

# Goal 3: Neighborhood-Scale Identity

## Needs

- Continued neighborhood/small-scale development
- Places for residents to gather



- Well-defined identity and cohesiveness
- Pedestrian-scale development that fronts the street
- Commercial edges that blend into the neighborhood
- An attractive streetscape and more greenery



- A. Businesses are oriented along a main street, whose small scale and design blend easily into the surrounding residential neighborhood.
- B. Places are available for residents to gather, such as a park, community center, cafe, or pub.
- C. Street trees, bio-swales, and landscaping increase the attractiveness of the area.

## Proposed Solutions

- Require new construction to be pedestrian-scale
  - Maximum height: 3 stories or 45 feet
  - Parking on the side or behind buildings
  - Buildings close to the sidewalk
  - Require ground floor windows/doors
  - Limit uses to 10,000 sq ft
  - Alternatives to meet landscaping requirement: outdoor seating, planters, green roofs



## Other Solutions

- Encourage conversion of excess parking spaces to other uses
- Create places for people to gather: outdoor seating, restaurants, park
- Storefront Improvement program
- Consider expanding the commercial zone along the main street

## What's Your Priority?



## Potential Zone Expansions

What do you think?



## Next Steps

- For the City:** Adopt new Neighborhood Commercial zone; Consider expanding the storefront improvement program to include neighborhood main streets; Explore a program to encourage conversion of parking spaces to other uses.
- For the Community and NDAs:** Support existing and new local businesses
- For Business Owners:** Organize and work with the city to fund signage and other streetscape elements that promote the commercial areas; Consider starting an annual community festival or street event focused on the neighborhood main streets