

# What's the role of a Gateway?

- A community gateway is like the front door. It provides an introduction. It can express pride and sense of place.
- A gateway marks the end of one kind of area and the beginning of another. Gateways can make cities more vivid and memorable.





1<sup>st</sup> impressions are  
important!





Welcome to  
the City of  
**FRANKLIN**





MIDFIELD  
CITY LIMIT

Loveland's  
FLOWERS  
Marlboro  
\$1.10

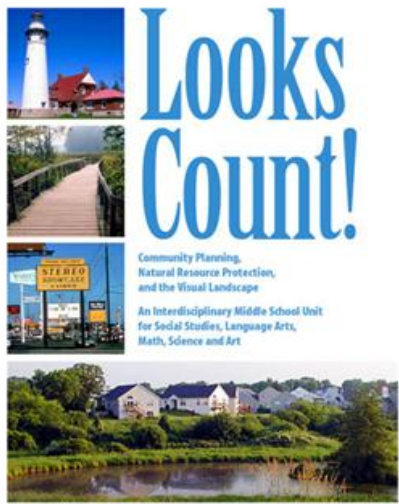
S P E E D  
E N

Marlboro

AND OTHER CIGARETTES  
SOLD HERE

\$1.10





COMMUNITY IMAGE  
IS CRITICAL  
TO ECONOMIC VITALITY  
AND QUALITY OF LIFE



# Dodge City, KS



# Lewes, DL





# Amsterdam, Netherlands





# Rochester, NY - Gateway





# Chinatown, Los Angeles





# Chicago Neighborhood Gateways



Greek Town



China Town



Lincoln Park



Polish Town

# Techniques for Reshaping Corridors

- Corridor Overlays
- Form-Based Codes
- Build to Lines
- Context Sensitive Road Design
- Road Diets/Complete Streets/Health Assessments
- Design Guidelines
- Landscape Requirements
- Public Art



# Corridor Overlays



Henrico County, VA



Franchise built in Overlay District

- Corridor overlays are a widely used tool for dealing with development along roads or transit corridors.
- Overlay zones are placed over existing zoning districts (commercial, residential, etc.)
- Regulations or incentives are attached to overlay districts to protect a specific resource or guide development within an area.
- Typical regulations control building design, height, signage, landscaping, setbacks, etc.

# Commercial Corridor - Before





# Commercial Corridor After





# Typical 7-11



People won't walk along a street like this.

More curb cuts , mean more accidents.



# 7-11 in Corridor Overlay



# Form Based Codes

- Regulate Building Form not Use
- Emphasize Appearance & Public Realm
- Focus on Visual Aspect of:
  - \* Building Height, Bulk & Materials
  - \* Facade Treatment
  - \* Windows to wall ratio
  - \* Relationship of Building to Street
  - \* Location of Parking



# Columbia Pike Form Based Code

## Columbia Pike Form Based Code

Arlington, Virginia



PROPOSED IMPROVEMENT



EXISTING

For nearly three years the citizens of Arlington County helped to define a concept for growth along Columbia Pike. Joining forces with the County and the Columbia Pike Revitalization Organization (CPRO), the community is looking to transform Columbia Pike through a comprehensive effort. This effort, spelled out in the County adopted "Columbia Pike Initiative," sets forth a long-range vision to create a competitive and vibrant corridor by addressing issues such as economic and community development, land use and zoning, urban design, transportation, housing and open space.

The Pike corridor is an organizing element for the future of the community. Smart redevelopment is a catalyst for social, economic, and physical improvements that affect the lives of all Arlington residents. But for the Pike to be functional, livable, and serve an ever-changing economy, the street must have a better-defined physical form. The resulting new code is the foundation for making this possible.

**The Columbia Pike Special Revitalization District Form Based Code** introduces livable approaches to redevelopment and revitalization throughout the Columbia Pike corridor. Instead of focusing on what is undesirable, Form Based Codes focus on the community's design vision. Basic rules specify a range of acceptable building types and locations, and welcome mixed-use development. After extensive public involvement, including an urban design charrette, the Form Based Code for Columbia Pike was developed to preserve the existing community character while improving the quality of new development along the corridor. The comprehensive effort sets forth a long-range vision to create a competitive and vibrant corridor and urban center.

Arlington County is one of the first jurisdictions in the nation to apply Form Based Code to revitalize existing older sectors; this is among the largest (if not the largest) application of Form Based Code in the country. The following pages describe the process that was followed in the development of the code – from conceptual visualizations, to detailed regulations to achieve the vision, in the form of written and visual standards for infill development.



CITIZEN PLANNING



The Columbia Pike Special Revitalization District Form Based Code

Proposed Section 20 (Appendix A) of the Zoning Ordinance, "CP-ABC" Columbia Pike - Form Based Code District

Principles and Regulations

Author: Dover, Kohl & Partners

Illustration: [Logo]

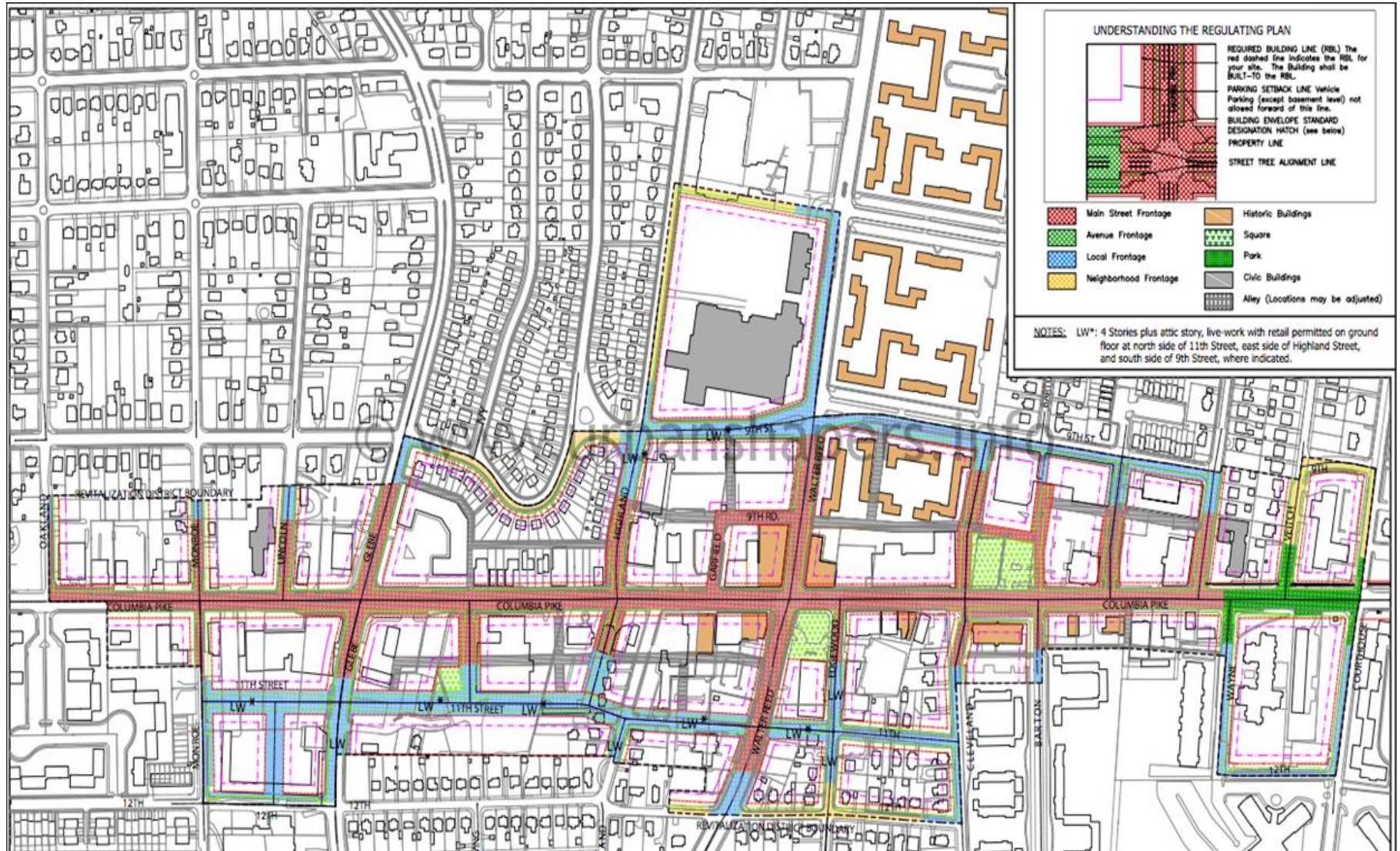
February 20, 2012



DOVER, KOHL & PARTNERS  
town planning



# Columbia Pike





# Columbia Pike - Before



# Columbia Pike - After





# Advantages of Form-Based Codes

1. They are prescriptive (they state what you want), rather than proscriptive (what you don't want).
2. They allow citizens to see what will happen, giving them more comfort with the future and density.
3. They regulate development at the scale of an individual building or lot encouraging independent development by multiple owners rather than large mega projects.
4. They result in a diversity of architecture, materials, uses & ownership but within an agreed upon vision.
5. They work well in existing communities by defining and codifying a neighborhood's existing DNA. Vernacular architecture can be replicated promoting compatible infill.

# Typical Big Box Store – Setback from Road





# Build to Line - Charlotte, NC



# Typical Gas Station

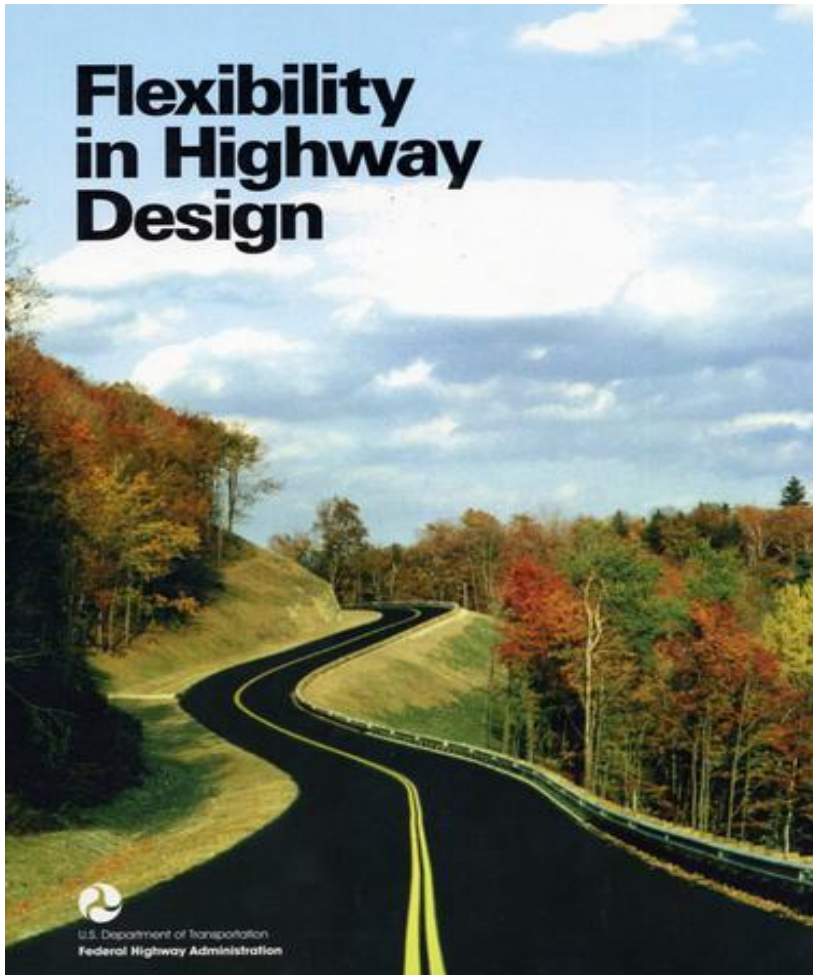




# Gas Station with Pumps behind building



# Context Sensitive Solutions



All roads do not need to be:

- **Wider**
- **Straighter**
- **Flatter**

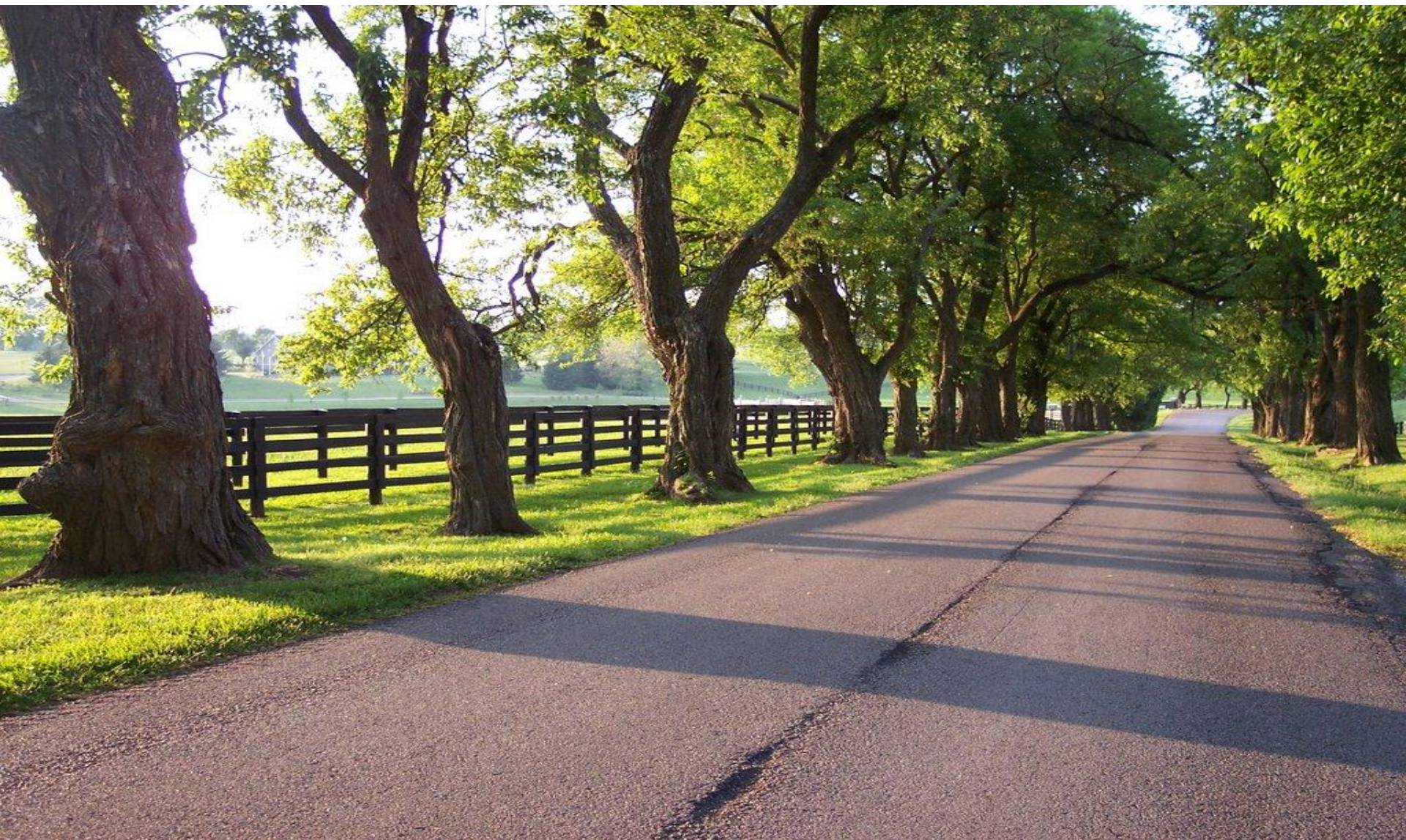


# Context Sensitive Design

- Context sensitive design is an approach to transportation decision making and design that takes into consideration the communities and lands through which streets, roads and highways pass (“the context”).
- Context sensitive design seeks to balance the need to move vehicles efficiently & safely with other desirable outcomes including historic preservation, environmental sustainability, economic development and other goals.



# Paris Pike, Kentucky





# Paris Pike - As Proposed By KDOT



Wider, straighter, faster!



# Paris Pike - As Built





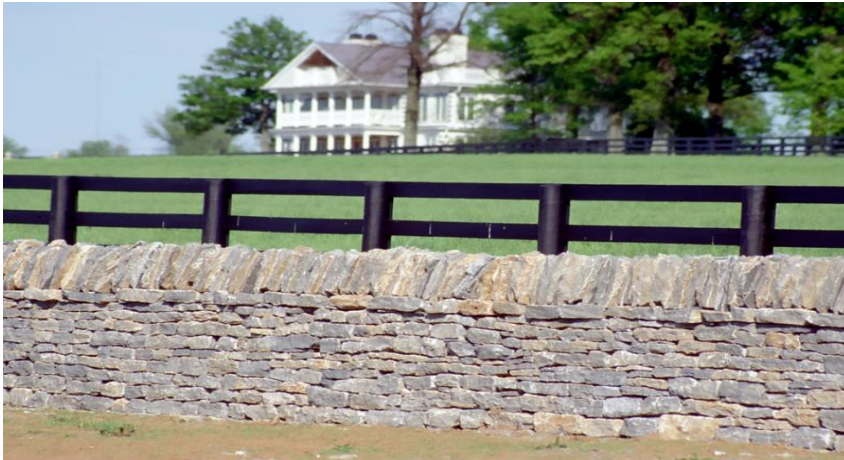
# Design Modifications



Independent lane alignments



Grass shoulders



Stone walls restored



New trees planted

# Complete Streets

- Complete Streets are streets for everyone. They are designed and operated to enable safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities.
- Complete streets make it easy to cross the street, walk to stores or school and bicycle to work.





# Example of a Complete Street





# Example of a Complete Street





# Traffic Calming

- Traffic calming consists of physical design measures designed to slow down or reduce motor vehicle travel and to improve safety for pedestrians & cyclists.
- Traffic calming is very common in Europe and Australia , but less so in the US



Roundabout



Speed Hump

# Traffic Calming 101

- Diagonal Parking
- Change One Way to Two-Way Streets
- Widen Sidewalks/Narrow Streets or Lanes
- Bulbs, Chokers, Neckdowns
- Roundabouts
- Traffic Circles
- Raised medians
- Tight Corner Curbs
- Diverters
- Road Humps, Bumps, Speed Tables
- Ruble Strips
- Surface Treatments



# Roundabout - Gainesville, FL



# Road Diet

- Road Diet is a technique in transportation planning whereby the number of travel lanes or the effective width of the road is reduced.
- The freed up space is then used to add or widen sidewalks, bike lanes, landscaped medians, turning lanes or other features.





# Daly City, CA

**Before**



**After**



# Guilford Road, Annapolis, MD





# Street Trees



Trees provide shade, lower cooling bills, reduce run-off, and help clean the air.

- The street and its frontages are a community's major public arena or ordering device.
- Trees growing along a street tie a community together and make it a unit.
- When people say "Oh, what a beautiful neighborhood," they often mean, "oh, what beautiful trees."

# Corridor – Before Landscaping





# Corridor - After Landscaping





# Cathedral City, CA - Before





# Cathedral City, CA - After

