

MASTER PLAN



LAND USE



LAND USE LEGEND

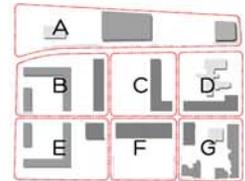
Building Zones

- Monumental/Civic/Hospitality Office 6 Storey Max
- Residential 3 Storey Max
- Retail/Office 3 Storey Max
- Civic/Food Beverage 4 Storey Max
- Existing Commercial 2 Storey Max
- Existing

Site Zones

- Town of Elon Public Space
- Town of Elon Green Zones
- Supporting Development Zone
- Parking Improvement Zone

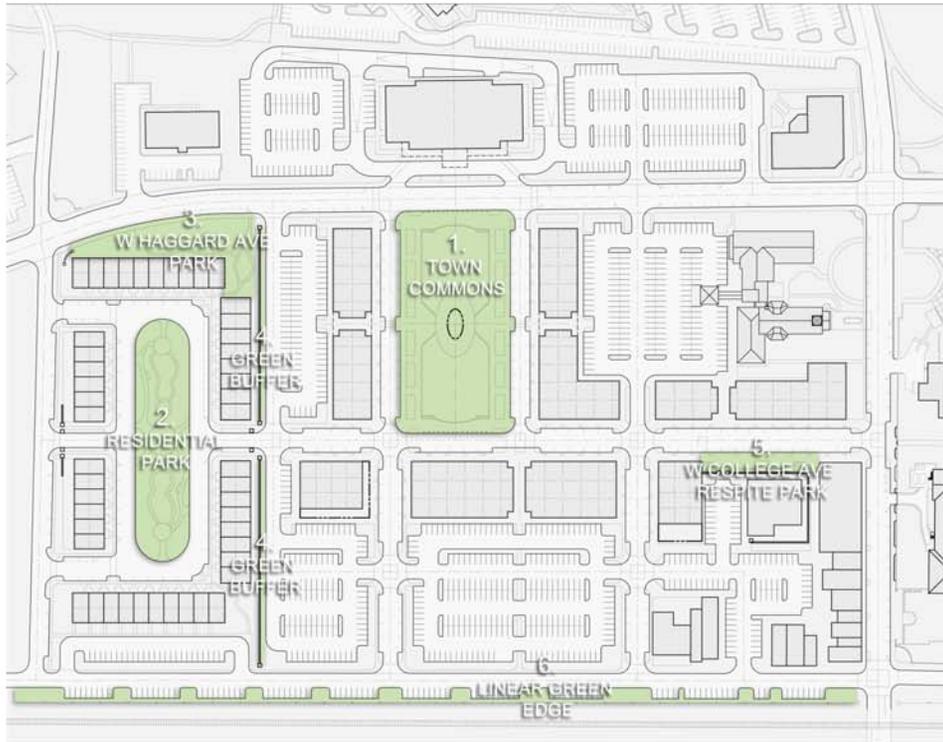
BLOCK DESIGNATION



The purposeful placement of various land uses within the seven dedicated blocks of Elon Downtown is critical to ensuring this district is vibrant, varied and interactive with both itself and its visitors. These designated uses are positioned to create critical mass amongst themselves while recognizing their important inter-relationships with one another and to each use its hierarchy of importance within the plan. The commercial development sites have been arranged along the edges of town streets and collected in density to assist in defining significant experiences.

Public space has been allotted to both move and gather people as necessary and to encourage human interaction within spaces, with businesses and with each other. The Town Commons facilitates the creation of a Downtown "center point". A place capable of large community gatherings and events at large, helping to define the image and identity of Downtown. West College Avenue has been designed to become a two sided shopping street creating energy through promoting significant public circulation and commerce. The existing commercial area at the S.E. corner of downtown is envisioned and encouraged to receive renovation and remerchandising efforts that functionally and visually elevate the entry experience of visitors into downtown and the shopping experience along its edges. Together, this sensitive collection of uses, public realm and people assures that visiting Downtown Elon will be a memorable experience and one worthy of repeated visits.

PUBLIC OPEN SPACE



key

 open green space

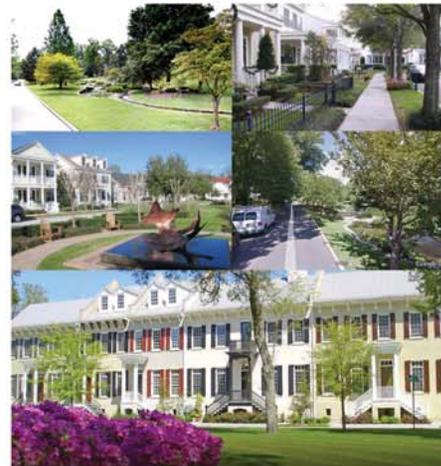
 buildings



1.

1. TOWN COMMONS

The proposed Town Commons functions as the "heart" of downtown, providing open space for both programmed and impromptu events, as well as, providing a flexible open space of significant scale for community gatherings and a center point for surrounding commercial development. In the Downtown Master Plan this open area is shown as a great lawn with a "town fountain" as its major amenity. Shaded seating opportunities are proposed at its lengthy east and west edges while smaller paved plazas are positioned at its north and south ends on W. College Ave. and W. Haggard Ave. The variety of hard and soft ground surface materials and the appropriately scaled interaction zones allows for a wide variety of human interaction. Therefore, this central gathering space functions similarly to the town marketplaces, plazas or greens in towns throughout history that became the centers of commerce and community.



2.

2. RESIDENTIAL PARK

Much like the commercial center of town has a commons as its heart, so too does the residential block. At the heart of the residential neighborhood is a green park which provides a communal space of leisure and relaxation for all of the residences surrounding it.

The park provides a variety of spaces from lawn, tree lined pathways, planted beds as well as the occasional bench and shelter for respite.

By creating such a communal green space for the community, the identity and character of the neighborhood is elevated through the beauty and charm of the park.

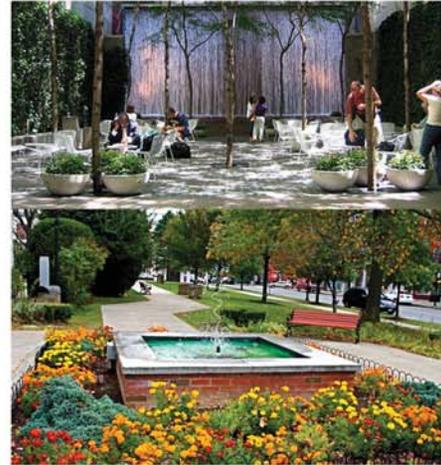
PUBLIC OPEN SPACE



2.

3. W. HAGGARD AVE PARK

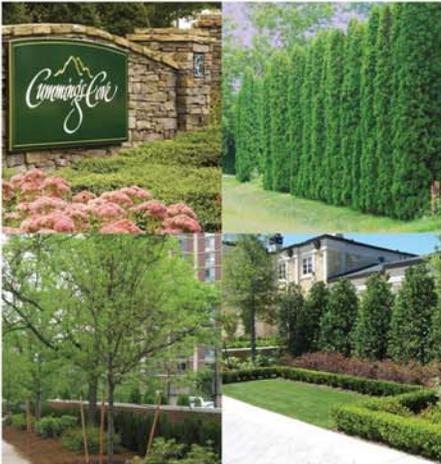
This park, just north of the newly planned residential neighborhood, not only serves as a green park for the planned residential block but also as a park and green space for the Elon community at large. It serves as a respite for pedestrians moving along W Haggard Ave. It reinforces the 'green' edge along W Haggard Ave and acts as a green backdrop when entering downtown from the west.



4.

5. W. COLLEGE AVE RESPITE PARK

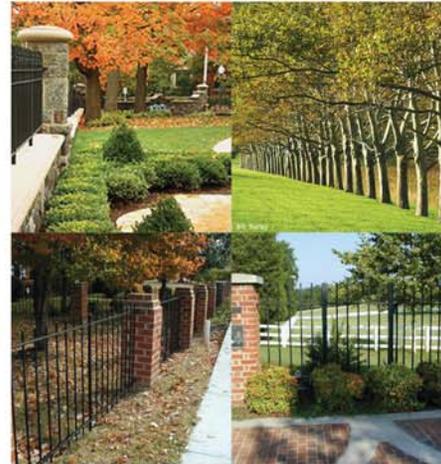
This small sidewalk park directly in front of the existing AT&T building creates an opportunity for respite along the southern edge of W College Ave. It serves to buffer the AT&T building with a green wall, planting beds, shaded bench seating and an above ground fountain. The fountain acts as a focal point for this space and provides an opportunity for public art and a welcoming ambient sound.



3.

4. GREEN BUFFER

The planned residential blocks are buffered from the commercial zone through use of a green buffer. The green buffer consists of columnar evergreen trees backed by a low to medium height wall. This visual buffer is intended to be continuous and uninterrupted until its north and south terminus with the exception of a single opening at W College Ave where a residential monument sign wall and supporting feature planting is anticipated.



5.

6. LINEAR GREEN EDGE

Recommended as part of the scope of work regarding improvements of existing conditions surrounding the downtown, the proposed linear green edge between the railway line and downtown creates a number of improvements.

These improvements include the expansion of tree planting and parking similar to that already existing adjacent to N. Williamson Ave. Most important is the addition of a brick pier and metal fence to secure the southern edge security of downtown and provide greater safety by requiring pedestrians cross the track at the designated intersection of W. Lebanon Ave. and N. Williamson Ave.

DOWNTOWN VEHICULAR CIRCULATION

KEY

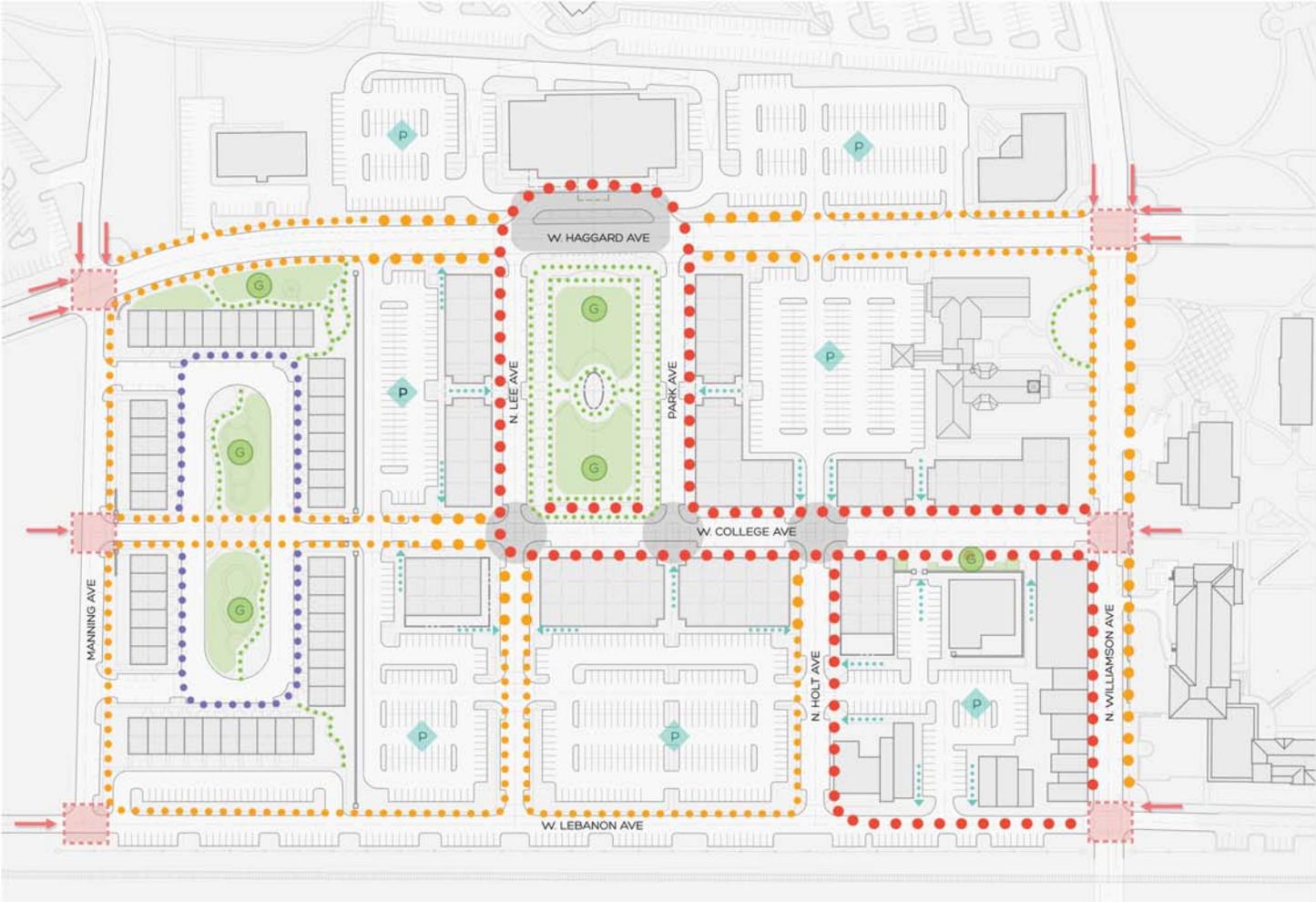
-  downtown entry
-  entrance zone
-  residential entrance
-  residential
-  commercial entrance
-  commercial circulation
-  parking
-  parking access
-  parallel parking
-  vehicular circulation



The Master Plan envisions vehicular circulation into, around and within its boundaries as another opportunity to create a memorable experience that defines the positive identity of Downtown Elon. From creating a strong and recognizable "sense of entry" to experiencing a measured, safe and visually energized passage along commercial and residential streets, this easily understandable vehicular movement pattern facilitates access to multiple opportunities for conveniently positioned parking zones.

For more detailed analysis and explanation of specific proposed roadway and parking issues for Downtown Elon please refer to the Traffic and Parking Section of this document.

DOWNTOWN PEDESTRIAN CIRCULATION



KEY

- pedestrian entry
- entrance zone
- primary circulation
- secondary circulation (intensified)
- secondary circulation (peripheral)
- residential circulation
- leisure circulation
- gathering space
- parking
- parking circulation

The movement and gathering of people is the true energy of any downtown. The presence of people and their interaction with each other and the built environment that defines their momentary "sense of place" brings purpose and meaning to that place. The Master Plan recognizes the influx of pedestrians into downtown from three main sources, neighboring Elon University, the residential neighborhoods immediately surrounding downtown, including the new proposed downtown residential zone, and finally, and perhaps most notably, from vehicular parking areas planned internally to the project.

Refurbished streets have been envisioned with wide and active sidewalks facilitating the exchange of commerce along their path and engaging planned public areas of various scale and character promoting the act of gathering. It is anticipated that this simple and recognizable plan along with strong land uses and merchandizing strategies will promote a steady volume of pedestrians along the downtown streets and that opportunities for respite within the open public spaces will be welcomed. Sensitively designed public spaces with variety and interest, including sidewalks, lead to an ability to orient oneself within the downtown zone and to comprehend the most efficient path to and from one's destination within and along the edges of downtown.

STREET SCAPE



STREET CHARACTER

Town Streets are traditionally seen as the major unit of the public realm. While they facilitate the movement of vehicles, well designed streets always prioritize the pedestrian experience above all else. Shop fronts, buildings and parks might define the outside edges, and the overall width of the street experience, but the inclusion of varied yet recognizable repeating elements help give it its strongest character. Street trees, lamp posts, signage, planted pots and planters, building façade details like canopies and awnings along with creative merchandising by tenants, even parallel parking zones, all add the multiple layers and textures that fill the visual experience along one's passage with variety in scale, form and color.

Each street type in the Master Plan has been scaled and designed to reflect the nature of the happenings around it, along with understanding the pedestrian traffic associated with that experience. Those streets within a more commercial area recognize the hard surfaces of building edges and the energy of human activity, while streets away from bordering buildings take on a more landscaped and softer character and respond to less intense pedestrian movements. Ultimately, the passage of people along this ribbon of downtown sidewalks should be filled with a variety of visual interest, provide a sense of security from moving vehicles and facilitate the activities of the commerce at its edges.

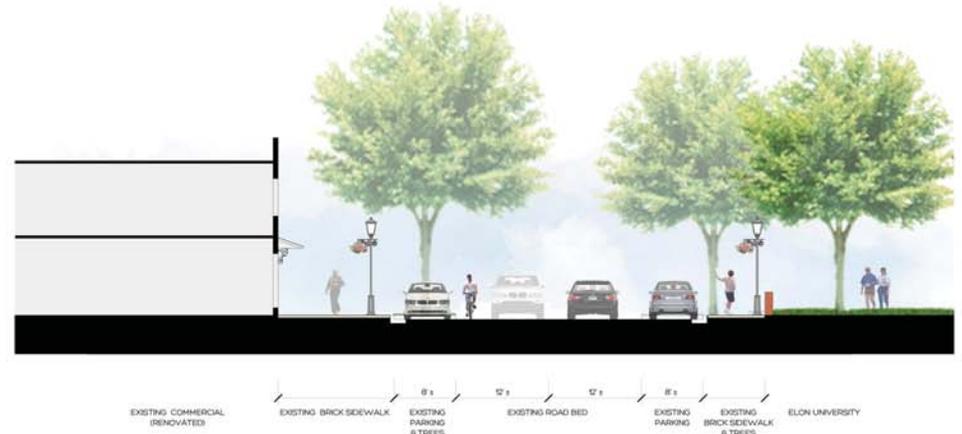


STREET SCAPE

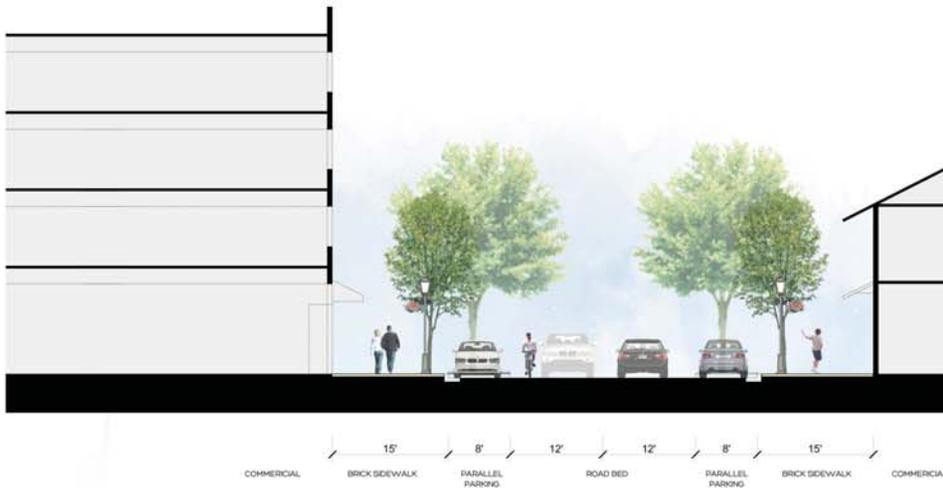
IMPORTANT CHARACTER COMPONENTS

- brick sidewalk
- paved crosswalk
- sidewalk planter zones
- street trees with tree grates
- sidewalk pots with seasonal color planting
- bollards
- grand scale park trees
- bench option for seating
- chairs within park
- tenant awnings & canopies
- upper level balconies & terraces

- consider parking
- sidewalk dining
- sidewalk merchandising
- compelling storefronts
- facade blade signs (tenant)
- street signs
- DOT signs
- lamp post graphics
- park fountains
- public art



A1 N. Williamson Ave

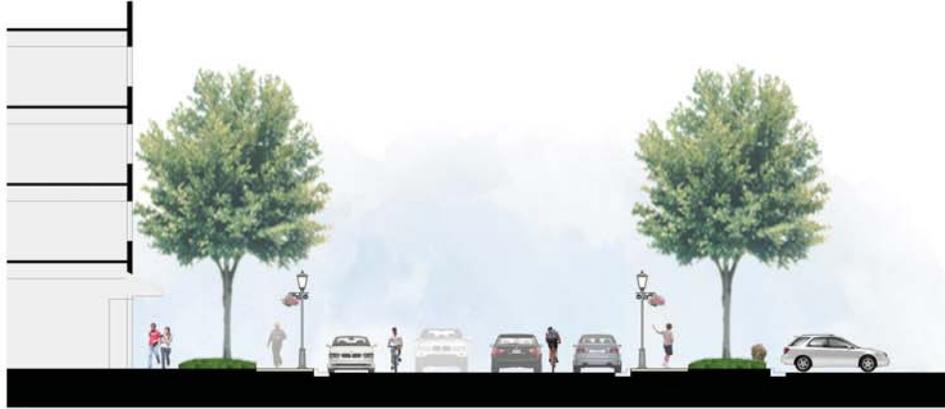


B1 W. College Ave



B2 Commercial/Park

STREET SCAPE



COMMERCIAL SIDEWALK PLANTER EDGE W/ "PARK" TREES BRICK SIDEWALK PARALLEL PARKING EXISTING ROADWAY WIDTH (TO REMAIN) PARALLEL PARKING BRICK SIDEWALK PLANTER EDGE W/ "PARK" TREES PARKING

B3 W. Haggard Ave



PARKING PLANTER EDGE BRICK SIDEWALK PARALLEL PARKING EXISTING ROADWAY WIDTH (TO REMAIN) PARALLEL PARKING BRICK SIDEWALK PLANTER EDGE PARKING

B4 N. Lee Ave



RESIDENT PARK BRICK ROADBED PARALLEL PARKING SIDEWALK RESIDENTIAL

B5 Residential/Park



NC RAILROAD PARKING & LANDSCAPE ZONE EXISTING ROAD BED NEW EXTENSION EXISTING BRICK SIDEWALK EXISTING COMMERCIAL

B6 W. Lebanon Ave