

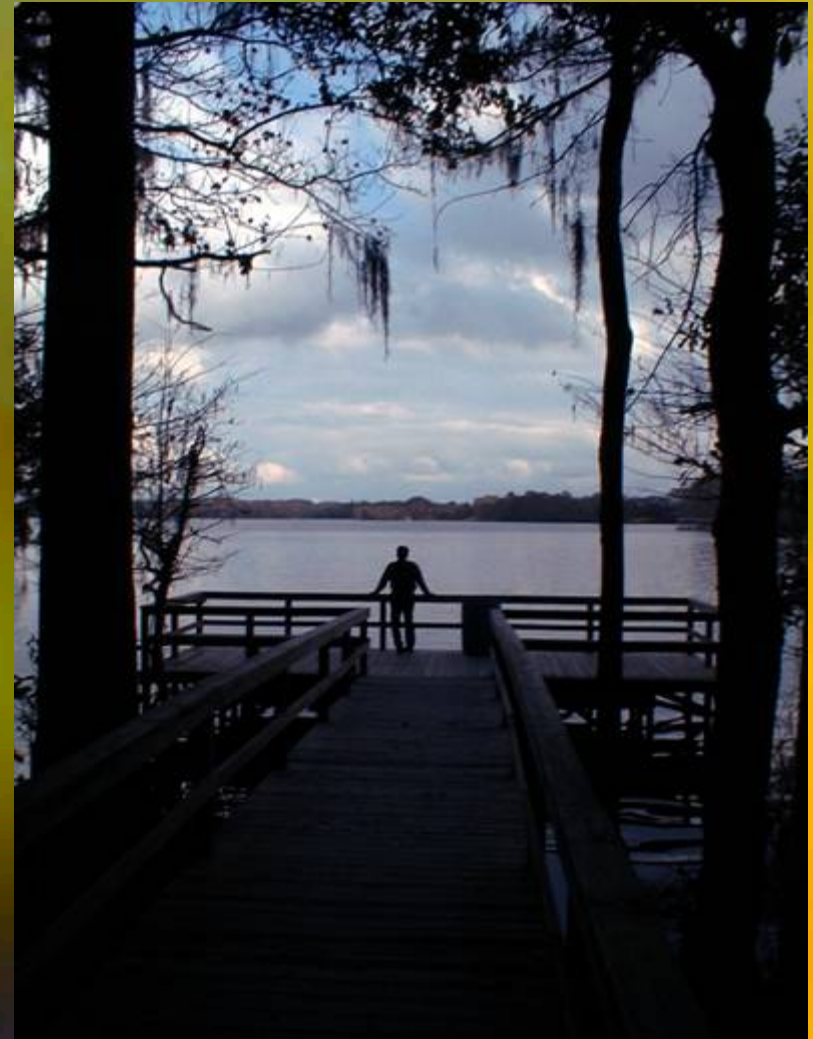
Design Guidelines for Small Towns & Rural Communities

Inside Out Design

Hillsborough County City-County Planning Commission

What is “Inside Out Design”?

- Context sensitive design for small towns and rural areas



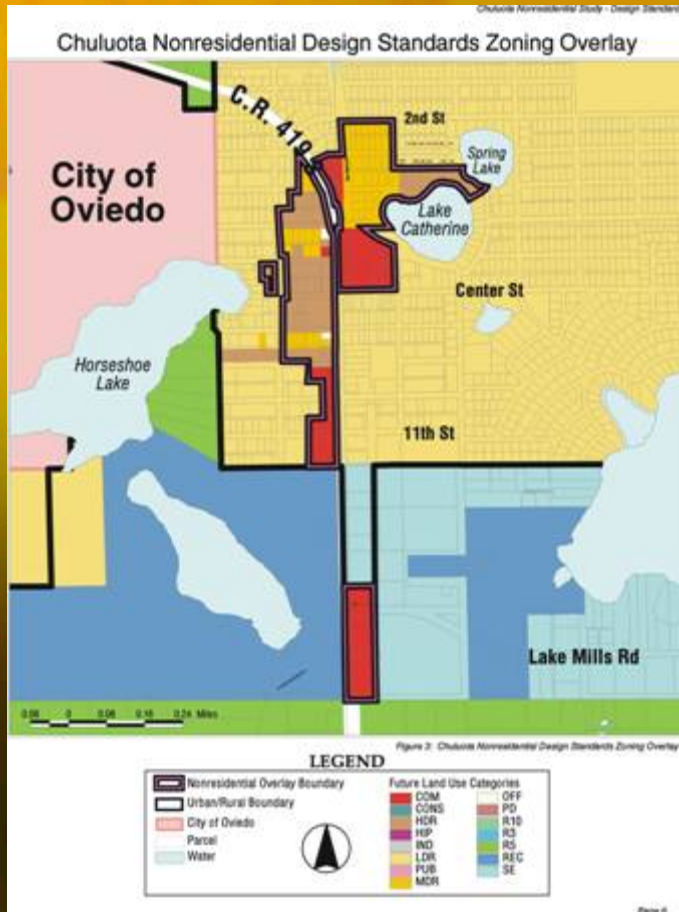
What Happens

- Many rural areas experience rapid growth
- Losing the sense of place
- Need to respect the past, while acknowledging change is coming



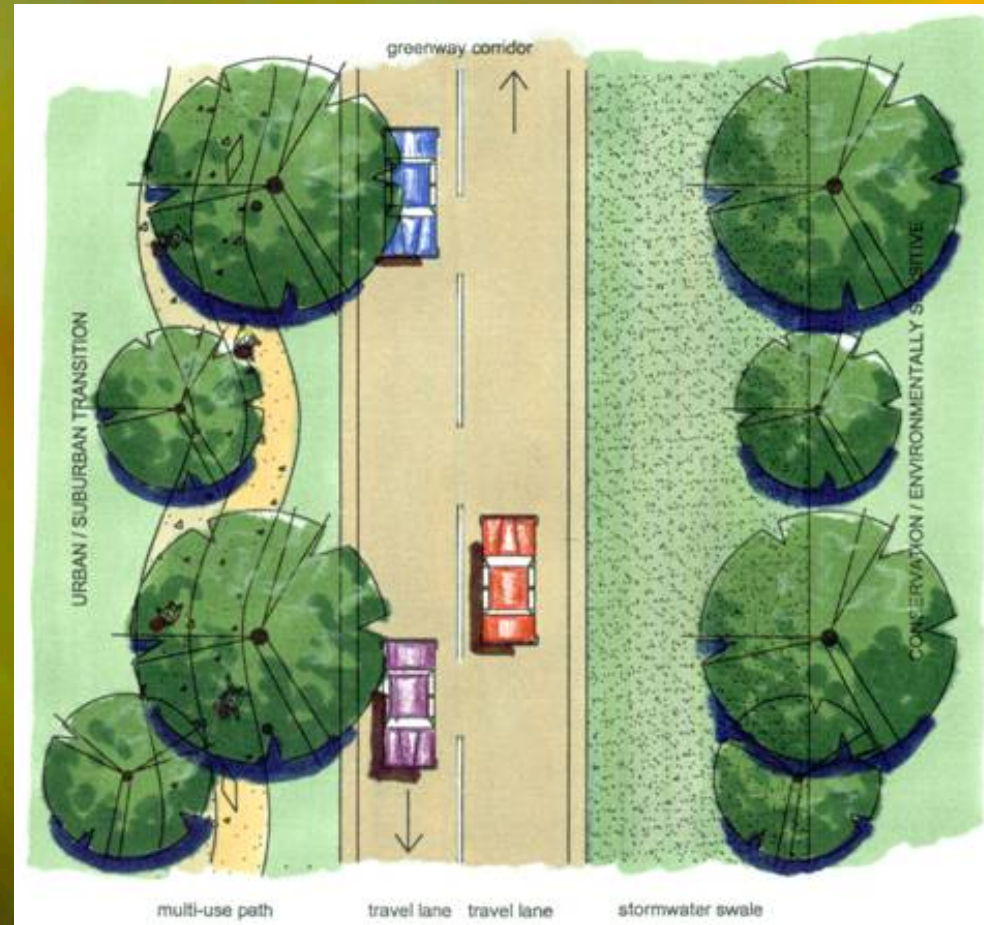
The Key Issue

- How to balance sustainable growth and aesthetics in a rural environment?



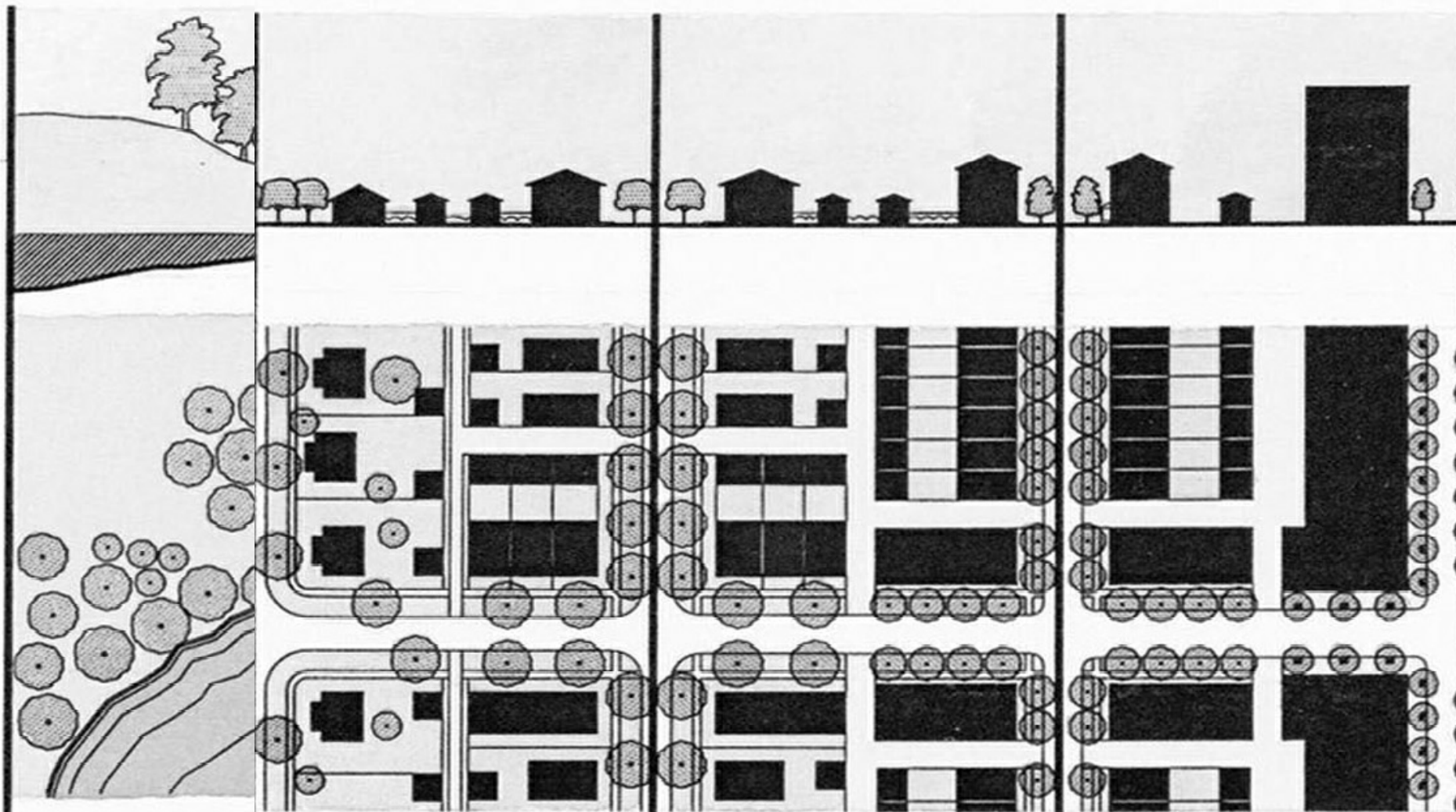
Design for Rural Areas

- Typical design focuses on density, intensity, scale and form, etc
 - Rural roadways – two lanes, soft shoulders, trails, etc
 - Larger residential bldg setbacks
 - Less dense



R U R A S E C T I O N S U R B A N

RURAL



T1 RURAL PRESERVE

T4 GENERAL URBAN

T5 URBAN CENTER

T6 URBAN CORE

Preparing Rural Design Standards

- What are rural design standards/guidelines?
 - Regulations that establish an aesthetic framework in the rural context
- Associated with zoning standards, overlay districts, redevelopment areas, or strategic plan study areas (Community Plans)



Major Considerations

- Uses
- Right-of-way treatment
- Building placement
- Landscape setting
- Architectural Character
- Signage



1. Right-of-Way Treatment

- Limit lanes, roadway widths, and shoulders
- Restrict turn lanes where appropriate



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1. Right-of-Way Treatment

- Highlight places of interest through roadway design
- Trails vs. sidewalks for pedestrians/horses
- Impervious surfaces



2. Building Placement

- Cluster nonresidential development
- Leverage common parking and infrastructure



2. Building Placement

- Create central public space “village square”
- Generate “critical mass” for economic viability
- Create market as a destination



3. Landscape

- Create rural ambience using landscape buffers
- Plan major parking to sides/rear of buildings



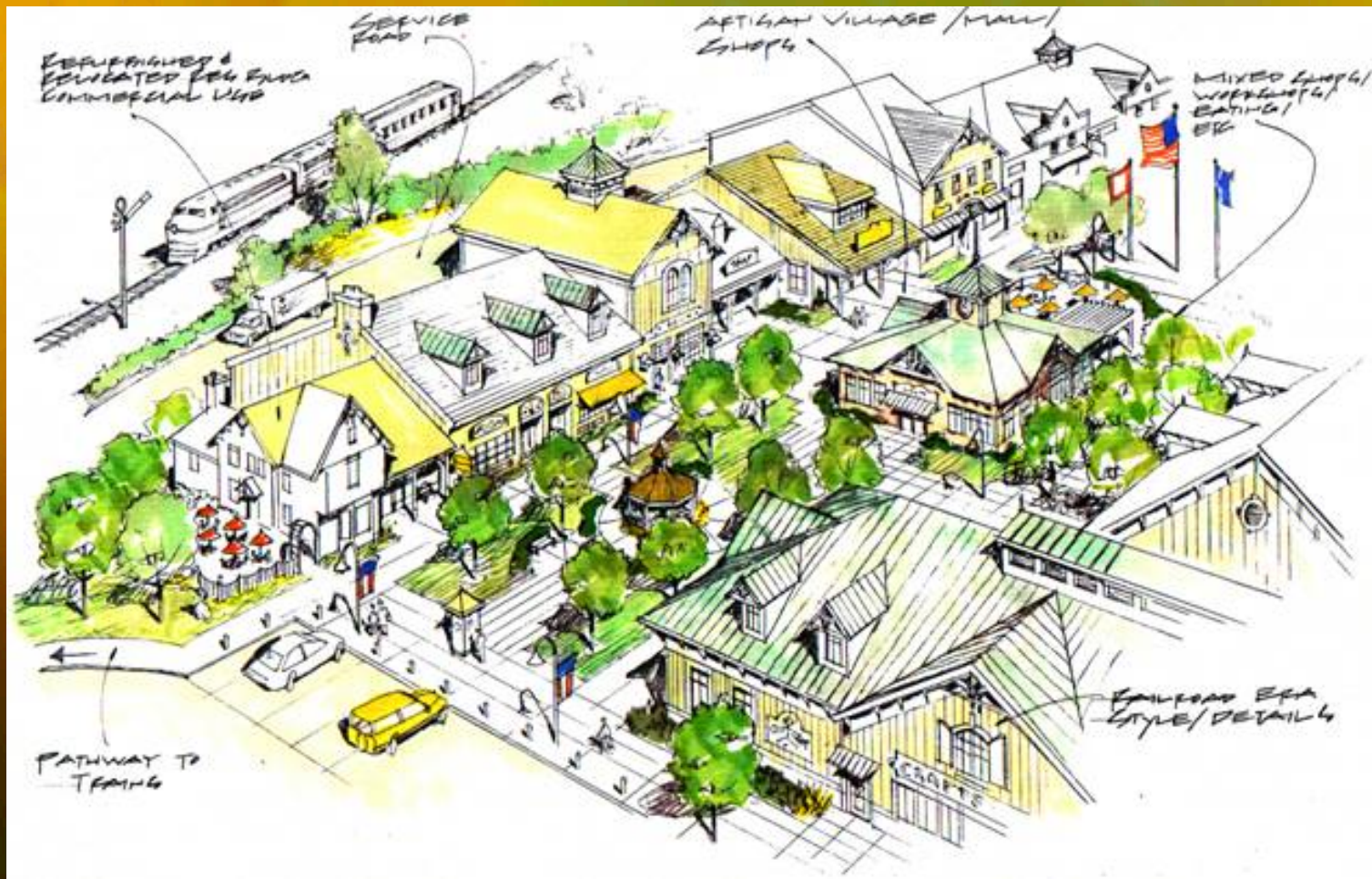
3. Landscape

- Cluster landscape planting for greater impact
- Integrate natural features such as rivers
- Integrate man-made features such as trails



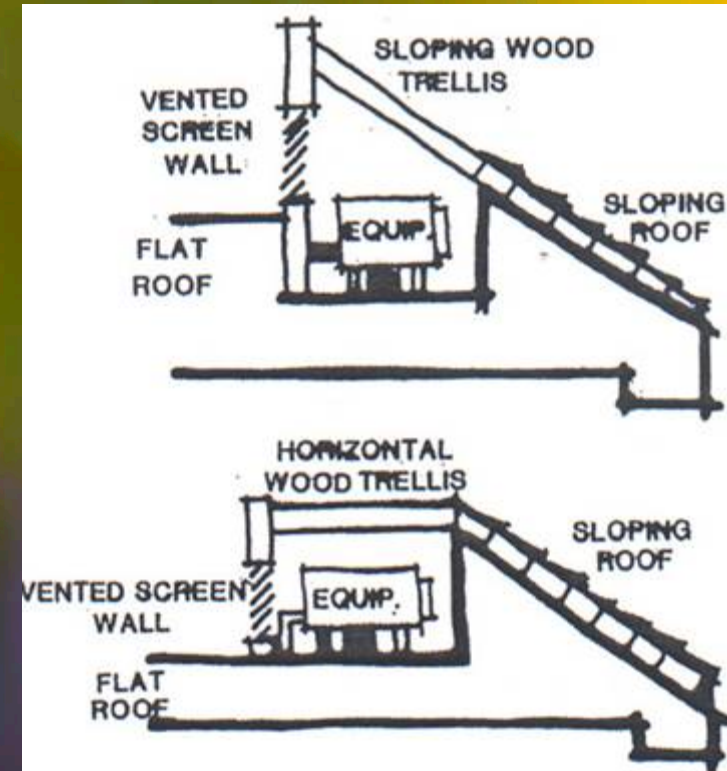
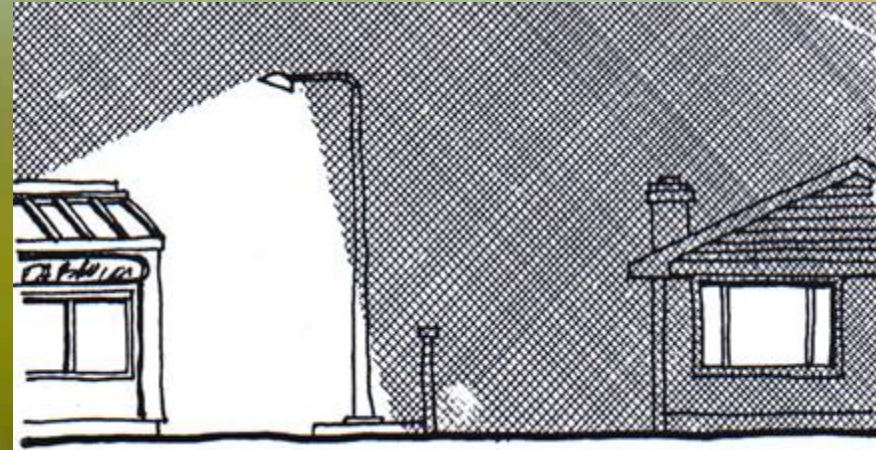
4. Architectural Design

- Determine built space massing
- Formulate solid-void ratio
- Stipulate roof design



4. Architectural Design

- Consider lighting design to reduce “spill”
- Require quality architectural elements
- Focus on materials and finishes



5. Signage and Character

- Create a collective visual impression
- Leverage signs to generate theme



5. Signage and Character

- Restrict total copy area
- Stipulate size and number
- Determine allowable sign types and lighting





Putting Rural Design into Practice in Hillsborough County

Keystone-Odessa Community Plan,
Rural Design Standards and
Rural Activity Center

Keystone-Odessa Community Plan Implementation

- *Keystone-Odessa Plan* began in 1998, adopted in 2000, became effective Jan. 2001
 - Adopted Keystone-Odessa Rural Development Standards (LDC effective August 2002)
 - Adopted Community Activity Center Overlay (LDC effective June 2004)
 - Updated 2010-2012

Planning Process

- **Reviewed community plan's design requirements**
- **Defined Rural Activity Center area**
- **Addressed existing conditions**
- **Defined area character**
- **Prepared changes to Land Development Code**

The Keystone-Odessa Community Plan

Rural Activity Center Strategy

- The overlay district will incorporate specific design guidelines that include:
 - staggered building orientations, with interruptions in roof lines and structures;
 - public courtyards or open space(s) with shade trees;
 - architectural features to emphasize the location of the center;
 - connected structures with covered walkways made of pavers, brick or boardwalks;



The Keystone-Odessa Community Plan

Rural Activity Center Strategy

- residential style pitched roof lines;
- external facades made of wood siding, brick or vinyl material;
- signage in scale and related to architectural character of the center (externally illuminated monument signs not pole signs)
- nighttime lighting that mimics gaslights or kerosene lights



The Keystone-Odessa Community Plan

Rural Activity Center Strategy

- drought tolerant tree and vegetation plantings for shade, screening and buffers along roadways
- preserved natural areas to act as buffers along perimeters
- irregular vehicular circulation and parking patterns to accommodate existing trees



Keystone-Odessa Rural Activity Center



- Issues addressed
 - build-out potential
 - traffic circulation and parking
 - pedestrian circulation
 - infrastructure requirements
 - community character and special features

Keystone-Odessa Rural Activity Center

- Conceptual illustrated plan
- Overlay zoning district
 - table of uses and densities/intensities
 - design guidelines



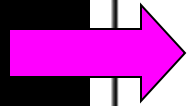
Scenario with Existing Development Standards



Scenario with Design Guidelines Standards

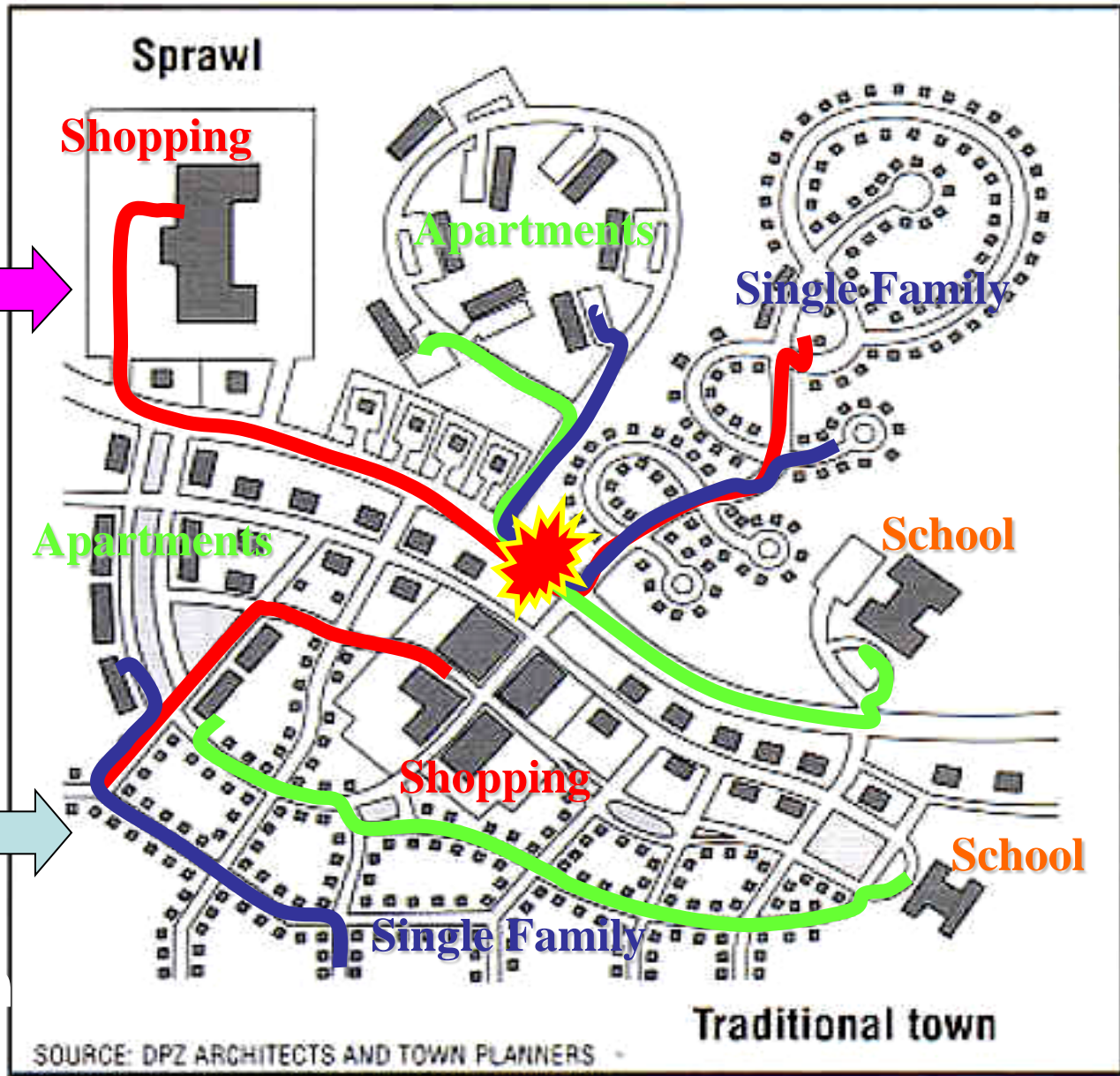
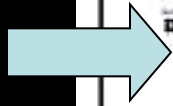


• Conventional Development or Sprawl



Versus

• Traditional Development or Smart Growth



- **As part of planning, planners use photo imagery to show how different parts of the roadway network could be brought in line with a community's vision.**
 - walkable
 - equestrian-friendly
 - pedestrian-friendly
 - connected
 - Traditional Neighborhood Development
 - Form-Based Codes
 - Smart Growth
 - healthy community design
 - active living by design
 - senior friendly
 - family/child friendly

South Side Community Plan

Redevelopment of Existing Highway

Sacramento County, CA
Hurley Way



At another, more rural section of Hurley Way, pedestrians lacking sidewalks walk in bike lanes.

Sacramento County, CA
Hurley Way



The planners propose sidewalks and a grassy median, removing roadside brush and installing a fence.

Sacramento County, CA
Hurley Way



Painting the bike lane a different color makes it more noticeable to drivers and pedestrians.

South Side Community Plan
Redevelopment of Intersection

Sacramento County, CA

Hurley Way and Fulton Avenue



The original photo of the intersection of Hurley Way and Fulton Avenue, east of downtown Sacramento, shows a narrow sidewalk, street-front parking lots, poorly marked crosswalks and no protection from the sun.

Sacramento County, CA
Hurley Way and Fulton Avenue



Clearer crosswalks, wider sidewalks, bike lanes and streetlamps make for a safer pedestrian experience.

Sacramento County, CA

Hurley Way and Fulton Avenue



Trees bring needed shade.

South Side Community Plan

New Roadway with Typical Intersection

Roseville, CA

Market Ave and Road "B"



Existing conditions

Roseville, CA

Market Ave and Road "B"



Interconnected through streets define small walkable blocks. Sidewalks are separated from travel lanes by parking lanes, bike lanes, and/or planting strips. Crosswalks are striped for good visibility. Lighting is scaled to pedestrian needs. Local thoroughfares are designed for pedestrian safety—no larger than four travel lanes, no double left turn pockets, no acceleration, or deceleration lanes.

Roseville, CA

Market Ave and Road "B"



Street trees are planted close to roadway so as to cast shadows, thus breaking up visual expanse of asphalt and reducing heat island effect

Roseville, CA

Market Ave and Road "B"



With addition of higher density development, walking and bicycling becomes natural

South Side Community Plan

New Roadway with Roundabout

Roseville, CA

Market Ave and Road "B"



Roseville, CA

Market Ave and Road "B"



Roseville, CA

Market Ave and Road "B"



Roseville, CA

Market Ave and Road "B"



Potential Hamlet



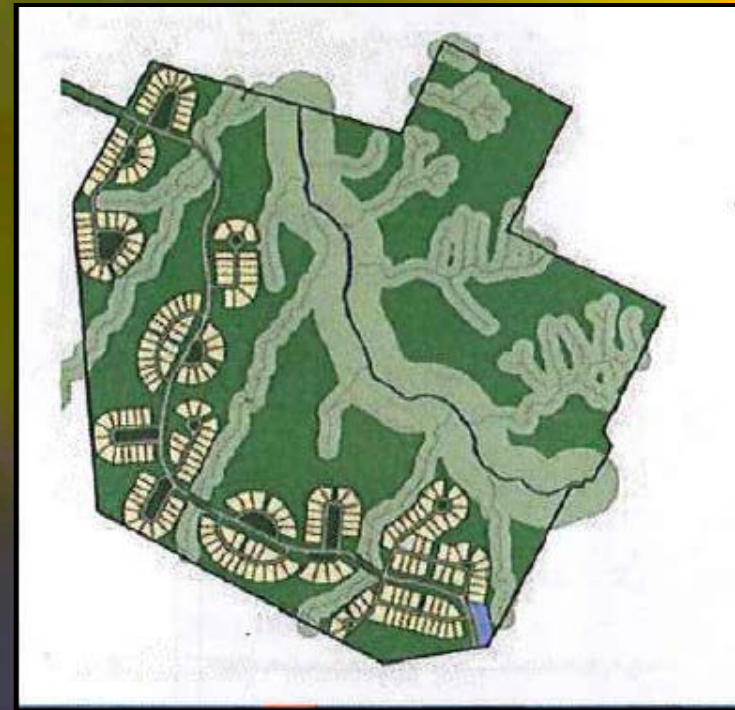
- Agricultural Rural



Example: 1 unit per 5 acres



Examples of Clustering Conservation Subdivisions



Design Guidelines for Small Towns & Rural Communities

Inside Out Urban Design

For more information:

www.theplanningcommission.org or
www.hccommunityplanning.com