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Crescent Springs Gateway Study- Final Report



Design Recommendations

To ensure that the study area becomes more integrated, well functioning, and cohesively developed, some design recommendations have been prepared for consideration. These recommendations address a variety of issues such as, walkability, landscaping, parking, building location and appearance, access and signage. These recommendations are intended to assist the city in guiding the redevelopment of the Crescent Spring Gateway study area.

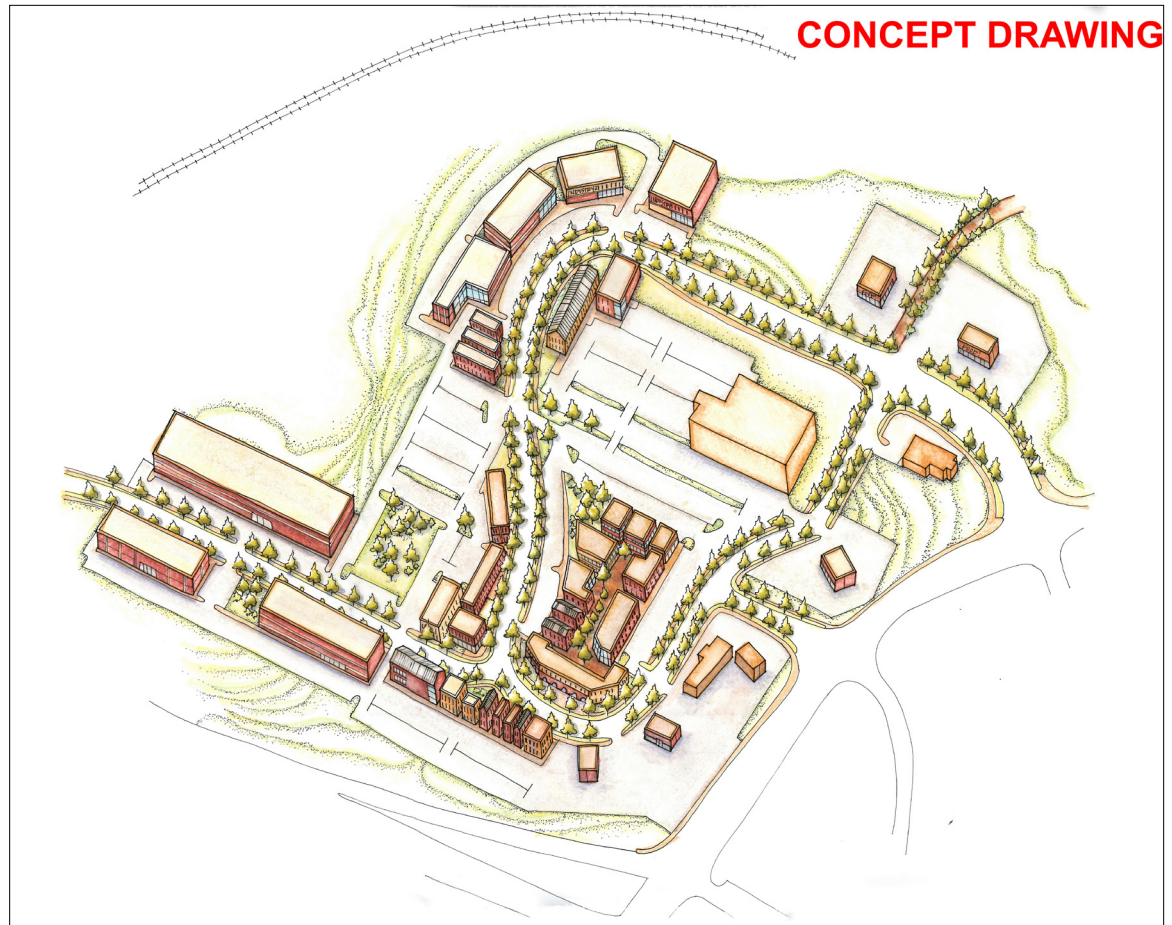


Figure 6: Concept drawing perspective of Sub Area A

Sidewalks

The study recommends that as a minimum there should be sidewalks on both sides of the street where traffic is anticipated to be heavy and a sidewalk on at least one side of the street where traffic is anticipated to be light. Furthermore, wherever sidewalks are provided along a street, a planted tree lawn strip should be included to provide pedestrian with some separation from traffic and provide shade and stormwater management benefits (see Figure 6).

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Landscaping

There should be landscaping on the site of each new building. Landscaping should be adjacent to each building providing separation from parking areas and between adjacent buildings. Parking lot landscaping should also be provided in islands large enough to accommodate planted materials. These landscaped areas should be designed to assist with traffic control, stormwater management and aesthetics for the site, but together with other sites will benefit the entire redeveloped area of comprising this study (see Figure 7).



Figure 7: Concept drawing showing recommended sidewalk and landscape treatments

Parking

Most parking should be located behind or to the side of the buildings. Parking lots should be shared to help reduce the amount of space between buildings, reduce the number of curb cuts and potentially decrease the total area necessary for parking. The amount of spaces necessary to provide sufficient parking for all businesses and other uses within the area should be evaluated. Typically it is thought that parking regulations require more spaces than necessary. This should be reviewed along with the types of uses and their respective parking needs. For example, a mix of uses whose peak traffic generation times do not occur at the same time of day significantly improves the opportunity for both shared parking and reduced numbers of parking spaces (see Figure 8).

Building Location

Buildings are to be located close to the street to improve walkability of the area and make the area inviting. This recommendation does not exclude having a small amount of parking in front of the building. One objective is to have

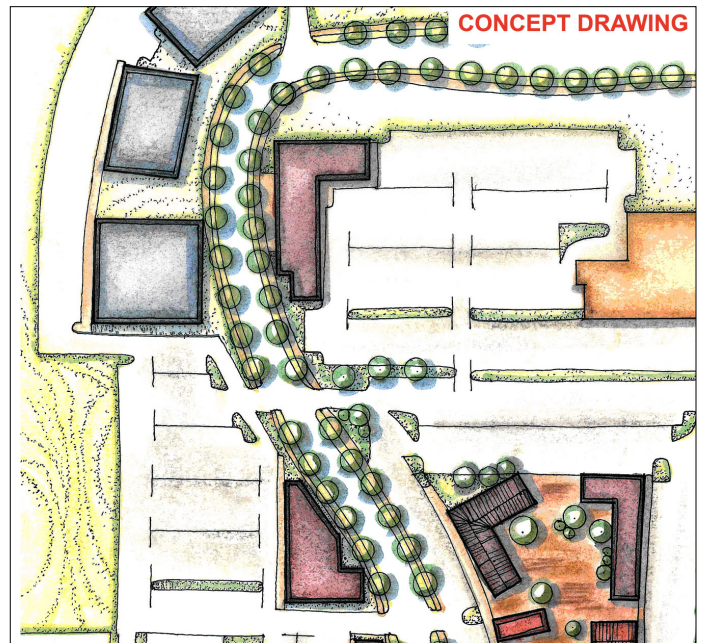


Figure 8: Concept drawing showing recommended parking location and configuration

the buildings close enough to the streets and sidewalks along the streets so that pedestrians do not need to traverse long distances through parking to enter buildings. It is also understood that buildings may need to be located further from the street in the commercial retail/service area than in the other two areas to accommodate such activities as drive-thru windows and on-site interior vehicle circulation (see Figure 9).

Access

All buildings should be easily accessible for pedestrians and vehicles. There should be a sidewalk connecting the building entrance with the sidewalk. Curb cuts should be minimized especially along the proposed loop road to reduce the intermingling of pedestrians and motorized vehicles (see Figure 9).

Signage

Signage can have a profound impact on the appearance of an area. A large number of signs in a variety of styles usually gives an area a cluttered and unappealing appearance. This plan recommends restricting the types of signage to be used; i.e. limiting or not allowing pole signs, allowing only a monument sign and a sign on the building.

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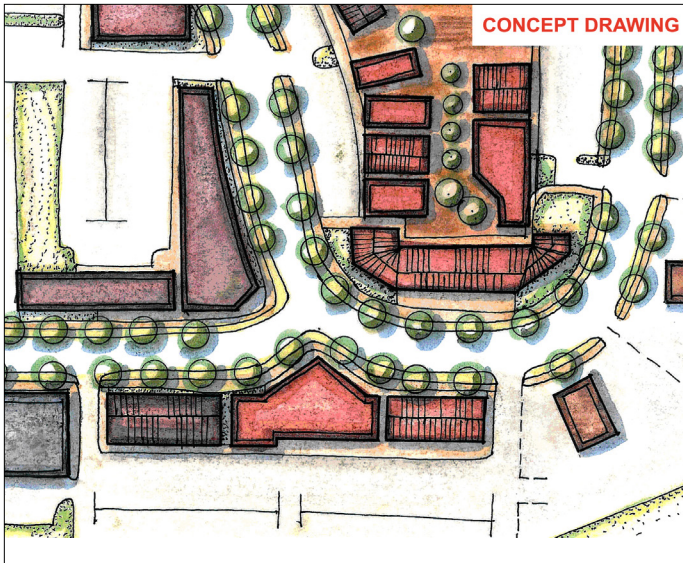


Figure 9: Concept drawing showing recommended limited vehicular access and buildings located close to the street

Wayfinding

Wayfinding is a signage system designed to advertise and give direction to businesses, important services, attractions, and street names within a municipality. A typical approach is to have a single design element for all the different types of signs, helping to unify and mark that which is unique to the area or municipality. This plan recommends the city explore the possibilities of developing a wayfinding system for the entire city (see Figure 10).

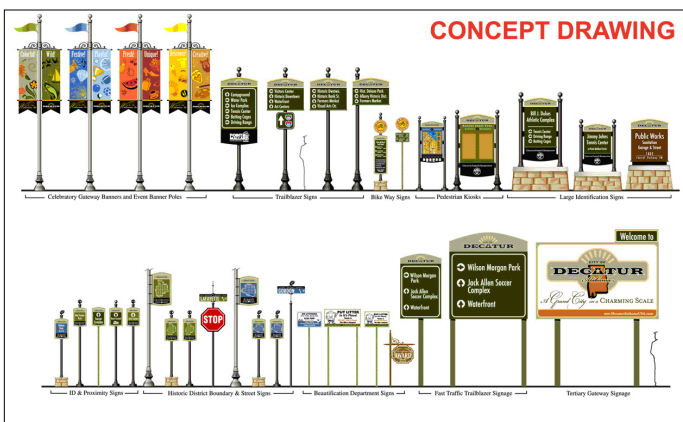


Figure 10: Wayfinding signage for a town

Exterior Appearance of Buildings

Mixed Use Area

Exteriors should be clad in brick, stone or a combination of both. This will give the area a more upscale appearance.

Fenestration is the design and disposition of a building's windows and other exterior openings. Buildings should have plenty of windows to make it and surrounding environs look inviting. Windows should be on all sides of the floors most frequently seen by the public.

Roofs provide a component of character to an area similar to materials that comprise the exterior of buildings. There should be a variety of roof styles pitches to help give the area a unique feel and appearance (see Figure 11).

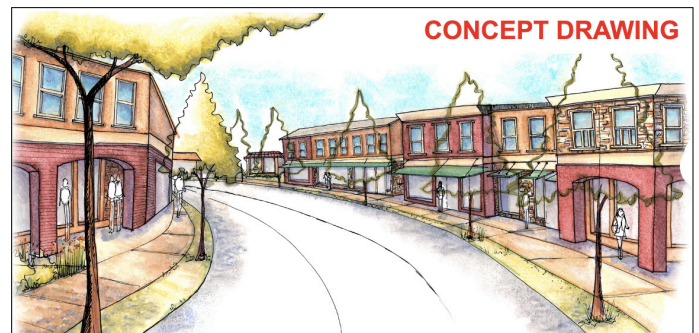


Figure 11: Concept drawing showing recommended exterior finishes, multi-storied buildings with large amount of windows

Industrial Use Area

Exterior finishes of industrial buildings, particularly those located adjacent to the loop road and across from the mixed land use area, should be compatible with and complement materials used for buildings within the mixed use area. For example, this could include using the same exterior finishes and use of windows in the front of the industrial buildings to give the appearance that the two areas contain similar land uses.

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Commercial Retail/Service Use Area

Many of the buildings in the commercial retail/service area adjacent to Buttermilk Pike are expected to be chain restaurants or similar uses. Many of these tend to use “formula” buildings. The most familiar of these are the fast food restaurants. These buildings look the same throughout the nation and are recognizable by their design and color. Unfortunately, these buildings also tend to create an atmosphere that looks and feels like all such areas in every other city. Crescent Springs desires this area to be unique and that buildings complement those within the adjacent mixed use area. These buildings should use the same, or similar exterior finishes that would compliment buildings in the mixed use area (see Figure 12).



Figure 12: Example of a national franchise building with brick exterior