Character Areas do not replace existing RAC Zoning. Character Areas & Zoning are complementary, serving different purposes. Character Areas apply new and updated 'Urban Design' guidelines. RAC Zoning height and density limits apply in all Character Areas.

GOAL 5

Create 'Character Areas' of distinct quality

Encourage 'character' areas of distinct quality, creating a hierarchy that recognizes the particular quality and character of areas within the RAC. The opportunity for creating a pedestrian 'sense of place' in an area as large as the Downtown RAC depends on the development of several 'districts', each with its own character and special qualities. These 'character areas' are determined based on analysis of existing block structure, development patterns, boundaries, walking distances, etc.; they reinforce and strengthen existing and emerging development patterns. The Framework diagram illustrates three different character areas. Each exhibits unique urban characteristics and public spaces while sharing common themes relating to pedestrian-oriented design. While all three are essentially mixed-use, they are distinguished by varying building types and ratio of residential to commercial uses.

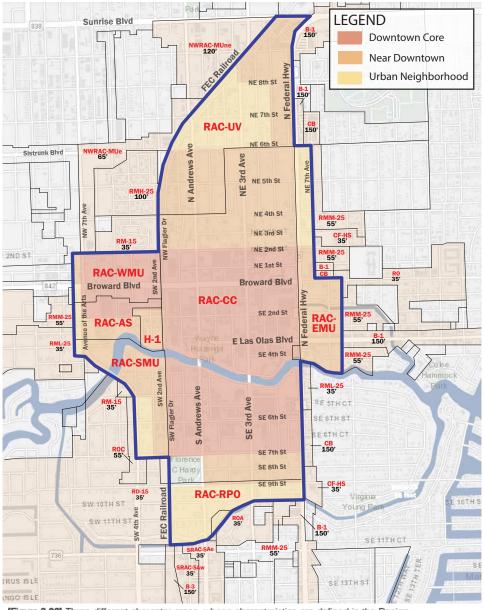
:: ACTION

Encourage development that supports the following general descriptions of the three Character Areas:

- "Downtown Core": A mixed-use "center," including the greatest concentration and diversity of commercial and civic uses, combined with higher-density housing
- 'Near Downtown': An intermediate-scale mixed residential area, consisting primarily of a variety of housing, with some office and service uses
- 'Urban Neighborhood': A compact urban form with a strong neighborhood feel, primarily residential, with some service commercial and employment uses.

:: ACTION

Implement Design Guidelines described in Chapter 4.

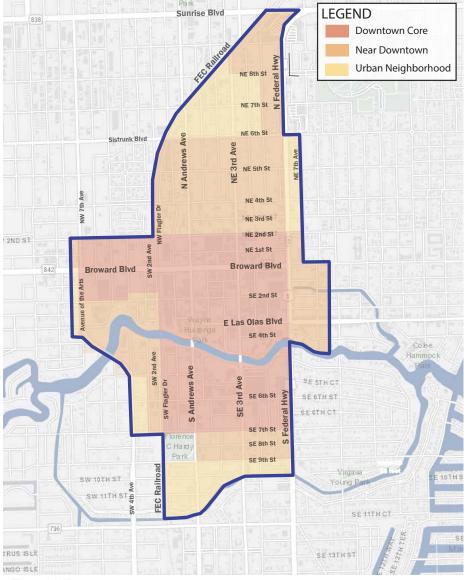


[Figure 3.82] Three different character areas, whose characteristics are defined in the Design Guidelines chapters shown overlaid over existing zoning boundaries.

3 DISTINCT CHARACTER AREAS

CHARACTER AREAS

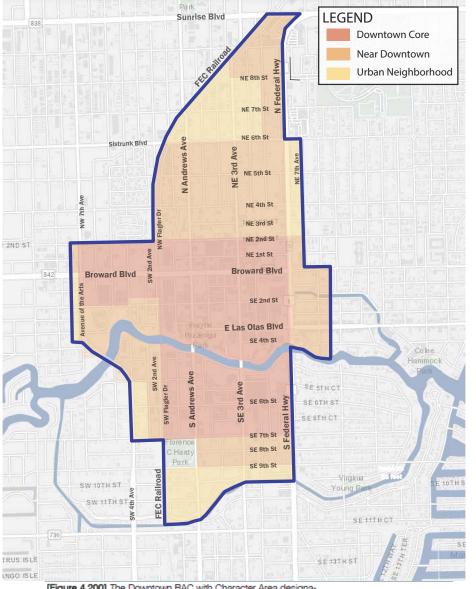
'Character Areas' of distinct quality will create a variety of urban experiences throughout the RAC. Creating a pedestrian 'sense of place' in an area as large as the Downtown RAC depends on the development of areas with distinctive character and special qualities. These 'Character Areas' are based on the existing street grid, development patterns, edges, walking distances, and other factors; they reinforce and strengthen existing and emerging development patterns. The Framework diagram illustrates three different character areas. Each exhibits unique urban form and public space characteristics while sharing common themes relating to pedestrian-oriented design. While all three are essentially mixeduse, they are distinguished by varying building forms and ratio of residential to commercial uses.



[Figure 4.197] The Downtown RAC with Character Area designations

CHARACTER AREA GUIDELINES

REVISED 2020



[Figure 4.200] The Downtown RAC with Character Area designations