

District 16: Town Square

Priority: Uphold “Town as Heart”

The Town Square District is identified as a Town Stable District in the Future Land Use Plan and is characterized as a stable commercial area. Town Square draws visitors and locals because of its iconic heritage. The community over the years has strongly expressed a desire to preserve the “Town as Heart” concept in this district. The Town Square Overlay district evokes the greatest amount of sentiment and concern over architecture, scale, and community character.

All properties located within this district are classified as Downtown Core Commercial (DCC) in the Future Land Use Plan. The Town Square Overlay will remain stable with standards for future development to maintain the existing built environment and character. Design standards unique to the district will guide future development and preservation efforts with the highest level of design and detail in the town. Building heights should not exceed two stories and buildings should be located near the street to create an attractive urban street wall.

The town will continue to allow commercial retail on the first floor and second floor were appropriate. Office uses will be limited to the second floor so that the streetscape promotes a vital and active pedestrian environment. Residential and lodging uses on the upper floors should be considered in the areas not directly fronting Town Square.



George Washington Memorial Park

THEME PRIORITIZATION IN THIS DISTRICT

TOWN AS HEART

- The Town Square will continue to be the emotional, physical, and economic “Heart” of the community.

RESPONSIBLE GROWTH

- Continue to support this district as the focal point for visitor retail and services.
- Protect and enhance the character and charm of the Town Square.

BALANCED COMMUNITY/ECONOMY

- Encourage this district to continue to function as a location for visitor retail and services.

TRANSPORTATION

- Create a pedestrian-oriented atmosphere where the automobile is clearly secondary.
- Maintain the boardwalk and canopy system.

WORKFORCE HOUSING

- Appropriate location for workforce housing that is ancillary to the commercial and service uses.
- Density bonuses for workforce housing are not appropriate.

COMMUNITY FACILITIES

- Encourage community functions and activities.

WILDLIFE AND NATURAL RESOURCES

- This district will have little impact on the community’s natural and wildlife resources.



Town Square Architecture

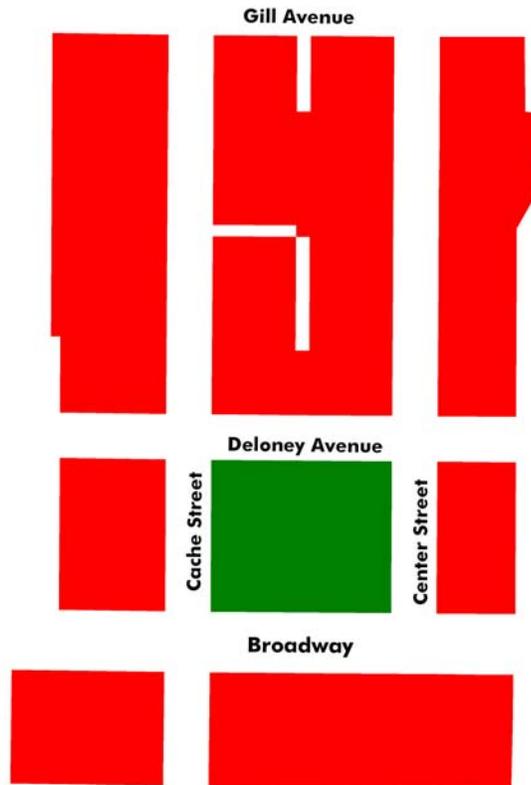
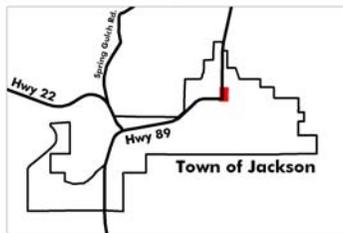
Conceptual Future Land Use Map

Land Use Classifications

- Downtown Core Commercial
- Open Space/Parks



Vicinity Map



Disclaimer
Lines and colors do not represent fixed regulatory boundaries and are only to be used as a starting point for more specific future planning



The boardwalks are important to the character in downtown and around Town Square

Creating a welcoming pedestrian-oriented streetscape is as important as creating great buildings in this district; therefore, the community will prioritize creating an enhanced pedestrian experience in all aspects. Continuation of the boardwalks is key to maintaining the atmosphere and image currently experienced today.

The community will reinvest in this district to create great public spaces and amenities for residents and visitors alike. Ongoing investment will not only create a positive visitor experience supporting our local economy and business owners but continue the tradition of the Town Square acting as the gathering place for the community.

Parking should continue to be provided as a public utility in this district as a way to create a vibrant walkable downtown not dominated by the automobile.

Overall, the community will take great care and consideration in all future planning and redevelopment in the Town Square district.