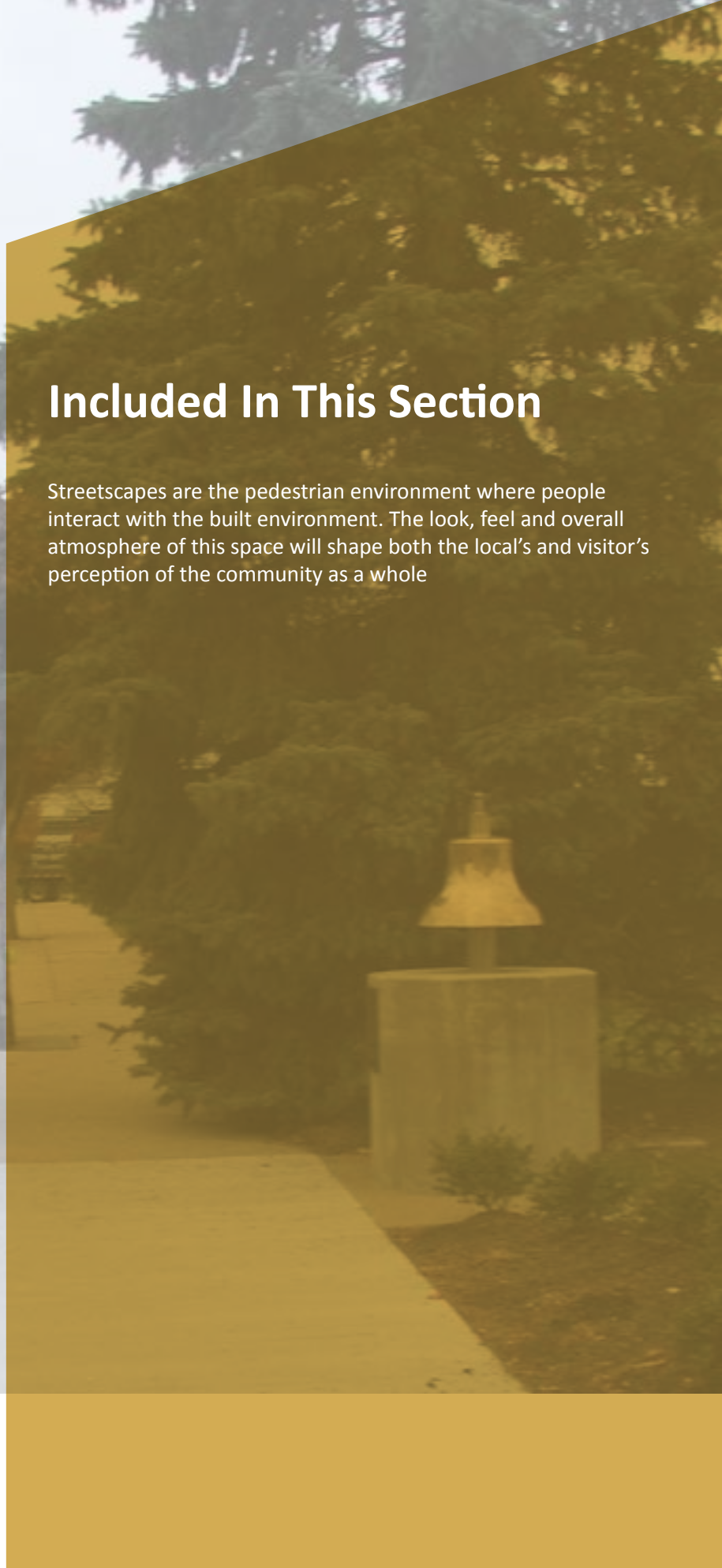




Included In This Section

Streetscapes are the pedestrian environment where people interact with the built environment. The look, feel and overall atmosphere of this space will shape both the local's and visitor's perception of the community as a whole



STREETSCAPE GUIDELINES



BACKGROUND DATA

The streetscape is where residents and visitors interact with the downtown and the amenities it offers. Ensuring this space is inviting, attractive and safe should be the priority for the Borough of Mars. Within the Borough of Mars there is ample sidewalk space for many new streetscape elements, yet they will require coordination to ensure that the downtown has a cohesive look, feel and atmosphere. Outlined in this section are some design standards for streetscapes that will help the Borough of Mars make wise decisions in regard to streetscapes.



STREETSCAPE ELEMENTS

The streetscape realm has many elements that all work together to create the streetscape realm. Outlined below are several of the elements and their purposes:

- Sidewalks – Sidewalks are a required element within the downtown, offering safe conveyance between stores and throughout the corridor. Sidewalks should be mostly flat and ADA compliant.
- Site amenities – Site amenities are elements such as benches, trash receptacles, bike racks, maps, signage, etc. that allow people to more easily utilize the downtown. These amenities should be placed frequently and use should be strongly encouraged.
- Lighting – Lighting within the downtown should be of an adequate scale and duration to alleviate any dark spots. This will increase pedestrian safety and the overall atmosphere after dark
- Vegetation – Vegetation should be installed to personify the unique elements of the downtown and provide separation between vehicles and pedestrians.
- Crosswalks/ADA Accessibility – Accessibility should be universal throughout the entirety of the downtown. All ramps, crosswalks, etc. should be up to date with the most current standards.



- Curb Bulb-outs – Curb bulb-outs should be installed at critical intersections or where higher than average pedestrian activity is present. These will preserve pedestrian space and reduce the roadway crossing distance.

The above elements of a streetscape are common elements that many communities share. Further roadway and streetscape design will be required for the Borough of Mars to better understand how to implement the elements.

STREETSCAPE REQUIREMENTS

As the streetscape design and overall atmosphere is critical to the economic success of a community, there are several requirements that should be met in all design standards. They are as follows:

- Safety is the first priority – Pedestrian safety is the number one priority for all streetscape design. Cars and vehicular travel should take a secondary role. If pedestrians do not feel safe, they will not walk down the Main Street corridors.
- Regular upgrades – Providing regular upgrades and enhancements to the streetscape will encourage the business owners to continually provide upgrades. Streetscape improvements should focus around continually improving the user experience.
- Continual maintenance – Maintenance is a critical element of any streetscape. The surfaces, vegetation and other amenities should be maintained in working order and available during all seasons.
- Pedestrians first, vehicles second – Pedestrians are the life blood of a strong downtown. Without pedestrians walking through the community, the businesses will not survive. Focus on providing a user experience for the pedestrians and your return on investment more than doubles that of an automobile centric design.
- Space for all – A space should be providing in the streetscape for all potential users and uses. While this seems a common and universal idea, many communities struggle to leave adequate space for dining, walkways, vegetation, etc. Providing adequate spaces will encourage additional users.
- Flexible space – Flexible spaces within the downtown will encourage downtown activation. Designing of the streetscape realm should require that wherever possible, spaces are provided to encourage that multiple uses or end users are applicable.



EXAMPLE STREETSCAPE IMPROVEMENTS



STREETSCAPE DESIGN STANDARDS

Providing a set of streetscape design standards will help the Borough of Mars implement a uniform pedestrian realm within the downtown area. Recommendations for conceptual design standards include:

- **Sidewalks** – Sidewalks should be replaced and improved where possible. A strong sense of character or community will be created by unifying sidewalk widths, surfaces, colors and textures. Prior to initiation of this program, the municipality should adopt a formal plan for streetscapes to ensure that all enhancements will meet or exceed the community's needs and limit potential redundant construction costs. Implementation of this program should be undertaken in phases, typically block by block, to reduce upfront construction costs while providing cost savings for complete projects. Sidewalk replacements should be completed to integrate similar characteristics among all blocks, specifically:
 - Colored/stamped concrete bands or inlaid sections
 - Brick or paver surface integration
 - Additional landscape and/or vegetation integration

Utilizing similar themes across multiple blocks will provide pedestrians with an improved corridor by delineating safe pedestrian and alternative transportation spaces as well as increasing resident interaction with local stores and businesses. If possible, it is recommended that sidewalk replacements be completed in conjunction with additional streetscape enhancements to ensure that improvement costs will not need to be duplicated. This comprehensive approach to enhancement construction will provide the greatest return on investment and limit redundant construction costs.

- **Site amenities** – Site amenities are currently not uniformly placed within the downtown core area, creating undue hardship for site users looking to utilize benches, trash receptacles or bike racks.

To help encourage adequate utilization of these features design standards should note amenities be spaced at adequate intervals, below:

- **Trash & Recycling Receptacles** - Spacing should be no more than 75 linear feet apart. Receptacles should be placed within the bulb-out or vegetative spaces, as well as in decorative concrete or brick bands to hide their visual intrusions, yet remain close enough for ease of use. Typically, these amenities are powder coated, ensuring a minimum ten year usable life.
- **Benches** - Benches should be placed within the downtown corridor area at intervals of 100 to 125 linear feet. Locations for benches can be altered to meet needs within the corridor but should be integrated into all curb bulb-outs, as this reclaimed space will not interfere with pedestrian circulation. When not placed in a curb bulb-out, it is important that benches be placed within the decorative brick band or strip of land between parallel parking and high-use pedestrian circulation areas. This location will increase usage while not hindering flow. Benches should be bolted directly to the concrete and constructed from high quality materials. Typically, these amenities are powder coated, ensuring a minimum of a ten year usable life.
- **Bike Racks** - Bicycle racks should be installed no more than 150 linear feet apart and, where possible, integrated into curb bulb-outs. Racks should provide the ability for a minimum of six bicycles to be locked up at any time. Bicycle racks should be bolted directly to the concrete and constructed from high quality materials. Typically, these amenities are powder coated, ensuring a minimum of a ten year usable life.



- **Lighting** – While much of the Grand Avenue corridor has matching and functional site lighting, the remainder of the downtown plan area does not. It is recommended that alternations be made to the site lighting within the corridors and along ancillary roadways to provide a cohesive feel and look for the downtown project area. Recommendations are as follows:
 - *Removal of Outdated Lighting* – Where older lighting is present it is recommended that site lighting be removed and replaced with more appropriate pedestrian-scale lighting fixtures of a similar style and character to the corridor. All installed lighting should comply with International Dark-Sky Association (IDA) lighting parameters
 - *Installation of Additional Lighting* - Where photometrics show a lack of lighting overlap, it is recommended to install additional lighting to ensure that all corridors are 100% lit with little to no dark spots. Ensuring uniformity in lighting distribution will provide pedestrians with a well-lit corridor for utilization during all hours of the day. In addition, the improved lighting will help reduce pedestrian/vehicular conflicts in all corridors. Light fixtures should be spaced 60 to 85 linear feet apart. All installed lighting is recommended to comply with IDA dark sky lighting parameters.
- **Vegetation** – Vegetation should be installed where possible to add additional visual interest for all residents and visitors. All landscaping should conform to the previously stated vegetation guidelines.
- **Crosswalks/ADA Accessibility** – ADA accessibility and safe crosswalks is one of the primary areas where pedestrians interact with the downtown. TO help encourage this to remain inviting, the following standards should be met:
 - *ADA Accessibility*
 - Ramps should be constructed to current standards
 - Truncated dome pavers should be installed at all ramps
 - Ramps should have full height curb recover between ramps
 - Bollards should be located at the apex of the turn and near ADA ramps at busy intersections
 - *Crosswalks*
 - 8' minimum crosswalk width
 - Minimum traverse distances provided
 - At a minimum, striped crosswalks provided; preferably a different and more distinctive pavement material should be used to create the crosswalks
 - All crosswalks should cross the road at a 90 degree angle
 - Midblock crossings should be installed for blocks longer than 300 linear feet – the farthest the common person is willing to walk to a crosswalk is 150 linear feet
- **Curb Bulb-outs** – Ensuring pedestrian safety along all corridors within the project should be the primary objective for the Borough of Mars. Making people feel safe and welcome to cross the streets will increase sales and drive economic initiatives within the Borough. To meet the goal of improved pedestrian safety, curb bulb-outs are recommended to reduce the traverse distance for pedestrians crossing the roadway surfaces. It is recommended that curb bulb-outs be constructed in a manner that will maximize pedestrian safety and allow for adequate turning movements, with no impact on vehicular travel.

