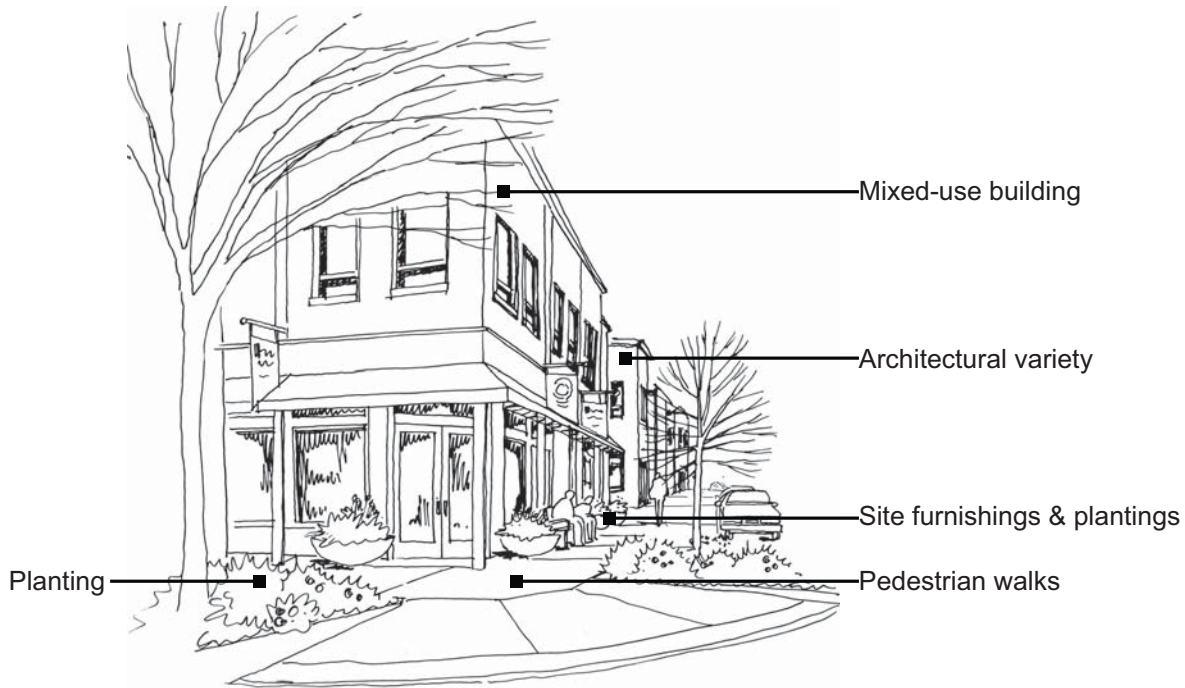


### Neighborhood / Downtown Commercial

Commercial centers located within close proximity to residential neighborhoods that provide everyday goods and services. May include uses such as professional/business offices, retail stores, financial institutions, and restaurants; as well as residential units on upper floors.



#### Design Principles

- Allow for a balanced, mixed-use form of development that incorporates a variety of types of uses.
- Create pedestrian-friendly environments through the use of planting, coordinated site furnishings, pedestrian-scale lighting and building facades, awnings for shade and protection from weather, and sidewalks.
- Encourage architectural diversity along the street frontage to create a more diverse and vibrant environment.
- Design signage that identifies businesses without dominating the setting.
- Use lighting that is down-directional and dark-sky friendly.
- Provide opportunities for gathering places, like plazas, sidewalk seating areas, and courtyards.
- Consider the scale of neighboring buildings when determining the height of new buildings.

#### WHY ARE THESE PRINCIPLES IMPORTANT?

- Mixed-use development will create a more active use area by mixing together different types of activities that can benefit from each other's proximity, such as offices, housing, and a coffee shop.
- Designing for pedestrians will encourage opportunities for residents to walk from neighborhoods to retail areas, and enhance safety.
- Architectural diversity gives retail areas a sense of place and unique character that fits in better with the neighborhood.
- Well-designed, low scale signage provides a positive image and can advertise a location effectively without dominating the skyline.
- Gathering places will encourage activity – people are attracted to uses that have opportunities for interaction.