

Basic Strategies

The actions localities can take to achieve more integrated communities that provide both livability and accessibility can be grouped into five basic strategies:

1. Compact and balanced communities,
2. A greater mix and intensity of land uses,
3. An integrated transportation network,
4. Pedestrian-friendly development standards, and
5. Incentives to reduce driving.

Cities and counties can establish **compact and balanced communities** through a pattern of development and open space that limits the size of urbanized areas and organizes land uses to work closely with a more transit-oriented transportation system. Not only is there a greater match between jobs located within the community and housing that meets the needs and income of the workers that will fill those jobs; these balanced communities will contain more of the shopping, services, civic, and recreational uses that residents and workers demand so that trips can be kept short. And by organizing those uses into transit corridors, activity centers and defined and compact neighborhoods, cities can encourage more walking, bicycling and transit use; auto-oriented uses are directed to more auto-oriented corridors and districts. Communities can also incorporate natural areas into the urban fabric and use these natural features and major traffic corridors to better define neighborhoods and centers.

Especially in downtowns, near transit stops and within other activity centers, a **greater mix and intensity of land uses** would bring people closer to work, shopping, school, and entertainment, thereby making it easier to walk and bicycle to those destinations.

With an **integrated transportation network** that emphasizes walking, bicycling and transit use as much or more than the private automobile, communities can begin to provide real alternatives to the continued rapid growth in automobile use, improve the quality of their neighborhoods, and support their existing downtowns. Integrating walking, bicycling and transit facilities into the design and redesign of the circulation system can maximize accessibility for all modes of travel.

Pedestrian- and transit-friendly development standards that lead to a more pleasant environment are essential for reclaiming the street as public, civic space. These standards include orienting buildings to pedestrian areas (both to sidewalks and within parking lots), providing an interesting pedestrian environment, limiting the number of driveways, and planting street trees.

Programs that **provide incentives to reduce driving** support the other strategies by encouraging drivers to get out of their cars and use other means to reach their destinations. Measures that encourage people to walk, bicycle and use transit are essential.

Individually, these strategies will help reduce the reliance on—and environmental impacts of—the private automobile. They have even greater impacts when they are used together. Pedestrian-friendly design standards, for example, will support a greater mix of uses by creating an attractive environment that encourages walking between those uses. Likewise, limiting urban sprawl will encourage the redevelopment and intensification of mixed-use activity centers.

Supporting Actions

Many approaches are available to carry out these strategies, and some of them apply to more than one strategy. They become more effective when combined into a balanced, coordinated program tailored to local conditions.

The following table lists many of the key actions that local governments can take.

STRATEGY	AVAILABLE ACTIONS
Compact and Balanced Communities	<ul style="list-style-type: none"> • Establish urban growth boundaries around existing communities • Encourage the development of housing targeted to the incomes and needs of workers within the community • Identify transit corridors and activity centers and separate auto-dependent uses from them • Require specific plans to ensure coordinated planning for the development of activity centers
Greater Mix and Intensity of Land Uses	<ul style="list-style-type: none"> • Increase the density of housing and employment especially in activity centers • Increase the mix of uses within communities: <ul style="list-style-type: none"> • Allow a broader range of uses within zoning districts • Apply zoning in a more fine-grained fashion • Encourage more on-site services (day care, dry cleaning, cafes, health clubs) within employment centers and office parks • Add housing within walking distance of employment

areas

- Encourage infill and intensification:
 - second units
 - sale of air rights over public lands
 - redevelopment of vacant or underutilized lands
- Direct civic uses to and create public spaces in community activity centers
- Discourage auto-oriented uses in pedestrian- and transit-oriented areas

Integrated Transportation Network

- Prepare plans for and implement a dense, interconnected network of streets and pathways:
 - connect to key core sites
 - have short, regularly-shaped blocks and frequent intersections
 - limit the use of cul-de-sacs
 - provide direct bus access to potential riders and key sites
- Keep vehicle speeds low and improve safety:
 - traffic calming techniques
 - narrow vehicle ways
 - reduced turning radii
 - reduced “optical width” of street
 - reduced intersection width
 - more frequent, well-marked mid-block crossings
 - wider, frequent sidewalks
 - wider inside lanes for more bicycle space
 - eliminating “free right turn” lanes where pedestrian use is high
- Provide a dense pedestrian network:
 - include mid-block passageways where blocks are longer
 - provide shortcuts and alternatives to walking along high-volume roadways

- require clearly marked pedestrian paths through parking areas directly to building entrances
- Establish transit routes that are located to serve and link activity centers with priority for transit vehicles, direct routing, and few turns
- Limit freeway expansion, particularly where expansion would compete with regional transit corridors.

Pedestrian-Friendly Development Standards

- Orient buildings and entrances to the pedestrian network:
 - Encourage visually interesting building facades—windows, building articulation and interesting materials—instead of blank walls
 - Encourage frequent building entrances
 - Encourage front porches
 - Reduce building setbacks for both commercial and residential buildings
- Locate parking areas to the rear or, if screened, to the side of buildings
- Coordinate and connect adjoining parking areas
- Limit driveways crossing pedestrian paths
- Locate residential garages to rear of lot, at least behind the building front plane
- Provide pedestrian amenities (benches, awnings in commercial areas, appropriately scaled signs, kiosks)
- Provide street trees along roadways and to help mark pedestrian paths through parking lots
- Use on-street parking to help separate pedestrians from moving vehicles
- Provide adequate lighting and visual surveillance

**Incentives to
Reduce
Driving**

- Limit the amount of parking allowed and encourage the use of shared parking
- Reduce subsidies to parking through parking cash-out programs and increase the cost of parking
- Allow bicycles on buses and rail transit
- Require bicycle-friendly facilities (bike parking, on-site showers)
- Include bicycle and pedestrian facilities in street design and reconstruction
- Establish shuttles to connect employment and shopping areas to fixed-rail transit stations
- Assign local government staff to oversee programs that promote walking, bicycling and transit use city-wide
- Conduct public outreach or awareness programs to encourage the greater use of alternative travel modes and to involve citizens in applying these new development principles