

#### Recommendations

The concept master plan lays out a blue print for the Cherokee-Church Street Historic District and Kennestone study area. The master plan addresses various issues that the community brought forward and also reflects their vision for the future of the study area. Any plan or vision of this nature is not expected to be realized overnight or by one single entity. It is a long term collaborative effort that involves the city, the hospital, the property owners, development community, other agencies and the community.

While these recommendations are expected to be realized in the long term where the future conditions may change, the master plan serves as the blue print and a guideline for development. To make this process easy, the concept master plan clarifies further by dividing the study area into sub-areas. The concept master plan also recognizes the need for flexibility that may arise out of changing market and economic conditions through the life cycle of this implementation.

The recommendations for the study area vary from preservation to redevelopment to new development involving various levels of intervention.

Many of the issues brought forward by the community focus on the traffic, speed, pedestrian safety and environment, enhancement of amenities and preservation of neighborhoods. Many of these are addressed in the transportation recommendation section.

The recommendations for implementing the master plan are described in this section which is organized in three (3) sections.

- ❖ Land Use and Zoning
- ❖ Transportation
- ❖ Urban Design

#### Future Land Use and Zoning Considerations

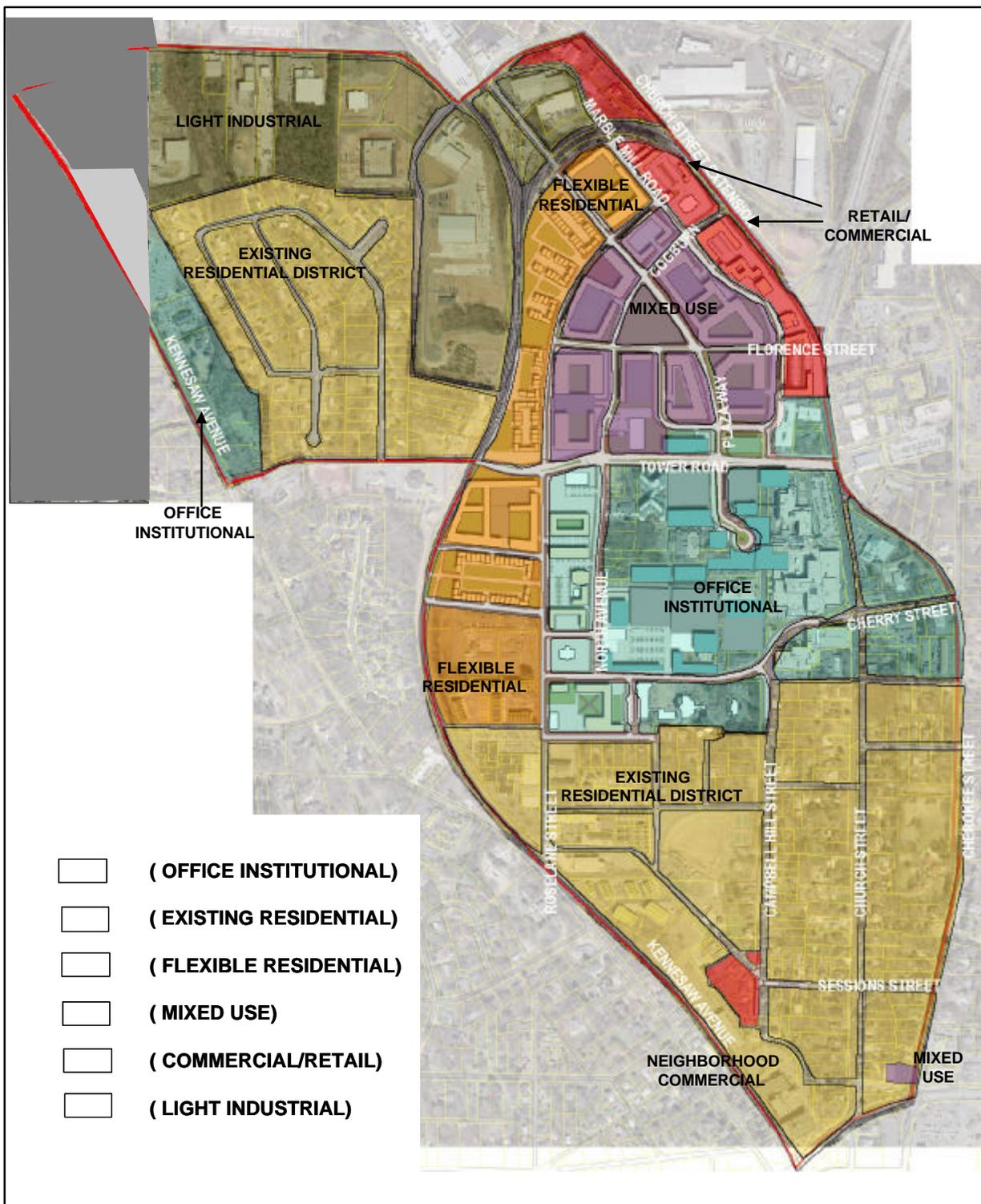
The following land use and zoning considerations are put forth to encourage and promote the successful implementation of the master plan. It is critical that the recommendations for this plan be adopted by the City and integrated into the Comprehensive Plan.

Both the current zoning and the future land use do not provide adequate opportunities for mixed-use development and variety of housing densities and types. In order to realize the vision of the plan and create a walkable, pedestrian friendly environment, land use and zoning changes are necessary. The land uses remain the same in much of the area south of the hospital that comprises the residential neighborhood and historic district. The Kennestone hospital campus and its immediate vicinity remains office/institutional. Most of the changes that are proposed are for the area that lies west of the hospital up to the CSX tracks and to the north of the hospital up to the CSX tracks and Church Street Extension and the industrial district along the Marble Mill Road. See the proposed land use map for the proposed land uses.

# Cherokee-Church Street Historic District & Kennestone Area Study

## RECOMMENDATIONS

### 4.1 Land Use and Zoning



**PROPOSED FUTURE LAND USE MAP**

#### Mixed Use-Plaza Way District

The area as shown in the map; bound by Roselane Street to the west, Marble Mill Road/Campbell Hill Street to the east and Tower Road to the south is the mixed use district where the greatest opportunity for development and to create a community exists. A small parcel at the corner of Cherokee and Marietta Parkway also has the potential for mixed use, although the property is small in size due to the location it makes it attractive. This will allow for the following uses:

- ❖ Retail/Commercial
- ❖ Office
- ❖ Condos
- ❖ Town Homes
- ❖ Live/Work Units
- ❖ Multi-Family Residential
- ❖ Park/Open Space
- ❖ Hotel/Conference

This district will serve the expanding needs of the hospital and related uses and also leverage the potential of hospital related activities, its visitors and the staff. The compact mixed-use district will offer services/amenities to the hospital visitors and staff and the neighborhood and also provides a variety of housing opportunities as identified in the development potential for the hospital staff and others. This promotes a cohesive development and integrated land use and transportation strategy that creates a pedestrian friendly community. The open space/park will be the focal point of this district. The development of this mixed-use district with the street network and creation of 'Main Street' will facilitate the hospital related traffic to flow away from the neighborhoods.

Primarily retail uses (supplemented by office) are recommended on the ground floor level for the buildings along Tower Road from North Avenue to Church Street and along Plaza Way from Tower Road to Cogburn Avenue. This will ensure the retail activities limited to this area to create the mixed-use district and pedestrian activities. Any parking decks that front these roads should respond to the pedestrian environment at the ground level through office or retail. The parking decks facing these streets should be architecturally designed. The street sections (see urban design section) are recommended to

create the compact urban feel and pedestrian friendly walkable environment.

The development of new streets per the master plan should be coordinated as developers come forward to develop the parcels within this district. Consolidation of smaller parcels into larger parcels is encouraged to realize this vision. However, the street section and the build to line guidelines facilitate the development of smaller parcels in keeping with the vision.

The key is to develop the street network to promote the mixed-use district and the creation of open space/park. As the land prices increase and continue to rise, it is difficult to acquire and create a large open space/park by the public sector; private sector needs to take the initiative to realize this. A larger project initiative by private master developer would enable this easily than through incremental smaller individual development. It is recommended that the City provide incentives in terms of densities/FAR in exchange for the open space in the identified location either by directly donating the land towards that purpose if the parcel is located in that location or donate funds to acquire the land. The minimum required open space for each parcel can be traded toward creating this open space/park amenity.

#### Flexible Residential- Roselane Residential District

This area is shown in the map; bound by Roselane Street to the east, CSX tracks to the west, Marble Mill Road to the east and Lacy Street to the south will allow for the following uses:

- ❖ Condos
- ❖ Lofts
- ❖ Town Homes
- ❖ Live/Work
- ❖ Single Family
- ❖ Senior and Assisted Living
- ❖ Small amount of neighborhood serving retail

The market study identifies various opportunities for a variety of housing types; single family, town homes, soft lofts, live / work and condominiums. Such housing provides various options for the home buyer and also leverages the hospital and related activities. As the land prices increase these become more attractive and feasible. It is important for the implementation of this plan to have the flexibility of housing variety. Rather than defining the specific types of housing/land use by parcel. Provision should be made to allow for the variety in housing in this district to keep the flexibility of the plan. The redevelopment of these areas into such housing will enhance the pedestrian friendly environment and the viability of the mixed-use which will be the focal point of the community. This goes a long way in creating a thriving neighborhood and community. The current residential densities which stipulate a maximum of 6 units/acre do not provide for the variety of housing options.

#### Retail/Office- Church Street Extension retail district

This area is shown in the map; bound by Church Street Extension to the east, Marble Mill Road/Campbell Hill Street to the west, CSX tracks to the north and Tower Road to the south, will allow for following uses;

- ❖ Retail
- ❖ Commercial
- ❖ Office

This district will involve infill and redevelopment. It is envisioned that this district will be primarily a retail/commercial district, with office uses as secondary uses. It is recommended that the buildings be built closer to the street and a built to line is maintained and the parking areas be screened from the street.

#### Zoning Considerations

A two part strategy is recommended to allow for the implementation of the Master Plan. The first strategy involves changes to the existing zoning. The second strategy involves the adoption of new zoning categories.

#### Modifications of existing zoning districts

It is recommended that the City of Marietta modify aspects of existing categories to encourage compatible new development including:

- ❖ Create a maximum buildable footprint cap in retail/commercial district to discourage big box type of development in appropriate locations
- ❖ Create allowances to reduce the front setbacks in office, institutional, commercial and residential districts so that new structures can be located closer to the street with parking behind. Create allowances to reduce the side setbacks in the office, institutional, commercial districts to create the continuity of building facade to create pedestrian friendly streets.
- ❖ Promote on-street parallel parking and 10' lanes in collector and local streets and smaller turning radius to promote the continuity of sidewalk and thus pedestrian friendly environment.

#### Mixed Use-Plaza Way District

Consideration should be made by the City to enhance the mixed-use zoning category. This category must embody the principles of the Concept Master Plan while permitting the mix of uses. It should allow for flexibility to meet the market demand. Allowances to reduce the front and side setback lines, parking ratio reductions, street widths, on-street parallel parking, smaller street turning radius, variety in uses, open space and parks and architecture should be made. The quality of development is critical to ensure a quality community.

Primarily retail uses (supplemented by office) are recommended on the ground floor level for the buildings along Tower Road from North Avenue to Church Street and along Plaza Way from Tower Road to Cogburn Avenue. This would ensure the retail activities limited to this area to create the mixed-use district and pedestrian activities.

#### Flexible Residential- Roselane Residential District

There are many residential categories within the current zoning, but they do not provide flexibility to accommodate the variety of housing that the market trends reflect. In order to keep the flexibility of the plan, it is imperative to allow for flexibility for various housing products and densities. Hence it is recommended to create a new zoning category or an overlay district to allow for such diversity. The allowable uses within this are;

- ❖ Condos
- ❖ Mutli-family
- ❖ Lofts
- ❖ Town Homes
- ❖ Live/Work
- ❖ Single Family – attached/detached
- ❖ Small amount of neighborhood serving retail

Allowances to reduce the front and side setback lines, parking ratio reductions, street widths, on-street parallel parking, smaller street turning radius, open space and parks and architecture should be made.

#### Zoning Incentives

City of Marietta should provide a variety of zoning incentives to encourage compatible new developments including possible density bonuses for providing open space, parks, preserving open spaces, shared parking, streetscape, pedestrian connections, multi-path trails, new streets and infrastructure as reflected in the master plan and affordable housing

#### Parking Regulations

The size and layout of parking can be a major impediment toward creating a compact, walkable mixed-use development. Parking modifications to be considered include: eliminate parking minimums and implement parking maximums, encouraging shared parking for separate developments, eliminating parking between the primary street and the building façade thereby limiting parking to rear or side locations, and requiring landscaping of parking lots and inter-parcel connections.

#### Parks and Open Space

Open space and pocket park should be provided within all land uses. The major park space is within the mixed use district. Incentives must be provided to the property owners to trade the open space to density. Multi path trails and sidewalks should be connected to these open spaces. Open space and parks should be usable, designed and maintained spaces not left over spaces or buffers or creeks or flood plains. . The size and percentage should vary based on the uses. Pocket parks should be recommended in residential uses within a walking distance of 10 minutes.

#### Built to Line

Built to line is important to promote pedestrian friendly environment and visually and aesthetically pleasing environment. Following street sections are recommended for commercial and residential streets.

### Overview

The land use and market analyses confirm that there is demand for additional hospital-related development in and near the study area. This development will create additional strain on the local transportation systems.

Thus, a major component of this planning process involved addressing transportation issues and capitalizing on opportunities to enhance the transportation systems.

The community accepted the general schematic plan, including the following elements:

- Lacy Street should be the southern limit of hospital-related development / expansion ;
- Hospital-related traffic should be directed to Tower Road and away from historic neighborhood streets ;
- Connections from hospital-related uses to the major arterials to the north (I-75, Cobb Parkway) should be enhanced.

Alternative concepts for enhancing Connectivity and Traffic Operations in the study area were based on both the transportation conditions analysis and the proposed study area land use plan. Numerous project alternatives evolved from an inclusive process with various community participation techniques.

Transportation project alternatives were presented to the city, stakeholders, and the public in three categories:

- Connectivity and Traffic Operations ;
- Alternative Transportation ; and
- Traffic Calming.

Generally, the community was against any projects which cut off access or hampered circulation on the existing local street network. Thus, they opposed projects which resulted in cul de sacs, diverters, or one way streets.

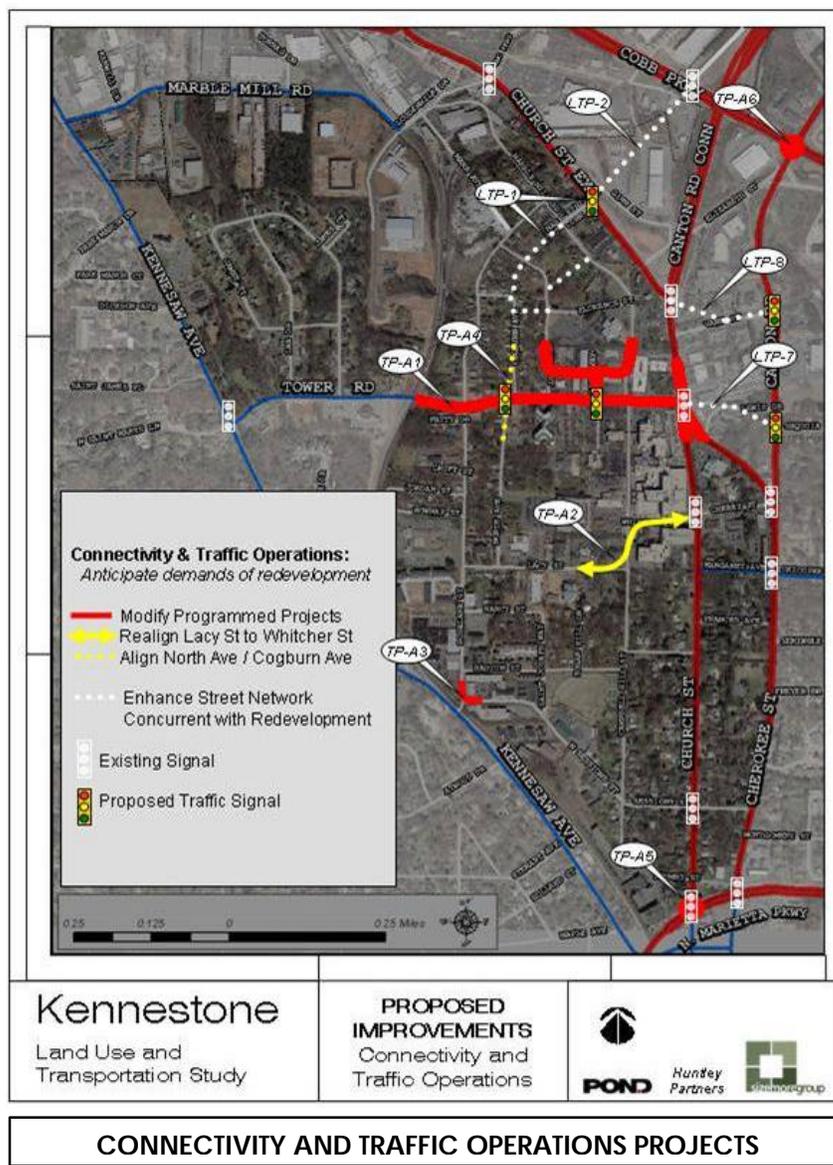
Following is a discussion of selective transportation concept alternatives and recommendations which were of particular interest to the community.

## RECOMMENDATIONS

## 4.2 Transportation

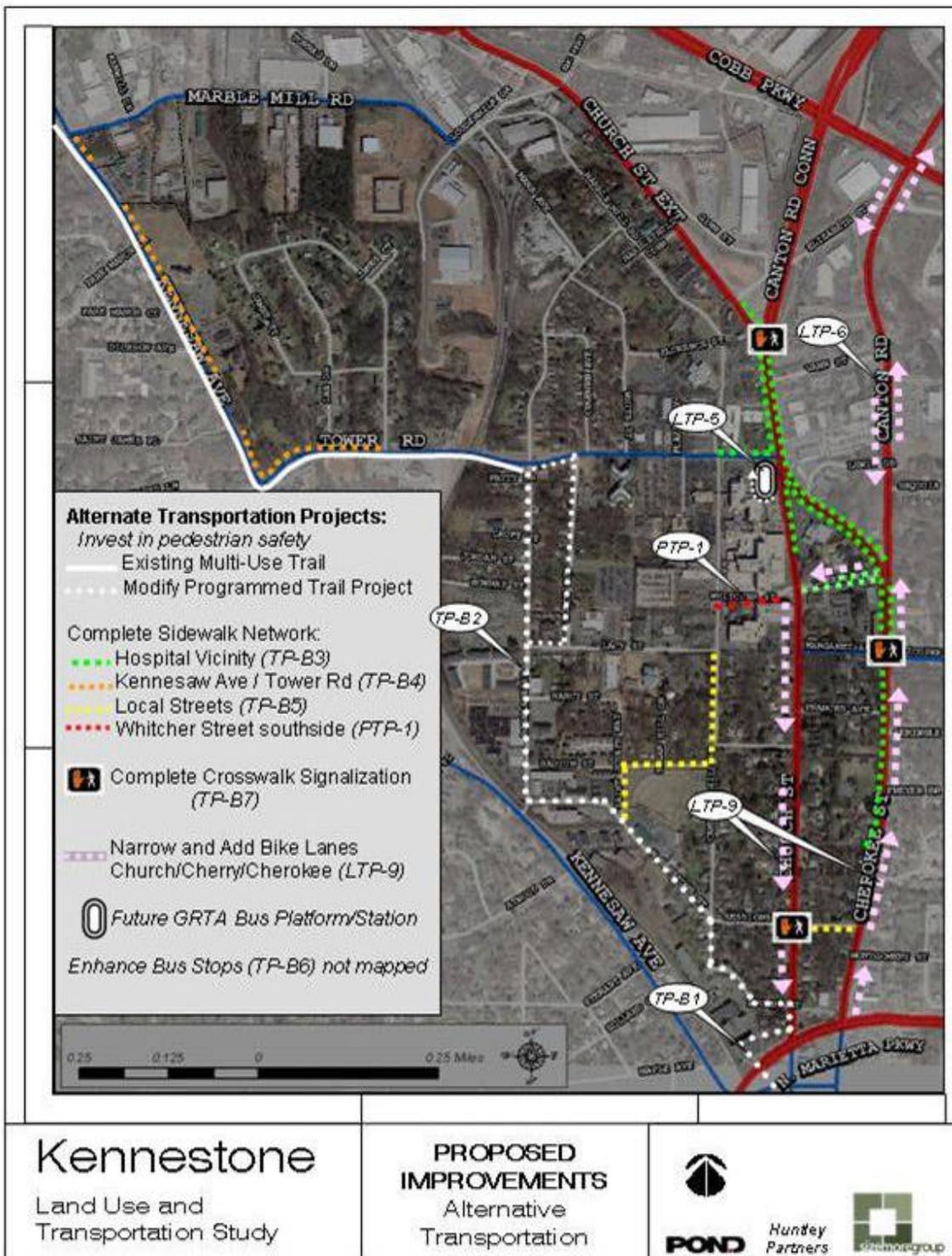
Other projects were either previously programmed or based on traffic engineering principles; these were generally acceptable to the community and are included in the Work Program.

The following three maps display the locations of recommended projects. The Project IDs correspond to those listed in the Work Program.



## RECOMMENDATIONS

### 4.2 Transportation



**Kennestone**

Land Use and  
Transportation Study

**PROPOSED  
IMPROVEMENTS**  
Alternative  
Transportation



**POND**

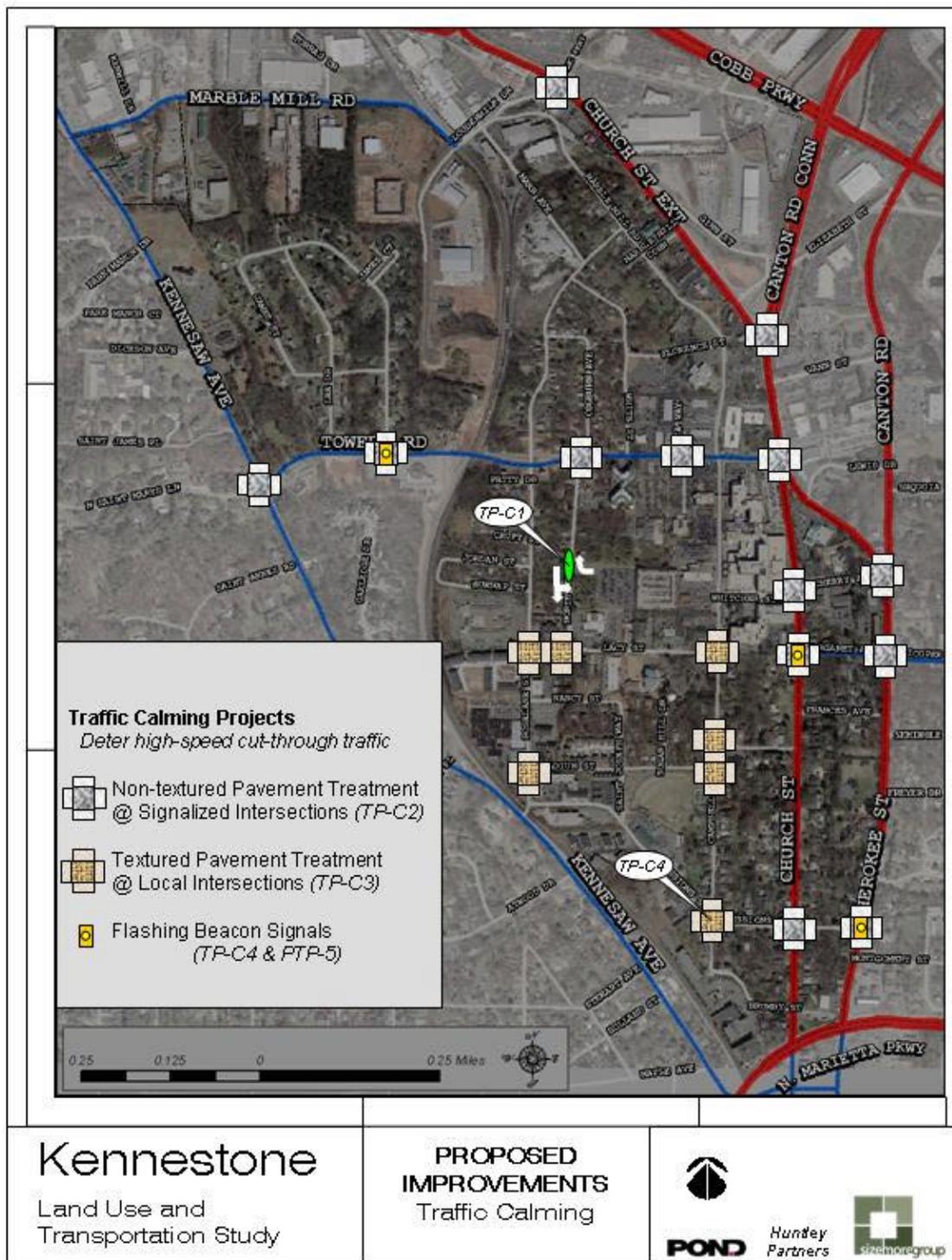
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### ALTERNATIVE TRANSPORTATION PROJECTS

## RECOMMENDATIONS

### 4.2 Transportation



### TRAFFIC CALMING PROJECTS

### Connectivity and Traffic Operations

The underlying goal of connectivity is to enhance the local street network.

The recommended projects have been identified as critical links toward achieving a tight, inter-connected network of pedestrian-friendly, local access streets.

These enhanced local routes will provide viable alternatives to the arterials for local trips. Such parallel streets are also a key component of arterial access management as they relieve the arterials of local traffic. The goal of traffic operations is to improve mobility and access without adding roadway capacity (e.g. widening roads to add through-lanes).

Following is a discussion of priority connectivity and traffic operations project recommendations which were of particular interest to the community.

#### Lacy Street / Witcher Street Alignment

The Hospital Master Plan proposed the extension of Lacy Street to the intersection of Margaret Avenue and Church Street. This alignment made sense from an engineering perspective, as it directs traffic from the hospital campus, St Joseph's school, and other uses along Lacy Street to the intersection of a major arterial (State Route 5 / Church Street) and an east-west collector street (Margaret Avenue / Chicopee Street). However, this alignment would negatively impact parcels not under hospital ownership, including historic residences. The concept met opposition from the community and was abandoned.

An alternate arrangement serving the same purpose of directing Lacy Street traffic to State Route 5 is proposed as a priority recommendation. This project would reconstruct Lacy Street to align with Witcher Street and result in a T-intersection with Campbell Hill Street. The alignment would result in a sharp S-curve, but could be carefully designed to require slow speeds and would essentially operate as an internal hospital campus street. This alignment minimizes the impact on neighboring landowners and may be accomplished through a public/private partnership between the City and Wellstar.

### Church Street / Cherokee Street Jurisdiction

Because transfer of the jurisdiction of these streets from state to local control is pending, efforts to make immediate alterations in the state's right of way would not be prudent, primarily due to burdensome state policies, standards, and review processes.

The reversion of these routes to local control would open up the possibility for major changes to the area street network to local community standards. Note that enhancements would likely be constrained by existing right of way (~60 ft Church Street ROW; ~50 ft Cherokee Street ROW) due to the numerous historic properties in the vicinity.

Upon reversion to local control, it is feasible that segments of Church Street and Cherokee Street could revert to two-directional traffic. Lanes could be narrowed so that where 30 ft of pavement previously accommodated two lanes with paved shoulders, the same width of pavement could accommodate three 10 ft lanes (without reducing capacity). However, this concept increases the number of lanes on each street, a scenario clearly opposed by the community.

This concept presents operational challenges as well, especially considering these streets are one-way south of North Marietta Pkwy. Additionally, traffic from the Canton Road Connector would overburden Church Street unless connectivity between Church Street and Canton Road/Cherokee Street is greatly enhanced.

An alternate, preferred concept (pending local control) would retain the number of lanes but reduce lane widths in order to accommodate bike lanes. Narrowing lanes is a traffic calming measure and bike lanes would buffer pedestrians from automotive traffic. Because bicyclists must travel in the same direction as automotive traffic, bike lanes would be northbound on Cherokee Street and southbound on Church Street.

Because the Canton Road Connector is limited access and would not accommodate bike paths, this study proposes that the bike route would follow Canton Road. This bike route was proposed in a 2002 ARC Bike/Ped Plan.

Cherry Street would serve as a link connecting southbound bicyclists from Canton Road to Church Street.

### North Ave / Cogburn Avenue Alignment & Extension Northward

This critical link in support of the master plan is proposed in phases in order to provide more direct access from future development north of Tower Road to Church Street Extension and eventually Cobb Parkway.

First, North Avenue and Cogburn Avenue will be aligned at a signalized intersection with Tower Road.

Second, Cogburn Avenue will be reconstructed and extended northward and merge into Marble Mill Connector.

*At this point, the entire length from Lacy Street to Church Street Extension should be given a new, consistent name related to the uses it serves.*

Third, the anticipated traffic demand for this route should warrant a signal and intersection improvement where Marble Mill Connector intersects Church Street extension.

Finally (pending redevelopment of the property between Church Street Extension and Cobb Parkway), this route could conceivably be further extended northward to intersect Cobb Pkwy at the existing signalized intersection with the Canton Road Connector Off-ramp.

Ultimately, this route would provide a direct, alternate north-south route from I-75 southbound, across Cobb Parkway and Church Street Extension, to Tower Road and would greatly facilitate trips to the hospital, especially employee & service trips to the entrances on North Avenue.

### Alternative Transportation

An important factor in reducing demand on the local street network is to enhance local circulation networks.

Recommendations focus on the safety and circulation of pedestrians and bicyclists. *Note that traffic calming recommendations are discussed in another section.* Further recommendations are intended to enhance circulation by existing and planned transit. This will inherently improve connectivity of local and regional public transportation systems to other centers.

### Pedestrian Safety and Circulation

The city should strive for a complete sidewalk network. This means the provision and maintenance of:

- sidewalks or paved trails on both sides of all area streets;
- adequate buffers of walkways from automotive traffic (landscaping, bike lanes, and/or on-street parking where appropriate) ;
- signalized crosswalks at major intersections ; and
- Non-signalized crosswalks with appropriate traffic calming measures where foot traffic is anticipated (at mid-block locations or at non-signalized intersections of local streets).

This does not mean the city must publicly fund all such improvements. The private provision of sidewalks along the frontage of private property (upon redevelopment or rezoning) may be required in city ordinances. However, this may result in a discontinuous network. Improvements along the frontage of historic sites present a unique problem for the area.

Recommended public sidewalk/streetscape projects for the study area have been prioritized according to:

- the roadway classification (along arterials; then collectors; then neighborhood streets identified for traffic calming; then all remaining local rights of way) ; and
- Proximity to pedestrian destinations (in the immediate vicinity of hospital entrances, schools, parks, retail centers, etc).

### Bicycle Safety and Circulation

Bicycle traffic on area roads will be well served by the programmed multi-use trail facility and proposed traffic calming measures.

As discussed in the prior section, this study proposes that Church Street and Cherokee Street be reconstructed to accommodate bike lanes. This bike route would tie-in to bike lanes northward on Canton Road.

### Public Transportation

Project recommendations related to transit include upgrading and enhancing existing bus stops as well as planning for an express bus platform at the southwest corner of the Tower Road and Church Street intersection. This project is pending the planned demolition of the hospital parking deck at that location.

### Traffic Calming

Traffic calming techniques use various means to influence the behavior of motorists and to improve the pedestrian environment without reducing roadway capacity.

Traffic calming programs seek to reduce traffic speeds and volumes on neighborhood streets (i.e. local roads, and possibly low volume collector roads) making them safer for pedestrians, bicyclists, and residents, often with special regard for members of the population with limited/no access to automobiles (including children, handicapped / disabled, seniors, etc).

Traffic Calming techniques include physical barriers such as speed humps or traffic circles, but may also include the provision of features which alter the motorists perception of the street.

Gateway features (especially signage, median, and crosswalk treatments at neighborhood entryways), narrowing lanes, providing landscape strips, and constructing sidewalks along a street all are recommended methods which should be incorporated in an improvement prior to the provision of speed humps. Such improvements can often be made within existing right of way (which is not generally true with traffic circles) and are more feasible considering land costs in the study area and restrictions on historic sites.

Because of the variable impact and aesthetics of traffic calming techniques, the community was presented with multiple alternative methods.

Though in the form of a survey, the material was merely used to facilitate discussion. The following pages display the photographic examples of traffic calming methods deemed appropriate for discussion.

## RECOMMENDATIONS

## 4.2 Transportation

### KENNESTONE LAND USE AND TRANSPORTATION STUDY

### Traffic Calming Examples



Chokers / Bulb-outs



Center Islands



Chicanes



### KENNESTONE LAND USE AND TRANSPORTATION STUDY

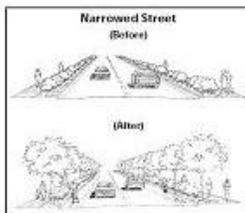
### Traffic Calming Examples



Paved Intersection / Crosswalks



Traffic Circle/Roundabouts



Narrow Lanes with Landscape Strips and Sidewalks



## RECOMMENDATIONS

### 4.2 Transportation

#### KENNESTONE LAND USE AND TRANSPORTATION STUDY

#### Traffic Calming Examples



**Raised Intersection / Crosswalks**



**Speed Humps**



**One Way Entry / Exit**



Discussion of the traffic calming measures focused on the following street segments:

- Church Street ;
- Cherokee Street ;
- Campbell Hill Street (south of Lacy Street) ; and
- Lacy Street.

Further discussion of the traffic calming measures focused on the following intersections:

- Campbell Hill Street @ Lacy Street ;
- Campbell Hill Street @ Sessions Street ; and
- Roselane Street @ Lacy Street.

## RECOMMENDATIONS

### 4.2 Transportation



*Crosswalk Treatment*



*Major Intersection Treatment*



*Intersection of Local Streets*

Special Pavement Treatment

#### Preferred Traffic Calming Technique: Special Pavement Treatment

**Based on community input, special pavement treatment is the preferred means of calming traffic in and through the study area.**

Refer to example photographs of “Paved Intersections / Crosswalks” (as presented to the public) as well as those in the sidebar at left.

Special Pavement Treatment means using alternative road surface material at crossings, intersections, or along the sides of the street to break up the visual expanse of pavement and define areas of pedestrian travel.

Changes in pavement color and texture at intersections raise a motorist’s awareness through increased visibility, noise, and vibration. The use of special paving also helps to delineate the pedestrian crossing area.

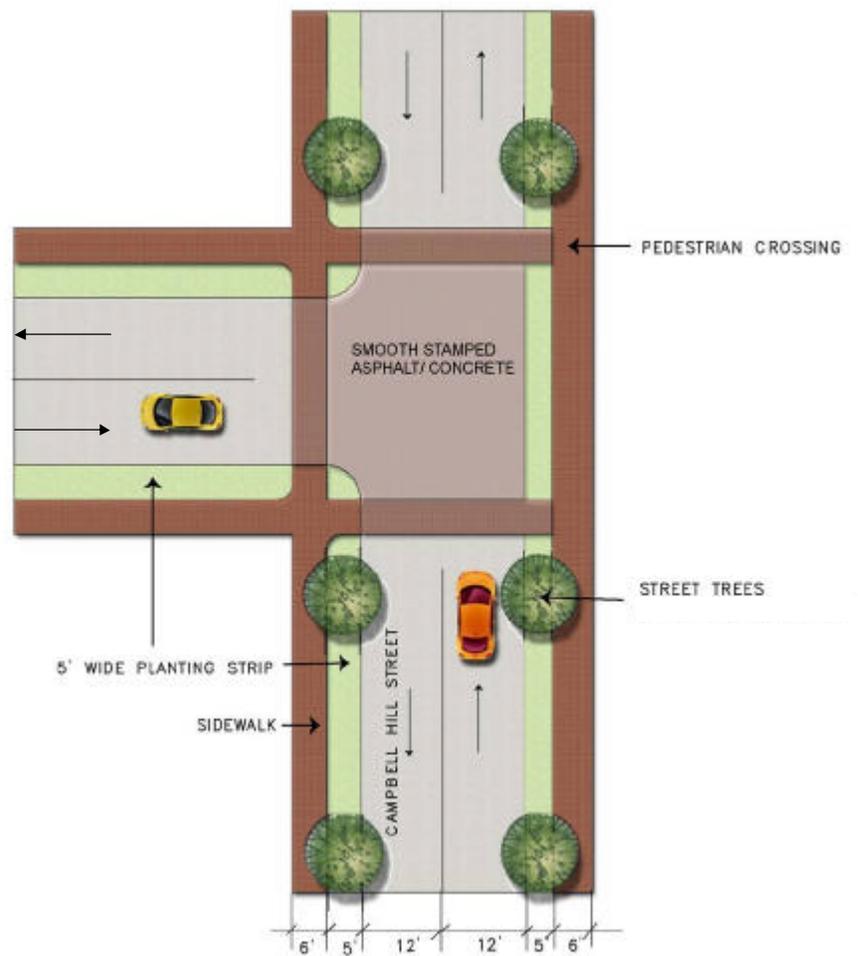
Though such treatment might be achieved with bricks, cobblestones, or unit pavers, such materials may be cost prohibitive, especially related to maintenance.

Thus, stamped, scored, or colored concrete or asphalt pavement is recommended. These finishes are generally more durable over the long term than unit pavers, with more uniform joints and less chance of displacement. Special paving surfaces should be installed and maintained in a smooth, level, and clean condition. Care should be taken to ensure that grooves and joints are not as deep as to impact accessibility in crosswalks.

Benefits of this technique include:

- Typically requires little right of way acquisition (thus minimizing the potential impact on historic properties) ;
- Does not create disconnect in the local street network or inconvenience local trips ;
- Aesthetically integrates with the historic character of the area ; and
- Enhances the pedestrian environment (especially raising motorists awareness at crosswalks).

The community respected the need to accommodate emergency traffic, and thus specified that any special pavement treatment along the major routes serving the hospital should not be textured so as to create discomfort for patients in vehicles.



TRAFFIC CALMING ILLUSTRATION

### Speed Humps on Campbell Hill Street

As previously referenced, Wellstar agreed to fund speed humps on Campbell Hill Street south of Lacy (including costs of necessary studies and construction).

It is recommended that Campbell Hill Street be evaluated in accordance with the city's "Speed Hump Policy" (adopted December 2002). *This study was not made aware of any prior efforts to do so.*

Among other requirements, the city's "Speed Hump Policy" states that a local street must have an average annual daily traffic (AADT) of 300 to 3,000 to be considered for speed humps.

Though the traffic counts obtained for this study suggest that Campbell Hill Street might meet this criterion, the community expressed an interest in alternative traffic calming measures for this street.

Reasons to reconsider the provision of speed humps along this street include:

- out of character with the historic district and aesthetically unappealing ;
- problematic for emergency vehicles ;
- depending on design, may deter on-road bicycle travel;
- does not enhance the pedestrian environment ; and
- Merely addresses speeds, not volumes, of vehicles.

#### DESIGN PRINCIPLES

In order to ensure that the new development initiatives are in line with the vision and goals of the community to create vibrant pedestrian friendly and good quality development, it is imperative that these developments be of good quality design. Design is critical for creating sustainable and successful communities. As first order of business, we recommend that a study be commissioned to develop detail design guidelines. However, it is critical to establish broad design principles that can guide the development of guidelines/standards.

It is difficult to foresee the future; hence it is important to provide the flexibility in land use, density and design. In this respect the design principles focus on the form and character of these developments rather than specificity with the goal of realizing a quality end product. The key to successful and sustainable communities are the scale of the streets, street grids and network, relationship of buildings to streets and with each other, the streetscape and landscape, integrated parking, variety of uses and mix of uses and activities, visual and aesthetic quality, walkability and pedestrian oriented, public realm, open spaces and others. These qualities create unique identity and sense of place for a community.

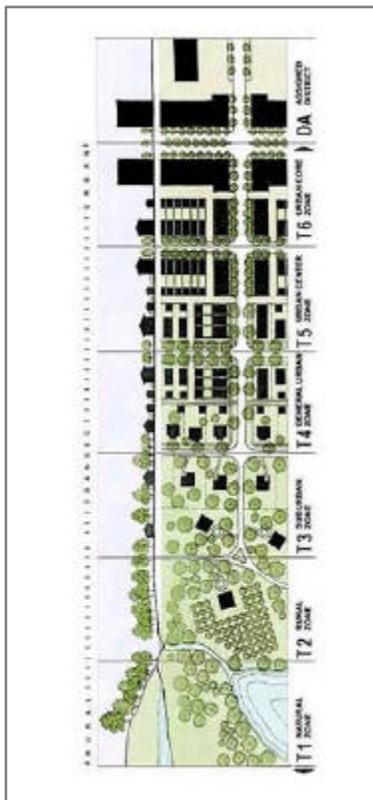
Following design principles should be kept in mind as the detail design guidelines and standards are developed.

#### Mix of Uses and Activities:

Diverse mix of uses is important for the identity of the community. It enriches the quality of life and allows for social interaction and strengthens the community fabric. Various compatible and complementary uses feed off each other and support the functioning of each other. It draws a diverse clientele as well. As the various uses expand it generates more pedestrian traffic that adds to the vitality and quality of life. The size and location of these mixed use nodes are critical.

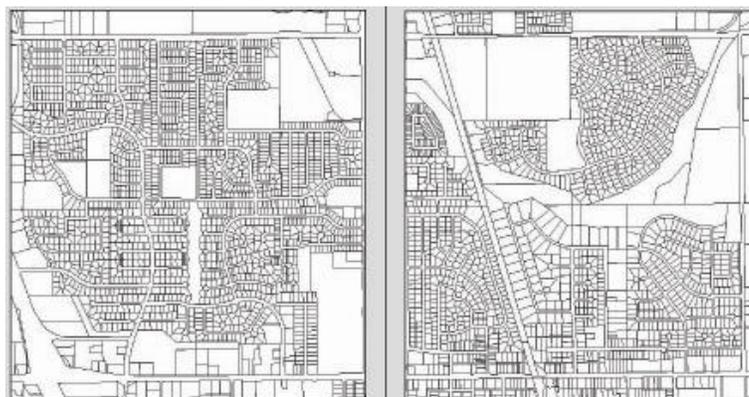
#### Density:

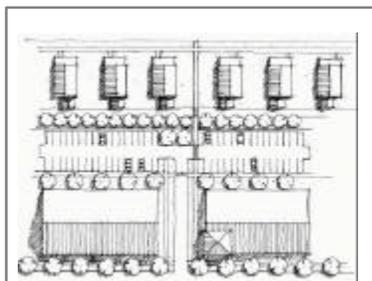
Successful urban places thrive on density; they tend to locate in high-density areas. This allows for people to live, work and play in close proximity. It offers pedestrian friendly environments. A critical mass helps create self sustaining community. The appropriate density depends on the location and the mix of uses that are desired. Mixed-use areas thrive on higher density. The densities decrease as it moves away from these nodes toward the residential neighborhoods as suggested in the Concept Plan. A Transect as illustrated above offers varied density within walking distance and supports full life cycle choices



#### Street Network and Grid:

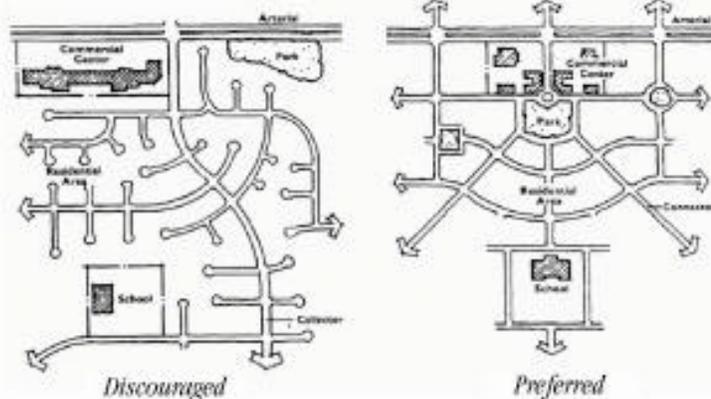
A good system of street grid and network is very critical for pedestrian friendly environment. A good network facilitates easy vehicular flow and offers multiple ways to get around, distributes the traffic and alleviates the traffic grid lock that the typical sub-urban development is often faced with. The size of these streets is very critical for creating the pedestrian scale streets and promoting pedestrian safety. Inter parcel connectivity should be provided which facilitate movement between parcels without requiring to get out on the main roads. The residential street grids should be compact





*Pedestrian streets*

#### Street Network

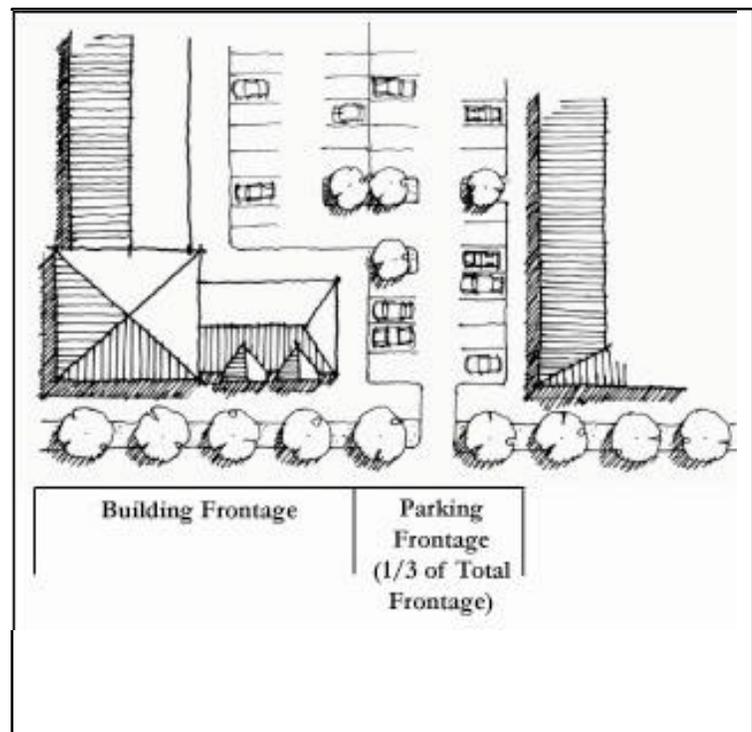
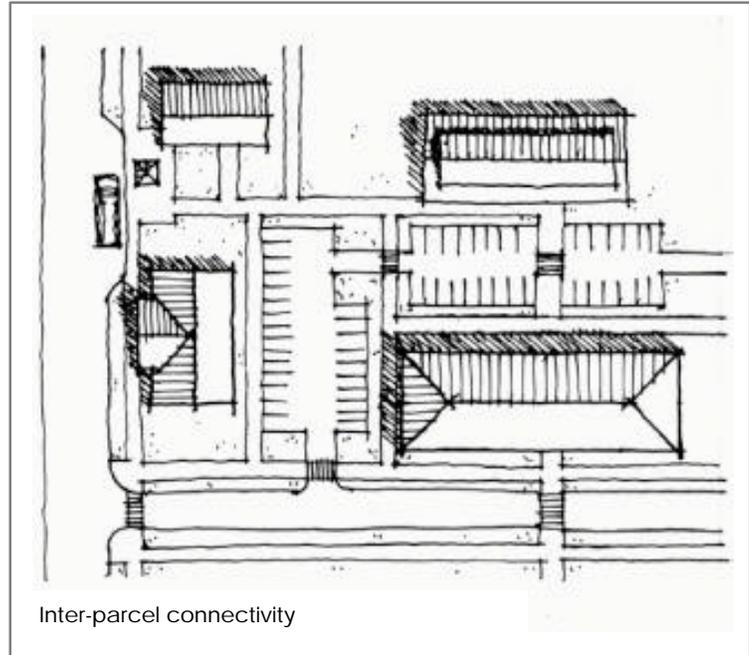


#### Streets and Street Life:

The quality of streets reflects the quality of the community and quality of life. The width of the streets, tree planting, sidewalks, street furniture, paving texture, bike lanes add to the pedestrian experience and safety. It not only enhances the pedestrian experience, it also enriches the vehicular experience. Lively streets are the hallmark of great urban places. It gives reason for the people to be on the street. The streets are not merely a two dimensional surface, but are public spaces, they are the nervous system of urban fabric. It is essential that the buildings and streets inter-relate to one another to facilitate the pedestrian experience. Parking should be provided behind the buildings and any residual small sections of parking on the side should be provided with landscape buffer/screens. Special attention has to be given to the streetscape, such as lighting, signage, street furniture, paving texture, art work and other elements that contribute to the quality of streets.

## RECOMMENDATIONS

### 4.3 Urban Design



#### Pedestrian Friendly:

Quality of space depends on whether are people in it. It is critical to give precedence to pedestrians over the automobile. This gives opportunity for the pedestrians to walk and experience the urban spaces. Pedestrian safety is an integral part of this effort, to ensure, pedestrian crossings, traffic calming are provided. Such environments give an alternative option for people to walk instead of using their cars.

#### Public Spaces:

Creating good and active public spaces are critical. A hierarchy of public spaces and gathering spaces should be provided that offer opportunity for an array of activities; public plazas, extended streetscape, pedestrian boulevards, civic greens and other elements facilitates public activities and social interaction. A well defined focal point gives unique identity, orientation and sense of place. Landscape elements such as fountains, water bodies, art installations, enhance the visual quality and experience of the public realm. Such spaces make the community sustainable over long periods of time. Spaces such as amphitheatre or podium or civic greens for civic activities should be provided for recreation and entertainment.

#### Parks, Open Spaces and Trails:

Amenities such as parks and trails should be provided through out the community. Natural open spaces such as flood plains, buffers, etc. should be preserved. Creating a connected green space system would enhance the natural areas of the community. In residential areas, pocket parks should be provided within 5 minute walking radius for the residents. A larger community park that offers an array of active and passive recreation should be provided; activities such as ball fields, picnic areas, large open green space for festivals and large gathering. A good network of multi-purpose trails for bike and pedestrians should be provided that offer opportunity for connecting different parts of the neighborhood and community. This offers alternative mode of transportation for the residents to get around and increase their mobility.



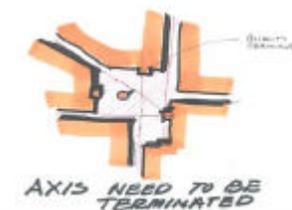
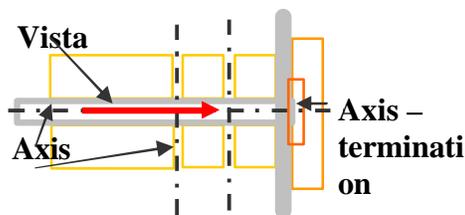
*Public Spaces*

#### Civic Amenities:

Civic amenities such as library, fire station, school, amphitheatre, museum, and others should be considered. These not only provide an amenity to the community, but it enriches the public realm and quality of life of the residents. Such diverse activities will render uniqueness to the community. These amenities act as catalyst for private development and investment. Public-private partnership is encouraged in creating these amenities that benefit both the public and the private sector. People take pride and ownership with these facilities and the community.

#### Good Design:

Good design is the hallmark of great community. Attention has to be paid to the mass, scale, color, material, texture, proportion, siting of buildings, form of the buildings. Buildings have to relate to each other and the street and the public realm, especially the ground level where the pedestrians engage with the building, the store fronts, canopies, entrances and others. Creating axis and vistas and culminating in good buildings are important to the urban fabric; these elements give character to the place, sense of place, enclosure and orientation to the users and pedestrians.



#### Sustainable:



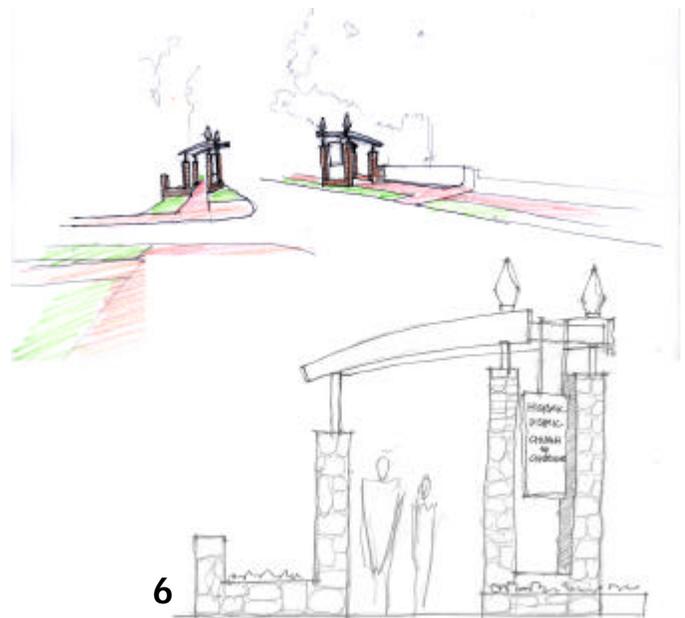
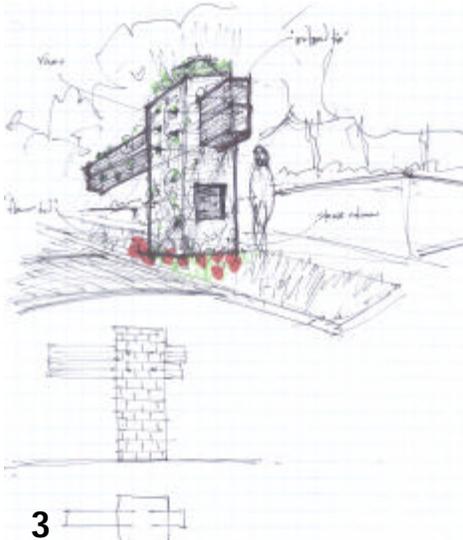
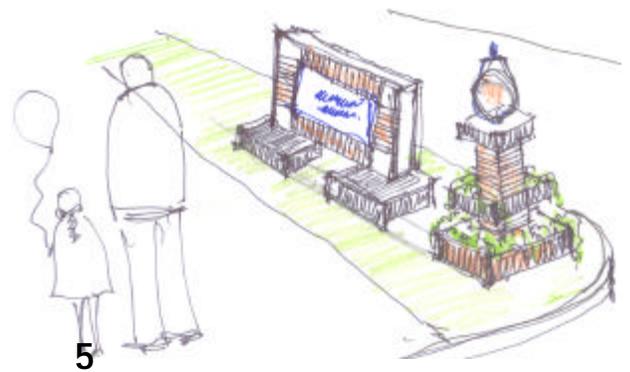
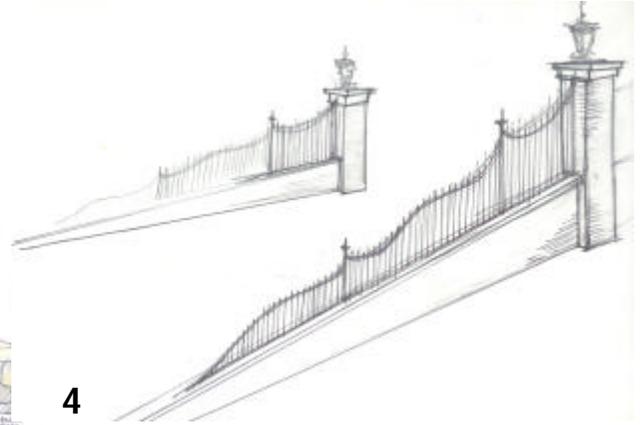
Sustainability is very critical to the survival and endurance of the community. Offering life cycle housing options that can retain people throughout their life will ensure the longevity of the residence and the community. Preserving natural areas and resources, such as creeks, forests, flood plains, historic and cultural resources and significant buildings such as churches, cemeteries, are crucial to the sustainability of the community. Providing variety of uses, activities and pedestrian friendly environment with jobs to housing balance leads to healthy community. Compact walkable environments not only promote social interaction but a healthy life style. Building forms that provide flexibility for adapting to different uses and functions are encouraged. Large asphalted parking areas should be avoided; they should be supplemented with tree planting and pervious surfaces wherever feasible. Use of environmental building materials, energy efficient systems and building design, promotes healthy living and sustainable environment. An effort should be made to have the buildings LEED certified. All of these efforts are critical for the long term sustainability of the community.

The following maps show the primary nodes, walkable districts, gateways, green spaces/parks and multi path connectivity. Urban design is critical to achieve the pedestrian-friendly walkable environment. The street sections, scale, streetscape, landscape and architectural character require careful consideration to ensure a good quality development and sustainable environments. The street sections and the image sketches set the tone for the character and quality of the neighborhood.



## RECOMMENDATIONS

### 4.3 Urban Design



### CONCEPTUAL SKETCHES FOR HISTORIC GATEWAY

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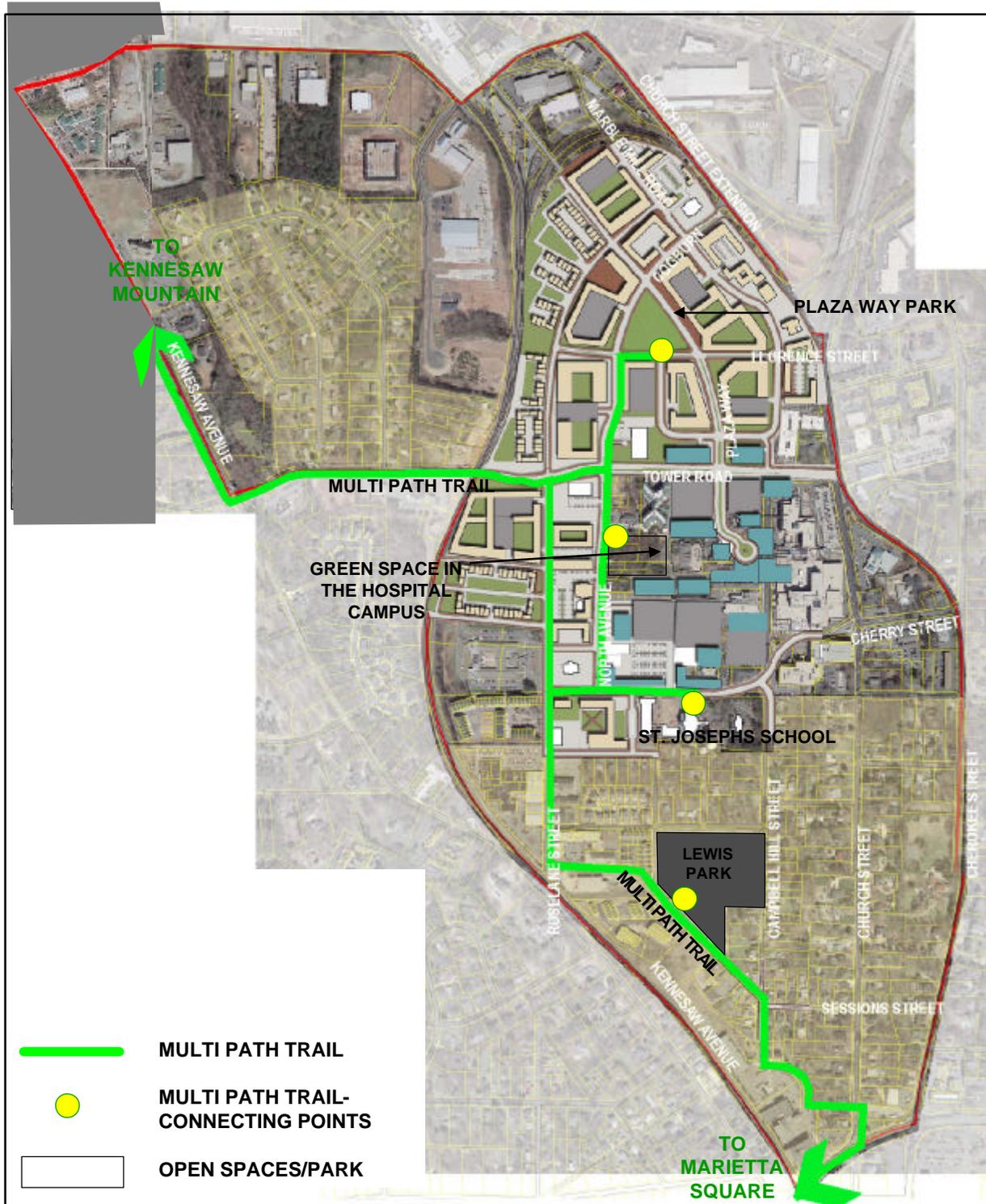
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Recommendations - 4-

## RECOMMENDATIONS

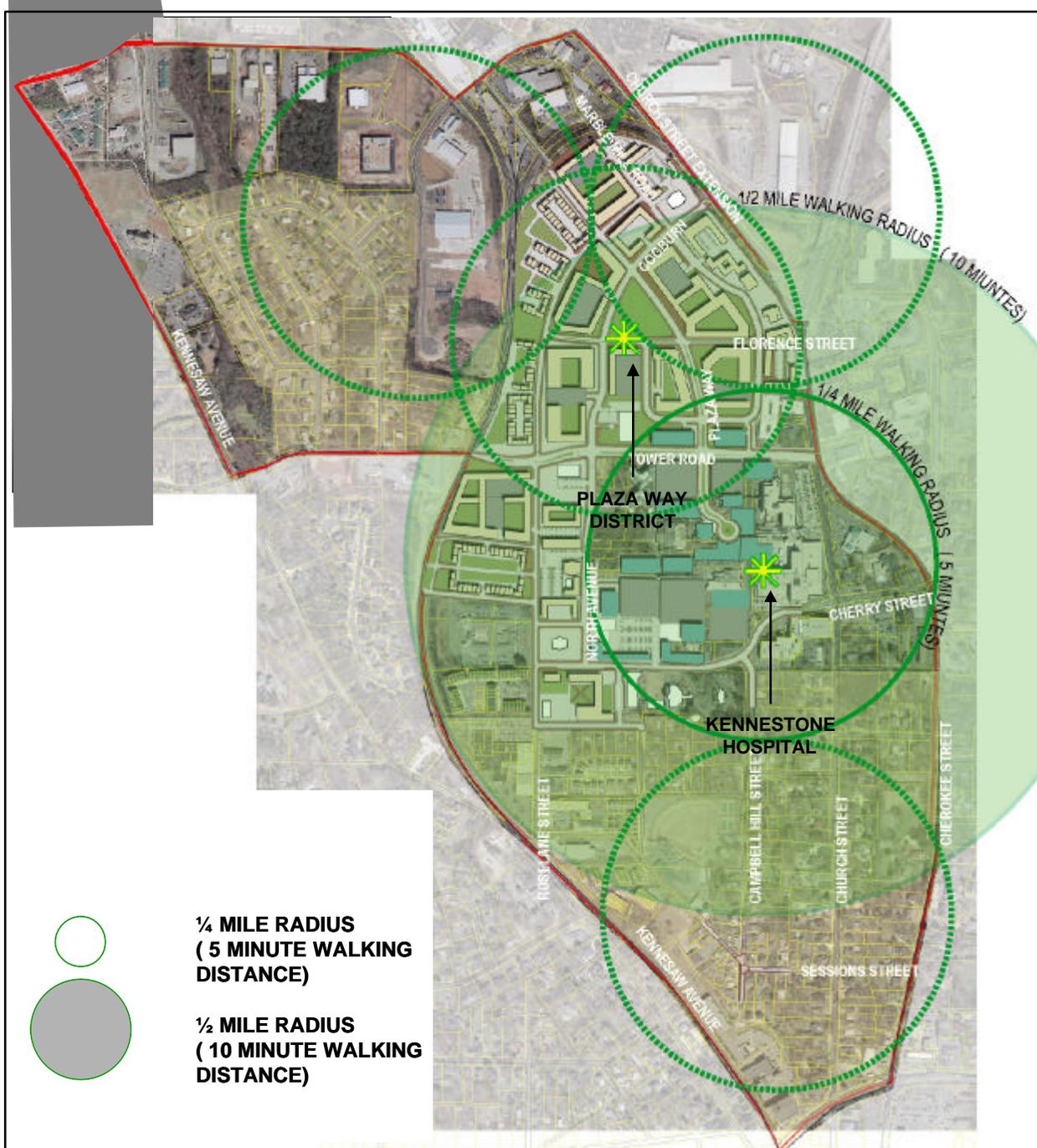
### 4.3 Urban Design



#### TRAILS, OPEN SPACES AND PARKS

## RECOMMENDATIONS

### 4.3 Urban Design



#### WALKING DISTANCES

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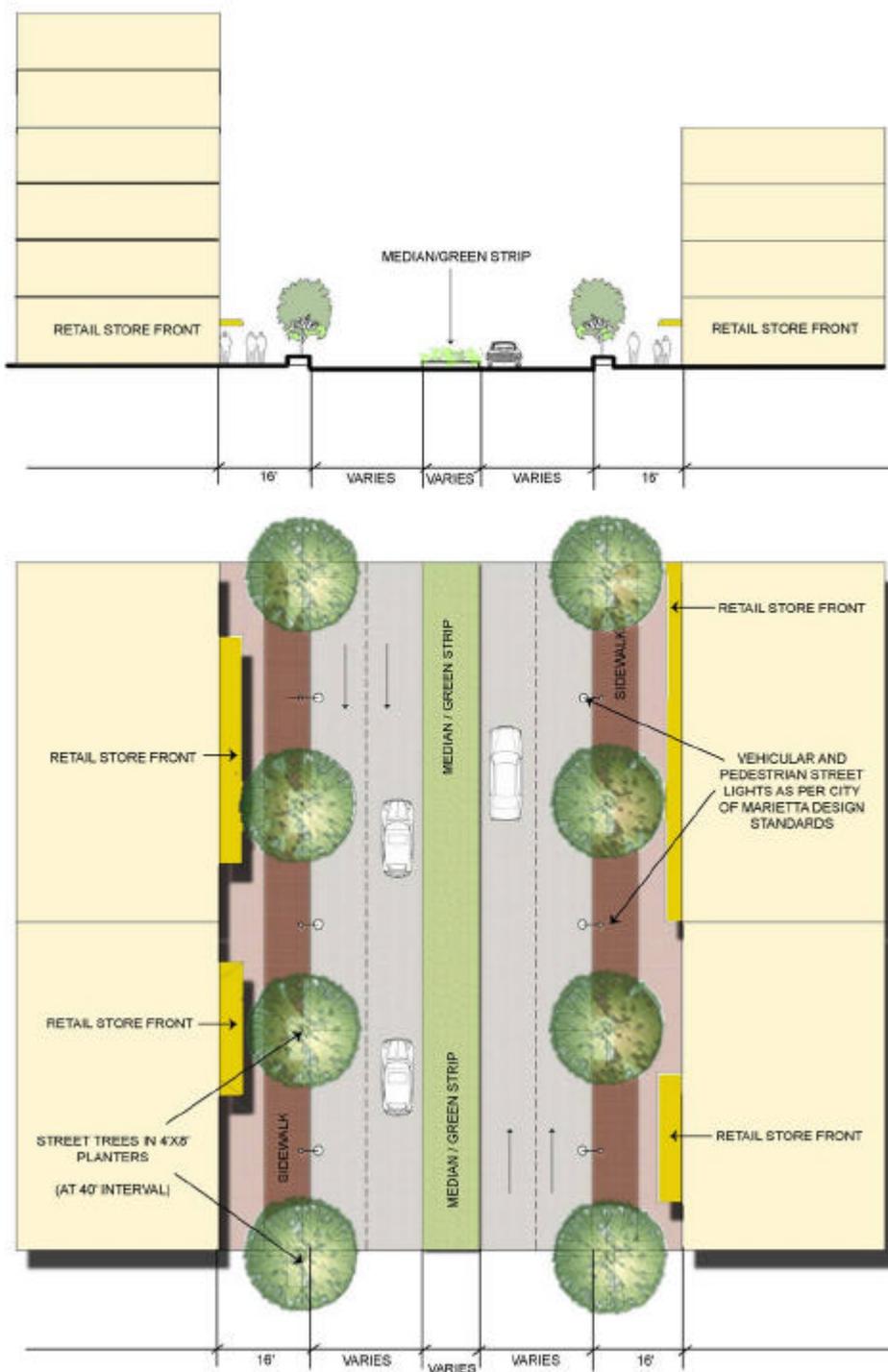
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## RECOMMENDATIONS

### 4.3 Urban Design



#### TOWER ROAD STREET SECTION

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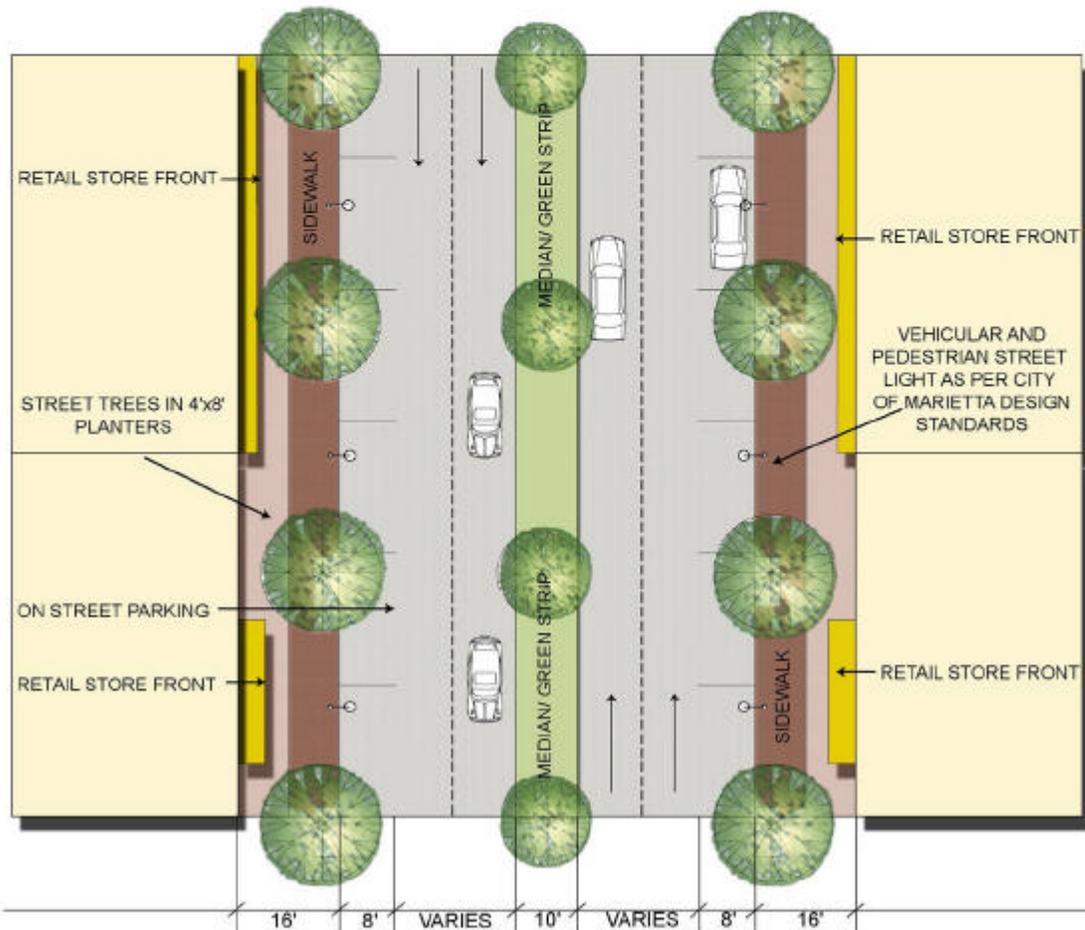
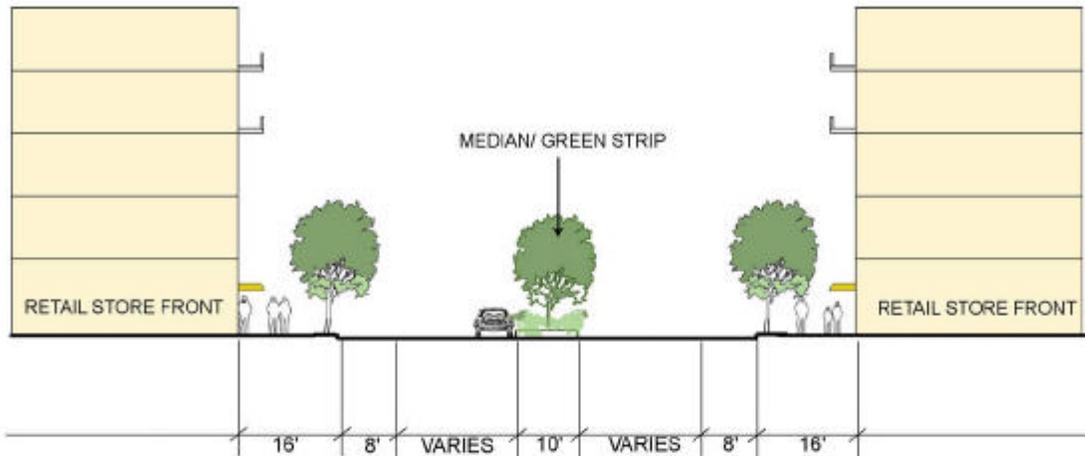
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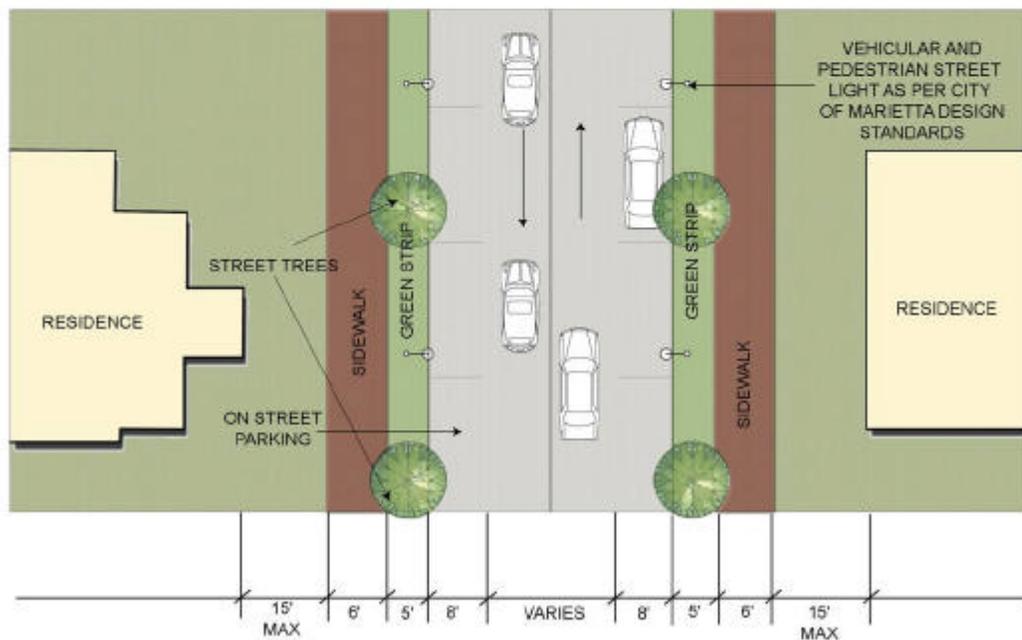
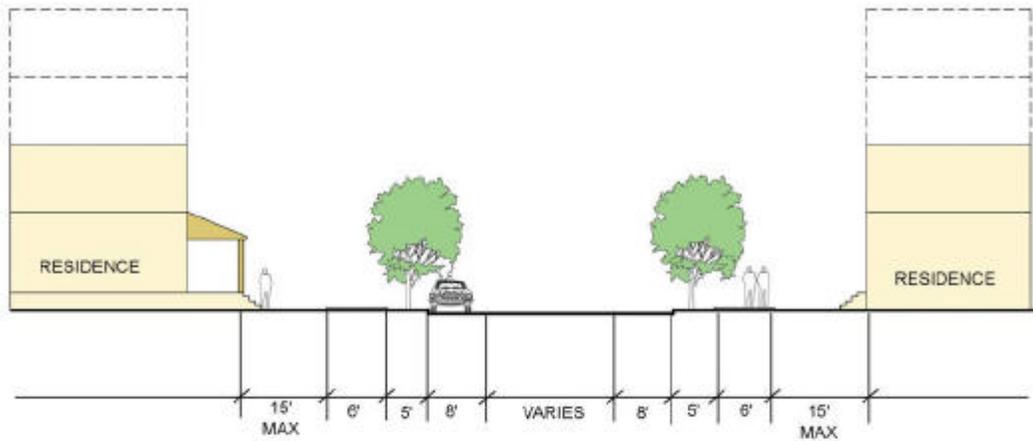
Recommendations – 4-

## RECOMMENDATIONS

### 4.3 Urban Design



### PLAZA WAY STREET SECTION



#### TYPICAL RESIDENTIAL STREET SECTION



#### PLAZA WAY DISTRICT

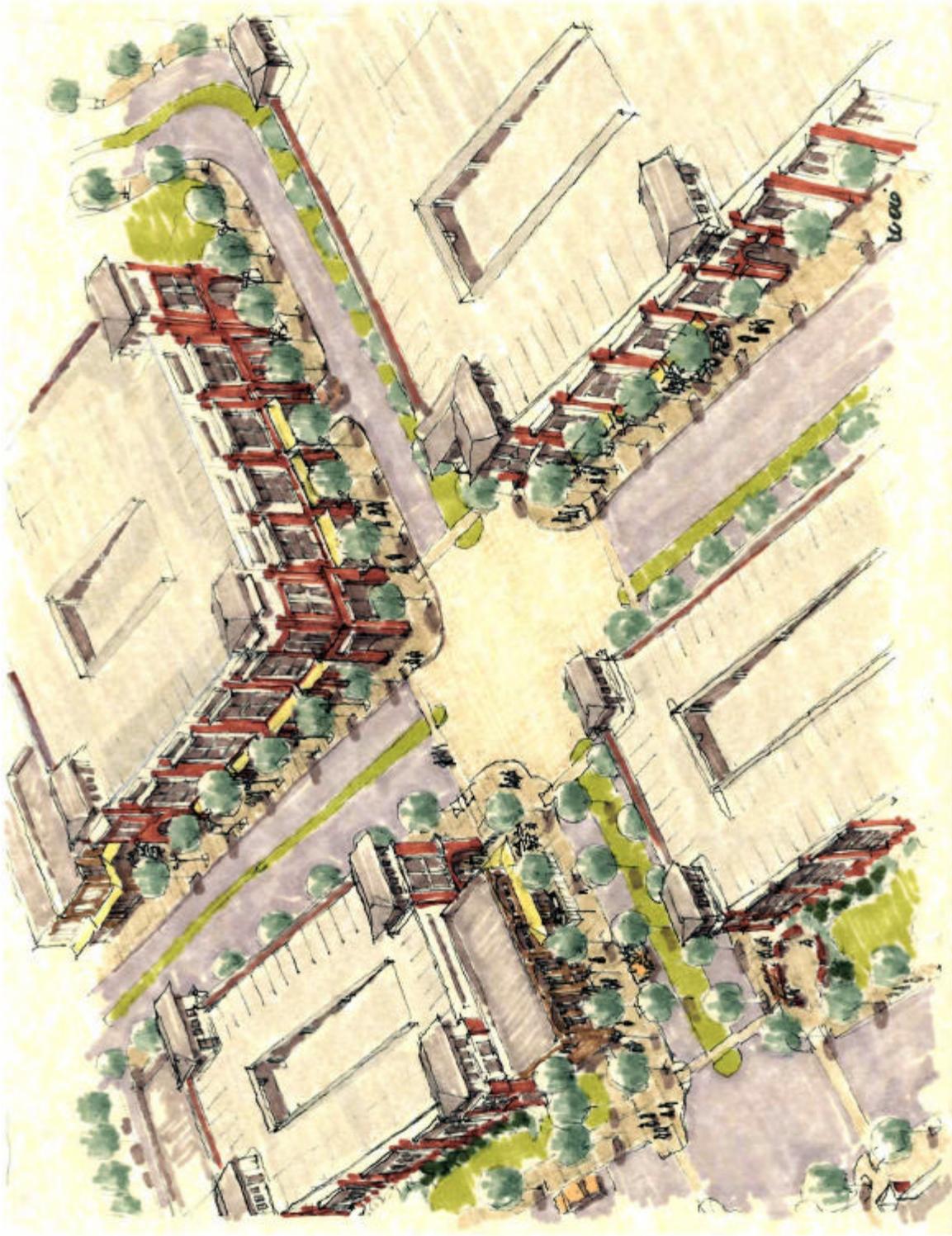
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#### PLAZA WAY/ TOWER ROAD INTERSECTION

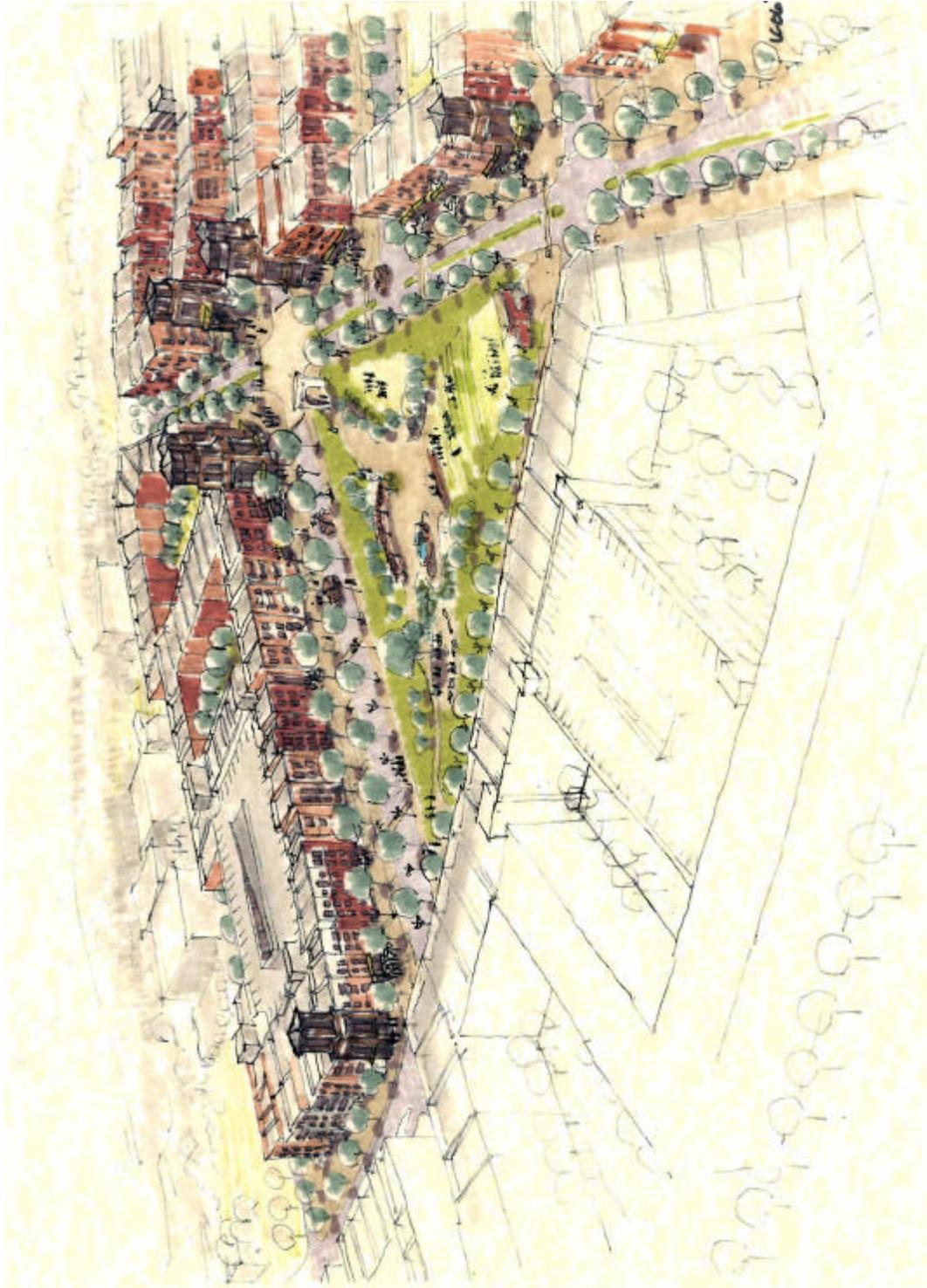
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#### PLAZA WAY GREEN SPACE

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