

B. FUTURE LAND USE (CONTINUED)

CHARACTER AREAS

>> REGIONAL COMMERCIAL

RECOMMENDED PRIMARY USES:

Mix of commercial, retail, and service uses with limited or no residential component. These areas are more auto-oriented than most other mixed-use or commercial areas of the city but should still retain strong pedestrian-oriented design features. These areas typically serve a market located well beyond adjacent neighborhoods.

EXAMPLE AREAS:

West Ridge Rd (west of Bernice), East Ridge Rd (east of Seneca Manor), Lyell Ave (west of Wetmore), Citygate.

GEOGRAPHIC PATTERN:

While the City should limit auto-oriented uses and design as much as possible, this category recognizes that there are a few concentrations of these uses on major corridors that are highly unlikely to convert to a more pedestrian-oriented scale/form in the next 15 years. Whatever market materializes for traditional urban mixed-use development should be focused on the areas of the city where that form exists or can more easily be fostered.

DESIGN CONSIDERATIONS:

More intentional design standards are needed to mitigate the auto-oriented nature of land uses, including restricting front yard parking. Shared parking facilities and cross access between privately owned parking facilities should be promoted whenever possible. Pedestrian safety and experience should be prioritized while balancing the needs of the automobile. This includes the provision of amenities such as ample sidewalks (circulation within and around the site), buffer landscaping, seating, transit stops, bicycle parking, and highly-visible crosswalks.

In order to improve the corridor's urban form and street presence, multi-story buildings are encouraged when feasible. Buildings should be attractively designed and should address the public realm on all visible sides. Urban-appropriate landscape and hardscape areas should be designed as integral features of the land use. In general, design elements related to architecture, landscaping, site plans, and signage should create an aesthetically appealing experience that is appropriate in scale and form and provides pedestrian connectivity internally and with surrounding land uses where feasible.





**REGIONAL
COMMERCIAL**

