

3.1 INTRODUCTION

One of the key principles of planning and geography is that people are tied to their physical environment. While the physical environment of city can include parks and open space, a major part of the physical environment in a city is the design of the built community. The application of effective design principles can improve the visual and functional relationship that people have with their surroundings. This chapter will focus on objectives towards the visual design of the community.

3.2 DOWNTOWN DESIGN

Establishing a Design Theme

Projected improvements to the look and feel of Downtown Roosevelt should necessarily include a defined design theme with criteria for new development and redevelopment. A good design theme which relates to the history and character of the community will over time cause an improvement in the appearance of the downtown corridor, with greater cohesiveness and visual appeal. The City should

prepare a set of downtown design guidelines and standards to guide future developments and improvements.

Balancing Pedestrians and Vehicles

One of the advantages for downtown areas, relative to other commercial and mixed-use areas, is that they are pedestrian friendly. Not only safe from vehicular traffic, pedestrian friendly downtowns also provide convenience of inter-connected streets, have interesting store-fronts, and are made safe by lighting. Although pedestrians should be given a high priority, vehicles must have good access and sufficient parking must be conveniently located.

Increased and improved parking areas in downtown Roosevelt is a key objective for the revitalization and efficient use of the downtown commercial area.

Public concerns include the need for road improvements, better sidewalks, pedestrian safety and beautification of the streetscape.

3.3. STREETSCAPES AND BEAUTIFICATION

In the public participation workshops and General Plan survey, City streets were listed as a major concern (see *Appendix A, "Public Participation Results"*). Concerns included the need for road improvements, better sidewalks, pedestrian safety and beautification of the streetscape.

Streetscape beautification will not only improve the look, feel, and safety of Roosevelt it will create a more family oriented, cohesive community. Successful streetscape projects create a balance between vehicle traffic and the residents. They will meet the requirements for access and traffic flows while ensuring that the human element of Roosevelt is not neglected.

Benefits of streetscaping Roosevelt's main corridors can include:

- Expanded investment appeal and quality development.
- Increased business activity.
- Calmed vehicular traffic.
- Increased pedestrian traffic.
- Improved property values and community pride.
- Enhanced sense of community core and cohesion.

Main Street

The improvement and beautification of Main Street ranked as one of the most popular public responses during the General Plan update process. Main Street is the most important corridor to the community in terms of economics, historic heritage and community core.

The character and success of a community is often defined by the urban design and economic vitality of the downtown area. In Roosevelt, the downtown area is generally seen as those blocks immediately adjoining Main Street (200 East) between 200 North and 300 South Streets. Within this area are many opportunities for urban design and community improvement, including the refurbishing / restoration of building facades, and the installation of streetscape elements.

Special attention to maintaining and upgrading the appearance and feel of this area is essential to its vitality and effectiveness. This section of Main Street, along with those cross streets heading east and west for the distance of one block, should be considered a priority street improvement project in Roosevelt.

A cohesively designed streetscape can do much to improve the look, feel and effectiveness of the street, and thereby have many positive impacts on the economy and quality of life in Roosevelt.

3.4. URBAN FORESTRY

Trees play a significant role in the beautification and urban design of the community. A Roosevelt Tree Committee should be established and charged with promoting good urban forestry in the public right-of-ways to continue the beautiful, green environment in the city.

An example of how trees can improve the design of a street.

The objective to increase pedestrian safety along street corridors can be met through the opportunity to beautify and give relief to Roosevelt's street corridors. Landscaped planter areas or park strips act as a buffer between the pedestrians and bicyclists and the vehicle movement on the street.

Park strips should be implemented into the City's standard street right-of-way designs. This would include a minimum 4-foot wide strip between the top/back of curb and the

sidewalk. The width can be increased depending on the size and type of tree chosen to be planted there.

The Benefits of Street Trees

- Increased property values, especially with full-grown healthy trees.
- Research shows that people like to shop in business districts with trees.
- Trees help mitigate air pollution, slow storm water runoff and save energy by shading buildings in summer and letting in light in the winter.
- Trees are psychologically and aesthetically pleasing, indicating a community's quality of life.
- Trees can act as an effective traffic calming device.

3.5. WELCOME MONUMENTS

Good community design includes monument signs and features to help better identify points of entry, places or buildings of historical significance, and smaller directional signs to help direct travelers and visitors alike to key areas of the City. A key objective is to create new gateway signs and monuments at the west and east entrances to Roosevelt on US Highway 40 to help visitors and others know that they are now entering (or leaving) the city. In keeping with preserving local heritage, it is recommended that monuments include a likeness of President Teddy Roosevelt

Gateway monuments are to be created at the east and west entrances to Roosevelt.

3.6. DARK SKY REGULATIONS

The night sky is a natural resource that is disappearing as communities grow and prosper. But the children and grandchildren of Roosevelt need not lose the opportunity to view stars and constellations. Roosevelt can sustain dark skies in the community through the appropriate use of lighting. City Code requirements should be updated to reflect the need to preserve the community's night skies.

3.7. HISTORIC PRESERVATION

Historic buildings and houses add much to the character of a city. Preserving history and heritage is a strong value in the Roosevelt community. To accomplish these principles, it is recommended that Roosevelt City promote and pursue:

1. Facades of historic buildings that are restored or closely replicated.
2. Historic guidelines for improving existing buildings.
3. Architectural guidelines for development of new in-fill buildings.

3.8. CLEAN COMMUNITY

Vital to achieving and continuing a beautiful environment in Roosevelt is the encouragement of property owners to maintain and beautify their homes, structures and vacant lots throughout the community. A beautification committee should promote and sponsor clean-up programs and projects. Programs such as the “yard-of-the-month” award do much to increase enthusiasm in maintaining private properties. Increased enforcement of zoning laws and nuisance ordinances can also make a positive difference in the appearance of unsightly or blighted properties.

Additionally, community appearance can be improved through ordinance restrictions regulating the parking and storage of semi-trucks and trailers, recreational vehicles, utility trailers and agricultural equipment, etc. on city streets and public property.

GOALS

Goals	Strategies	Actions	Timing	Agency
1. Promote a design for downtown Roosevelt that is <u>visually pleasing and enhances its historic atmosphere.</u>	A. Develop and adopt Downtown Design Standards for new projects and redevelopment.	i. Adopt standards into the Land Use Code.	0-1 year	City Council, Planning and Zoning Commission, Building Department
		ii. Promote the improvement of buildings and facades in the downtown area.	Ongoing	City Council, Planning and Zoning Commission, Building Department
		iii. Plan, design and install streetscaping along Main Street.	0-10 years	City Admin., Building Department, Public Works
	B. Develop a plan for efficient downtown parking.	i. Adopt standards which increase the efficiency of on-street parking.	0-1 year	City Council Planning and Zoning Commission, Building Department
		ii. Identify and develop additional off-street parking areas downtown.	0-5 years	City Council, Building Department
	C. Identify and promote elements which provide for a beautiful community.	i. Develop an urban forestry plan with guidelines for future development.	0-5 years	City Council Planning and Zoning Commission, Building Department

Goals	Strategies	Actions	Timing	Agency
		ii. Prepare plans and install monument signs at the west and east town entrances.	0-5 years	City Council, City Admin., Public Works
		iii. Require the installation of dark-sky style lighting standards with all new development.	Ongoing	City Council Planning and Zoning Commission, Building Department

GOALS

Goals	Strategies	Actions	Timing	Agency
		iv. Promote the preservation of historic buildings.	Ongoing	Building Department
2. Encourage <u>orderly and beautiful residential areas</u> throughout the city.	A. Continue strong enforcement of residential zoning ordinance requirements.	i. Utilize community volunteers in identifying and enforcing zoning issues.	Ongoing	Police Department
		ii. Plan for the addition of a code compliance officer.	0-5 years	Police Department
	B. Encourage neighborhood beautification through the maintenance of properties.	i. Establish a citizen beautification committee.	0-2 years	City Council, City Admin.
		ii. Utilize programs such as the Yard-of-the-Month award and promote beautification events.	Ongoing	Beautification Committee
		iii. Review and update city code regulations for truck and other vehicle parking on city streets and public property.	0-1 year	City Council, Planning and Zoning Commission, Building Department

