

GET
STREET
SMART

THRIVING DISTRICTS BY DESIGN



JULY

Boost visibility
with sidewalk
appeal

WHAT DEFINES A "MAIN STREET"?

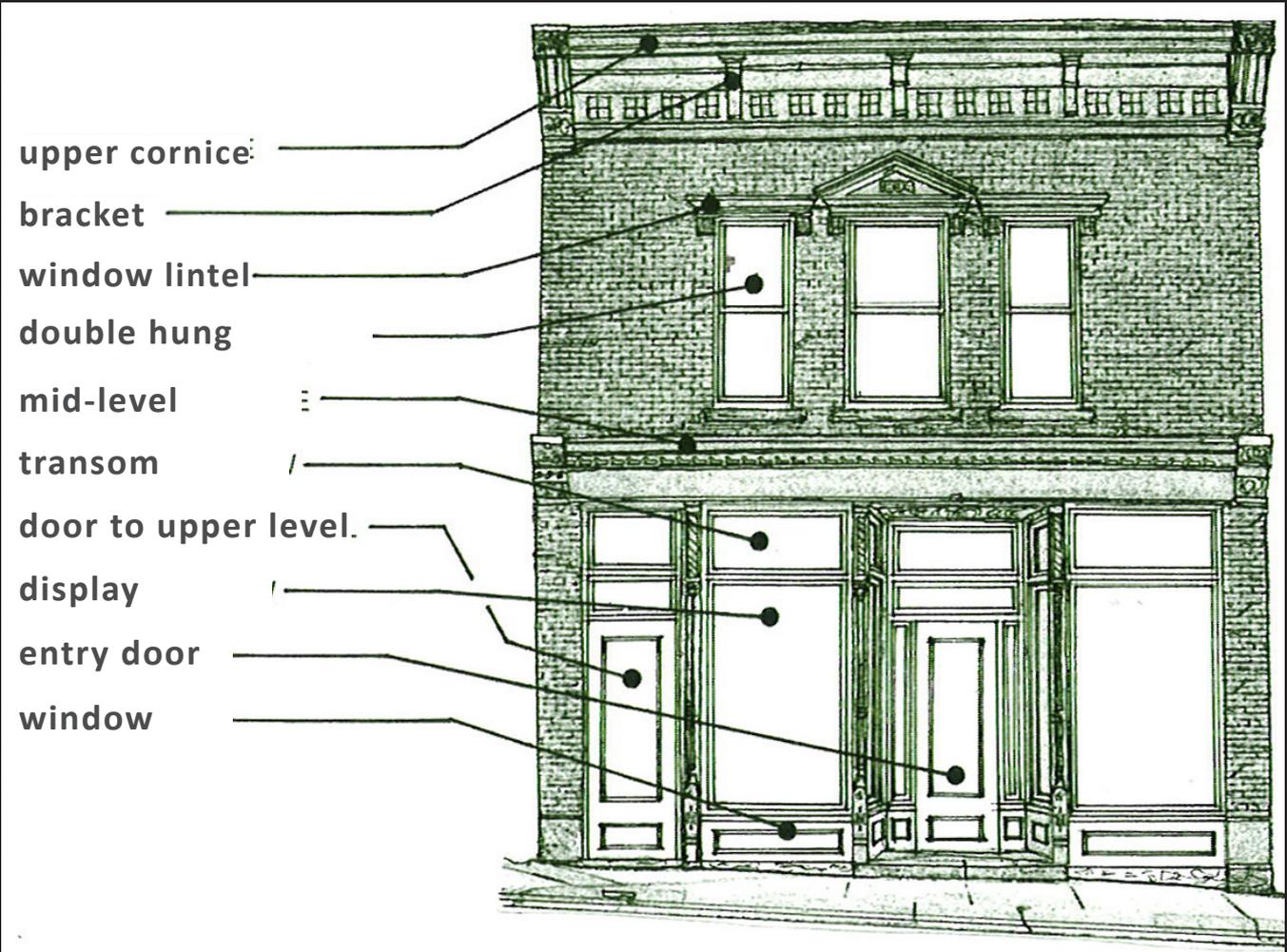
- CULTURE buy local, quirky, independent, fun
- CONTINUITY streetscape, wall of storefronts, `walkability`
- HISTORY architecture, annual events, communal experiences
- CONVENIENCE one stop shopping in the community
- FLEXIBILITY adaptable to change over time
- COMMUNITY IDENTITY a place to meet your neighbors

What defines a "Main Street"?



District Unity

The storefront, arguably the most important segment of a commercial building, is often the portion that pedestrians and drivers notice the most.



The Importance of Storefront

STOREFRONT DESIGN PRINCIPLES

- Consider the entire building
- Context + continuity
- Window display
- Paint
- Awnings
- Signage
- Lighting
- Maintenance

Storefront Design Principles

BIG PICTURE

District Design Plan - Hillsdale Main Street

February 2012

Storefront Improvements

Tenant signage, tenant lighting, and tenant maintenance

Plaza

Future plaza planned

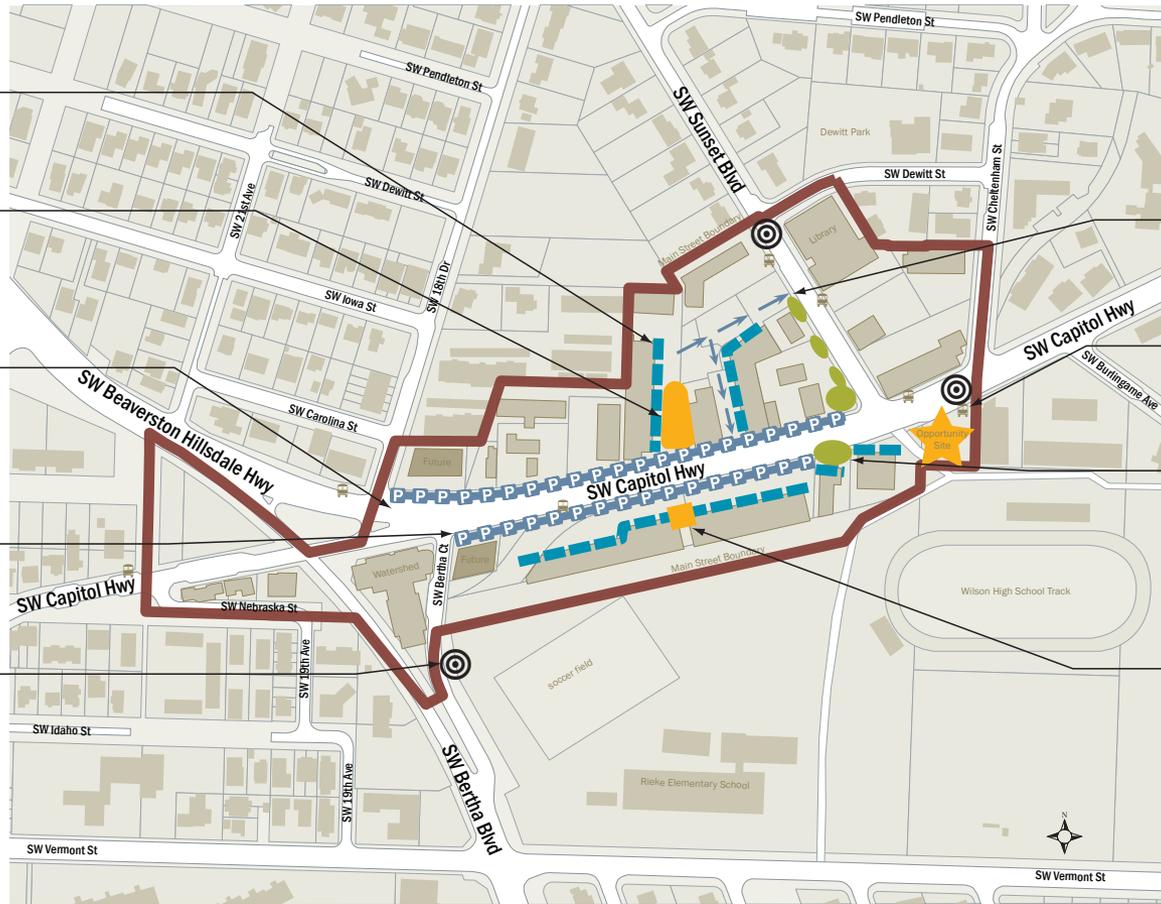
Lighting

District/Street Lighting Fixtures

On-street Parking

Provide an addition XX number of parking spaces and calm traffic along Capitol Hwy.

Gateway Signage



Circulation Plan
Parking area, pedestrian walkways, and improved traffic flow.

Wayfinding Signage

Landscaping Area

Bike Parking

Importance of Streetscape

SIDEWALKS + STREETScape PRINCIPLES

- PEDESTRIAN EXPERIENCE
- CONTINUITY + CONNECTIVITY
- CLARITY OF CIRCULATION
- CONVENIENCE
- CLEAN + SAFE

Streetscape Design Principles



The Moreland Farmers Market adds vitality to this parking lot



Designed thoughtfully, food carts can define edges of a public space and encourage pedestrian activity in the district.

Activating Vacant Lots



Well maintained functional alley



Developed retail alley

Rethinking 'Back of House'



Tidy alley

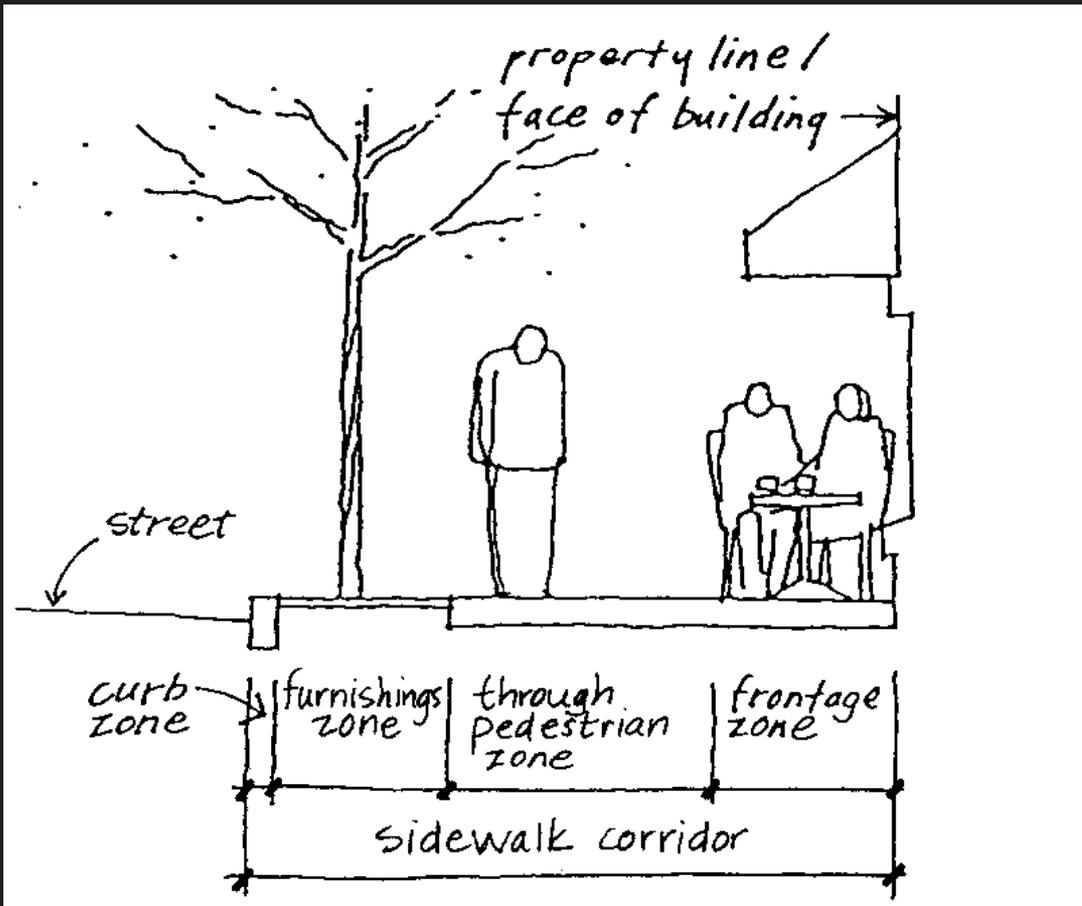
Rethinking 'Back of House'

LOCAL CODE + ZONING CONSIDERATIONS

- PUBLIC RIGHT OF WAY
- LANDSCAPING
- OUTDOOR SEATING
- SIGNAGE + DISPLAY
- ACCESSIBILITY

Local Code + Zoning

SIDEWALKS
+
STREETSCAPE



Typical section of a Sidewalk Corridor

Understanding the Elements



A bustling sidewalk in NW Portland

Pedestrian + Storefront Zone



Seating in the
“furnishings” zone

Furnishing Zone



Street Furniture



Uniform street trees



Iron well grate

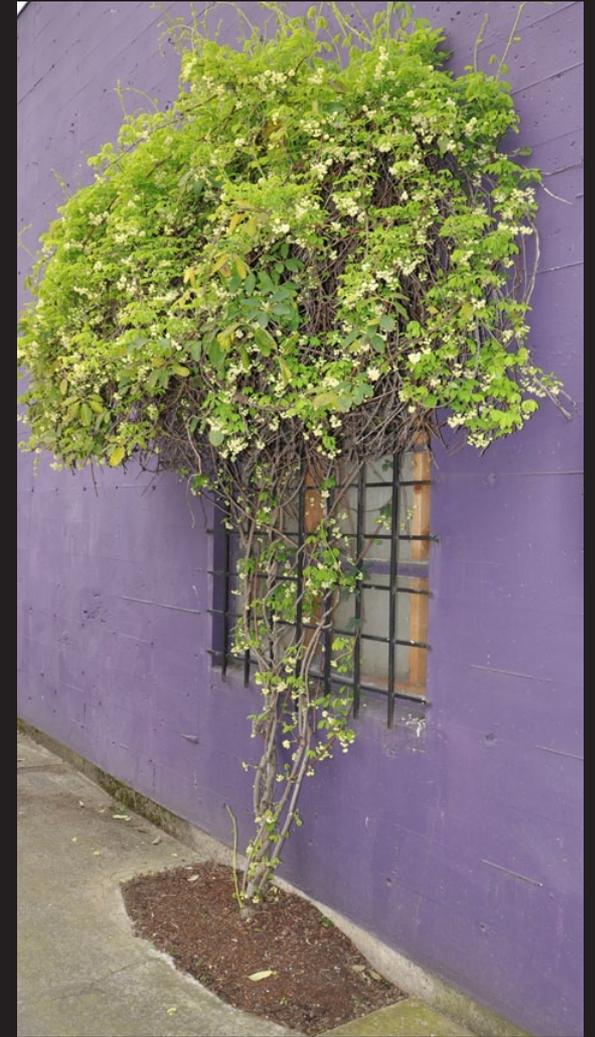


Nuisance + hazards

Street Trees



Lush planter boxes create a place for patrons to linger.



Tenant Planting



Creative Bike Parking



Public Amenities



Tenant Signage

CLEAN

+

SAFE

CLEAN + SAFE PRINCIPLES

- Welcoming Feeling
- Neighborhoods Front Door
- Appropriate Lighting at Night
- Regular Hours Morning Through Evening
- Community Policing

Clean + Safe Principles



Planting strips
along exterior
walls



Artistic
rainwater
collection strip



Planting strip

Stormwater Management



A creative stormwater downspout sculpture



A roof drain integrates into the landscape as a flow-through planter.

Roof Drains



Granite paver inlays distinguishes this part of downtown

Pervious surfaces allow water to drain into the ground



Pervious Surfaces



Trash ruins the pedestrian experience



Tidy Garbage is Good Housekeeping

Manage the Trash



Clutter weakens the storefront experience

Unify + Organize where possible



Avoid Clutter



Alberta Main Street Garbage Can



St. Johns Main Street Garbage Can

Take out the Garbage



Portland Main Street

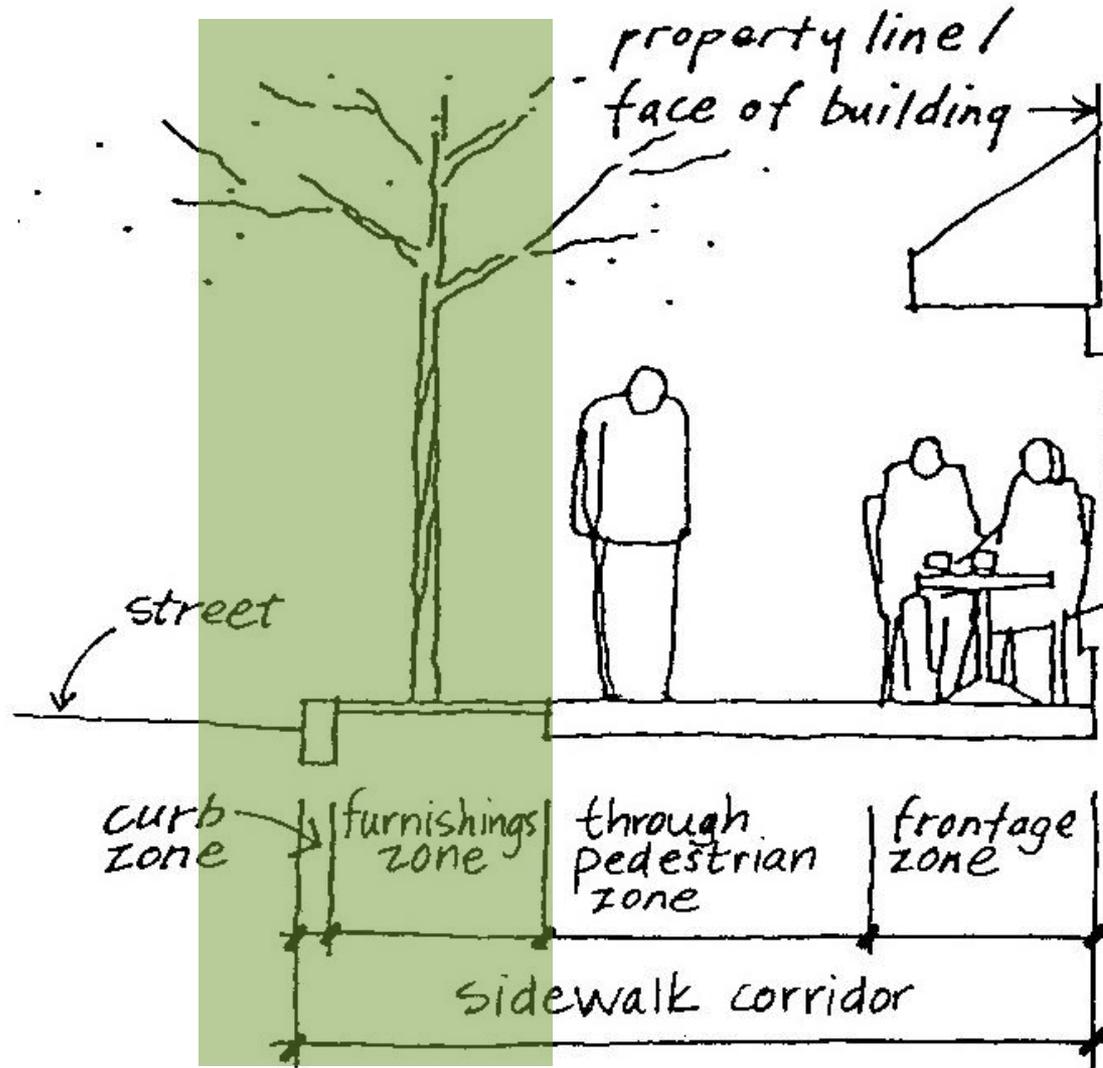
Design Handbook

A guide to neighborhood commercial district revitalization

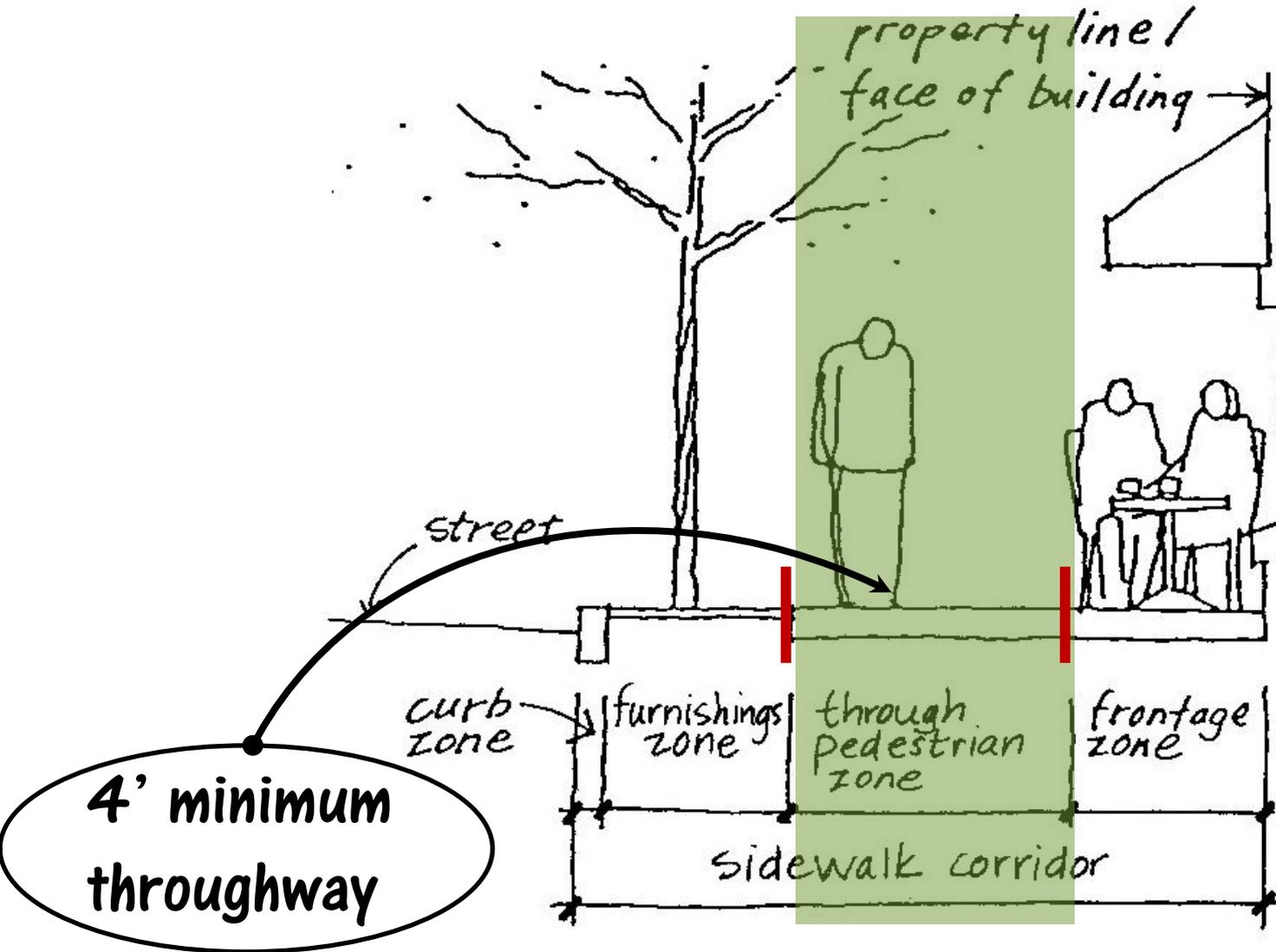


Resources

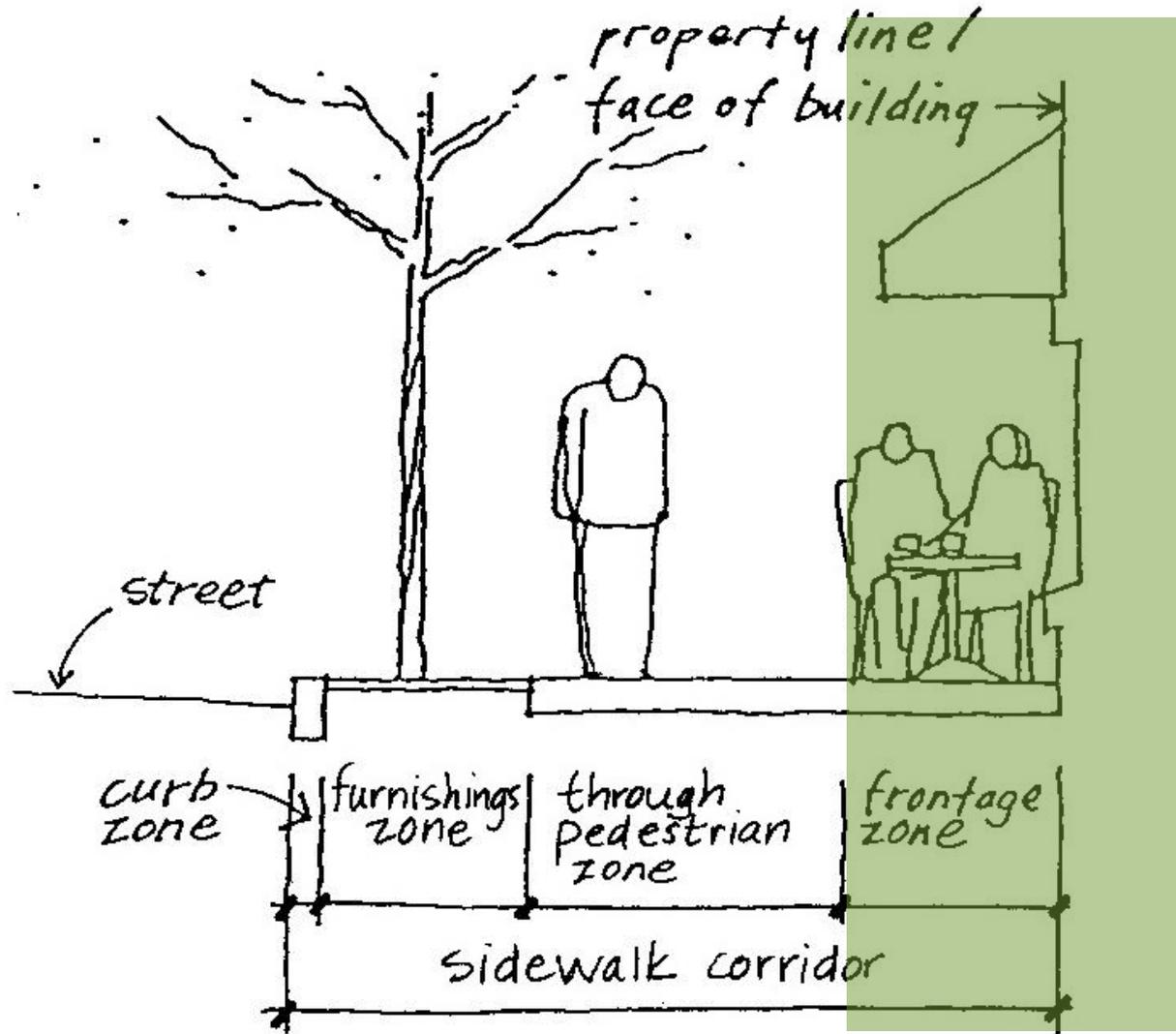
Furnishings Zone



Pedestrian Zone



Frontage Zone

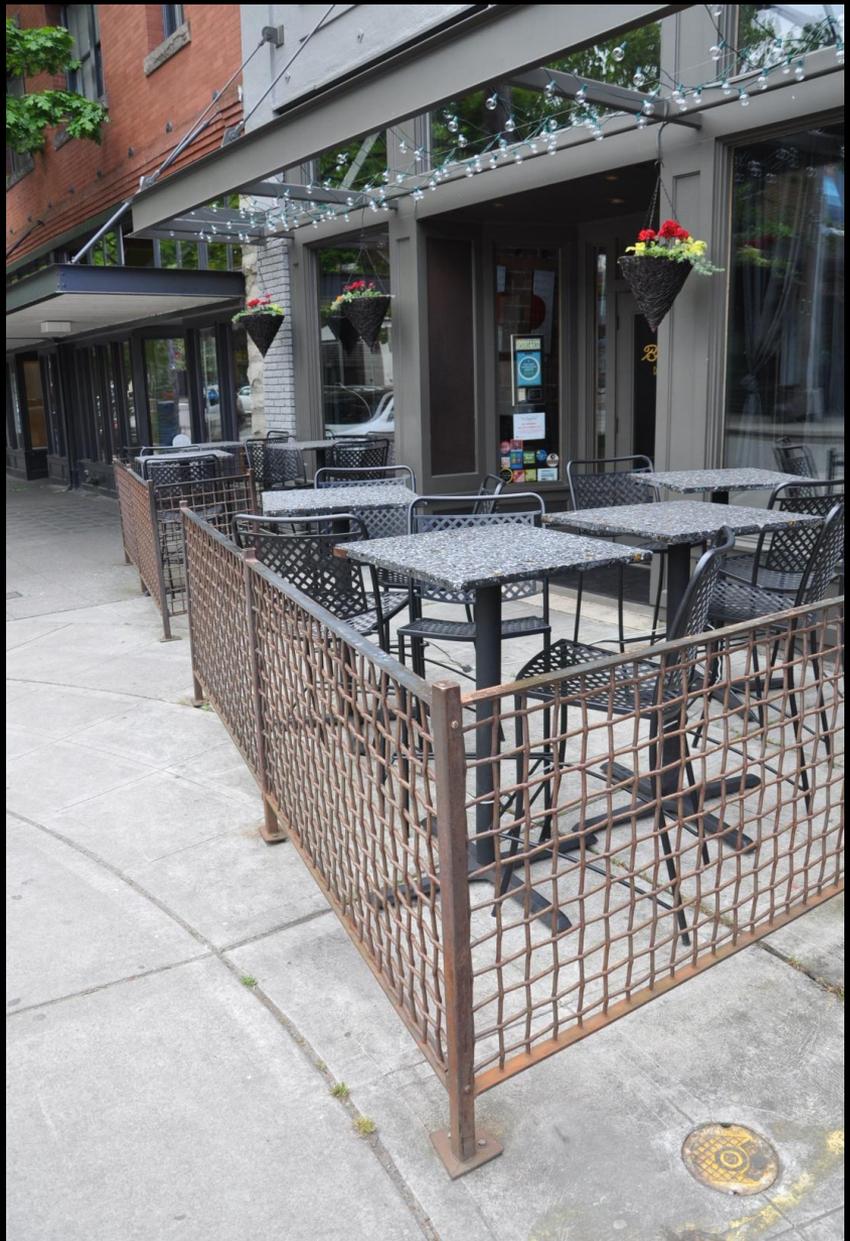














Style and width of fencing communicates who you are as much as the function it serves









Scale: choose the right size and right material for planters



Almost







Coordinate plant types and place in area that won't interfere with shopping or reading



What's in
YOUR planter?





Where to put
planters and where
NOT to put them



Evergreen Bl

1001 MAIN

Rosemary
CAFE

THE VANCOUVER
VOICE

Entertainment Tonight
LATE

OPEN

Soup / Paninis
Sandwiches
Salad / Entrees

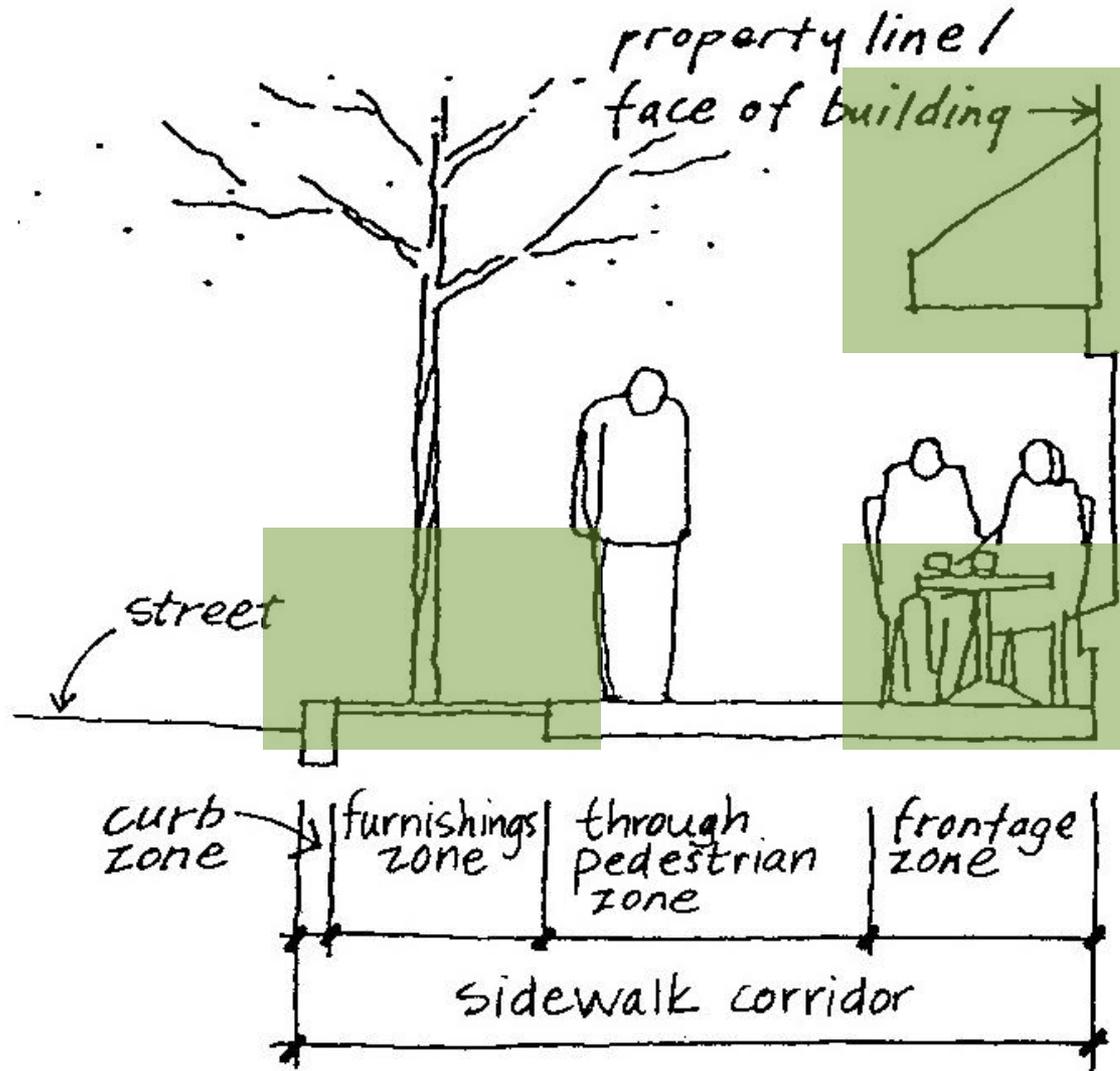
Hair
DESIGN







Coordinating the elements





Keep it close



Coordinate



EAR FOODS





Keep it simple



Too far and it doesn't relate , it just creates clutter



“Bee” Creative !



Be unique



Which one "says" local?





Make a “Monumental” statement. Create your own signature landmark.





OFFICE SPACE
FOR
734-0471



TOKYO

The Inkwell
HOME STORE



The Inkwell
HOME STORE



The Inkwell
HOME STORE

FALL
FESTIVAL

Quiltwork
Patches

Mehlha's

ONE WAY →





The old Pequliar

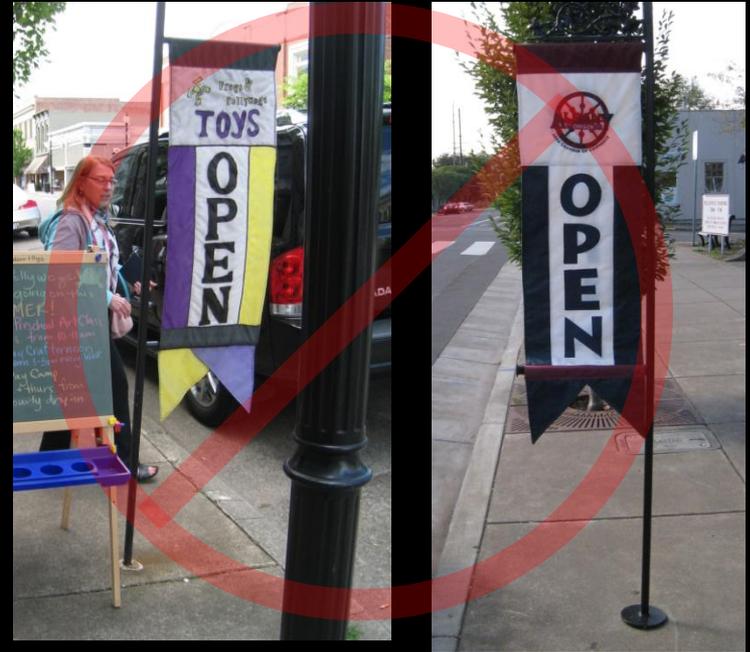
PUBLIC HOUSE
ESTABLISHED 1991

GUINNESS

Heineken

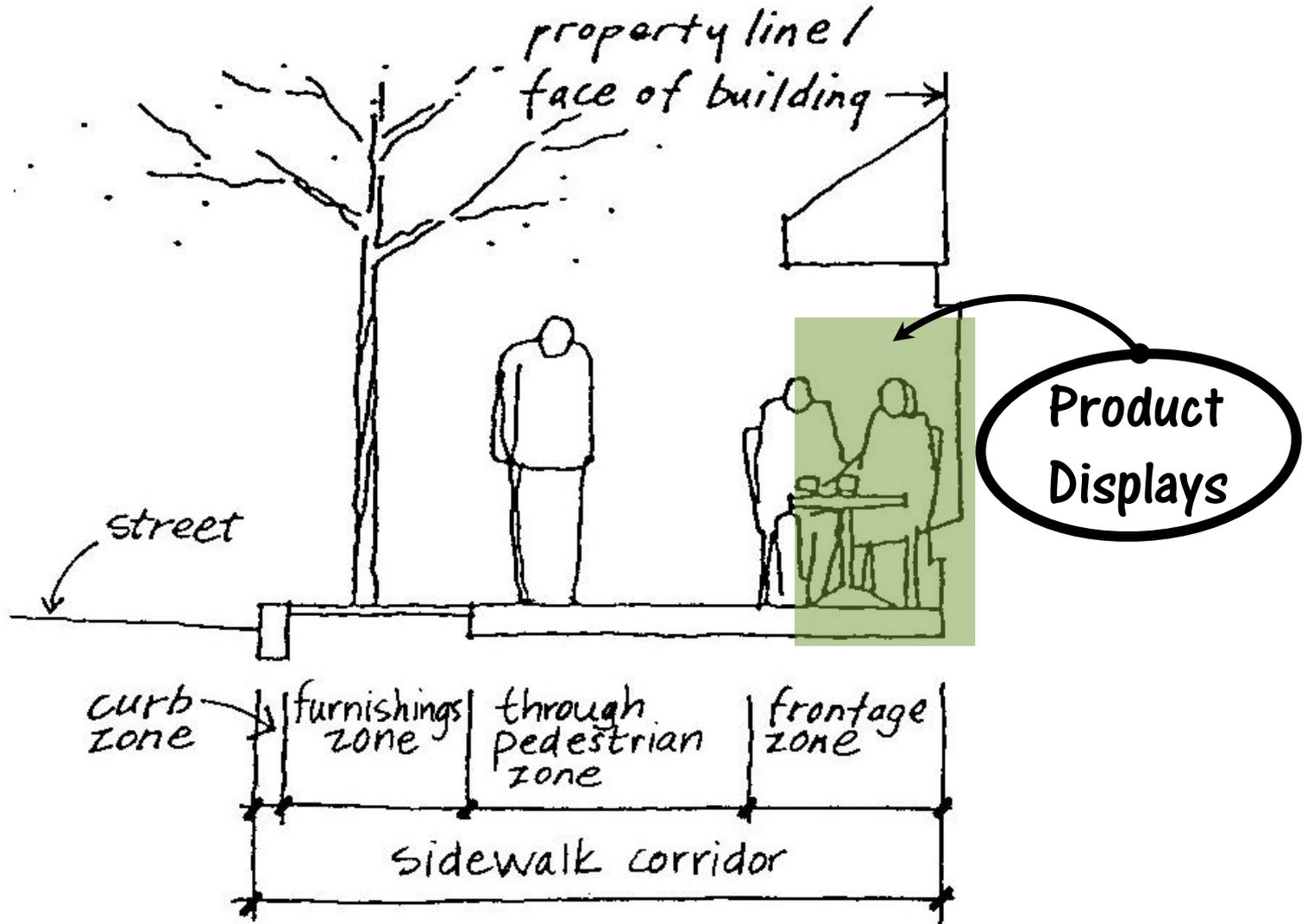


NO PARKING
IN FRONT OF
BUSINESS
ESTABLISHMENTS
EXCEPT FOR
LOADING AND
UNLOADING
PASSENGERS
OR MERCHANDISE
DURING
BUSINESS HOURS

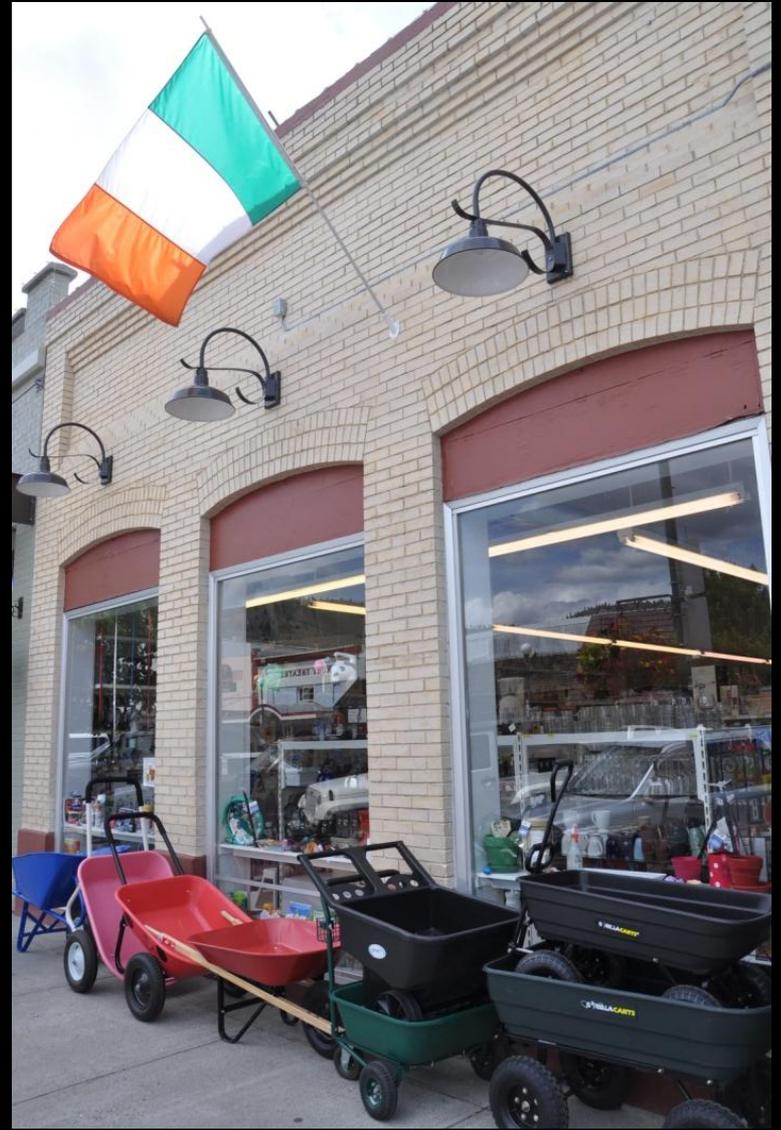


These informational flags add visual clutter to the district. Located in the furnishings zone the banners feel more promotional than informational and can easily be ignored

Merchandising













Keep your
merchandise
approachable



HI-SCHOOL

HARDWARE

Entrance

2515

PLANTS

HANGING BASKETS
\$19.99

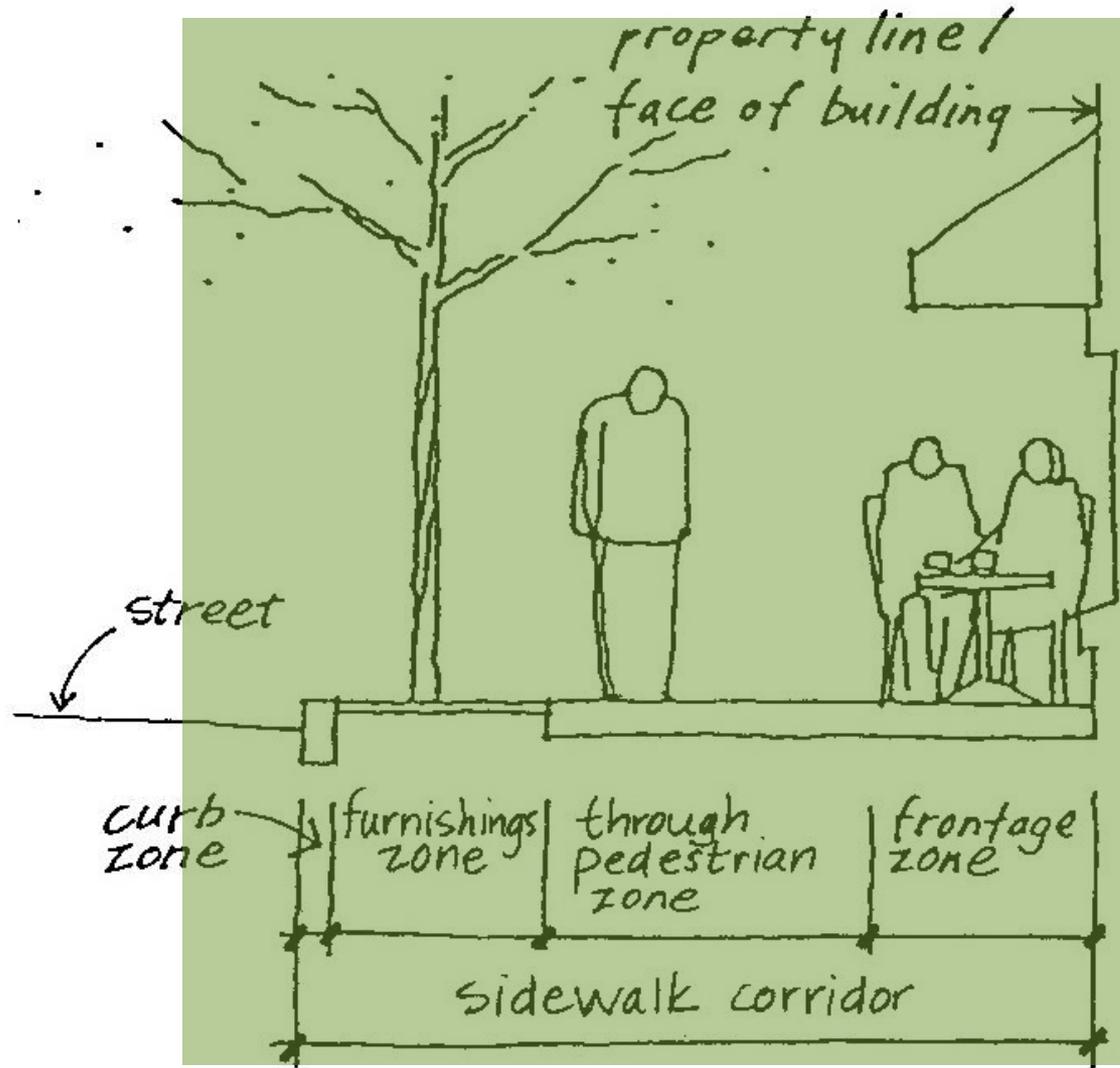
HANGING BASKETS
\$19.99







Putting it all together





opens

August

5th



iCandy

- ★ Candy
- ★ Chocolate
- ★ Caramel Corn



312

312

iCandy

503-912-3263

third

Gift Value
Over \$100
Free Gift

11:00 AM - 9:00 PM
12:00 PM - 9:00 PM
7:00 PM - 7:00 PM

VISA



OPEN

UNIQUE
ICE CREAM

iCandy

Caramel Corn Chocolate Caramel Apples Ice Cream
Candy Cotton Candy Pop Corn Cheese Corn

iCandy
Fresh
Caramel Corn &
Cheese Corn



Bella's
Cafe
Monday - Thursday
7:00 - 6:00 PM
Friday - 7:00 AM - 7:00 PM
Saturday - 1:30 AM - 7:00 PM



STON...
OPEN FOR LUNCH
Bella's Cafe

PASTA
Espresso
Ice Cream
Organic Fair Trade Coffee - Soups
Specialty Sandwiches - FREE WIFI
GLUTEN FREE OPTIONS

WELCOME

HAPPY HOUR
OPEN
6oz MOCHA/LATTE
ICE CREAM SPECIAL 6/25 - 6/30
BUY 1 SCOOP, GET 1 SCOOP FREE
Ice Cream - Bagels - Pastries
Loose Leaf Teas - FREE WIFI
GLUTEN FREE OPTIONS



EAST AV
PLETS WAY

UNIVERSITY
SOUTHERN STYLE
B.B.Q.



120

COUNTRY BOYS
SOUTHERN
B.B.Q.







Each zone
well and
appropriately
occupied



Preview of
upcoming
topics > > > >





AUGUST

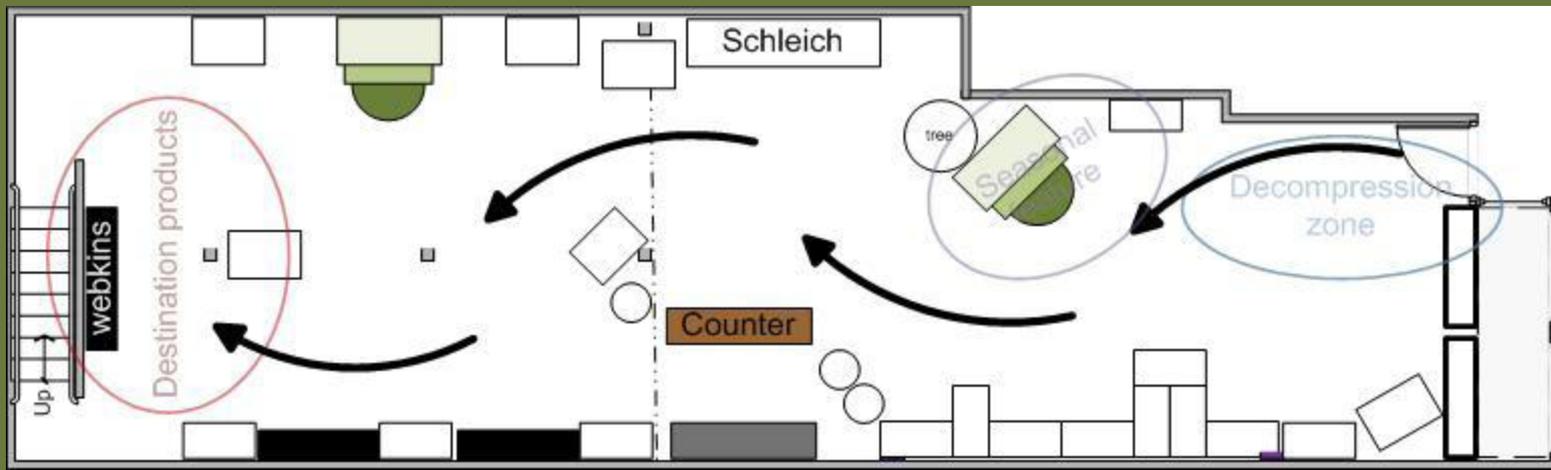
Trade secrets of
distinctive signs
and lighting





SEPTEMBER

Design your way
to improved sales





OCTOBER

Window reflections
(Is your best side
showing?)





NOVEMBER

Can-do customer
promotions