Supporting the Public Realm
Auburn Road Zoning: The Brooklands

The public realm is the space between and around buildings that is generally accessible to the public. It includes streets, sidewalks, parks, plazas and open spaces.

Building design, including materials and building setbacks, add to, or detract from, the quality and usability of the public realm.

As the city writes new zoning rules for redevelopment, it is important to consider the impact on the public realm, as envisioned in the Auburn Road Corridor Plan.

Development that Supports the Streetscape
Auburn Road’s assets include underutilized and underdeveloped land, a reasonable number of well recognized food service establishments, new business investment, and limited first floor vacancies. (Page 10 of 2016 Plan)

2016 Potential Buildout Plan: New Buildings in Orange

What do we have? A poorly defined public realm, where buildings have little impact on creating a walkable, memorable place. Page 15 of Plan

What can we do? Create a new streetscape with defined sidewalks and road edges. Redevelop/rebuild buildings in a way that helps support those public spaces, making people feel comfortable, safe and engaged. Page 17 of Plan

Elements of an Engaging Building Frontage
With an appropriate streetscape edge and enclosure provided by existing buildings, building additions, and new buildings, the following elements should be utilized on building frontages.

Establish a Building Block
The building mass should be placed next to a sidewalk. It frames the street and creates a sense of enclosure for pedestrians. It also serves as the foundation for other important elements and details.

Open the Building
The Microsoft building is a 100 foot wide streetscape with large openings to allow the building interior to receive light and views from potential customers and other pedestrians. Large windows and window sills help frame the openings.

Create Human Proportions
Transom windows above, knit-high bulkheads below, and cased windows provide a pedestrian scale to openings and naturally direct customers to window displays.

Add Pedestrian Features
Pedestrian-oriented signs aid in navigation, awnings provide protection from the weather, and recessed entries add additional display space and define the building entrances.

Additional Details
Proximity of stores, businesses, and national chains to the pedestrian zone, provide ground floor glass transparency. Large signs with etched lettering, add hanging sign(s) from storefronts to help pedestrians find businesses, use a small A-frame sign on the sidewalk during business hours to advertise specials, add landscaping in decorative planters near storefronts (flex zone area), and provide interior window display areas that are constantly changing.