

## **PLACE TYPE PRINCIPLES: Regional Commercial**

Regional commercial places can serve as focal points for a community. They provide necessary commerce, retail, service, employment, civic, and entertainment opportunities for a community. While locally-scaled commercial place types typically occur near arterial intersections and primarily aim to serve surrounding residential uses, regional commercial place types occur at or near regional highways and provide more intense retail and office uses in a campus-style setting that is a hub of employment, entertainment, retail, civic and commerce activities. One of the biggest distinctions to make between local and regional commercial places types is the regional visibility and critical mass that is required to support each. The regional commercial planning principles identified below aim to inform a regional commercial place type; however, there are certainly opportunities for the principles to apply at a local-scale as well.

### **REGIONAL COMMERCIAL PRINCIPLE #1: CREATE A DISTINCT SENSE OF PLACE**

#### Potential Principle Applications

- (a) Transition building placements and massing from the regional frontages to the internal commercial streets so that form addresses multiple user types.
- (b) Concentrate non-residential development in an activity center form as opposed to linear “strip” patterns.
- (c) Utilize a variety of spatial elements (i.e. open space, streets, buildings, plazas, etc.) to create interfaces between different uses.
- (d) Internalize public spaces to activate public realm.
- (e) Provide distinct entrance that serves as a gateway.

### **REGIONAL COMMERCIAL PRINCIPLE #2: CREATE AND SUPPORT CRITICAL MASS**

#### Potential Principle Applications

- (a) Provide a variety of commercial use types ranging in size and form (i.e. retail, office, dining, entertainment, hospitality, institutional) / (employment intensity of 50-80 jobs/acre).
- (b) Integrate a variety of residential products and densities in a range of price-points.
- (c) Provide a variety of parking options such as surface, structured, street, and/or shared parking.
- (d) Establish visibility off of major regional highway.
- (e) Create a development footprint of regional size (50-200 acres).

### **REGIONAL COMMERCIAL PRINCIPLE #3:**

## **PROVIDE EFFECTIVE/EFFICIENT TRANSPORTATION NETWORK**

### Potential Principle Applications

- (a) Provide a hierarchy of streets and paths that shape circulation and character throughout the area.
- (b) Provide connected sidewalks, alleyways or driveways between uses in order to create direct access points between and among different land uses.
- (c) Break large sites into smaller blocks with frequent street or driveway spacings.

## **REGIONAL COMMERCIAL PRINCIPLE #4:**

### **PROTECT AND/OR INTEGRATE NATURAL FEATURES, RESOURCES AND HERITAGE**

### Potential Principle Applications

- (a) Coordinate storm water, drainage and environmental plans to create regional amenity.
- (b) Provide connections to existing parks, open spaces and resources through a defined system of trails, green belts, pathways, sidewalks and bike lanes.
- (c) Use open space to break up the feeling of dense development.
- (d) Retain and/or enhance unique character and heritage of the surrounding community.