

## XI. FUTURE MARKET POTENTIALS

### A. Summary of Concord Market Study

In July 2001, the City of Lincoln, Nebraska in cooperation with the University of Nebraska and the Lower Platte South Natural Resources District commissioned The Concord Group to conduct a strategic market analysis of the area. This study sought to project the Antelope Valley redevelopment potentials and has become the foundation for subsequent work efforts.

The Concord Group evaluated Antelope Valley from a market perspective with respect to the development of for-rent and for-sale residential products, retail and entertainment uses and office space, based on the assumption that the currently planned infrastructure and open space improvements were implemented. Based on ratings in regional location, submarket location, prevailing land uses, physical site characteristics, proximity to services, access and visibility, an overall rating for the development of each land use type in Antelope Valley was identified. All four uses were rated above 4.3 (good) on a 5.0 point scale, with 5.0 representing excellent and 1.0 representing poor. For-rent residential uses were rated the highest, at 4.7, followed by 4.6 for retail/entertainment uses, 4.4 for office uses and 4.3 for for-sale residential. These numbers are based on Concord's 10-year Market Study for Lincoln.

The Concord Group recommended that the planned infrastructure improvements in the area must be completed to the highest national standards, and the timing of improvements must be prompt and well-publicized. The offering of development parcels in the area, particularly in East Downtown that are closest to the new waterway, must be strategic and coordinated with the construction of the roadways and waterway. Public and cultural uses should continue to have a significant role in the evolution of East Downtown and the surrounding Neighborhoods.

The Concord Group also suggested that development must be made possible but also guided through the adoption of targeted but flexible plan-

ning and zoning regulations and initiatives tailored to the area. Modifications in the zoning regulations should be adopted for Antelope Valley that includes flexible setback requirements, density maximums and other policies that encourage specific development types but also make the area attractive to developers.

### B. Summary of ERA Findings

Economic Research Associates (ERA) of Chicago, were retained as consultants to examine the data received from The Concord Group. Through refinement of this data, ERA devised development projects within Lincoln over the next ten years as shown in Real Estate Summary, Figure 15, and Anticipated Project Components, Figure 16. ERA's expertise was also solicited for financial implementation studies and recommendations for funding mechanisms to best ensure highest and best use of the lands available for development in the Antelope Valley Area. CAGR as referenced in figure 15, refers to the Compound Annual Growth Rate.

From an economic perspective, a redevelopment plan should induce desired markets and facilitate private investment in a particular area. In large measure, the plan creates value by setting forth a vision. In some instances, vision, alone, is sufficient to attract the market to redevelop the site, with little to no additional government intervention. Alternatively, the vision can serve as the basis for the additional investment needed to complete the process of inducing a market for the site.

ERA identified several funding mechanisms for revitalization efforts. These include: the Community Development Assistance Act (CDA) - a fundraising tool for local governments and non-profit organizations for projects in chronic economically distressed areas, Tax Increment Financing (TIF) in Nebraska is primarily designed to finance the public costs associated with a private development project, and the Community Development Block Grants (CDBG) program provides the largest formula grant to the City of Lincoln. The City has received allocations totaling over \$46.5 million since 1975. Potential grant uses include rehabilitation of owner-occupied and rental housing, home

# Real Estate Summary

<b>Real Estate Market Recap</b>							
	Metropolitan Lincoln			Antelope Valley		Downtown	
	Current Supply	10-Year Demand	CAGR	10-Year Demand	Capture	10-Year Demand	Capture
<b>Housing</b>							
Rental (units)	39,000	4,000	1.0%	694	17.4%	694	17.4%
Sale (Units)	60,000	15,000	2.3%	718	4.8%	478	3.2%
Total Hsg	99,000	19,000	1.3%	1,412	7.4%	1,172	6.2%
Retail (SF)	11,160,000	2,092,222	1.7%	336,006	16.1%	N/A	N/A
Office (SF)	11,636,000	1,653,400	1.3%	369,340	22.3%	302,010	18.3%
Hotel (Rooms)	4,166	759	1.5%	N/A	N/A	N/A	N/A

Source: The Concord Group, US Census, NE DED, ERA

CAGR: Compuond Annual Growth Rate

**Figure 15**

ownership assistance, public improvements, assistance to neighborhood organizations, assistance to businesses to expand or retain jobs, rehabilitation of commercial buildings and assistance to non-profit organizations to provide human services.

ERA concluded that Tax Increment Financing appears to be the most applicable funding mechanism for initial development in Antelope Valley. Potential funding, aside from TIF, for Antelope Valley projects may include the following:

- ◆ Special Assessment Districts
- ◆ The State Community Development Assistance Program
- ◆ Community Development Block Grants

It will be important to revisit funding options in future phases of the Antelope Valley Projects. State program opportunities may change depending on the economic climate in future years and its impact on state budgets. Public/private partnership opportunities are encouraged as development projects move forward.

### C. Market Assumptions

This Redevelopment Plan utilizes the above market research to capture the potential thirty to fifty-year build-out. The plan is not so much prescriptive or restrictive as it is a vision providing a framework for future redevelopment projects within Antelope Valley. The Redevelopment Plan assumes a projected build-out as shown below:

#### Residential

Townhouse.....424 units  
 Single Family.....360 units  
 Multi Family.....2,085 units

**Retail**.....333,950 sq.ft.

**Office**.....954,200 sq.ft.

\* Note: These numbers are based on the Capacity for the longterm (30+ years) full buildout of the Antelope Valley Study Area for what the land area can potentially yield. These are not specific figures from a market study, but rather the program and proportions are generally extrapolated on the market report.

The studies completed by Concord and ERA suggest a demand for high quality multi-unit housing, for students on and off-campus, young professionals, empty nesters and others seeking to live and work in a vital, walkable urban environment. This market demand will help drive the redevelopment process as new high quality residential environments are infused into Lincoln revitalizing the community. This residential "driver" will then support the retail redevelopment along "O" street, the main street through the Antelope Valley Area.



**Example: Multi-Family Environment  
Addison Circle - Addison, TX**



**Example: Single Family w/Granny Flat  
Kentlands - Gaithersburg, MD**



**Example: Urban Townhomes  
Orenco Station, Portland, OR**

# Anticipated Project Components

Product Type	Density	Project Scope		Buildout	
	DU/Ac or FAR	Units or SF	Projects	Units or SF	Acres
Rental - Midrise	30 - 50	60 - 100	6	500	12.5
Rental - Garden	18 - 32	60 - 100	11	900	36.0
For Sale - Midrise	40 - 60	40 - 70	5	290	5.8
For-Sale - Loft/Hybrid	18 - 36	10 - 50	11	325	12.0
For Sale - Rowhouse	12 - 20	10 - 30	14	275	17.2
For Sale - Bungalow	6 - 10	1	175	175	21.9
Neighborhood Retail	0.33	100,000	2	150,000	10.4
Main St. Retail/Entertainment Mixed	1.00	5,000	36	180,000	4.1
Corporate Office	0.50	100,000	6	590,000	27.1
Boutique Office Mixed	1.00	5,000	16	80,000	1.8
Full Service Hotel	1.00	60 - 200	N/A	N/A	N/A

Figure 16

## XII. FUTURE LAND USES

### A. Potential University/East Downtown Future Land Uses

As part of the development of this Redevelopment Plan, University and City officials conducted a day long workshop to strategize on how to best utilize the Cushman/Textron properties and the eastern edge of the UNL City Campus. The result is a new collective vision that will maximize both the public and private sectors' research and development (R & D) efforts in a manner that will enhance East Downtown and conserves the established residential neighborhoods. See University/East Downtown Future Land Use Map, Figure 17.

The proposed land uses on Figure 17 shows many new University R & D locations in close proximity to the existing Beadle Center and newly renovated College of Engineering. Included in this area are the former Cushman/Textron properties, along with many of the 50 acres that will be removed from the designated 100-year floodplain. The remaining 50 acres not used for R & D initiatives, are shown to be new University housing, parking and recreation fields. The new waterway and recreational green spaces help frame and provide an attractive campus setting for the new University R & D facilities.

This University R & D campus setting will strategically leverage the University to carry out and expand its research mission. The local and state economic spin-off benefits from this expanded University R & D initiative have been measured as having a present day value of over \$352 million dollars to the Lincoln economy.

Furthermore, the University R & D initiatives provide other opportunities. East Downtown north of "O" Street and west of the new Antelope Valley Parkway is now envisioned to be a mixed-use residential/office/retail area containing many private sector R & D activities that want to be in close proximity to the University's R & D activities. In turn, this East Downtown area will hopefully provide residential, extended hotel/motel, small conference space, restaurants and other related support services.

### B. Future Land Uses for East Downtown and the Neighborhoods

The Antelope Valley Area consists of approximately 900 acres. The future land use patterns for this large and diverse area are shown on Future Land Use Map, Figure 18. The Antelope Valley land use categories are an illustration of a 20-year or longer vision. With the major roadways and waterway completed by the year 2011, the three Antelope Valley government partners hope and expect large portions of this area to experience major reinvestment by the private sector over the next 20 years. Major reinvestment is expected to occur in the form of new construction or rehabilitation. For every one dollar of public expenditure, land use experts propose that three dollars of private sector reinvestment could occur. If true, the public and private investments in the Antelope Valley Area could be near one billion dollars (2004 dollars) in the next 20 years.

With the current 100-year floodplain designation, much of the reinvestment of the Antelope Creek valley properties will have to wait approximately six years for the completion of the new waterway to remove the floodplain restrictions. Some of the North Bottoms Neighborhood will remain in the Salt Creek 100-year designated floodplain. Yet, most of the Antelope Valley Area is presently free of the 100-year floodplain designation.

**1. East Downtown:** is defined by the waterway, the one-way pairs of "K" and "L" Streets, 17th Street and the UNL Campus edge. The area has a variety of architecture, building usage, streetscape definitions and site density. It is intended to be marked by mixed-use, streetscape-oriented infill development revitalizing underdeveloped land, renovating key existing structures, and capitalizing on parking and open space. The applicable East Downtown future land use designations would encourage mixes of uses-residential/office/retail/services-next to each other as well as a commercial use on the first floor and another land use on the upper floors.

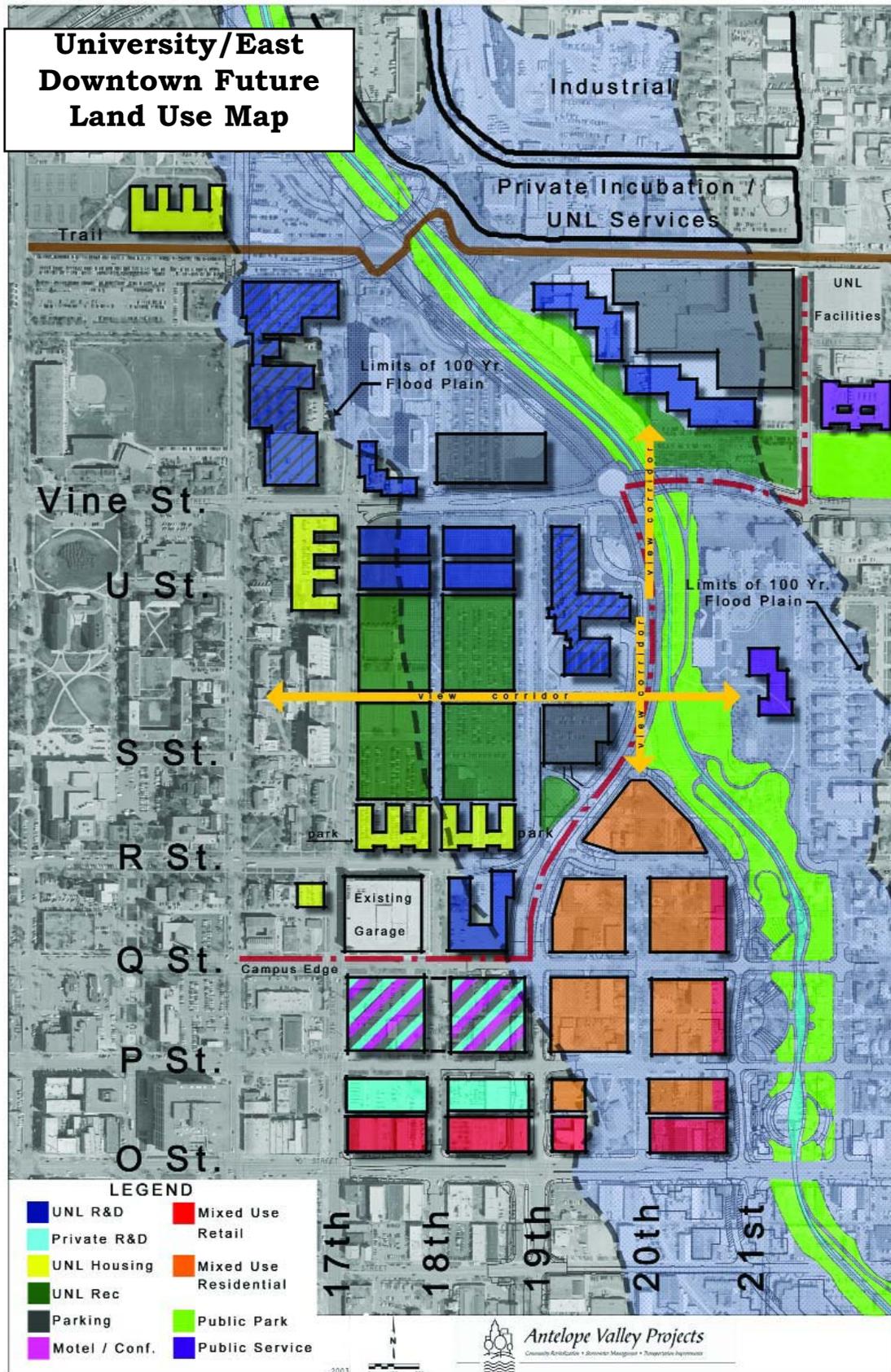


Figure 17

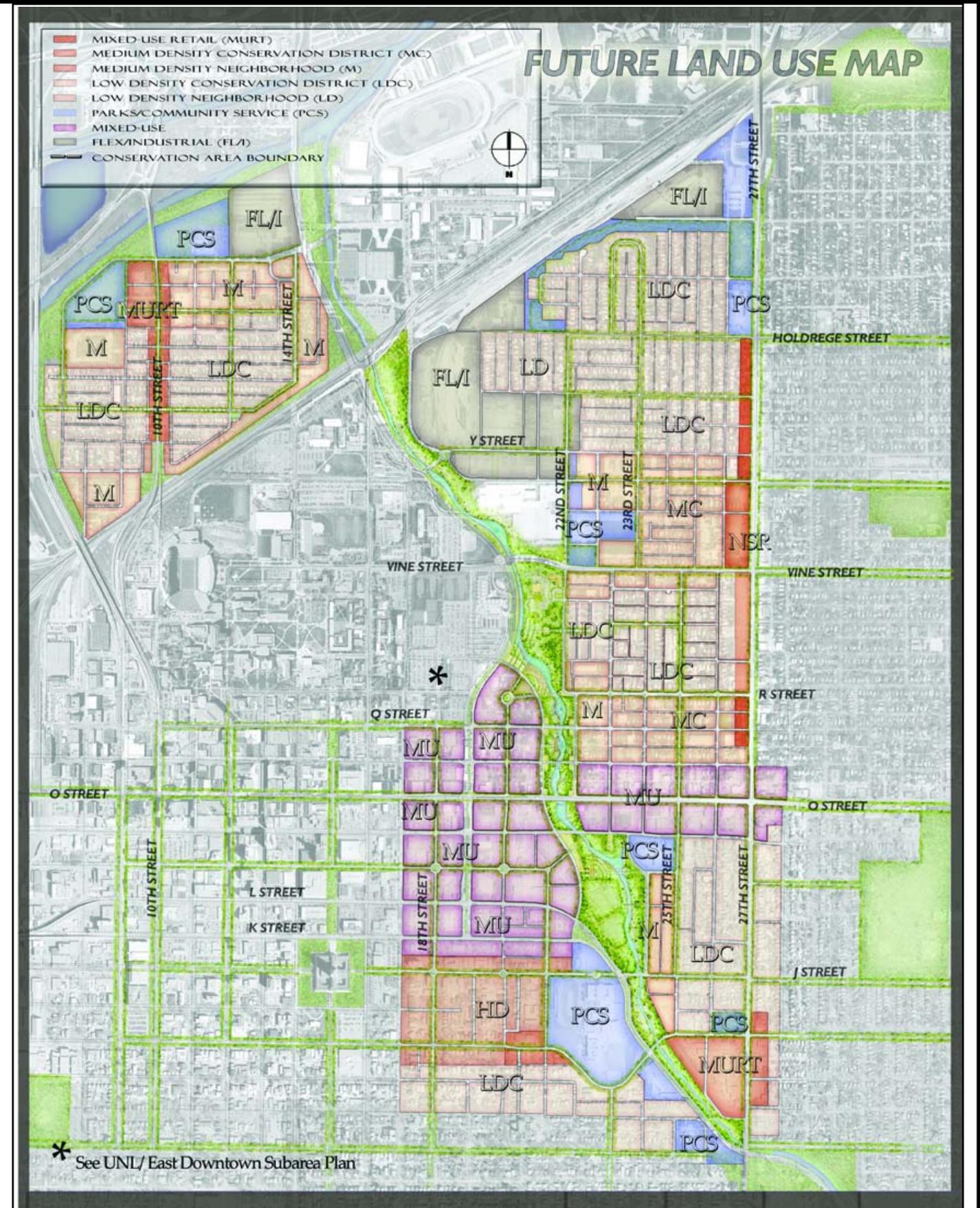


Figure 18

As a major entrance to Traditional Downtown, the "O" Street Corridor between S. 17th and 27th Streets needs to be strengthened. A new streetscape and general street appeal are needed, along with stronger general and neighborhood retail and other mixed-uses.

2. *Neighborhoods:* includes North Bottoms, Clinton, Malone/Hawley, Woods Park, Near South and Downtown. These Neighborhoods have each experienced eroding forces through the evolution of a growing city and auto-dependent development. In most cases, they have been weakened by encroaching/expanding commercial development, inappropriate multi-family "slip-in" development infill, the effects of busy arterials and the fragmented floodplain environments.

In most cases, these forces have isolated the communities from their traditional context and worked to dismantle the sense of place each neighborhood was originally founded upon. Despite these challenges, there are core areas within each neighborhood which have maintained their experiential strength. The Antelope Valley Master Plan encourages the creation of conservation districts to protect these neighborhood cores from further dismantling.

The Redevelopment Plan attempts to conserve desirable characteristics of Antelope Valley's established residential and commercial communities, while shaping new development to create more livable neighborhoods. The Redevelopment Plan outlines design elements for streets, open spaces and new types of dwellings and commercial spaces.

The various residential future land uses encourage restoring, updating and renovating the many older viable neighborhood homes. New construction will be invited and encouraged provided primary emphasis is given to the preservation of existing buildings. Furthermore, the design of such new space should enhance and contribute to the aesthetic character and function of the existing buildings and the surrounding neighborhood form. Unattractive, slip-in apartments in the neighbor-

hoods would be encouraged to provide new exterior façades to be more compatible with the rest of the surrounding residential dwellings.

### C. Future Land Use Patterns

There are nine specific future land use patterns on the Future Land Use Map, Figure 18, that outline the future vision in the Antelope Valley Area. Images of Land Use Classifications, Figure 19, show photos to help illustrate the respective land use classifications. The ten land use patterns are summarized below:

1. *MURT - Mixed-Use Retail:* are neighborhood retail centers. While an allowable use is retail, there could be other uses such as residential/office/services or Mixed-Use buildings with retail on the first floor and office or residential on the upper floors. These areas are located along 10th Street in the North Bottoms Neighborhood and the neighborhood retail area on South 27th Street between Randolph Street and Capitol Parkway in the Woods Park Neighborhood.

The existing retail developments do not encourage pedestrian traffic and lack residential development to fully support such retail. The Mixed-Use Retail land use category is designated to improve the fragmented retail character that already exists in each of these locations.

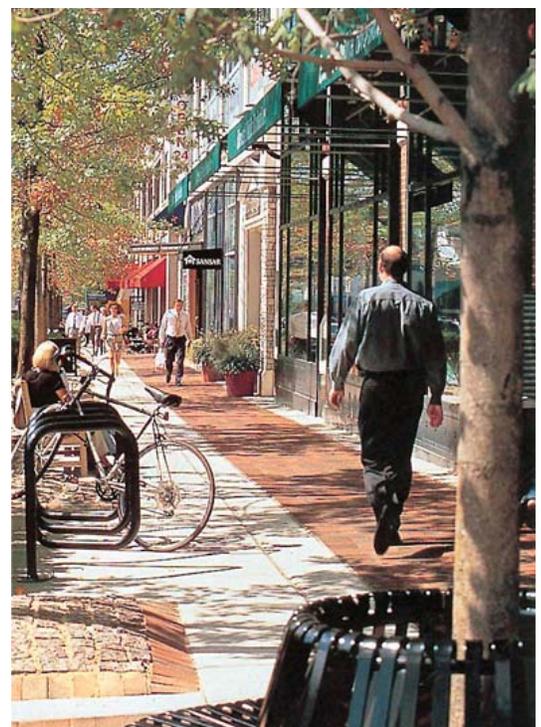
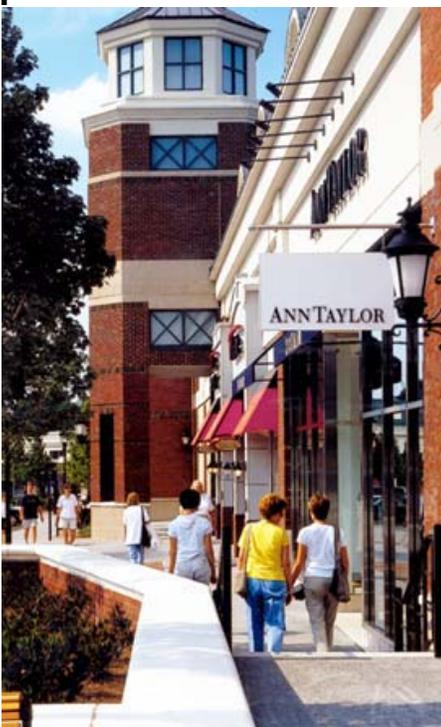


Figure 19 - MURT (Mixed Use Retail)

2. *MU - Mixed-Use:* The Mixed Use (MU) area east of traditional downtown is intended to accommodate a wide variety of land uses compatible with adjacent residential areas and supportive of downtown as the community's center. Within this wider area, certain subdistricts should be encouraged through incentives and regulations. Residential uses are encouraged throughout the MU area to capitalize on public investment and to provide a variety of housing options near the downtown core. In particular, high-density, high-amenity urban residential uses are very desirable between 17th St. and the new Antelope Creek and park. Improvements in the "triangle" bounded by 19th St., the Creek, and O Street should be strongly encouraged to foster development of an "urban village"-Haymarket without the history. South of O St. and east of 17th St. there is an opportunity to strengthen housing in proximity to the Capitol and other employment centers.

In the area west of the Antelope Valley Parkway, north of "O" Street and adjacent to the University, office, research, and residential uses are all appropriate in separate structures or Mixed-Use buildings. This land use pattern would allow for the new research and development office opportunities, while providing for unique residential infill to screen parking. This area north of "O" Street is currently out of the floodplain.

The area along "K" and "L" Streets between S. 17th and S. 22nd Streets is a key entry corridor to and from downtown. In this area the mix of uses is intended to provide additional diversity in office



Figure 19 - MUR (Mixed Use Residential)

and residential products to traditional Downtown. The proximity of these blocks with the State Capitol provides the impetus for government and statewide association facilities.

Another noteworthy Mixed-Use area is along the west side of the waterway south of "O" Street. This land benefits by proximity to open space and the Creek and from the possibility of assembling some larger tracts than in traditional downtown. This area offers opportunities for high-quality office, residential, or mixed-use development.

The Mixed-Use designation along "O" Street is intended to provide an attractive entry corridor to and from downtown as well as a central neighborhood amenity within the Antelope Valley Area. Due to the amount of traffic within the corridor, auto oriented land uses are predominant and will likely continue. Public streetscape improvements can upgrade the appearance of the area and should be matched by higher design standards for private improvements, including building materials, locations, and landscaping. Emphasis should be given to maintain an attractive "edge" to the corridor of building and/or landscaping. Residential projects that front on P, N, or the north-south streets should be encouraged. Non-auto-oriented retailing more appropriate to the heart of downtown should not be encouraged.

Along P and N Streets there should be a greater emphasis on public and private improvements to foster a lively pedestrian environment and to provide an appropriate transition to the adjacent residential neighborhoods.



Figure 19 - MU (Mixed Use)

3. *HD - High Density:* is a residential land use pattern located south of "K" Street, generally between the State Capitol Square and Lincoln High School. This residential category has greater density than other residential categories. With some higher quality development, selective infill, and neighborhood improvements this area can be the gradient of transition from the southern Lincoln traditional neighborhoods to the intense Mixed-Use density of Downtown Lincoln.

The High Density residential will support the retail developments in Traditional Downtown and East Downtown. The current predominant use in the area is multi-family structures. Unattractive slip-in apartments in the neighborhoods should be encouraged to provide a new exterior facade to be more compatible with the rest of the surrounding residential dwellings. There is an interesting mix of densities that should continue as a part of this neighborhood's dynamic. With quality new developments, this area has the potential to become a highly interesting urban village with a denser neighborhood feel.



**Figure 19 - HD  
(High Density Residential)**

4. *M - Medium Density:* is a medium density residential land use pattern found in most of the Neighborhoods. This category encourages new mixed-income housing products and mixes with strong design characteristics to strengthen the surrounding and adjacent neighborhoods. The land use pattern provides strong edges and cores to the neighborhoods.

Medium Density refers primarily to the new residential development that should occur along or near the east side of the new waterway. While current quality housing structures should continue, this category envisions replacement of lesser quality housing structures with new quality housing products. These blocks are to have a higher density to capitalize on the public improvements by providing greater activity and overall sense of community. This category should fade in density and character to blend seamlessly with the adjacent neighborhoods.

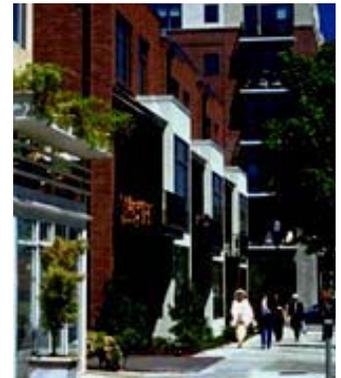


Figure 19 - M (Medium Density Residential)

5. *MC - Medium Density Conservation District:* has a similar density pattern as Medium Density, but encourages preservation of the many quality and viable older houses. This land use pattern envisions restoring, updating and renovating the viable older homes. New housing products would be allowed, but as a general rule, only to replace the lesser quality housing structures that cannot be economically renovated. Unattractive "slip-in" apartments in the neighborhoods should be encouraged to provide a new exterior facade to be more compatible with the rest of the surrounding residential dwellings.

These designated areas have the potential to have a renaissance and return to the great neighborhoods they once were. The new development in these areas should maintain the residential development pattern. This land use pattern is similar in character to LDC - Low Density Conservation District; however, the development should achieve moderately higher density patterns.



Existing



Proposed

Figure 19 - MC (Medium Density Conservation

6. *LD - Low Density:* is a proposed residential neighborhood area for the west end of the Clinton Neighborhood. This land use pattern encourages new housing products and mixes that are not dense to strengthen the surrounding and adjacent neighborhoods. This category provides a strong western edge to the Clinton Neighborhood. Where appropriate, the existing architectural and single-family development patterns should be honored.

While current quality housing structures should continue, this land use pattern envisions replacement of lesser quality housing structures and replacing them with new quality housing products.



Figure 19 - LD (Low Density Residential)

7. *LDC - Low Density Conservation District:* envisions restoring, updating and renovating the viable older homes. The Conservation District designation means more emphasis should be placed on renovation rather than new construction. The land use pattern has a similar density pattern as Low Density, but encourages preservation of the many quality and viable older houses. New housing products would be allowed, but generally only to replace the lesser quality housing structures that cannot be economically updated.

This land use pattern is found in each of the Antelope Valley Neighborhoods. These areas reflect the core of the traditional neighborhoods and are well positioned to experience continued reinvestment due to their strong physical form. To protect this form, new development should target detached single-family infill including alley-fronting garage units, with the exception of lots directly between slip-in apartment buildings and the nearest street corner. In such locations, attached single-family is encouraged in order to provide these "slip-ins" with a proper transition in building massing and economic motivation to renovate these structures street presence. All new and renovating construction should meet design criteria to ensure fulfillment of the traditional neighborhood ambiance.



Figure 19 - LDC (Low Density Conservation)

8. *FL/I - Flex/Industrial:* Flex-space and Industrial is currently zoned industrial and that is the predominant land use presently on those properties. The Flex-space option is included to allow for some further evolution of these properties. Flex means that it is flexible in terms of what can be done on these properties. This could mean reuse of the existing industrial buildings as future residential, retail, or even industries such as an environmental or 'green' research center.

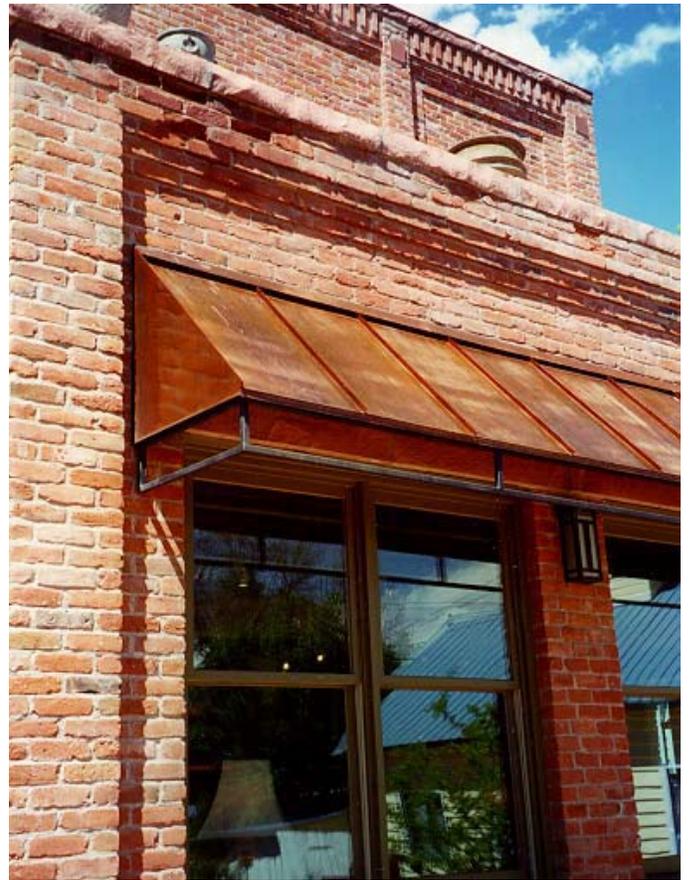


Figure 19 - FL/I (Flex/Industrial)

9. *PCS - Parks/Community Service:* The Parks and Community Service land use pattern includes all public services, which could also be called infrastructure for community, such as public parks, schools and community centers.



**Figure 19 - PCS (Parks/Community Service)**

### XIII. GUIDING LAND USES AND DESIGN PRINCIPLES

#### A. General Principals

The following General Principles should help guide redevelopment efforts in the Antelope Valley Area:

1. *More Choices* - Provide people more choices in housing, shopping, neighborhoods, employment, recreation, entertainment and transportation.
2. *New Residential Products* - Encourage a range of housing types (single-family, apartments, row homes, granny flats, condominiums and live/work units) giving citizens of different incomes, ages and family sizes a wide range of choices.
3. *Compaction* - Compact development patterns help assure that a City uses its land, infrastructure, transportation and human resources wisely.
4. *Unique Attributes* - Approach planning and design as an interdisciplinary effort. Define and understand a neighborhood's unique sense of place by honoring its quality attributes and characteristics.
5. *Easy Walking Distance* -- As many activities as possible should be located within easy walking distance of trails and transit stops. Walkable communities are desirable places to live, work, play, learn, and worship.
6. *Open Spaces* - Establish parks, gardens, trails, plazas, playgrounds, and other open spaces that provide recreation and green areas to support existing and future residents and workers. Open space bolsters residential living and economic development.
7. *Public Spaces* - Public spaces should encourage presence of people at all hours of the day and waking night.
8. *Conservation* - Redevelopment should help conserve resources and minimize waste.
9. *Economic Development* - Create economic development patterns that support the existing business community and promote new business development opportunities. Protect critical economic enterprise areas and promote a variety of locations for economic activities.
10. *Commercial Buildings* - Promote a range of urban commercial building types with at least two floors to assure a range of commercial uses and employment choices.
11. *Economic Restructuring* - Companies and job markets must recognize the current restructuring of the local, provincial, national and international economies.
12. *Sustainability* - Redevelopment should follow the "sustainability" principles of equity, economic development and environment.
13. *Public Services* - schools, infrastructure and services should support the planned levels of residential, office, service and retail development. Quality public amenities and infrastructure will attract private sector construction to enhance economic viability and quality of life.
14. *Regional Services* - Regional uses and services (e.g., government, library, convention centers, stadiums, museums,) should be located in the Downtown environs.
15. *Broad Support* - For a community to be successful in implementing its vision, both the public and private sector must embrace the vision.
16. *Participation* - Encourage resident, stakeholder and citizen participation in continued planning efforts and decision-making. People are a community's best resource for visioning and investing in the future.

17. *Public Decisions* - Make public incentives and public redevelopment decisions predictable, fair and cost-effective.

18. *Incentives* - Provide incentives and tax policies to support urban intensification including brown field redevelopment and the redevelopment of underutilized lands and buildings.

**B. Zoning Concepts**

New or updated zoning and design standards are needed to help implement the Antelope Valley vision. The regulatory schemes should be a product of a community-based input process. The implementation tools should provide a framework of neighborhood design for enhancing residential neighborhoods and shaping Mixed-Use redevelopment. The new zoning and design standards should compliment the community's land use and growth management policies. The standards should illustrate how new infill housing products and other uses can result in a community of interconnected districts where existing residential neighborhoods are enhanced and new ones are created. Ultimately, the strategies behind the revitalization of the Antelope Valley communities are to strengthen and proactively position Downtown Lincoln and surrounding Neighborhoods.

During the next year, the City and Downtown Lincoln Association will complete a new Downtown Master Plan which will weave a stronger collective vision for Haymarket, Traditional Downtown and the East Downtown/Antelope Valley Area. When the Downtown Master Plan is completed, there may need to be modifications to the Future Land Use Map, Figure 18, especially in East Downtown between the eastern edge of Traditional Downtown (17th Street) and the new Antelope Valley Parkway (19th Street).

The County-City Planning Department is taking the lead to update the zoning and design standards that will apply to the Antelope Valley Area. Some of the updates need to center around the following strategies:

- ◆ The B-4 zone is the zone of Traditional Downtown. It allows virtually any land use, at high intensity and density. East Downtown should not have regulations that are the same for Traditional Downtown. For example, the present height limitation in the B-4 is 275 feet. This height is too high for East Downtown.
- ◆ The B-4 zoning ordinance needs revisions so most industrial uses are not permitted in East Downtown. Billboards should also be discouraged. Alternatively, modified zoning regulations could be developed that limit such uses or place such restrictions.
- ◆ Presently, a special permit is required to have a dwelling above the first floor that cannot meet yard requirements. The ordinance needs to encourage dwellings above first floor commercial spaces.
- ◆ The B-4 zone east of 17th Street between "N" Street and half way between "P" and "Q" Streets does not require parking spaces to be provided. Yet, the proposed Mixed-Use commercial zone on the Future Land Use Map, Figure 18 extends commercial activities south of "N" Street and north of the alley between "P" and "Q" Streets.
- ◆ The parking requirements, meters and funding strategies for East Downtown need to be analyzed to be sure desirable land uses are not discouraged because of parking requirements. Similarly, parking requirements must insure that there is adequate parking in the vicinity and motorist are not parking in the abutting residential neighborhoods.
- ◆ The B-1 and B-3 zones need revisions to help provide for neighborhood commercial uses, adequate parking and proper siting of improvements to minimize negative impacts.
- ◆ In several instances, the Future Land Use Map, Figure 18 would suggest changes to the zoning map for various portions of East Downtown and the surrounding Neighborhoods.

### C. Urban Design Principles

The following Urban Design Principles should be part of the redevelopment effort in the Antelope Valley Area:

1. **Urban Design** - Development should avoid a suburban style and instead be pedestrian oriented and varied with strong streetscapes reinforced by quality buildings. Suburban elements to avoid include deep setbacks, and overall design oriented toward the scale of the automobile. Building should be encouraged to be located next to the sidewalks along the front yard line, with parking in the back of buildings.
2. **Pride of Place** - Building Entrances should be given emphasis or "pride of place", placed on the street to enhance street level activity.
3. **Diminish Visual Prominence of Parking** - Concentrations of parking should be concealed within interior parking courts (buildings on the street, parking behind) or in garages wrapped with buildings.
4. **On-Street Parking** - On-street parking should be encouraged to promote street level activity, important for urban retail, and for pedestrian safety and comfort offering a buffer for pedestrians from moving traffic.
5. **Streets as Public Space** - Streetscapes should be designed as attractive public spaces with ample room for sidewalks and street trees, encouraging pedestrian movement.
6. **Character of Place** - Buildings should be designed to be compatible, in form and proportion, with the neighboring buildings and should include a variety of forms, materials and colors, yet these elements should be composed to maintain a complementary appearance.
7. **Quality of Place** - Buildings should include a richness of architectural detail to help define their scale and extend to the sidewalk in front of the property for pedestrian access and visual rhythm and interest.
8. **Physical Connectivity** - Physical integration and connectivity should be a prominent force guiding all transportation decisions to promote development that is integrated and connected with its surrounding environment and community. This facilitates ease of access, economy of movement and improved social interaction.
9. **Accessibility** - Accessibility should be promoted allowing multiple modes of transportation or movement.
10. **Traffic Calming** - Elements of Traffic Calming should be enacted to slow the movement of automobiles through pedestrian heavy areas such as two-way traffic, narrow traffic lanes, raised intersections, on street parking, street trees and other strategies as well.
11. **Day/Night Activity** - Design 24 hour city with "eyes on the street" promoting a common trust in community and designing self-policing, defensible space.
12. **Mix of Uses** - Include a variety of uses in places that receive the most foot and car traffic to strengthen the most interesting and vital parts of town.
13. **Diversity** - Promote diversity and adaptability through a variety of housing styles and products, using a great variety of spaces and places with a range of prices; (small and large apartments, row housing, single-family, bungalows, granny flats)
14. **Environmental Responsiveness** - Promote and design for environmental responsiveness by addressing physical necessities of ecosystems, linear parks, urban water issues, waste and energy.
15. **Urban Sustainability** - Design for the long term health and success of the city by keeping

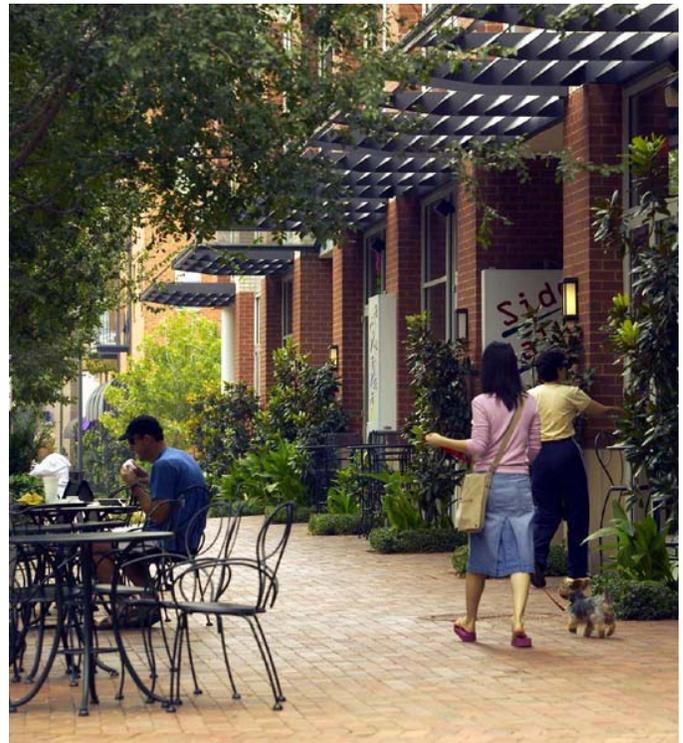
both economic and environmental sustainability in mind.

**D. Streetscape Design**

The Antelope Valley Landscape Design Guidelines (Appendix 8) address three primary areas that will form transitions between the new waterway and the Antelope Valley Parkway: East Downtown (including the "O" Street Corridor from 17th to 27th Streets), Capitol Parkway Corridor and the adjacent Neighborhoods. The landscape design guidelines are divided into five sections: a general description of character and existing conditions, proposed land uses, broad design guidelines, and specific recommendations for streetscape, landscape and associated site amenities.

In all transition land use patterns, the Antelope Valley Landscape Design Guidelines (Appendix 8) will serve as an element to provide continuity between disparate land use areas, variety, interest, softening and contrast. It will strengthen both the edges and character of specific Neighborhoods, while allowing individual expression and sense of place. The described streetscape will be a consistent element against which and within which creative and unique aspects of public, semi-public and private development will occur. The Guidelines will help create a sense of entrance, movement, and transition. Differences in density, architectural and spatial scale and site development requirements will result in varying opportunities to use streetscape and landscape elements to:

- ◆ Focus attention or reinforce strong directional movement;
- ◆ Screen competing land uses and obtrusive views or objects;
- ◆ Modify climate and the pedestrian comfort zone;
- ◆ Separate pedestrians from vehicles;
- ◆ Mitigate the visual, physical and psychological effects of large numbers of vehicles and expanses of pavement; and
- ◆ Create individual identity within an overall pattern or fabric that has design consistency—much like a quilt.



**Example: Streetscape Detail  
Addison Circle - Addison, TX**



**Example: Evening Street Scene  
Legacy Town Center - Plano, TX**



**Example: Building/Streetscape Relationship  
Legacy Town Center - Plano, TX**