



# Streetscape Design

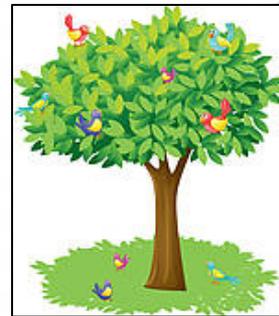
Taskforce Meeting

June 14, 2016



# What is Streetscape?

“Streetscapes and their visual experience largely influences public places where people interact, and it ultimately helps define a community’s aesthetic quality, economic activity, health, and sustainability”



Complete Communities – Delaware Project Site, University of Delaware  
<http://www.completecommunitiesde.org/planning/complete-streets/>

# Streetscape Goals

- **Branding:** Use streetscape elements to brand the City;
- **Community Identity:** Create identity different from the rest of the region;
- **Economic Activity :** Promote economic activity in the City's commercial areas; and
- **Access and Safety:** Provide accessibility and safety for street users



# Meeting Agenda

- Introductions
- Ground Rules
- Streetscape Review and Trends
- Group Exercise



# Taskforce Charter



CITY OF  
**FALLS**  
**CHURCH**

Taskforce on Streetscape Design  
Charter

Established May 9, 2016

# Scope of Work

Review and update the following streetscape elements:

- Street cross sections;
- Street furniture – benches, street cans, bike racks, bus shelters, street lights; and
- Tree pits and plantings.



# Schedule

**June 14, 2016**

- Streetscape Review and Trends
- Record concerns and interests of the Taskforce

**July 12, 2016**

- Present draft updates and receive input
- Commitment from Taskforce to present draft updates to representative boards/commissions/groups

**August 9, 2016**

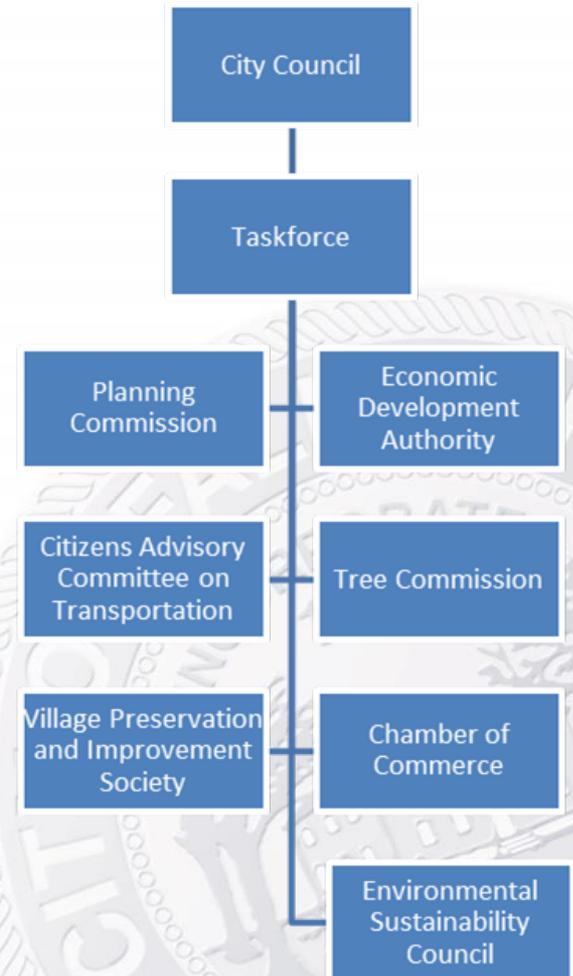
- Receive feedback from representative boards/commissions/groups
- Referral to Boards and Commissions

**October 11, 2016**

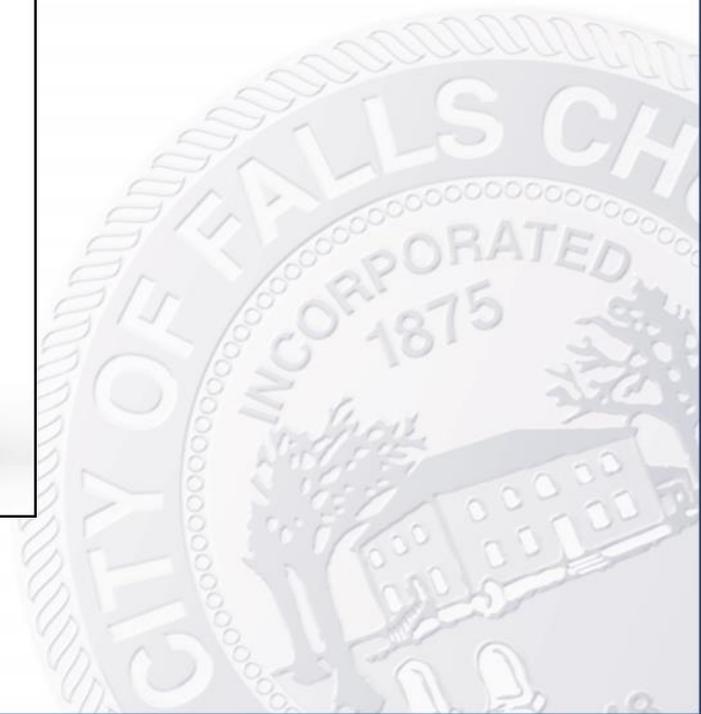
- Receive feedback from Boards and Commissions
- Recommendation to Council for street cross sections, furniture, tree pits and plantings

# Reporting Responsibilities

- Collaborate with existing advisory boards and commissions
- Provide recommendations to the City Council



# What is Streetscape?



# Streetscape Elements

- Street furniture
- Tree pits and plantings
- Street cross sections



# Street Furniture

Benches, bicycle racks, bus shelters, waste receptacles, water fountains, newspaper stands, lighting, signage, public art, etc.



# Tree Pits and Plantings

Plants, planters, tree pits, tree guards, ground cover, spacing, etc.



# Street Cross Sections

Width of various zones, (i.e. pedestrian zone, building zone, and amenity zone), spacing, placement of street furniture, etc.



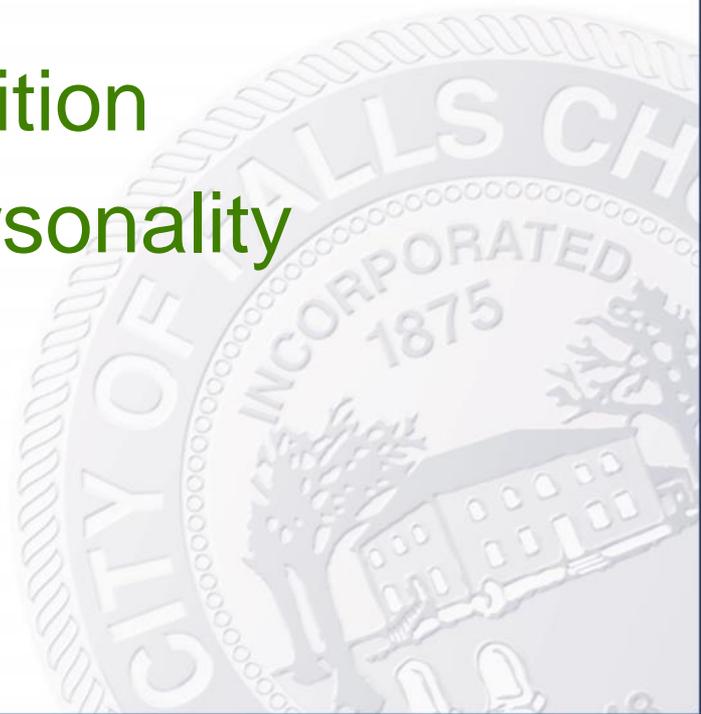
©2011 McEnamney Associates, Inc. REALTOR®

# What are Great Streets?

*“A street comprises the entire 3-D visual corridor, including the public realm and how it relates to the adjacent land uses.”*

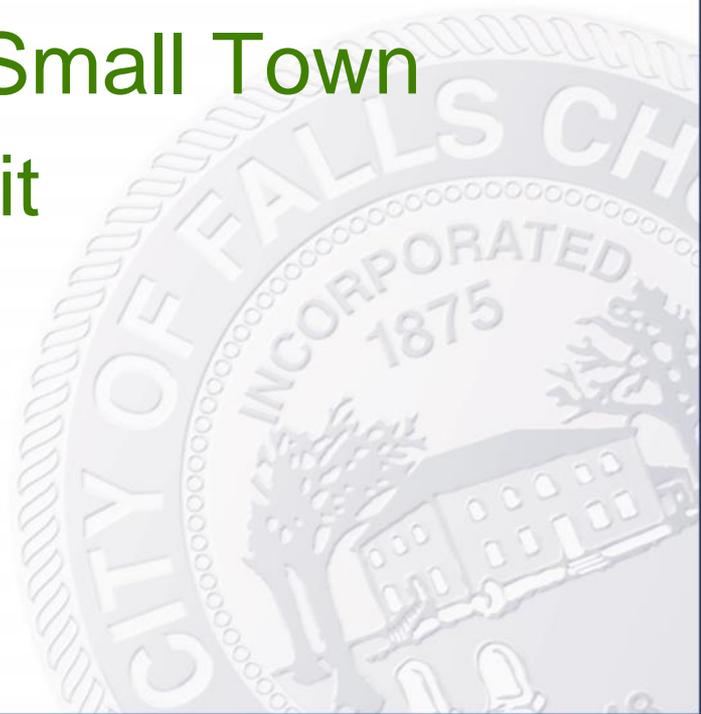
- American Planning Association

- Street form and composition
- Street character and personality
- Street environment and sustainable practices



# Learning from Other Communities

- APA - Great Streets
- Budget Travel – Coolest Small Town
- Places people want to visit



# Annapolis, Maryland



- Pedestrian friendly streetscape
- Vibrant retail spaces



# Culpeper, Virginia



- Open space for public events
- Creative sidewalk dining spaces



# Middleburg, Virginia



- Consistency in historic character
- Town tree ordinance and streetscape standards

# Staunton, Virginia



- Consistency in streetscape design and materials
- Opportunistic street parking



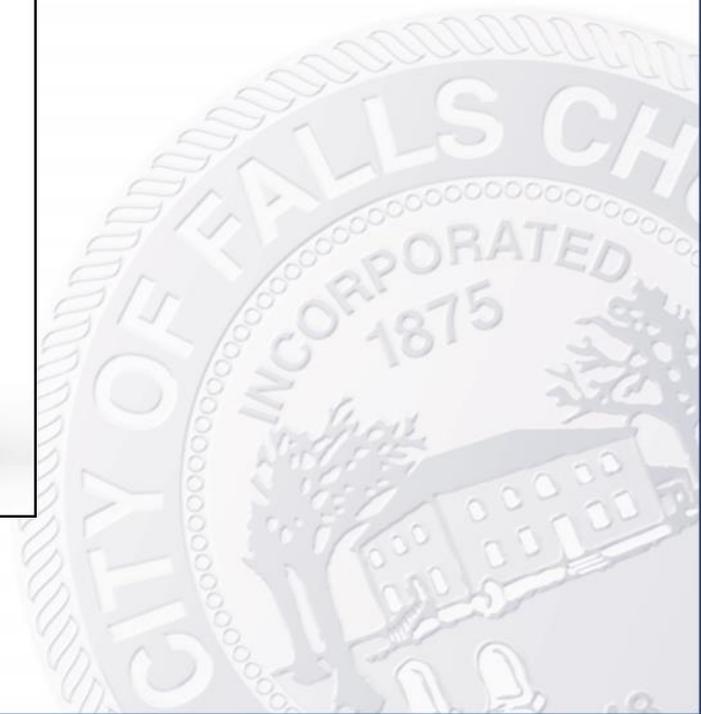
# Berlin, Maryland



- Wayfinding in the historic town
- Yearly festivals and events

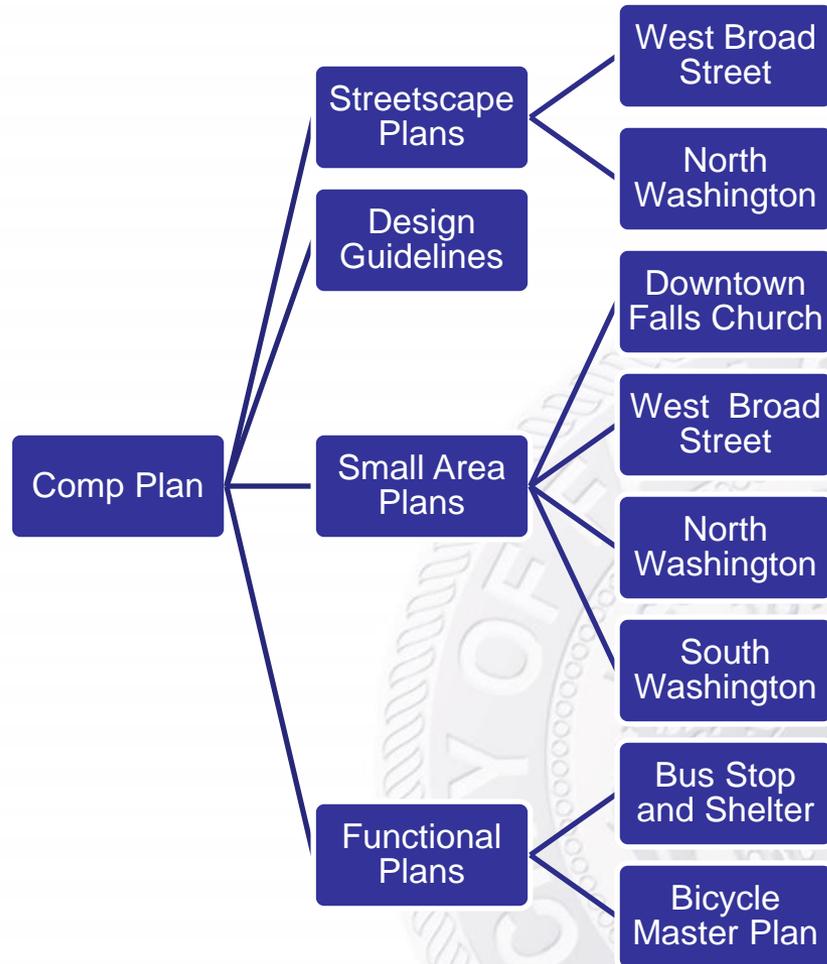


# What are the City's Existing Guides?



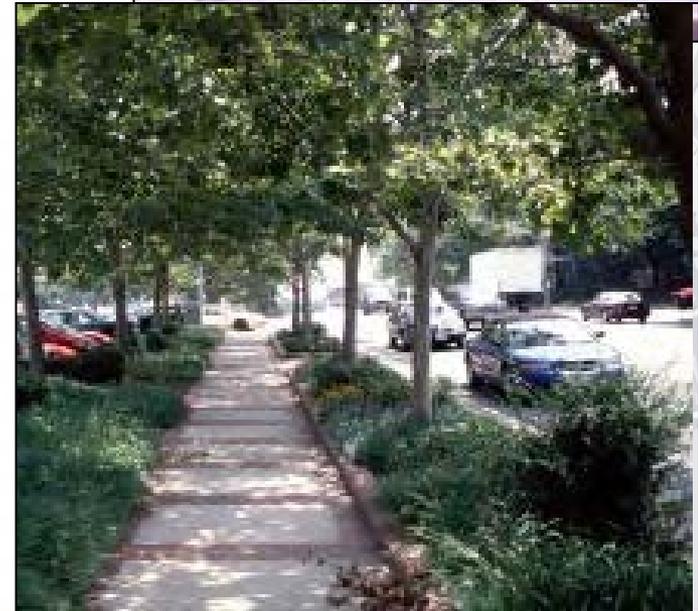
# Comprehensive Plan

- Policies and recommendations
- Design and implementation



# Design Guidelines

- Adopted in 2001
- Chapter IV – Guidelines for Streetscapes
- Includes street cross sections, street furniture, and tree pits and plantings.



# Streetscape Plan for West Broad Street

- Adopted in 1987
- Key Elements
  - Established the existing streetscape design
  - Brick sidewalk & crosswalks, light pole design, street furniture design
- Installed intermittently along West Broad Street



# North Washington Street Streetscape Plan

- Adopted in 2010
- Key Elements
  - Bioretention Planters
  - Arlington Gateway
- First installation in front of Northgate



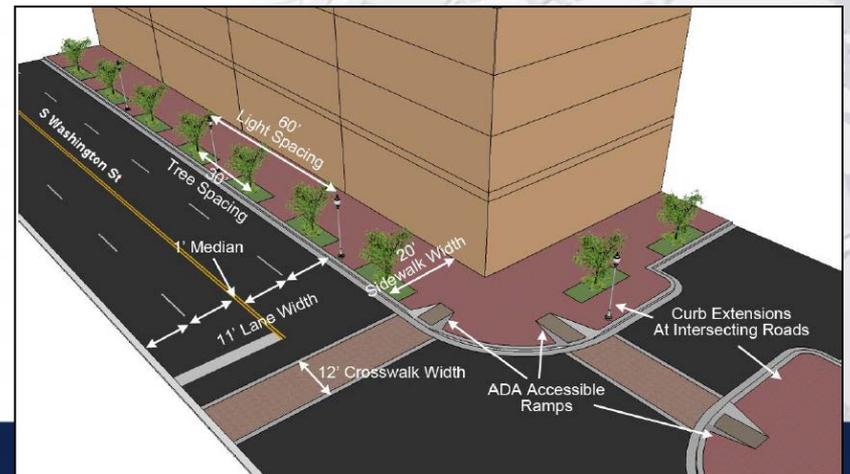
# Bus Stop and Bus Shelter Master Plan

- Adopted in 2013
- Key Elements
  - Bus shelters that include information and future digital signage
  - Bicycle parking
  - New bus shelter design that matches with the Falls Church style



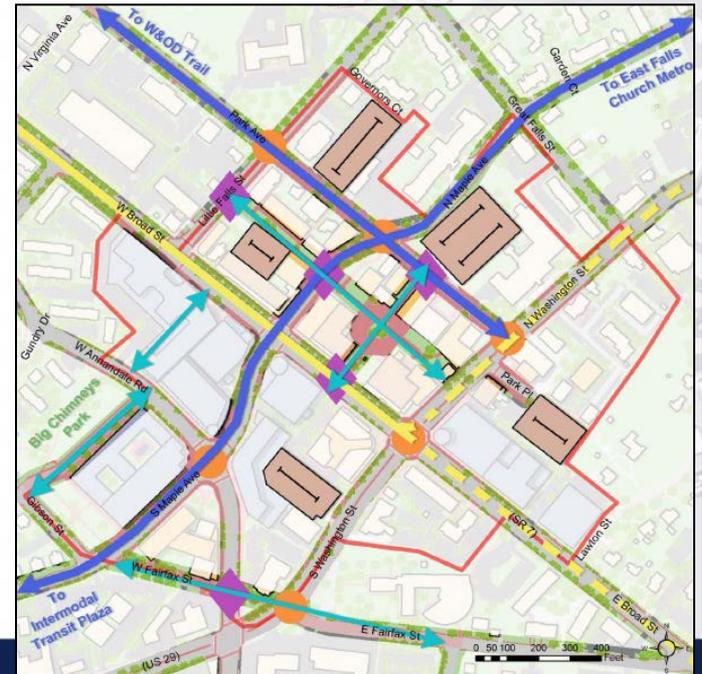
# South Washington Street Small Area Plan

- Adopted in 2013
- Key Elements
  - Designates Pearson Square streetscape as the standard for the area
  - Intermodal Transit Plaza
  - Building façade improvements to support revitalized streetscape



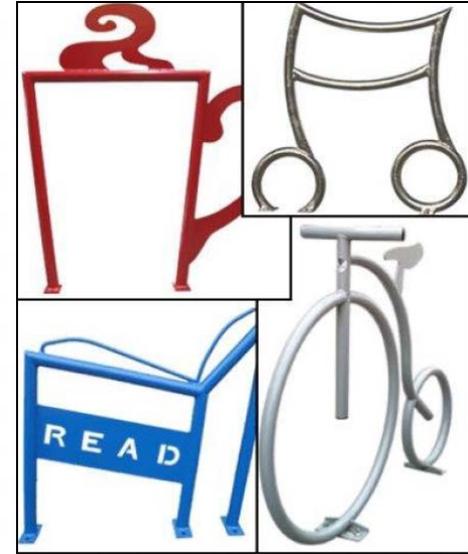
# Downtown Small Area Plan

- Adopted in 2014
- Key Elements
  - Pedestrian improvements to promote connectivity to activity points
  - Bus & bicycle connections to Metro, Intermodal Transit Plaza, & W&OD Trail
  - Centralized parking structures that allow visitors to park once and walk to destinations



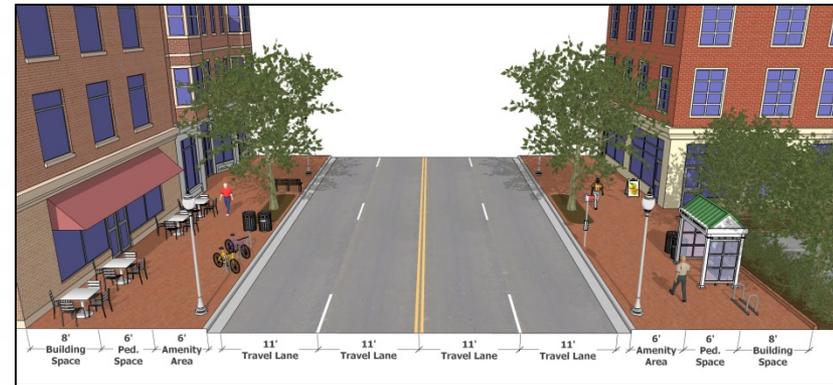
# Bicycle Master Plan

- Adopted in 2015
- Key Elements
  - Markings & wayfinding signage to help orient bicycle users
  - Decorative bicycle parking as part of the streetscape
  - Bike Share

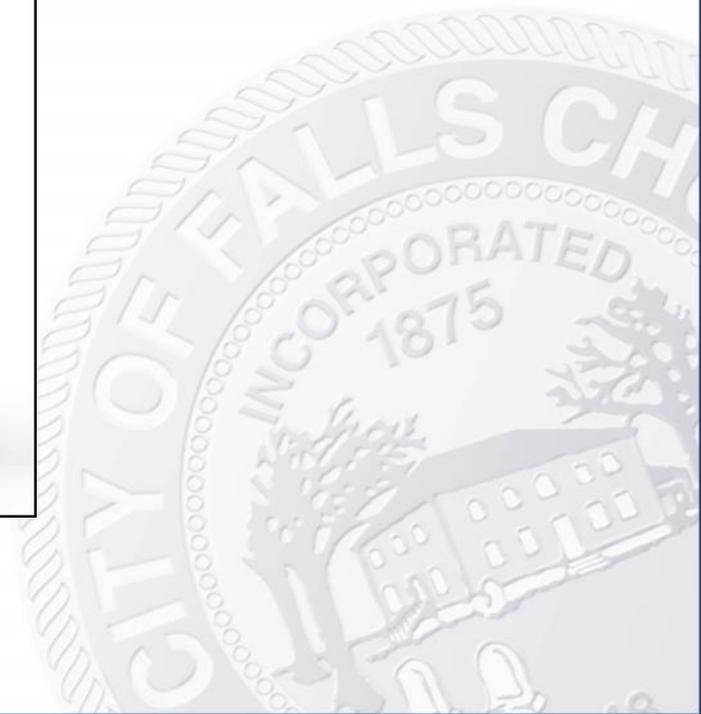


# West Broad Street Small Area Plan

- Adopted in 2016
- Key Elements
  - Reinforces Great Streets
    - W Broad St – Commercial Great Street
    - Park Ave – Civic Great Street
  - Building, Pedestrian, & Amenity Spaces



# How have policies been applied?



# George Mason Square Ireland's Four Provinces 105 W. Broad Street

- 1980
- Smaller, flush tree planters
- Wide outdoor dining space



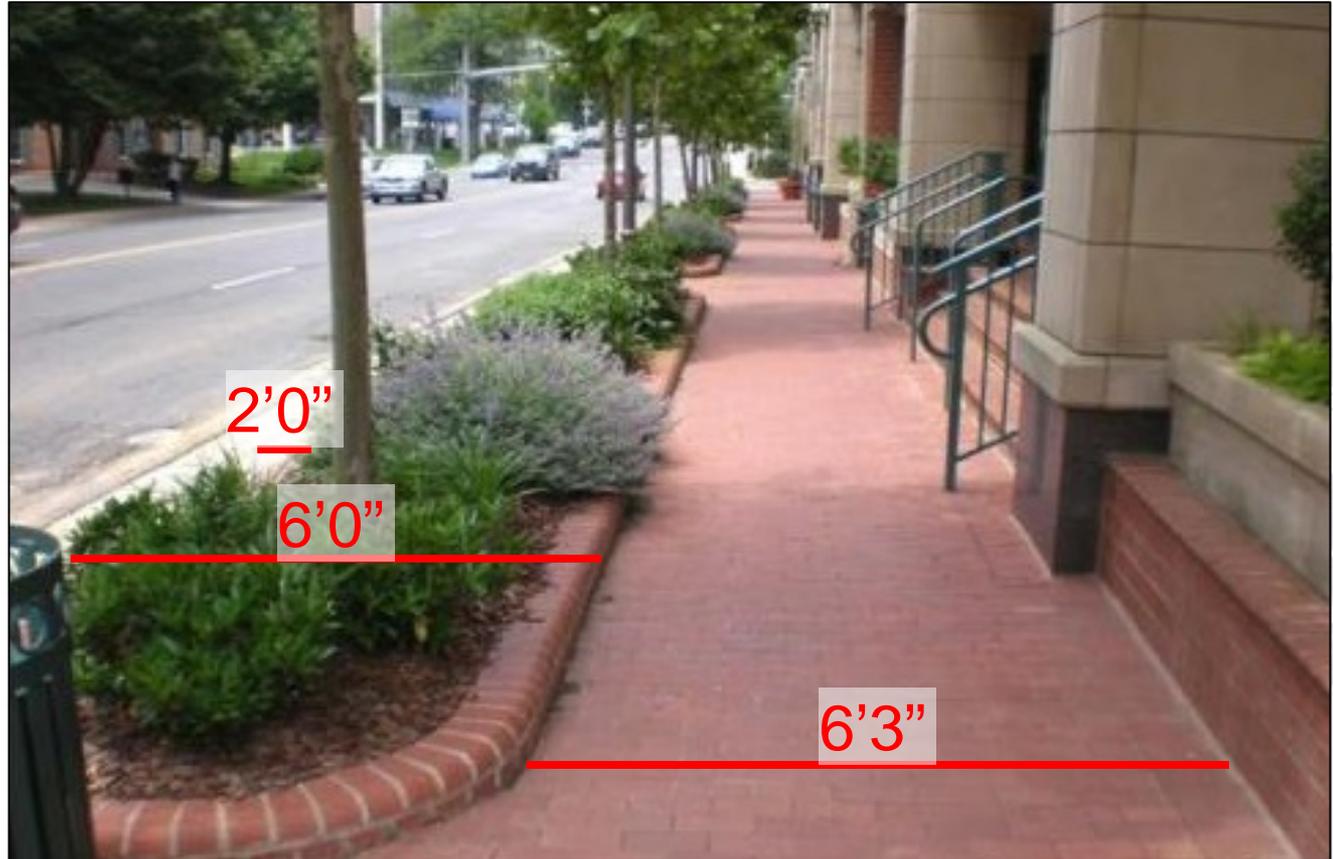
# 100 and 200 Block of W. Broad Street

- Early 1990s
- Utilizes elements from Adopted Streetscape Plan for West Broad Street



# The Broadway 500 W. Broad St.

- 2003
- Private portico – 12 feet wide



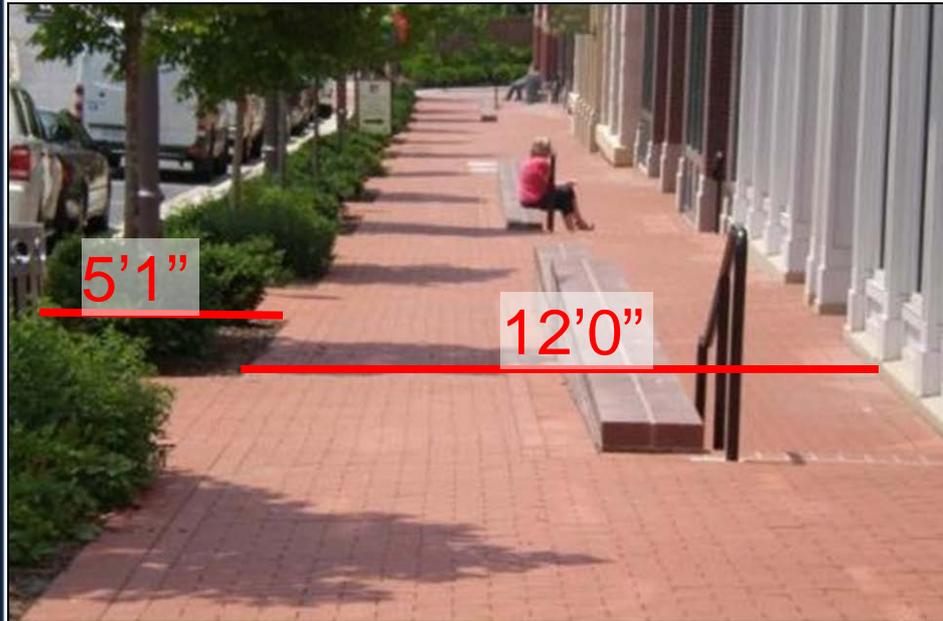
# The Byron 513 W. Broad St.

- 2006
- Private sidewalk and raised planters - 14' 6"



# Pearson Square 400-410 S Maple Ave

- 2007
- Standard for South Washington Street area



# Read Building 402 W. Broad St.

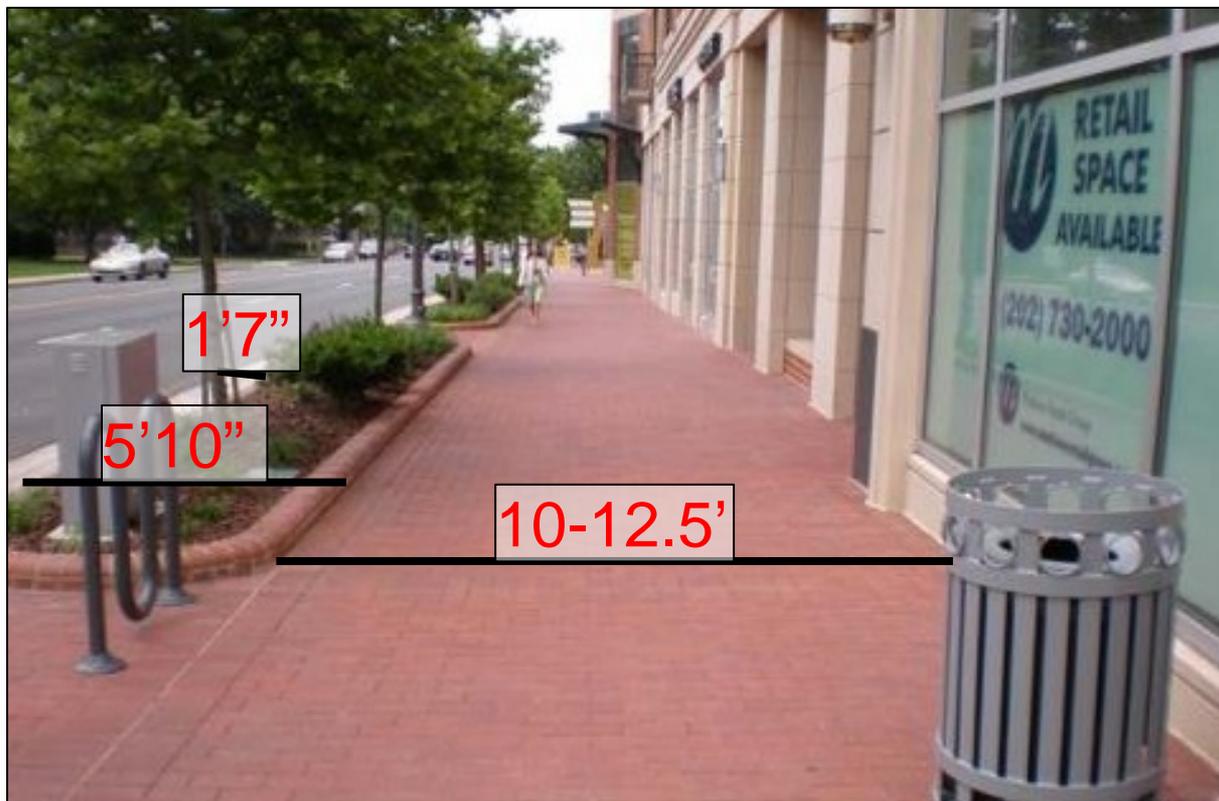
- 2007
- Building side plantings



# The Spectrum

## 444 W. Broad St.

- 2008
- Utilizes W Broad St Streetscape elements; 10' clear sidewalk



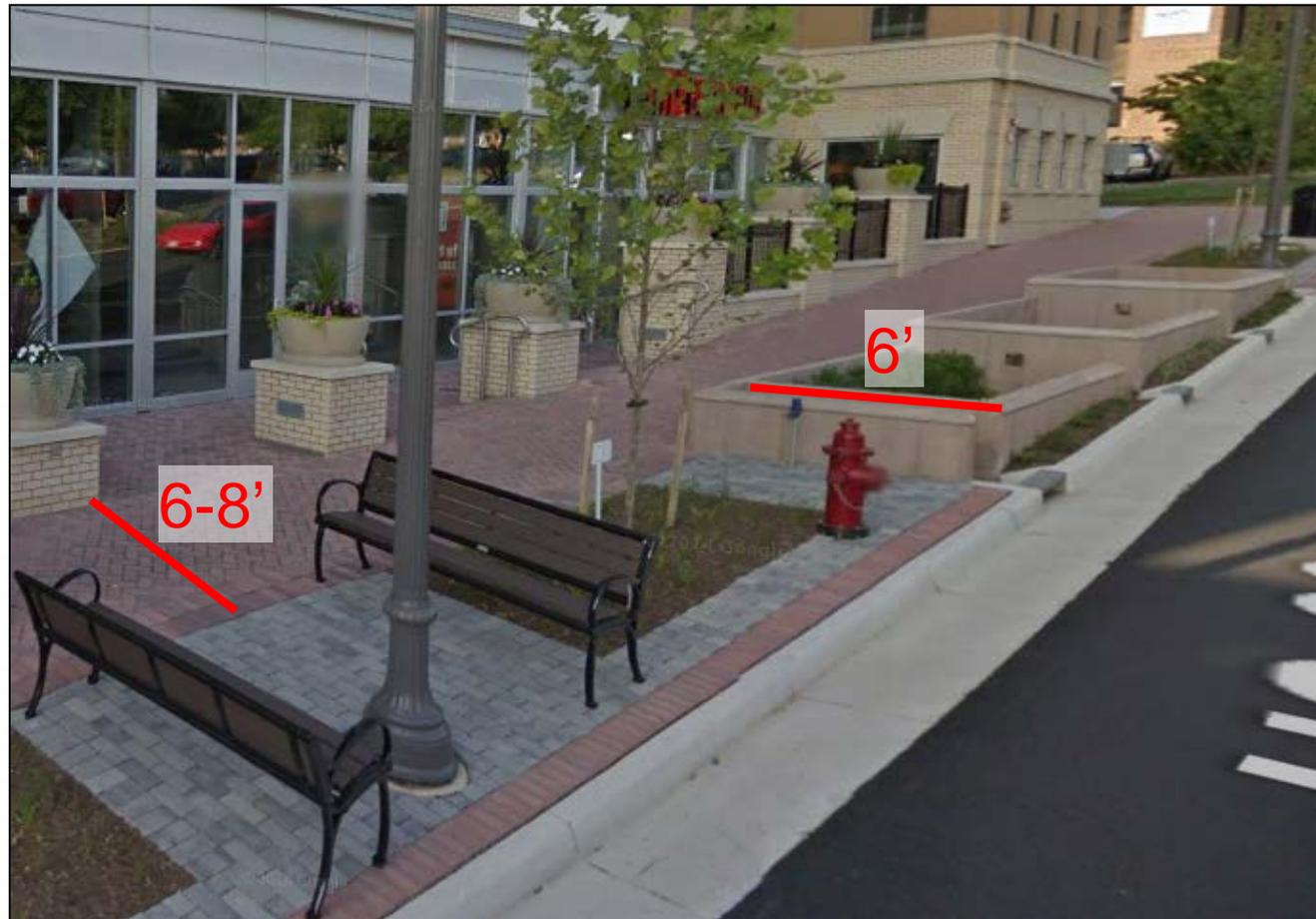
# Flower Building 800 W. Broad St.

- 2010
- Outdoor dining
- Raised planters
- Limited pedestrian space



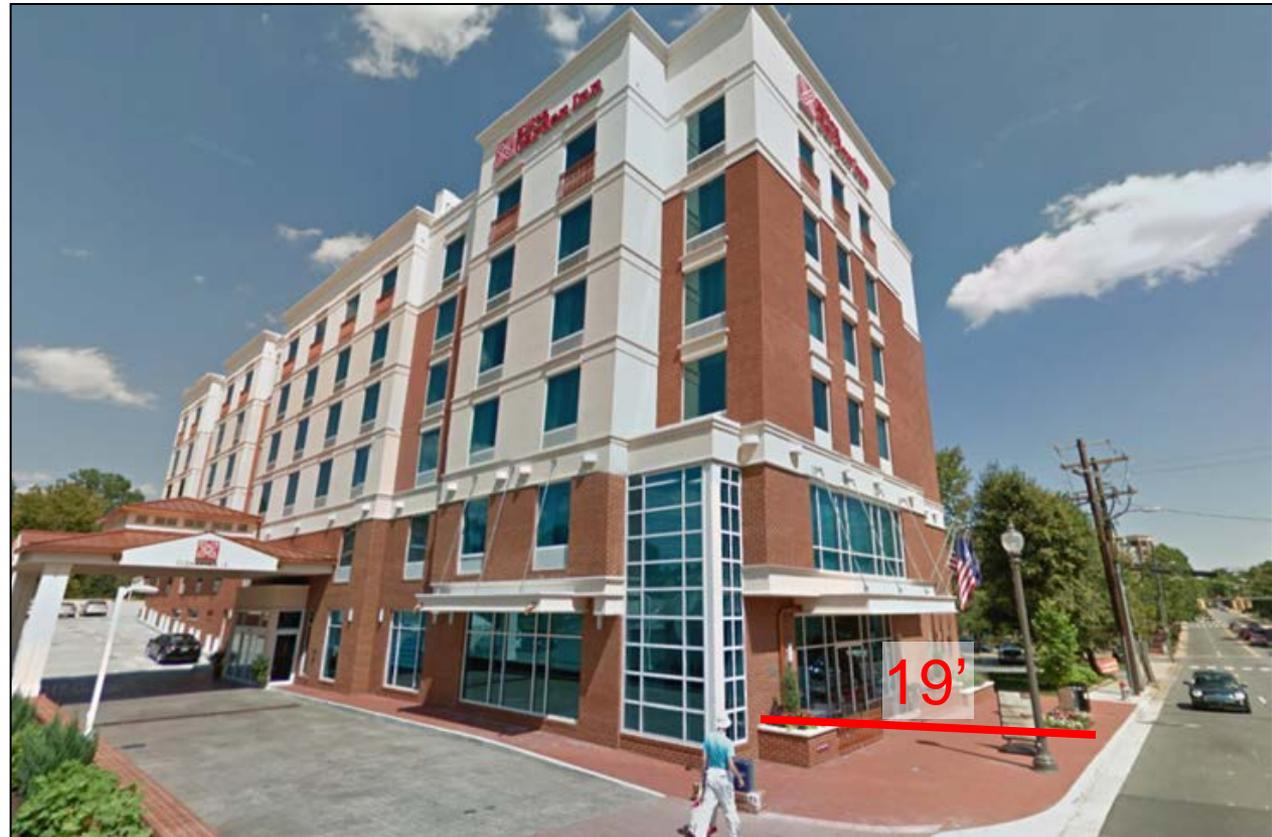
# Northgate 450 N. Washington St.

- 2014
- North Washington Streetscape Standards
- Bioretention planters



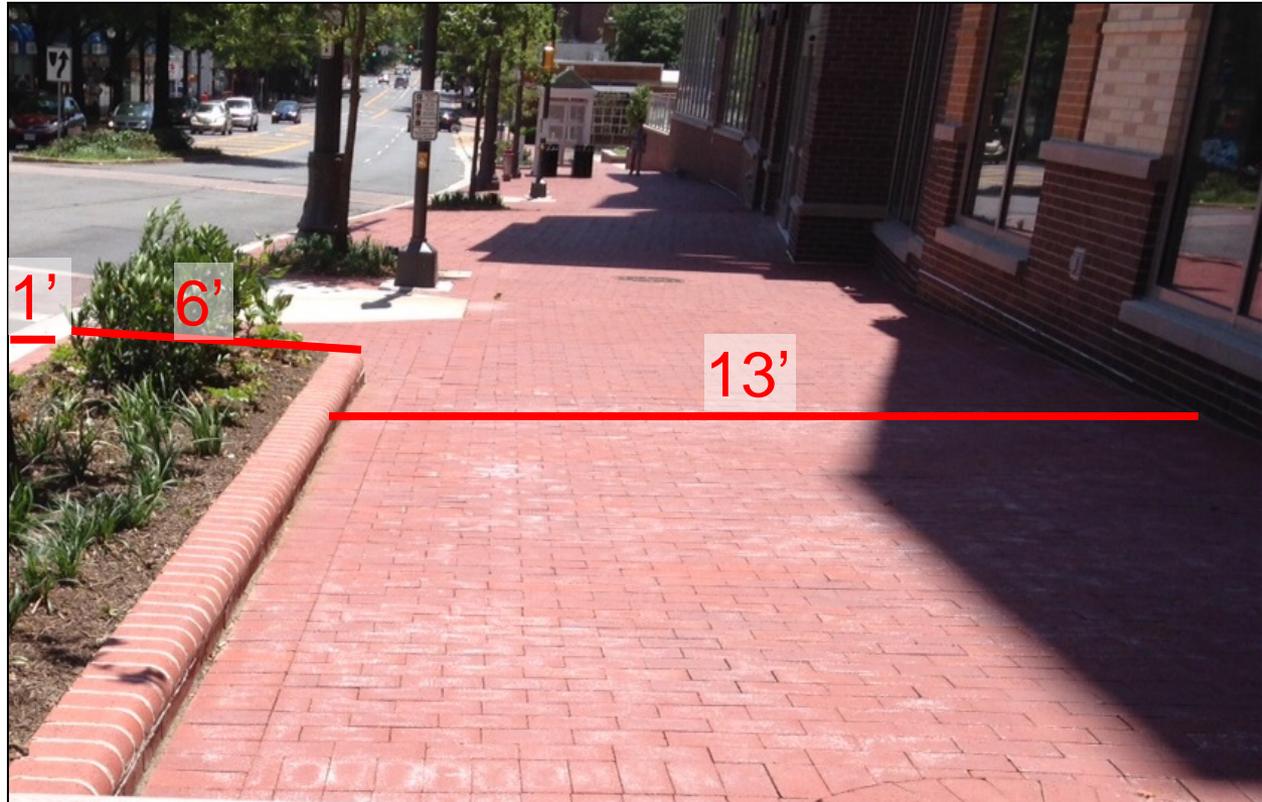
# Hilton Garden Inn 706 W. Broad St.

- 2014
- Building side plantings
- Flush tree planter
- Limited street trees



# Harris Teeter 301 W. Broad St.

- 2016
- Combination of flush and raised tree planters
- New bus shelter



# Tinner Hill

## 540 – 580 S. Washington St.

- Under construction
- Historical monuments

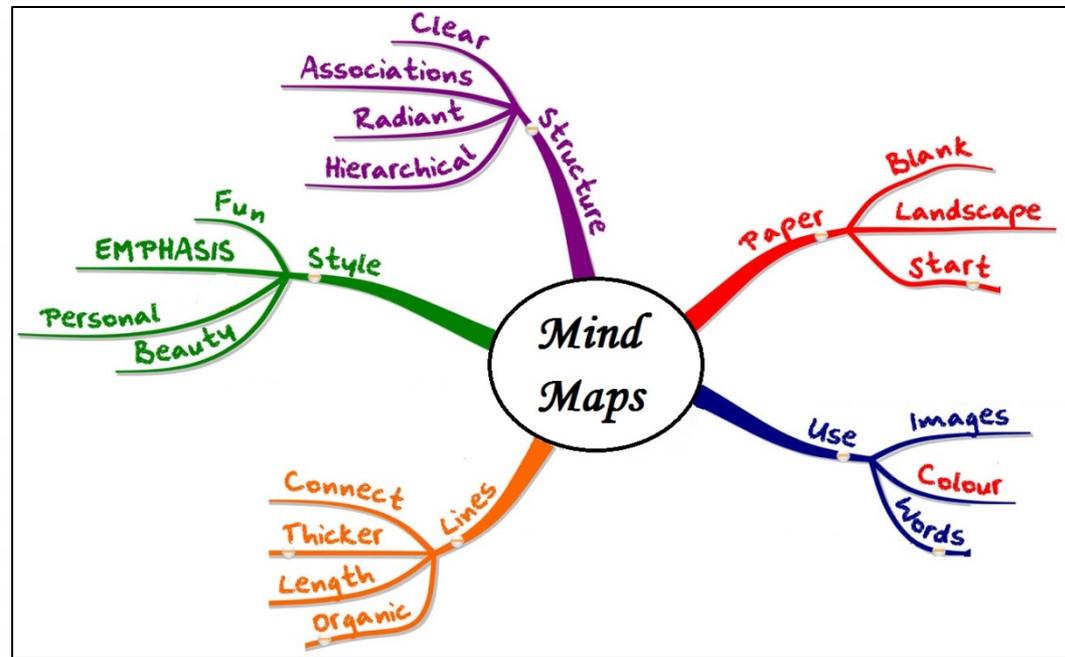


# Interactive Exercise: Mind Mapping

**Goals:** How can streetscape support

- Branding
- Community Identity
- Economic Activity
- Access and Safety

**Issues:** What existing policies/practices need to be addressed?



[http://infiniteminds.info/images/How\\_to\\_use\\_Mind\\_Maps.jpg](http://infiniteminds.info/images/How_to_use_Mind_Maps.jpg)