medical facility from both state routes, there is no connection provided to the greater district. The introduction of a connection using the access point to the hospital from 43 through to a proposed traffic circle, helps to address this, while providing a more direct connection to the residential community to the east of 43.

Additionally, currently vacant businesses near the intersection of 43 and 14 face a challenge in terms of leasing due to the inability to access State Route 14 from both the east and west. The introduction of a rear access drive here would help to alleviate this and potentially allow for a leaseholder to show greater interest. This additional connection also leverages the parking and access area of UH, as most of this area is largely underutilized. The ownership of this land by the Portage County Commissioners is also believed to provide support in making conversations about these modifications less challenging.

Recommended by the Streetsboro Core Concept Plan Working Committee to the Planning and Zoning Commission on May 19, 2021.
Revised based on comments and direction received from Planning and Zoning Commission at July 28, 2021 Work Session.



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Implement

ment

04

Design Guidelines

The following pages provide a clear, concise and digestible set of Design Guidelines that are guided by the foundational elements of the concept for the Core, while also being supported by the proposed zoning regulations that will allow the future concept to be realized.

These guidelines remain high level, stopping short of being regulated, meaning that there will come a time where the city leadership will have to commit to how fervently they would like to stand behind these, through creating more specific language and diagrams for design features the developers must abide by. At this stage in the future planning of the Core, it is important to leave room for flexibility for prospective developers, while providing some minimum parameters to work toward in their design.

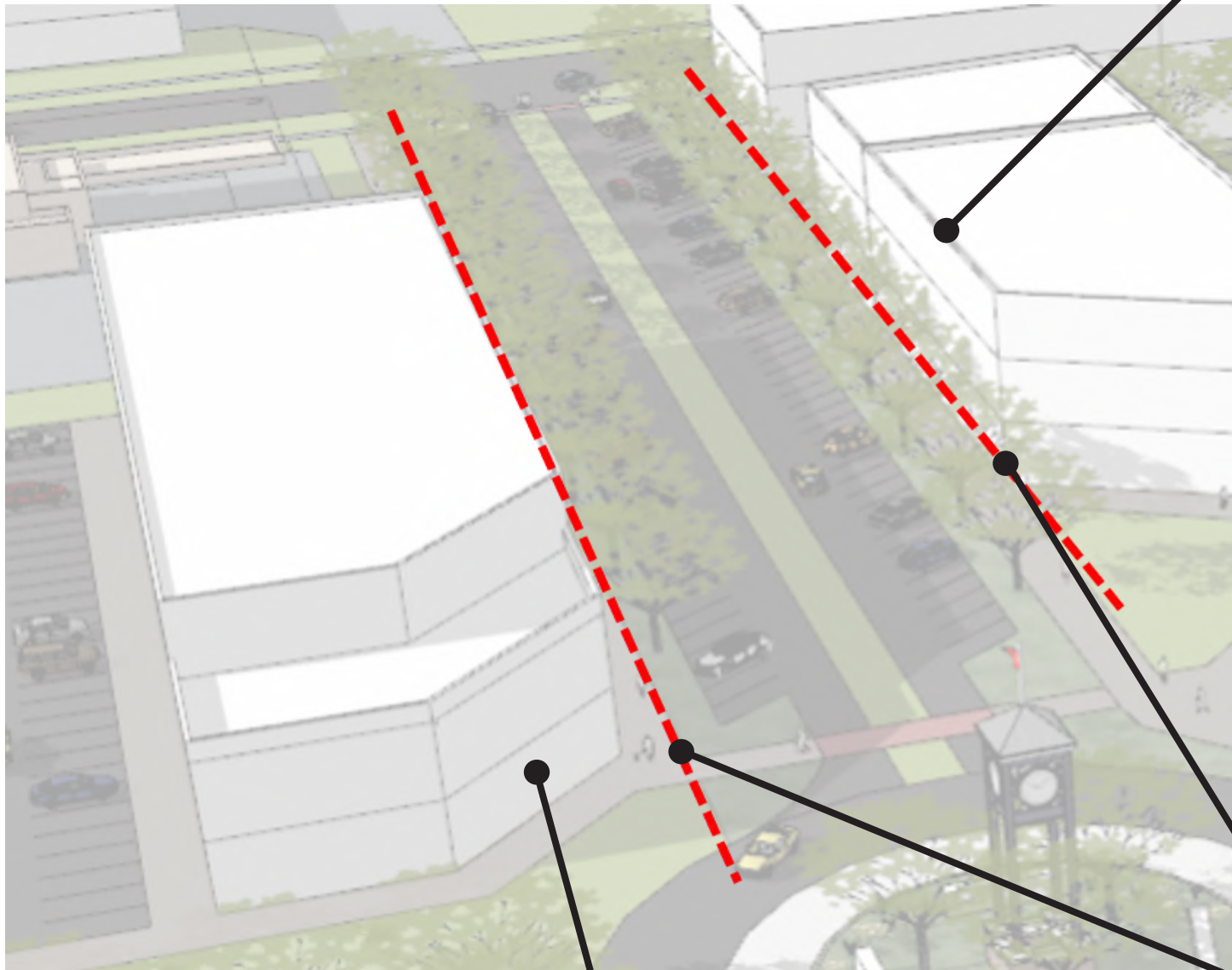
Of particular prominence throughout the proposed concept is the presence of trees. Specific guidelines surrounding the expectation of thoughtful incorporation of natural vegetation must be clearly communicated to any prospective developer at the outset. Additionally, the guidelines must also support room for growth of technology as it relates to mobility and expectations of consumers in public spaces.





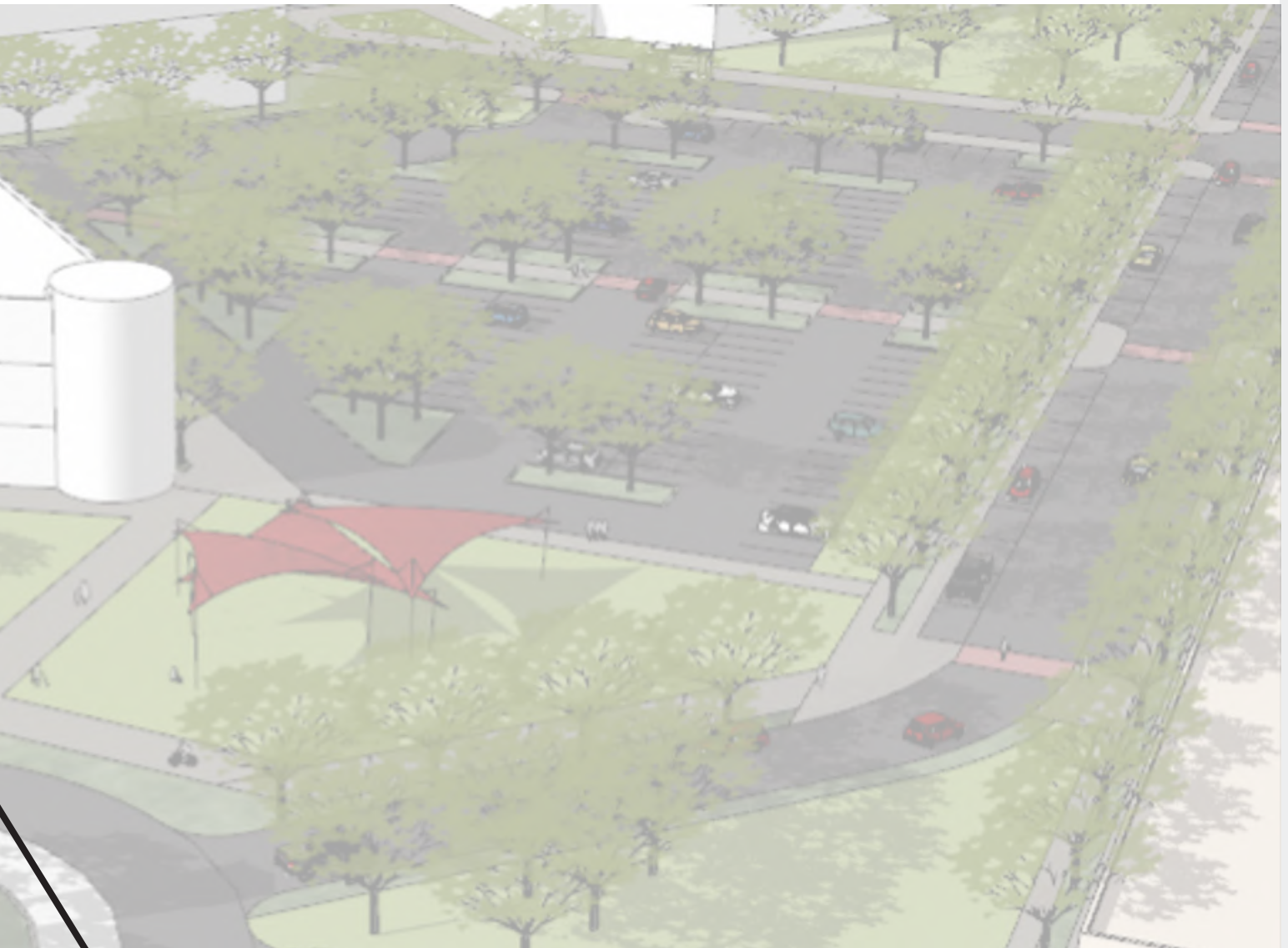
Building Alignments and Design

GOAL: Buildings should shape, enclose and define streets and public spaces to provide a cohesive and appealing environment.



Promote articulated facades, glazing and other architectural elements along roadways to animate building elevations and streetscape experience

Highlight building entrances / lobbies with canopies, sidewalks and other architectural elements



Establish "Build-To Line" along Main Corridor with maximum 10' setback to create street frontage while accommodating outdoor dining opportunities and incorporation of shade trees

Building Frontage

- Create recognizable “build-to” line or edge with connected frontage (physical or visual) along active streets, limiting curb cuts and driveways
- Variety of materials to be employed to create animated facades and streetscape rhythm
- Ground floor spaces must feel linked, with direct access and visual connection to the surrounding streets and public spaces, while back-of-house spaces can be considered without connections
- Various parapet / coping heights are encouraged to aid in the further delineation of tenant spaces while breaking down the overall building / development scale (developments should not feel singular in nature, as to promote the Main Street aesthetic)
- Signage should be complementary of the architecture and contribute to the overall quality of the district, with signage type, mounting, lighting and application fitting the character of the district
- Awnings are strongly encouraged to provide protection from the weather, create groupings of color, and add to the district’s composition



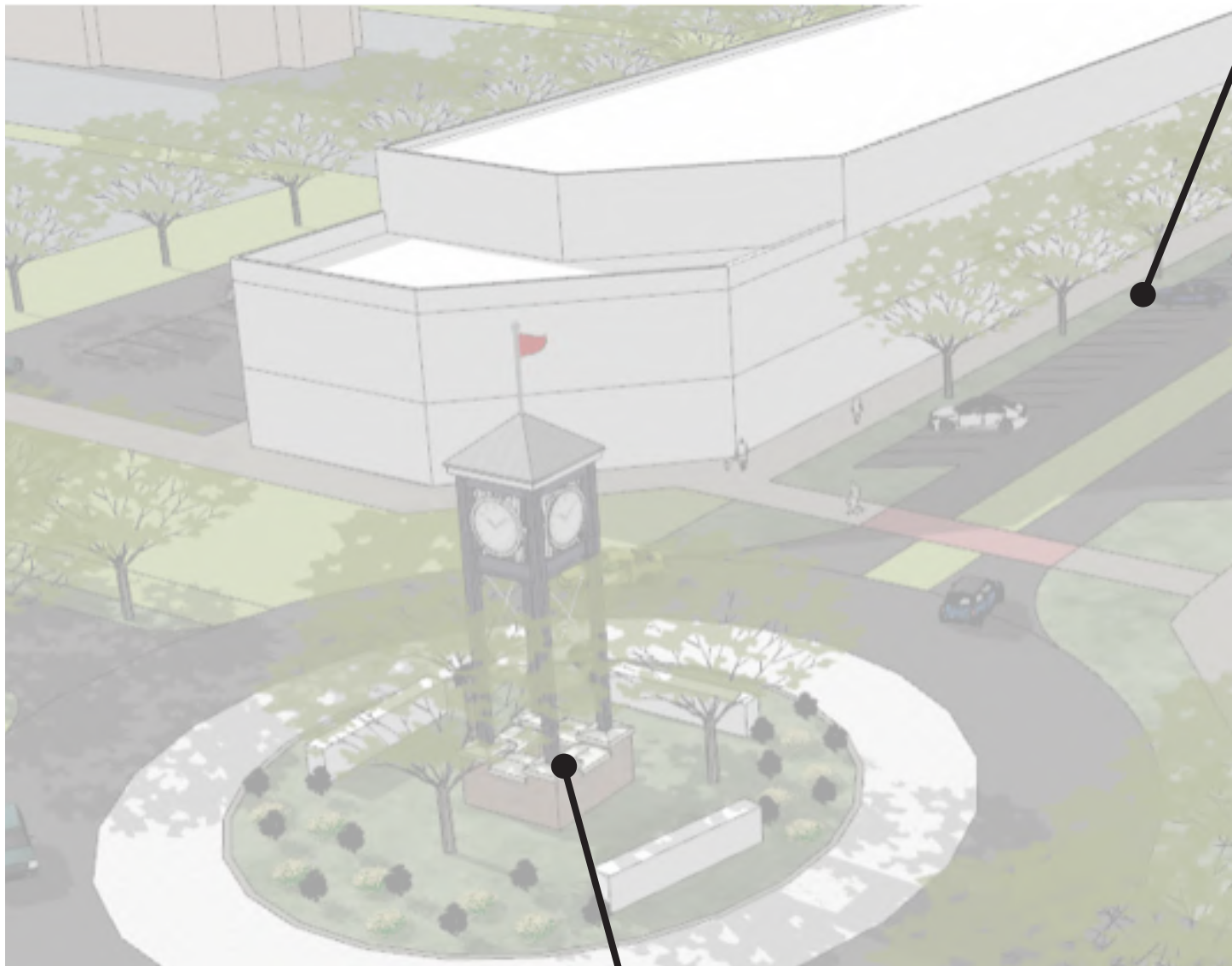


Building Scale

- Minimum height of a typical two (2) story commercial building for all new buildings in district (if singular story, additional height may be gained through taller first floor and / or extended parapet. If parapet, the parapet must return the full building depth to avoid a “stage set” appearance)
- Buildings’ elevations to be developed to promote a sense of multiple buildings that is reflective of traditional town center
- Buildings’ proportions must be considered, and elevation / material treatments should be arranged to emphasize the appearance of a series of smaller buildings rather than a singular, large building
- Buildings should be scaled for mixed-use with second and third floors as programmed / usable space
- Second and third floors’ exterior facades to be designed as integral to the overall building aesthetic

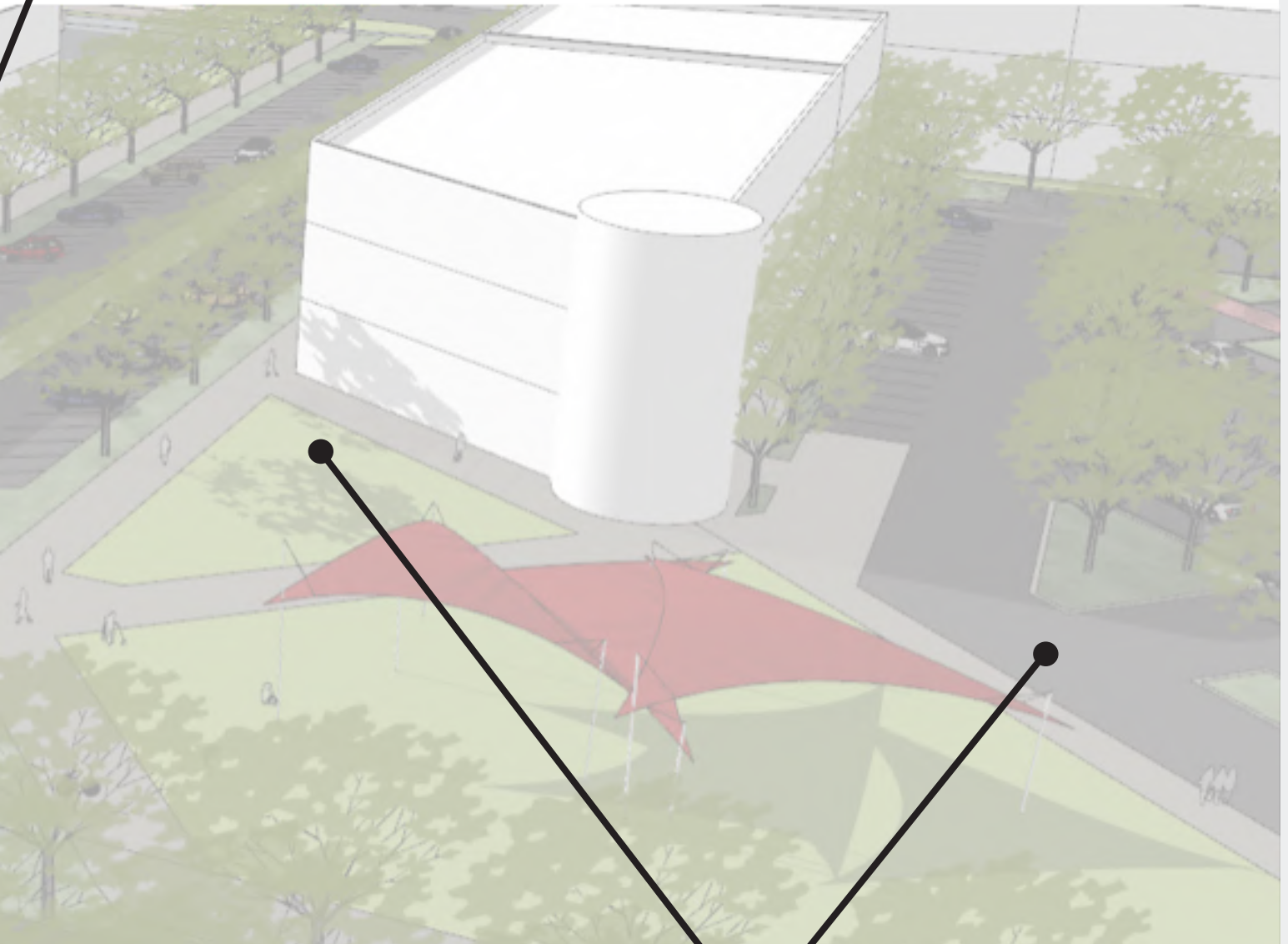
Streetscape and Gathering Space

GOAL: Create and enhance links throughout City Core with identifiable streetscapes and public spaces.



Strategic incorporation of placemaking elements within the center of the Core that create visual connections and promote a recognizable sense of place

Utilize landscape details to establish a Main Street corridor that prioritizes tree coverage and incorporates landscaping (year-round interest) and creative hardscaping (paving, unit pavers)



Place sidewalks, paths and public spaces in strategic locations to promote connections to connect people with their destinations

Streetscapes & Landscaping

- Species of trees and vegetation should align with existing environmental conditions and consider salt tolerance, watering schedules / maintenance, and other threats to landscaping
- Indigenous planting materials should be incorporated to reduce maintenance and irrigation efforts
- Landscape materials must offer visual interest in all seasons
- Amenities such as benches, bike racks, waste / recycling receptacles, etc. must all be part of the overall district's aesthetic and be coordinated from a predetermined amenities package, defined by the City and / or developer
- Hardscaping must be considered in locations of confluence where patterned / colored concrete, unit pavers, or other materials can be incorporated
- Signage / wayfinding elements must be considered holistically, and if installations occur in phases or over time, they must be coordinated with the established district aesthetic and signage / wayfinding design language



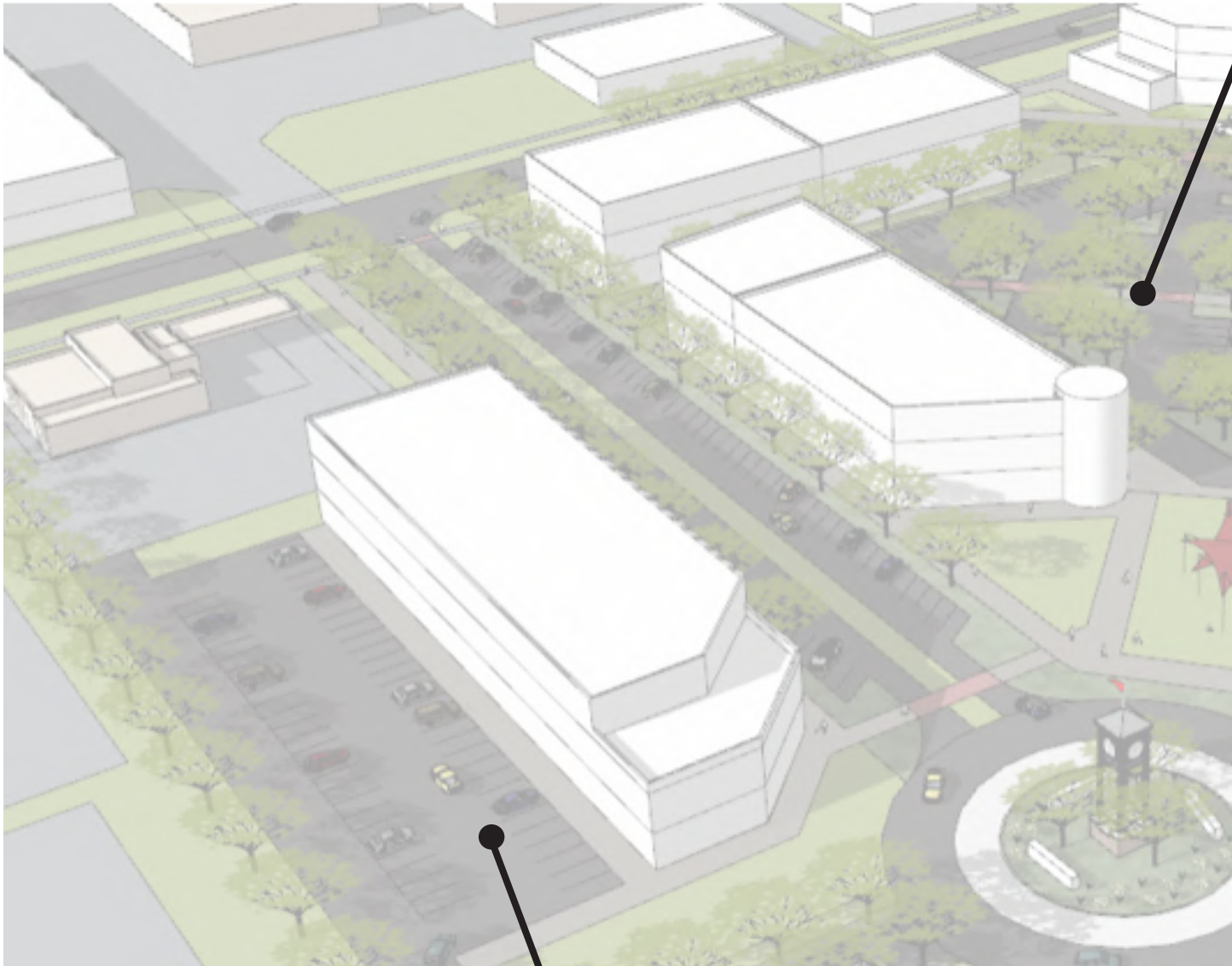


Outdoor Gathering Space

- Outdoor area designed and maintained for public use including outdoor seating and small event / festival programming
- Spaces should be equipped with utility hook-ups (water and electricity) that are easily accessible to promote ease of use for programming
- Spaces must be designed to serve multiple generations and activities (passive and active spaces)
- Location should be prominent within the Core and provide convenient access for pedestrians with proximate locations to ground floor retail spaces that will benefit from adjacent green spaces
- Outdoor spaces to be supported with furniture, shade structures / umbrellas, trees, lighting, and other elements to maximize their uses and appeal
- Provision of power sources to enable the use of outdoor technology, such as Internet access and lighting, in addition to accommodations for food trucks and mobile food service providers and access to proper irrigation for planting areas

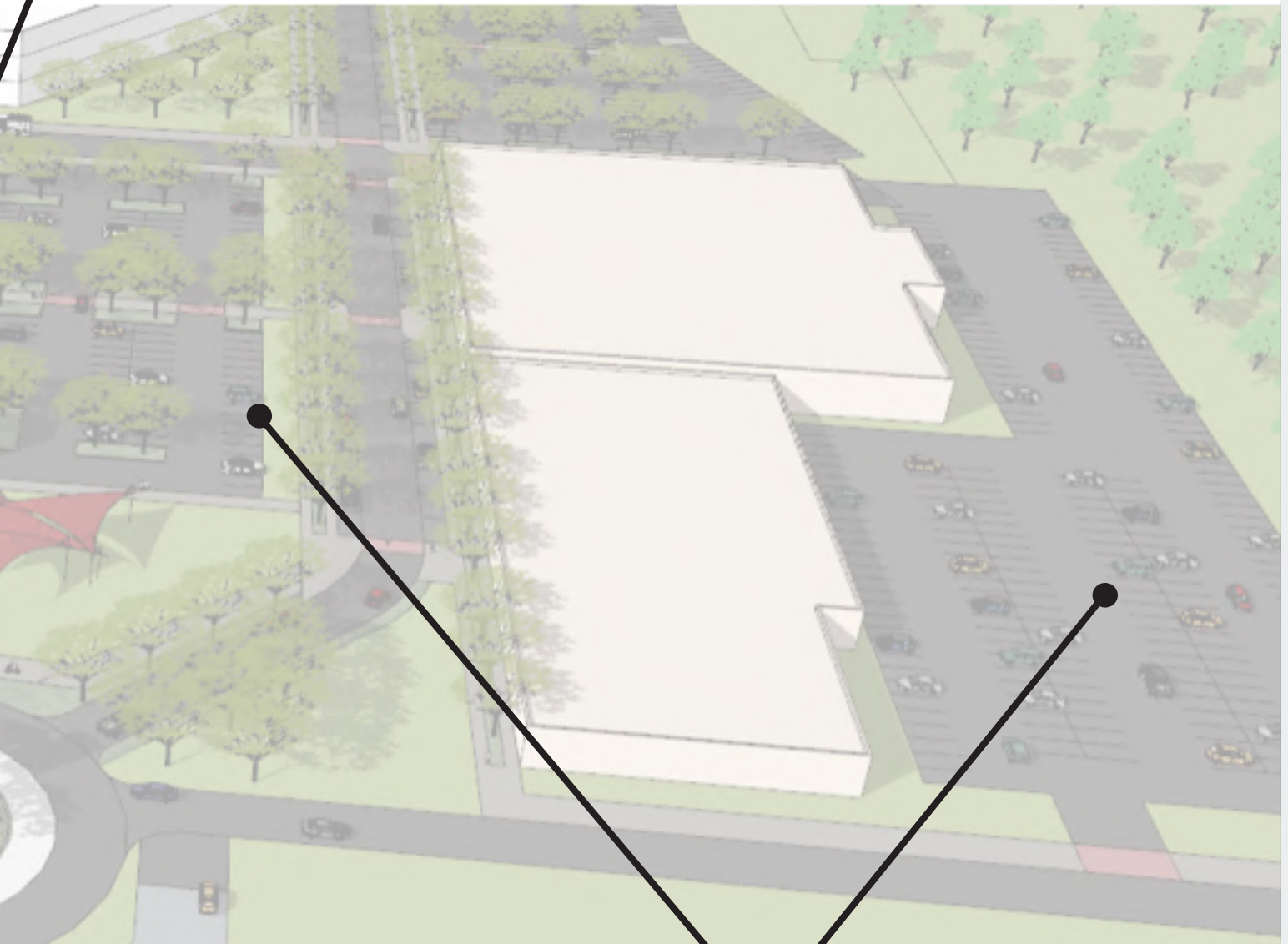
Parking Lots and Driveways

GOAL: Diminish the impact of vehicles and parking areas on the district's experience while maintaining access.



Position loading and storage areas in the rear of facilities with shared access, where possible

Require site development to include shade trees, ornamental landscaping and sidewalks / paths that connect throughout the Core and break up large expanses of paved areas



Locate parking lots in rear of building and provide ample screening with landscaping / ornamental fencing to minimize the visual impact of lots

Parking

- Parking should be placed in rear of buildings throughout the district
- Parking lot perimeters must include a visual buffer (ornamental fencing, landscaping / trees, or other elements)
- Ample pedestrian pathways must be provided, well-lit and ADA accessible connecting pedestrians to buildings' front / main entrances (building cut-throughs are permitted at key locations)
- On-street metered parking should be maximized and considered for all streets where shopping, dining, residential or other commercial spaces are envisioned (access drives do not need to include on-street parking)
- Incorporation of pervious surfaces and vegetation / trees must be included to reduce storm water run off, reduce urban heat-island effect and minimize the visual impact of large parking lots
- Signage, wayfinding and lighting must be included in parking areas in coordination with overall development and with sensitivity to upper floors uses, especially residents
- Accommodations for various mobility options are recommended to be made available, including charging stations and bike racks





Maintenance & Program Plan (For Consideration)

- A separate, but aligned structure that serves to support maintaining activity in the programmable spaces within the district, while also preserving the quality of the physical condition
- Without continuously programmed public spaces there is a high likelihood they will become dormant and underutilized
- The incorporation of natural vegetation, including tree planters, hanging baskets, shrubs and more require a specific maintenance and care plan unique to the species type. Selection of compatible species and applying the appropriate care will serve to maintain the desired aesthetic
- Similarly, a maintenance and care plan for any unique furnishing and streetscape details, such as unit pavers or painted concrete, also require ongoing care, all of which should be established upon selection of materials