

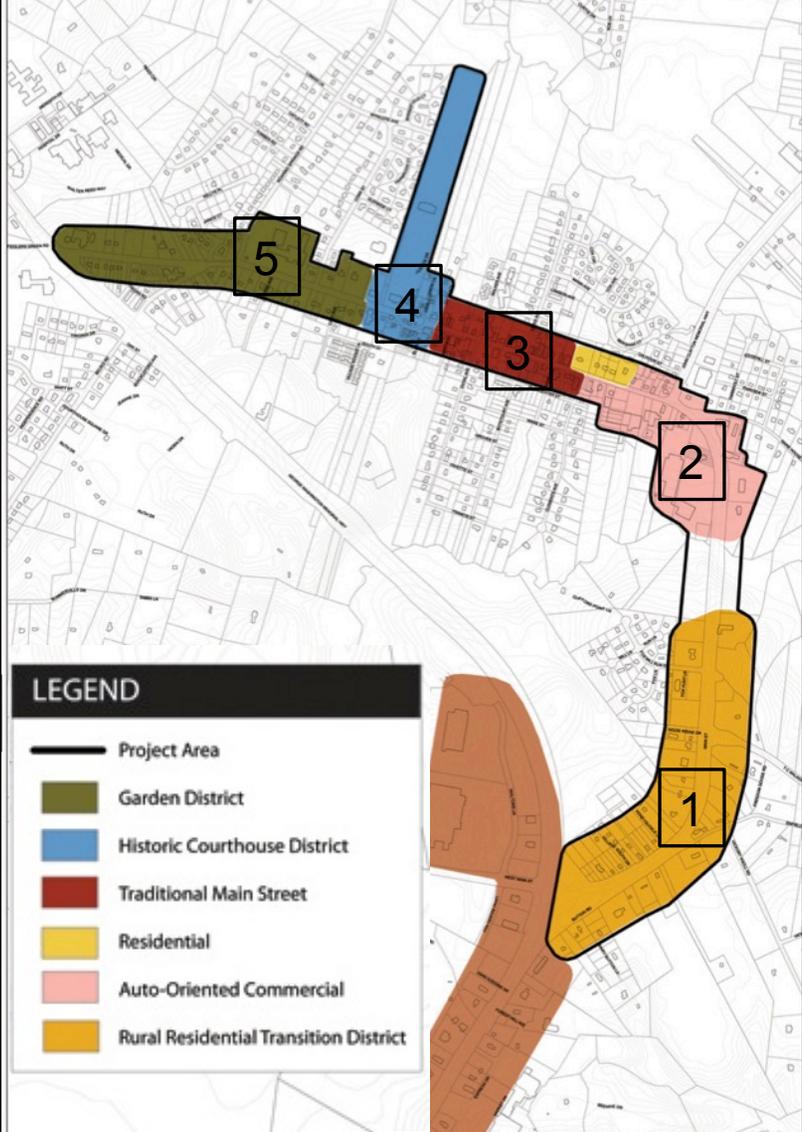


## 10 Things To Know About Design

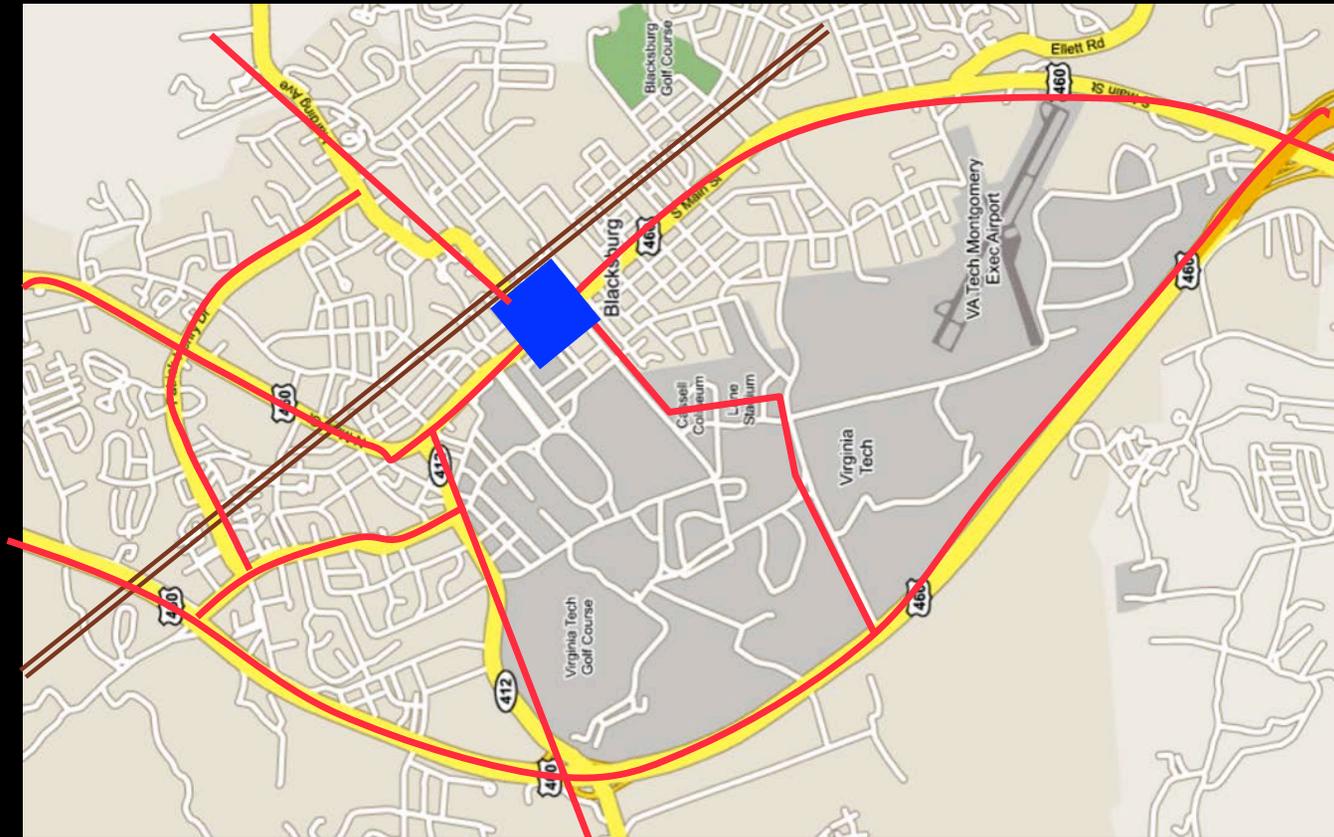


### 8. Solutions For Public Realm

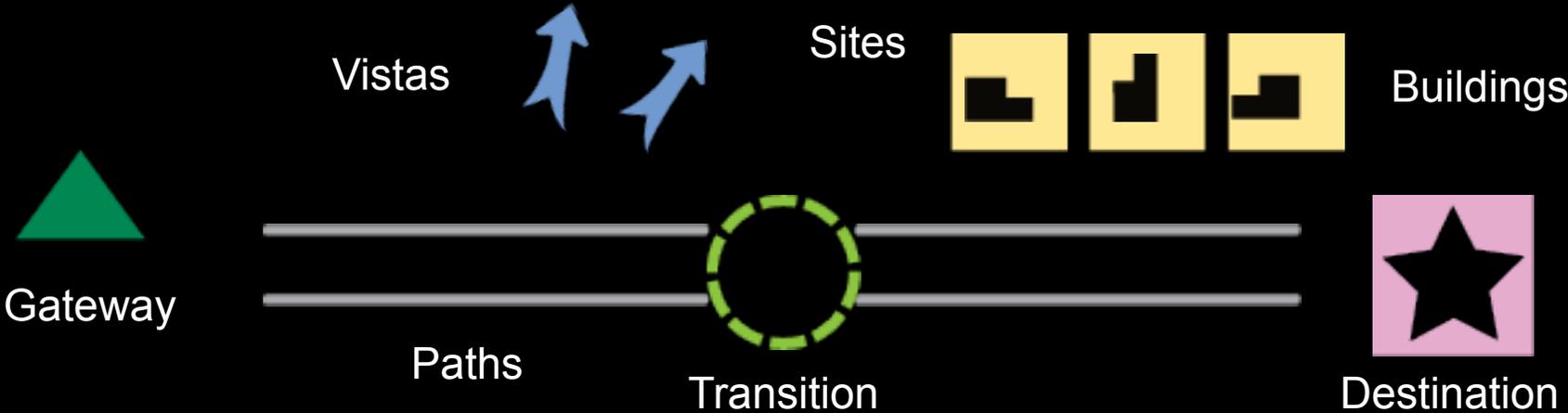
# Overall Design Character and Land Uses



# Evolution of Community Corridors



# Design Elements of Corridors





Gateways:  
*The Front Door to Your Community and Downtown*



Entry Corridors: Front Door to Your Community



Entry Corridors: Front Door to Your Community



Entry Corridors: Front Door to Your Community



Entry Corridors: Front Door to Your Community



The Front Door to Your *Downtown*



The Front Door to Your Downtown



Downtown Gateway Mural – Respects Scale of Downtown



What would you do?





What would you do?



RISTORANTE

*Schmidt's*  
House

NO LEFT TURN  
MAY 15 1955  
MILL LANE

WILL



What would you do?





Entry Corridor Example - Before



Entry Corridor Example - Photosimulation



Entry Corridor Example – After  
VDOT 6-year plan funding



Gateway Entrance: Changing Traffic Patterns



Gateway Entrance: Changing Traffic Patterns





More to see in Winchester - Then



Newly Refurbished



Upgraded Alleys



Water Feature on the Mall



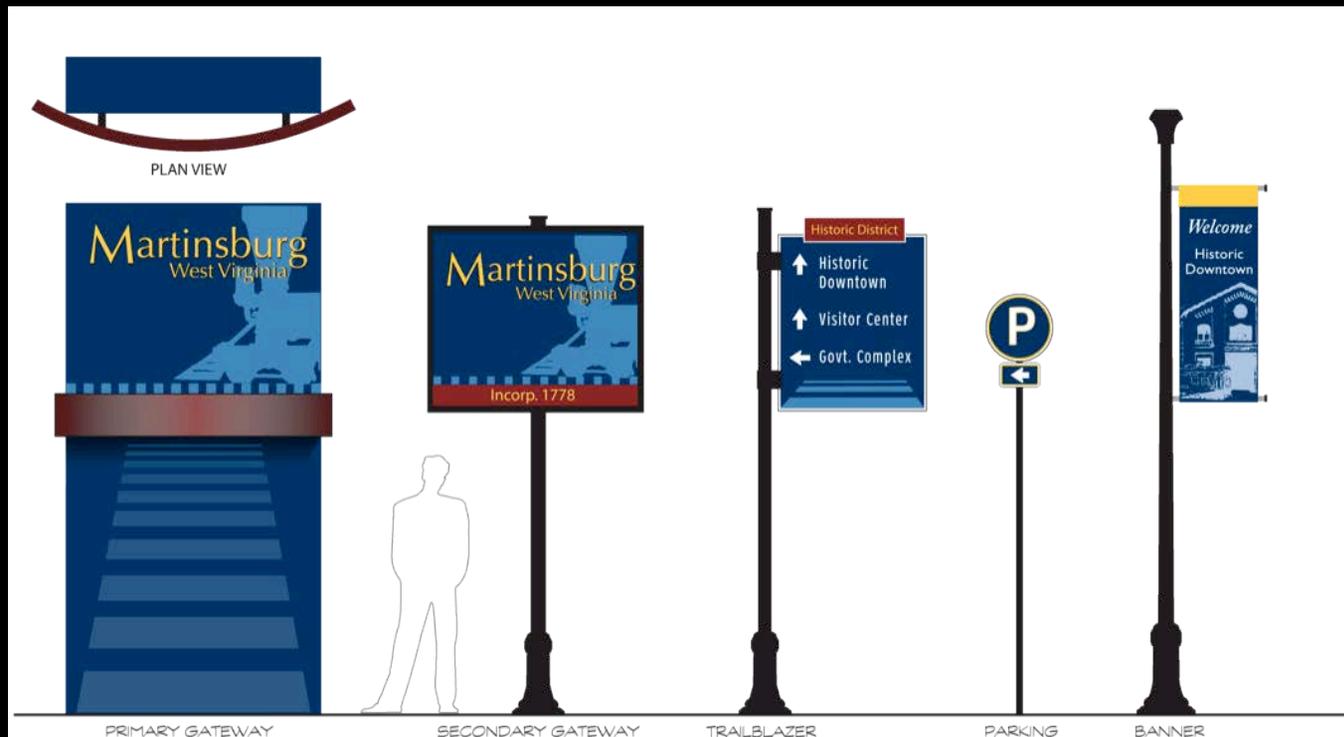
Another cool pocket park at entrance to downtown –  
Lewisburg, WV



## What is a Wayfinding Sign System?

- A comprehensive and unified directional sign system
- Design is customized to the community

*...which will guide both residents and visitors to key destinations and attractions while reducing sign clutter.*

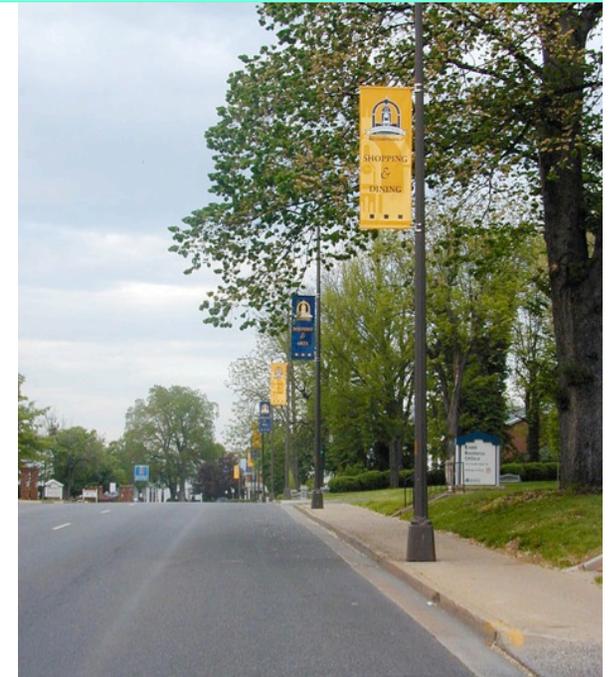




# Elements of a Wayfinding System

## A Unified System

- Website, brochures and maps
- Highway signs
- Gateway signs
- Banners
- Auto-oriented trailblazer signs
- Street signs
- Parking directional signs
- Parking regulatory signs
- Pedestrian level trailblazer signs/  
kiosks
- Site signs
- Temporary event signs



- Who maintains your roads?  
VDOT or locality
- Sign to key public destinations  
not individual businesses
- Size needs to be readable from  
moving vehicle



Some things to keep in mind about wayfinding...

- Color coding isn't really intuitive
- Keep it simple
- Get visitors to parking and visitors center first!



Some things to keep in mind about wayfinding...



Trailblazer Sign with Parking Directional



Parking Identification Signs



Visitor Information: Kiosks & Visitor Centers



## Parking Management Issues for Small Communities

- No unified approach to the parking operation
- Multiple departments handle planning, design, promotion, enforcement and adjudication of parking
- Low priority next to other community services such as fire and police.
- Informal commitment to enforcement
- Reluctance to take responsibility for parking

From The Parking Handbook for Small Communities



## Six Steps for Parking Management (John Edwards)

1. Get Organized-Parking is Political, Bring the Public Along
2. Gather Data-Analyze Supply and Demand
3. Increase the Effectiveness of Existing Parking
4. Plan and Develop New Parking
5. Promote the Parking Program
6. Putting It All Together
  - support for the “plan”
  - plan approval
  - parking task force/committee
  - implementation responsibility



Parking Lot Aesthetics - Edges



Parking Lot Aesthetics - Edges

Applegrah collection, Courtesy of Bancroft Library, University of California, Berkeley.



Downtown Center Garage, San Francisco, CA, Ellison & King



## Parking Garage Aesthetics



Parking Garages – Think Mixed-Use



Inviting Outdoor Spaces – The Pedestrian Environment



Scale



Pedestrian Crosswalks



Trees can give downtown pedestrian scale



Strategic Tree Placement



Planters warm up the pedestrian environment



Are these planters doing their job?



New plantings bring scale to the sidewalk



Parks, Plazas and Open Spaces

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# A Pattern Language

Towns · Buildings · Construction



Christopher Alexander  
Sara Ishikawa · Murray Silverstein  
WITH  
Max Jacobson · Ingrid Fiksdahl-King  
Shlomo Angel

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A Pattern Language



Parks, Plazas and Open Spaces - Scale to Fit the Community







Alleys – What would you do?





Pocket Park - Harrisonburg



Proposed Scheme



Parks Plazas and Open Spaces



Parking Lots: Multi-use spaces



Parking Lots: Multi-use spaces





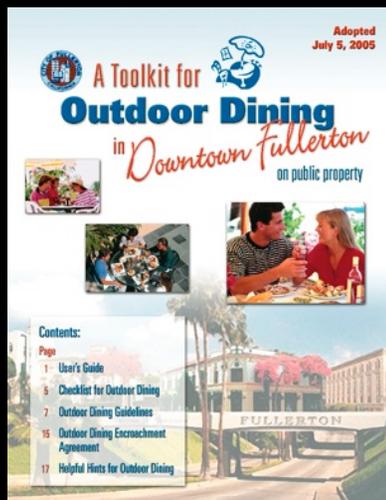
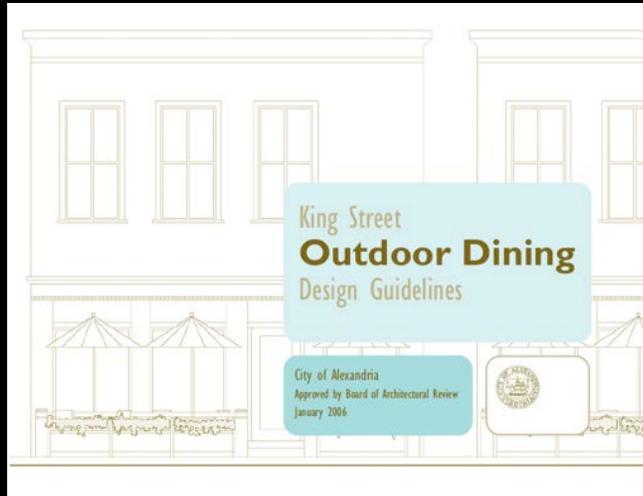


Streetscape Furniture Placement – Would you sit here?



Streetscape Furniture Placement

# Tools for Successful Outdoor Dining



- Guidelines
  - Location
  - Barriers and planters
  - Number of seats, furniture
  - Clearances and accessibility
  - Cleanliness and maintenance
  - Signs, umbrellas, speakers
  - ABC regulations
- Ordinance
  - Permitting process
  - Reference to guidelines
  - Insurance

# Elements of Outdoor Dining

## Elements of a Quality Outdoor Seating Area



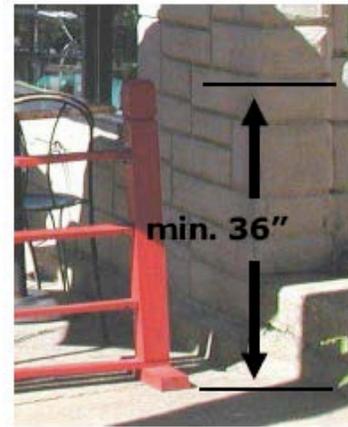
## Dimensions

- Clearance on sidewalk - minimum 5' -0"
- Access to door - minimum 44" but depends upon the egress requirements for the building.

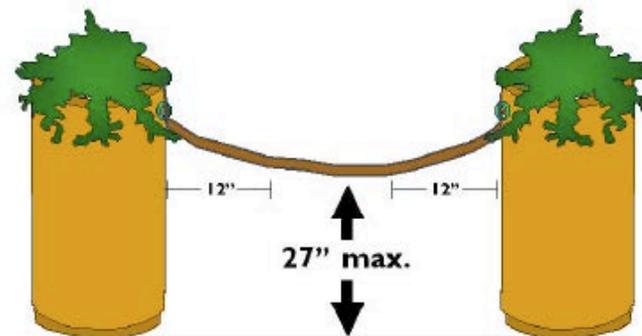


# Barrier Requirements and Design

- Dimensions
  - 27-36" detectable
- Transparency
  - Over 36" needs transparency



**FIGURE 8**  
Sectional fencing  
barrier height must be  
at least 36"



**FIGURE 9**  
How to measure rope/chain distance from ground

From Alexandria, Virginia

# Barrier Design



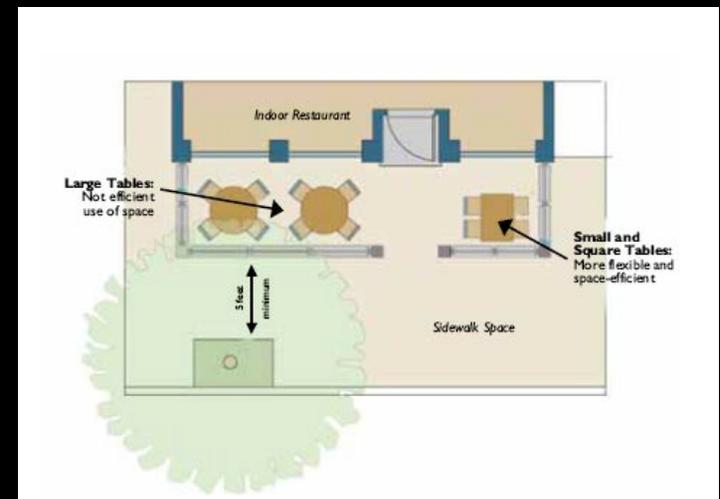
From Alexandria, Virginia



From Alexandria, Virginia

# Table and Chair Design and Layout

- Square Tables
  - Allows for flexibility
- No White Plastic
  - Shows dirt



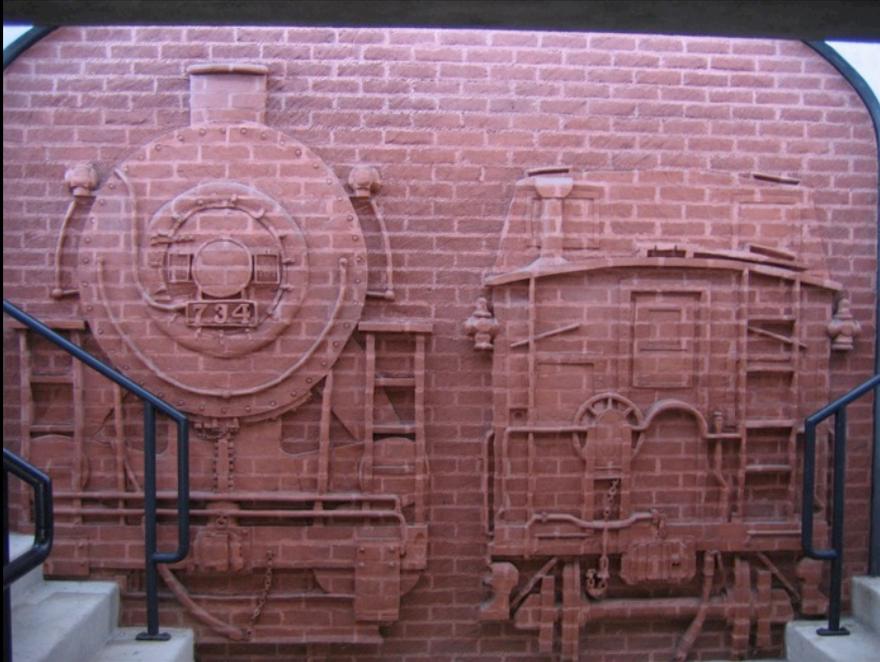
## Other Amenities

- Umbrellas
- Signs
- Speakers



## ABC Regulations

- Sturdy enclosure.
- One well defined entrance to the outdoor dining area.
- Customers are not permitted to carry their own alcohol to the outdoor dining area.
- Adequate illumination during evening hours.



Public Art – Tell the Story of Your Community



Public Art – Tell the Story of Your Community



Public Art – Tell the Story of Your Community



Public Art – Have Fun!



## 10 Things To Know About Design



### 8. Solutions For Public Realm