

Section 7

Concept Plan Overview

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This summary report ties together the concept designs and marketing strategies that prepare the Village to provide potential transit facilities and a mixed use transit oriented development (TOD) district in Downtown Montgomery. Concept designs focus on land use development, transportation factors, architecture, streetscape, and other urban design elements. In particular, the report includes the following elements:

Concept Plan Elements

- Framework Plan
 - Land Use Development Concept Plan
 - Circulation & Access Plan
 - Design Guidelines
 - Marketing Strategies & Action Plan
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- Framework Plan.** As the initial visionary element of the TOD Plan and Park-and-Ride Study, the Framework Plan provides the basis for the concept designs, outlining general development and design elements for land use, density, and location of key transit features such as the commuter train facility, Park-and-Ride facility, and commuter parking.
- Land Use Development Concept Plan.** The Land Use Development Concept Plan is a conceptual site plan for the study area, providing further detail based on the key elements outlined on the Framework Plan for land use types, lot and road configurations, building forms and placement, parking, public spaces, streetscape elements, and other urban design features.
- Circulation & Access Plan.** Building off of the Land Use Development Concept Plan, the Circulation & Access Plan outlines multimodal circulation patterns and access points for buses, trains, automobiles, bicycles, and pedestrians, including their access to transit facilities. Parking, traffic operations control, and connectivity between adjacent areas are also considered.
- Design Guidelines.** The Design Guidelines include two parts:
 - (1) **Architectural Design Guidelines** define how the architecture for potential development should reflect Montgomery's past and present vernacular style and relate to the streetscape and surrounding environment (i.e. corridors, downtown, and riverfront).
 - (2) **Urban Design Guidelines** define the desired character for the streetscape and open space areas like the riverfront, particularly noting design elements such as landscaping, signage, and gateway features. LEED design techniques are considered, particularly for stormwater management.
- Marketing Strategies & Action Plan.** The Marketing Strategies & Action Plan identifies specific use types and retail/housing potential ap-

appropriate to market conditions; identifies the tools needed to ensure retail, food, and entertainment success; defines goals and objectives for tenant attraction; outlines a feasibility analysis of key redevelopment sites to test market viability; and provides an action plan to implement strategies.

Altogether, these elements provide a conceptual perspective for how the potential transit facilities and TOD could be designed, with careful regard to market realities and the community’s vision for the area.

The concepts and strategies were formed by the various planning elements produced thus far in the planning process, including the Existing Conditions Assessment and multiple discussions with local stakeholders, Village staff, and the project’s Steering Committee. Public participation has been a very important piece to the development of concepts and strategies, with public input being sought during the Public Design Charrette in December and a Public Open House in March. A second open house is scheduled for June 22, 2009.

Each element outlined above is described in greater detail in the remaining sections of this report.