



ECONOMIC DEVELOPMENT AND COMMUNITY PLANNING

UXBRIDGE

MAIN STREET INITIATIVE

MAIN STREET RE-IMAGINED

“SENSE OF PLACE”

STREETSCAPES



2021

MAIN STREET INITIATIVE VISION STATEMENT

By the year 2027, the Uxbridge Main Street will be a center of community life based on solid planning and design that has blended the reuse of traditional commercial buildings with creative economic and community development activities, resulting in a new vibrancy that engages and is powered by residents, visitors, business owners, developers, and investors.

SENSE OF PLACE

People develop a "sense of place" through experience and knowledge of a particular area. A sense of place emerges through knowledge of the history, geography and geology of an area, its flora and fauna, the legends of a place, and a growing sense of the land and its history after living there for a time.

STREETSCAPES

The first image that usually comes to mind when the term streetscape is used are street trees. But streetscapes also cover other elements that create a pleasant desirable street scene. The most easily identified streetscape features include street trees and other landscaping in sidewalk cut outs, parking strip plantings (the narrow areas between the curb and sidewalks), right-of-way easements (the often wider areas between the back of sidewalks and private property lines), medians, city gateways and entries into the town from major streets, roads and freeways. However, neighborhood places such as plazas, mini-parks along town streets, and trails where amenities such as "street furniture" (benches, trashcans, etc.) or public art are located are also a part of the streetscape. Less obvious streetscape features include bus stops and their associated amenities such as shelters, benches and informational signs. Functional elements such as sound walls and planting associated with right-of-way walls or fences, as well as the irrigation systems and drainage systems used to maintain the streetscape areas are all considered a part of a streetscape.

Source: City of Milpitas Streetscape Master Plan



ELEMENTS OF GREAT STREETSCAPE DESIGN

1. The streetscape must create a unique sense of place through the use of materials such as brick pavers, signage, lighting, landscaping, crosswalk markings, and public art.
2. There should be an implied separation between vehicles and pedestrians done with trees, low vegetation, planters, bollards, or other elements.
3. The design must allow for ease of accessibility from a vehicle to a desired location on the sidewalk.
4. Views and sightlines are critical to any business' success, the view from the street to buildings, businesses, or points of interest are extremely important and must be maintained, especially in retail areas.
5. There must be places to sit and interact (social collisions) along the street.
6. Landscaping is critical to creating an image. The design should use low landscaping or landscaping that is above the users' line of site. Most low landscaping should be a maximum of 18-24" tall. Any trees or upper level landscape should be maintained at 6' or above. The middle area of the landscape should be kept clear. This accomplishes two things it, keeps a line of site into things along the street such as retail areas.
7. Safety of the pedestrians is critical too. Well-marked crosswalks and parking spaces, proper accessible spaces and curbs all contribute to the safety of the users.

*“Design is not just what it looks like
and feels like. Design is how it works.”*

Steve Jobs











Pittsburgh, PA



Osseo, MN





Boston, MA





New Haven, CT



Bellingham, WA



New York City, NY



Portsmouth, NH



Seattle, WA



Chicago, IL



Cleveland, OH



New Haven, CT



London, England



Lake Zurich, IL



Goldsboro, NC



Cleveland, OH



Kalamazoo, MI



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