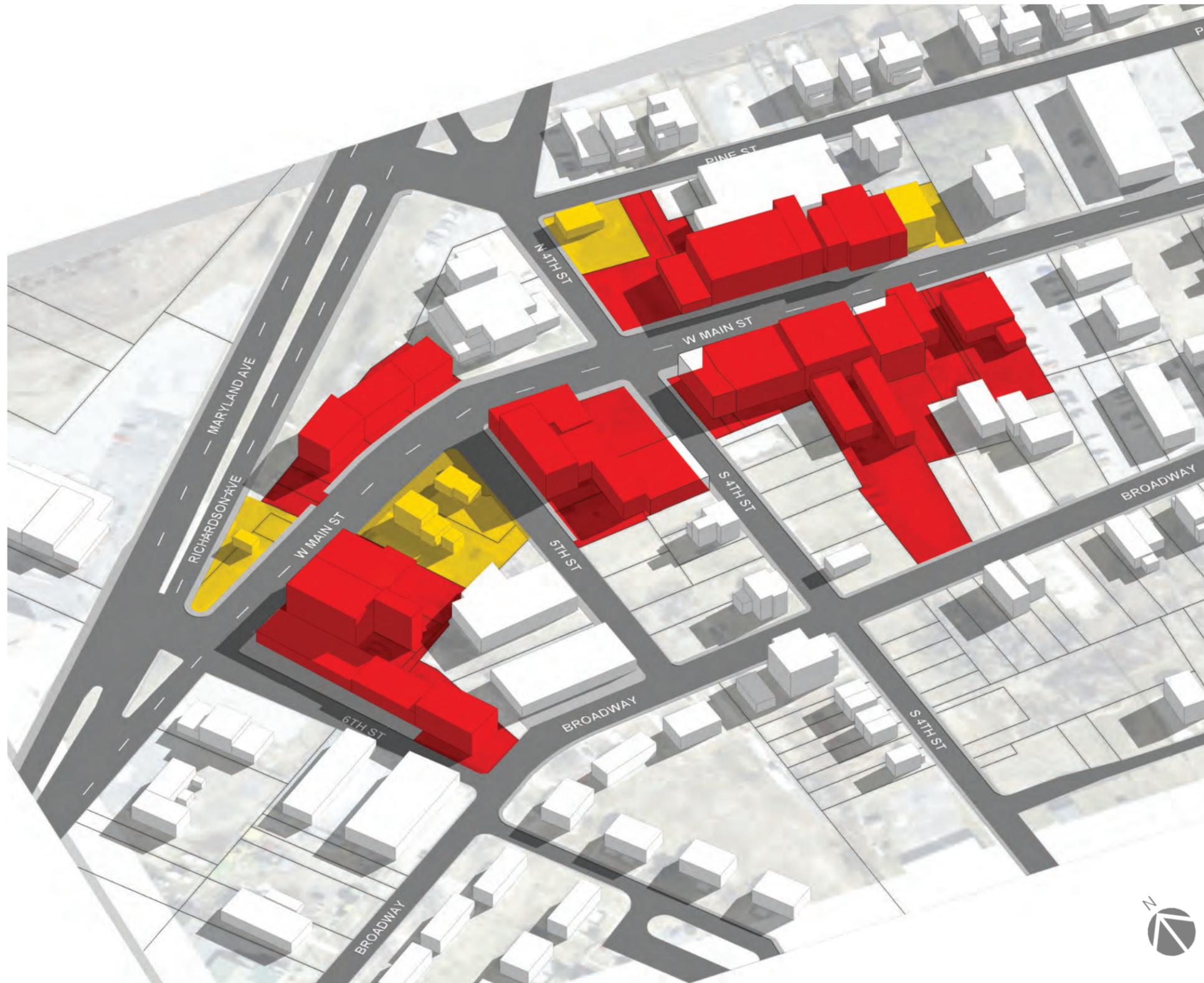




# PRIORITY



- HIGH PRIORITY**
  - Underutilization
  - Poor condition
  - Historical or functional significance
  - Inappropriate program for 'Main Street' district
  - High potential for improvements
  - Potential to contribute to improving the overall downtown development
- LOW PRIORITY**
  - Good condition
  - Few vacancies
  - Contributes to the downtown development

# URBAN ANALYSIS

---

# DENSITY

## HIGH DENSITY

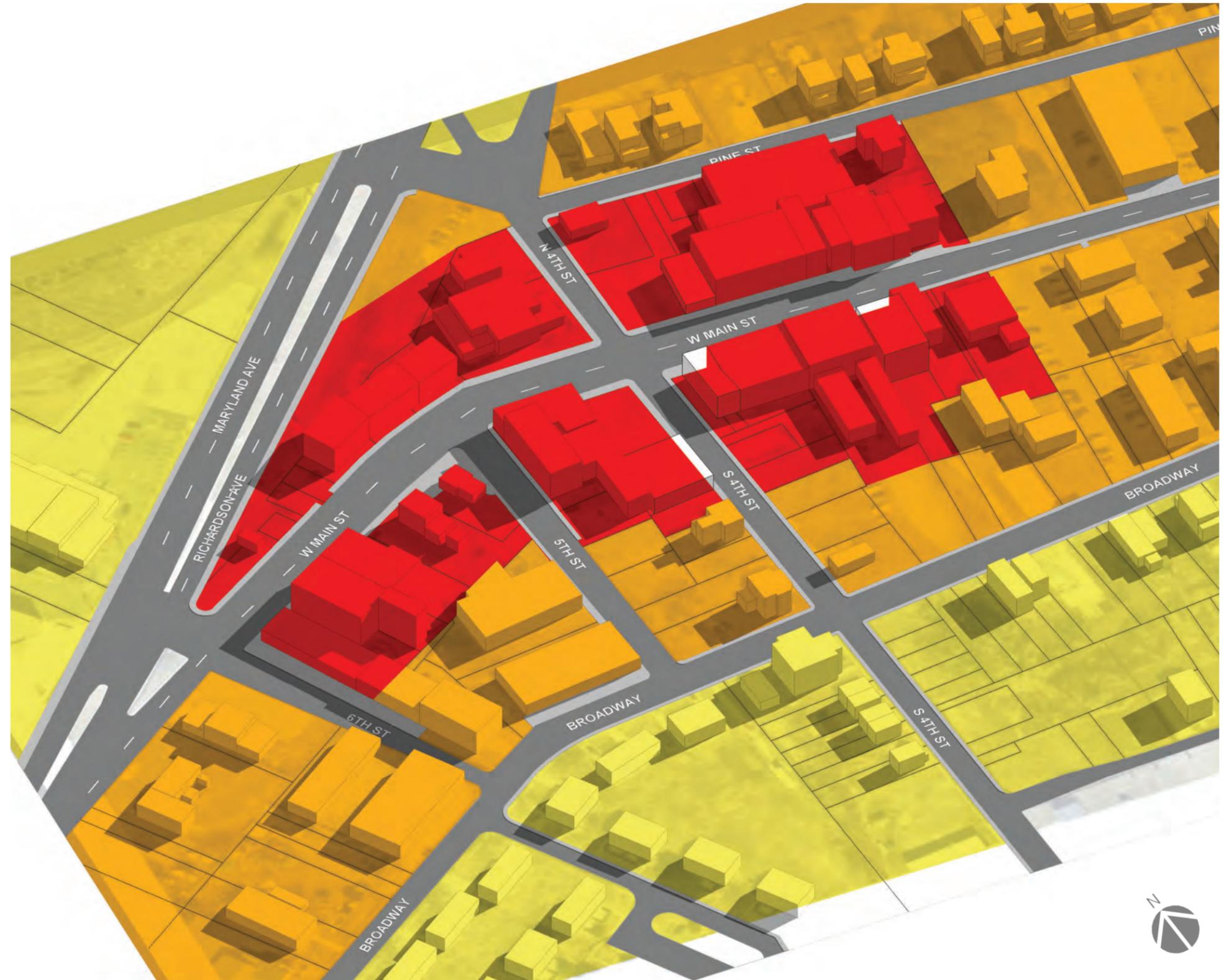
- Density is typically more intense with continuous building facades and few breaks.
- Buildings tend to be taller than those on side streets.
- Usually comprised of mixed-use occupancies with retail on the ground floor and residential on upper floors.
- Buildings tend to have large glass walls facing the street with awnings above.

## MEDIUM DENSITY

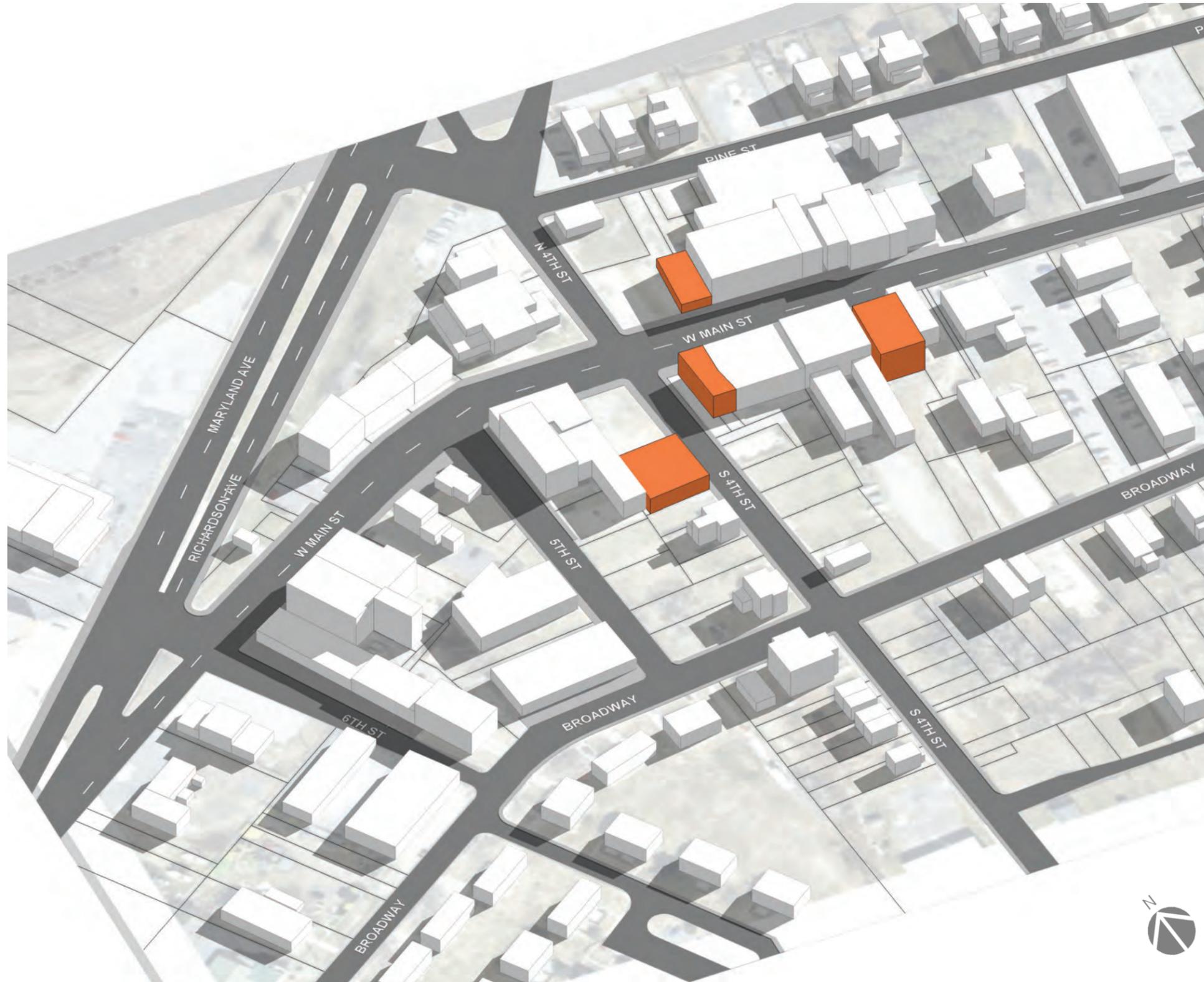
- Lower buildings of one to two stories.
- Functions vary from storage facilities to townhouses or single-family residences on small lots.

## LOW DENSITY

- Comprised mainly of single-family residences on large lots with a few commercial properties dispersed throughout.



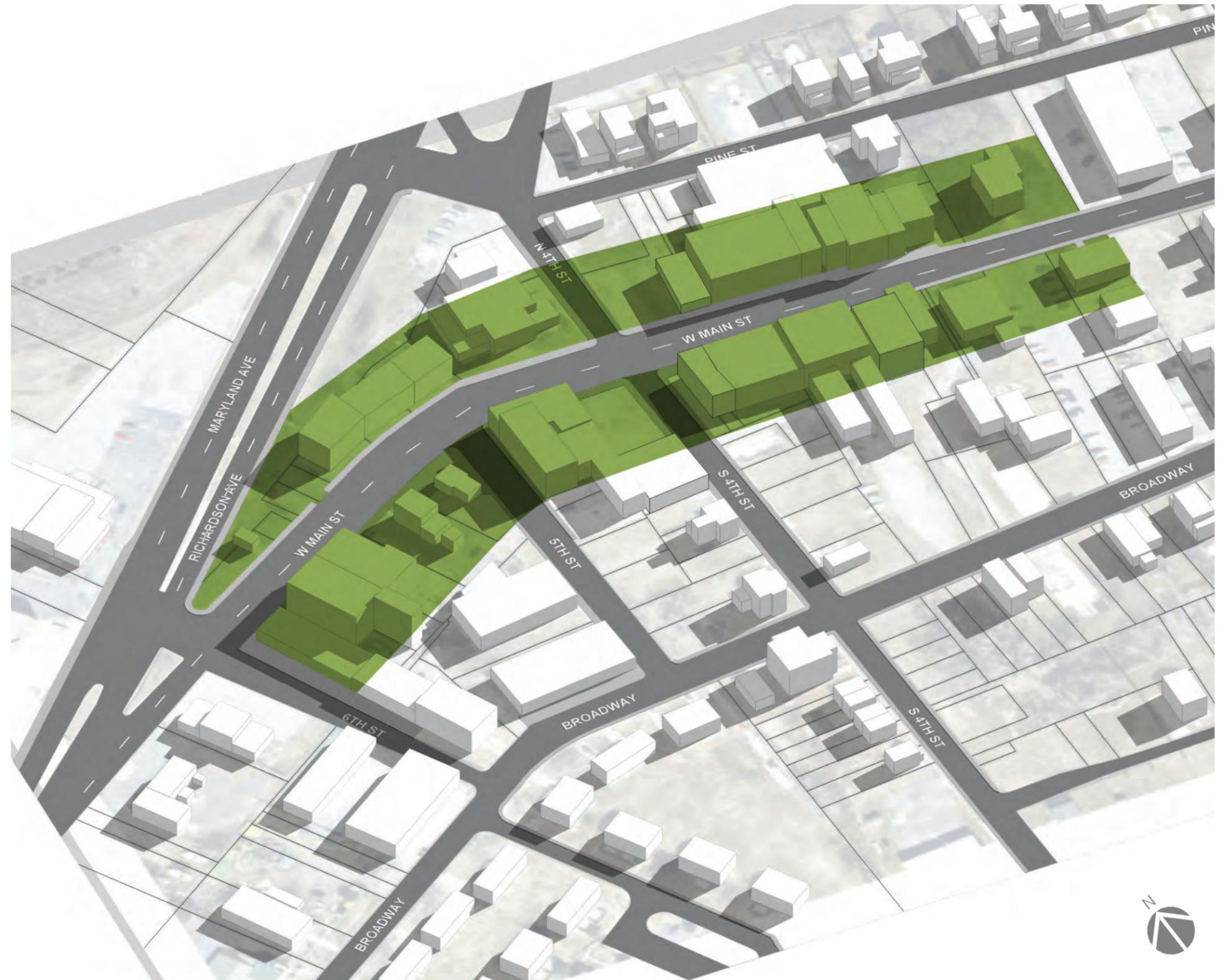
# PROPOSED NEW CONSTRUCTION



- The density analysis was utilized to determine where new structures should be provided, and which existing structures should be retained.
- New structures enforce the preferred density along the main street corridor.
- Locations for new buildings was edited by considering the additional parameters of each property such as value of existing buildings, incorporation of open park areas, and the impact to adjacent properties.

# LANDSCAPE DENSITY

- Green spaces are essential to promote pedestrian activity.
- They provide areas to gather or rest and create a friendlier pathway between the vehicular traffic on Main street and the tall vertical walls of the buildings.
- Landscape area extends to rear of buildings and open opportunity for green areas between buildings. These extensions can connect to rear parking lots and allow for additional public gathering areas off Main street, such as café seating or street performance stages.
- Encouraging the public to occupy areas that were previously unused and unsightly alleyways helps improve public safety.



# PROPOSED LANDSCAPING



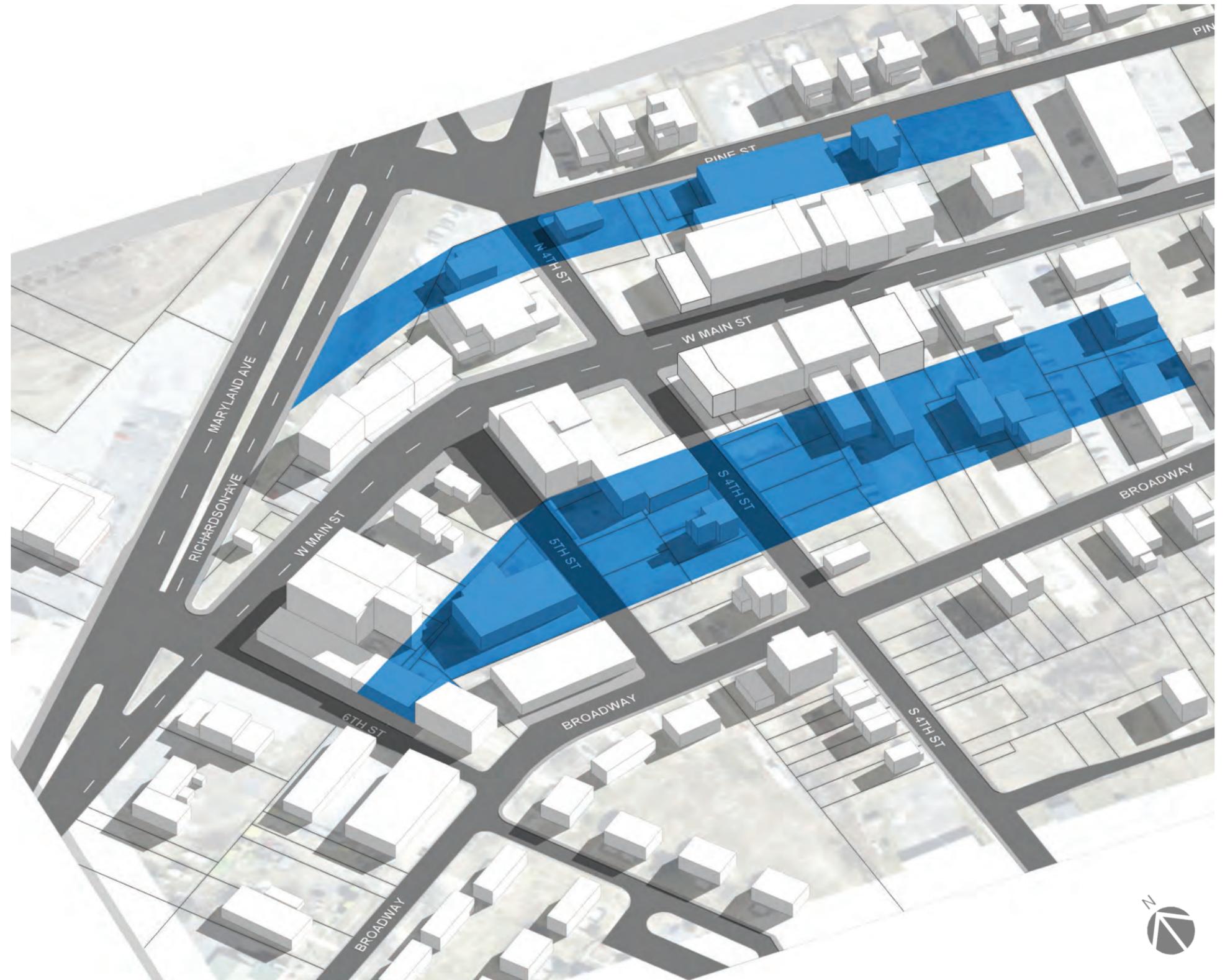
- Landscaping Creates a new Arrival to the Downtown District.

- To create a downtown plaza or park area, green spaces are shown surrounding the intersection of Main street and N 4th street. New buildings are placed along the perimeter of this park to improve its sense of place.

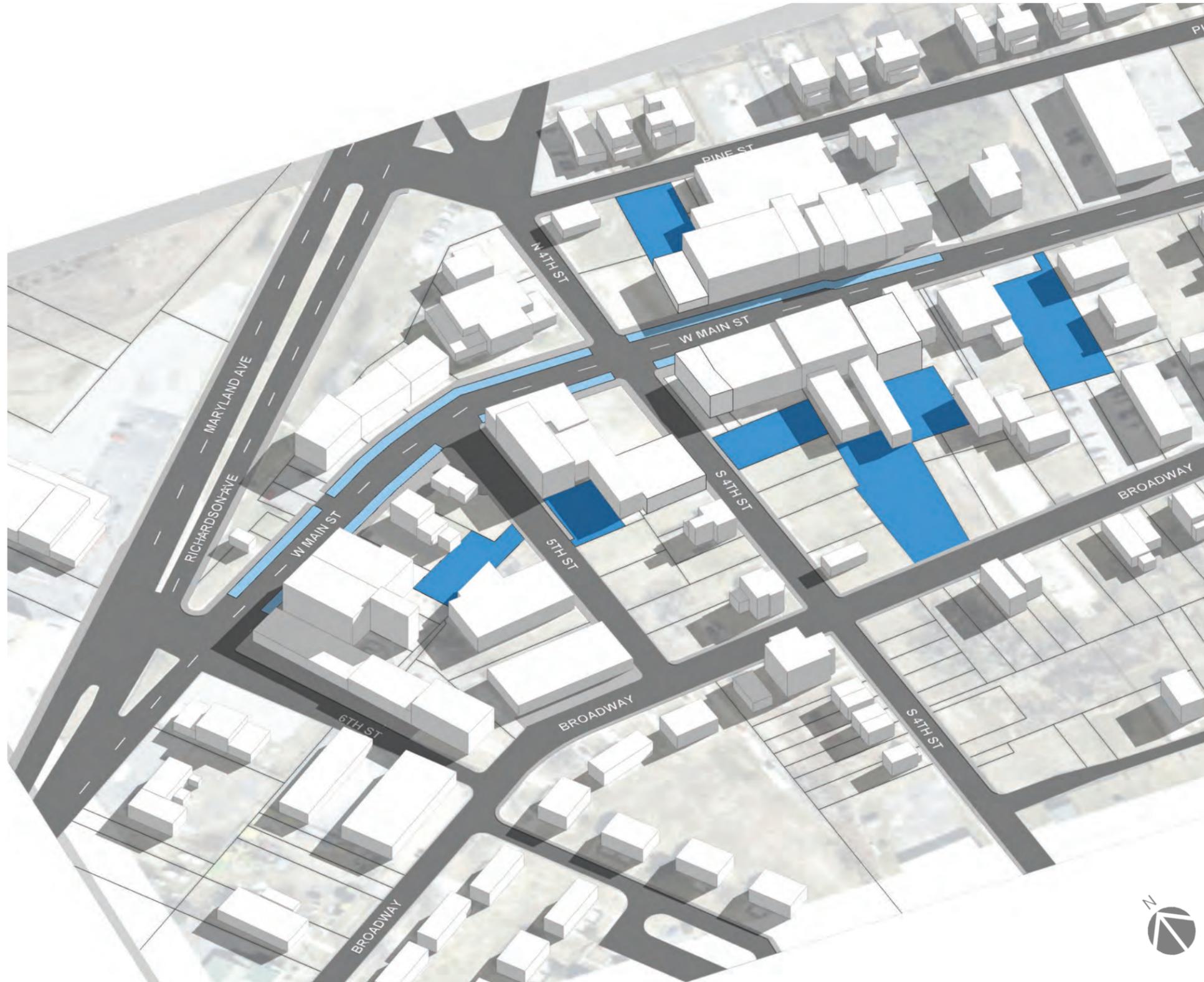
# PARKING DENSITY

- To protect the pedestrian zone and green zone along Main street, Parking lots should be located behind the Main street buildings.

- Access to these parking lots will be from secondary streets 4th, 5th, Pine and Broadway.



# PROPOSED PARKING



- The Parking diagram provided direction for locating potential parking lots. A few of these lots already exist in the preferred location.
- In addition to the parking lots, the existing Main Street parallel and diagonal parking is retained and expanded.
- Street parking adjacent to the businesses along the street encourages public interaction and allows options for short term parking.

# ADDITIONAL COMMENTARY

Although each property has potential to improve the downtown district, the following items provided by the city will offer improvements beyond the contributions of individual property owners.

- **Removal of the tall street lighting and installation of shorter lampposts along Main Street and prominent secondary streets. Lampposts should have side brackets to hold vertical banners.**

- **Metal trash cans with painted city logos to replace the existing concrete trash cans.**

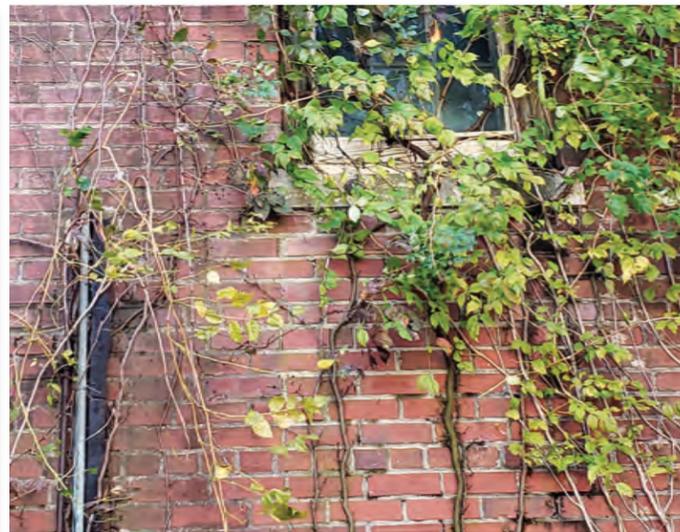
- **Sidewalk landscaping and tree lined streets.**

- **Replace 10% of the parallel parking spaces with landscaped areas.**

- **Sidewalk benches**

# STRATEGIC PLANNING & IMPROVEMENTS

---



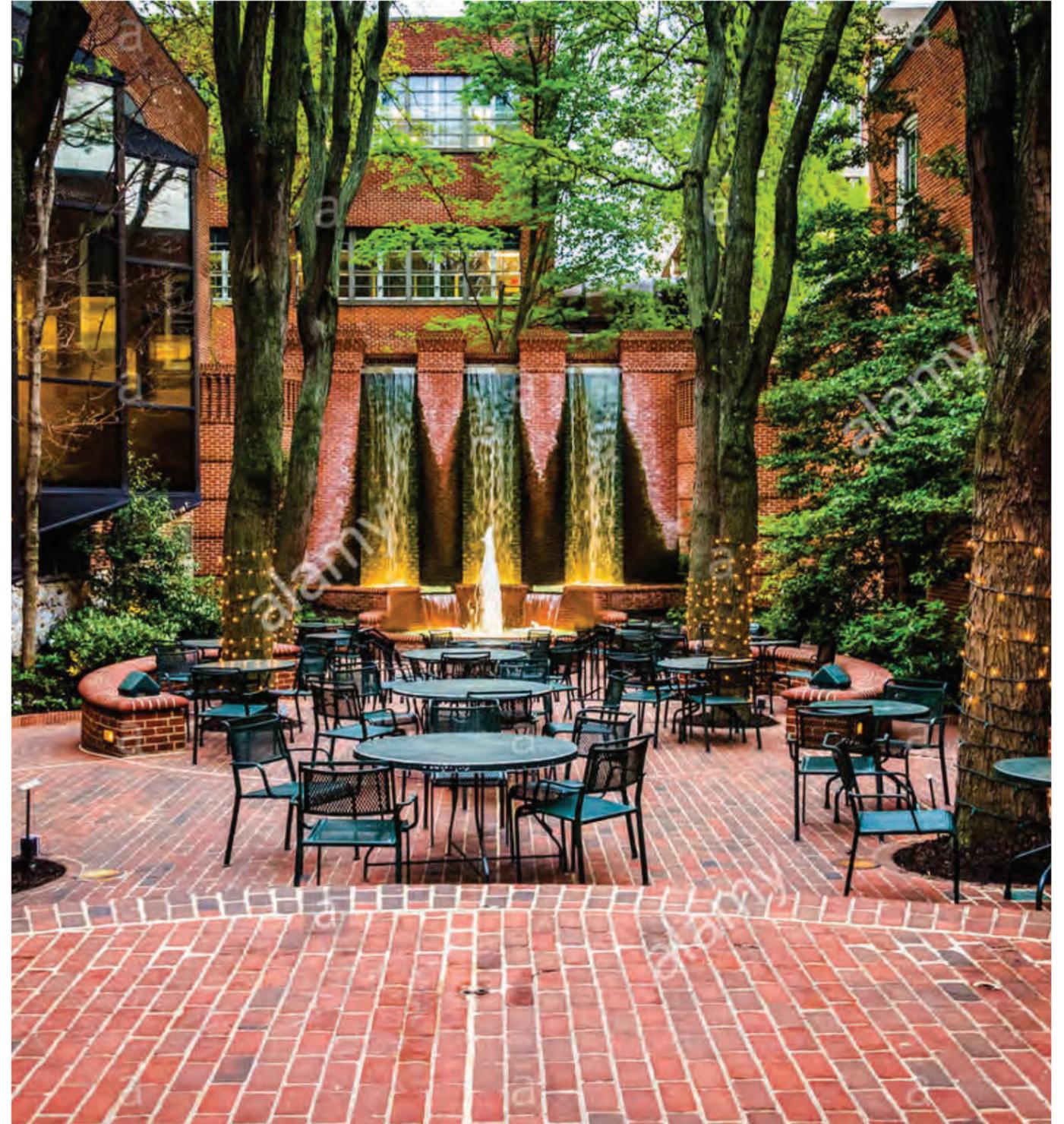
# REFERENCES

## STREET LANDSCAPING



# REFERENCES

## PLAZAS



# REFERENCES

## OUTDOOR DINING



# REFERENCES

## AMPHITHEATER



# REFERENCES

## POP-UP SHOPS



# REFERENCES

## AWNINGS



# REFERENCES

---

## BENCHES



# REFERENCES

## TRASH CANS



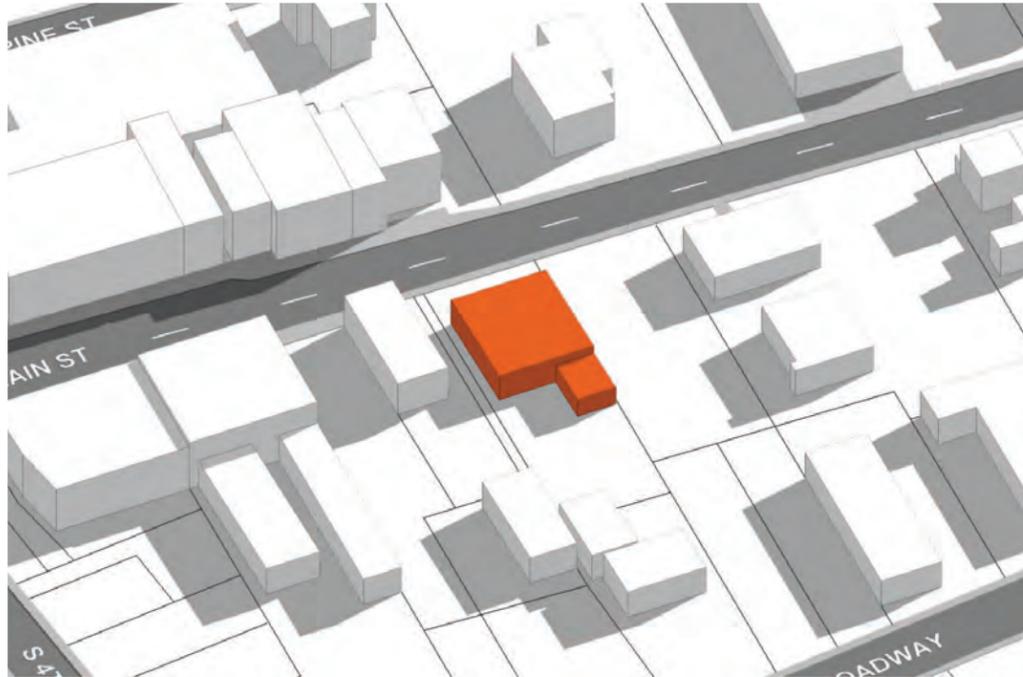
# REFERENCES

## STREET LIGHTS



# BUILDINGS 323, 325, 327

## PROPERTY REPORTS



### EXISTING STRUCTURE

3,672 sf

### PROPERTY

11,776 sf

### PRIMARY STRUCTURE BUILT

1900

## PROPERTY IMPROVEMENTS

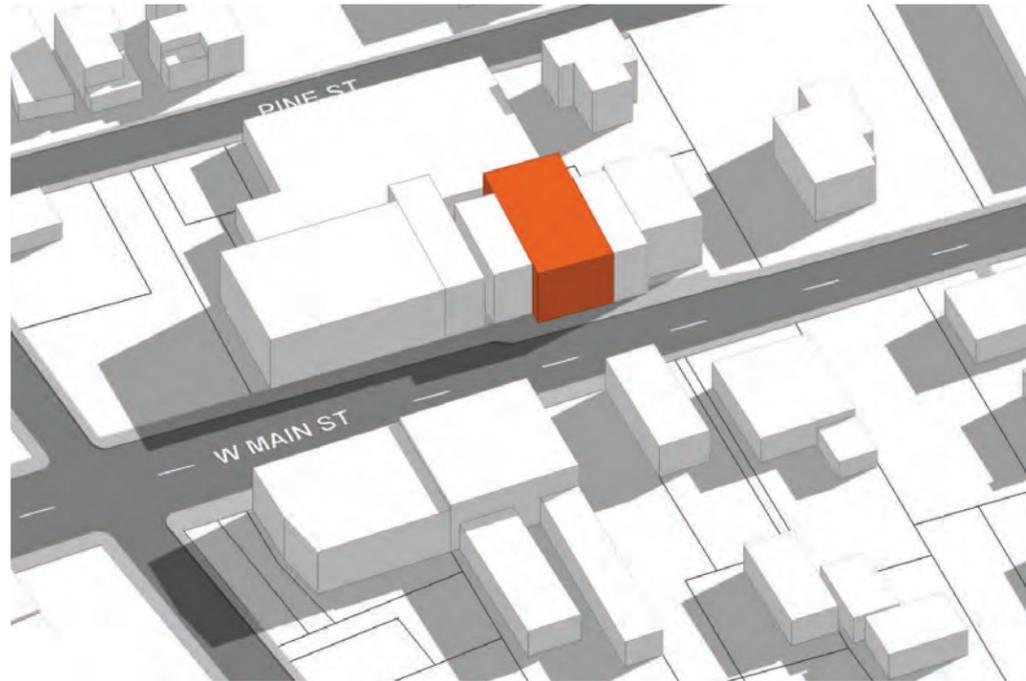
- New Signage.
- New Fabric Awnings.
- New outdoor seating with landscaping buffer.
- A new dumpster enclosure should be constructed at the rear of the building.

# BUILDINGS 323, 325, 327



# BUILDING 326

## PROPERTY REPORTS



**EXISTING STRUCTURE**

2,750 sf

**PROPERTY**

3,200 sf

**PRIMARY STRUCTURE BUILT**

1937

## PROPERTY IMPROVEMENTS

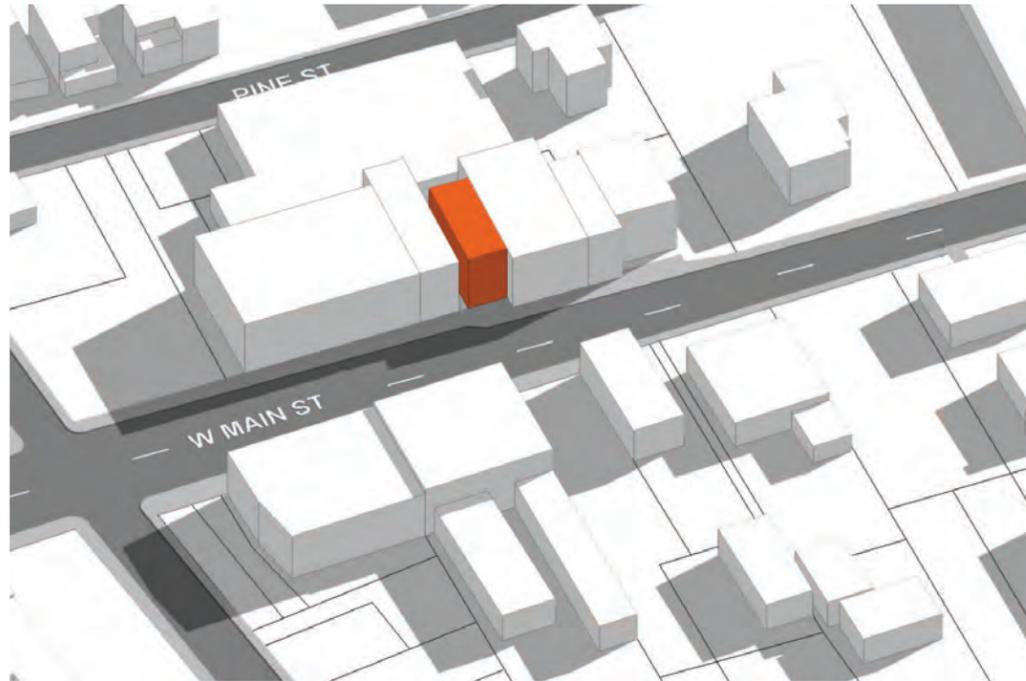
- New Fabric Awnings.
- New Lighting.

# BUILDING 326



# BUILDING 328

## PROPERTY REPORTS



### EXISTING STRUCTURE

4,180 sf

### PROPERTY

2,500 sf

### PRIMARY STRUCTURE BUILT

1928

## PROPERTY IMPROVEMENTS

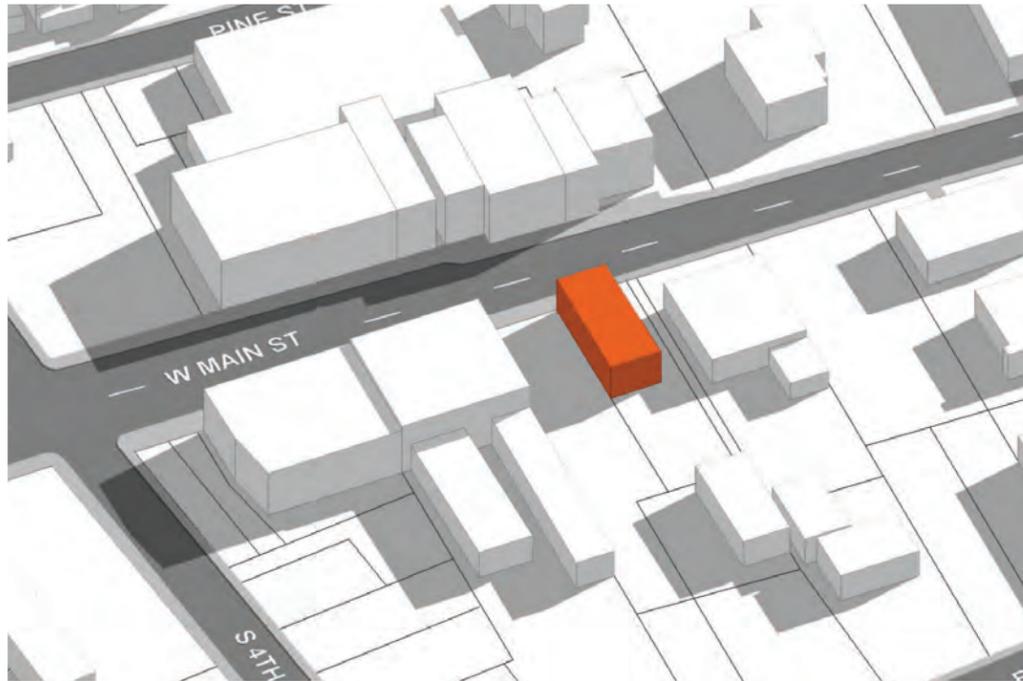
- New Signage.
- New Lighting.

# BUILDING 328



# BUILDINGS 329, 331

## PROPERTY REPORTS



**EXISTING STRUCTURE**

4,580 sf

**PROPERTY**

5,984 sf

**PRIMARY STRUCTURE BUILT**

1900

### PROPERTY IMPROVEMENTS

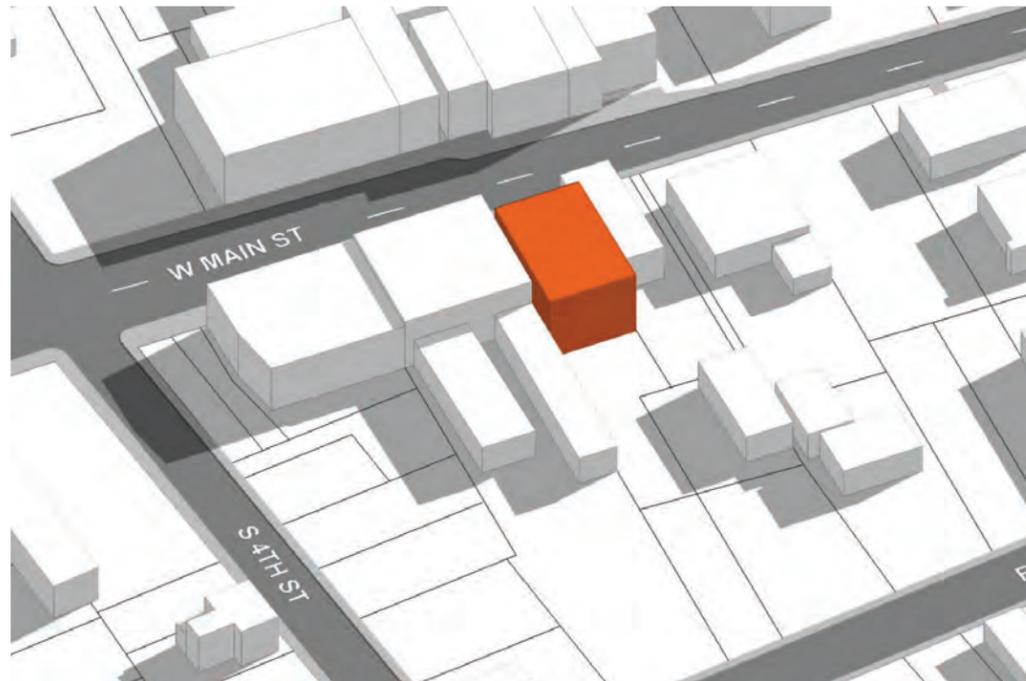
- New Lighting.
- Replace Entry Doors.
- New Fabric Awnings.
- New Signage.

# BUILDINGS 329, 331



# BUILDING 333

## PROPERTY REPORTS



### EXISTING STRUCTURE

10,640 sf

### PROPERTY

9,314 sf

### PRIMARY STRUCTURE BUILT

1900

## PROPERTY IMPROVEMENTS

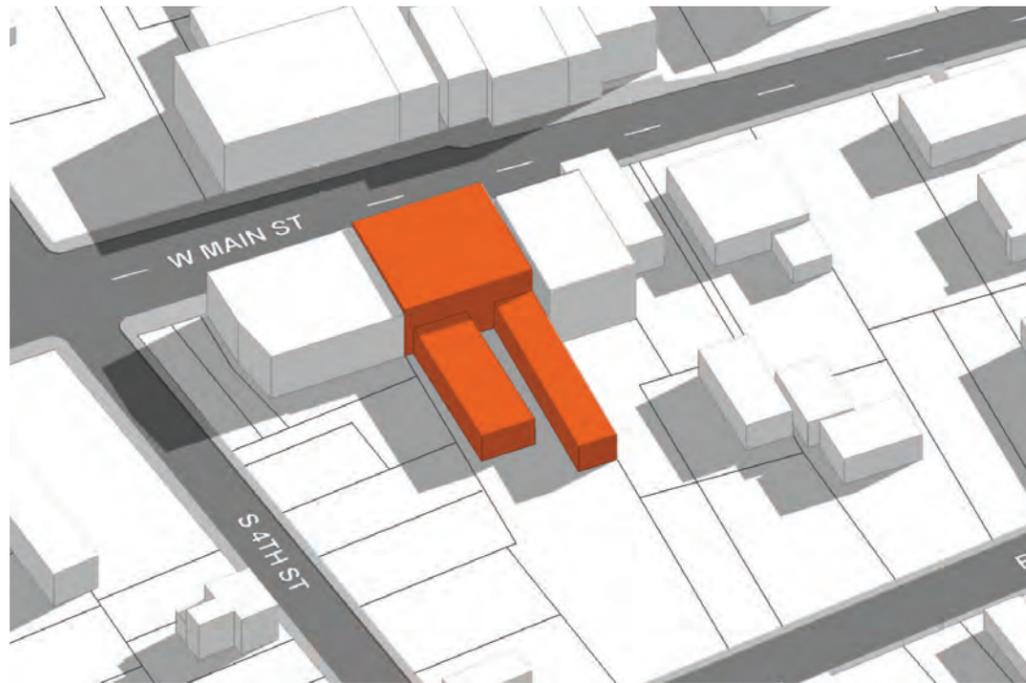
- Building should be demolished.
- A building of similar size should be constructed with retail on the ground floor and residential on the upper floors.
- The downtown district would benefit from a small hotel in this location.
- The new building should be pulled back from the sidewalk to create a small urban plaza serving the hotel's café.
- A public or private asphalt parking lot should be provided at the rear of the building.

# BUILDING 333



# BUILDINGS 335, 337, 339

## PROPERTY REPORTS



**EXISTING STRUCTURE**

10,150 sf

**PROPERTY**

24,554 sf

**PRIMARY STRUCTURE BUILT**

1928

### PROPERTY IMPROVEMENTS

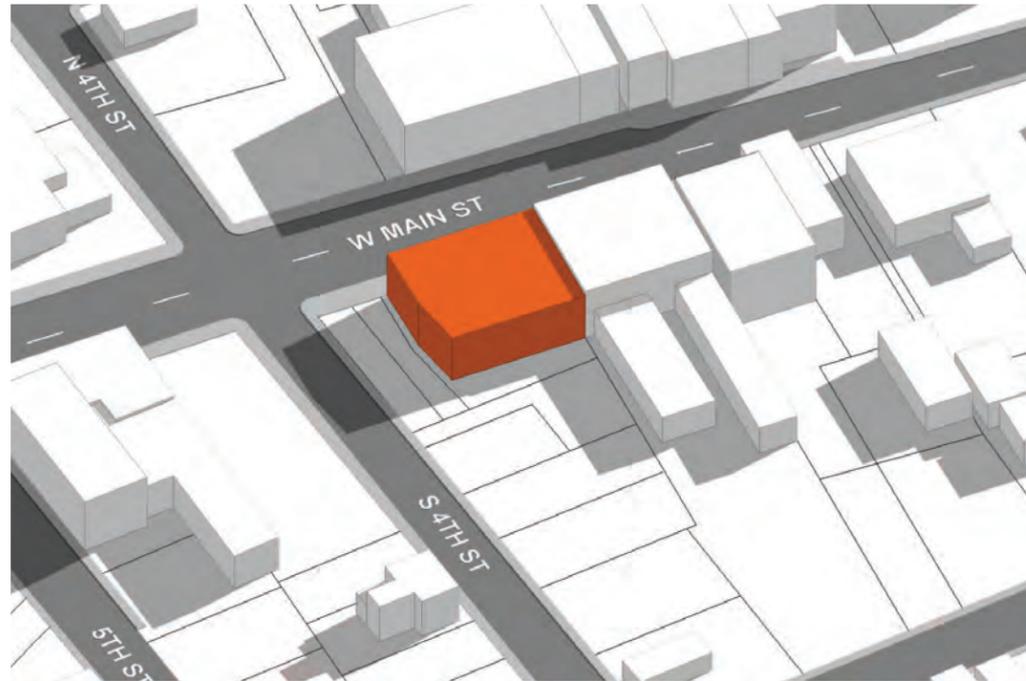
- New Lighting.
- New Signage.
- A public or private asphalt parking lot should be provided at the rear of the building.
- A new dumpster enclosure should be constructed at the rear of the building.

# BUILDINGS 335, 337, 339



# BUILDINGS 341, 343, 345, 347

## PROPERTY REPORTS



**EXISTING STRUCTURE**

12,040 sf

**PROPERTY**

8,274 sf

**PRIMARY STRUCTURE BUILT**

1928

### PROPERTY IMPROVEMENTS

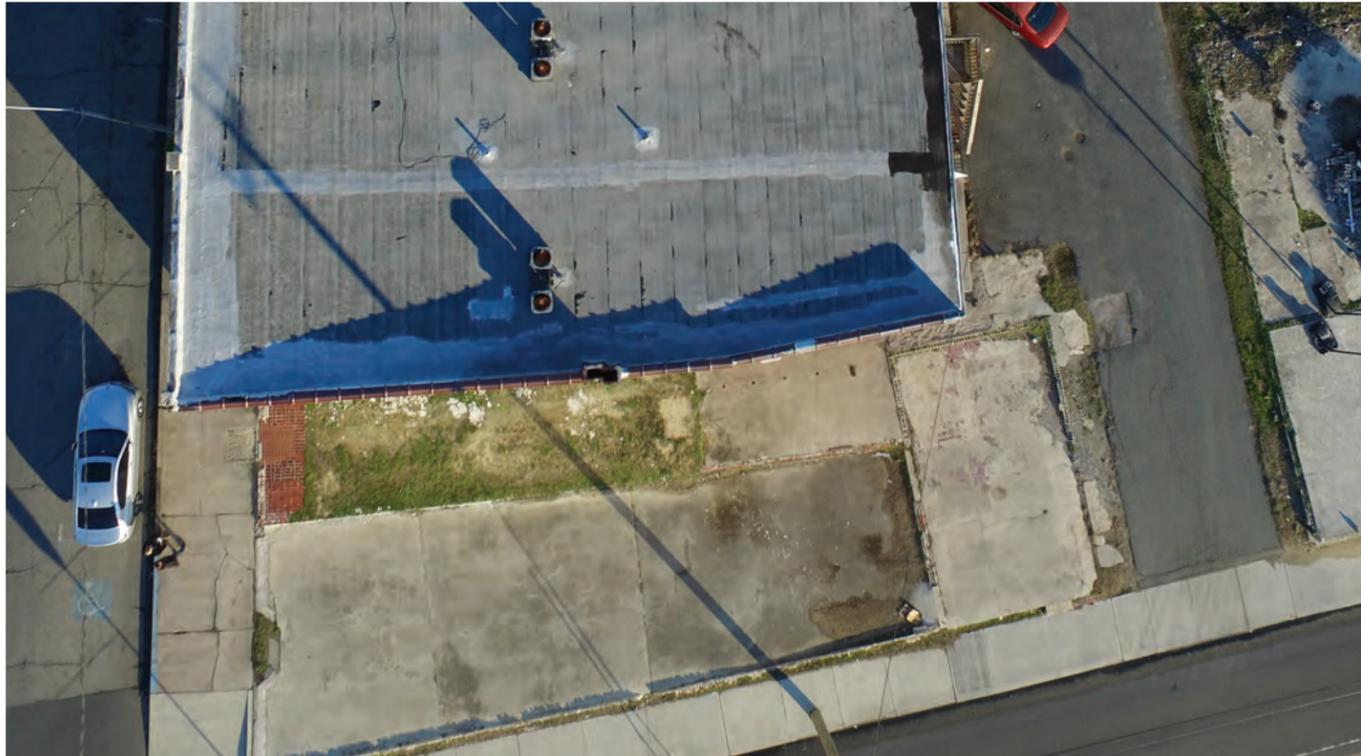
- Cable Supported Awnings.
- New Signage.
- New Lighting.
- The vinyl siding should be replaced with a material more suited to commercial district style of the building.
- A new dumpster enclosure should be constructed at the rear of the building.

# BUILDINGS 341, 343, 345, 347



# LOT 351

## PROPERTY REPORTS



**PROPERTY** 2,943 sf

### PROPERTY IMPROVEMENTS

- Based on the density analysis, this site should not remain vacant. A structure in this location continues the Main Street massing across S. 4th Street and enforces 4th Street as a secondary street.
- The building should be retail on the ground floor and residential on the upper floors.
- Should address both street fronts equally with either windows, entrances, and/or signage.
- With its high visibility, this property will support a small café. Adequate room should be left along S. 4th Street for an outdoor dining area.

# LOT 351



# LOT 392

## PROPERTY REPORTS



### PROPERTY IMPROVEMENTS

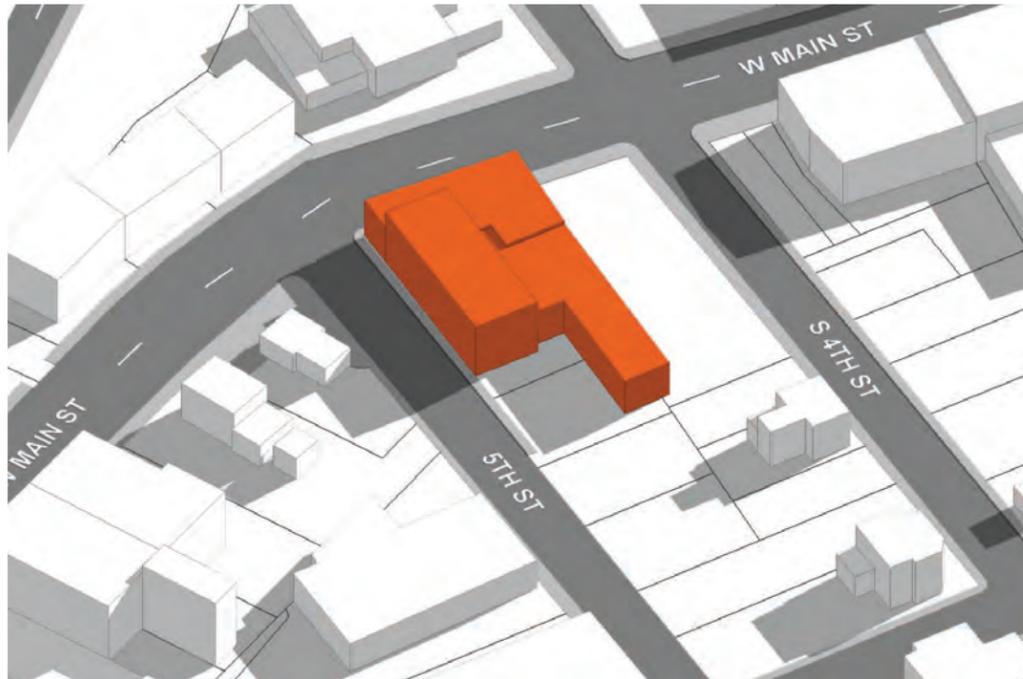
- A new structure in this location continues the Main Street massing across N. 4th Street and enforces 4th Street as a secondary street.
- The building should be retail on the ground floor and residential on the upper floors.
- Should address both street fronts equally with either windows, entrances, and/or signage.
- The portion of this property at the corner of Main Street and S. 4th Street should be utilized as a public park or plaza.
- Buildings along the perimeter of this intersection help enforce the boundaries of a plaza environment and separate it from the surrounding urban landscape.

# LOT 392



# BUILDINGS 413, 415, 417, 419

## PROPERTY REPORTS



### EXISTING STRUCTURE

21,118 sf

### PROPERTY

12,138 sf

### PRIMARY STRUCTURE BUILT

1928

## PROPERTY IMPROVEMENTS

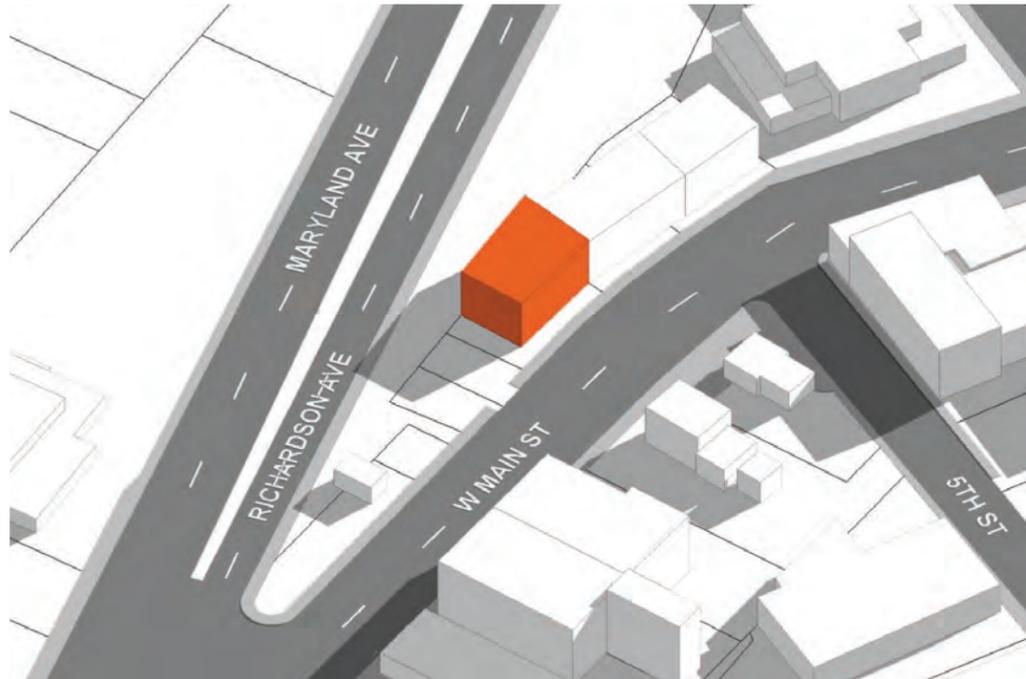
- The exterior metal panels should be removed from the east side of the building and the existing brick should be repaired and parged.
- Vacant portion of this property at the corner of Main street and S. 4th Street be utilized as a public park or plaza.
- The pedestrian plaza boundaries can be enforced further by constructing a new building along S. 4th Street
- Open area for larger public functions such as craft fairs, outdoor movie nights, etc.
- Food trucks can park along S. 4th Street to serve these events.

# BUILDINGS 413, 415, 417, 419



# BUILDING 510

## PROPERTY REPORTS



### EXISTING STRUCTURE

5,924 sf

### PROPERTY

3,901 sf

### PRIMARY STRUCTURE BUILT

1946

## PROPERTY IMPROVEMENTS

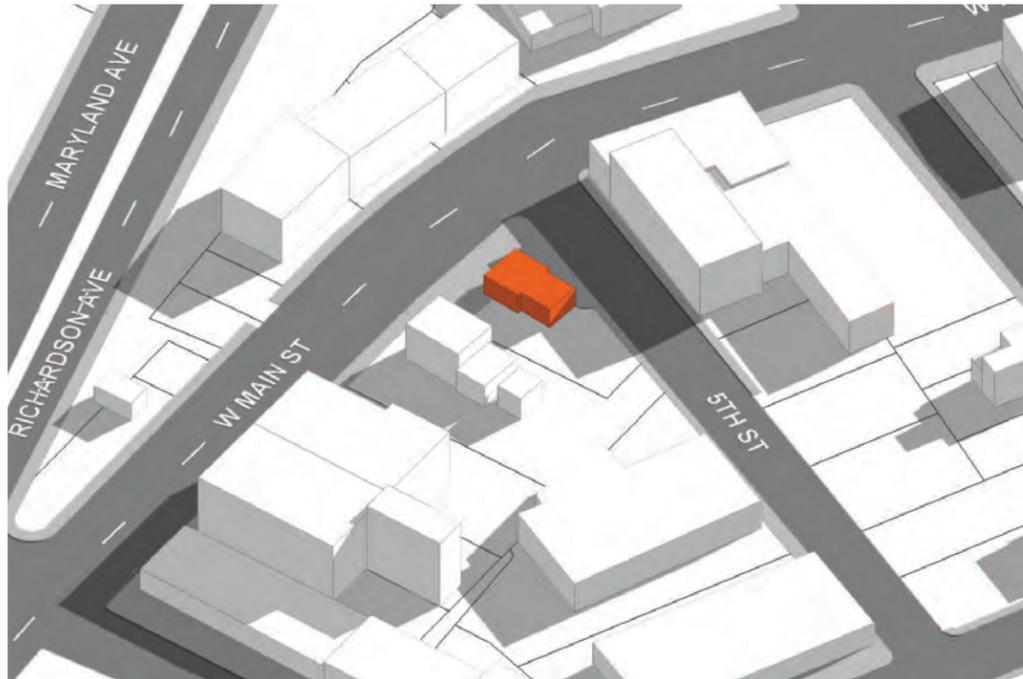
- Parking lot should be removed and a new pedestrian plaza should be installed between this property and lot 514.
- Dumpsters should be relocated adjacent to Main Street and a new gated enclosure with curb cut should be provided.
- A new brick site wall should be installed along the north side of buildings.
- Landscaping trees should be planted to screen the north side of the building.
- The access road north of the property should be closed to vehicular traffic by removable bollards and allow Fire Department access only.

# BUILDING 510



# BUILDING 511

## PROPERTY REPORTS



### EXISTING STRUCTURE

520 sf

### PROPERTY

6,928 sf

### PRIMARY STRUCTURE BUILT

1900

## PROPERTY IMPROVEMENTS

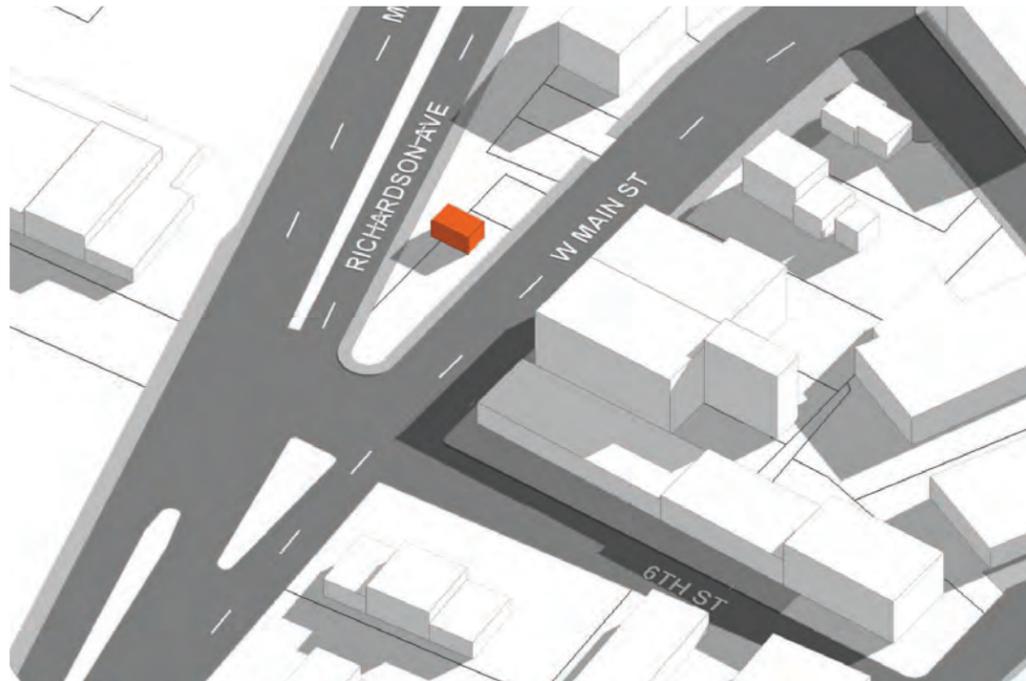
- Although this building is in poor condition, the historical nature and intimate scale add interest to the downtown district. Efforts should be made to restore the building.
- The open site around the building is ideal for an outdoor market or dining.
- The concrete pad should be removed and replaced with pavers and landscaping.
- Low planter walls should be provided along Main street and 5th Street to enforce the intimate scale of the building and provide a privacy buffer to the street.
- Lighting should be provided by post mounted fixtures and commercial quality string lights.

# BUILDING 511



# BUILDING 514

## PROPERTY REPORTS



### EXISTING STRUCTURE

240 sf

### PROPERTY

3,041 sf

### PRIMARY STRUCTURE BUILT

N/A

## PROPERTY IMPROVEMENTS

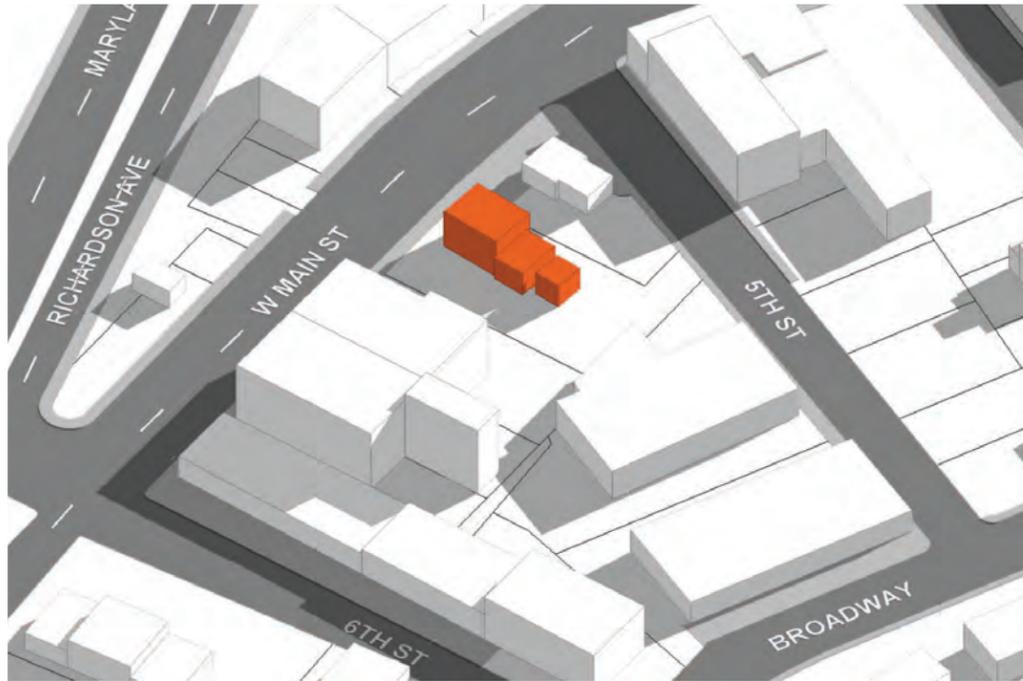
- The building sits within the entrance to the downtown district. Additional landscape plantings should be provided on the west and north sides to help blend the building into the landscape.
- Outdoor seating for the facility can be provided by the new adjacent plaza.
- A prominent sign noting the downtown district should be installed to the east of this building.

# BUILDING 514



# BUILDING 517

## PROPERTY REPORTS



### EXISTING STRUCTURE

1,992 sf

### PROPERTY

7,350 sf

### PRIMARY STRUCTURE BUILT

1900

## PROPERTY IMPROVEMENTS

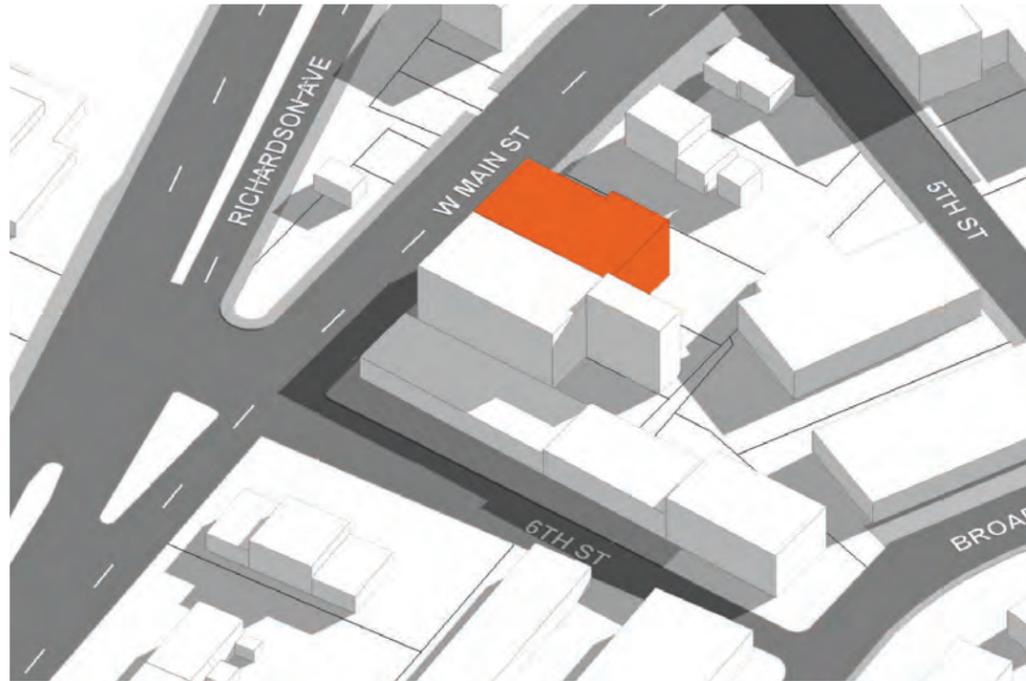
- The property can benefit from additional landscaping.
- A low picket fence should be installed around the perimeter of the property to separate it from the adjacent properties and enforce the residential nature of the building within the surrounding urban landscape.

# BUILDING 517



# BUILDING 523, 529

## PROPERTY REPORTS



### EXISTING STRUCTURE

11,508 sf

### PROPERTY

8,637 sf

**PRIMARY STRUCTURE BUILT  
1930**

## PROPERTY IMPROVEMENTS

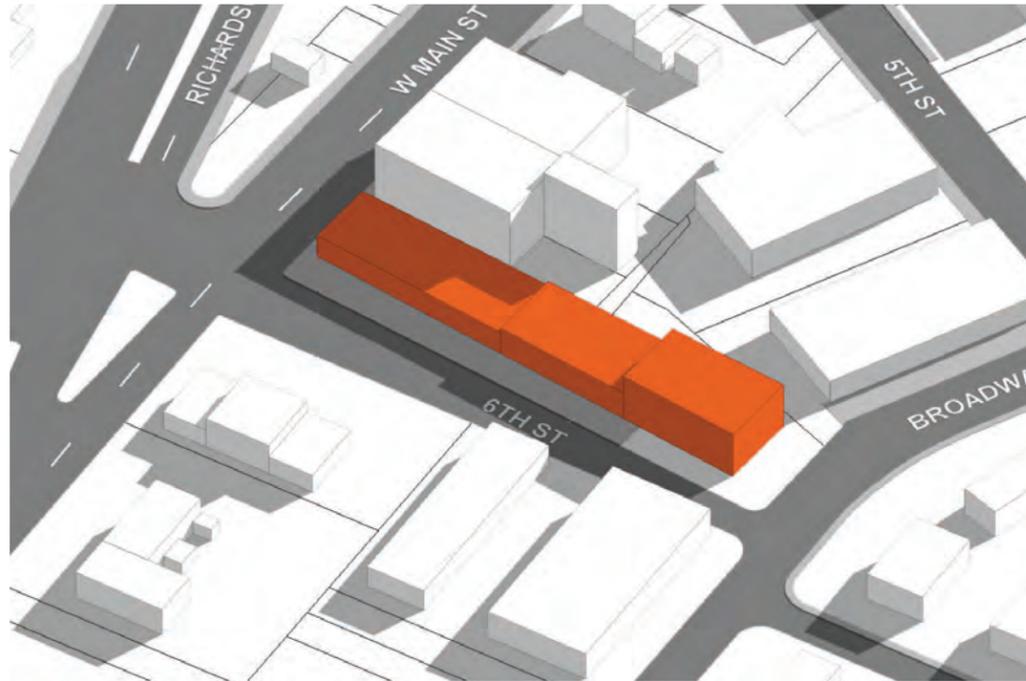
- New Fabric Awnings.
- New Signage.
- The parking lot can remain in its current location, but a green buffer should be provided between the parking lot and the sidewalk. The parking area should be coated with asphalt and parking lines provided.

# BUILDING 523, 529



# BUILDING 535

## PROPERTY REPORTS



### EXISTING STRUCTURE

5,082 sf

### PROPERTY

10,426 sf

### PRIMARY STRUCTURE BUILT

1970

## PROPERTY IMPROVEMENTS

- New Signage.
- The Main street elevation would benefit from a cable supported aluminum or wood trellis over the window.
- Additional landscape plantings should be provided along 6th Street.
- A painted mural should be considered along the west elevation to welcome visitors to the downtown district.

# BUILDING 535

