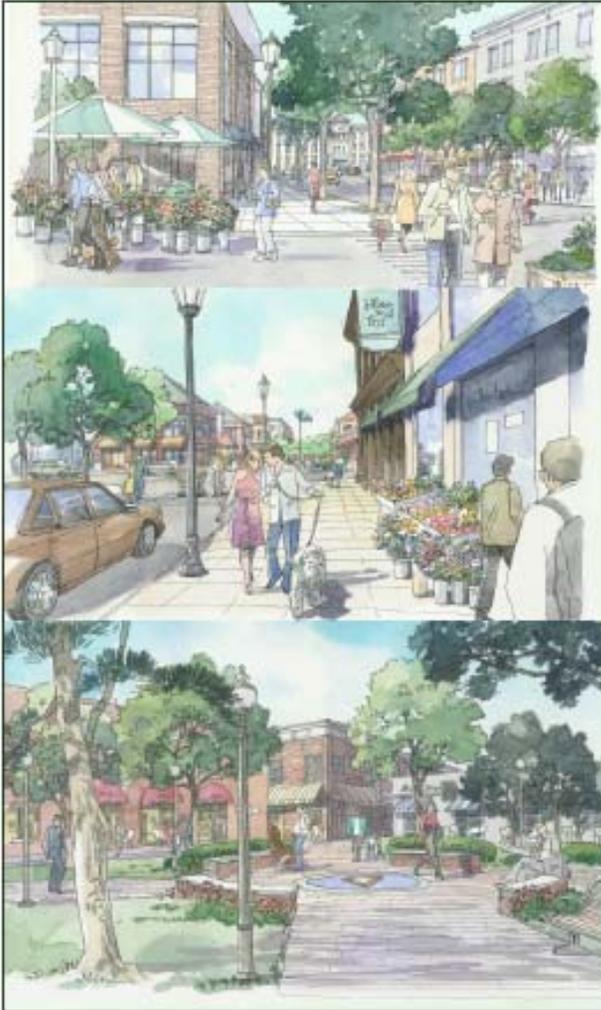




# Summary of Recommendations Downtown Plan for Infill Development

Easton Town Council  
July 7, 2008





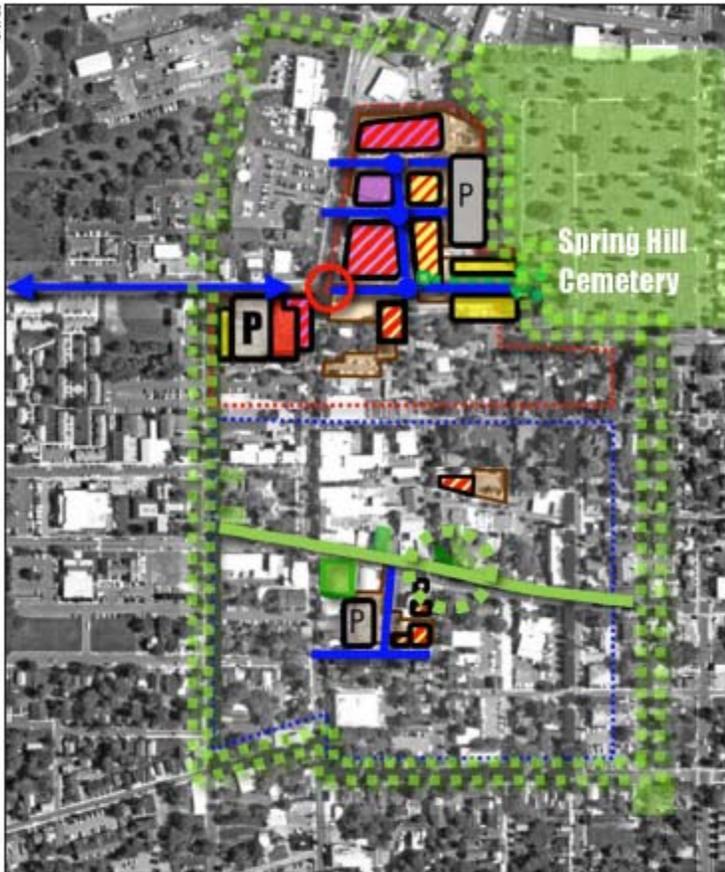
Easton Downtown Plan for Infill Development

## GOALS

- Objective Assessment
- Infill Development Strategies
- Include Community Input

## ANALYSES

- Detailed market assessment
- Historic resources survey
- Typical downtown elements
- Infill development concepts



- Define Downtown's Edges
- Create a Green Ring Around Downtown
- Reconnect Northern and Southern Parts of Downtown
- Focus on Existing Streets
- Strengthen the Retail Core
- Create Contextual and Compatible Development
- Encourage Downtown Residential Development
- Create a Unified Parking Strategy
- Coordinate Open Space Linkages

- Guide and be responsive to private investment
- Short and long term public investment
  
- Strategies for the existing retail base
- Strategies/concepts for infill development
  
- Traffic and parking considerations
- Public infrastructure investment

## Downtown Easton could, or should, look to:

- Capture about \$25 million in new retail sales
  - About 100,000 sf of new or re-occupied space
- Grow its office inventory by about 100,000 sf
- Provide for 100 +/- new downtown residential units

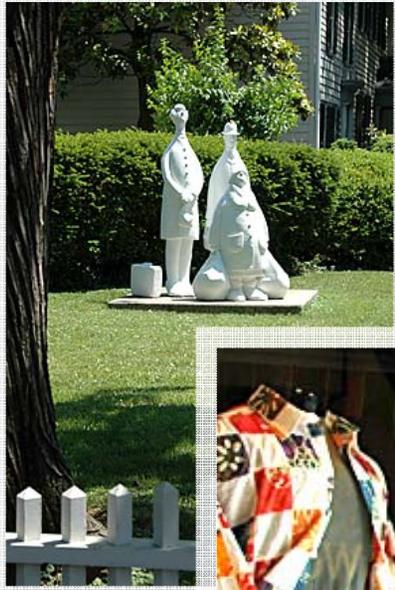
## → Downtown Retailing is Hard Work

- Change and evolution
- Finding niches/Finding customers
- Independents at a disadvantage

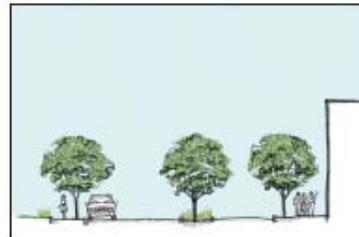
## → Merchandising Approach

- Ideas and recommendations are immediate
- Study suggests ways to broaden product mix and appeal
  - Know today's customer
  - Look to the future



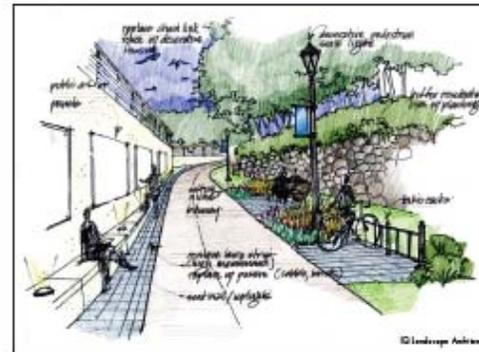


- Don't change your "Brand"
- Establish dynamic retail inventory
- Establish working group to track trends, risks, opportunities
  - Business, property owners, civic leaders
- Conduct annual merchandising workshop
  - Retail Environment
  - Consumer Profile and Patterns
  - Store Environment
  - Product





Link: The Regional Open Space Network

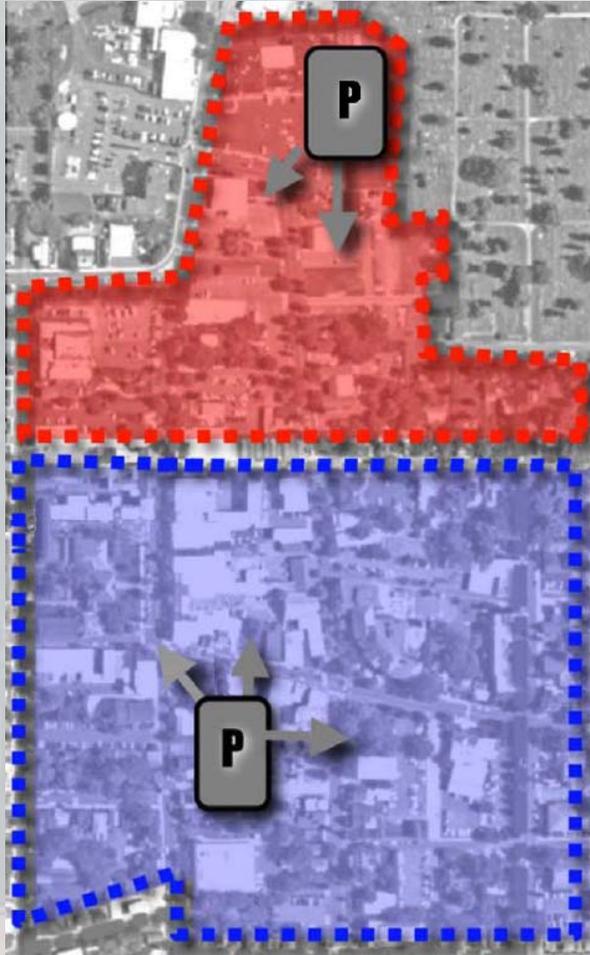


Greenway: Take Advantage of Hard Edges Like Building Waits



Daylighting: Expose the Buried Waterway





### → On Street Parking Optimization

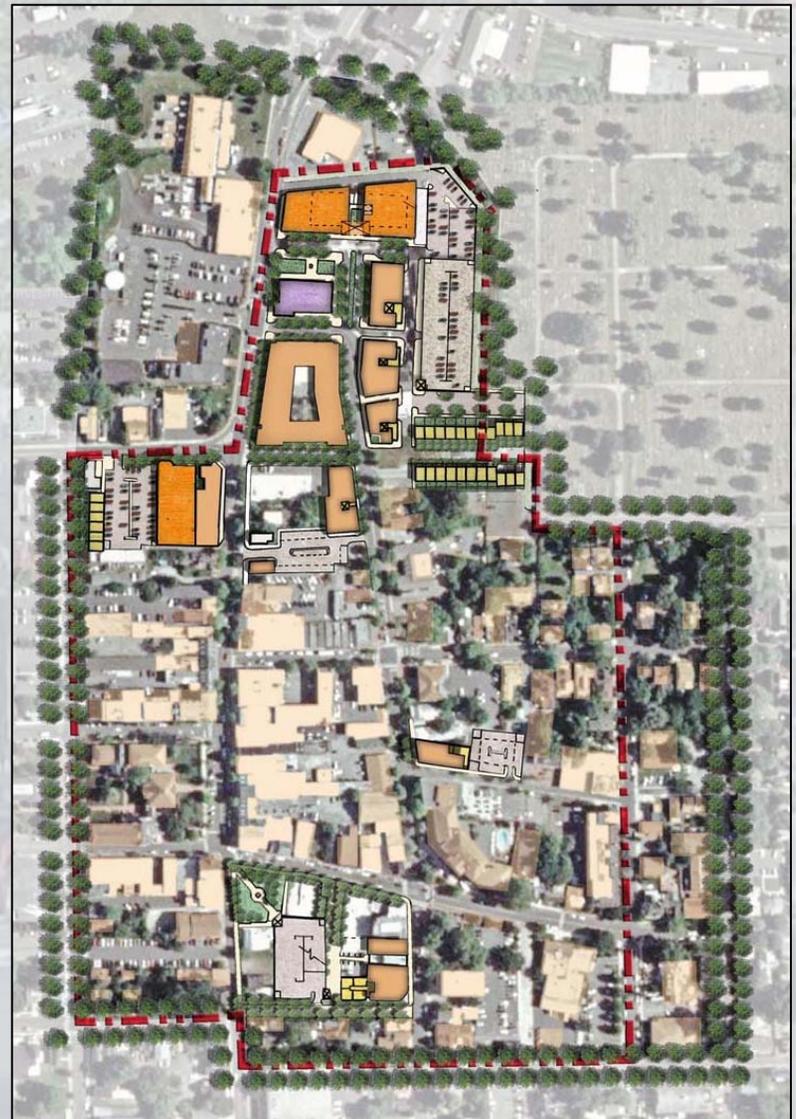
- Maximize spaces
- Mid-block “Very Short Term” Spaces
- Reserve for Downtown Valet service

### → Off Street Parking

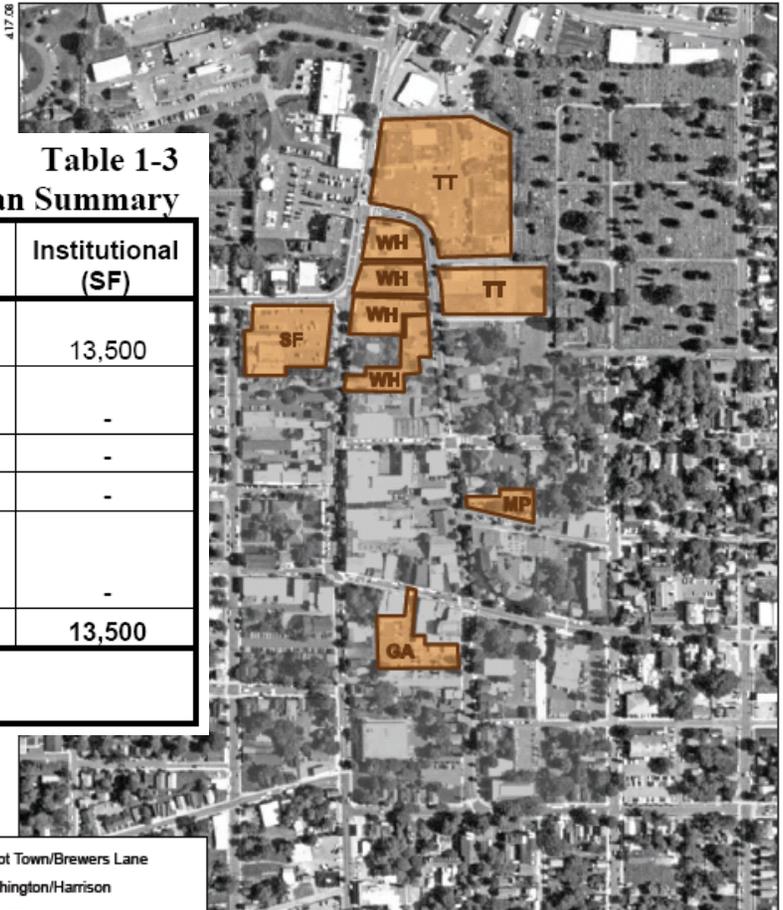
- Seek centralized north and south parking structures
- Continue to separate parking requirements off-site
- Consider public/private options in creating parking structures

### → Create Crosswalk and Signal Enhancements

- Not a one size fits all strategy
- Guide for context but allow diversity of investment
- Looked at key infill sites and infill opportunities



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**Table 1-3  
Concept Plan Summary**

Site	Design Guideline Zone	Residential (DU)	Retail (SF)	Office (SF)	Parking (PS)	Institutional (SF)
Talbot Town / Brewer's Lane	1,3	60	62,200	75,000	320 <sup>1</sup>	13,500
Washington / Harrison Streets	2	12	55,400	46,800	80	-
Safeway	2	12	29,500	36,000	160 <sup>2</sup>	-
Mill Place	4	12	6,000	-	26	-
Glenwood Avenue/Church Lane	5	28	9,500	-	204	-
<b>TOTAL</b>		<b>124 DU</b>	<b>162,600</b>	<b>157,800</b>	<b>790 PS</b>	<b>13,500</b>

**Notes:** <sup>1</sup> Could be 400 spaces with additional level  
<sup>2</sup> Could include parking across West Street

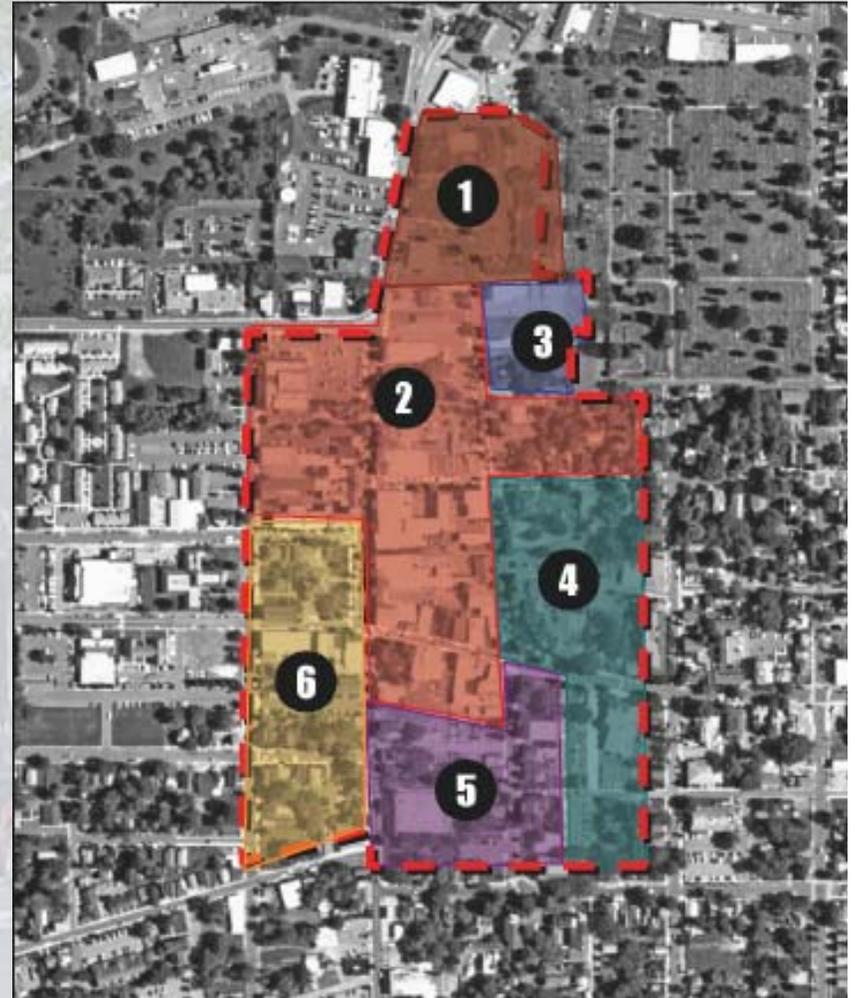
- TT** Talbot Town/Brewers Lane
- WH** Washington/Harrison
- SF** Safeway
- MP** Mill Place
- GA** Glenwood Avenue/ Church Lane

→ Continue to use Historic District Guidelines

→ Additional General Considerations

- Building tops articulated
- Middle level facades vertically oriented
- Vertically oriented windows
- Discourage ribbon windows
- Emphasize design on base level
- Discourage long linear and monolithic facades
- Parking Structures with public frontages should be contextual

- 1. North Harrison Street Infill
- 2. Downtown Gateway Infill
- 3. Brewers Lane Infill
- 4. Mid-Harrison Street Infill
- 5. South Harrison Street Infill
- 6. South Downtown Gateway





## → Heights

- Four floors, 48 feet

## → Ground Level Use

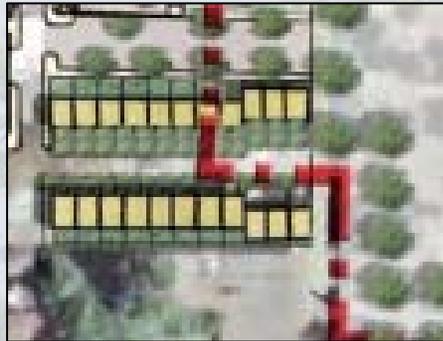
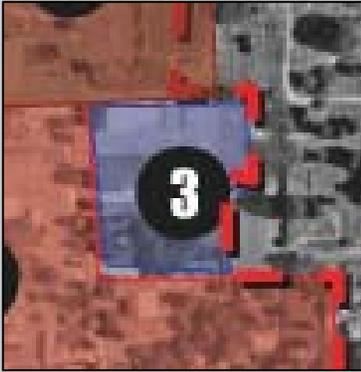
- Retail/Institutional

## → Upper Level Uses

- Residential/Office/Inst

## → Primary Frontage

- 0 foot setback
- 75 feet Max Continuous Façade
- Brick Primary Material



### → Heights

- Two floors w/ dormer, 27 feet

### → Ground Level Use

- Residential

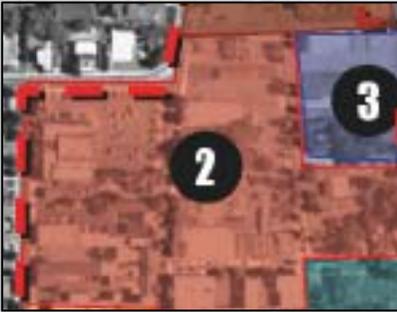
### → Upper Level Uses

- Residential

### → Primary Frontage

- 0 foot setback/15 feet at Harrison
- 75 feet Max Continuous Façade
- Wood or Siding Primary Material





### → Heights

- Three w/ dormer, 38 feet

### → Ground Level Use

- Retail

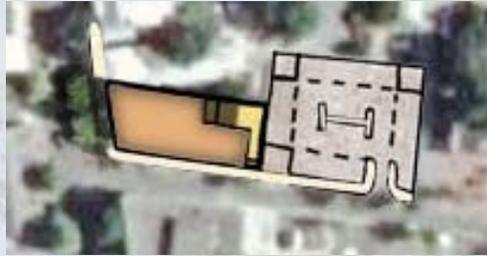
### → Upper Level Uses

- Residential/Office

### → Primary Frontage

- 0 foot setback
- 75 feet Max Continuous Façade
- Brick Primary Material





## → Heights

- Four floors, 48 feet

## → Ground Level Use

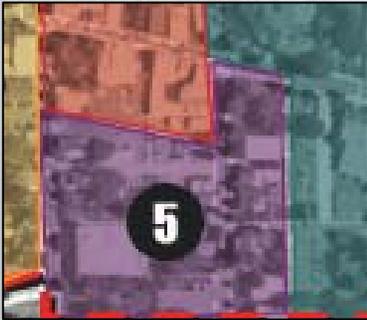
- Retail

## → Upper Level Uses

- Residential

## → Primary Frontage

- 0 foot setback
- 25 feet Max Continuous Façade
- Brick Primary Material



## → Heights

- Three floors, 38 feet

## → Ground Level Use

- Retail

## → Upper Level Uses

- Residential

## → Primary Frontage

- 3 foot setback
- 25 feet Max Continuous Façade
- Wood or Siding Primary Material



## → Heights

- Four floors, 48 feet

## → Ground Level Use

- Retail, Office, Inst.

## → Upper Level Uses

- Residential, Office, Inst.

## → Primary Frontage

- 3 foot setback
- 75 feet Max Continuous Façade
- Brick Primary Material



## → Time Frames

- Immediate = within first year
- Short Term = one to two years
- Mid-Term = next five years
- Long-Term = beyond five years

## → Cost Factors

- \$ = \$0 to \$25,000
- \$\$ = \$25,000 to \$50,000
- \$\$\$ = \$50,000 to \$75,000
- \$\$\$\$ = \$100,000 or greater

Recommendation	Time Frame	Cost Factor
Merchandising Inventory	Immediate	\$
Merchandising Work Shop	Short-term	\$
Green Ring Study	Mid-term	\$\$\$
Green Ring Investment	Long-term	\$\$\$\$
Crosswalk Study	Short-term	\$\$
Crosswalk Improvements	Mid-term	\$\$\$
On Street Parking Optimization	Short-term	\$\$
Off Street Parking Structures	Long Term	\$\$\$\$
Refine and Use Guidelines	Immediate	\$
Codify/Form Base Guidelines	Short-term	\$\$\$



# Implementation



<b>Recommendation</b>	<b>Time Frame</b>	<b>Cost Factor</b>
Merchandising Inventory	Immediate	\$
Merchandising Work Shop	Short-term	\$
Green Ring Study	Mid-term	\$\$\$
Green Ring Investment	Long-term	\$\$\$\$
Crosswalk Study	Short-term	\$\$
Crosswalk Improvements	Mid-term	\$\$\$
On Street Parking Optimization	Short-term	\$\$
Off Street Parking Structures	Long Term	\$\$\$\$
Refine and Use Guidelines	Immediate	\$
Codify/Form Base Guidelines	Short-term	\$\$\$

- New retail and commercial development are supportable in downtown Easton
- There is enough potential to strengthen existing retail
- Easton can support a diverse range and density of downtown housing
- **Be prepared! There is strong interest in downtown sites.**