CHAPTER 3

DEVELOPMENT PLAN

Before the US 18/151 bypass was constructed, Verona Avenue was the primary east/west route through the region. As traffic increased through the decades and development trends shifted, many sites in this downtown study area took on a low-density, car-centric format. Since the construction of the bypass, there has been interest by Verona residents to enhance the character and function of Downtown Verona as a place where people socialize, shop and work.

This plan began with an emphasis on traffic needs and improvement alternatives, so that the City could identify a long-term strategy to manage traffic and decide where to protect space for any additional street right-of-way that may be needed. It is the intent of this plan to identify those long-term right-of-way needs so that redevelopment can proceed with the confidence that the City is protecting its transportation options. See ***Section 2.3*** for the recommended transportation solutions and right-of-way needs for both the Main Street and Verona Avenue corridors.

This chapter reviews existing land uses and developments, identifies redevelopment opportunities, recommends guidelines on building placement and setbacks, and identifies strategies and priorities for pursuing redevelopment. Specific action steps and funding recommendations are described in ***Chapter 4***.

3.1 PARKING STUDY

The purpose of the parking study was to observe current utilization of existing parking spaces within the downtown and to identify specific issues and opportunities related to existing parking infrastructure.

Methodology

The occupancy of parking spaces was documented by observing the number of occupied parking spaces during what is considered peak periods for parking within the planning area. In total, three peak parking periods were observed: weekday AM peak, weekday lunchtime, and weekday PM peak. All observations were completed during normal business hours, on dry days in June and July, to minimize any weather-related impacts on parking activity.

Parking occupancy refers to the percentage of parking spots that are filled during a selected time period, and the period of interest is the peak period during a typical day or week. Occupancy rates at or close to 100 percent are generally considered undesirable because drivers must hunt for available parking and may be tempted to park illegally or not stop at all. When evaluating parking we consider supply to be inadequate when occupancy rates consistently exceed 85%. This 15% cushion makes it easier to find a spot and compensates for the inevitable loss of spaces resulting from temporary disturbances such as construction, mis-parked cars, etc.

Inventory

On June 25th, 2013, MSA counted all marked and unmarked parking spaces within the highlighted area in Figure 3.1. In total, this area can park 1,281 vehicles at the same time, excluding garage spaces. This includes 333 on-street spaces and 948 off-street spaces.

There are two-hour parking restrictions within the downtown core (from 6 a.m. - 6 p.m., except Sundays and Holidays), and there is no parking from 7:30 a.m. - 4:30 p.m. on school days on Verona Avenue adjacent to the Sugar Creek Elementary and Charter School property. Additionally, there is an overnight parking restriction from 1-6 a.m.

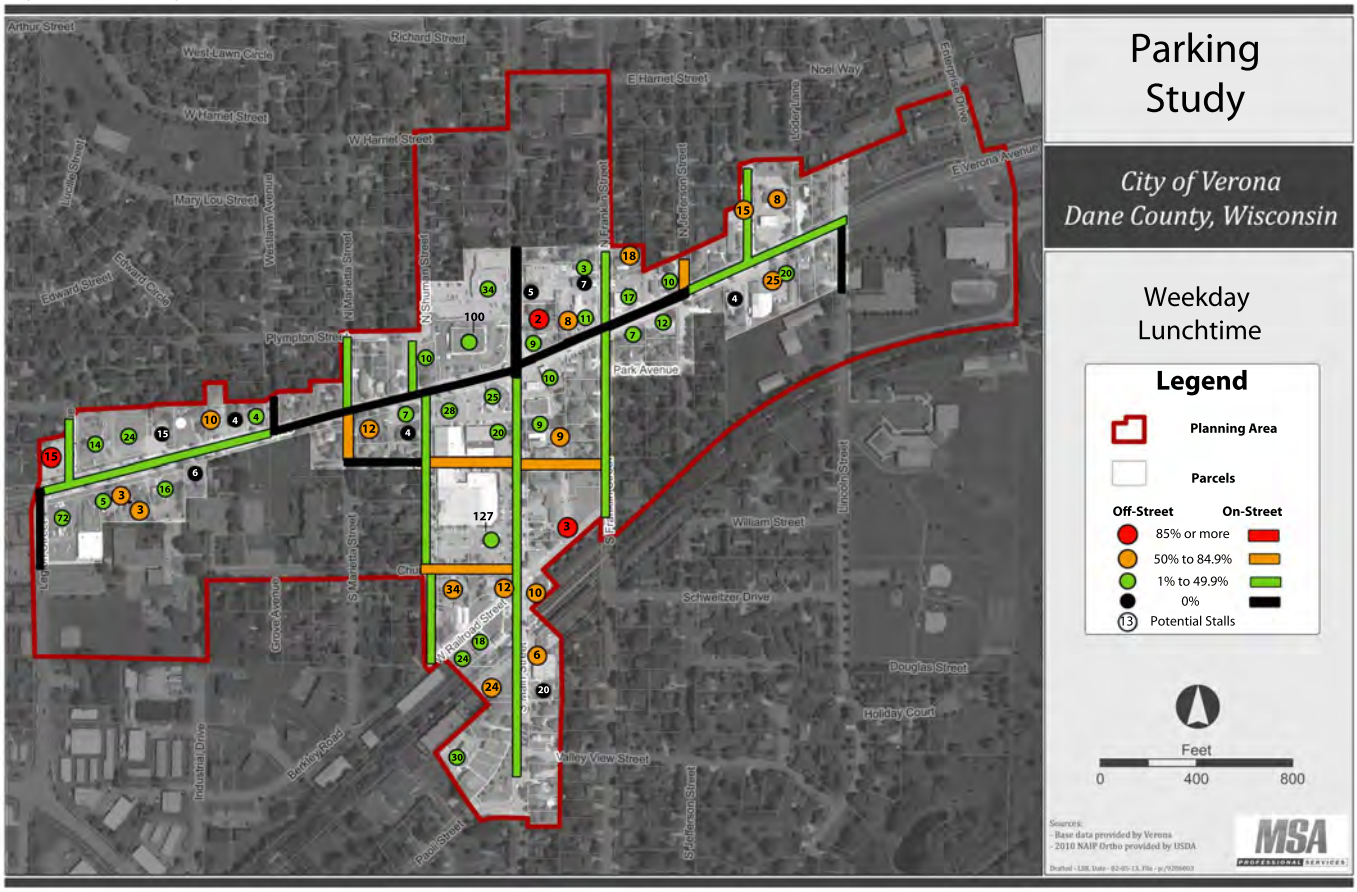
Results

MSA tallied occupancy throughout this area between 11:00 and 1:00, and again between 4:00 and 6:00 PM on June 25th. City staff completed a similar tally between 7:00 and 9:00 AM on July 24th.

Based on the data collected during these periods, parking supply is not generally an issue within downtown Verona. At the highest peak period studied (i.e. weekday lunchtime), only 30% of the spaces were occupied (385 out of 1,281 spaces). As shown in Figure 3.1, there were a few blocks with elevated number of occupied on-street parking spaces, but none were above the 85% threshold. See *Appendix B* for complete parking study results.

It should be noted in the context of the parking occupancy study that there is a safety concern related to some of the current on-street parking. In multiple places, especially on S. Main Street, on-street parking near driveways and intersections impedes visibility for cars trying to turn out onto the street. This is a problem during peak hours, when congestion is high and gaps to pull out into traffic are small and infrequent.

Figure 3.1: Parking Study Map (Weekday Lunchtime)



3.2 Urban Context

Every downtown has a unique physical structure and appearance. To evaluate and understand downtown Verona as a place, we consider it at three levels: as a single, cohesive district; as a collection of streets that each have their own character; and as a group of unique parcels. The purpose of this analysis is to understand the "urban fabric" and identify opportunities to improve that fabric.

DISTRICT

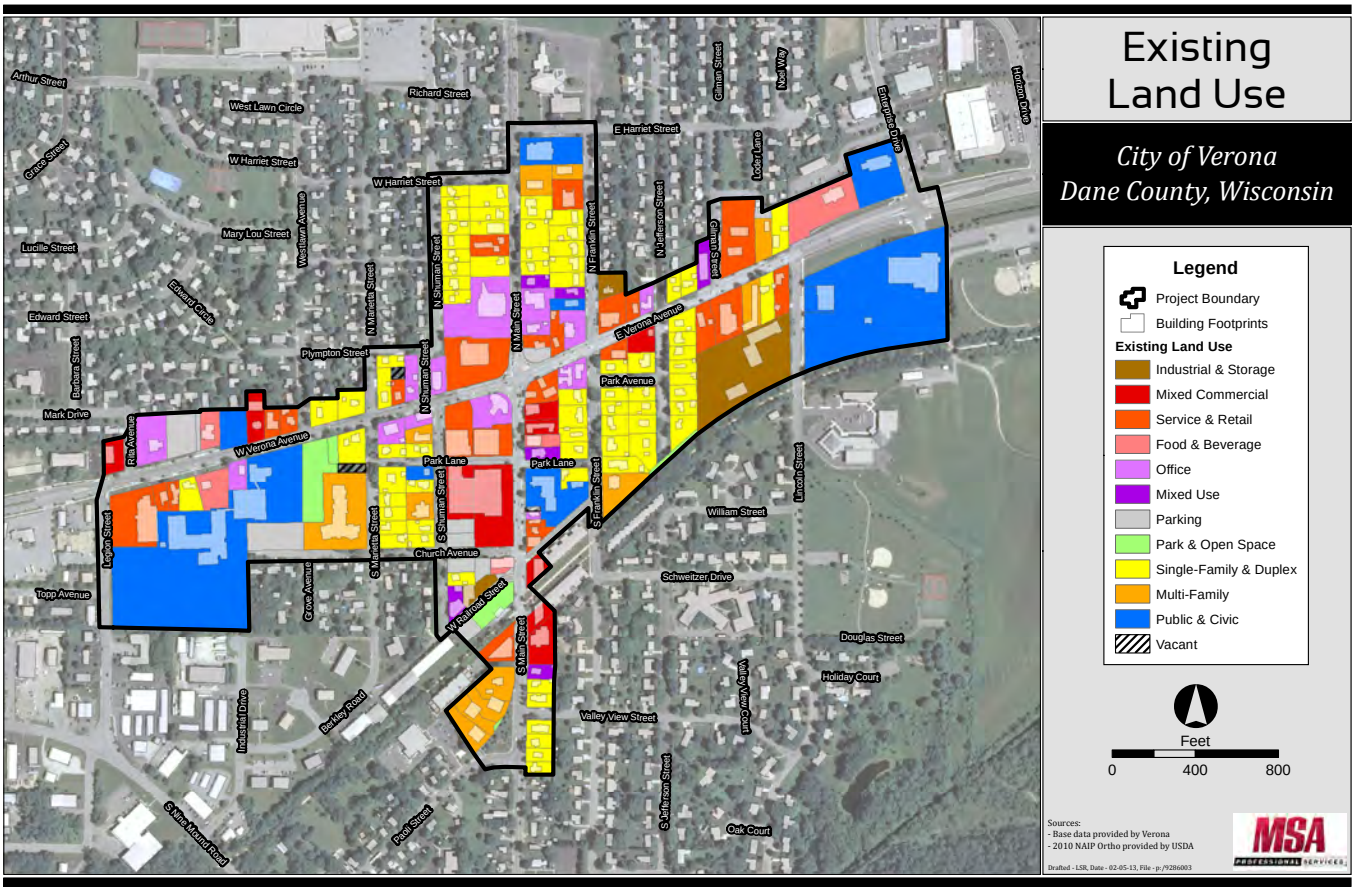
A district is a cohesive area with an identifiable character. Building uses, types and styles establishes this character.

Land Use

Verona's downtown core has a good mix of uses, including varied formats of residential, retail, office, and civic uses. The existing land uses within the study area are illustrated in Figure 3.2 and listed in table 3.1 (*on the next page*). In total, commercial uses make up only 34% of the downtown parcels, while nearly 40% of the parcels are single-family homes. Of the commercial uses, the majority are categorized as "service and retail" (24 parcels / 38% of commercial uses), followed by "Mixed Commercial" and "Office" (14 parcels / 22% each).

Most of these current uses contribute positively to the vibrance of the district; only those uses with little or no activity, such as the several storage facilities, are impeding that vibrance. Those uses that generate the most traffic are the economic and emotional heart of the downtown, beginning with Miller and Sons' grocery, but also including the banks, coffee shops, restaurants and other uses that attract customers.

Figure 3.2: Downtown Existing Land Use Map



Building Patterns

The downtown area features several different ages, styles, and format of development. Most of the commercial uses are located either in converted two-story residential structures with minimal building setbacks (*example lower left*), or in a single-story "suburban" format set back behind parking. Also present in the downtown core are a few new infill developments. Some of these infill projects fit the new downtown vision (i.e. minimal building setback, taller "commercial" first floor height, vertical proportions, no front yard parking, etc.), while others still follow the highway commercial / suburban-style design (i.e. one-story, building set back from the street, horizontal proportions, parking in the front yard, etc.).

Table 3.1: Downtown Existing Land Uses

	Parcels		Area	
	#	%	#	%
Mixed Commercial	14	7.6%	5.3	6.2%
Food/Beverage	5	2.7%	2.8	3.3%
Service/Retail	24	13.0%	10.4	12.3%
Mixed Use	6	3.3%	1.4	1.7%
Office	14	7.6%	6.5	7.6%
Industrial/Storage	3	1.6%	4.1	4.9%
Multi-Family Res	12	6.5%	6.7	7.9%
Single-Family Res	**73**	**39.7%**	**18.9**	**22.2%**
Parking	12	6.5%	2.9	3.4%
Park	5	2.7%	1.9	2.2%
Public/Civic	12	6.5%	**22.5**	**26.5%**
Vacant	4	2.2%	1.6	1.9%
TOTAL	**184**		**85.1**	

STREETS

The district character is strongly influenced by the design of each street, including not only dimensions and configuration of the street itself, but also building sizes and setbacks.


Converted Home


New "Downtown" Development

Strip Mall Retail

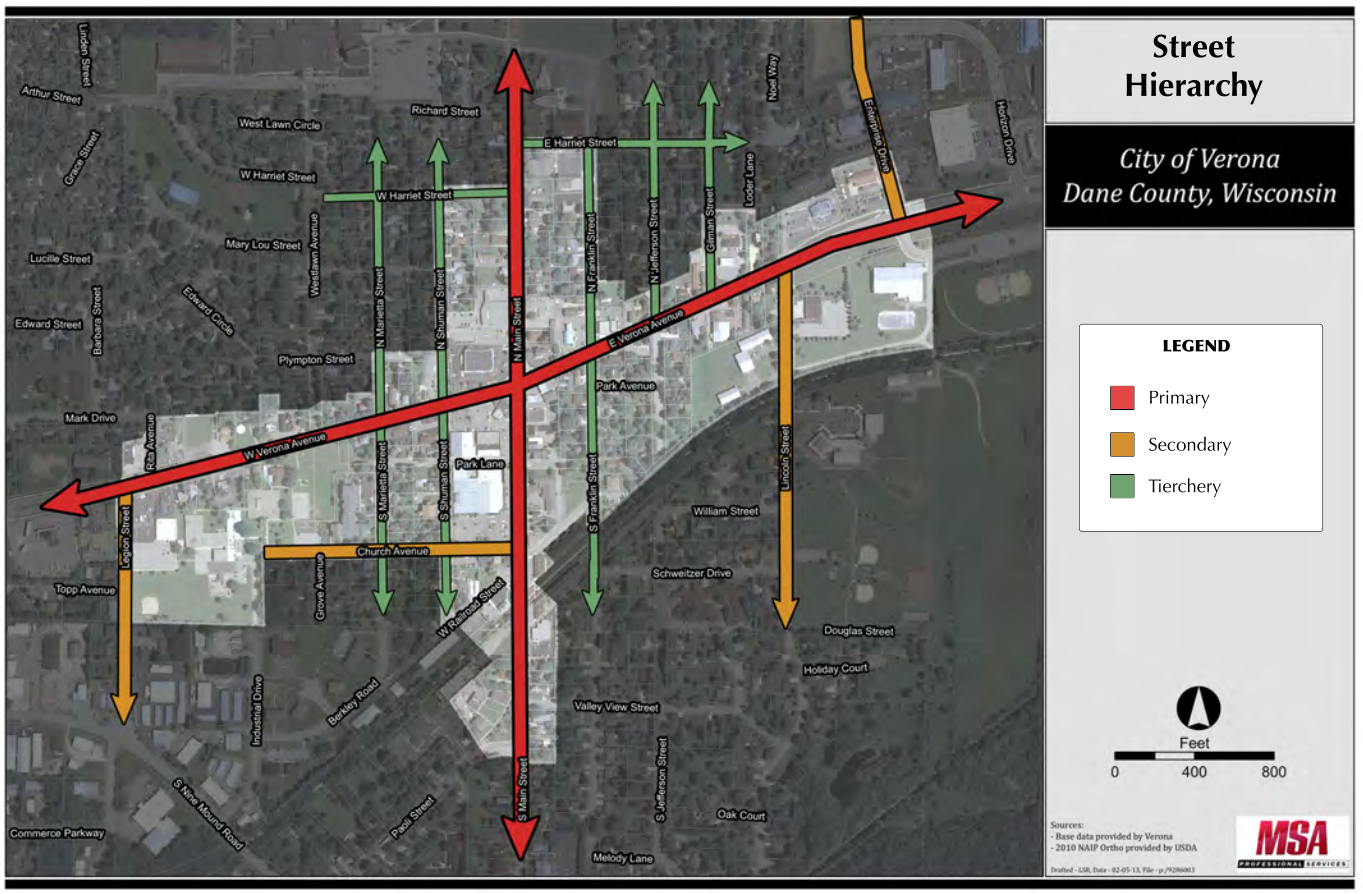

New "Suburban-Style" Development

Street Hierarchy

In general, a city's downtown is comprised of three major road types (primary, secondary, and tertiary) that form a specific hierarchy based on their function. Analyzing this road hierarchy enables one to define road corridors based on their urban context, as described on the next page (and shown in Figure 3.3).

- Primary Streets carry the majority of traffic through the downtown and are usually the most critical for establishing the downtown character. Main building entrances are most likely to be oriented toward these streets and curb cuts for access minimized for safety and appearance. In the downtown core these streets usually feature minimal building setbacks and a consistent street wall of buildings built to the minimum setback line.
- Secondary Streets provide alternate routes for travelers and provide access to parcels for parking and loading. The consistent street wall is broken by driveways and parking in many places. It is noteworthy that there are few secondary streets in downtown Verona. Only Legion Street (southwest) and Enterprise Drive (northeast) are viable alternate routes to avoid the intersection of Main Street and Verona Avenue.
- Tertiary Streets are minor roadways that handle light traffic and help to complete the grid system, providing access to parcels. In a downtown context, the majority of these roads are either residential streets or side streets with few main building entrances and limited pedestrian features (e.g. awnings, large windows, etc.).

Figure 3.3: Street Hierarchy Map



Streetscape

The streetscape is simply the landscape of the street - it can be barren or inviting. Common streetscape improvements include features that break up the harsh hardscape that exists within a downtown (e.g. trees, shrubs, benches, planters, crosswalks, fountains, and special light fixtures). In general, there are few existing streetscape features within the "Downtown Core". Existing streetscaping features include decorative fencing and hanging baskets at the Main Street/Verona Avenue intersection, a few banners hung on light poles, sporadic planters and benches, and inconsistent use of street trees. Outside of the downtown core along the "East and West Gateways" there is a common theme being used, which includes decorative blue light poles, banners and hanging baskets. *Section 2.1* (page 18-19) describes the streetscaping features within downtown Verona in more detail.

Street Enclosure

Street enclosure refers to the features that define the three-dimensional space of a street. Where buildings or other features tend to follow a consistent setback from the right-of-way, they form a "streetwall", the enclosure of the street is strong, and the experience of being in that space is usually enhanced, especially for pedestrians. In some cases, well-designed open spaces may reinforce this sense of enclosure by using half-walls, fencing and landscaping in lieu of building faces. Most historic and loved "Main Streets" have strong enclosure and are pleasant places to walk around. In places where the streetwall is discontinuous due to large gaps between buildings and large variations in setbacks, enclosure is weak and the experience less pleasant and distinctive. The following notes summarize street enclosure conditions throughout the Main Street and Verona Corridors:

<u>Main Street</u>

- South of Bike Trail: *Consistent Streetwall (minimal setbacks, narrow lots, and no front yard parking)*
- Bike Trail to Verona Ave: *Inconsistent Streetwall (some properties with minimal building setback, while others with significant building setbacks with parking areas in front)*

Figure 3.4: Downtown Streetscaping Photos

- Verona Avenue to High School Driveway: *Consistent Streetwall (most with minimal setback and no front yard parking)*
- North of H.S. Driveway: *No Streetwall*

<u>Verona Avenue</u>

- East of Lincoln Street: *Large lots, deep setbacks, no Streetwall*
- Lincoln Street to Main Street: *Intermittent streetwall (minimal building setbacks, angled facades, some front yard parking)*
- Main Street to Legion Street: I*ntermittent streetwall (some properties with minimal building setback, while others with significant building setbacks with small/large parking areas in front)*
- West of Legion: *Large lots, deep setbacks, no streetwall*

PROPERTIES

Individual properties (parcels and buildings) can have a lasting impression on a person's perception of an area, both positively and negatively. For instance, a building could be so well-designed, unique, or historically significant that it is the first thing someone thinks of when someone mentions the City of Verona. Examples of a property that can leave a negative impression would be a poorly designed or dead public space, a rundown/ falling apart building, or a large vacant parcel.

Building Conditions

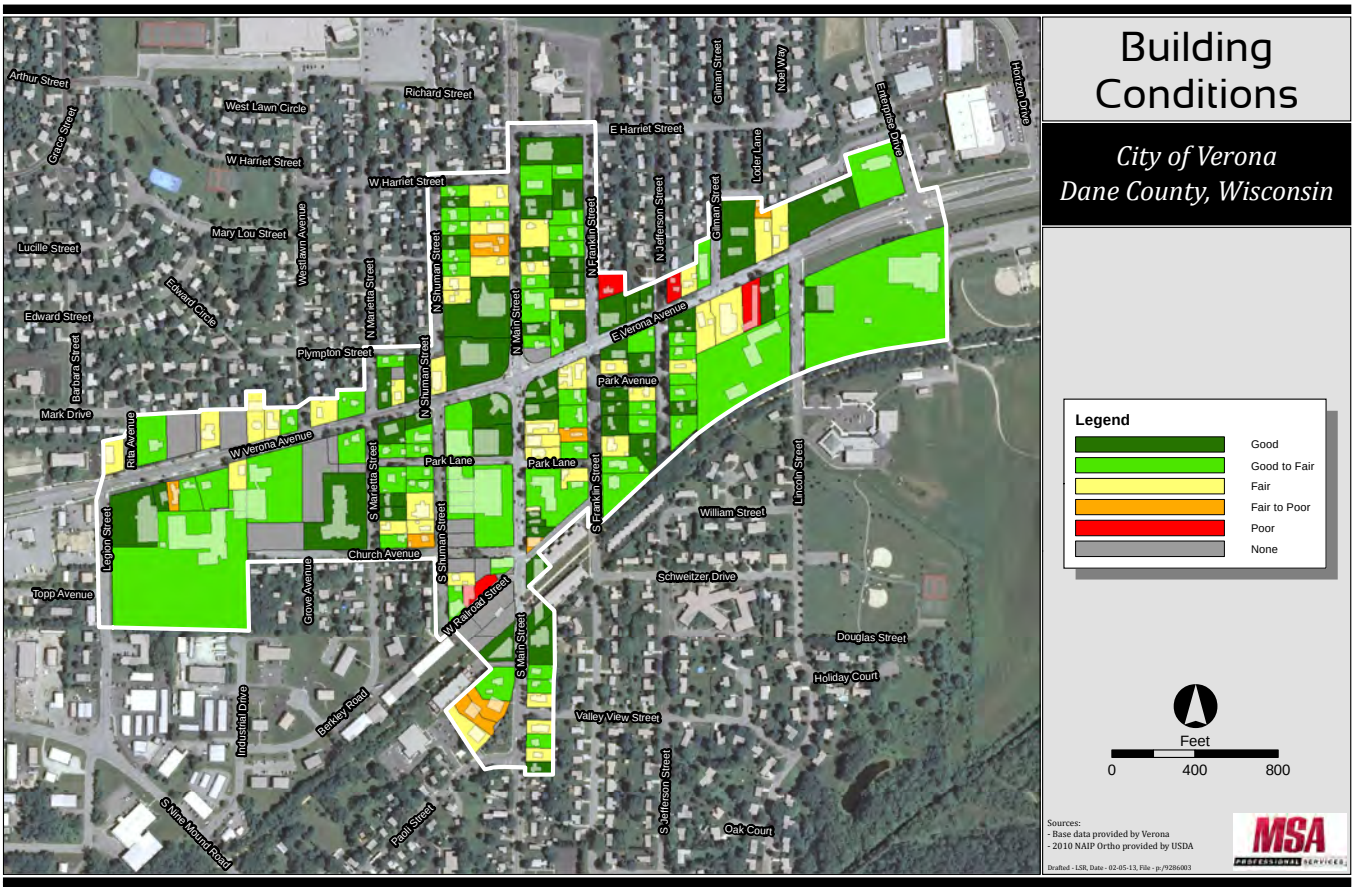
Figure 3.5 illustrates the building conditions within downtown. This is not an evaluation of the structural integrity of the building, but rather a subjective opinion of the condition based on the exterior appearance as viewed from the street.

In general, buildings within the downtown are in fair to good condition. However, there are a few sites that have dilapidated buildings that likely would cost more to update than to tear down.

Table 3.2: Building Conditions Summary

	Parcels		Area	
	#	%	#	%
Good	49	26.6%	22.8	26.6%
Good to Fair	63	34.2%	42.1	49.2%
Fair	39	21.2%	11.6	13.6%
Fair to Poor	8	4.3%	1.9	2.3%
Poor	4	2.2%	1.3	1.5%
No Building	21	11.4%	5.8	6.8%
TOTAL	**184**		**85.5**	

Figure 3.5: Downtown Building Conditions Map



Property Values

Land and improvement (building) values are assessed annually for tax purposes and provide an objective evaluation of the condition of properties within the City (with the exception of tax exempt properties for which no data exists). *Figure 3.4* illustrates the ratio of improvement value to land value within the downtown. In general, strong candidates for redevelopment are properties with land values greater than the improvement values (0-0.9 ratio).

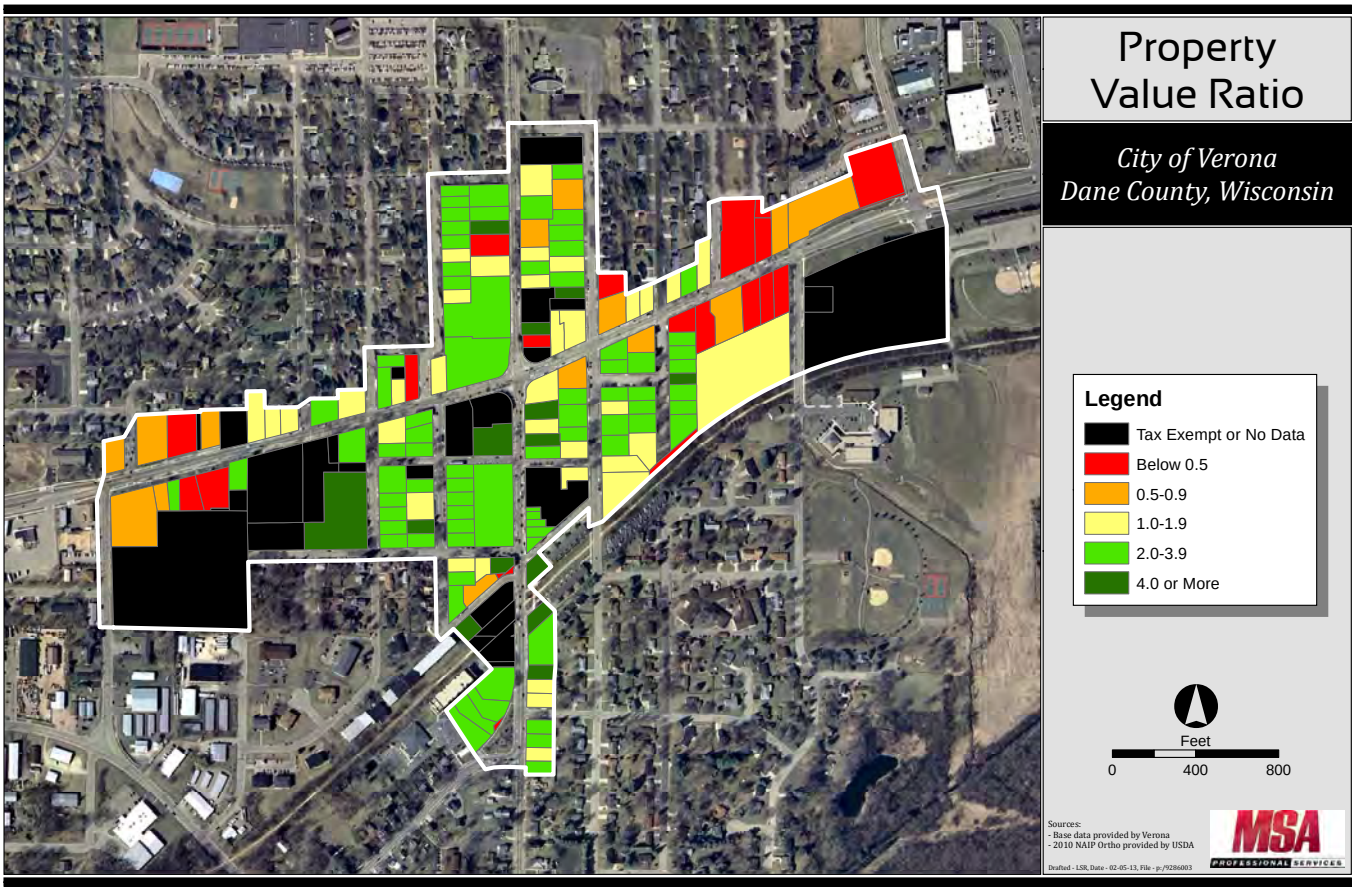
Two important trends that are evident:

- Almost 50% of the parcels in the downtown (excluding tax exempt parcels) are contributing significantly to the tax base (2.0 or more—green).
- 15% of the parcels in the downtown are strong candidates for redevelopment/reinvestment as their improvements are not contributing significantly to the tax base (less than 1.0 - orange and red). Most of these are in the East and West Gateway districts.

Table 3.3: Property Value Ratio Summary

	Parcels		Area	
	#	%	#	%
4.0 or More	14	7.4%	5.3	6.2%
2.0-3.9	77	41.0%	23.2	27.1%
1.0-1.9	36	19.1%	13.9	16.2%
0.5-0.9	14	7.4%	8.0	9.4%
Below 0.5	15	8.0%	7.9	9.2%
No Data / Tax Exempt	32	17.0%	27.4	31.9%
TOTAL	**188**		**85.7**	

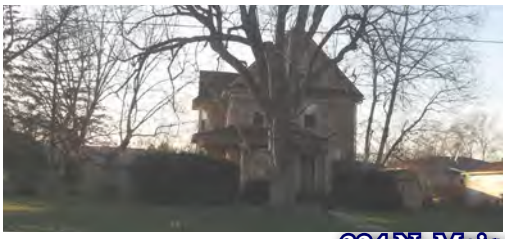
Figure 3.4: Downtown Property Value Ratio Map



Architectural & Historical Character

The architectural character of downtown Verona is eclectic, comprised of structures and styles from the past 100+ years. While there are no registered historic structures in the study area, there are several (pictured below) that were noted in the statewide Architectural and Historic Inventory (AHI) compiled in the 1970s. None of these buildings are recognized as architecturally or historically significant, but they are part of the eclectic character of the downtown area. The planning process revealed limited interest to ensure protection of these structures. Buildings noted most frequently as desirable were 101 N. Main St. and 102 W. Railroad St.

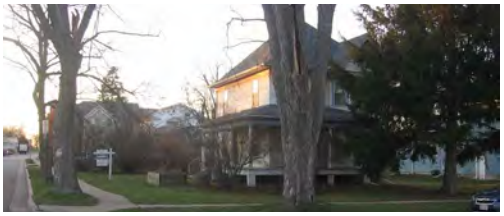
212 E. Verona



324 N. Main

200 Park

101 N. Main



102 E. Park

125 S. Main

201 S. Marietta

201 S. Main

102 W. Railroad

324 S. Main

3.2 Redevelopment Scenarios

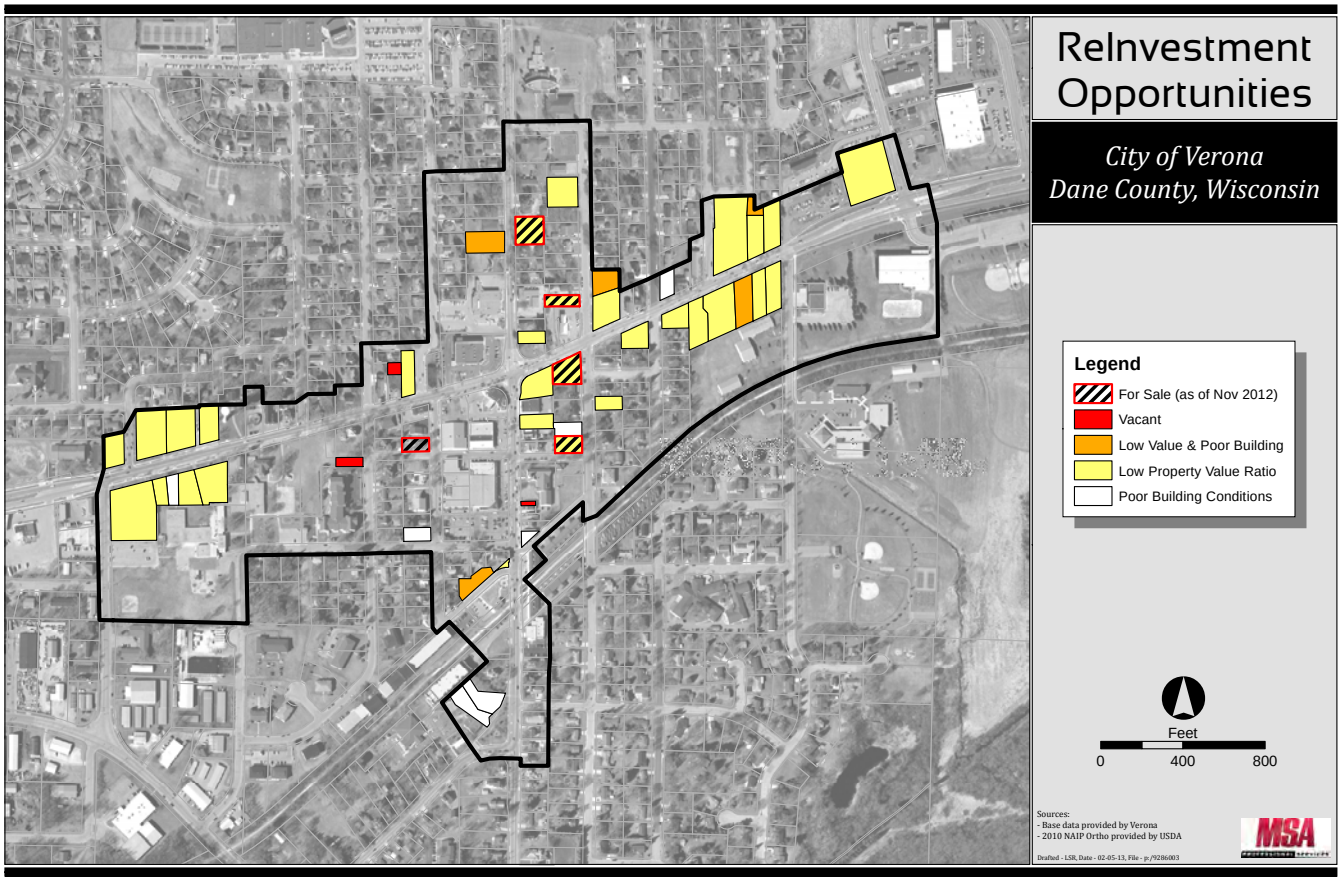
As discussed in the prior section, there are a variety of development patterns within the downtown core - some enhance the vision established by this process, while some detract from or are neutral to this vision. This section offers an illustration of how the downtown core could be transformed in the next 20+ years as redevelopment occurs.

REINVESTMENT SITES

Based on the urban context analysis (*see Section 3.1*), there are several parcels that offer significant opportunities for reinvestment. Strong candidates for reinvestment are either vacant or are for sale, have low improvement value (relative to land value), or have buildings that are in poor condition. *Figure 3.7* (*shown below*) illustrates redevelopment/reinvestment opportunities within the downtown core. See *Section 3.3* for redevelopment priority sites.

- Red parcels are the most viable for redevelopment, as they do not have structures (red) or they are currently for sale (red outline with black hatch).
- Orange parcels are strong candidates for reinvestment or redevelopment due to low values and poor exterior building conditions (even though they are not currently for sale or vacant).
- Yellow parcels have some viability for reinvestment or redevelopment due to low improvement values (even though they are not currently for sale, vacant, or in poor condition).
- White parcels are less viable for redevelopment due to stronger values, but are candidates for reinvestment to improve poor exterior conditions.

Figure 3.7: Downtown Reinvestment Map



DEVELOPMENT SCENARIOS

At the time of land use scenario development, the Steering Committee had not yet selected a preferred solution to the long-term traffic needs of the downtown area. MSA therefore prepared two land use scenarios to illustrate how the transportation choices might affect redevelopment outcomes. The two land use scenarios were based on the following mobility scenarios (*see Section 2.2 for more information*):

1. Roundabout/Signal* - Expand both Verona and Main to four lanes (two-way traffic on both)
2. One-Way Pair* - Relocate northbound traffic from Main Street to Franklin Street to create a one-way pair within existing right-of-way (one-way traffic on each street), and expand Verona to four lanes (two-way traffic)

Both of the land use and redevelopment scenarios were reviewed by the Steering Committee and the City prior to making a recommendation for the mobility solution.

Assumptions of the land use and redevelopment scenarios (Figure 3.8 - 3.9).

- *Properties that will be significantly impacted by future right-of-way acquisition (i.e. loss of building or significant loss of parking) will become redevelopment sites.*
- *Some property assembly will occur as necessary to create viable redevelopment sites.*
- *Surface parking will be the typical format to meet parking demand. If underground or above ground parking becomes a viable option, the intensity of the proposed development could be increased (in comparison to these concepts) either as additional height or as footprint expansion.*
- *Redevelopment will generally be driven by the private market; however, the City may assist with project funding in some cases and may be involved in some land purchases, especially as needed to acquire/ protect needed street right-of-way.*

** The land use and redevelopment scenarios focused primarily on the Main Street corridor because the transportation alternatives would each have had a similar affect on Verona Avenue outcomes.*

See *Section 3.3* for the final development "master" plan based on the Steering Committee's recommended mobility solution.

Roundabout/Signal Scenario

Figure 3.8 (*on the next page*) illustrates the future redevelopment opportunities if Main Street is converted to a four-lane road section north of Verona Avenue to handle all north/south traffic through the downtown. This solution will greatly impact properties along North Main Street and adjacent parcels to the Main and Verona intersection. South Main Street (*beyond the improvements to the Main/Verona intersection*) will not be greatly impacted by this mobility solution.

Development Summary

If and when North Main Street is expanded to four travel lanes, properties will lose a portion of their front yards and will see increased traffic. As a result, these parcels will have more value as commercial or mixed use developments than as residential-only development. As shown in *Figure 3.8*, uses could be a mix of 2/2.5-story townhomes, 2-3 story office buildings, 2-3 story mixed use buildings, and 1.5-story retail stores. The State Bank of Cross Plains, Walgreens, Main Street Dentists (105 N Main), the Norland Learning Center, and all existing development on Franklin Street will remain for the foreseeable future.

South Main Street will not require four travel lanes, but the intersection with Verona Avenue will have a significant impact on the first block of S. Main Street. Changes to the S. Main Street area include:

- Loss of most buildings on the east side of Main Street, north of Park Lane (only the Sow's Ear can remain). These sites would be redeveloped with 1.5-story to 3-story buildings.
- New parking behind the Sow's Ear to compensate for the loss of parking on Main Street
- Closure of W. Railroad St. and expansion of Hometown Junction Park
- Reconfiguration of the Miller and Sons parking lot and expanded parking south of Church Street

Figure 3.8: Land Use Alternative 1 (Only on Main)

One-Way Scenario

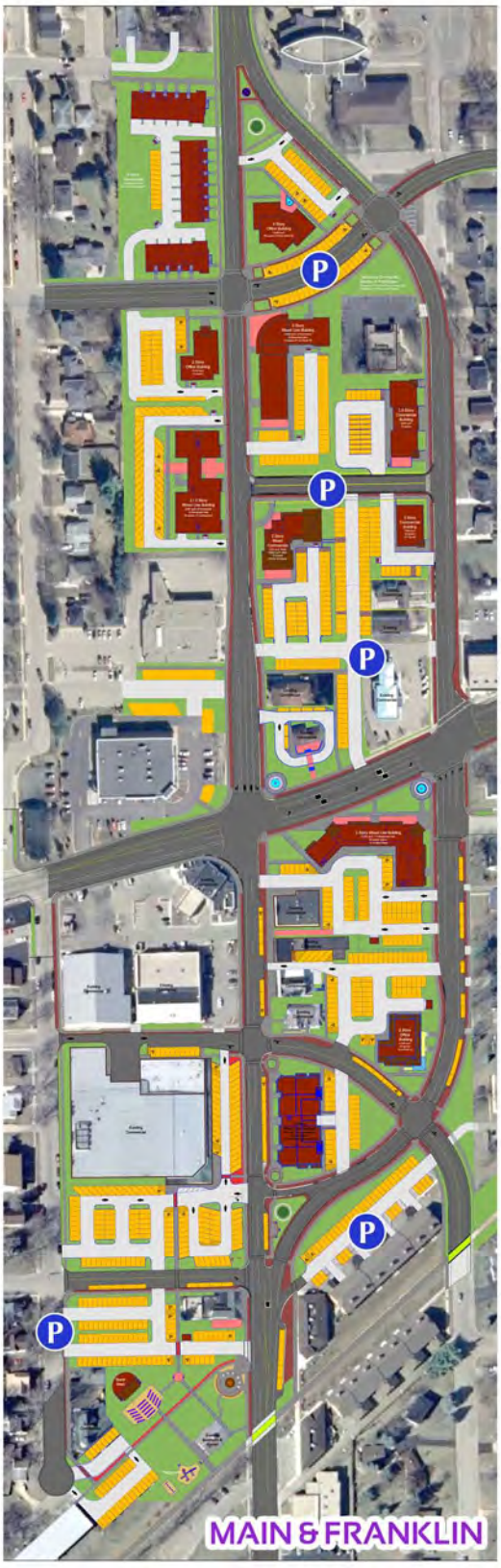
Figure 3.9 (on the next page) illustrates the future redevelopment opportunities if the north/south traffic is split between Main Street and Franklin Street, creating a one-way pair system. This solution would impact properties near the proposed one-way splits and at the Main and Verona intersection. Outside of these sections the right-of-way would not need to be expanded. Redevelopment would be precipitated not by right-of-way changes, but by the shift in traffic pattern exposing more parcels to more traffic and customers. This scenario envisions development on Franklin Street that would not otherwise be as viable without the increase traffic on that street.

Development Summary

All of the developments proposed in the prior scenario (*see figure 3.8*) are considered viable and appropriate in this scenario as well, though in this scenario they are afforded more space due to the narrower right-of-way requirements. As shown, Franklin Street developments would be only 1.5- to 2-stories in height and would have smaller footprints in order to be more compatible with the existing housing on the other side of the street.

Along S. Main Street, the east side of the 200 block would be removed in order to provide space for the one-way split. The loss of several older buildings (including the Memorial Baptist Church) would be offset by providing a large redevelopment site in the heart of the downtown, an additional public parking lot north of the existing townhomes, and a public green space within the island created at the split. In this scenario the Main Street businesses on the east side of the 100 Block could remain (excluding the Mobil Gas Station). As shown, the west side of S. Main Street would redevelop similarly to the other scenario with additional off-street parking and an enlarged park space.

Figure 3.9: Land Use Alternative 2 (Main & Verona)



3.3 Master Plan

The prior section, including the illustration at left, discusses the land use scenarios presented to the Steering Committee to help select a preferred transportation and mobility solution. The Steering Committee eventually recommended that if and when four lanes become necessary on N. Main Street, traffic should stay on Main Street and the intersection control should continue to be a traffic signal. (*see Section 2.3 for more details*).

This section presents a variety of development projects throughout the planning area consistent with the various transportation recommendations.

PRIORITY REDEVELOPMENT SITES

Section 3.2 discusses those sites that are prime for reinvestment based on MSA's urban context analyses (*see page 62)*. However, the City can choose to influence the pace and timing of redevelopment by directly pursuing land acquisition or offering development incentives for catalyst projects - projects deemed likely to generate enthusiasm for and further investment in the Downtown area. The various redevelopment sites have been prioritized based on their perceived value as catalysts of further investment. See the following pages for specific recommendations for some of these potential catalyst projects.

High Priority

- Hometown Junction Park & Parking (100 W. Railroad)
- Park Lane Parking (102 E Park & 108 S Franklin)

Medium Priority

- West Verona Avenue Downtown Core Gateway (415 W Verona & 410-420 W Verona)
- East Verona Avenue Downtown Core Gateway (102 Lincoln & 303-415 E Verona)
- Harriet Street Realignment/North Main Street Downtown Core Gateway (120 N Franklin, 101 E Harriet & 133 N Main)

Low Priority

- North Main Street (114-126 N Main, 115-129 N Main)
- South Main Street (east side of 100 & 200 Block)

PARKING

As discussed in *Section 3.1* (*on pages 51-52*), the current parking supply is generally adequate for the peak period parking demands. However, the long-term mobility improvements identified in this Plan (*see Section 2.3*) will require removal of all on-street parking along N. Main Street and East Verona Avenue, and removal of some on-street parking along S. Main Street and W. Verona Avenue. This will effect the total supply that will be available to meet the existing and future demand for parking. To offset this loss of parking, the City is interested in providing off-street public parking lots within the downtown core.

If placed and signed correctly, this can successfully offset the on-street parking loss. However, it is important to be strategic when locating public parking lots within the existing urban fabric for two reasons. First, this solution requires removing existing taxable development, which reduces City revenues. The second challenge is that surface parking lots can weaken the urban character of the downtown. Therefore, the locations that work best include the following: build on parcels that are not contributing significantly to the tax base, expand existing parking facilities, and maximize the number of on-street parking spaces. Each proposed parking project is described below.

P1 - Harriet Street On-Street Parking

This Plan recommends E. Harriet Street be realigned to connect to W. Harriet Street at Main Street (*see Figure 3.10*). This will provide a redevelopment opportunity in the NE quadrant of this newly created intersection. However, the lot size will limit the size of the development of this lot. To supplement private off-street parking, Harriet Street could provide up to 38 perpendicular parking spaces if incorporated in the Harriet Street reconstruction project. In total, this will create a net increase of approximately 24 parking spaces.

P2 - State Bank Shared Parking Lot

Currently there are two access driveways to the Walgreens and State Bank parking lot on the west side of N. Main Street. It is suggested the existing private parking lots be reconfigured to enable a single access point as shown in *Figure 3.10*. This will reduce the number of curb cuts on Main Street, move the parking lot access further from the Main Street and Verona Avenue intersection, and allow Walgreens to offset their parking loss if and when the long term expansion of that intersection eliminates Walgreens parking spots. The net result of this

Figure 3.10: Potential Public Parking Lots

redesign is zero (includes supplementing Walgreens' parking loss along Verona Avenue). If a lack of public parking becomes an issue on the west side of N. Main Street, the City should consider working with the bank to make part of this lot available to the general public if it is under-utilized.

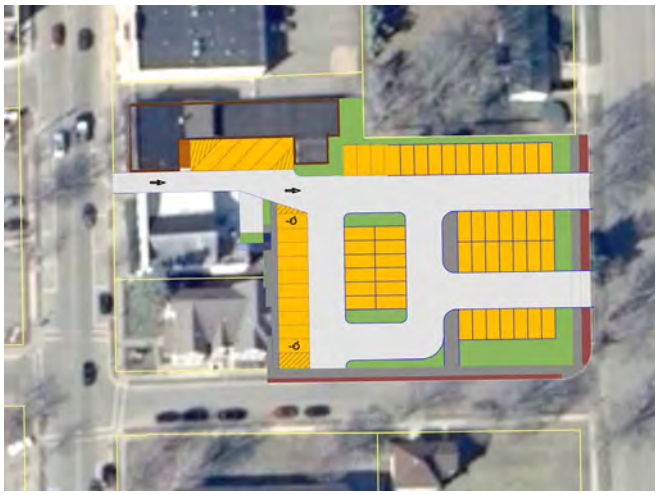
P3 - 104 E. Verona Avenue Public Parking Lot

This proposed public lot requires removal of one business (Sojo Blau Salon) and use of the under-utilized TDS parking lot. This will offset the loss of on-street parking on Main Street and Verona Avenue, as well as offset the loss of off-street private parking on 101 N. Main Street (Norland Learning Center). The net gain of this lot would be two spaces.

P4 - Park Lane Shared Parking Lot

This lot would require removing two homes on S. Franklin Street (one recently purchased by the City) and reworking the existing parking areas of 119-125 S Main Street. If these parking spaces were shared, it would alleviate the existing parking issues within this block. Figure 3.10 (on the previous page) illustrates the long-term parking layout in relation to other rede velopment, while Figure 3.11 below illustrates the short-term improvement by itself. At full build-out, this public/shared parking lot would provide a net gain of 22-25 spaces.

Figure 3.11: Potential Park Lane Parking Lot (short-term)



P5 - Church Street Parking Lot

This proposed lot requires removal of a home (305 S. Shuman Street) and quonset hut buildings (100 W. Railroad). It will support not only several downtown businesses, including Miller's, Tuvalu and Falbo Pizzeria, but it will also support Hometown Junction Park activities and possibly other new businesses. This change provides a net gain of approximately 12 parking spaces as compared to current public and private parking.

In conjunction with expanding the parking lot on the south side of Church Street, this concept suggests a redesign of Miller's main parking lot as well. The current layout provides 95 parking spaces, but is limited in pedestrian amenities. This redesign provides parking island at several locations and a walkway that links the entrance to the grocery store to the proposed Hometown Junction Park parking lot. To increase the efficiency of the Miller's parking lot, the parallel parking on the north side of Church Street was removed, allocating some public right-of-way to the Miller's parking lot. The result is no parking loss within the Miller's lot, while providing space for landscaping and pedestrian walkway improvements.

Figure 3.12: Potential Miller's Parking Lot Improvements

FINAL CONCEPT PLAN

As discussed in Chapter 2, the recommended mobility solutions for the downtown will be a factor in how and where sites may redevelop. This final concept land use scenario is a refinement of previously presented ideas, revised per stakeholder feedback and adjusted to fit the transportation choices selected by the Steering Committee.

The final concepts (*Figures 3.13-3.16*) illustrate both the development potential for reinvestment sites and public improvements that further the Vision established in this Plan. See page 61 for the design assumptions used to develop the proposed redevelopments shown within this section. The images shown with each redevelopment opportunity are representative of the type and massing of each suggested development.

North Main Street

This segment of the downtown may eventually be completely transformed by the expansion of the street to four travel lanes with twelve foot pedestrian ways (i.e. six-foot hardscape terrace and six-foot sidewalk). The Harriet Street realignment and the Main Street and Verona Avenue intersection expansion are the other improvements planned in this segment. All existing commercial buildings (excluding Verona Electric) would remain north of Verona Avenue for the foreseeable future.

Redevelopment

The reduction of front yards and projected increase in traffic suggest Main Street properties will transition to a higher intensity of use and development in the foreseeable future. Uses will primarily be commercial and mixed use. The Main Street facades are designed to be within fifteen feet of the sidewalk with the majority of the parking located in the side or rear of the buildings. The remainder of the street frontage is designed for pedestrian zones (i.e. outdoor plazas, seating areas and landscaping). The overall building heights are 1.5- to 3-stories. As illustrated in the representative photos and concept plan, the design of the buildings should make an effort to fit in with the housing behind the Main Street properties. This can be accomplished by reducing the height of the building along the rear of the site (near residential), or by breaking up the footprint with sections being pulled back from the street.

1

2/2.5-story Townhomes - 18 Units

12 spaces (plus garages)

2

2-story Office - 7,500 sqft

26 spaces

3

2/3-story Mixed Use - 8,200 sqft-Com / 14 Units

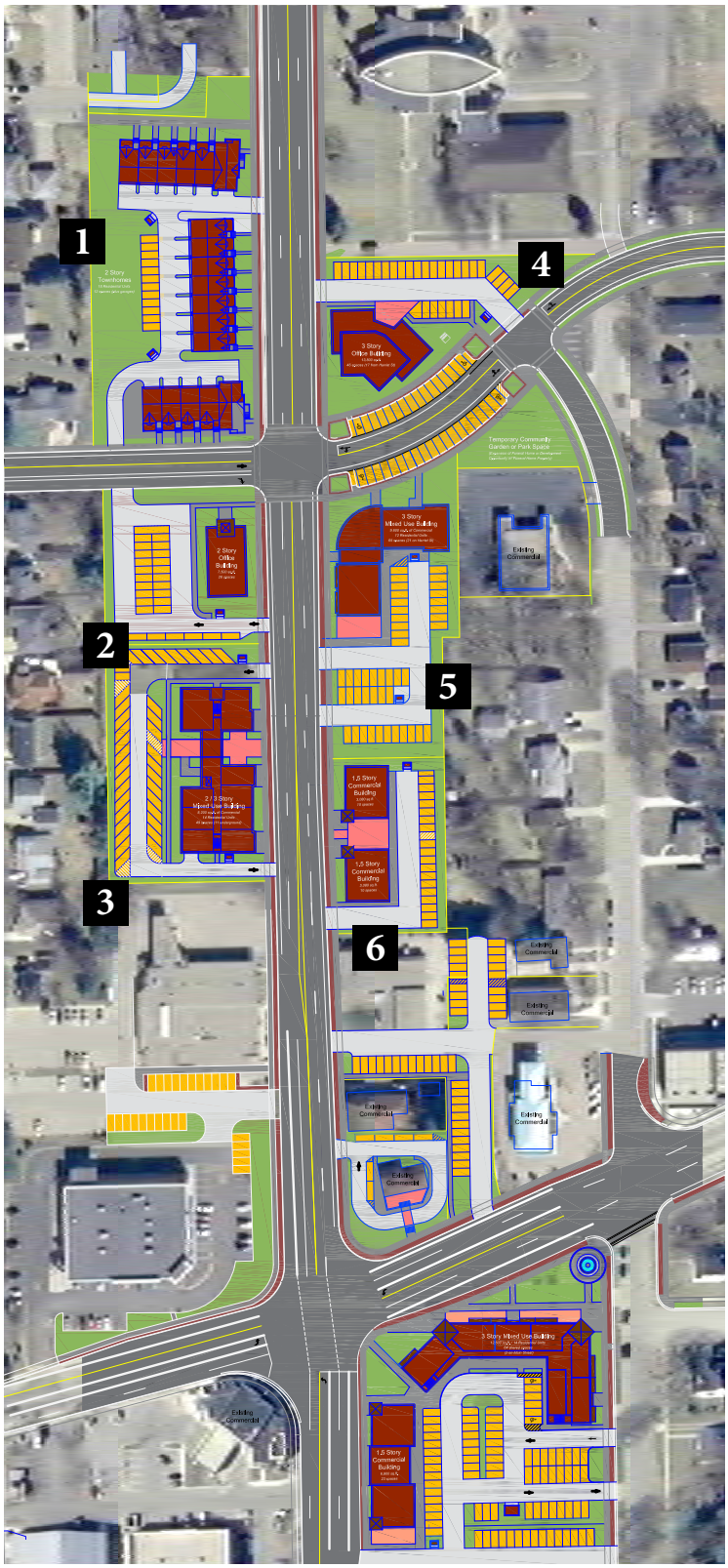
49 spaces (11 underground)

4

2-story Office - 13,800 sqft

46 spaces (17 spaces from Harriet Street)

Figure 3.13: Concept Plan - North Main Street



5

3-story Mixed Use - 9,600 sqft-Com / 12 Units
65 spaces (21 on Harriet Street)

6

1.5-story Retail - 6,100 sqft (in two buildings)
20 spaces

South Main Street

The mobility improvements that will influence redevelopment include the rerouting of East Railroad Street to align with Church Street, expanding the sidewalk to twelve feet (i.e. six-foot hardscape terrace and six-foot sidewalk), and expanding the Main and Verona intersection. For the foreseeable future, all commercial buildings would remain on the west side of S. Main Street, while only the Sow's Ear and buildings south of Railroad Street will remain on the east side of South Main Street.

Redevelopment

This section of the study area is the heart of the downtown core. It is home to several larger traffic generators, including Miller's grocery store, as well as several smaller local retail and restaurant establishments. The long term vision for this section of the downtown is higher-density 1.5- to 3-story mixed use buildings with the majority of the facades within 15 feet of the sidewalk.

The existing larger establishments are significant assets to the downtown core and should remain for the foreseeable future. However, there is potential to enhance these properties, especially their building facades and parking configurations. Suggested facade improvements include adding more street-level windows/display areas, accentuating the verticality of these buildings through bays and columns, and adding higher-quality exterior materials. The potential enhancements to the parking areas include enhanced landscaping through parking islands and sidewalk buffers, and adding walkways/crosswalks that connect public sidewalks to building entrances. At this time Miller's is not looking to expand; however, if plans change there is potential to redevelop the site as a multi-story building with residential units above the grocery store and liner shops. This format is becoming more and more prevalent and would enliven the street at all hours of the day.

The largest redevelopment opportunity in this portion of the downtown is the block bound by Main, Verona, Franklin and Park. Any redevelopment of this site should include a "signature" building at the corner of Main and Verona that is at least 2.5 stories tall. As illustrated in *Figure 3.15* (*Site "a"*), there is potential to set the development back from Verona Avenue, creating a "signature" green space that would be quite visible from both Main Street and Verona Avenue. There is potential to include a focal point park feature (such as a fountain or statue) that will entice people to stop and linger.

7

3-story "Signature" Mixed Use (12,500 sqft / 14 Units)
64 spaces

8

1.5-story Office (6,900 sqft)
23 spaces

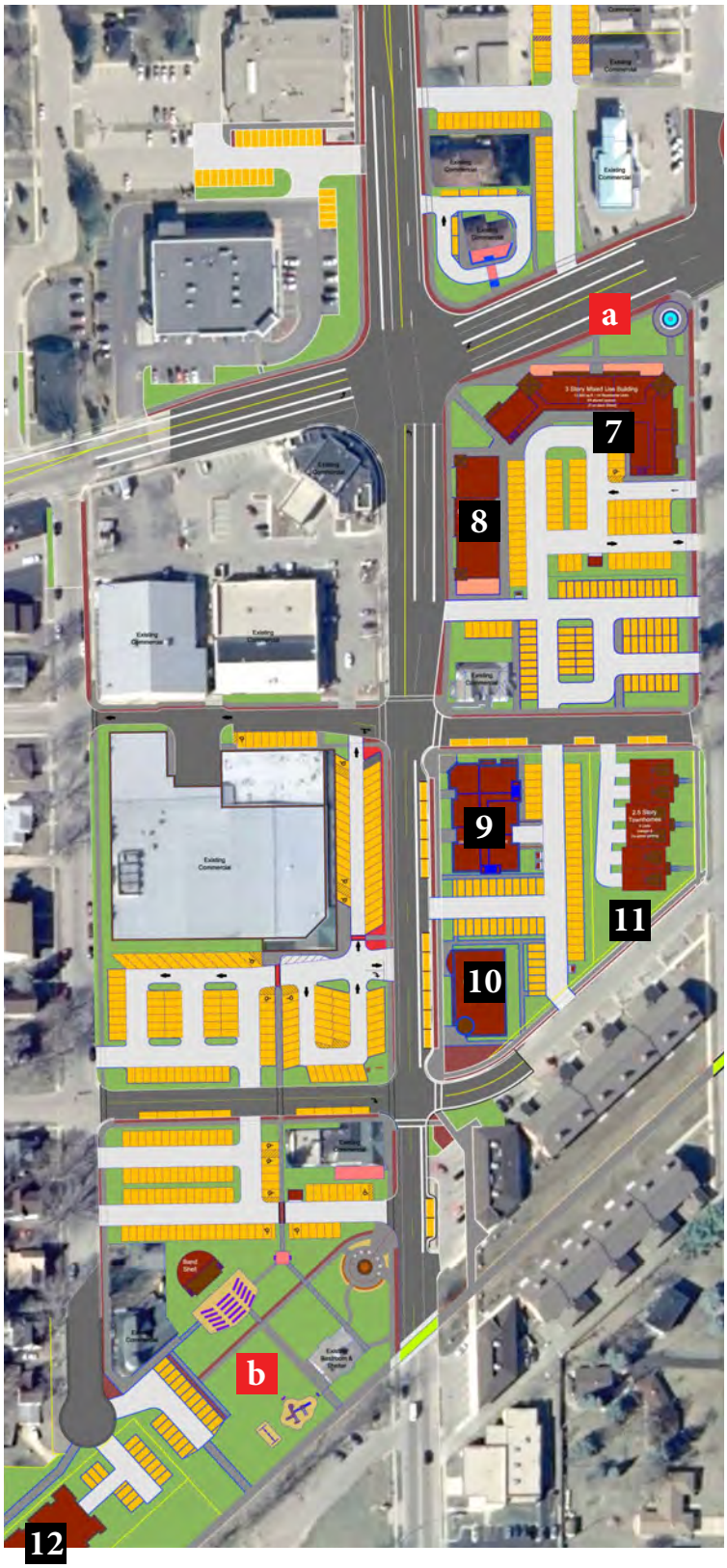
9

3-story Mixed Use (8,500 sqft / 12 Units)
60 spaces (20 underground & 9 on-street)

10

1.5-story "Signature" Restaurant (6,000 sqft)
36 spaces (6 on-street)

Figure 3.15: Concept Plan - South Main Street



11

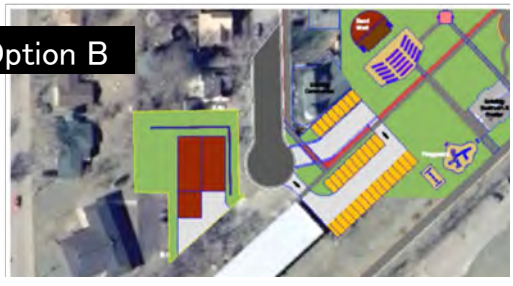
2/2.5-story Townhomes - 6 Units
on-street parking (plus garages)

12

3-story Condo/Apartments - 30 Units
55 spaces (40 underground)

Hometown Junction Park

Another asset to the downtown is Hometown Junction Park. Based on public comment and survey responses, the community desires a larger community park that can be a social gathering place for Verona. The best opportunity for this type of space is to expand Hometown Junction Park to the north, closing West Railroad Street and relocating Ellis Manufacturing's storage facility (*as shown in Figure 3.15 - Site "b"*). If Ellis Manufacturing remains downtown, the storage facility could be rebuilt at 308 S. Shuman, using the terrain as a buffer from the park and neighboring properties (*as shown below*).



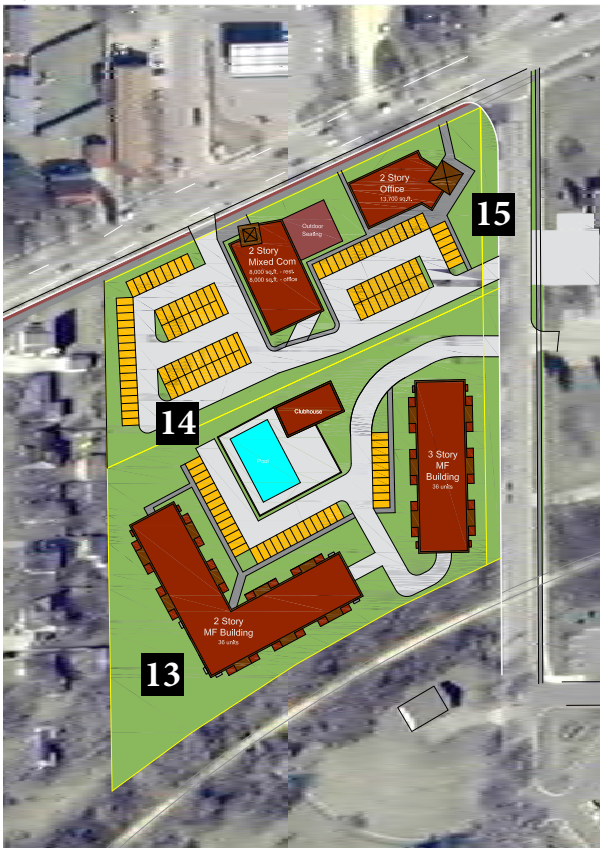
East Verona Avenue

This portion of the downtown will be affected by the proposed expansion of Verona Avenue (i.e. two to four lanes of travel with twelve-foot sidewalk/terrace), and expansion of the Lincoln Street and Verona Avenue intersection to a signalized intersection. Based on interviews with the property owners, this entire area could potentially redevelop.

Redevelopment

The size of this block offers opportunities for a variety of alternatives for redevelopment. The proposed concept (*see Figure 3.15*) shows three developments - two commercial buildings along Verona Avenue and a multi-family complex sitting behind the commercial uses. If the entire site was redeveloped as commercial, parking would become a larger portion of the site (unless it was built above the ground floor or underground). In either case, a "signature" building should be built near the corner of Lincoln and Verona that is at least two stories tall.

Figure 3.15: Concept Plan - East Verona Avenue



13

2/3-story Multi-Family Buildings (72 Units)
118 spaces (80 underground)

14

2-story Mixed Commercial (16,000 sqft)
65 spaces

15

2-story Commercial Building (13,700 sqft)
44 spaces

West Verona Avenue

This section of Verona Avenue will remain at two-lanes for the foreseeable future, so the only major improvement will be increased sidewalk widths. This will have a minimal impact for properties west of Westlawn Avenue. Other improvements suggested include a school drop-off at the elementary school and street connection between Church Street and Industrial Drive (which currently ends in a cul-de-sac).

16

2.5-story Mixed Commercial (21,800 sq.ft)
75 spaces

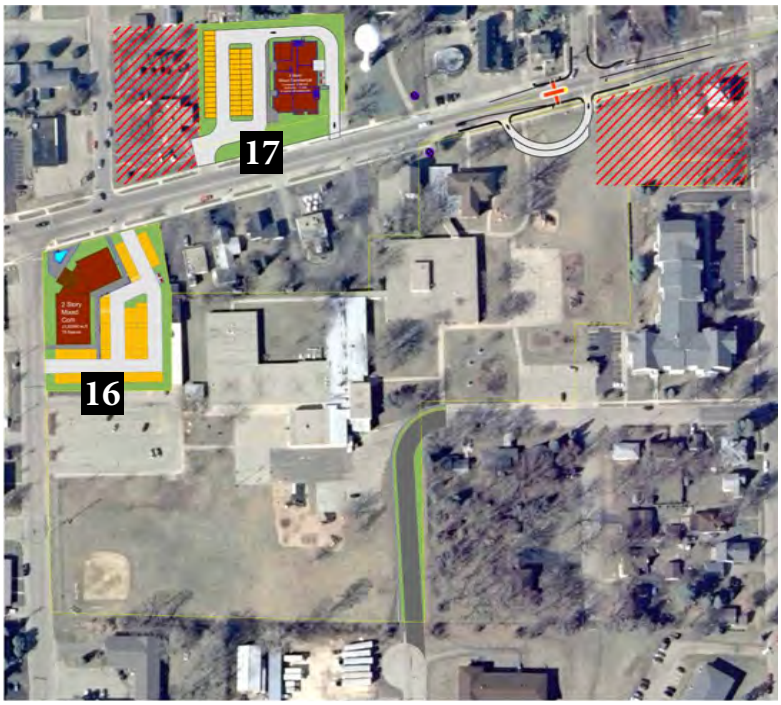
17

3-story Mixed Use (8,500 sq.ft / 12 Units)
62 spaces

Redevelopment

The majority of the commercial properties will remain for the foreseeable future, excluding two sites (415 W. Verona Avenue and 420 W. Verona Avenue). These properties were recommended as redevelopment sites due to their size, location, and ownership. The former bowling alley (415 W. Verona) is at a major entry point to the downtown. It is important the development build near the intersection with a "signature" building at least two stories in height. The other site (#17) includes a bar, parking and undeveloped land. If the Anchor Bank property (420 W. Verona Avenue) were included in this redevelopment, a significantly larger development is possible. In this case, a new building should anchor the Rita and Verona intersection. *Figure 3.16* illustrates how both of these sites could redevelop with the parking located to the side and rear of the sites.

Figure 3.16: Concept Plan - West Verona Avenue



It is important to note that a large portion of West Verona Avenue land is owned by the School District. If the school were to improve their site, consideration should be given to increasing the parking lot and creating a drop-off location next to the Sugar Creek Elementary School. If the District should ever decide to move the school from this location, the site could be redeveloped with commercial uses along Verona Avenue and residential uses behind. However, the building located at 401 W. Verona Avenue (currently New Century Charter School) should be preserved, as it has historical value to the community. In either case (if the school site remains or gets redeveloped), the corner of Marietta and Verona (*red hatching in Figure 3.16*) could be redeveloped as a commercial use without affecting the school activities.

DEVELOPMENT STANDARDS

The City currently maintains and enforces design standards for Verona Ave. and Main St. The Downtown Design and Use Overlay District, which is part of the zoning ordinance, is intended to "create a vibrant, functional, and attractive commercial downtown". These standards are generally appropriate, however they are applied uniformly throughout both the "Gateway" areas and the Downtown Core area as identified in this plan.

The Downtown Core has and should continue to have a unique and more compact design character, as compared to the more "suburban" character of the Gateway portions of Verona Ave. This plan recommends amendment of the Downtown Design and Use Overlay District to protect the downtown's design character.

Recommended changes:

Eliminate the requirement to align all Verona Ave. buildings along a "true" east/west line. There is no compelling aesthetic or functional reason not to allow alignment parallel to the street.

Eliminate the 40% maximum building coverage standard, allowing the underlying zoning to determine building coverage.

Identify a "Downtown Core" area as described in this plan (Lincoln to Legion, Harriet to Paoli). Add standards specific to this area:

Building Setback from Street

- Current Standard: *Min. 15'*
- Downtown Core Standards: *Min. 5', Max. 15' At least a portion of the building (e.g. 30% of width) must be built to the maximum setback.*
- Rationale: *Based on Visioning results; will help maintain a consistent downtown character.*

Paved Surface Setbacks

- Current Standard: *Min. 10' from rear lot line*
- Downtown Core Standards: *Min. 5' from rear lot line, and 6' tall fence and/or tall coniferous plantings required when parking is within 20' of a residential district.*
- Current Standard: *Min. 15' from street*
- Downtown Core Standards: *Parking lot setback Min. 5', plus 3' tall landscape buffer required (fence or bushes). Pedestrian paths and patios permitted to sidewalk.*
- Rationale: *Smaller lots, limited space for parking, desire for outdoor seating and activities to enliven the street.*