



# DESIGN CONCEPT DESCRIPTIONS

## SUMMARIES OF CONCEPTS A and B

### CONCEPT A

#### SLIP STREET WITH NEIGHBORHOOD NODES

This design combines the properties on the south side of 28<sup>th</sup> Street into a mixed-use town center with new streets and compact blocks. A **curving slip street** is used as the organizing element of the design and represents the new town center's "main street". This slip street promotes the movement of slower speed, localized traffic into the redevelopment area, while also maintaining 28<sup>th</sup> Street as the highway commercial corridor, with many of the existing auto-oriented businesses remaining in place while the area redevelops.

The new main street is envisioned as a **complete street that promotes transit, bike, pedestrian and automobile use** while also providing the framework for a vibrant public realm. The street's gentle curve allows opportunities for deflected vistas that frame more quaint public spaces while also creating interesting and dynamic views of buildings and storefronts.

New north-south streets are proposed to intersect with the main street and to provide connections with the existing near neighborhoods. This new street grid also provides the network for a **compact and walkable block structure**.

Concept A is divided into three distinct "neighborhoods" that are based on the ¼-mile radius from center to edge. Representing the distance that an average person can walk in 5-minutes, they are indicated as dashed line circles on the preliminary design.

Two of the proposed "neighborhoods" act as **gateways** that can provide potential opportunities for an entrance or threshold into the new town center. The eastern gateway is anchored by **entertainment uses** because of its proximity to the US-131 corridor and the likelihood that more potential customers are coming from the east. The western gateway is anchored by **cultural and educational** uses because of its proximity to Rogers High School and Pinery Park. Both of these neighborhoods may also incorporate a small amount of ground floor retail as well as office and residential uses.

The urban center of this proposed concept is located just south of city hall at the intersection of the new main street and Michael Avenue. This **commercial core** is envisioned to have a focal center (indicated as a traffic circle in this design) and the highest and most intense concentration of retail within the town center. This neighborhood may also provide residential and office opportunities.

The connective fabric between these three neighborhoods, along the new curving main street, is envisioned to be multi-story buildings that contain primarily residential and office uses. These buildings are located close to the street edges in order to help to define the public realm.

Parking lots are envisioned to be located in the center of the block structure and obscured from the streets by buildings, especially within the town center. Many parking lots will be visible from 28<sup>th</sup> Street because of the open design of the blocks that flank this corridor. This openness will provide easy access to parking and visibility of the town center from the arterial.

### CONCEPT B

#### BLOCK STRUCTURE WITH NEIGHBORHOOD NODES

Concept B also incorporates a new town center just south of the 28<sup>th</sup> Street corridor by assembling the large parcels into a compact block structure interconnected with a new street grid.

Concept B uses a **new main street that extends linearly from Burlingame to Clyde Park** with a small deflection on the eastern side. This deflection is the result of the narrower depth of the eastern property (Rogers Plaza) and also because of the adjacent residential neighborhood to the south (Rogers Lane Neighborhood). Proposed new streets cross this main street, providing direct connections into the new town center.

**A large linear park** is envisioned on the west side, linking Rogers High School to Pinery Park while also providing potential frontages for a cultural center that could incorporate an educational component to complement the existing high school. The concept of this educational component is the result of both the market analysis and discussions that occurred during the previous Ideas Workshop.

**A smaller park connection** is proposed on the east side of the new town center to help to incorporate the existing Klingman's park into the redevelopment area. Additional **town greens** are scattered throughout the design in order to provide public spaces while also accentuating the city's existing park system. These parks and open spaces provide for a hierarchy of public spaces and are defined by new buildings on all of their edges.

Similar to the ideas of the Concept A design, this design uses **three neighborhoods to form the nodes on the new main street**. These are outlined with dashed circles and represent the ¼ mile radius (5-minute walk) that helps to define walkability. The urban core of this concept is at the Michael and 28<sup>th</sup> Street intersection, extending south to the new main street intersection. This urban core acts as the **commercial hub** for the design and is an attempt to incorporate city hall more directly into the new town center.

The eastern neighborhood node is primarily office use and may include entertainment and some retail functions at the street level. The western neighborhood node is primarily focused on the educational component with some retail, again at the street level. These nodes are connected with residential and office uses along the new main street.

Parking lots are internal to the blocks, with many visible from 28<sup>th</sup> Street for both access and visual connection to the new main street area. This plan envisions more redevelopment directly along the 28<sup>th</sup> Street corridor, potentially as higher density residential. The new block structure of the northern blocks along 28<sup>th</sup> Street has the end grain of the blocks facing 28<sup>th</sup> Street in order to limit direct frontages on the arterial. In this concept, the redevelopment along 28<sup>th</sup> Street would most likely happen after, and as a result of, the redevelopment along the new main street.



# COMMON THEMES AND PRIORITIES

## IDEAS WORKSHOP STAKEHOLDER INPUT

The list below contains ideas that were generated at each of the workshop tables. The ideas are organized into subcategories and prioritized by how many of the tables had them as common themes. There were a total of 6 table sessions in the morning and 7 table sessions in the evening.

### PHYSICAL DESIGN

The table exercises provided stakeholders the opportunity to convey various ideas and visions regarding the physical design of the future 28th Street corridor. The ideas have been organized into building and urban form, transportation and streets, public open space and appearance and have been prioritized by the number of tables that had them as common themes.

### BUILDING AND URBAN FORM / LOCATION

- Combine properties on south side of 28th street between Burlingame and Michael into mixed-use town center with new streets and small blocks. Parking lots should be hidden behind buildings. Blocks should be small to promote walkability and connection (10)
- Demolish Rogers Plaza and build mixed-use development (4)
- Mixed-use buildings that are 2 to 3 stories high (4)
- Shrink, re-scale or reconfigure Rogers Plaza (4)
- Remove parking lots along 28th Street and replace with buildings or greenspace (3)
- International gateway: International businesses should be concentrated in one place to create synergy (3)
- Create a mainstreet that is vibrant and diverse (2)
- More sustainable buildings and design – get rid of all the pavement and new buildings need to be sustainable (2)
- First phase of the redevelopment should start with tearing down Studio 28. This area needs realistic phasing for redevelopment (2)
- Relocate all the businesses that are in Wyoming Village Mall to Rogers Plaza then tear down Wyoming Village Mall and redevelop the property to something new (2)
- Business incubator spaces throughout the district (2)
- Housing near Rogers High – behind Wyoming Village Mall (2)
- Restaurants near Rogers High – behind Wyoming Village Mall (2)
- Move all the north side businesses to the south to create more absorption and then redevelop the north side as residential (2)
- Create a “planned community” that has greenspace and is walkable
- Buildings should be between 3 and 6 stories high

### TRANSPORTATION, STREETS AND CONNECTIVITY

- Provide more pedestrian and bike amenities (6)
- Provide better public transportation access and shelters. Provide more mass transit options (6)
- Tunnel under 28th Street or bridge over 28th Street for pedestrian access (4)
- All large blocks should be made smaller and more walkable and the street grid should be more connected (3)
- Slow down traffic on side streets and on 28th Street (3)
- Physically connect Rogers Plaza to the surrounding neighborhoods (3)
- Embrace complete streets here and throughout the community (3)
- Physically connect surrounding neighborhood streets into 28th Street (3)
- Close Michael and DeHoop and divert traffic
- Monorail connection to other malls
- Change 28th Street into multi-lane boulevard
- Better US131 access
- Convert 4 lane side streets to 3 lane streets with bike lanes
- Provide improved “smart” traffic signals
- Frontage street or service drive so that businesses can “front” on 28th Street
- Convert surface lots to parking decks
- Gateway features at major intersections of Michael-DeHoop, Burlingame and Clyde Park. An example of big brick columns with a globe on top was provided
- Reduce parking requirements

### PUBLIC OPEN SPACE / GREEN SPACE AND PARKS

- Green space that connects to existing park system and provides either active or passive uses. Band of green from Pinery Park to 28th Street with trails and natural drainage way (4)
- More green space along the corridor (2)
- More gathering spaces for festivals or events. Could be hardscaped. (2)
- Green space at Michael and DeHoop intersection

### APPEARANCE

- More trees (2)
- Lower signs so they do not clutter the street and get rid of large signs (2)
- Provide more opportunities for outside dining that will make the area seem more vibrant
- Move auto dealers out of core area
- Bury utility poles along 28th Street

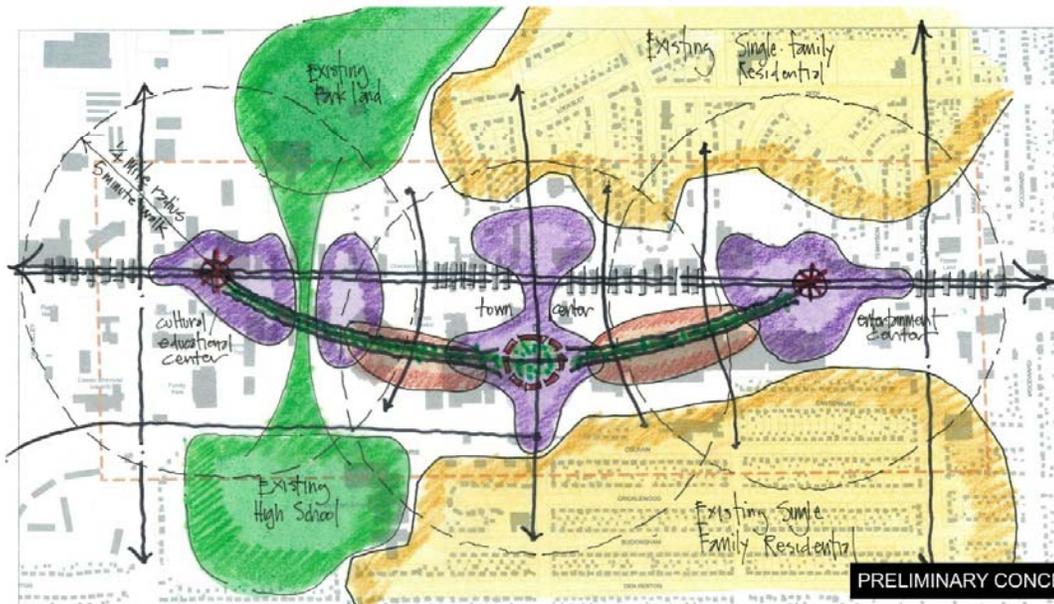


# PRELIMINARY DESIGN CONCEPT A

## SLIP STREET WITH NEIGHBORHOOD CENTERS



EXISTING CONDITIONS AERIAL



PRELIMINARY CONCEPT DIAGRAM



PRELIMINARY DESIGN



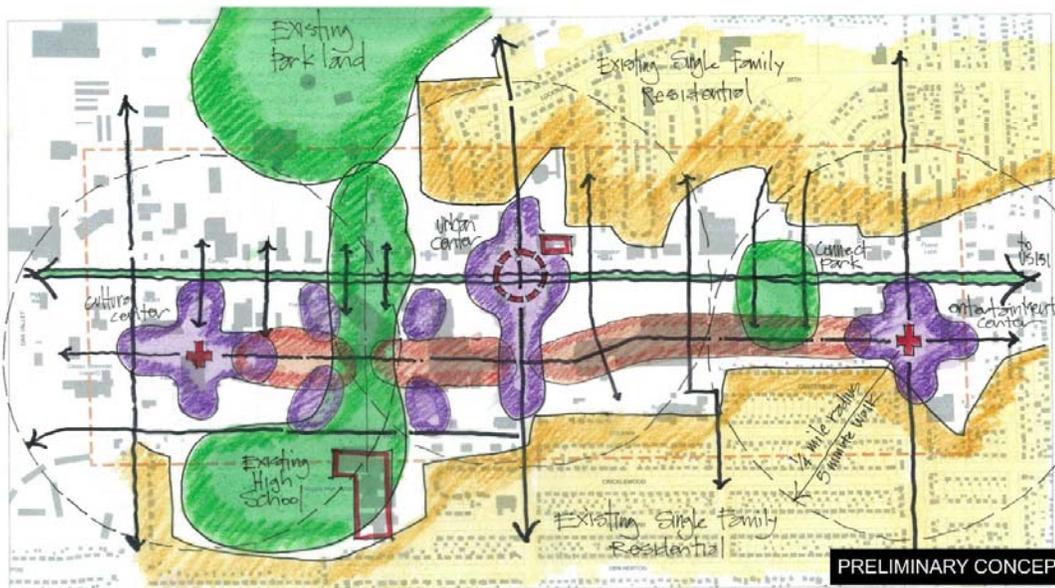


# PRELIMINARY DESIGN CONCEPT B

## BLOCK STRUCTURE WITH NEIGHBORHOOD CENTERS



EXISTING CONDITIONS AERIAL



PRELIMINARY CONCEPT DIAGRAM



PRELIMINARY DESIGN

