

# STREETSCAPE

*Falls Church, VA*

*Adopted XXX*

## Introduction

### 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”<sup>i</sup>
- The Value of Streetscape
  - Provides connective and harmonious outdoor space and help create a common community feeling
  - Encourages pedestrian activity while enhancing the appearance and appeal of the retail and office structures which line the City’s commercial corridors.
  - Improve physical, mental, and environmental health
  - Encourage development of attractive pedestrian amenities in adjacent private development (e.g. walkways, courtyards, mid-block passageways)



Above: Culpeper, VA

Below: Culpeper, VA Train Depot and Commerce Street



Above: Staunton, VA





**Top:** Colorado Avenue in Stuart, FL before streetscape renovations: 4-lane undivided road, minimal on-street parking, lack of street trees or pedestrian crossings, 14,000 sq.ft. building with one tenant.

**Bottom:** Colorado Avenue in Stuart, FL after streetscape renovations: 2-lane road divided with planters and painted medians, on-street parking with landscaped curb extensions, visible crosswalks; resulted in 11 tenants in pictured buildings and more redevelopment along Colorado Avenue.

### City's Streetscape Goals

- Brand the City and promote a positive perception and display City's character

- Promote economic activity by designing streetscape that encourages longer visits and placing elements in logical locations (e.g. bus stops near existing or planned high use generators – theaters, housing, etc.)
- Promote safety – access for all users and all modes and provide smooth transition between different land uses
- Promote environmental suitability – tree canopy and habitat, decrease automobile dependency, reducing carbon emissions
- Promote health and physical activity – sidewalk availability and “streetscape texture” promote use and maintain interest of pedestrians<sup>ii</sup>

### Branding the City

- History
  - Incorporate the City's rich history into streetscape elements and design
- The Little City
- Plantings, greenery, street trees
  - Enhance existing and new planters with more vibrant, dense understory plantings
  - The adopted West Broad Street Streetscape Plan calls for extensive plantings in the tree boxes. Over time, the plantings tend to dwindle. The City should replant these areas and partner with adjacent owners to maintain these plantings. Note that partnership agreements would need to be approved by the City Arborist to ensure the protection of street trees.
- Music

- Creation of plazas or pocket parks for outdoor music opportunities, public pianos (e.g. Denver)



Above: Concept for a pocket park on the 100 block of W Broad St



Above: Tinner Hill Streetscape (rendering) that incorporates the area's history



Below: Planters with full understory plantings

- Progressive, environmental, sustainable transportation
  - Streetscape improvements provide more options for non-automobile travel modes
- Breweries
  - “Brewery architecture was one of the ways the brewery owners could show off.”<sup>iii</sup>
  - Craft breweries are extremely desirable from an economic development standpoint. They contribute to “place making,” are growth-oriented exporters, and attract tourists.<sup>iv</sup>

- Family friendly
  - Streetscape elements that are appealing to all ages and serve multiple functions (e.g. pop-up parks, new bike racks, transformer murals).



**Above:** A Parklet in Philadelphia converts parking spaces into a gather place.

### How to Use These Guidelines

- Guidelines are just that
- Define the desired character of street
  - Commercial “Great Streets” – Broad Street and Washington Streets

- Civic “Great Street” – Park Avenue, Maple Avenue, W&OD Trail – connection between commercial district and residential neighborhoods



**Above:** Transformer cabinet mural, Amanda Acheson, Fort Collins, CO

- Leave flexibility for individualism and site specific considerations...”Individuality of design can create a sense of place, and so can a theme of common design elements” (Comprehensive Plan Ch. 3 – Community Character, Appearance and Design).
  - Consistent features to provide a common feeling (e.g. street lights, benches)
  - Provide 3-4 options for other features (e.g. planter types, trash cans, bike racks, paving patterns)

- Should be used by boards and commissions, City staff, private developers for developing public and private projects
- What happens when things don't fit? Can any elements be optional (e.g. strip between curb and planters, outdoor dining, etc.)
- Define envelopes
  - Variable widths (minimums and maximums) for cross sections



Above: Pedestrian-scale design helps create a vibrant atmosphere around The Spectrum development.

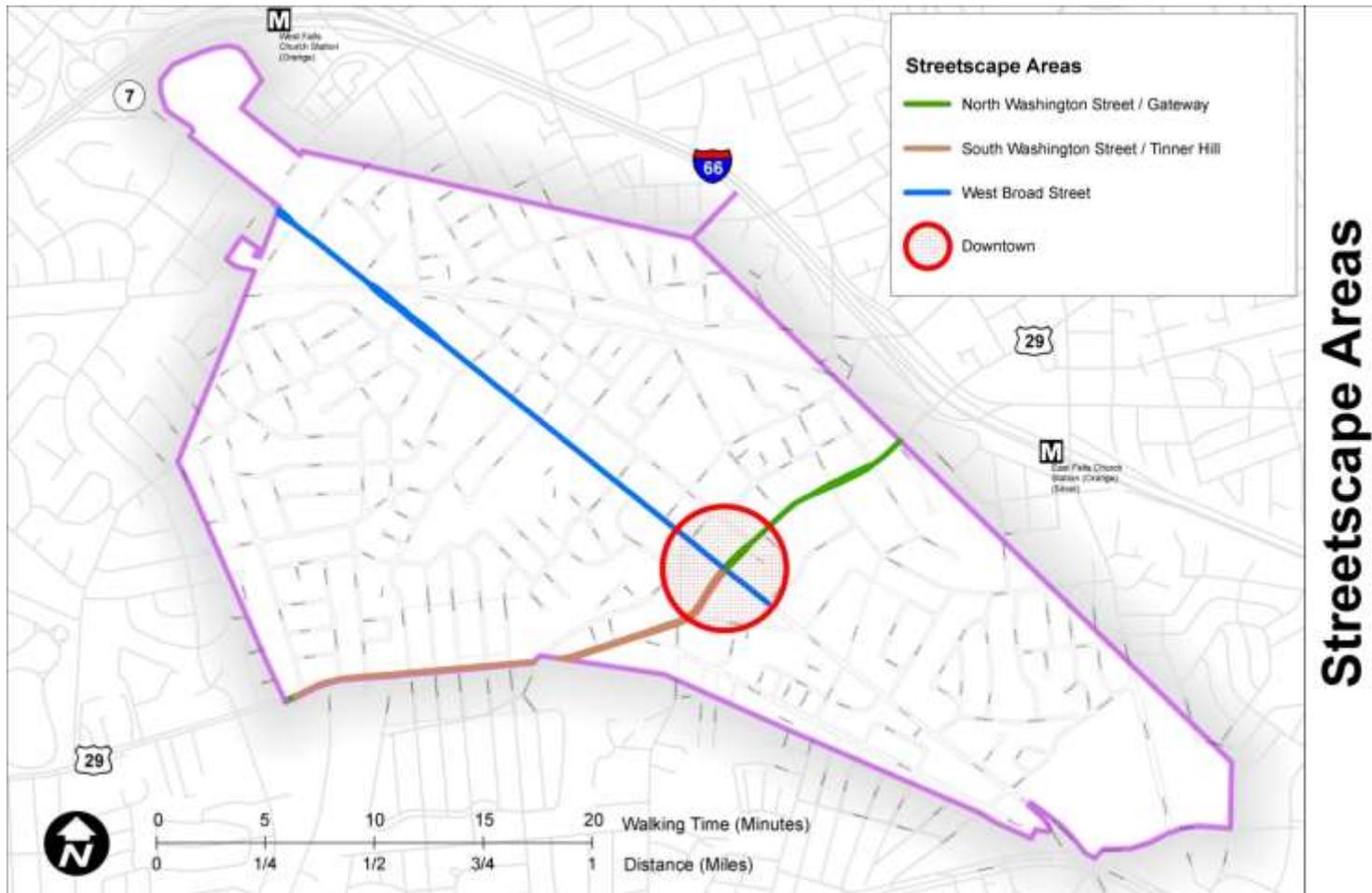


### Relationship to Other Plans

- How does this relate to other plans? Amend them? What if there's a conflict? Supersede them?

## Streetscape Zones

- Neighborhoods have individual character
- Streetscape should reflect that character
- Consequently multiple zones



## Streetscape Review

### What makes a good streetscape?

- Functional
  - Everything has a purpose
- Multimodal
  - Easily reached by a variety of transportation modes
- Accessible
  - Well paved and universally accessible
- Mixed Use
  - Promote self-sufficiency through a mix of commercial and residential uses<sup>v</sup>
- Transparent
  - “[Transparency]: the degree to which people can see or perceive human activity beyond the edge of a street or other public space.”<sup>vi</sup>
- Human Scale
  - Designed for the pedestrian
- Safe
  - Pedestrian traffic provides “eyes on the street”
- Active
  - Activated through outdoor dining, active ground floor uses, programming, public art
- Environmentally friendly
  - Stormwater management through the use of trees, landscaping, planters and pervious materials may also provide shade and reduce heat island effect, crime and stress levels of city residents
- Livable
  - Community quality of life
- Imageable
  - Distinct, recognizable and memorable<sup>vii</sup>
- Enclosure
  - “The degree to which streets and other public spaces are visually defined by buildings, walls, trees, and other vertical elements.”<sup>viii</sup>
- Complexity
  - Visual richness
- Comfortable

## Shirlington

Campbell Avenue in the Shirlington neighborhood of Arlington, Virginia is an example of successful streetscaping and urban design.

- Redeveloped in the 1980s
- Retail had previously suffered from lack of daytime population
- Mixed use
  - Added retail, office
  - Introduced hotel and a residential building
- Clustered retail around streets
- Parking at periphery of site
- Structured parking to replace parking lot
- New storefronts
- New street furniture, trees, paving and a fountain
- Designed to be pedestrian friendly

### Sidewalk Width

#### Campbell Ave

#### Total Width 20'

- Building space 8'
- Pedestrian space 5'
- Amenity area 7'



Above: Fountain in Shirlington.



Above: Sidewalk and plaza in the Shirlington neighborhood, Arlington, VA.

## Street Furniture

- Spacing and placement of street furniture
- Benches
  - Black metal benches
- Street cans
  - Light green street cans
  - Placed near, but not next to benches
  - Design relates to other nearby furnishings
- Bike racks
  - Unpainted u-shaped bike racks
- Bus shelters
  - Shirlington has a bus station. Bus stops include either a post or a post and metal bench
- Street lights
  - Light green street lights complement trash receptacles



Above: Metal bench in Shirlington.



Above: Trash receptacle in Shirlington matches adjacent lighting feature. U-Shaped bike racks are used on Campbell Avenue.

## Tree Pits and Planting

- Tree pits
  - Circular tree pits
- Landscaping
  - Landscaped medians
  - Small planters



Above: Tree pit on Campbell Avenue.



Above: Small planters line a fence in Shirlington.



Above: Small planters in the median.



Above: Landscaped median in Shirlington.

## Old Town Alexandria

- Historic District
- Design Guidelines established in 1993
- Active uses and large windows at the ground level
- Outdoor dining

### Sidewalk Width

King Street

**Total Width 14'**

Amenity Zone 5'

Pedestrian Zone 6'

Building Zone 3'



Above: Outdoor dining and landscaping in Old Town.



Above: Water feature functions as both seating and public art.



Above: King Street in Old Town.

## Street Furniture

- Benches
  - Black metal benches
- Street cans
  - Black and blue metal cans
  - Placed at corners or middle of blocks
- Bike racks
  - Placed towards middle of block
- Bus shelters
  - Few bus shelters in Old Town
- Lamp posts
  - Historic in appearance



Above: Black metal bench in a park.

Below: Street cans on King Street.



Above: Bike rack on King Street.





Above: Lamp post in the Old and Historic District.



Above: Bus shelter in Alexandria.

### Tree Pits and Planting

- Tree pits
  - Bordered by stone, wood or metal
- Landscaping
  - Large number of small planters
  - Streets shaded by large trees
  - Significant number of landscaping boxes in front of businesses



Above: Small planters in front of a shop in Old Town. Having a large number of small planters contributes to a vibrant streetscape.



Above: Landscaping in front of Alexandria City Hall.  
Below: Unique hanging signs in Old Town Alexandria.



Top: Tree pit with wooden trim.  
Bottom: Tree pit with stone trim.



## Mosaic District

- Mixed use development in Fairfax County
- Construction began in 2012
- Won design and development award from International Council of Shopping Centers

## Sidewalk Width

### Strawberry Lane

**Total Width 16'**

Amenity Zone 7'

Pedestrian Zone 9'

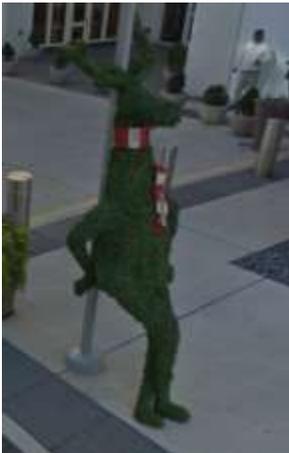
### District Avenue

**Total Width 24'**

Amenity Zone 7'

Pedestrian Zone 14'

Building Zone 3'



Above: Public art in the Mosaic District.



Above: Large windows and active uses at the ground level in the Mosaic District.



Above: World Cup viewing in Strawberry Park.

## Street Furniture

- Benches
  - Variety of seating types
- Street cans
  - Variety of street can types
  - Smaller street cans, and more of them
- Bike racks
  - Unpainted metal squares
- Bus shelters
- Street lights
  - Grey metal lamp posts



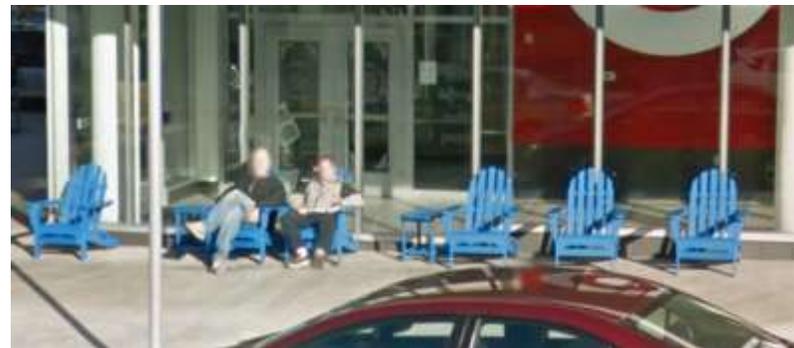
Above: Metal bench in Mosaic District.



Above: This bench in the Mosaic District also functions as public art.



Above: Steps and short walls in the Mosaic District serve as secondary seating.



Above: Moveable chairs in the Mosaic District. Moveable chairs allow people to more easily sit in groups and in locations that are comfortable for them.



Above: Street cans of Mosaic.



Above: Lighting feature in the Mosaic District.



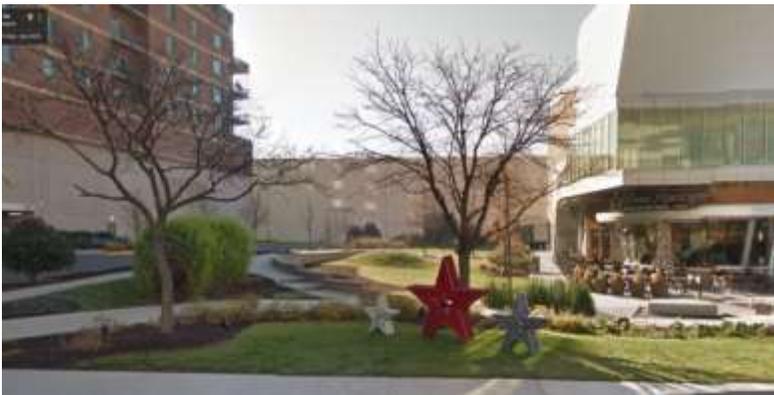
Above: Bike racks in the Mosaic District.

## Tree Pits and Planting

- Tree pits
  - Large and rectangular
- Landscaping
  - Small planters
  - Small public parks and green spaces
  - Large landscape buffers



Above: Small planters on the street corner.



Above: Landscaping in the Mosaic District.



Above: Tree pit in Mosaic District.



Above: Landscape buffer in the Mosaic District.

## Appendix?

### Roadways

- Streets
- Paper Streets
- Alleys
  - Temporary programming has been used by the City of Austin and other localities to activate alley space<sup>ix</sup>
  - Chicago has a Green Alleys program to help manage stormwater and flood issues<sup>x</sup>
- Curbs
  - Bluestone, concrete and granite are materials used by the District of Columbia<sup>xi</sup>
- Gutters
  - Concrete, Brick
- Medians
  - Medians can be landscaped at a width of 4-10 feet
    - Rain gardens in medians are both attractive and functional



Top: Granite curb in Shirlington.

Bottom: Rain garden median in Arlington.

## Sidewalks

- Sidewalk Width
- Material
  - Brick or concrete
- Style



Top: Sidewalk on Broad Street.

## Landscaping and Open Space

- Trees
  - Tree Commission recommendations
- Landscaping
- Small Planters
  - Large numbers of small planters are associated with vibrant streets<sup>xii</sup>
- Walls and Fences
  - Stone, iron, wood and plantings



Above: Landscape planters that also provide secondary seating.

## Street Furniture

- Outdoor Dining
  - Encourages active, livable streetscape<sup>xiii</sup>
- Seating
  - Metal benches similar to those already being used in the City
  - Benches that don't have backs, accommodate more than one person back to back<sup>xiv</sup>
- Bike Racks
- Bus Shelters
- Lighting
  - Use lighting appropriate to building design and site location
- Trash and Recycling Receptacles



Above: Bench in a public plaza.



Above: City of Falls Church bus shelter.

## Building Projections

- Signs
  - Individualized signs
  - Hanging signs
- Awnings and Canopies
  - Canvas, Glass
  - Flame Retardant
- Porches
- Balconies
- Steps and Ramps
- Doors and Windows
  - Large windows at ground level, with view of activities inside<sup>xv</sup>
  - Doors visible and facing street



Top: Awnings in the Shirlington neighborhood in Arlington.

## Public Art and Monuments

- May consist of a sculpture, mural, installation, water feature, lighting feature
- May reflect local history
- Typically located in pedestrian areas



Above: Public art in Arlington.



Top: Student art on display in the Mosaic District.

## Utilities and Communication Equipment

- Limit visibility from street
- Place underground

## Gateways

- Lighting, signage, and landscape features
- Distinctive crosswalk paint/paving
- Public art

## West Broad Street

- What do we want the street to be?

### Geography

The West Broad Street (SR 7) streetscape extends from the Fairfax County line near the intersection with Haycock Road in to the intersection with Washington Street (US 29), and also includes a short portion of East Broad Street from Washington Street to Lawton Street.

- What about small sections of N Washington and S Washington? Should it line up with the revitalization district?

### Cross Sections

- What are the priorities?
- Define the desired envelope

### Street Furniture

- Standards for street furniture elements

### Trees

- Standards for tree plantings
- How do they change to accommodate access needs (transit, emergency services, etc.)



Above: Fifteen foot cross section



Above: Twenty foot cross section



Above: Thirty foot cross section

## North Washington Street

- What do we want the street to be?

### Geography

The North Washington Street (US 29) streetscape extends from the Arlington County line just north of the intersection with Gresham Place to the intersection with Broad Street (SR 7).

### Cross Sections

- What are the priorities?
- Define the desired envelope

### Street Furniture

- Standards for street furniture elements

### Trees

- Standards for tree plantings
- How do they change to accommodate access needs (transit, emergency services, etc.)



Above: Fifteen foot cross section



Above: Twenty foot cross section



Above: Thirty foot cross section

## South Washington Street

- What do we want the street to be?
- Can this be the same as N Washington? That would connect it with the revitalization district boundaries

## Geography

The South Washington Street streetscape extends from the intersection with Broad Street (SR 7) to the intersection with South Maple Avenue.

## Cross Sections

- What are the priorities?
- Define the desired envelope

## Street Furniture

- Standards for street furniture elements

## Trees

- Standards for tree plantings
- How do they change to accommodate access needs (transit, emergency services, etc.)



Above: Fifteen foot cross section



Above: Twenty foot cross section



Above: Thirty foot cross section

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- <sup>i</sup> Complete Communities – Delaware Project Site, University of Delaware  
<http://www.completecommunitiesde.org/planning/complete-streets/>
- <sup>ii</sup> The Benefits of Street-Scale Features for Walking and Biking, American Planning Association, September 2015
- <sup>iii</sup> Streetscapes: Beer, and the buildings where it was brewed,  
[www.startribune.com](http://www.startribune.com), June 12, 2015
- <sup>iv</sup> Cities Court Craft Breweries, <http://citiesspeak.org>, August 9, 2012
- <sup>v</sup> Streetsense. 2016. *Vibrant Streets*. Available at:  
<http://vibrantstreets.com/>
- <sup>vi</sup> Ewing, R. H., & Bartholomew, K. (2013). *Pedestrian- and transit-oriented design*. Washington, D.C: Urban Land Institute, p.70.
- <sup>vii</sup> Ewing, R. H., & Bartholomew, K. (2013). *Pedestrian- and transit-oriented design*. Washington, D.C: Urban Land Institute, p.60-61.
- <sup>viii</sup> Ewing, Reid H., and Otto Clemente. 2013. *Measuring urban design: Metrics for livable places*. Washington, DC: Island Press, p.6.
- <sup>ix</sup> City of Austin Downtown Commission. 2013. *Activating Austin's Alleys as Downtown Public Spaces*. Available at:  
[https://austintexas.gov/sites/default/files/files/EGRSO/Activating\\_Austins\\_Downtown\\_Alleys\\_as\\_Public\\_Spaces.pdf](https://austintexas.gov/sites/default/files/files/EGRSO/Activating_Austins_Downtown_Alleys_as_Public_Spaces.pdf)
- <sup>x</sup> City of Chicago. 2010. *The Chicago Green Alley Handbook*. Available at:  
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- <sup>xi</sup> District of Columbia. 2011. *Public Realm Design Manual*. Available at:  
[http://ddot.dc.gov/sites/default/files/dc/sites/ddot/publication/attachments/ddot\\_public\\_realm\\_design\\_manual\\_2011.pdf](http://ddot.dc.gov/sites/default/files/dc/sites/ddot/publication/attachments/ddot_public_realm_design_manual_2011.pdf)
- <sup>xii</sup> Ewing, Reid H., and Otto Clemente. 2013. *Measuring urban design: Metrics for livable places*. Washington, DC: Island Press.
- <sup>xiii</sup> Ewing, Reid H., and Otto Clemente. 2013. *Measuring urban design: Metrics for livable places*. Washington, DC: Island Press.
- <sup>xiv</sup> Whyte, William Hollingsworth. 1980. *The social life of small urban spaces*. Washington, D.C: Conservation Foundation.
- <sup>xv</sup> Ewing, Reid H., and Otto Clemente. 2013. *Measuring urban design: Metrics for livable places*. Washington, DC: Island Press.