RECOMMENDATIONS

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The concept for Downtown Anna envisions the following ten incremental improvements to the Downtown environment through:

Downtown into a Destination	Improving Public Spaces
Creating a Better Streetscape Environment	Encouraging a Greater Variety of Uses
Increasing Pedestrian and Bicycle Safety	Requiring Harmonious Building Form
Improving Traffic Circulation	Encouraging Denser Development
Creating an Interurban Pedestrian Mall	Implementing a Wayfinding System
Enhancing Parking Availability	Improving Drainage

Transforming Downtown into a Destination

In order to establish Downtown Anna as a destination, there must be a sense of arrival to a defined, comprehensible place. That distinct place must also overcome the "friction of distance" and be worth visiting by offering a verity of activities, unique landmarks, and worthwhile points-of-interest. The influential planner Kevin Lynch extensively researched how people perceive and interact with the urban environment. His seminal work, *The Image of the City*, identified five elements of how people form "mental maps" of a place:

- Paths: streets, sidewalks, trails, and other channels in which people travel;
- Edges: perceived boundaries such as walls, buildings, and shorelines;
- Districts: relatively large sections of the city distinguished by some common characteristic;
- Nodes: focal points, intersections or some specific location;
- Landmarks: easily identifiable objects which serve as reference points (Lynch, 1960)

Downtown, therefore, is more than just a "place," it is an idea. Transforming that place into a destination requires establishing a place that will be a destination in peoples' minds. In this regard, Downtown Anna will not just be competing for attention, trips, and dollars with neighboring downtowns, but with other local destinations including downtown McKinney and Frisco, The Shops at Fairview, the Allen Outlets, and others in the wider North Texas Region.

Creating a destination Downtown requires special attention to Lynch's elements of place – the paths, edges, districts, nodes, and landmarks of future Downtown Anna. Currently, Downtown lacks defined edges (where downtown starts and ends) and pedestrian pathways. It is also divided into several informal districts such as "west of Powell Street" and "East of the train tracks." Current nodes such as the buildings along East Fourth Street and landmarks such as the Sherley Museum and the water tower could be enhanced. Transforming downtown Anna into a destination, is an overarching improvement realized by accomplishing the other nine, more specific improvements categories. Furthermore, Downtown Anna should be a sustainable, livable district within the context of the greater city as a whole.

Creating a Better Streetscape Environment

Streetscape can be defined as the visual elements of a street, including the road, adjoining buildings, street furniture, lighting, trees, and open spaces that combine to form the street's character. Safe, inviting, and aesthetically pleasing streetscapes are necessary for Downtown to be a destination and a sustainable, vibrant district within Anna's greater cityscape. Streetscape encompasses many categories of Downtown improvement, and is an overarching concept for the area within and along the street rights-of-way as critical public spaces contributing to the overall character of downtown. Except immediately in front of the buildings on Fourth Street – which include canopies and street furniture – the majority of the Downtown Streets are residential in character and lack continuous sidewalks, street furniture, curb and gutter, and a consistent visual theme. The boundaries of many of the streets are more rural in character than "downtown" in character, and are lined by ditches and undefined edges where the pavement meets vegetation.

One concept is the idea of "complete streets." The advocacy organization Growth America, promoting the National Complete Streets Coalition, offers the following definition of complete streets:

> "Complete Streets are streets for everyone. They are designed and operated to enable safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities. Complete Streets make it easy to cross the street, walk to shops, and bicycle to work. They allow buses to run on time and make it safe for people to walk to and from train stations" (Smart Growth America, 2014).

Downtown Anna should be pedestrians oriented, as opposed to automobile-centric, with buildings, signage, lighting, and other features scaled for pedestrians. Contrast this with large auto-centric retail developments and strip developments along major highways surrounded by large "seas of parking." The future Downtown Anna should integrate a complete streetscape into its fabric. See Images 12 and 13 for a "before" and "after" view of what Downtown could look like with complete streets.

Image 12: Interurban Street Today (Before)

Image 13: A Complete Street (After)

Image: AARP, 2013

Increasing Pedestrian and Bicycle Safety

Increasing pedestrian and bicycle safety is critical towards transforming downtown Anna into a destination place with complete streets safe for all users – where people feel safe walking, exploring, and visiting. This will involve expanding roadways from their current "auto-centric" environment to a public space where motorists, cyclists, and pedestrians feel safe. Cars do not "window shop," and getting people to explore on foot is a key component of creating a sustainable and vibrant district.

According to the National Highway Traffic Safety Administration (2013), 4,432 pedestrians were killed in accidents with vehicles on public streets in 2011 (the most recent year for which statistics are available) - an eight percent increase from 2009. Another, 69,000 were injured. Methods for increasing pedestrian safety at intersections can be grouped into three broad categories: approaches that target vehicle drivers; approaches that target pedestrians and approaches that use technology (NHTS, 2014). The following details are elements important elements of safer streets appropriate for Downtown Anna.

Curb Extensions | A curb extension (or bulb outs) is a traffic calming measure, primarily used to extend the sidewalk, reducing the crossing distance and allowing pedestrians about to cross and approaching vehicle drivers to see each other when vehicles parked in a parking lane would otherwise block visibility (Image 14). In downtown environments, they narrow the street width at the corners of blocks, resembling "mouse ears." An added benefit of curb extensions is they complement on-street parking by defining areas designated for parking.

Image 14: Pedestrian Curb Extension – Downtown Brenham

Crosswalks | Demarcation of crosswalks with pavers is a way to facilitate a more walkable downtown environment by raising the visibility of pedestrian crossings to motorists. Additionally, sensor-based LED lights can be added to the crossing in the street that flash when pedestrians receive the signal to cross or are crossing (Image 15). These are especially important at night or in low visibility conditions. Crosswalks also need to be signed and signalized (Image 16).

Image 15: Standard Crosswalk Sign on Left; Countdown Signal on Right

Image 16: Lighted "Smart" Crosswalk in East Hampton Village, New York

Photo: Bromley, 2014

Sidewalks | Sidewalks are more than just a pedestrian safety feature, and streetscape decoration, they are important component of an integrated multi-modality (pedestrian, bicycle, car, transit) transportation system. They contribute to the overall accessibility of a place by making it accessible – and safe – for pedestrians. Furthermore, they define the edges of streets, and importantly, separate cars, bicycles, and people.

Bicycle Lanes | On-road 'bicycle lanes' are bicycle pavement symbols and line marking such as directional arrows (sometimes called "sharrows") or continuous or broken lines. Where there is increased risk of a crash between a cyclist and a motorist the bicycle lane has been colored green to improve their visibility (Image 17). They increase the awareness and safety of cyclists, and also separate cyclists from pedestrians. Green bike lanes help to define road space by indicating to motorists that cyclists have a right to be in the road, encouraging cyclists to ride in the correct roadway position, and reducing potential conflicts between motorists and cyclists. Organizing the streetscape into defined spaces for pedestrians, bicycles, automobiles, and transit is an important component to having a safe and attractive downtown. They also help eliminate collisions between bicyclists and people opening the

car doors of vehicles parked on-street.

Image 17: Green Bicycle Lanes with Shared Lane Markers or "Sharrows"

Photo: Transport.com, 2014

Photo: Lindon, 2011

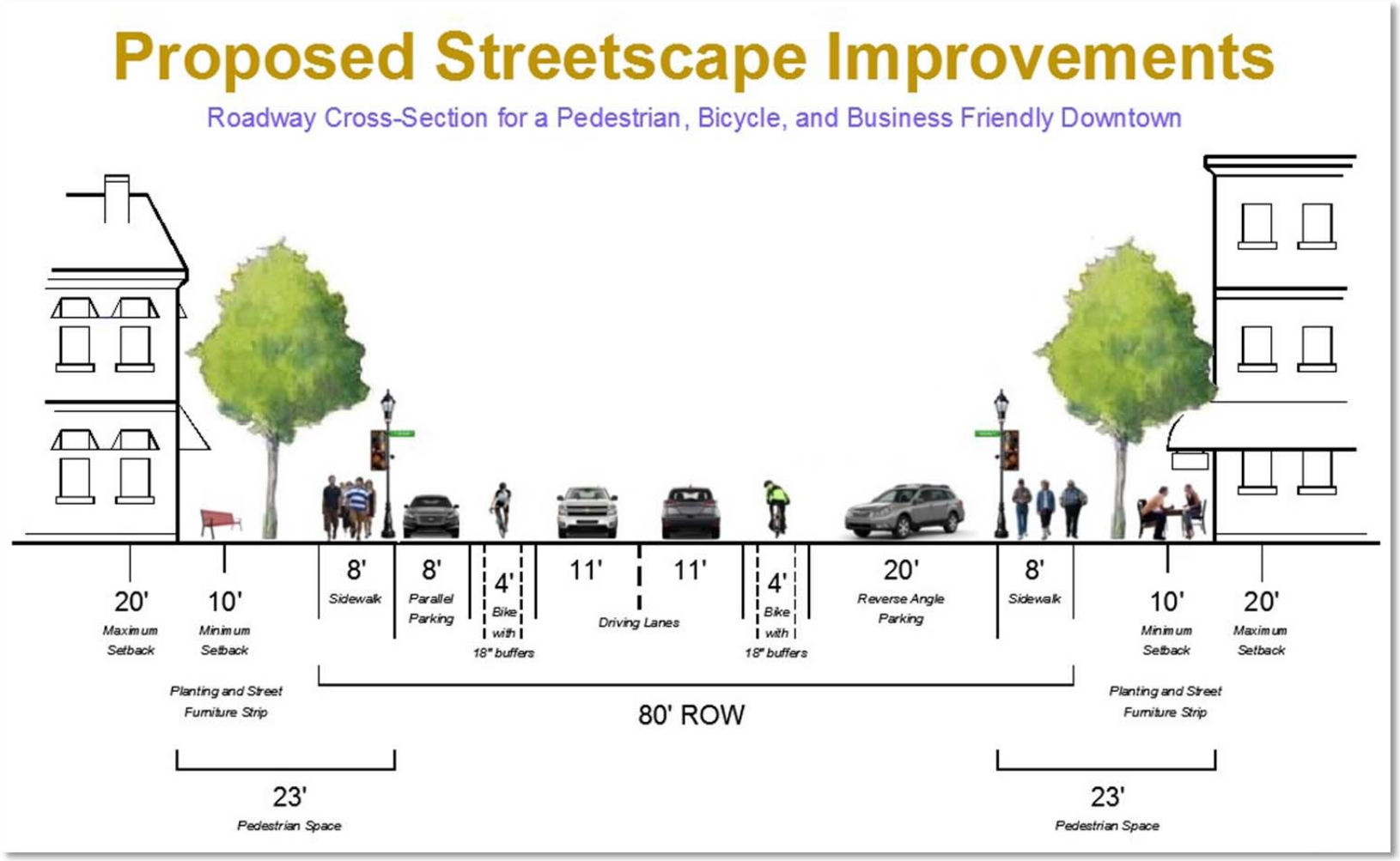
Pedestrian-Oriented Lighting | Lighting that is designed for pedestrians is important in areas people utilize at night. Pedestrian-oriented lighting is important to address real safety concerns that include pedestrian, bicycle, transit, and traffic safety. Furthermore, it increases the perception of safety and encourage the use of a district after dark. Pedestrian-scale lighting differs from standard road lighting in a number of ways. Importantly, it is closer to the ground. Light sources are spaced together closely to create an even lighting of the sidewalk instead of alternating bright and dark spaces. This creates a consistent environment visually for pedestrians. Pedestrian oriented lighting also typically features white light, rather than yellow light, which is more inviting to pedestrians. Furthermore, pedestrians appreciate lamps that have interesting or attractive shapes – decorative lamps contributes to overall appearance and "look" of a district tying it together visually. A further benefit of human-scale lighting, like other street furniture, is that it alerts drivers to the presence of nearby pedestrian. Image 18 shows several common streetscape light fixtures.

Complete Street Cross Section | Image 19 depicts a typical cross-section of a complete streetscape within the curren rights-of-way constraints of Downtown Anna. It includes on-street parking, bike lanes, sidewalks, street furniture, trees, and improved lighting.

Image 18: Different Types of Downtown Light Fixtures

Image Source: NYC Planning, 2014

Image 19: Complete Street Cross Section



Pedestrian Overpass/Underpass | In order to fully realize a future district safe for pedestrians, bicycles, motorists, and transit – not to mention accessible for all users – the barriers to accessibility posed by Powell Street (Highway 5) and the DART rail line should be abated. This will not just tie the Downtown, but the entire city closer together. The safest way to cross Powell Street and the railroad without impeding vehicular and transit traffic is either above or below these necessary transportation features. Specifically, it is recommended crossing Powell Street (Hwy 5) with a pedestrian overpass, and due to the raised nature of the train tracks when compared to the surrounding right-of-way, traverse them with a pedestrian underpass. Image 20 depicts a pedestrian overpass in Oviedo, Florida.

Image 20: Pedestrian Overpass and Landscaping Oviedo, Florida

Photo: OviedoBiz, 2010

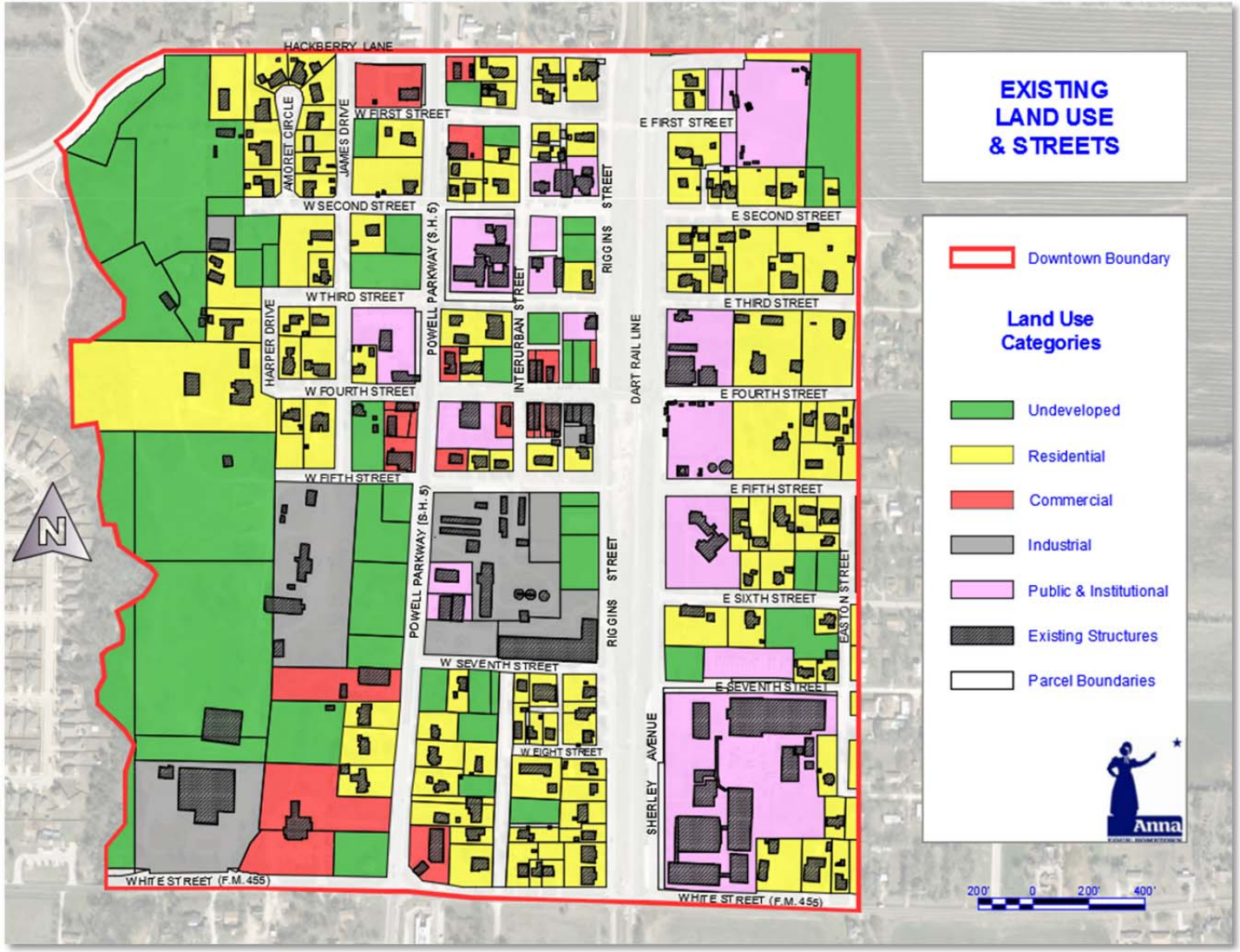
Improving Traffic Circulation

As shown in Map 7 one of the constraints limiting Downtown Anna from growing into a clearly delineated and accessible district is the lack of continuity with its existing street infrastructure. Downtown Anna was laid out in a traditional grid pattern; however, as land developed, the grid was not completed and gaps were left between roadways. Compounding this are dead-ends and one cul-de-sac. There is also east-west barriers in the downtown caused by the railroad with only railroad crossings at Fourth St and White St andPowell St (Hwy 5) at White St (FM 455). Constructing an overpass over the railroad on Hackberry Lane (called for in the adopted 2014 Comprehensive Plan) would also greatly increase east-west accessibility within the study area (Map 7).

The Harper Drive right-of-way should be straightened and conjoined with Amoret Circle. One continuous north-south street should run west of James Street that will help define the western blocks of the study area. Likewise, the gap between North and South Easton St. should be eliminated – and the two halves joined as one continuous road. Greater connectivity will improve the overall connectivity of Downtown by reducing unnecessary vehicle miles traveled and consequently raising the accessibility of each downtown parcel of land - especially along the periphery. Completing the transportation grid will also allow users (pedestrian, bicycle, transit and vehicle) to circulate between parcels throughout the Downtown without having to utilize the major corridors – reducing congestion on Powell Street and White Street.

In addition to improving accessibility for residents and visitors, a further benefit of completing the “grid” in Downtown Anna will be reduced response time for emergency services and the elimination of the railroad as a barrier to east-west circulation when trains are present.

Map 7: Downtown Anna Existing Land Use and Streets Showing Lack of Street Continuity



Creating an Interurban Pedestrian Mall

Pedestrian malls are streets lined with storefronts and closed off to most automobile traffic. Emergency vehicles have access at all times and delivery vehicles are restricted to either limited delivery hours or entrances on side streets. In the 1960s and early 1970s, many mid-sized U.S. cities installed pedestrian malls in their downtown areas, as a response to increasing traffic jams and the commercial success of self-contained edge-of-town shopping. Some notable examples are the Church Street Marketplace in Burlington, Pearl Street Mall in Boulder, 16th Street Mall in Denver, State Street in Madison Wisconsin, Walnut Street in Des Moines Iowa, and of course, Times Square in New York (Image 21). Typically these downtown pedestrian malls were three or four linear blocks simply blocked off to private street traffic, with fountains, benches, planters that doubled as seating areas, bollards, playgrounds, interfaces to public transit and other amenities installed to attract shoppers. The San Antonio Riverwalk can be thought of as a type of pedestrian mall as well.

Image 21: Pearl Street Pedestrian Mall,
Downtown Boulder, Colorado

Photo: Harris, 2014

Enhancing Parking Availability

Completing the downtown grid will provide space for on-street parking as well as limited alley-way off-street parking. The Future Downtown Mixed Used District Concept Plan Map depicts the study area with 1,807,975 square feet of building coverage (includes new building concepts and existing buildings to keep). In all likelihood the Downtown area when built out will consist of buildings with a variety of building heights; however, if all were multiplied by 1.5 stories, there would be 2,711,962.5 square feet of gross-floor-area (GFA) when all phases of the Downtown plan comes to fruition. Furthermore, there will certainly be a variety of commercial, residential, and public and institutional land uses with different impacts in terms of trip generation and required parking. The City of Anna Zoning Ordinance currently schedules off-street parking according to land use category – with higher intensity uses (fast food, convenience store, etc.) requiring more off-street parking due to their greater potential impact. However, in Downtown areas, with relaxed minimum building setbacks and greater lot coverage, on-street parking and parking garages typically supplement scarce off-street parking. Often times, high-intensity, vibrant districts have an inherent parking shortage.

Parking Requirements | At a fairly standard rati*o* of 4 parking spaces per 1,000 square feet of GFA, downtown Anna would require approximately 10,848 parking spaces. This is a very liberal estimate as residential uses (condo's and apartments above commercial uses) in a vertical mixed-used district would require less than four places per 1,000 square feet of GFA. Furthermore, businesses with 8-5 office hours would not be competing for parking with restaurants and bars that have peak hours after 5 p.m. Likewise, public and institutional uses may require parking only during weekdays, or in the case of churches, weekends and evenings. Therefore, the 10,848 parking spaces is a high number, and in reality, on- and off-street parking spaces could be flexed and shared according to time and demand.

On-Street Parking |The future concept plan shows 35 fairly standard city blocks with an average block face dimension of 264.5 '. Averaging their dimensions, an average city block was created for the purpose of calculating total on-street parking. Therefore, including pedestrian curb-outs at the corners and alleyway access, the average block can accommodate 44 on-street parking spaces – combination of parallel and reverse-angle.

Reverse Angle Parking | Reverse angle parking is a safer type of on-street angled parking. Instead of pulling into the parking spot, cars back into their spots, allowing them to make eye with oncoming traffic

when exiting the parking space. Reverse angle parking also offers the following safety benefits:

- **Improved visibility and increased field of vision:** When leaving the parking space, motorists are able to see oncoming traffic;
- **Decreased number of collisions**: Motorists no longer have to back out blindly from their parking space;
- **Improved safety for children:** Car doors open in a manner that directs children to the back of the vehicle, ushering them towards the sidewalk rather the street;
- **Improved safety for cyclists:** As vehicles exit their parking stall, motorists are able to see cyclists in the road - Tucson, Arizona reported an average of 3-4 bike/car crashes per month before reverse angle parking, and none in the subsequent four years after implementation;
- **Improved loading and unloading**: Trunks are adjacent to the sidewalk and open car doors offer protection from the street, allowing loading and unloading outside of the traveled roadway;
- **Improved handicapped parking:** Handicapped parking spaces can be placed adjacent to curb ramps (City of Burlington, Vermont, 2014).

Available Parking | The Future Downtown Anna Concept Plan Map shows depicts room for approximately 1,600 reverse angle and parallel on-street parking spaces and 2,500 off-street spaces behind buildings in the center of blocks with alley axis and in parking lots. This assumes 120 - 9' by 20' parking spaces per acre with 24'-wide driving lanes in a perfectly square parking environment. Approximate 4,100 total, street-level parking spaces would fit in the future Downtown. Likely, if Downtown Anna was built-out with density levels shown in the plan, there would be some structured parking facilities (Image 23). Structured parking could raise the total number of spaces to over 5,000 parking spaces (Table 9).

Table 9: Future Downtown Parking Potential

Parking Type	# Spaces
On-street	1,600
Off-street	2,500
Total	4,100

Image 22: Average 264.5' by 264.5' block

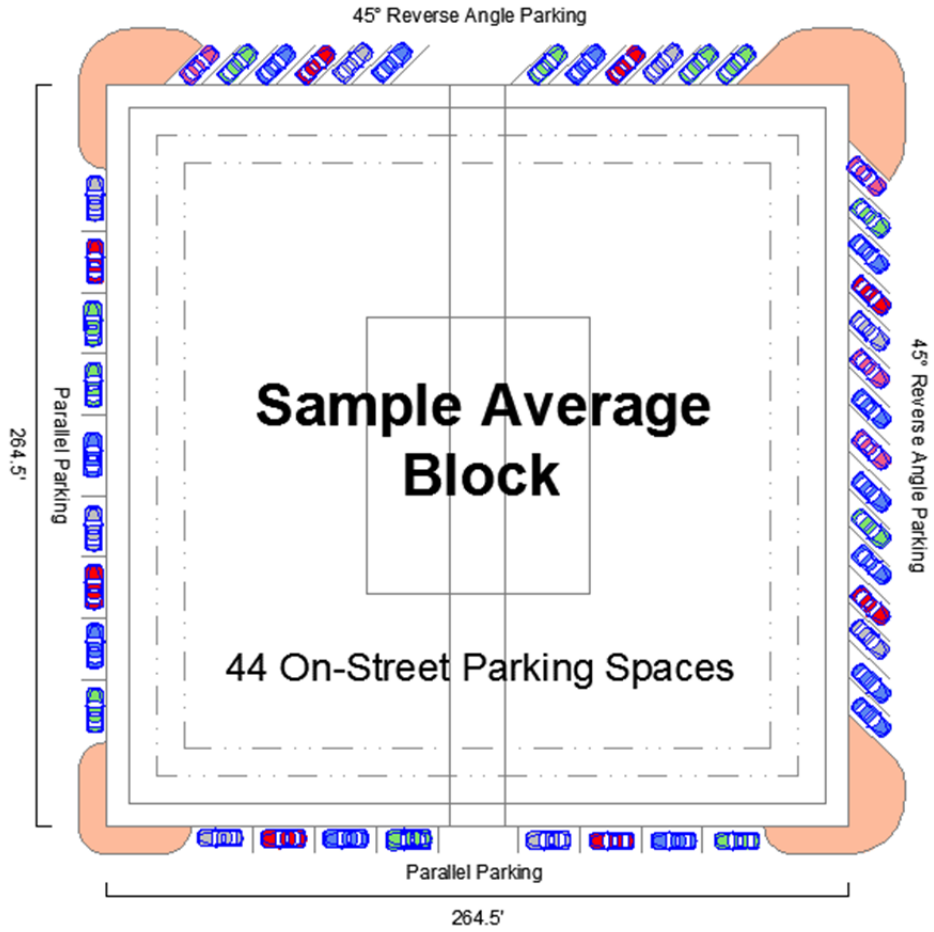


Image 23: Downtown Parking Garage in Olathe, Kansas

Photo: Turner Construction, 2014

Improving Public Spaces

The members of the Downtown Advisory Board expressed an interest in incorporating quality public spaces, parks, and art into the future Downtown Concept. Creating urban public spaces is just a small part of creating "successful" urban public spaces. In her landmark 1961 book, *Death and Life of Great American Cities*, Jane Jacobs lamented that functional monotony in surrounding city blocks predestines parks for failure – diverse observers and users are necessary ingredients in a great public space (Jacobs, 1961). In other words, they have to have something for everyday users, visitors and customers, passerby, recreational visitors, and visitors to events (Image 24).

> "One failing of American public spaces may be traces to those who designed them, usually landscape architects. Much of the emphasis over the past 50 years has been on the beauty of parks in terms of their plantings. But parks are about people and what they do—not about plants. There are no trees or shrubs in Venice's Piazza San Marco, for example, yet it is among the world's most successful public spaces. In America, trees, shrubs, and flowers seem to be intended to distract from widespread disuse of a public space" (Houstoun Jr., 2014).

***Image 24: Daley Plaza Chicago features Picasso* Statue, Fountain, and Civic Building**

Pedestrian Mall and Circle | According to the Project for Public Spaces (2014), there were ten principles for successful squares – which are solid principles for public space design as well:

1. Image and identity

   Traditionally, public squares were the centers of communities, and helped define the entire community's identity. Features like fountains, statues, public art, and nearby civic buildings gave the square a powerful image and contributed to a unique sense of place. These public spaces became the heart of a vibrant districts.

2. Attractions and destinations

   Successful squares have a variety of smaller places within them to appeal to diverse people. These may include focal points such as fountains, art, outdoor café's, public pianos, landscaping, vender carts, playgrounds, and stages for performances. Attractions do not need to be large or prominent to make the square a success – many successful public spaces feature numerous smaller points of interest.

3. Amenities

   Successful squares feature a variety of amenities that make them inviting and comfortable for people to use. Benches, lighting, public art, and other amenities can be located in such a manner to be inviting and highlight pathways, nodes, and focal points. In Texas, it is especially important to consider weather – specifically heat – when locating amenities. A metal bench in the glaring sun is unlikely to be used. Also, there should be a variety of amenities suitable to attract a variety of users. Public art such as animal statues can provide places for children to gather (Image 25).

Image 25: Playable Art, Pearl Street Mall, Boulder

Photo: Moving to Boulder With Kids, 2014

4. Flexible design

   "The use of a square changes during the course of the day, week, and year. To respond to these natural fluctuations, flexibility needs to be built in. Instead of a permanent stage, for example, a retractable or temporary stage could be used. Likewise, it is important to have on-site storage for movable chairs, tables, umbrellas, and games so they can be used at a moment's notice" (Public Squares, 2014).

5. Seasonal strategy

   "A successful square can't flourish with just one design or management strategy. Great squares such as Bryant Park, the plazas of Rockefeller Center, and Detroit's new Campus Martius change with the seasons. Skating rinks, outdoor cafés, markets, horticulture displays, art and sculpture help adapt our use of the space from one season to the next" (Public Spaces, 2014).

6. Access

Great squares need to be easy for a variety of users to get to – especially pedestrians. The surrounding cityscape scales down into the square – narrowing streets, well-defined crosswalks, crossings times for pedestrians not vehicles, traffic moves slowly, and transit stops are located nearby (Image 26). "A square surrounded by lanes of fast-moving traffic will be cut off from pedestrians and deprived of its most essential element: people" (Public Spaces, 2014).

Image 26: Old Town, Fort Collins, Colorado, Cityscape Leading Into Square (Lower Right)

Photo: Layton, 2012

7. The inner square & the outer square

"Visionary park planner Frederick Law Olmsted's idea of the "inner park" and the "outer park" is just as relevant today as it was over 100 years ago. The streets and sidewalks around a square greatly affect its accessibility and use, as do the buildings that surround it. Imagine a square fronted on each side by 15-foot blank walls — that is the worst-case scenario for the outer square. Then imagine that same square situated next to a public library: the library doors open right onto the square; people sit outside and read on the steps; maybe the children's reading room has an outdoor space right on the square, or even a bookstore and cafe. An active, welcoming outer square is essential to the well-being of the inner square" (Public Spaces, 2014).

8. Reaching out like an octopus

   "Just as important as the edge of a square is the way that streets, sidewalks and ground floors of adjacent buildings lead into it. Like the tentacles of an octopus extending into the surrounding neighborhood, the influence of a good square (such as Union Square in New York) starts at least a block away. Vehicles slow down, walking becomes more enjoyable, and pedestrian traffic increases. Elements within the square are visible from a distance, and the ground floor activity of buildings entices pedestrians to move toward the square" (Public Spaces, 2014).

9. The central role of management

   Management plays an important role in making a square successful and economically sustainable. People repeatedly visit great places; and great places also attract new visitors. Management should be proactive in promotion, ensuring public safety, and in keeping the square lively and entertaining. Effective management gears events for both existing and potential users – and comprehends the difference between these two target cohorts.

10. Diverse funding sources

    "A well-managed square is generally beyond the scope of the average city parks or public works department, which is why partnerships have been established to operate most of the best squares in the United States. These partnerships seek to supplement what the city can provide with funding from diverse sources, including–but not limited to–rent from cafés, markets or other small commercial uses on the site; taxes on adjacent properties; film shoots; and benefit fundraisers" (Public Spaces, 2014).

Pedestrian Malls Alive | Images 27 and 28 depict vibrant urban pedestrian mall spaces. There is an inherent flexibility in the design of these urban spaces, allowing for special events, festivals, and gatherings.

Image 27: Old Town, Fort Collins, Colorado

Photo: Zuckerman, 2014

Image 28: Courthouse Square, Portland Oregon (Monday Farmers' Market)

Photo: Stevenson, The Oregonian, 2010

Historic Parks/Squares | An idea floated at the meetings was to build on the history of the old Interurban Rail Line and have a rail road/train themed historic park featuring a caboose. This would provide recreation for children, a focal point for adults, and flexible space for events, festivals, holidays, and farmers' markets. The Concept Plan Map also depicts several square blocks reserved for parks (Image 28).

Image 28: Red Caboose Park, Nashville, Tennessee

Photo: Nashville on the Move, 2014

Climate | Another important conisderation in North Texas is climate. For five months of the year, the average high in Anna Texas is well over 80 degrees Farenheight (Table 10). Historically, however, temperature records indicate that high temperatures have broken 90° F in every month except January and December – the potential for hot weather exists 12 months of the year (NOAA, 2014). Likewise, lows have fallen below freezing in every month except June, July, August, and September (NOAA, 2014). For a pedestrian mall or public space to be successful in North Texas, it must offer some releif against the elements. Buildings close to property lines, mature trees, water features, public art, and the strategic placement of decorative architectural features such as arches and purgolas are important elements of making a pedestrian friendly, and hence business friendly, urban environment.

Table 10: Climate Data for Anna Texas

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year
Average High (°F)	55	58	68	78	84	96	96	96	88	79	66	66	76.4
Average Low (°F)	32	33	43	50	60	68	69	69	64	52	42	31	51
Precipitation (In)	2.2	2.8	3.3	3.2	5.7	4.6	2.5	2	3.9	4.7	3.4	3	41.3

Source: Weatherbase, 2013

It's In the Details | Visualize historic downtowns that are tourist attractions and vibrant and they are likely to successfully execute well in multiple areas: pedestrian friendly streetscape, multiple attractions, accessibility, variety, safety, and places within places. Excellent public spaces get the details right. They intrigue, stimulate, and invite, but do not underwhelm. They exude creativity and a sense of place. They

are fresh, fun, and unique; but, also familiar. Though they surprise, things are where you would expect them (Image 29). You do not feel lost looking for a trash receptacle, a cross walk, or a restroom. Places like Boulder's Pearl Street Mall, Denver's 16th Street Mall, New York's Time's Square, Chicago's Daley Plaza, and San Antonio's River Walk do not just happen; they are the result of careful planning and creativity, and synthesize many best practices into a coherent urban space enjoyable for diverse people of all ages.

Image 29: Playable Art

Photo: Wendell, 2010

A planter can also be a bench, a statue a playground. Their success, their beauty, is in the details (Image 30).

***Image 30*: Village of Mount Prospect, Illinois**

Photo: Grigson, 2014

Encouraging a Greater Variety of Uses

The rationale behind traditional "Euclidian" zoning was the preservation of the public health, safety, and welfare through the separation of incompatible land uses. For example, one would not want an animal slaughterhouse adjacent to a residential subdivision due to noxious odors, sounds, etc. However, an unfortunate byproduct of the separation of land uses was the creation of large, single-use, low-density, and low-intensity districts that tend to decrease in value over time by separating compatible land uses. Single-use districts contribute to automobile dependence and traffic congestion. Many of the suburbs and strip centers of the 1970s and 1980s are dilapidated and considered "urban sprawl."

Land Use Trends | Current trends are for people to move closer to urban core districts rather than to placeless suburbs. Time Magazine's article, "The End of the Suburbs" neatly sums this trend up:

> "A major change is underway in where and how we are choosing to live. In 2011, for the first time in nearly a hundred years, the rate of urban population growth outpaced suburban growth, reversing a trend that held steady for every decade since the invention of the automobile. In several metropolitan areas, building activity that was once concentrated in the suburban fringe has now shifted to what planners call the "urban core," while demand for large single-family homes that characterize our modern suburbs is dwindling. This isn't just a result of the recession. Rather, the housing crisis of recent years has concealed something deeper and more profound happening to what we have come to know as American suburbia. Simply speaking, more and more Americans don't want to live there anymore" (Gallagher, 2013).

Current land use trends are being driven by profound demographic changes in America. According to Mitchel Silver, the former national president of the American Planning Association, director of planning for Charlotte, North Carolina, and current New York City Parks Commissioner, there are three major demographic trends impacting not just land use, but the entire sociodemographic make-up of America:

- "**The graying of America**: By 2030, 1 in 5 Americans will be over age 65.
- **The browning of America**: By mid-century there will be no majority race that's more than 50 percent of the population.
- **The rise of single-person households**: By the mid-2020s it will be the predominant household

> type. This includes young people and widowers and others who just choose to live single" (Silver quoted in Newsome, 2012).

He continues to discuss changing consumer habits:

> Consumer habits and Internet shopping are changing retail spending, locations and destinations. But people still look for the experience of place. People like to travel, to window shop and purchase. I think there are still some new retail opportunities if the atmosphere and the place are right – a main street, not necessarily the mall. For planners, I prefer zoning that offers lots of flexibility. It's difficult for planners to predict where the market's going to go. For example, Raleigh's new development code [not yet adopted] doesn't even have a commercial classification. It has residential, mixed-use and industrial mixed-use. You have a choice. We're letting the market determine what's best. Then its use can change over time. That approach is more resilient and more adaptable than the Euclidian way of separating uses into different zones" (Silver quoted in Newsome, 2012).

Mixed-Use | Mixed-use makes for three-dimensional, pedestrian-oriented places that layer compatible land uses, public amenities, and utilities together at various scales and intensities. Different uses can be distributed vertically (above/below) or horizontally (adjacent). An often given example is shops at street level with housing/condos above; however, mixed use districts are much more than this. The focus is more on form and impact, as opposed to just land use function. Professional offices may coexist with restaurants, and housing may coexist with pubs and restaurants. An artist studio may coexist with a retail store. This variety of uses allows for people to live, work, play, shop in district, which then becomes a destination for people from other neighborhoods. Mixed-use is multiple functions within the same building or the same general area through superimposition or within the same area through adjacency. Mixed-use districts can cut down on area traffic congestion by freeing people from commuting. Allowing people to live, work, play, and shop in one district helps create a more "livable" place. Mixed use districts make possible densities, activity levels, and property values not typically found in single use districts (Image 31, 32).

Variety | Currently, land use in the Downtown area primarily consist of single family residences, restaurants, professional offices, and public and instructional uses (government offices, churches, etc.).

If Downtown Anna is to become a thriving, walkable district as envisioned in this plan, their will have to be a greater variety of land uses including retail, multi-family, and entertainment.

Image 31: Commercial Strip Center "Old" **Mixed Use District "New"**

A Generic Strip Center Baxter Village, Fort Mills, South Carolina

Image 32: The Domain, Austin, Texas

Photo: TBG, 2014