

Design Committee **2011 Work Plan**

GOAL – Preserve and enhance an attractive, pleasant, people-friendly destination. These desirable characteristics include human-scale buildings, details and land uses, a pedestrian-orientation, clean and well-maintained buildings and public spaces, safe and accessible for users of all ages and abilities, easy to navigate, and with lots of visual interest.

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- **OBJECTIVES FOR 2011**

- 1. Preserve and enhance people-friendly characteristics through streetscape improvements and other design guidelines**

- A. Review all development plans submitted on a voluntary basis by developers for construction and/or reconstruction on properties in the downtown district against the Design Guidelines for Downtown Newark and prepare a report to Planning Commission and City Council regarding same.
- B. Advertise the availability of City and other grants and loan sources to improve the physical appearance and visual appeal of buildings.
- C. Expand the architectural survey boundaries to include Main Street from McDonald's Circle to Chapel Street, Delaware Avenue, and Elkton Road to Apple Road by utilizing the services of the Architectural History graduate program at the University of Delaware.
- D. Advocate for underground utility placement

- 2. Improve access to downtown business through signage and parking lot entrances.**

- A.** Complete Phase II of Alleyway Improvement Project between Homegrown and Mizu Sushi Bar to create a pedestrian gateway connecting one of the busiest public parking lots to Main Street. Phase II includes installing LED lighting, a mural, and plantings inside the alleyway.
- B.** Work with the DNP Parking Committee and City Parking Division, to incorporate City "Branding" designs, to create and implement a design for an eye-catching trailblazing and entrance signage treatment, as well as designs for lighting, trash receptacles, and benches, for all City public parking entrance areas.

- C. Review the signage regulations and work with the Code Enforcement Division to improve building signage, creating preferred design elements for a more unified district, and guidelines for temporary signage and banners.

3. Promote a clean, cared-for, and well-maintained downtown district

- A. Conduct periodic visual reviews of building facades to look for opportunities for recognition, identify potential problems and intervene, as well as violations.
- B. Beautification for Downtown
 - (1) Research other possible artwork projects and partnering with Community and local artists.
 - (2) Landscaping Improvements
 - (3) Continue to raise funds for beautification

4. Encourage environmentally sensitive design without impeding economic growth.

- A. Advocate for new development in Downtown to incorporate LEED standards into their building design.