Smart Planning Principles for Corridors

Parking
• ideally, locate parking behind buildings or in garages
• use side parking areas as a second choice placement option
• avoid positioning parking lots in front of buildings
• with on-street parking, use slanted spaces and corner bump-outs where possible
• the strategy of reducing parking requirements often allows new business to spring up — helping to revitalize derelict neighborhoods
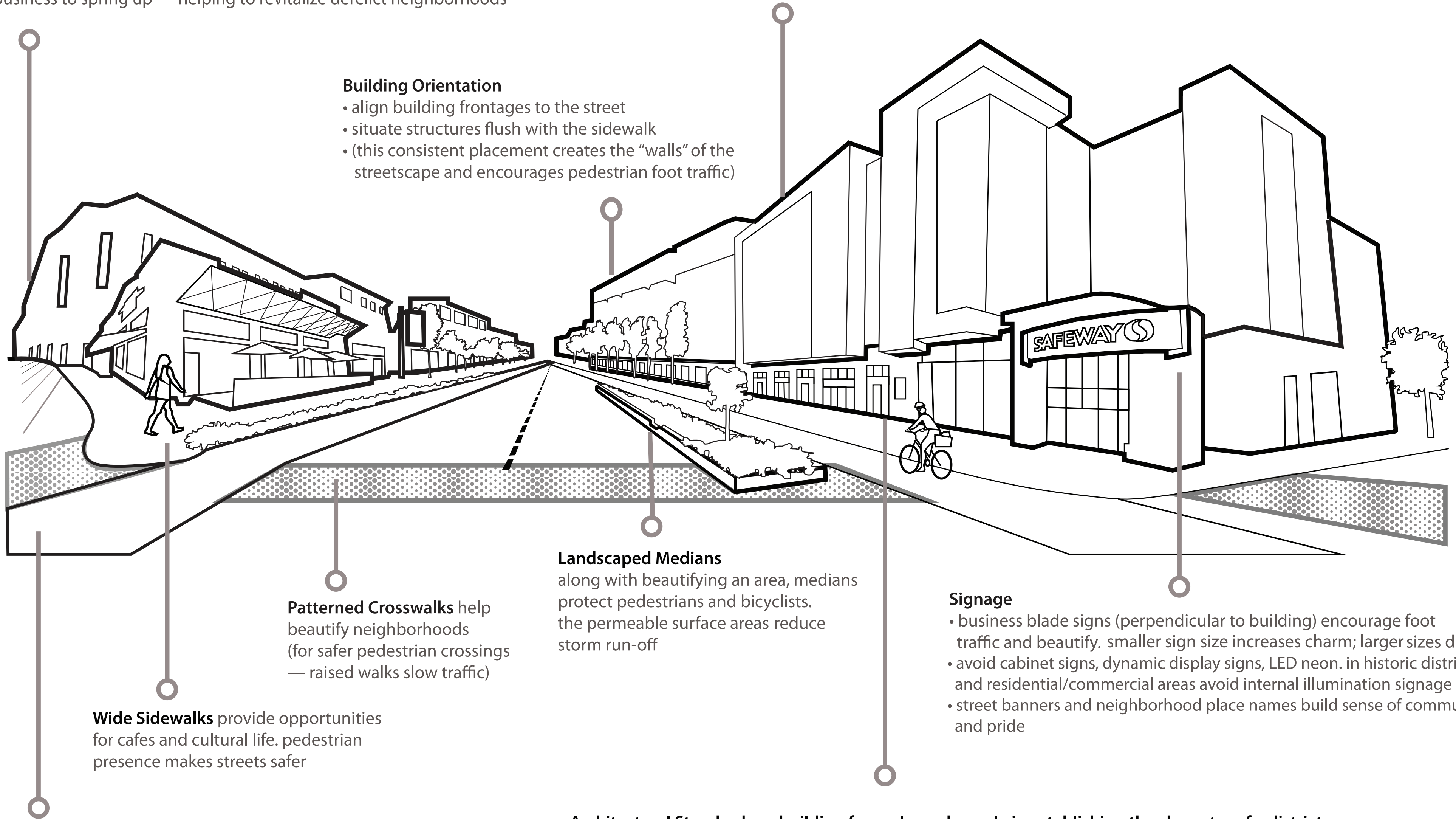
Vertical Mixed-Use Buildings (shops, eateries and services on the ground floor and housing above)
this powerful planning tool helps remedy multiple corridor issues because it transforms areas of boulevard blight into walkable neighborhoods. the projects can improve neighborhood safety, provide housing, bring municipalities larger tax revenues, help calm traffic, beautify, and increase area cultural amenities.
• some cities allow developers higher housing density allotments in exchange for additional affordable units
• successful projects rely on developer expertise, an existing retail corridor, and sustainable retail market rents
• in some areas, offering multiple small retail and cafe spaces can help grow local cottage industries
• box stores and other large commercial businesses can be integrated seamlessly via large mixed-use commercial locations sited on major cross-streets. (grocers typically average about 30,000 sqft, drugstores about 15,000 sqft, and box stores range from 60,000 to 140,000 sqft.)

Building Orientation
• align building frontages to the street
• situate structures flush with the sidewalk
• (this consistent placement creates the "walls" of the streetscape and encourages pedestrian foot traffic)

SAFEWAY

Landscaped Medians
along with beautifying an area, medians protect pedestrians and bicyclists. the permeable surface areas reduce storm run-off

Signage
• business blade signs (perpendicular to building) encourage foot traffic and beautify. smaller sign size increases charm; larger sizes detract
• avoid cabinet signs, dynamic display signs, LED neon. in historic districts and residential/commercial areas avoid internal illumination signage
• street banners and neighborhood place names build sense of community and pride

Patterned Crosswalks help beautify neighborhoods (for safer pedestrian crossings — raised walks slow traffic)

Wide Sidewalks provide opportunities for cafes and cultural life. pedestrian presence makes streets safer

Complete streets offer a place for walking, cycling and transit
• narrower street widths, on-street parking, and street trees help reduce traffic speed and create a safer, attractive environment
• additional places to gather / civic spaces: plazas, pocket parks, squares, greenways and porches host daily interaction / public life
• walkability = most day-to-day needs are met within a 10 minute walk from home and work
• blocks under 500 feet long are pedestrian-friendly and provide a variety of routes for vehicles

Architectural Standards — building form plays a key role in establishing the character of a district
many cities and towns develop a set of standards, guidelines, and code to protect their community from inappropriate development. these planning strategies work to create a positive result:
• liner buildings — smaller buildings that sit next to the sidewalk help block the unattractiveness and gaps created by large parking lots, angled block plan layouts, and bulky box-store architecture
• blank walls on street level can make areas less safe, and they discourage foot traffic
• building heights limited to five stories in commercial/residential mixed areas (with setbacks and articulation above ground floor) mitigate canyon effect and ice in winter
• landscaping — tree planting and landscaping make public realm appealing, attract business investment, and improve quality of life

Lighting:
• design street lights in keeping with architectural style of neighborhood
• set within a brightness perimeter through dark skies ordinance

Cladding Materials:
• city blocks come into visual harmony when materials and color pallet are generally consistent (brick links this street layout example)