

# Plainfield Road Small Area Plan



Village of Silverton, Ohio  
September 2020

# SECTION 1: INTRODUCTION

## Plainfield Small Area Plan Overview

### Small Area Planning Defined

### Community Engagement

### Project Area Map

### PLAINFIELD SMALL AREA PLAN OVERVIEW

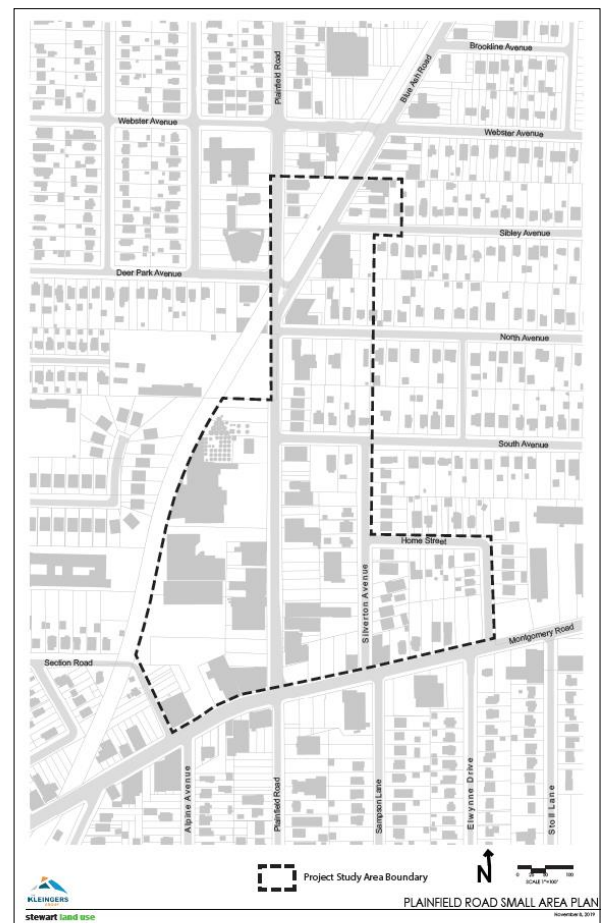
The Plainfield Road Small Area Plan is a partnership between the Village of Silverton and Hamilton County Planning + Development. As a result of receiving project funding support from the County, Silverton embarked on this planning effort in October 2019 to provide a guide for the future development and transformation of this mixed-use district. The project area includes the Plainfield Road area, north of Montgomery Road and terminating at the corporation line to the north. The project area also extends eastward into mixed-use and residential areas located along Silverton Avenue and Home Street as depicted in the Project Area map below.

A steering committee comprised of Silverton residents, business owners and other interested stakeholders was convened and subsequent work sessions and design charrettes were held to facilitate ideas and visioning for the district. This plan assists in providing a blueprint for actionable items and next steps in order to bring the plan's vision to life.

### SMALL AREA PLANNING DEFINED

A Small Area Plan is a neighborhood-level or district plan that addresses land use elements and visioning. The plan represents Silverton's vision for transforming the Plainfield Road area. The plan addresses features such as streetscape elements, programming for the district, re-development opportunities and future infrastructure improvements. Given the relatively small project study area, a Small Area Plan is able to provide specific recommendations and actionable items at a detailed level.

A Small Area Plan process provides an exchange of ideas and information of interest among community members, business owners and other interested stakeholders. This plan identifies recommended zoning code text amendments and zoning map district amendments, future infrastructure investments and programming opportunities for the district.



**PROJECT AREA**



## SECTION 1: INTRODUCTION

## COMMUNITY ENGAGEMENT

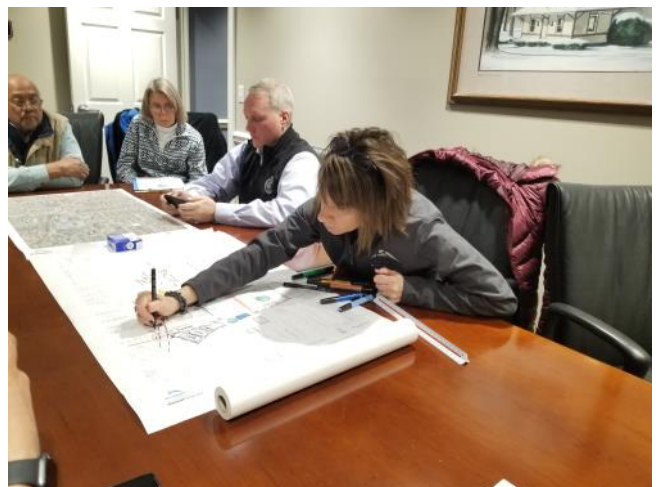
An effective community process should lean heavily into seeking feedback from the community. This Small Area Plan process was designed around a citizen steering committee comprised of a cross section of the community, including local residents and business owners. The steering committee met over six months to develop ideas and address challenges to bringing this plan to life.

This project also featured opportunities for the public to learn about the project and provide input. A public open house was held along with public presentations to the Planning Commissions and Village Council.

Finally, the project team utilized a design charrette meeting process for some of their meetings. This fun and creative design process engages the steering committee on a personal level and allows them to convey ideas, likes, and dislikes and have those thoughts transferred to a charrette drawing in real time. The team used this approach when creating the streetscape plan, re-development plan and specific idea planning for the potential activation of the Meier's green space area.



## WALKING TOUR OF THE PROJECT AREA



## STREETSCAPE PLAN DESIGN CHARRETTE



## DRAWING FROM MEIER WINERY LAWN DESIGN CHARRETTE

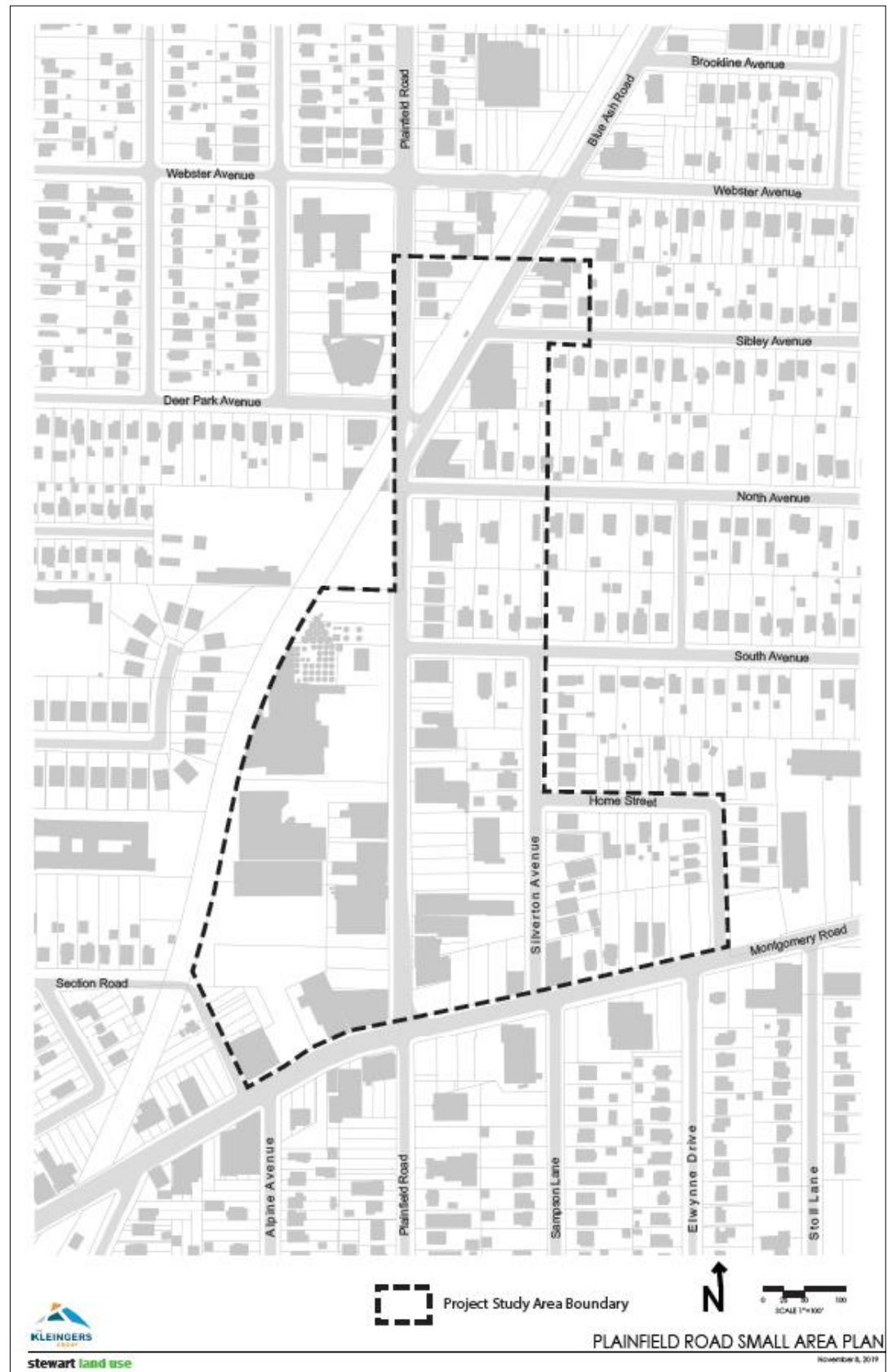


**PUBLIC OPEN HOUSE**

# SECTION 1: INTRODUCTION

## PROJECT AREA

This Small Area Plan establishes a project area shown within the dashed boundaries on the adjacent map. The primary focus of the plan was the Plainfield Road corridor from the northern Silverton Corporation line southward to the Montgomery Road intersection. Silverton Avenue and Home Street was also included in this project study area. Silverton Avenue and Home street feature primarily residential land uses with a small mix of smaller scale commercial and service uses.



# SECTION 2: LAND USE & REDEVELOPMENT

## Existing Conditions Overview: The Built Environment

### Existing Land Use Aerial Map

### Current & Future Zoning Map

### Redevelopment Strategies

## EXISTING CONDITIONS OVERVIEW: THE BUILT ENVIRONMENT

The Plainfield Road area analyzed in this plan is a mixed-use district situated near the center of the Village. Although the district is primarily commercial, restaurant / bar and service uses, the plan also studies limited single-family and multi-family residential areas directly adjacent to the commercial core. The buildings within the project area are largely unchanged from when they were originally constructed. Given this, the architecture for most of the structures in the project area are largely outdated and several buildings have fallen into disrepair.

The Village has been very proactive over the past ten years investing in streetscape features for a portion of the project area along Plainfield Road and Montgomery Road. These streetscape improvements remain in good condition and the design theme is timeless and one that can be easily extended northward along Plainfield Road. Pockets of newer re-development efforts are starting to emerge in the area. Property located just outside this study area includes the recent adaptive re-use project for High Grain Brewery, which converted the former Memorial Municipal Building into a craft brewery and bar/restaurant concept.

EXISTING STREETScape TREATMENTS



MEIER WINERY GREEN LAWN SPACE



GATEWAY AT PLAINFIELD ROAD & MONTGOMERY ROAD



PLAINFIELD ROAD MUNICIPAL PARKING LOT





# SECTION 2: LAND USE & REDEVELOPMENT



## EXISTING LAND USE

This aerial map identifies some of the existing land uses located within the district.

- A** US Post Office
- B** CVS Pharmacy
- C** High Grain Brewery
- D** Meier's Wine Cellars
- E** Fire Station
- F** Silverton Café
- G** Scratching Post
- H** Italianette Pizza
- I** MVP Sports Bar & Grille
- J** Women Writing For (a) Change
- K** Greater Cincinnati Credit Union
- L** Tesla Destination Charger
- M** Municipal Parking Lot





AERIAL VIEW OF THE SMALL AREA PLAN STUDY AREA



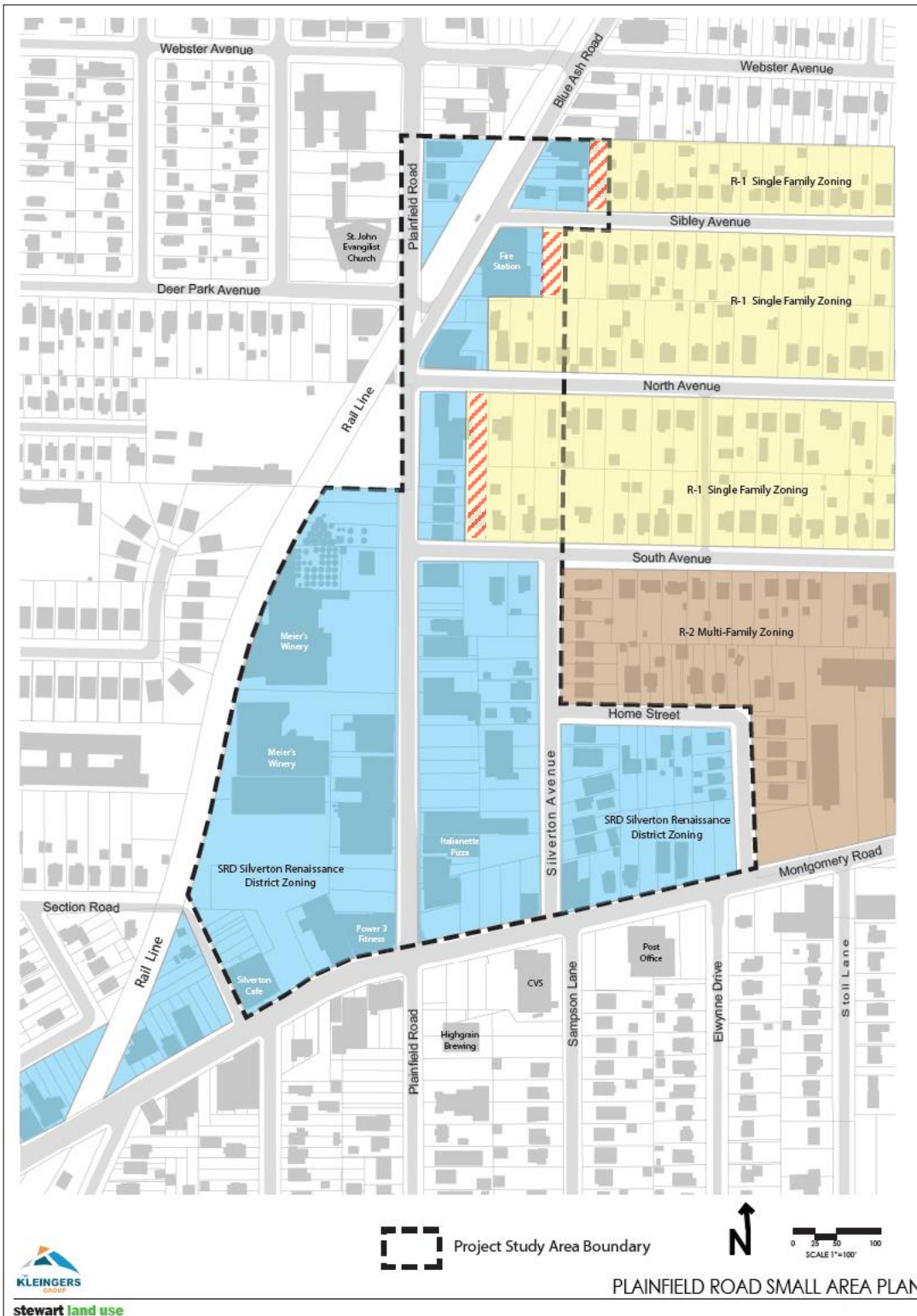
# SECTION 2: LAND USE & REDEVELOPMENT

## ZONING

The existing zoning found within and adjacent to the project area consists of three zoning districts identified below:

-  R-1 Residential
-  R-2 Multi-Family
-  SRD (Mixed Use)
-  SRD (Future)

While nearly all the project area consists of the Silverton Renaissance District (SRD) mixed use zoning, there are a few areas of R-1 single family zoning worth noting. The recommendation from the steering committee is to consider rezoning these few parcels to the mixed-use SRD zoning district. This provides additional land area for the potential assembly of parcels for redevelopment projects while minimizing encroachment into the R-1 neighborhood areas.



# SECTION 2: LAND USE & REDEVELOPMENT

## REDEVELOPMENT STRATEGIES

The following two pages provide several actionable recommendation items to consider in redeveloping the district. General themes include transforming the aesthetics of the buildings in the district and converting those currently underutilized properties into uses that best match community needs while creating new job opportunities and increased net revenue generated from the site.



MIXED USE / UPPER FLOOR RESIDENTIAL

## REDEVELOPMENT RECOMMENDATIONS

- 1) Consider Rezoning for Certain R-1 Parcels.** The Zoning Map on the previous page identifies a limited number of currently zoned R-1 Single Family parcels proposed to be rezoned to the SRD mixed-use zoning district. This would greatly benefit the land assemblage efforts for redevelopment of Plainfield Road Frontage properties in the areas of North Avenue, South Avenue and Sibley Avenue. The extra lot depth is required to provide an adequately sized development pad while adding the possibility of limited on-site parking for those redevelopment projects.
- 2) Encourage Mixed-Use Buildings.** Mixed-use buildings should continue to be targeted in the Villages' proactive economic development efforts. Seeking two or three story mixed-use buildings with upper floor residential assists in creating the needed residential critical mass required by other commercial businesses locating in the district.
- 3) Live / Work Spaces.** Live/work units combine small "cottage" scale commercial or manufacturing space within the same structure as the residential living space for the business owner. This strategy can provide affordable work and housing space, meet the needs of special groups, such as artists, and serve to incubate new businesses within this district. Review zoning code for possible text amendments to facilitate live / work space re-development.



LIVE / WORK SPACES



# SECTION 2: LAND USE & REDEVELOPMENT

## REDEVELOPMENT STRATEGIES

### REDEVELOPMENT RECOMMENDATIONS

- 1) **Adaptive Reuse.** The concept of converting existing buildings into a more productive use should continue to be embraced. The Village had success with the recent adaptive re-use of the former Memorial Municipal Building as it converted to a local craft brewery and restaurant. The existing design guidelines and other standards found in the SRD zoning district should be enforced consistently to ensure that future adaptive reuse projects are adding value from both a physical aesthetic standpoint and create a higher and better use; i.e. creating more net revenue, activity and job creation from the site.
- 2) **Three Story Residential Use at NE Corner of Silverton Ave. and Montgomery Road.** The NE corner of Silverton Avenue and Montgomery should be considered for a two or three story mixed use building featuring upper level residential units. The Montgomery Road frontage can be an asset for the first floor commercial uses while creating a stabilized revenue stream through rental income on the upper floor residential units.
- 3) **Residential Density.** A proactive focus should be placed on creating increased residential density in and around the district to achieve a critical mass of people necessary to attract revenue producing uses such as restaurants, retail, and service establishments.
- 4) **Create Additional Parking Options.** The Village should continue its proactive efforts to secure and create additional off-street vehicle parking options for visitors to the district. Currently, the Village is securing a new municipal parking area near the corner of Montgomery Road and Plainfield Road directly adjacent to the district. Parking options should be considered both inside and outside of the district limits.



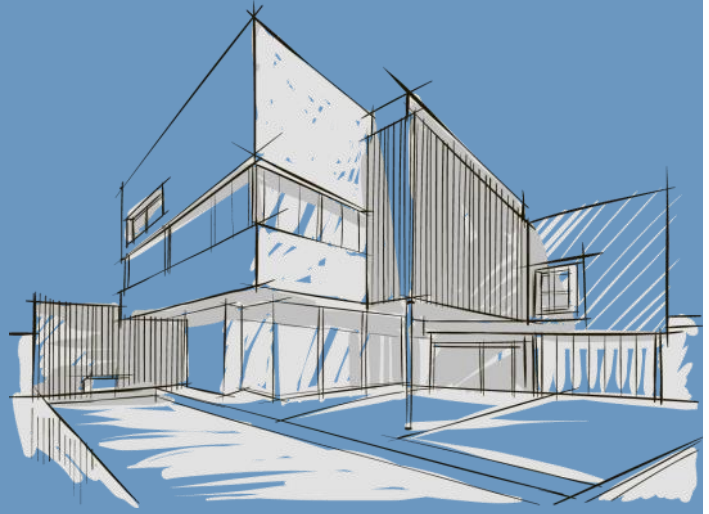
ADAPTIVE RE-USE OPPORTUNITIES



MONTGOMERY ROAD 3 STORY MIXED-USE BUILDING

# SECTION 3: THE VISION

INTRODUCTION TO PLACEMAKING  
STREETSCAPE PLAN  
ACTIVATING THE DISTRICT  
MEIER'S WINERY GREENSPACE  
SILVERTON TOWN COMMONS PARK  
PUBLIC ART  
BRANDING THE VISION  
BUILDING DESIGN GUIDELINES



## INTRODUCTION TO PLACEMAKING

William Whyte once said, "It's hard to design a space that will not attract people. What is remarkable is how often this has been accomplished." The goal of this Plan is to take the Plainfield Road corridor and design a space that attracts residents, visitors, and business patrons to the corridor all year long. To achieve this goal, Placemaking serves as the foundation of this Plan's vision.

Placemaking strengthens the connection between people and place. It inspires people to continually reimagine and reinvent public spaces in ways they respond to the community's context, values, and aspirations. The strategies and interventions outlined in the following pages are a combination of both physical and experiential improvements that aim to revitalize the Small Area Plan district. These interventions aim to improve accessibility, attract people to participate in the "sidewalk ballet" of street life, and create a place residents and visitors will want to return to again and again.

The Placemaking Ideas map on the following page illustrates the proposed interventions for the study area. The strategies can be broken down into seven distinct categories: (1) Activating the District, (2) Public Art, (3) Streetscape Plan, (4) Branding and Wayfinding, (5) Silverton Town Commons Park, (6) Meier's Winery Greenspace, and (7) Building Design Guidelines. While each category has its own unique set of recommendations, they were not developed in isolation, and many build upon each other.

Additionally, the success of placemaking lies not only in the physical improvements and events outlined in the following pages, but the continued involvement of the community as each strategy is realized. Continuing to tap into community resources, talents, and perspectives will not only create a sense of community ownership in the Plan and resulting projects but create a stronger relationship within the community as a whole.





# SECTION 3: THE VISION

## Placemaking Ideas Map



### LEGEND

- |                                                                                                               |                                                                                                                                 |                                                                                      |
|---------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
| ① Community Connection: Increased lighting and amenities to connect neighborhoods to the commercial district. | ⑥ Italianette Pizza relocation with outdoor seating area and landscaping.                                                       | ⑪ Event space for outdoor movies on building with lawn seating                       |
| ② Revitalized retail buildings separated by a public plaza with restructured parking.                         | ⑦ Proposed 3 story apartments with interior plaza.                                                                              | ⑫ Public Gardens and Farmer's Market. Building walls provide space for murals.       |
| ③ Refreshed streetscape with concrete walks, brick pavers and street trees.                                   | ⑧ Opportunities to host block parties and other local events.                                                                   | ⑬ Renewed landscaping and outdoor seating & gathering areas at Meier's Wine Cellars. |
| ④ Proposed Silverton Commons pocket park.                                                                     | ⑨ Renovated parking lot to include new landscaping and seating with opportunities to host "Chalk Block" and other local events. | ⑭ Public Art opportunity storage tanks with changing light projection displays.      |
| ⑤ Women Writing For (a) Change building mural                                                                 | ⑩ Refreshed streetscape to also include pocket parks, seating areas and other amenities.                                        | ⑮ Gateway Art                                                                        |
|                                                                                                               |                                                                                                                                 | ⑯ Potential for Gateway Art & Green space.                                           |

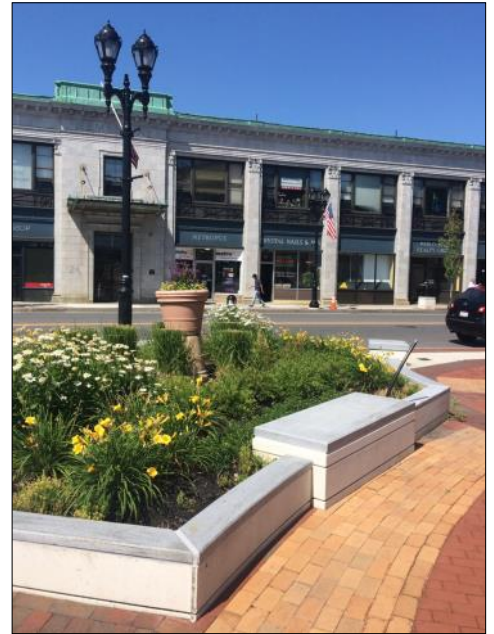
# SECTION 3: THE VISION

## STREETSCAPE PLAN

In most communities, the largest percentage of publicly-owned space lies within the right-of-way, and this fact illustrates just how important the streetscape is to the vibrant community. Rather than treat the street as a place to travel through, we should be thinking of streets as a place to linger in and engage.

Plainfield Road lies at the heart of the district, and part of this Plan's vision is the transformation of this corridor from a conduit through the district, to an active, vibrant place that enhances the visitor experience. This means a continued focus on pedestrian safety and circulation, enhanced landscape features, and the addition of streetscape amenities such as seating areas and pocket parks.

Imageability is what makes a place distinctive and memorable, and this plays a large impact in the activation and engagement of the streetscape. Pedestrians will choose a route that contains elements that are unique, unusual, active, and memorable, it is important to continue evaluating ways in which to make a street more memorable. Good design adds value by producing higher rates of return on investment and local competitive advantages. Good design also provides benefits to local workers by increasing productivity and reducing management, energy, and security cost. It has been shown that investing in the public realm increases property values and retail sales.



SEAT WALL / PLANTER COMBO



GATEWAY ARCH

## STREETSCAPE RECOMMENDATIONS

- 1) Wayfinding and Identity Using the Streetscape:** The intersection of Plainfield and Montgomery Roads serves as the main entry point to the district. A gateway denoting this entry point should be designed and constructed to highlight and welcome visitors to the district. Materials should be consistent with other streetscape and architectural features, and height/width should be pedestrian in scale.
- 2) Maximize Space.** Consider installing combination planter / seat wall elements to provide both vegetation opportunities and new seating area for the district. Placing these combination streetscape elements against the curb side of the sidewalk can also create both a real and a perceived barrier from Plainfield Road which is particularly helpful to create a safe environment for visitors of all ages.



LANDSCAPING AT MUNICIPAL PARKING LOT



# SECTION 3: THE VISION

## STREETSCAPE PLAN

### STREETSCAPE RECOMMENDATIONS

- 1) **Plazas and Parklets:** Data shows that appropriately-placed pedestrian spaces can boost foot traffic between 20 and 40 percent. Whether implemented within the neighborhood fabric or along the streetscape (permanent or temporary parklets), when adjacent to existing restaurants, cafes, and businesses, these uses can support existing Businesses and create an indoor-outdoor relationship that activates the street.
- 2) **Enhanced Pedestrian Crossings:** Enhance crosswalks at both street intersections and strategically located mid-block points. Consider unique pavement markings that identify pedestrian crossings while also augmenting the district's unique identity.
- 3) **Streetscape Amenities:** In addition to elements along the street edge, the Village should encourage ways to bring additional activity to the street through café seating, parklets, and plazas where feasible. Benches, tables and chairs, and seat walls provide places of respite, relaxation, and socialization and create a comfortable space for visitors of all ages and abilities to linger longer.
- 4) **Infrastructure and Design Details:** Integrate the wide concrete walkways, brick pavers, catenary lights, seat walls, and landscape areas within the streetscape cross-section. Parking lots and vehicular areas along the street should be screened with landscaping and street trees, to ensure a focus on the pedestrian environment.
- 5) **Context Sensitive Street Tree Plantings:** When extending the current street tree program within the district, consider the use of pedestrian and overhead utility-friendly trees that provide compact branching, salt and drought tolerant and maintaining a mature height that avoids conflicts with overhead utility lines.



MID-BLOCK CROSSING



DINING PARKLET



CATENARY "FIESTA" ACCENT LIGHTING

# SECTION 3: THE VISION



FOOD TRUCK PARK



OUTDOOR MOVIES



INTERACTIVE ART FESTIVALS

## ACTIVATING THE DISTRICT

Activation refers to how a site, building, or event can animate and bring life into a space. In addition to physical infrastructure improvements, programming and events play a crucial role in creating a vibrant, active downtown district. While physical improvements establish the venue for street life, providing a safe and welcoming space for people, it is the events and programming that generate the ballet of movement, laughter, fun, and socializing that we think when we hear the words "vibrant" and "active." Events and programming spur the activity that is the essence of downtown. Events like Farmers Markets support local economies and have been shown to increase spending at nearby businesses (In Easton, PA, Farmer's Market visitors spent up to an additional \$26,000 each week at downtown businesses).

## DISTRICT ACTIVATION RECOMMENDATIONS

- 1) **Seasonal Elements:** Temporal placemaking elements should be considered to bring vibrance and life to the streetscape year-round. Seasonal banners, planter boxes, and lighting can add a burst of color and interest to the street throughout the year.
- 2) **Arts and Culture:** Murals, sculptures, unique pavement markings, and interactive elements add life, color, and interest to a community. Arts and culture attract visitors, businesses, and residents and enhance a sense of ownership and identity. Collaborate with local artists and business owners to implement context-sensitive interventions throughout the corridor. Additional information regarding specific public art improvements can be found on the Public Art page.
- 3) **Events and Programs:** Outside of physical improvements, the Village should pursue programs and events to draw people to this district and highlight existing Businesses. This may include: a farmer's market, arts/cultural festivals, food and beverage festivals, chalk walks, outdoor movies, and block parties. Potential venues include the parking lot at Meier Winery, the plaza off of Montgomery Road, and the Silverton Town Commons Park at the corner of Plainfield and Montgomery Roads.



# SECTION 3: THE VISION

## ACTIVATING THE DISTRICT

### BLOCK PARTY / FESTIVALS



### EVENT PARTNERING WITH BUSINESSES



### SIDEWALK FARMER'S MARKET



### DISTRICT ACTIVATION RECOMMENDATIONS

- 1) Vacant Storefronts: For existing buildings with vacant storefronts, consider pop-up shops, art installations, or incubator spaces to temporarily activate these spaces. By implementing short-term, creative solutions, the Village can maintain an active downtown while supporting local artists, businesses, startups, and property owners.
- 2) Sub-Committee or Main Street Association: Consider the development of a sub-committee of the Silverton Community Improvement Corporation or the establishment of a dedicated Main Street Association to facilitate the physical improvements and year-round programs along the corridor. This will encourage event partnerships with local businesses.
- 3) Consider partnering with the Deer Park Business Association for annual programming events to build synergy and create programming mass for both communities.
- 4) Year Round Activation. Explore strategies to enable outdoor activities to extend beyond the traditionally warmer months. Possibilities includes year-round patios and gathering spaces using portable heaters, spaces with south facing exposure, and strategic placement of trees to help block wind.

# SECTION 3: THE VISION

## MEIER'S WINE CELLARS' GREEN SPACE ACTIVATION

Early in the planning process, the steering committee noted the great opportunities existing with the activation of the Meier Wine Cellar's greenspace situated along Plainfield Road. The green space is centrally located within the district and features generous frontage along Montgomery Road. The space is primed to be utilized as part of larger community festivals and events that take advantage of the temporary closure of Plainfield Road.



AERIAL VIEW OF MEIER'S WINERY GREENSPACE

## MEIER'S WINE CELLARS SITE RECOMMENDATIONS

- 1) **Activate the Green Space.** Continue working with the ownership of Meier's Wine Cellars to utilize the green space along Plainfield Road. The centrally located and easily accessible space could be transformed into a multi-functional public space for programming events.
- 2) **Multi-Purpose Outdoor Stage.** A multi-purpose stage can provide the backdrop for a wide variety of programming events while also serving as a destination worthy Silverton branding feature as shown on the vision images in the Appendix.
- 3) **Small Scale Movie Wall.** Consider utilizing the north facing wall and green space on the building fronting on Plainfield Road (next to MVP Sports Bar & Grille) for smaller scale movie night events.



ART IN THE PARK EVENT

SMALL SCALE MOVIE WALL ON MEIER WINERY BUILDING





# SECTION 3: THE VISION

## SILVERTON TOWN COMMONS POCKET PARK

The Village is currently pursuing funding for a pocket park to be located at the NE corner of Montgomery Road and Plainfield Road. This site is a major focal gateway for the overall district and features the recently installed “All In This Story Together” wall mural as its festive backdrop.

The proposed pocket park is envisioned as a gathering space focusing on more passive types of activity. Earth mounds are featured as both seating areas and play spots for children. Seating areas provide residents and visitors alike with opportunities to rest or enjoy some takeout food from nearby establishments.

The current concept rendering also shows a pedestrian connection with the future re-development site adjacent to the east. Ample landscaping is identified as a key design component which supports recommendations in this Small Area Plan for increased softening using vegetation throughout the district.



SILVERTON TOWN COMMONS PARK AS VIEWED FROM MONTGOMERY ROAD

# SECTION 3: THE VISION

## PUBLIC ART

A recurring theme throughout the steering committee meetings was the need to establish a strong brand identity for Silverton. One effective tool to assist in this effort is the commitment to public art installations. Silverton already has a head start with public art as they have invested in a large building mural and a custom light-based art display at Silverton Park. These projects were born from the “Art in Public Places” plan the Village adopted in 2017, essentially creating a master plan for public art implementation in Silverton. Continuing this commitment to creating public art opportunities is a key element in further creating a unique and exciting experience for the residents and visitors to Silverton.



UTILITY BOX ART

## PUBLIC ART RECOMMENDATIONS

- 1) **Utility Element Art.** Throughout the streetscape, there are opportunities to incorporate artwork into seemingly ancillary or utilitarian elements of the environment such as utility boxes. These can be wrapped in vinyl graphics or painted using acrylic paint. The Village could implement via a Utility Box Artist application process.
- 2) **Bike Rack Art.** In addition to benches and trash receptacles, bike racks can also become a piece of art along the streetscape. From simple laser-cut panels incorporated into traditional bike rack structures to more sculptural elements, bike racks can be an important piece of the streetscape's identity. More traditional bike rack elements should be located in the public right-of-way while sculptural elements should be incorporated into public plazas, parklets, and open spaces.
- 3) **Murals.** The Village should continue to look for more opportunities for murals throughout the District. From large murals along entire building walls/faces, to smaller-scale murals, local artists should be engaged to create pieces that emulate and enhance the community's identity.
- 4) **Crosswalks.** To highlight pedestrian circulation and incorporate the District's brand, crosswalks can be painted artistically as opposed to the standard white linework. Crosswalks should be painted with MMA or Methyl Methacrylate Cold Plastic which is a highly durable road marking paint that can withstand heavy levels of both pedestrian and vehicular traffic.



BIKE RACK ART



CROSSWALK ART



# SECTION 3: THE VISION

## BRANDING THE VISION

While billions of dollars each year are spent marketing communities for economic, residential, business and tourism development, much of this is not successful in drawing new residents, visitors, and businesses to a community. To be a successful, intriguing community, you must differentiate yourself from everyone else in the market, and find that one “unique selling proposition” that really sets you apart. Once you have that information, you can then build on that as a foundation. Developing a successful brand has the potential to attract new residents, bolster local business, and create a destination community. Once developed, this brand can and should be incorporated into all elements of the Village – the print and digital materials, signage and wayfinding. This brand should also be at the heart of every event and program facilitated in these new Silverton Renaissance District spaces. With each initiative, physical or experiential, the Village should ask – does this effectively carry out the identity of Silverton?



ILLUMINATED BRANDING ELEMENTS

## BRANDING RECOMMENDATIONS

- 1) **Create a Silverton / Plainfield Road Brand Identity.** Your brand is what other people say about you when you're not in the room. A brand is a perception; it's not just the combination of logos, slogans, and color schemes. While those are components of a brand, the brand is the message these elements communicate and the feelings they evoke. The Village should develop a community brand that effectively communicates Silverton's identity. This brand can then be incorporated into signage and wayfinding and even bags and t-shirts promoting the District.
- 2) **Create Gateway and Wayfinding Features.** To build Silverton's identity and character within the region, and to assist residents as well as visitors easily navigate the District, the Village should create a gateway and wayfinding program. Promoting the community's identity will lead to increased pride of place. Gateway signs play an important role in shaping first impressions for visitors to Silverton and this destination District. Gateway sign-

age, including a new District brand image and message, should be designed and installed at the intersection of Plainfield and Montgomery Road, and along Plainfield Road at the northern corporation line near Deer Park. Second, develop and install a family of wayfinding signage to be placed at key locations and intersections in Silverton, identifying and directing people to key locations in the community. The destinations listed on the signs should be simple and limited to five destinations per sign. Branded entryway / wayfinding features should also be considered for Ficke Park and Silverton Elementary.

- 3) **Illuminated Branding on Meier Winery Storage Tanks.** One approach that can serve as both a public art component and brand element is to implement branding elements on the Meier Winery Storage Tanks. These tanks can serve as memorable focal points that will draw visitors to downtown, creatively communicate the brand identity, and provide a layer of interest to an otherwise functional, utilitarian piece of infrastructure.

# SECTION 3: THE VISION

## BUILDING DESIGN GUIDELINES

This District has the character of a traditional main street, so new development and renovations should follow the guidelines set forth to strengthen the human-scale, pedestrian-oriented design. Compact, mixed-use developments promote active, vibrant, walkable neighborhoods that benefit commercial and retail uses and spur economic development. Design is essential to the development of a successful downtown, and the physical organization and character can set Silverton's Renaissance District apart from others.

Currently, the design guidelines applying to the SRD zoning district offer a solid foundation for applying design guidelines on a case-by-case basis. The emphasis here is not so much on adding additional design guidelines, but rather, focusing on enforcing the existing guidelines in a consistent manner and in a way that is compatible with the existing district buildings and overall look and feel.



OPEN AIR ROOFTOP SPACES



APPROPRIATE BUILDING MASSING



USE OF AWNINGS

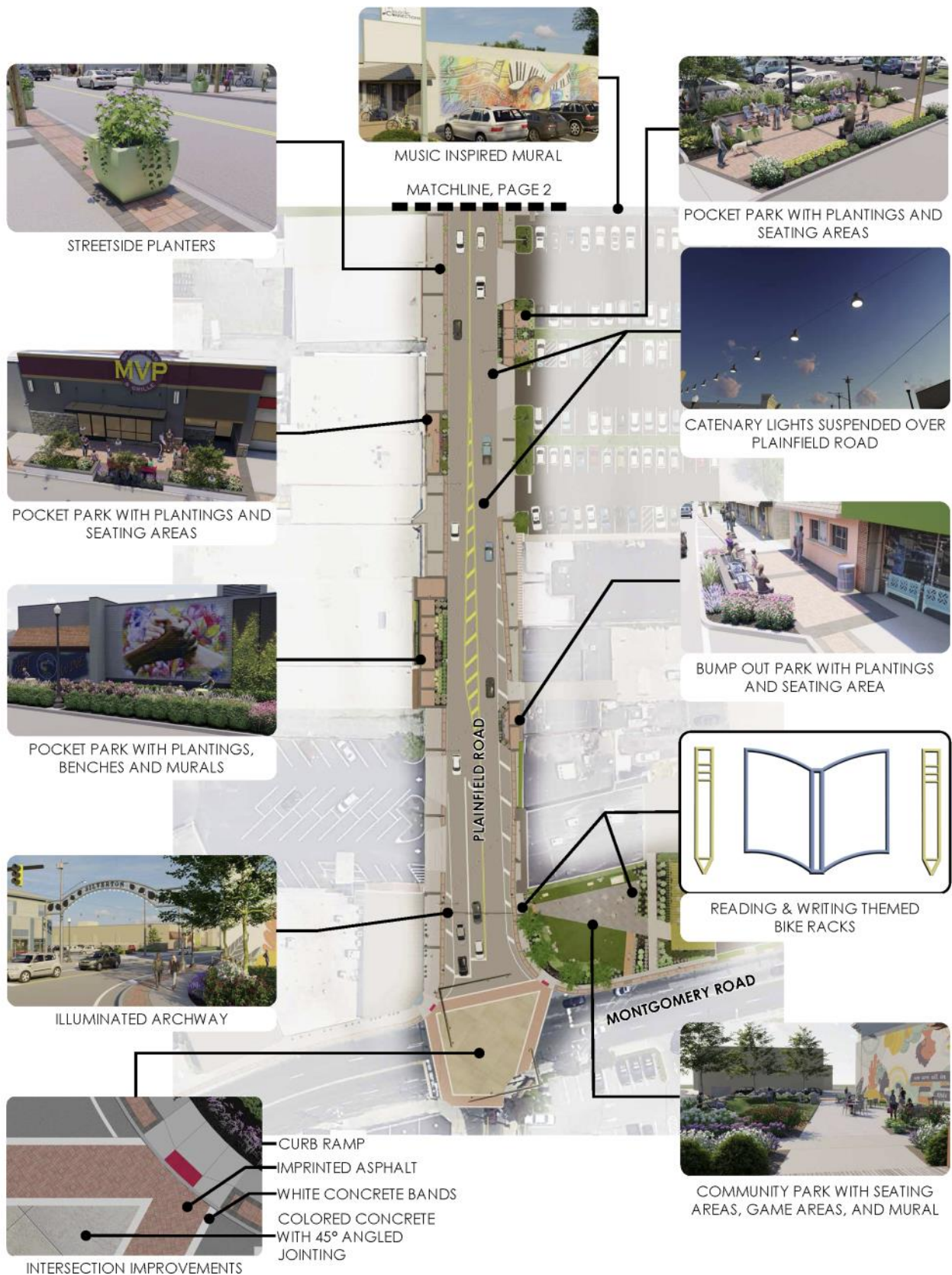
## BUILDING DESIGN GUIDELINES RECOMMENDATIONS

- 1) **Compatibility with Existing Development.** The design of new development should be compatible in scale and massing of existing structures, but do not necessarily need to match architecturally to the existing structures.
- 2) **Mid-Block Infill.** For infill mixed-use and commercial buildings should align with existing development patterns and setbacks. Where existing development patterns do not exist, zero-lot line development is encouraged to create a consistent street wall.
- 3) **Structure Height.** Design upper floors to reinforce strong streetwall heights. Consider upper floor setbacks where necessary to allow for increased height, while maintaining a development pattern consistent with existing structures.
- 4) **Massing.** Massing should reflect similar dimensions to street widths and surrounding buildings. Individual building architecture may project and adjust height and scale to maintain consistency with existing development.



# APPENDIX: SILVERTON VISION IMAGES

## STREETSCAPE PLAN OVERVIEW



# APPENDIX: SILVERTON VISION IMAGES

## STREETSCAPE PLAN OVERVIEW



GATEWAY ARCH



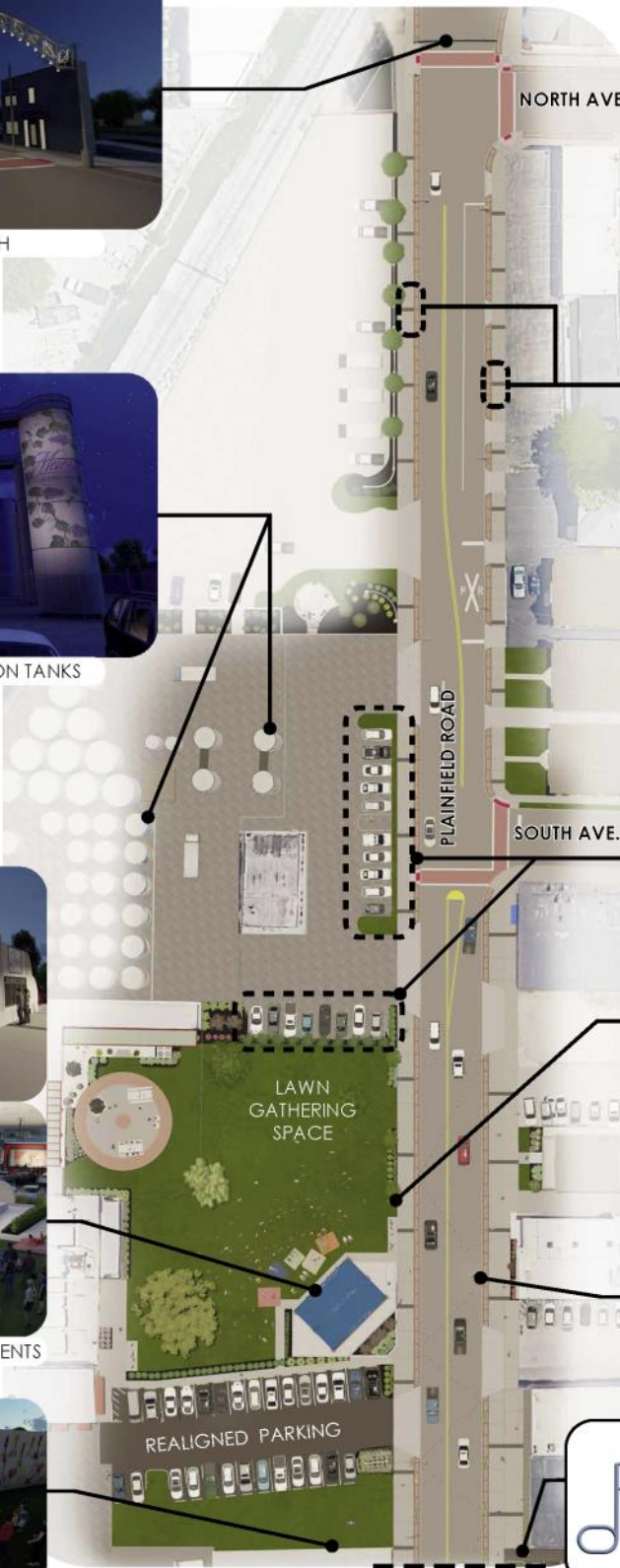
IMAGERY PROJECTED ON TANKS



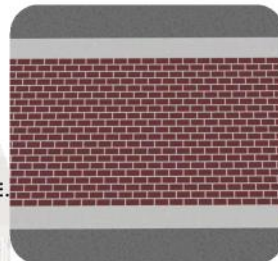
OUTDOOR STAGE FOR PUBLIC EVENTS



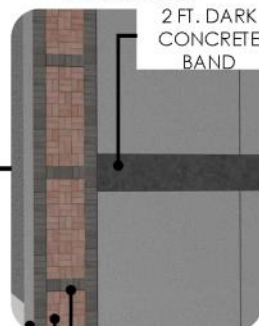
MURALS & MOVIE WALL



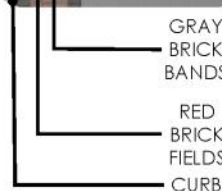
MATCHLINE, PAGE 1



IMPRINTED ASPHALT CROSSWALKS

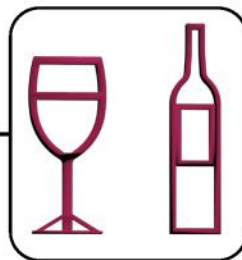


2 FT. DARK CONCRETE BAND



TYPICAL PAVEMENT IMPROVEMENTS

RELOCATED PARKING



WINERY INSPIRED BIKE RACKS



ILLUMINATED ARCHWAY



MUSIC INSPIRED BIKE RACKS



# APPENDIX: SILVERTON VISION IMAGES

## MEIER'S WINE CELLARS GREENSPACE CONCEPTS





# APPENDIX: SILVERTON VISION IMAGES

## MEIER'S WINE CELLARS GREENSPACE CONCEPTS





# APPENDIX: SILVERTON VISION IMAGES

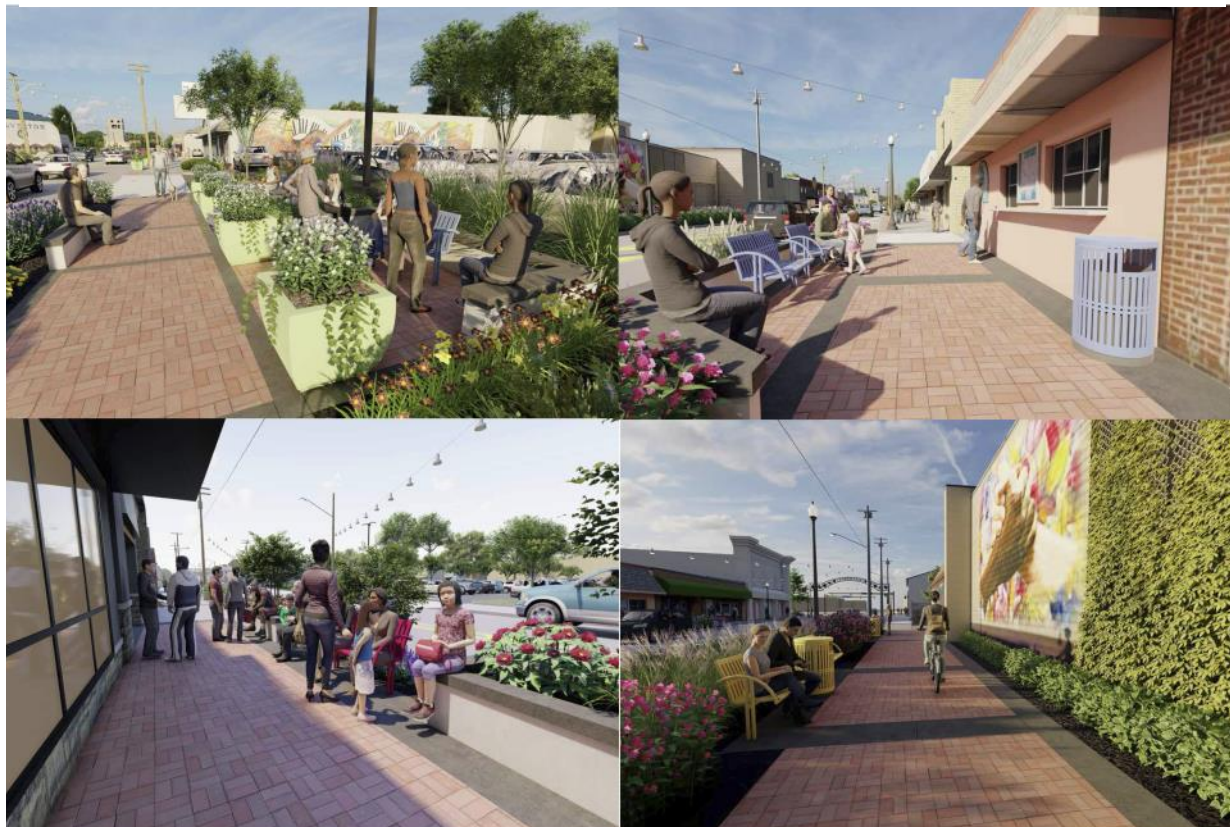
## BRANDING / GATEWAY / STREETScape ELEMENTS



LIGHTED GATEWAY ARCHES AT NORTH AND SOUTH ENDS OF PLAINFIELD ROAD



ARTWORK DIGITALLY PROJECTED ONTO THE MEIER'S WINE CELLARS STORAGE TANKS



POCKET PARKS SPREAD OUT ALONG PLAINFIELD ROAD



# APPENDIX: SILVERTON VISION IMAGES

## STREETSCAPE & PROGRAMMING ELEMENTS



THEMED SCULPTURAL BIKE RACKS AS ART



MOVIE WALL WITH MURALS