

4.1.2 FOCUS AREA B

This 216-acre site is located along East Broad Street, immediately east of Waggoner Road (see Figure 15, Focus Area B). The zoning process for this site was nearly complete by the commencement of this study. Due to this, the zoning contains several "big box" development subareas that do not conform to traditional neighborhood design standards. Since the property was already largely zoned, there was no recourse to prevent the establishment of these uses on the site. However, other important aspects of the plan were noted, which did not adhere to the standards established by this plan. The Focus Area design plan was developed in response to the pending zoning. The original concept was modified in order to improve upon aspects of the plan within the context of what was already allowed on the site.

The following three major issues were addressed in the analysis of this development:

- The importance of establishing connectivity in the roadway network – specifically additional east-west roadways to help ease the burden placed upon East Broad Street.

- The need to respect the significant natural feature on the site – the large wooded ravine and Dysart Creek – with an appropriate setback to allow it to become part of the future recreation system for the area. This setback must be large enough to accommodate a bike/walking path along the top of the ravine.
- The need to establish a legitimate urban roadway entering the development through the establishment of pedestrian-scale streetscapes. This opportunity was largely lost due to the "big-box" nature of the uses in a large portion of the development. Along the main eastern entry road, however, the opportunity remained to establish a more pedestrian-scale of development.

Additional concerns for this focus area include:

- Reduction of the number of curb cuts on East Broad Street.
- Impacts of development on existing waterways on the site.

The resulting development has incorporated some of the standards that were advocated in the analysis. In particular, an east-west roadway has been

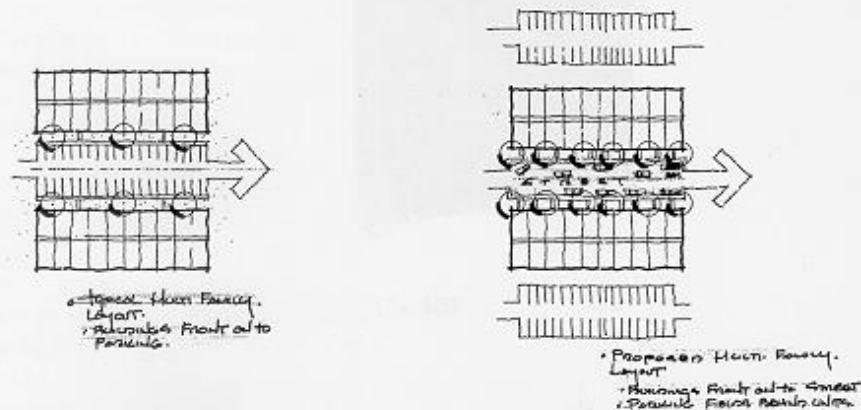


Figure 16, Focus Area B Multi-Family Study