

CHAPTER 6

SPATIAL ARRANGEMENT OF DISTRICT

The overall arrangement of improvements in the district was evaluated, including the relationship of buildings, parking and vehicular areas, and streets to one another. This involved reviewing the building setback information and the building and parking coverage figures that are outlined on the individual Sub-Areas Maps in Chapter 4 Existing Conditions of the Eight Sub-Areas, and the Aerial Photo Map in Chapter 1.

This also involved the preparation of two figure-ground maps that are at the end of this chapter. The first is the True Figure-Ground Map which shows only the building footprints as solids and the road centerlines for orientation purposes. The second is the Modified Figure-Ground Map which shows paved areas in gray in addition to the building footprints.

The primary conclusion of this evaluation is that the district has developed over time into an auto-oriented, suburban style shopping district which has a “highway” scale. Aside from the water tower, this pattern is a defining characteristic of the Study Area. The pattern is evidenced by:

- * Substantial building setbacks from roadways and main development drives. Existing setbacks that are multiple times the minimum figure required by the zoning regulations are common, and many front yard setbacks are several hundred feet across.
- * Large, congregate parking fields in front of the primary buildings. In some instances parking areas are over 1,000 feet across.
- * Primary buildings developed as continuous strips at the rear of the site, or opposite from the street frontage.
- * Outlot development along Mall Road which is intermittent. Outlot development tends to follow the same basic pattern of relatively larger front yard setbacks with parking at the front of the lot.
- * Few multi-story buildings outside of the two multi-family residential complexes.
- * Parking and vehicular area coverage (horizontal improvements) which is substantially larger than the building coverage (vertical improvements).
- * Lack of pedestrian facilities including walks, storefronts, and public building entrances which are directly oriented to the street.
- * Lack of a “street wall” or enclosure effect or defined street/pedestrian scale due to the factors described above.

Additionally, existing building intensities for the commercial properties in the district tend to be substantially lower than the maximum figures permitted by the zoning regulations for the C-2 and C-3 zones. The zoning regulations permit a maximum of 15,000 gross square feet of floor per acre for C-2 zones which are larger than 4 acres in size, and a maximum

of 18,000 gross square feet of floor area per acre in the C-3 zone. For developments with single story buildings, which is typical in the Mall Road area, this equates to a maximum permitted building coverage of 34.4 percent for the C-2 zone and 41.3 percent for the C-3 zone.

There are a number of basic reasons for the pattern described above. The first is the zoning regulations themselves. Prior to 1996 the zoning regulations required a 75 foot minimum front yard setback in the C-2 zone that applies to most of the Mall Road area. To make effective use of a lot, this requirement compelled the placement of parking areas between buildings and the street. The current front yard setback requirement in the C-2 zone is 30 feet, which can lessen the effect but is not a remedy in itself because it only partly addresses one aspect of the overall issue.

The second reason pertains to the development approach, which is multi-faceted. The arrangement of typical sites on Mall Road is customary or conventional for suburban areas in North America, and generally has a track record of economic success. The rationale includes, among other reasons, visibility for merchants, customer convenience, and generally a lack of tangible access for travel modes other than the auto.

The suburban highway commercial pattern of Mall Road has been addressed in prior studies for Mall Road. Both the Jordan Jones & Goulding study (2002) and the Beame Architectural Partnership study (2004) proposed either a New Urbanist approach or included New Urbanist components which would create more of a “city” or “town” environment. The Jordan Jones & Goulding study included a charrette process that included property owners and public officials. Additionally, recommendations which would minimize “the highway-scaled, automobile-oriented appearance” of Mall Road are provided in the “Florence Commercial Area” section of the 2005 Boone County Comprehensive Plan’s Land Use Element (pg. 144).

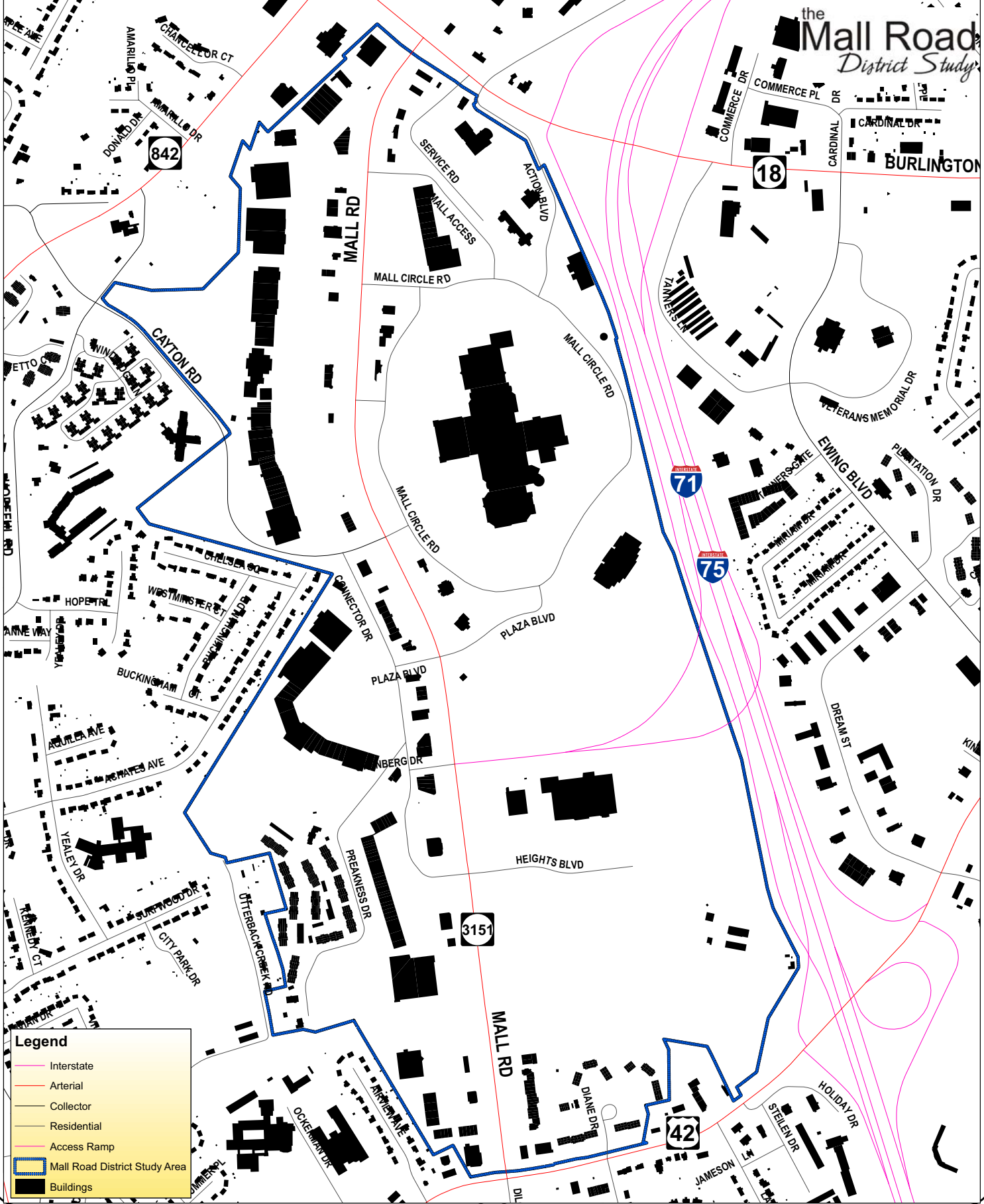


0 90 180 360 540 720
Feet
1 inch = 200 feet

Mall Road District Study True Figure / Ground Map



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Legend

- Interstate
- Arterial
- Collector
- Residential
- Access Ramp
- Mall Road District Study Area
- Buildings



0 90 180 360 540 720
 Feet
 1 inch = 200 feet

Mall Road District Study

Modified Figure / Ground Map



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