



Fisher Town Design: Top Plaza Design Principles

1. Locate the plaza at a Main-Main intersection for visibility and for the viability of commerce.
2. Surround the plaza with a public street and parking so that the average visitor knows that it is a public space and not a privately owned.
3. Locate the plaza in the center of an interconnected grid of walkable streets.
4. "Eyes-on" and 'Defensible Space': To be safe, a public space needs to have the front doors of the retail spaces front on to it. The plaza needs to be the focus of attention. No building 'backs' should face streets or open spaces.
5. Create flat simple landscaping and paths with a centerpiece rather than fussy design or compartmentalized spaces. Think of the flat part of the plaza as a stage set for the community rather than a garden to be filled with knick-knacks.
6. Create an outdoor room using buildings: The plaza needs to be sized so that it is no more than a ratio of 3 in width to 1 in height in relation to the surrounding buildings.
7. Local retail: The retail needs to be local and not chain stores to provide a unique sense of place that reflects the community in which it is located.
8. Retail frontages: Shop fronts, awnings, arcades or galleries are OK. No blank walls, parking lots, deep setbacks or freeway scale architecture.
9. Doors every 30' just like a mall-to keep pedestrians walking and interested. Food every third store is a good goal.
10. Anchors: What will anchor the plaza? A library, post office, gym, restaurants, or other uses that create reliable foot traffic are needed to help the smaller Mom and Pop businesses.
11. No landscaping between store and sidewalk: This allows shoppers to view merchandise without having to leave the sidewalk. Pots or street trees are OK.

	Courthouse Sq.	Railroad Square	Healdsburg	?	?
Intuitive ranking of plazas 1-5					

Now rate the plazas 1 or 0 based on each criterion below:

Main-Main Location					
Public Streets surround plaza					
Interconnected grid					
Eyes - on					
Flat landscaping					
Outdoor Room proportions					
Retail frontages					
Local retail-not chains					
Front door every 30'					
Anchors					
Shop fronts not separated from sidewalk by landscaping.					
Total points					