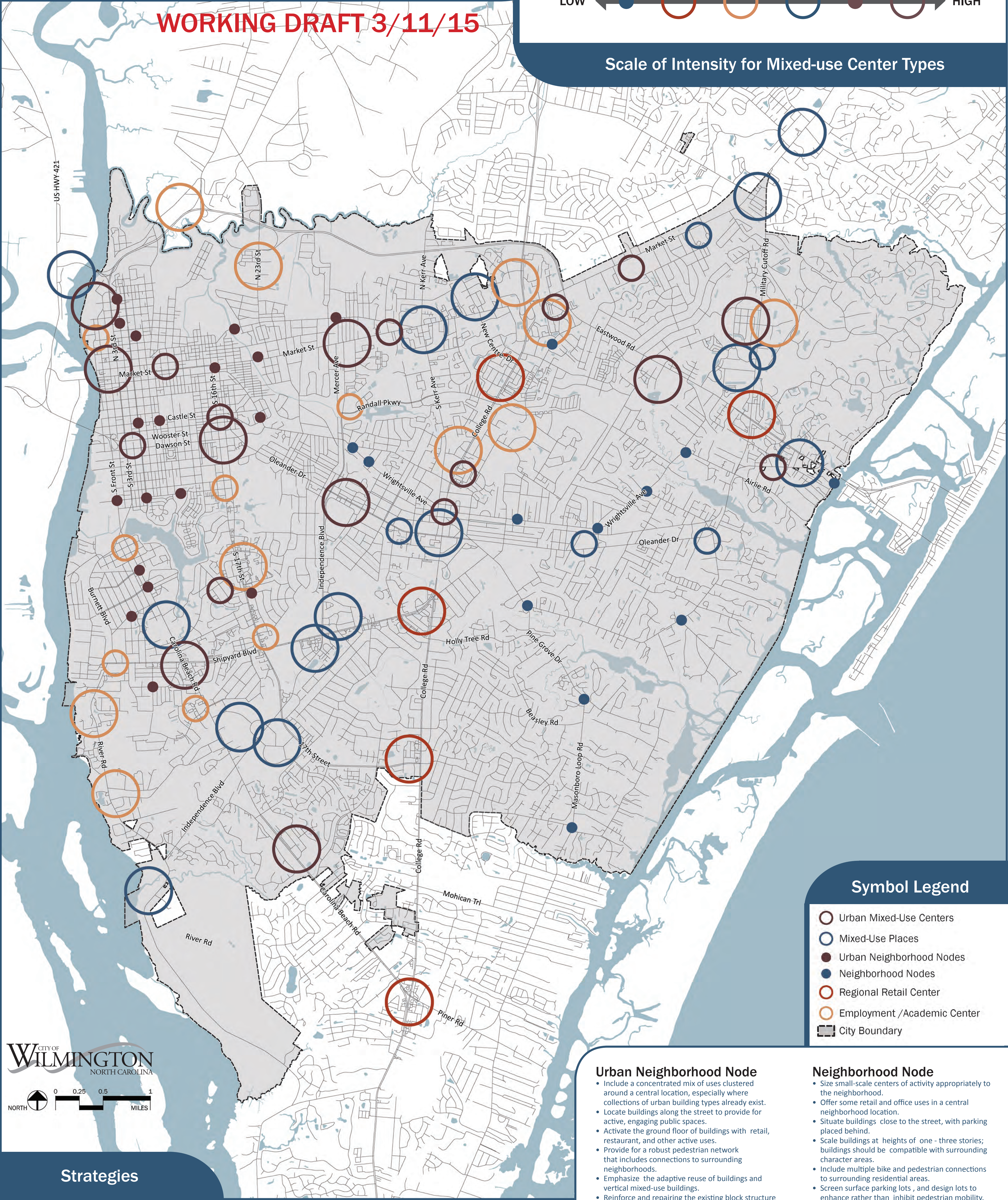




Each center or node can be found along a scale of intensity, referring to its density, lot coverage, and level of activity.



Scale of Intensity for Mixed-use Center Types



Symbol Legend

- Urban Mixed-Use Centers
- Mixed-Use Places
- Urban Neighborhood Nodes
- Neighborhood Nodes
- Regional Retail Center
- Employment /Academic Center
- City Boundary

Urban Neighborhood Node

- Include a concentrated mix of uses clustered around a central location, especially where collections of urban building types already exist.
- Locate buildings along the street to provide for active, engaging public spaces.
- Activate the ground floor of buildings with retail, restaurant, and other active uses.
- Provide for a robust pedestrian network that includes connections to surrounding neighborhoods.
- Emphasize the adaptive reuse of buildings and vertical mixed-use buildings.
- Reinforce and repairing the existing block structure found in the Greater Downtown similar areas of the city to emphasize walkability.
- Limit parking to emphasize walking and transit connections; on-street parking should be used while large surface parking lots are discouraged.

Neighborhood Node

- Size small-scale centers of activity appropriately to the neighborhood.
- Offer some retail and office uses in a central neighborhood location.
- Situate buildings close to the street, with parking placed behind.
- Scale buildings at heights of one - three stories; buildings should be compatible with surrounding character areas.
- Include multiple bike and pedestrian connections to surrounding residential areas.
- Screen surface parking lots, and design lots to enhance rather than inhibit pedestrian mobility.

Employment /Academic Center

- Emphasize nodal areas of economic activity associated with academic (such as university, community college or technical school) and/or employment areas (offices, manufacturing hubs, and small businesses).
- Provide a commercial and civic focal point for the provision of daily services and the exchange of ideas, especially for the benefit of entrepreneurial growth, client and talent attraction, and employee health.
- Introduce housing and commercial uses where appropriate.

Regional Retail Center

- Accommodate large format retail stores and other commercial “suburban” development prototypes.
- Facilitate an efficient flow of automobile and delivery traffic.
- Accommodate the pedestrian whenever possible.
- Improve retail visibility through a cohesive development pattern and access between and among various sites.
- Include strategic connections to surrounding neighborhoods.

Urban Mixed-use Center

- Develop with high and moderate development densities and lot coverage.
- Create and reinforce highly active, pedestrian-focused streetscapes
- Reinforce or introduce a traditional urban development patterns characterized by a highly connected system of small blocks, alleys, numerous pedestrian connections, and a mix of building types.
- Arrange buildings to create a comfortable public space and relate to one another as part of a larger placemaking scheme.
- Include a rich mix of uses; limit single-use developments with large building footprints.
- Place buildings directly onto public streets to provide active ground-floor uses.

- Include well-connected pedestrian network with abundant amenities
- Use structured and on-street parking to accommodate higher densities; limit surface parking lots and exposed parking deck facades along pedestrian streets.
- Create strong multimodal connections to adjacent neighborhoods.
- Encourage the adaptive reuse of buildings with urban qualities, such as civic frontage, height greater than one story and interesting character.

Mixed-use Place

- Develop with moderate development densities and lot coverages.
- Include walkable components and some vertical-mixed-use buildings.
- Design active pedestrian streetscapes and strong connections to adjacent neighborhoods.
- Include shopping centers that have or have been retrofitted with mixed-use and main street characteristics.
- Use structured and on-street parking to accommodate densities; limit surface parking lots and exposed parking deck facades along pedestrian streets.
- Provide a well-connected rectilinear grid or curvilinear grid street system.
- Use alleys to limit the number of driveways along the block face.

Strategies