



Old West Main Street - Red Wing

Streetscape 101

March 2018

Hoisington Koegler Group Inc.
123 North 3rd Street, #100
Minneapolis, MN 55401
612.252.7125



© 2018 Copyright Hoisington Koegler Group Inc.

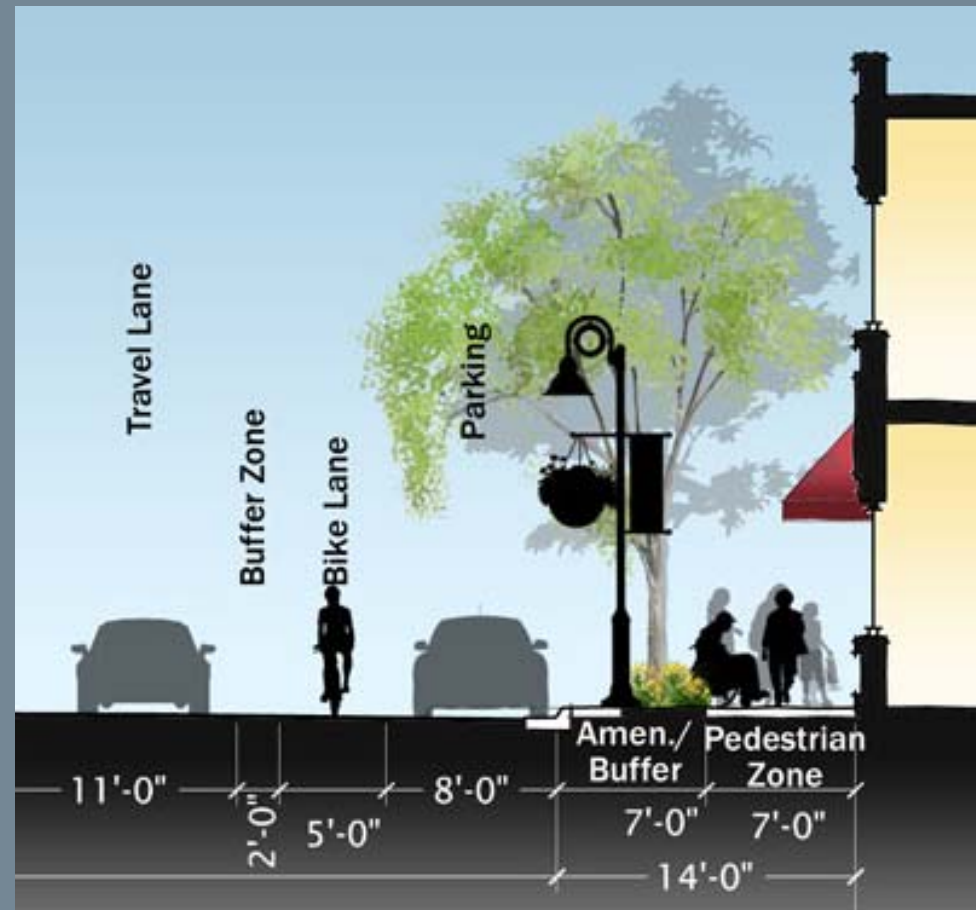
RED WING
OLD WEST MAIN STREET/UPPER HARBOR RENEWAL

March 7, 2018



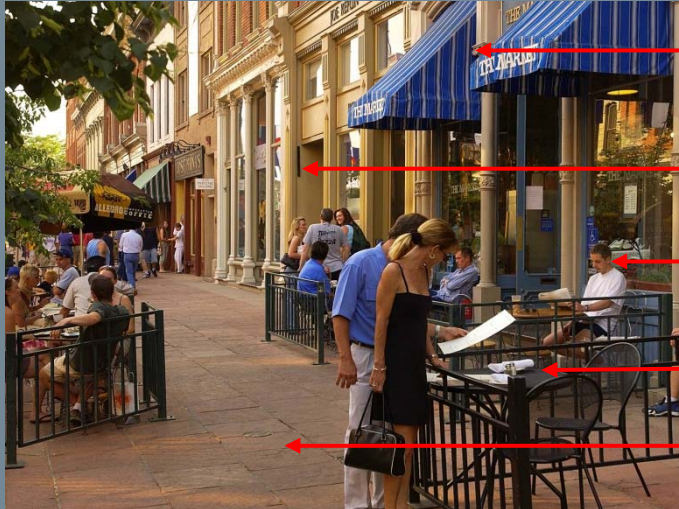
Streetscapes – the parts

- **Travel Lanes**
 - Vehicles
 - Bicycles
- **Parking Zone**
- **Amenity Zone**
 - Lighting
 - Landscaping/trees
 - Furniture
 - Signage
 - Café seating
 - Underground utilities
 - Buffer from travel lane
- **Pedestrian Zone**
 - Clear walking path
 - Cover from rain/sun
 - Direct tie to storefronts



Example of typical complete street section in a Downtown Area

Streetscapes –what they look like



Awnings for rain/sun cover

Human scale building elements

Plenty of display windows

Outdoor seating

Special pavement materials



Street trees

Pedestrian scaled lighting

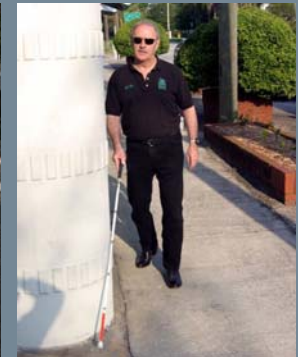
On-street parking = feeling of pedestrian safety

Plenty of seating and site furnishings

Streetscapes – designed for all users

Designed and operated to be safe, comfortable and convenient for all users.

- *Pedestrians*
- *Bicyclists*
- *Motorists*
- *Transit riders*
- *All ages*
- *All abilities*



Streetscapes: Bicycle facilities





Streetscapes: Places for gathering

- *Ambiance*
- *Outdoor dining*
- *Social environment*
- *Vibrant*
- *Understandable but interesting*



Streetscapes: Character - Identity

- *Pavement colors and textures*
- *Lighting styles and heights*
- *Traditional vs. contemporary*
- *Street furniture (bench, waste, etc)*
- *Trees and colorful plantings*
- *Community art*



Streetscapes: Materials

- *Lasting*
- *Sense of quality*
- *Community identity*



Streetscapes: Sustainability

- Rainwater reuse/infiltration
- Shade trees
- Less pavement
- Cooling plant material
- Recycled materials
- Permeable pavers
- Energy conservation



Streetscapes: Traffic calming

- *Bump outs*
- *Medians*
- *Street trees*
- *Narrow excessive road widths*
- *Pedestrian crossings*
- *Road pavement*



Streetscapes: Furnishings



Bike facilities



Site furniture: benches, trash receptacles, bollards, planters



Bus facilities (art)



Tree grates



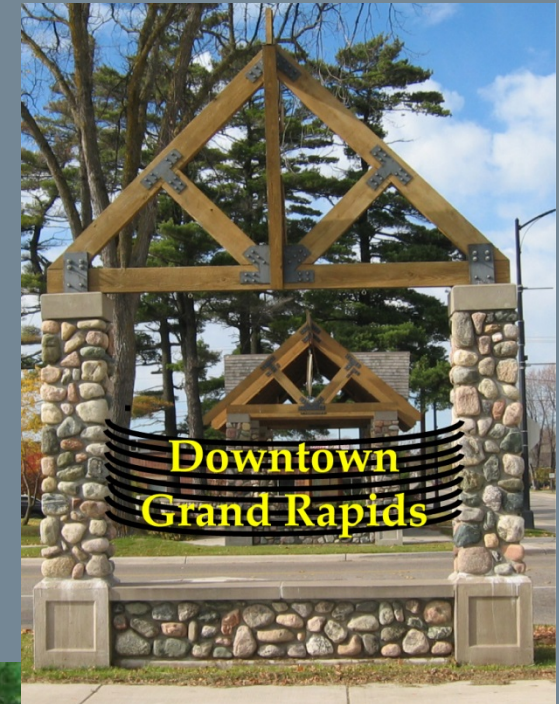
Lighting



Coordinated style

Streetscapes: Gateway and signage

- *District Identity*
- *Unique materials and forms*
- *Informative*



Streetscape benefits

What can a streetscape accomplish?

- **Community Identity and Gateway**
- **Order to Circulation**
- **Safe and Attractive Public Space**
- **Inviting Front Door to Businesses**
- **Return on investment:** *Streetscape improvements are routinely shown to promote private reinvestment and property value - paying for themselves in tax generation*