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.
1st impressions are important!
Welcome to the City of FRANKLIN
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

- 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
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

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, spoolt 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. Base 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 county. 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.
Columbia Pike - Before
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!
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.
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

• 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.”

Trees provide shade, lower cooling bills, reduce run-off, and help clean the air.
Corridor – Before Landscaping
Corridor - After Landscaping
Cathedral City, CA - Before
Cathedral City, CA - After