

GOAL FORMULATION

It is helpful if goals, objectives, and policies for the Town Center area are formulated and crystallized so that they can give definite direction to the planning program. They can pinpoint the really basic issues and avoid entanglement in minor problems or extraneous issues. Moreover, goals and objectives can often serve as a common ground of agreement out of which technically sound and acceptable solutions can grow.

The goals are not based on an Economic Survey and/or Market Analysis but only on observance of existing conditions, existing land use survey, comments heard at the Plan Commission Meetings and prior Physical Factors that were adopted in 1977.

The Historical District, in part, includes the Town Center. The Historical District concept started with the adoption of Ordinance (No. 601-85) that created the Historical Commission.

On November 17, 1987, the Historical Preservation Ordinance No. 642-87 was enacted. Since the Historical District, in part, includes the Town Center, their goals and objectives should be developed for inclusion in this document.

ECONOMIC VITALITY

1. The Town Center District shall provide an environmental climate which stimulates increased business activity and growth.
2. Recognize the key importance of retail trade as the dominant activity and function of the Town Center area.
3. Supplement retail development with complementary business uses, multiple-family dwellings and offices - public and private.
4. Encourage incentives for private initiative and investment and regenerative action in the replacement of obsolete buildings with modern safe buildings.
5. Generate maximum pedestrian interchange between shops by providing a pattern where major retail facilities serve as anchors for the retail district.
6. Preserve and augment the tax base represented by the Town Center.

GOOD ACCESSIBILITY

1. Encourage the development of the thoroughfare pattern set forth in the Comprehensive Plan as amended to provide roadways to facilitate vehicular access to the Town Center area from all sectors of the Village.

In improving roads leading toward the Town Center area, place particular emphasis on:

- a. Fast access.
- b. Safe traffic conditions.
- c. Convenience and comfort to the motorist.
- d. Economy

Provide appropriate provisions for the convenient and efficient delivery of goods into the Town Center area.

IMPROVED INTERNAL CIRCULATION

1. Recognize the distinct function of the three types of traffic circulation - passenger vehicles, service vehicles, and pedestrians.
2. Provide for easy vehicular access within and around the Town Center, without letting the automobile destroy the continuity of the shopping pattern or pedestrian areas.
3. Expand areas available to the pedestrian for walking, window shopping, and temporary relaxation.
4. Provide protection from the weather for pedestrians whenever feasible.
5. Reduce traffic conflicts for pedestrians between parking "storage" areas and shopping areas.

EXPANDED PARKING

1. Recognize the need for short-term parking adjacent to business establishments and medium-term parking close to the Town Center area.
2. Wherever possible maximize the joint use of parking facilities for different functions, and for uses during different hours of the day.
3. Recognize public and private responsibilities for off-street parking in the Town Center area.

COMPACTNESS

1. Recognize that the strength of the shopping area lies to a great extent in achieving human scale and short walking distances - intensification of uses is important.
2. Emphasize compactness both as to the total area of the Town Center, and also as to the distribution of buildings within this area.

3. Encourage the gradual elimination of land uses which weaken or restrict the growth of the business district.
4. Avoid "gaps" in the continuity of stores, both physical gaps such as driveways and open sales lots, and economic gaps such as wholesale or industrial uses.

IMPROVED APPEARANCE

1. Create a convenient and comfortable environment for the shopper in which they "want" to shop rather than "have" to shop.
2. Provide amenities such as landscaping, benches, fountains, textured pavements, and imaginative color.
3. Create interest and stimulation by the use of varied views, vistas, and court areas - three dimensional planning!
4. Encourage the remodeling of buildings within the Town Center area based on a distinctively identifiable image.
5. Emphasize unity in the shopping area, but still retain variety and distinction by employing such things as covered walks, sign control and store-front unification.
6. Provide distinguished entry portals to the Town Center area, and recognizable symbols for facilities such as parking lots.

MISCELLANEOUS GOALS

1. Implement zoning standards which will achieve the objectives of the Town Center area.