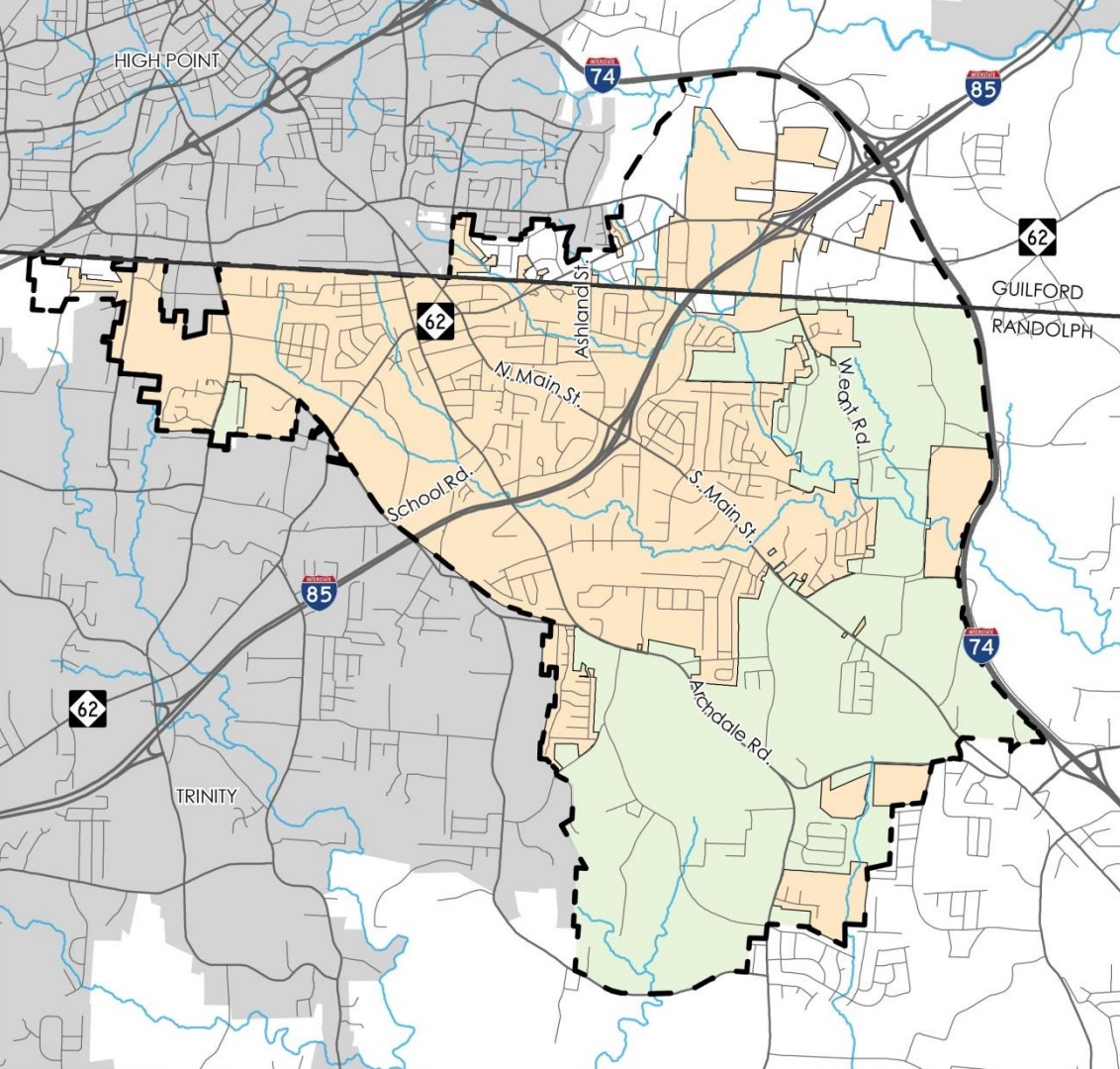


Plan Archdale

Placemaking Workshop
January 13, 2020



STUDY AREA

The Comprehensive Plan study area encompasses the extent of the city limits, ETJ and annexation agreement boundaries.

PLACEMAKING WORKSHOP

- Major Outcomes:
 - Identify and layout potential new town center
 - Select corridor beautification opportunities
 - Designate potential gateway sites
 - Big Ideas for future development

PUBLIC ENGAGEMENT TIMELINE

- June – Begin Online Engagement
- July 4 – Public Outreach at Creekside Park
- August – Public Kickoff Meeting
- November – Economic Diversification Workshop
- December – Growth Management Workshop
- **January 2020 – Placemaking Workshop**
- April 2020 – Public Presentation of the Draft Plan
- May 2020 – Begin Public Hearings (PB / Council)

GOALS FOR TONIGHT

- Identify the Basic Principles of Urban Design
- Learn about the Fundamentals of Streetscape and Public Space Design
- Understand the Importance of Placemaking
- Show Examples of How to Transform and Create a Sense of Place
- Identify opportunities to lay out future town centers

PRINCIPALS *of*
URBAN DESIGN

THE BASICS

What is Urban?



What is Urban?



What is Urban?



What *isn't* Urban?



What is Urban Design?



Davidson Commons, Davidson, NC

- Multidisciplinary
- Complete Networks (pedestrian, vehicular, hydrological, environmental)
- Placement of Buildings so as to Shape Meaningful Spaces
- Design of the Spaces Between Buildings (hardscape, landscape, streets)
- Economic, Social, and Cultural Implications of the Urban Environment

ELEMENTS OF GOOD URBAN DESIGN

Architecture



ELEMENTS OF GOOD URBAN DESIGN

Streetscape and Street Trees



ELEMENTS OF GOOD URBAN DESIGN

Streetscape and Activation



ELEMENTS OF GOOD URBAN DESIGN

Plazas



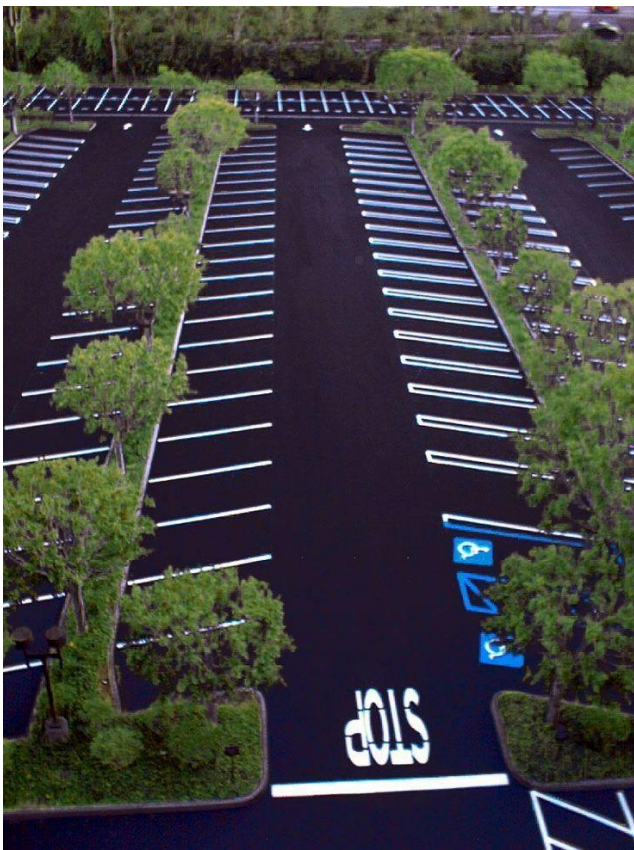
ELEMENTS OF GOOD URBAN DESIGN

Parks



ELEMENTS OF GOOD URBAN DESIGN

Parking Lots



ELEMENTS OF GOOD URBAN DESIGN

Sidewalks



ELEMENTS OF GOOD OPEN SPACE DESIGN



1. Programmed activity area
2. Landscaping provides shade & protection
3. Active uses along perimeter of open space provide visual surveillance
4. Defined pedestrian paths
5. Passive activity area

ELEMENTS OF GOOD OPEN SPACE DESIGN

Passive Areas



ELEMENTS OF GOOD OPEN SPACE DESIGN

Active Areas



ELEMENTS OF GOOD OPEN SPACE DESIGN

Playspace



ELEMENTS OF GOOD OPEN SPACE DESIGN

Lighting



ELEMENTS OF GOOD OPEN SPACE DESIGN

Seasonal Interest



ELEMENTS OF GOOD OPEN SPACE DESIGN

Seasonal Landscape Interest

Ilex verticillata 'Winter Red'
Winter Red Winterberry



Panicum virgatum 'Cheyenne Sky'
Cheyenne Sky Switch Grass



Molinia caerulea 'Transparent'
Tall Purple Moore Grass



Calamagrostis x acutiflora 'Karl Foerster'
Feather Reed Grass

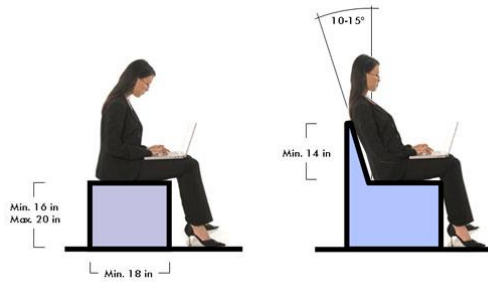


Molinia caerulea 'Moorhexe'
Moorhexe Moore Grass



ELEMENTS OF GOOD OPEN SPACE DESIGN

Flexible Seating



Moveable Seating



Fixed Seating



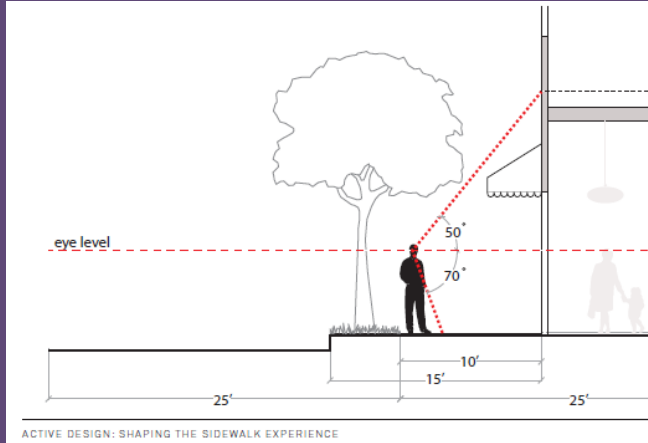
HOW TO CONSIDER

THE STREETCAPE

Streets as Places



Streetscape Design- Human Scale



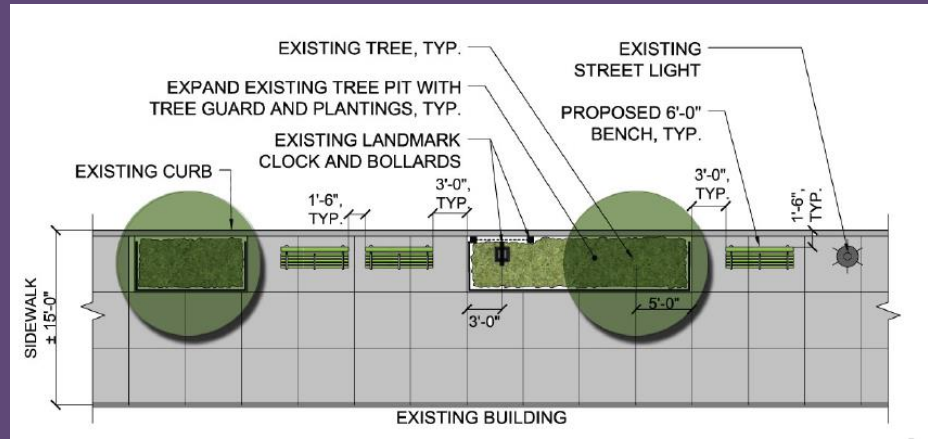
Streetscape Design



Streetscape Design



Streetscape Design



Solar charger



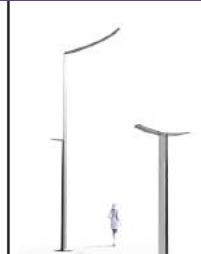
Planters



Movable chairs



Benches



Lighting



Newsbox and newsbox corral



Tree fencing



Trash/recycling bins



Parking signs



Bike rack

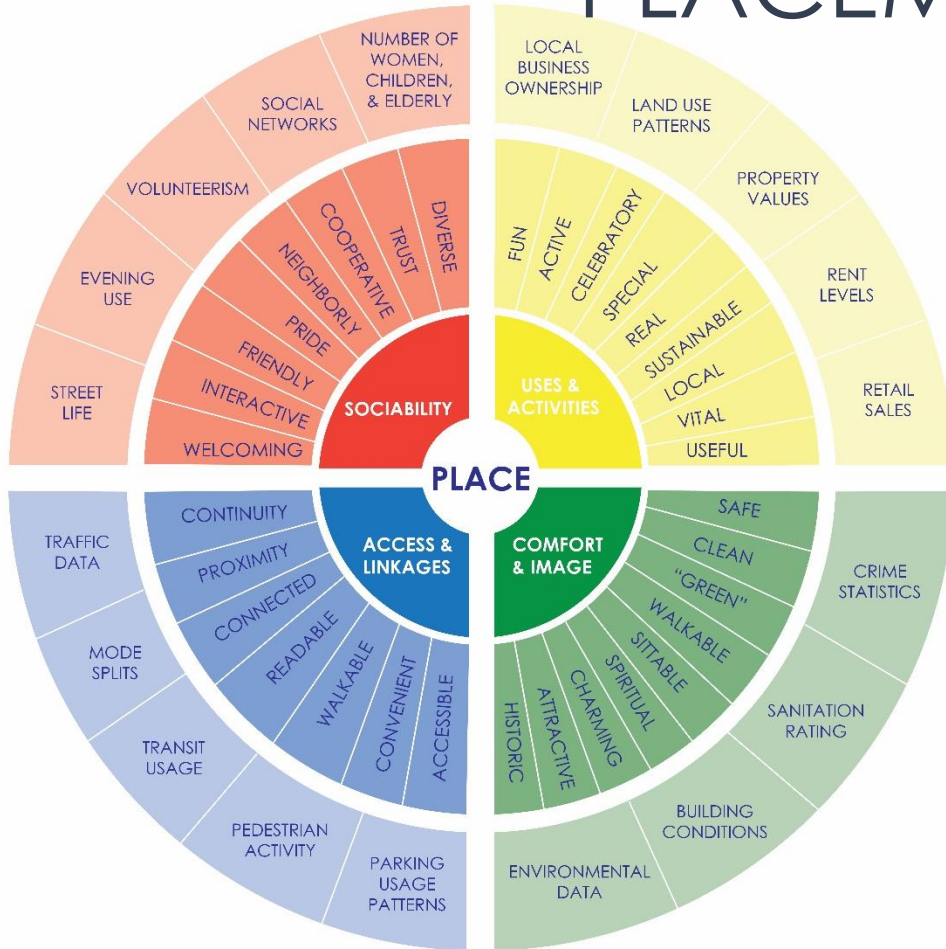
Effectively Managing Stormwater



W H A T
I S

PLACEMAKING

PLACEMAKING



- Planning, Design, & Management of Public Spaces
 - Sociability
 - Uses & Activities
 - Access & Linkages
 - Comfort & Image

SOCIABILITY



diverse
interactive
neighborly
friendly

welcoming
street life
evening use
stewardship



Pubs and Restaurants



Community Centers and Festivals

**A nation may
lose its liberties
and be a century
finding them.**

John M. Langston

Lee Highway Alliance
Winter Festival Of Light 2018



USES & ACTIVITIES



local ownership
entertainment
dining
youth activities

active
retail sales
land uses
fun



Local Shops



Active Design and Community Gathering



Exploration



Active design for ALL Ages



ACCESS & LINKAGES



connected
accessible
convenient
walkable

proximity
multi-modal
continuity
parking



Connecting Communities



Connecting Communities: Bike Lanes



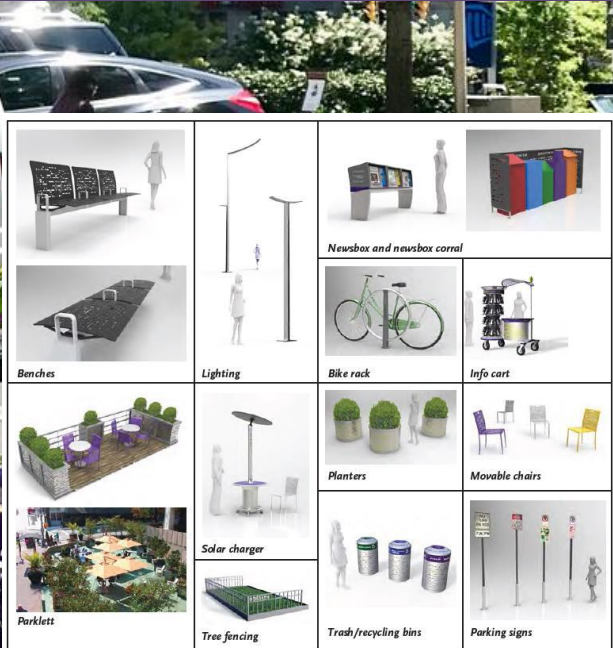
Connecting Communities: Sidewalks



Connecting Communities: Complete Streets



Streets as a Place



The BID's new streetscape standards will unify the public realm and provide important amenities that support a growing pedestrian environment.



COMFORT & IMAGE



safe
clean
walkable
charming

sittable
attractive
green
well lit



Signage and Attractive Seating



Charming and Friendly



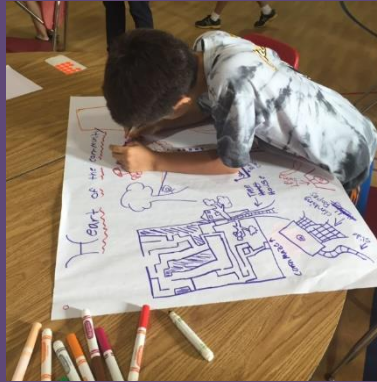
HOW YOU

TRANSFORM PLACES

(BIG and SMALL)

Engage: Workshops with Kids

Making Archdale for Children means making Archdale for People!



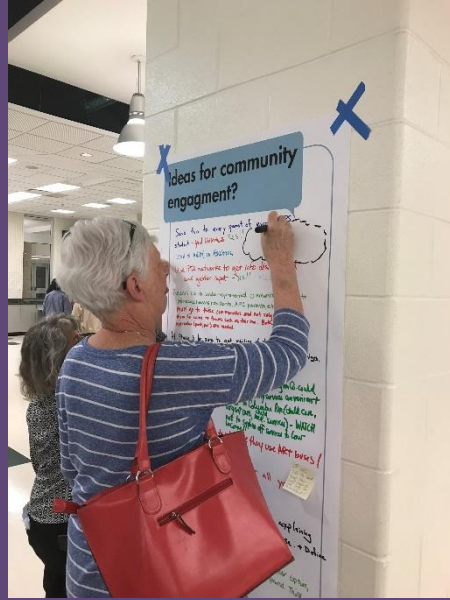
- Mini fishing
- Stacho | Art
- Mini Maze
- Trash can
- Outlet
- Walkway
- Hut/Benches
- Springs
- Plants
- Monkey Bars
- Bridge
- Waterfall
- Swings
- Slide
- Classes/camps
- Open space



Engage: Walking Tours and Outdoor Events



Engage: Workshops/SWOC Analysis



Pop-Up Activation as a Place

- 1) JBG Mural on Cosi building
- 2) Pop-up plaza space (relocated parking)
- 3) "The Grove" - flexible green space for events, gathering, etc.



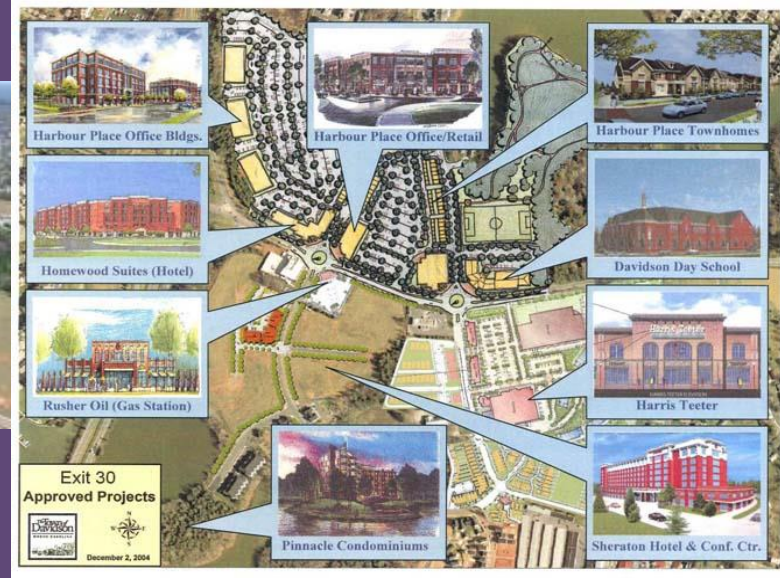
Pop-Up Activation as a Place



Pop-Up Activation as a Place



Circles of 30: Davidson, NC Planning Ahead



Circles of 30: Davidson, NC



provided by Leonardo





The Present



The Possibilities

CLARKSDALE, MISSISSIPPI

SOURCE: AARP



The Present



The Possibilities

BURLINGTON, VERMONT

SOURCE: AARP



The Present



The Possibilities

BATESVILLE, ARKANSAS

SOURCE: AARP



The Present



The Possibilities



... and more Possibilities

WINTER GARDEN, FLORIDA

SOURCE: AARP



The Present



The Possibilities

FORT WORTH, TEXAS

SOURCE: AARP



The Present



The Possibilities

ATLANTIC CITY, NEW JERSEY

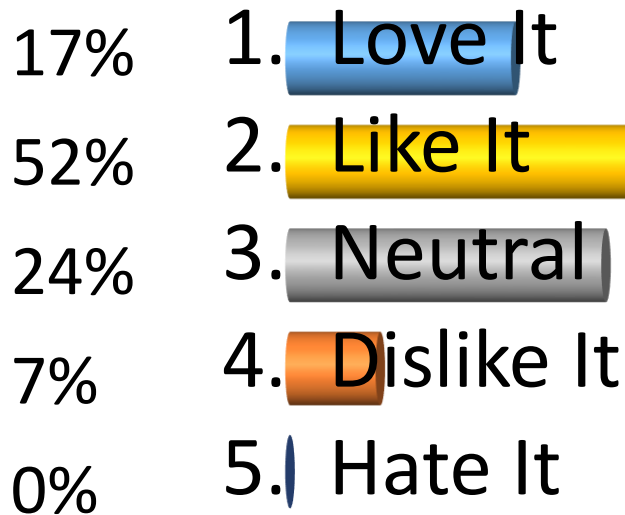
SOURCE: AARP

WHAT DO YOU THINK?

(INTERACTIVE POLLING)

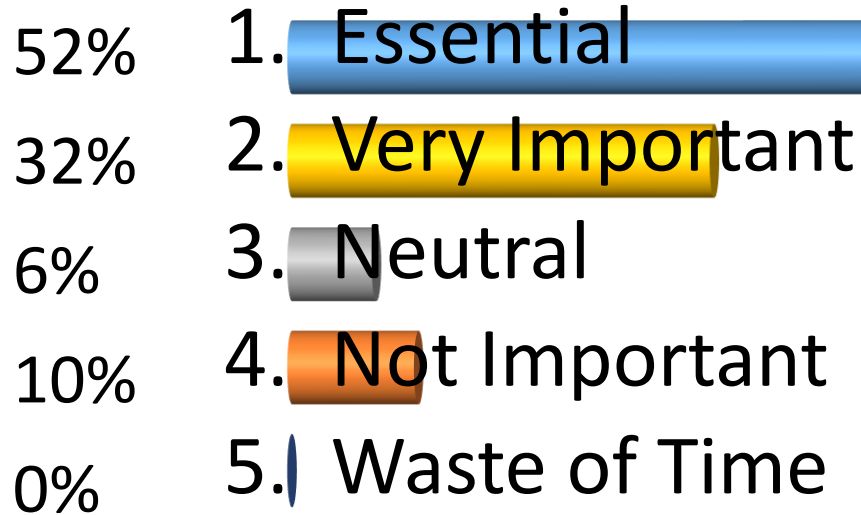


How do you feel about this type of development for Archdale's Town Center?



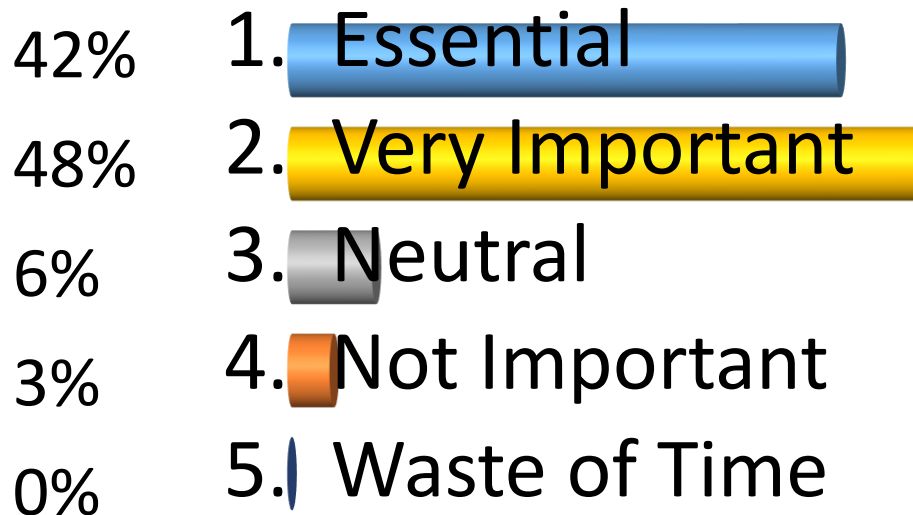


How important are street trees for Archdale's Town Center?



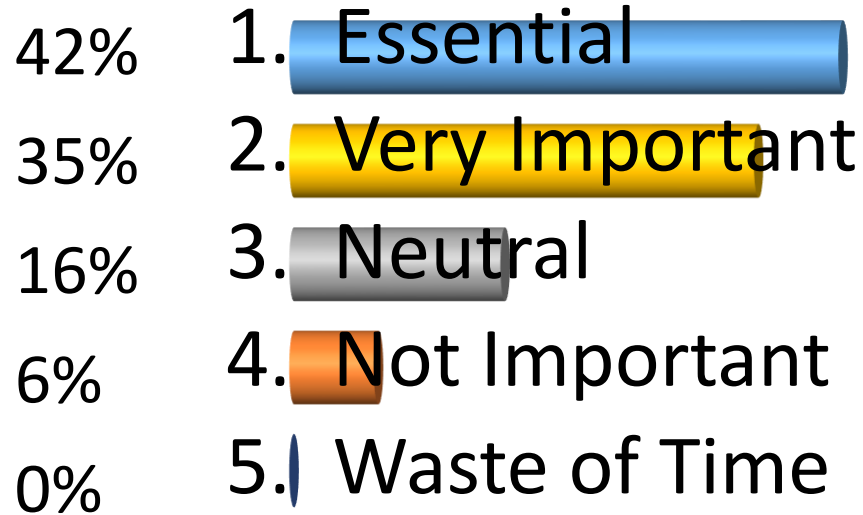


How important are active sidewalks for Archdale's Town Center?





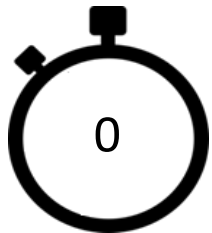
How important is it to have a Town Square or Village Green for Archdale's Town Center?





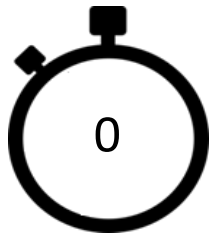
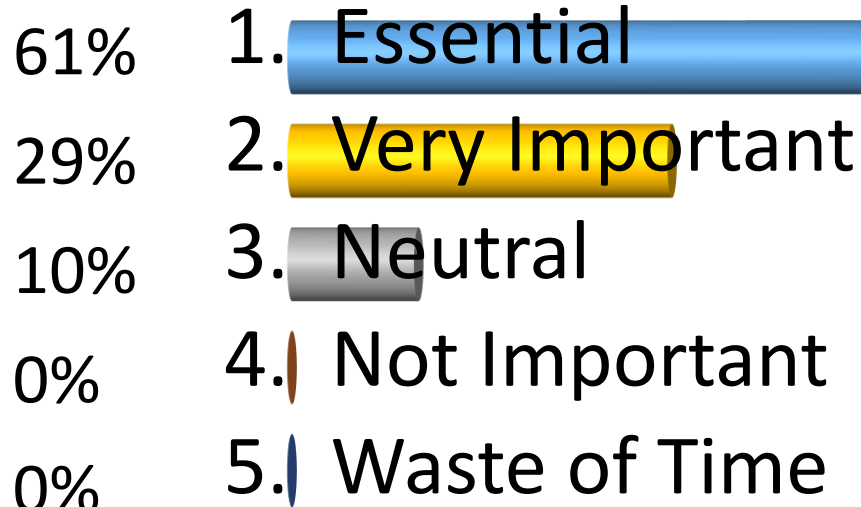
How important is it to have more Neighborhood Parks in Archdale?

- 20% 1. Essential
- 47% 2. Very Important
- 20% 3. Neutral
- 13% 4. Not Important
- 0% 5. Waste of Time



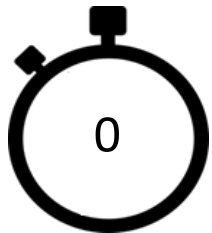


How important is it to have more sidewalks in Archdale?



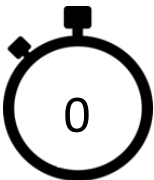
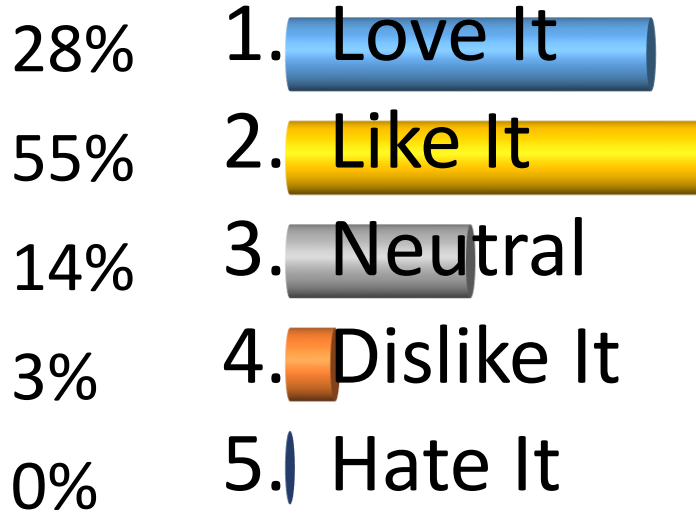


How do you feel about this type of activity for kids in Archdale's Town Center?



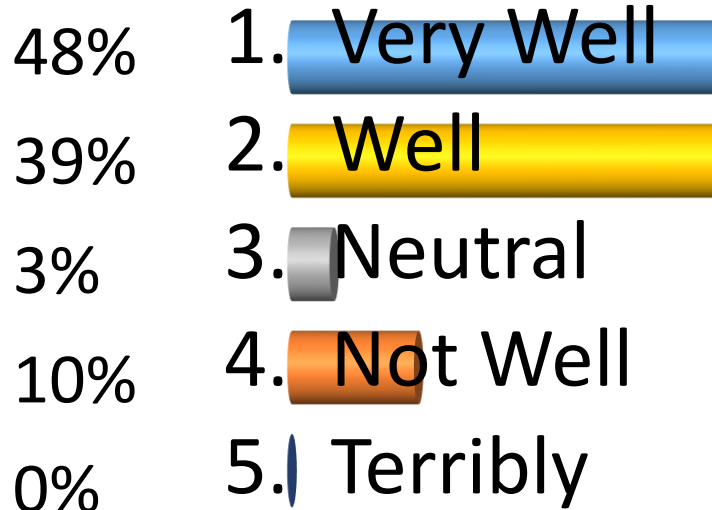


How well does this place fit with your vision for Archdale's future Town Center?



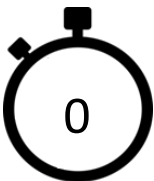
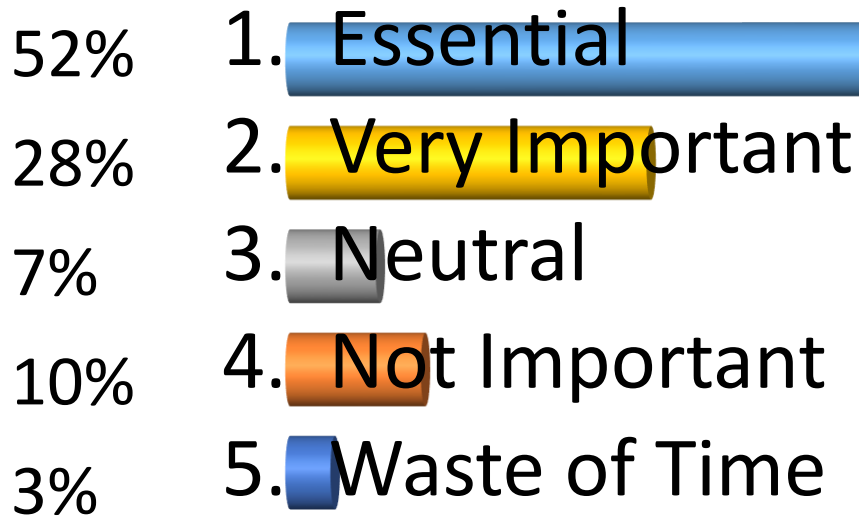


How well does this place fit with your vision for Archdale's future Town Center?

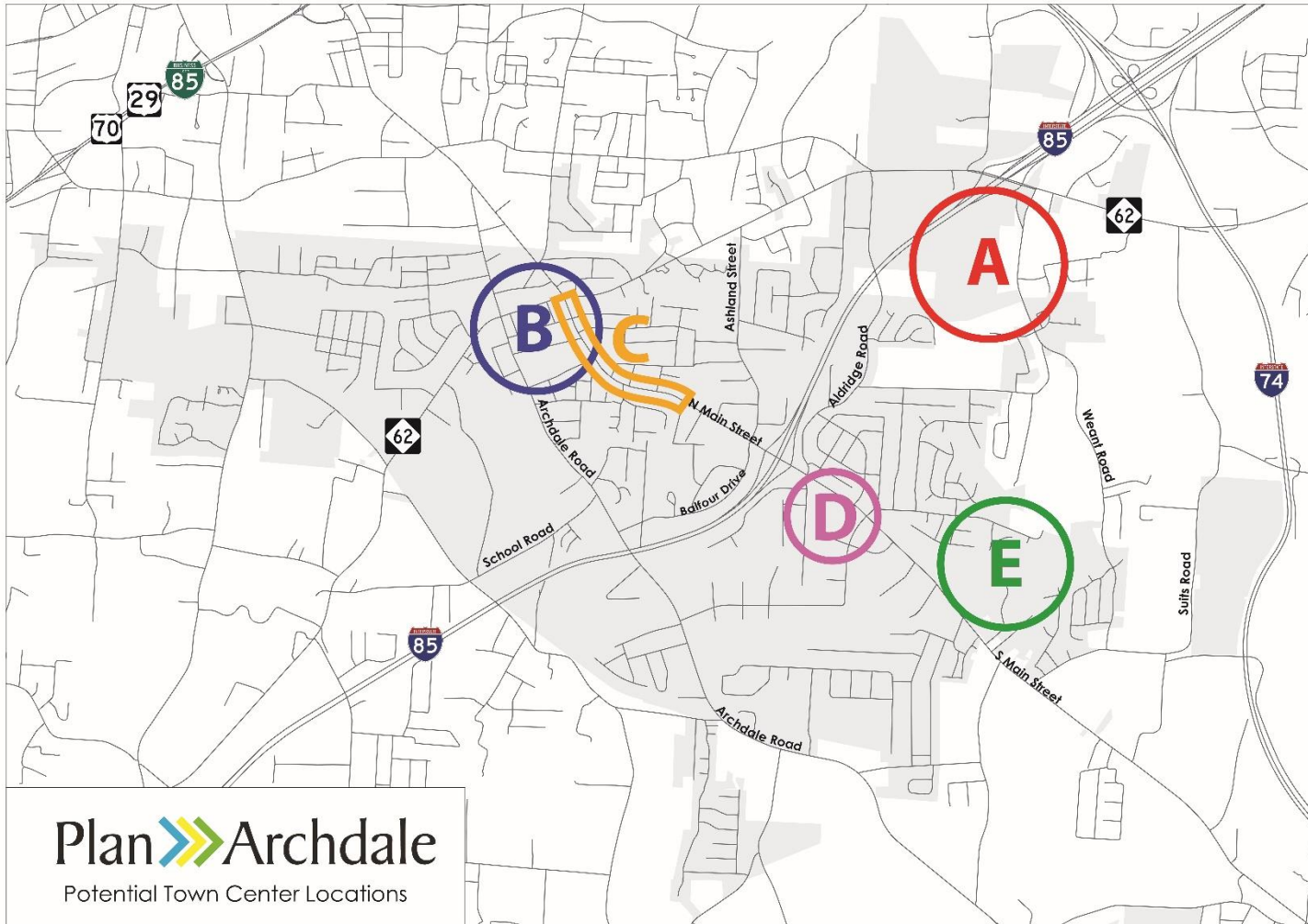




How important is it to transform Main Street to a Complete Street?



**WHERE IS
ARCHDALE'S
TOWN
CENTER?**



Plan  **Archdale**
Potential Town Center Locations



Aldridge Road



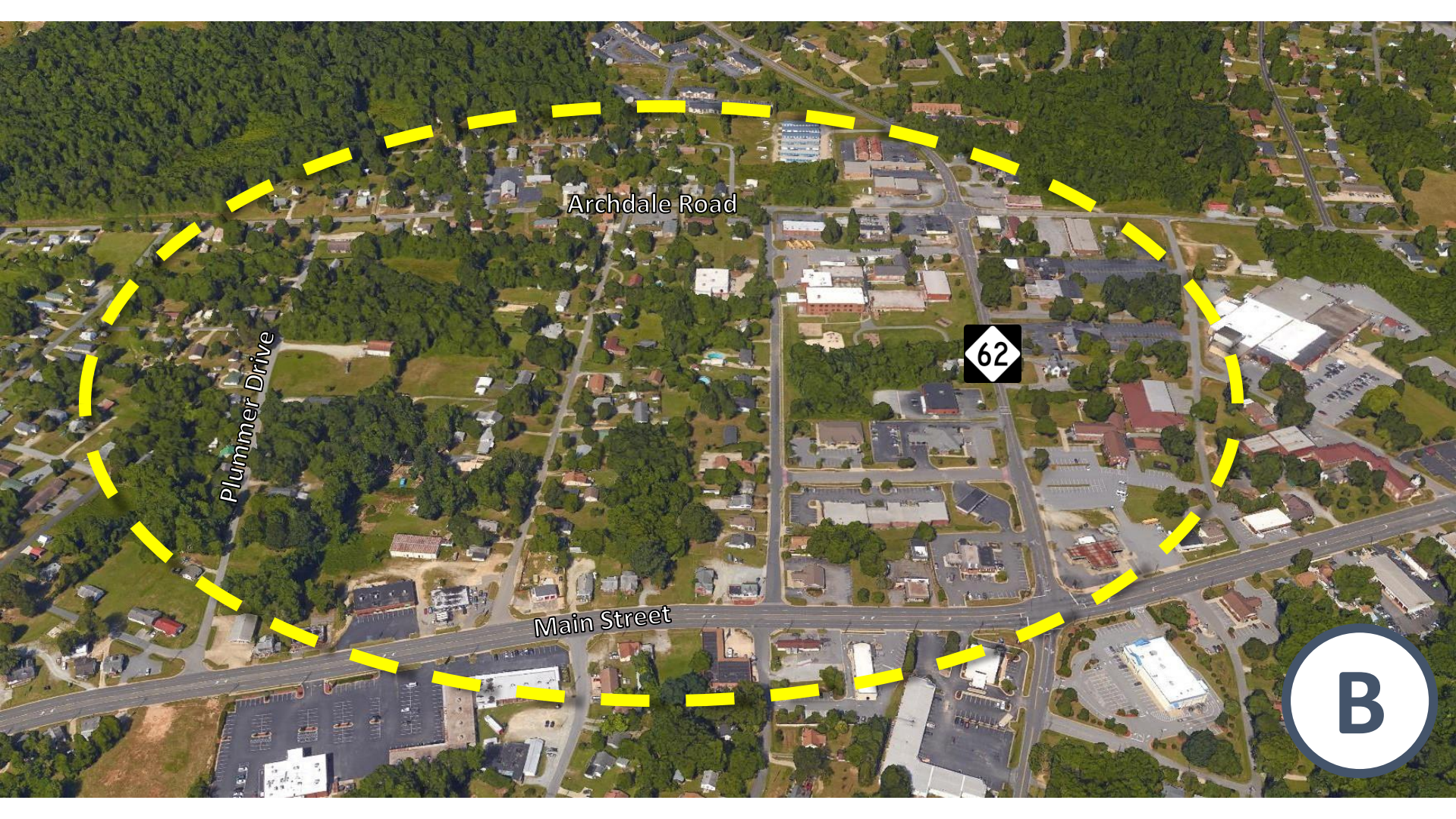
Weant Road



OPPORTUNITIES & CONSTRAINTS OF SITE A

OPPORTUNITIES	CONSTRAINTS
Large tracts of land	Not centrally located in the City
Few property owners	Little existing infrastructure
Significant traffic volume	Not currently accessible for pedestrians and bicyclists
Proximity to two interstates	Difficult to access from most parts of the City
Highway visibility	Potential topographic limitations
Limited existing development	





Archdale Road

Plummer Drive

Main Street



OPPORTUNITIES & CONSTRAINTS OF SITE B

OPPORTUNITIES	CONSTRAINTS
Major infrastructure in place	Large number of property owners
Opportunity to build on existing street grid	Older streets would require significant upgrades
High traffic volume	Limited existing connections for pedestrians and bicyclists
Visibility from main roads	Congestion at major intersections
Accessible from multiple major roads	Haphazard development pattern
Existing civic uses in the area	
Relatively low land values	
Proximity to residential areas	





Plummer Drive

Main Street

Columbus Ave



OPPORTUNITIES & CONSTRAINTS OF SITE C

OPPORTUNITIES	CONSTRAINTS
Situated along primary route through the City	Large number of property owners
High traffic volume + excellent visibility	Higher land values
	Limited amount of vacant land
Oversized parking lots	Lack of connections from Main Street
Proximity to residential areas	Small lot sizes and dimensions (width and depth) in some areas
Major infrastructure in place	Limited accessibility for pedestrians and bicyclists
Existing commercial base	
Excess of right-of-way / oversized street	Limited opportunities for large public spaces





Main Street

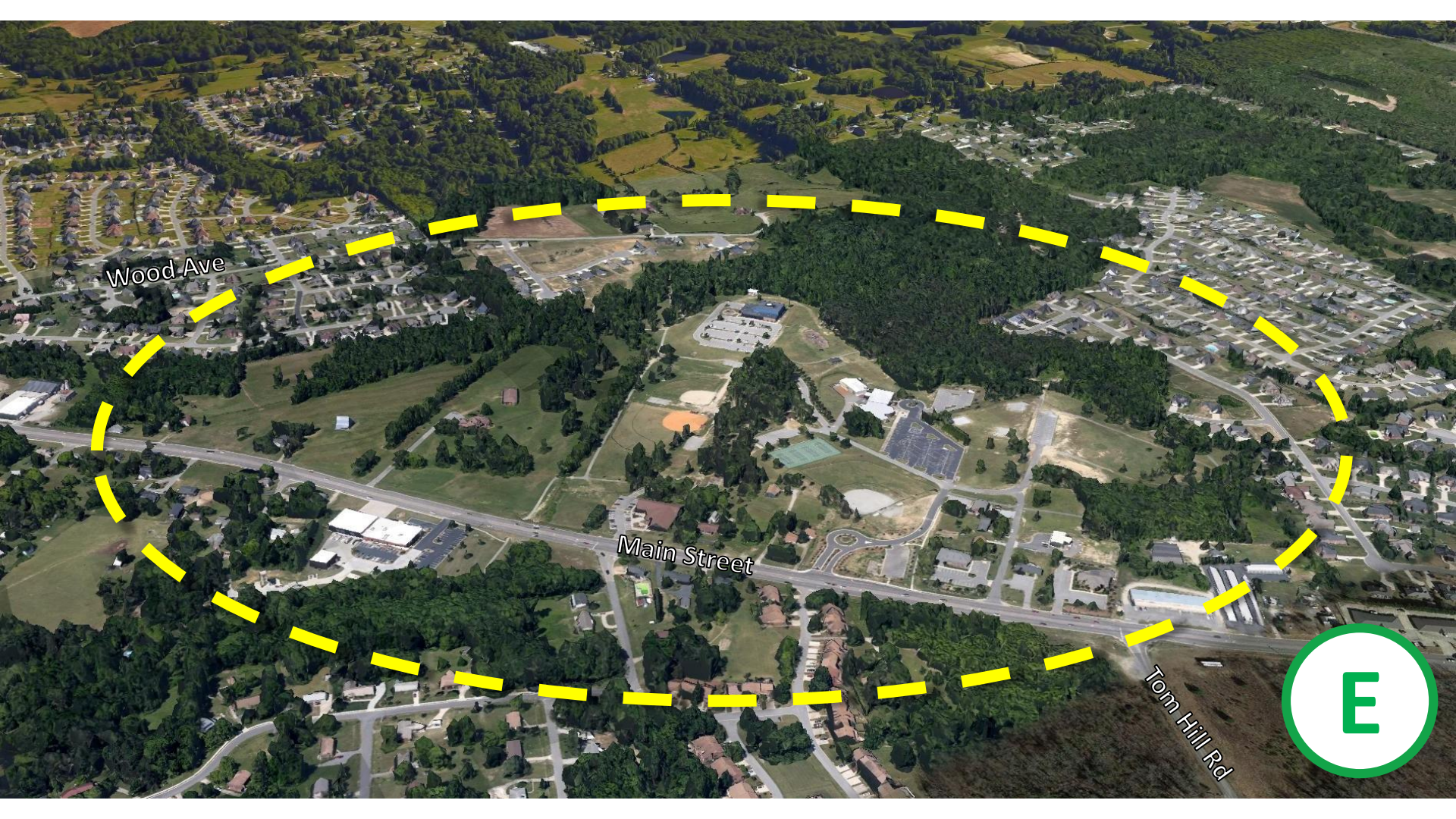
Comanche Drive



OPPORTUNITIES & CONSTRAINTS OF SITE D

OPPORTUNITIES	CONSTRAINTS
Central location in the City	Adjacent to an industrial park
Large parcels and few owners	High land values
Proximity to Interstate 85 Main Street exit	Limited pedestrian connections to most nearby residences
High traffic volume with excellent visibility	Traffic congestion on Main Street
Pedestrian connections on Main Street	Limited opportunities for large public spaces
Legacy as a major commercial area	
Major infrastructure in place	





Wood Ave

Main Street

Tom Hill Rd

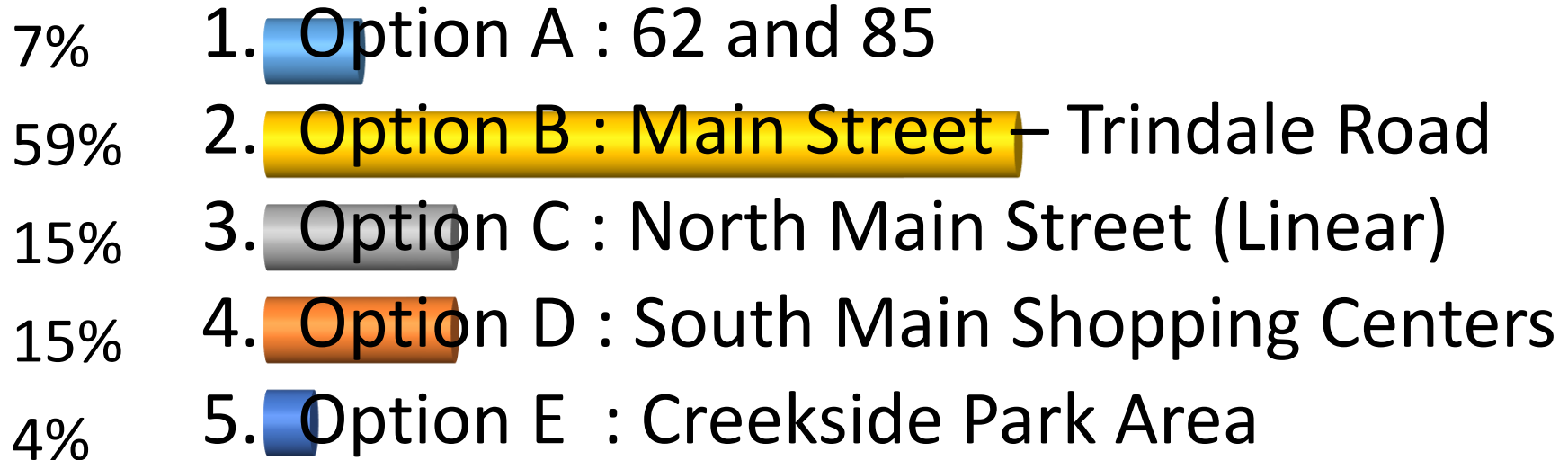


OPPORTUNITIES & CONSTRAINTS OF SITE E

OPPORTUNITIES	CONSTRAINTS
Current City land ownership	Major floodplain through the area
Most popular destination in the City	Disruption to existing park infrastructure
Significant bicycle and pedestrian connectivity	Not centrally located in the City
High traffic volume / good visibility	Potentially high land values
Large number of nearby residences	Limited opportunities for new street connections to residential areas
Major civic institutions present	
Few property owners	
Major infrastructure in place	



Which Town Center location do you prefer?



Plan Archdale

Placemaking Workshop
January 13, 2020