

GUIDELINE FOR DOWNTOWN ACTION PLAN

DOWNTOWN ACTION PLAN

The Plan of Development, adopted by the Planning Commission in March, 1980, provided general direction for the future development of Downtown Danbury. It is recommended that the Planning Department with the guidance of the CBD Coordinating Panel develop a Downtown Action Plan which will guide public and private investment decisions in the future. The purpose of this Downtown Action Plan will be:

- Provide a planning framework for development of Parcel A and future parcels of land;
- Promote economic development through urban design;
- Promote public and private cooperation and initiative in packaging and marketing development proposals;
- Design programs and guide lines to ensure design compatibility between buildings, between downtown blocks and within the downtown as a whole;
- Provide a model that will integrate properly the historical assets of the community with new development;
- Develop a guide for use by City officials in planning capital improvements and public services;
- Develop an implementation program.

PROBLEMS/ISSUES AND OPPORTUNITIES

- Problems/Issues
- Opportunities

GOALS AND OBJECTIVES

PLAN OF DEVELOPMENT

- Establish Theme
- Identify Treatment Areas
- Prioritize Areas of Potential Development
- Land Use Plan

# OUTLINE FOR DOWNTOWN ACTION PLAN

## SCOPE OF STUDY

- Purpose of Study
- Boundary of Study

## REGIONAL SETTING

- Role of Downtown in Region
- Past Efforts at Revitalization

## INVENTORY AND ANALYSIS OF URBAN FEATURES

- Circulation System
- Parking Facilities
- Public Facilities and Services
- Existing Land Use
- Zoning Districts and Regulations
- Ownership Pattern
- Urban Design
  - Paths, Edges, Districts, Nodes, Landmarks
- Design Features
  - Streetscapes
  - Lighting and Utility Poles
  - Signs
  - Street Furniture
  - Crosswalks and Sidewalks
  - Street Landscape
  - Public Art
- Market Considerations
- Public Interest Groups
- Comprehensive Summary

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PLAN OF DEVELOPMENT (cont.)

Transportation Plan

Urban Design Plan

MODEL BLOCK TREATMENT

Select Block

Building Conditions Survey

Facade Analysis

Facade Treatment

Public Improvements

IMPLEMENTATION PLAN

Ordinance Revision

Map Revisions

Bonding

Capital Improvements Program

Tax Increment Financing

Economic Development Corporation

Public/Private Partnership

Marketing Program



Simplicity of building's facade design and use of warm neutral colors accentuates historical structures instead of competing with them.

Awnings establish pedestrian scale relationships.

Arcade constitutes interesting spatial dimension and pedestrian accessibility.

Existing business is inappropriate with building character.

Excellent ornamental detailing.

Marquee is in poor condition.

Utility lines are visually undesirable.

Existing two color scheme degrades the integrity of the structure's image and character.

Doorway area creates abrupt contrast between building styles.

Aluminum siding detracts from blockscape's historical theme and degrades integrity of adjacent historical structure.

Traffic signals, pedestrian signals, street and directional signage need convergence to central locality.

Overhang and support wires are visually undesirable.

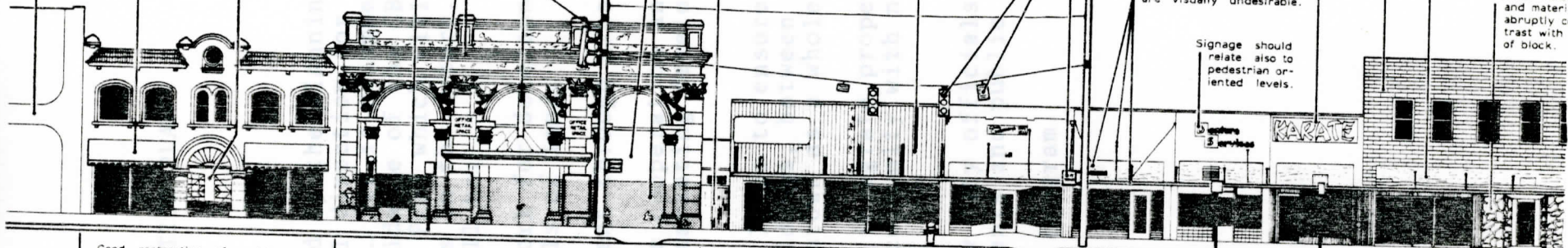
Signage should relate also to pedestrian oriented levels.

Oversized sign competes with other signs and building facades.

Rusticated block is in poor condition.

Patched appearance of old transom window area devalues structure.

Facade colors and materials abruptly contrast with rest of block.



Good restoration of architectural style exhibits good support of and relationship with blockscape's historical theme.

Historic facade's extensive detailing is most unique, visual element of blockscape, thus the dominating impact establishes historical theme throughout blockscape.

This area of blockscape should be recognized both physically and visually as a single unit, owing to similar architectural styles and development time periods. Common characteristics and relationships exist among presently used facade materials, but are out of character with historical facade theme. Unifying elements are needed to establish holistic image. Windows should be continuously proportional in height to provide a unified structural image.

Structure is an excellent example of contrasting fragmentation of a single building due to lack of coordination between or among owners.

Nice detailing characteristics of facade's cornices, windows, and archway strongly support blockscape's historical theme.

Opening of archways adds spatial usage, dimension and character to structure.

Removal of ground level marquees and overhang from front of columns revives building's unique, historical identity.

Unified color scheme accentuates character and artistic details of building.

Arcade provides interesting spatial dimension and pedestrian accessibility to possible future urban spaces.

Utilization and maintenance of existing stucco material with warm, neutral earth tone colors amplify the detailed integrity of adjacent historical structure.

Underground utility wires and modular traffic signal systems centrally locating sign graphics aesthetically enhances the visual perception of the sky and blockscape facades for downtown users.

Canvas and wooden awnings establishes pedestrian scale and supports character of blockscape rather than deploring by using metal or plastic awnings.

Arch style windows support blockscape's historical theme.

Wooden store signage is located at pedestrian oriented levels.

Canvas awnings should be used rather than other sun screen devices so continuity of blockscape will be strengthened.

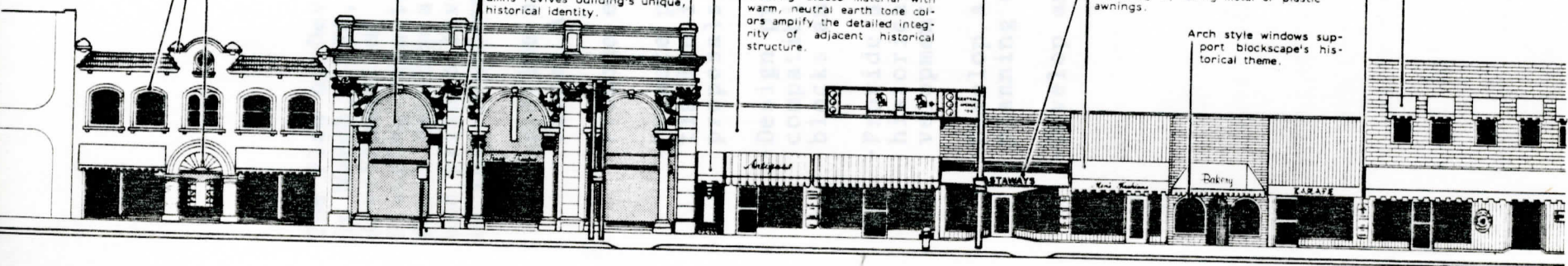


FIGURE 15