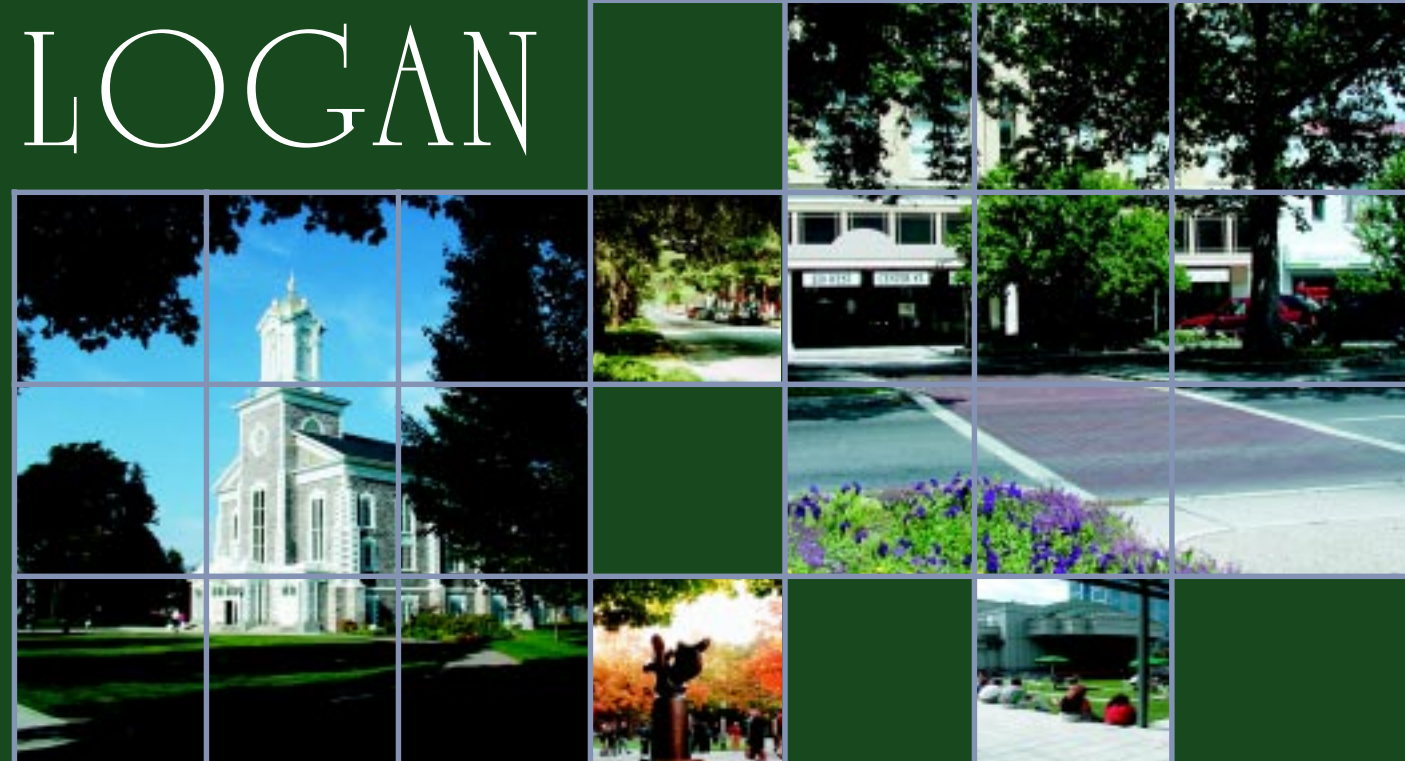


The Future for DOWNTOWN LOGAN



A

Framework for

Future Development

Strengthened by the Past





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Planning the future of a place is a process to determine what is desired & then do what is required to fulfill the dream.

Introduction

“The Future for Downtown Logan” is a long-range vision for the development of the downtown. More fully, it is a framework for development. Public and private initiatives for the downtown will be built around this framework. Proposals to design and construct new facilities will be guided by the visions and objectives contained in this document. Redevelopment plans will be structured to reflect these principals.

Mayor Doug Thompson initiated this planning effort by creating a broad coalition of downtown interests. Special interest groups came together to discuss common issues and unique differences. Members of this 150-person coalition had various backgrounds, including retailers, hospitality and food services, professional services, government, finance, insurance, real estate, downtown residential, Neighborhood Councils city-wide, entertainment, technical planning, historic preservation, and education. Groups worked individually to identify and prioritize issues. Workshops were held to discuss and form conclusions and consensus. This document is a direct result of the outcome of dedicated citizens who believe in the value and strength of a viable Downtown Logan. The vision and objectives contained within these pages should be considered flexible to adapt to changes as new visions for the future occur.

For more than a century, Downtown Logan has been the center of commerce and culture for a region reaching even beyond Cache Valley. All roads lead to the downtown both figuratively and literally. It is the purpose of this planning effort to continue this tradition by determining “The future of Downtown Logan”. Let the work begin!



“Predicting the future of a place is a futile endeavor. Estimations of the future can be made by observing the past and projecting the trends. However, predictions and estimations do not constitute planning. Planning the future of a place is a process to determine what is desired and then to do what is required to fulfill the dream.”



Make Downtown Logan
a thriving center of
living where many
people work, shop, eat,
play, and reside.

Thriving

Increase Downtown Connectivity to Other Activity Centers.

Downtown Logan must become more connected to other activity centers and linked by all forms of transportation. It must be connected to Utah State University. Initially, an express bus should run between the center of campus activity and the downtown during certain hours. Communities in the valley should be connected to the downtown by mass transit. Recreational trails, bike routes, and walkways should all connect to the downtown.

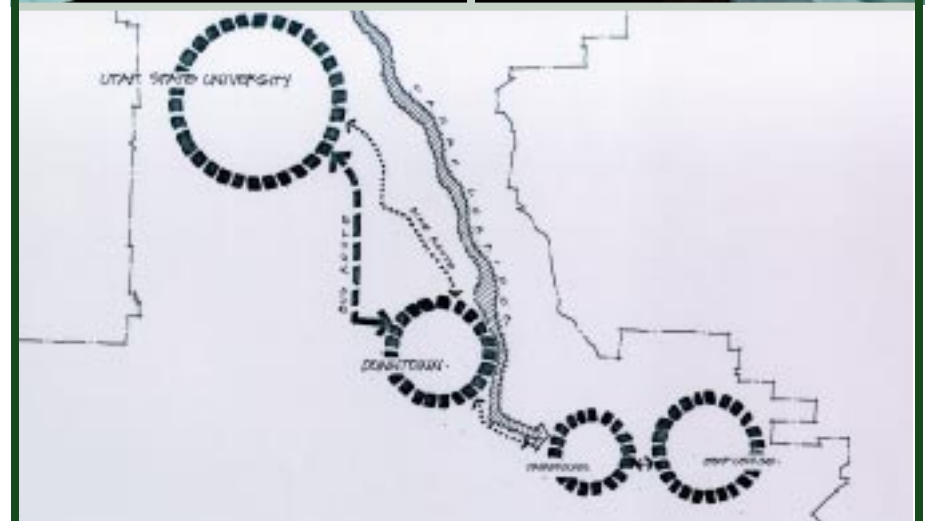
Long-term, downtown should become more connected to employment centers, schools, other retail centers, and residential neighborhoods. Over time, less dependence should be placed on the automobile and more emphasis should be made on walking within the downtown. Ultimately, downtown should be connected through a wide variety of transportation types allowing multiple choices for accessing activities in the downtown. In the future, a valley-wide mass transit system should serve its residents with the downtown as the center of the system.



Strengthen The Vitality Of Downtown By Aggressively “Incentivizing” The Following Marketing Anchors:

New & Existing Retail
(Dial-up retail)

Attract new retail anchors to locate
in existing buildings or to construct
new space. Selected national retail





stores should be given incentives to locate in the downtown. This new retail must enhance existing businesses by increasing the customer draw to the downtown. New retail anchors should be placed in locations that will strengthen existing downtown retail. A high priority should be placed on new retail in the downtown rather than peripheral locations.

Conference Center

An opportunity exists for a conference center to serve the valley and some of the conferencing for Utah State University. This opportunity must be fulfilled. The facility will help to stabilize some existing businesses, and it will create retail opportunities for new and existing businesses. Many conference opportunities locate elsewhere due to a lack of adequate facilities currently in Logan. A new full-service hotel is required to support the conference center.

Hotel

A full service hotel (national name) is needed to fill a gap in the upscale hotel market. A substantial number of business, university, and athletic guests stay in larger hotels outside of the valley. The conference center and hotel must be developed on roughly the same time frame to strengthen the viability of both facilities.

Tourist Facilities

A great opportunity exists to expand the tourist and visitor market in the downtown. The summer months are filled with visitors in tour buses and private vehicles coming to Cache Valley or destined for other locations. Many of the tour buses make stops at local grocery stores because visitor facilities are lacking within the city. Parking, visitor information, restrooms, and conveniences must be



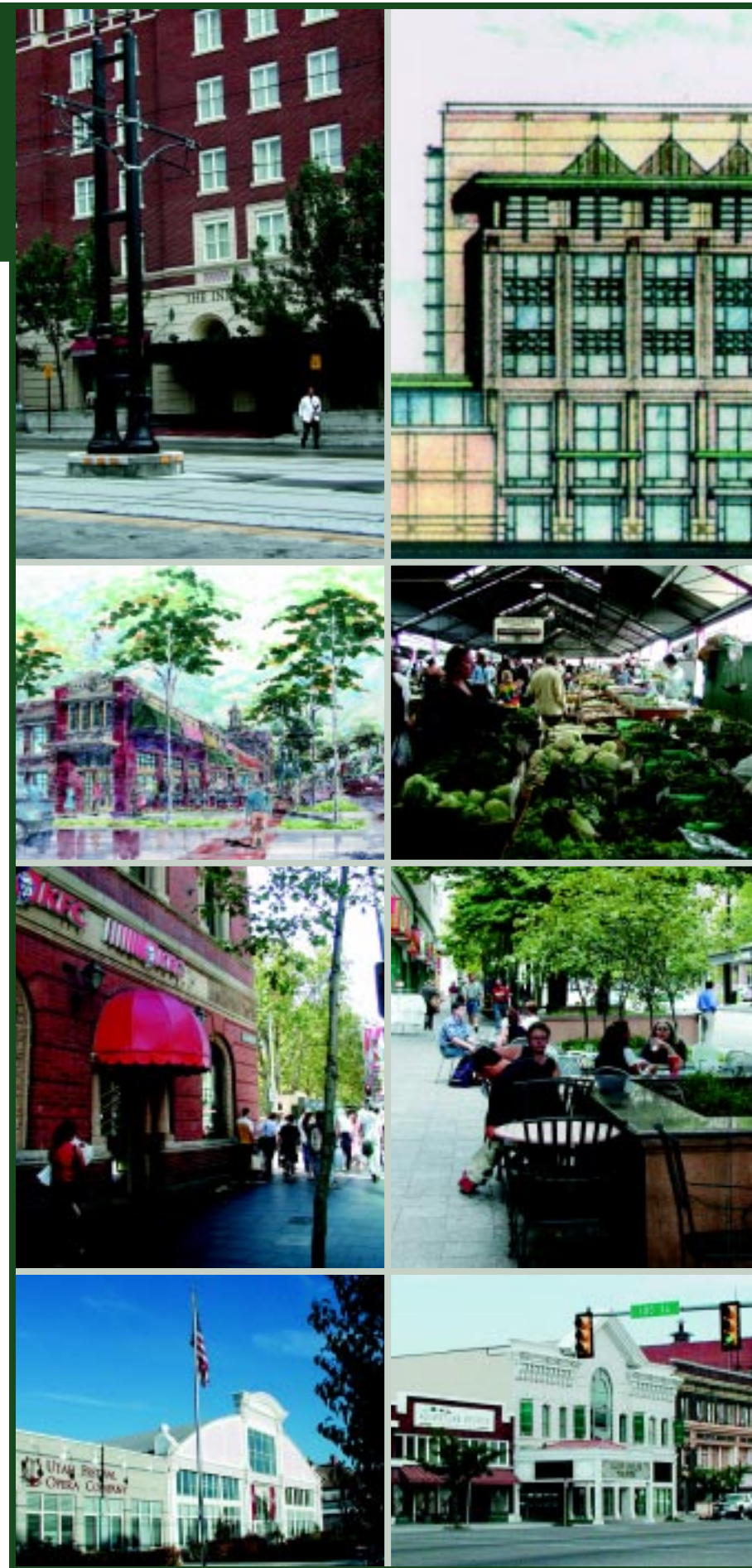
provided somewhere in the downtown. These facilities will attract visitors to walk the downtown, shop, visit historical sites, and purchase food and other guest services. Visitor facilities should be developed near Tabernacle Square to maximize the visitor exposure to downtown businesses.

Food Services

A variety of additional food services should be attracted to the downtown as it continues to grow. Additional, quality restaurants are needed to accommodate cultural and entertainment activities, an expanding office worker population, and hotels and B&Bs near the downtown. Evening dining opportunities must be improved and expanded to meet the needs of people staying in the downtown for longer periods of time. A grocery store is needed to serve existing and future residents. The farmers market can continue to serve the area and should be supported to relocate and to grow in its service to a large portion of the resident population.

Entertainment

The downtown enjoys several entertainment anchors in the downtown. The Eccles Theater and the Lyric Theater host a wide range of cultural and entertainment functions, although at night these functions are largely unsupported. More shops, galleries, and restaurants must stay open to serve the needs of these patrons. An opportunity exists to expand movie theaters and bring moviegoers downtown. Movie theaters need to modernize with more viewer amenities such as stadium seating. In the long-term, Downtown Logan should maintain and strengthen its position as the entertainment district of Cache Valley.





Government Offices

Approximately 3,000 government workers currently spend their daytime life in or near the downtown. Downtown Logan must remain the center for government for the valley. The City of Logan has made a strong commitment to downtown by continuing to improve the "city block". Cache County has recently committed to a new county office building on Main Street and a renovated County Courthouse. These obligations to downtown are critical to its future and they must remain. Future expansion of compatible city and county facilities must continue to locate in the downtown. Federal and state government facilities should be attracted to relocate in the downtown near other government facilities.

Corporate Offices

Cache Valley is the home of many large national corporations. Enhancements should be provided to these corporations to locate corporate offices and headquarters in the downtown. The corporations and the downtown will benefit from the heightened image and sophistication as the business center of the valley. This will strengthen all retail markets in the downtown and substantially expand the population base for downtown. It will also add class-A office space for other related companies and businesses.

Improve Parking Availability, Accessibility & Management

To continue Logan's downtown as a place for people to work, shop, eat, and visit, parking must be improved for visitors and employees alike. At the

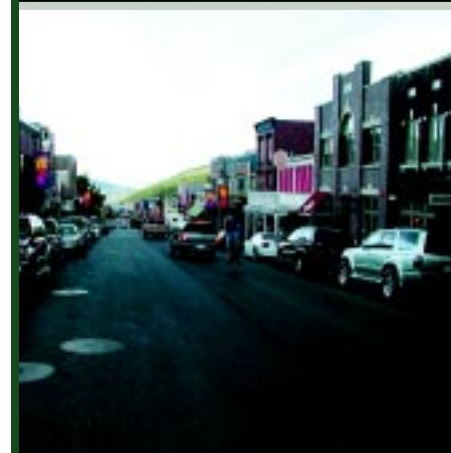


same time, parking facilities must be situated and managed to reduce negative visible and traffic effects on the downtown area. A key parking management activity will be to work with downtown business owners to develop parking arrangements that meet everyone's goals now while allowing for the future.

Providing clear signs with directions to parking areas is a first step. Additional parking on the blocks to the east and west of Main Street could help with traffic flow and reduce parking visibility from Main Street. In certain areas, it will be desirable to provide limited-term parking to help increase parking stall turnover and availability. Parking also needs to be pedestrian-friendly and convenient for pedestrians by being located close to shops, walkways, and sidewalks. Long-term, each block will have its own mixed use parking structure accesses respectively from 100 East and 100 West.

Manage vehicular traffic for compatibility with the downtown

While providing easy access to downtown Logan from points throughout Cache Valley and beyond, busy roads such as Main Street also present traffic management issues. Reducing automobile-pedestrian conflicts and encouraging pedestrian movement in downtown Logan will increase the number of people that visit downtown businesses and shops. A number of traffic management measures will be used to calm traffic and facilitate better traffic flow. For example, signs with clear directions to easy-to-find parking areas will help visitors park near their intended destinations. Clearly posted and





enforced speed limits help ease potential conflicts between vehicles and pedestrians. Properly located pedestrian islands on Main Street would facilitate pedestrian crossings without unnecessarily impeding traffic. New truck routes will be marked to remove some of the heavy truck traffic from downtown. Alternative modes of transportation such as mass transit and bike routes are now being implemented and will continue to improve as the downtown grows.

Preserve Highways Where "All Roads Lead To Downtown"

Today, all roads lead to downtown. This should continue to occur literally and figuratively. Literally, all transportation routes and modes should be centered in or very near downtown. When new modes of transportation are developed, priority should be placed to develop transportation centers downtown. Similarly, expansion of existing transportation networks should maintain a focus on the downtown. Figuratively, downtown Logan must become the place where everyone wants to locate, to shop, to eat, and to be entertained.

Retain Downtown As The Government Center Of The Cache Valley

A City Hall, Courthouse, or other signature government building in a downtown area often serve as a downtown anchor due to their employees and visitors. Government offices (for example, the County Courthouse) often are his-



torically or architecturally significant and through their mere presence add to the quality of downtown.

In Logan, the downtown area is currently the government center for Cache Valley, and long-range plans maintain downtown Logan as this sort of hub. City offices, the Courthouse, the County, and the Post Office all bring government employees and visitors into the downtown area. The hundreds of people that work in and visit these offices daily provide a mass of people in the downtown area for lunch breaks, after-work shopping, and to attend downtown events.

Increase Hours Of Operation

One of the most common elements of a vibrant downtown is the opportunity in the evening for people to shop, dine, and socialize. Having shops, restaurants and other businesses remain open past 6 p.m. creates reasons and opportunities for people to be downtown, particularly at the end of the work day.

Cultural events such as art shows and concerts provide opportunities to remain in and visit the downtown in the evening. For example, Logan's downtown has the Eccles Theater and Lyric Theater facilities which bring crowds downtown to attend plays, operas and other events. In turn the events, by increasing customer traffic, support the increase in business hours in downtown shops and provide safety and security for all visitors and residents.





Develop Downtown Logan to be a place of enjoyment throughout the year.

Enjoyment

Make Downtown "Pedestrian Friendly"

Architectural detail & pedestrian interest at the street

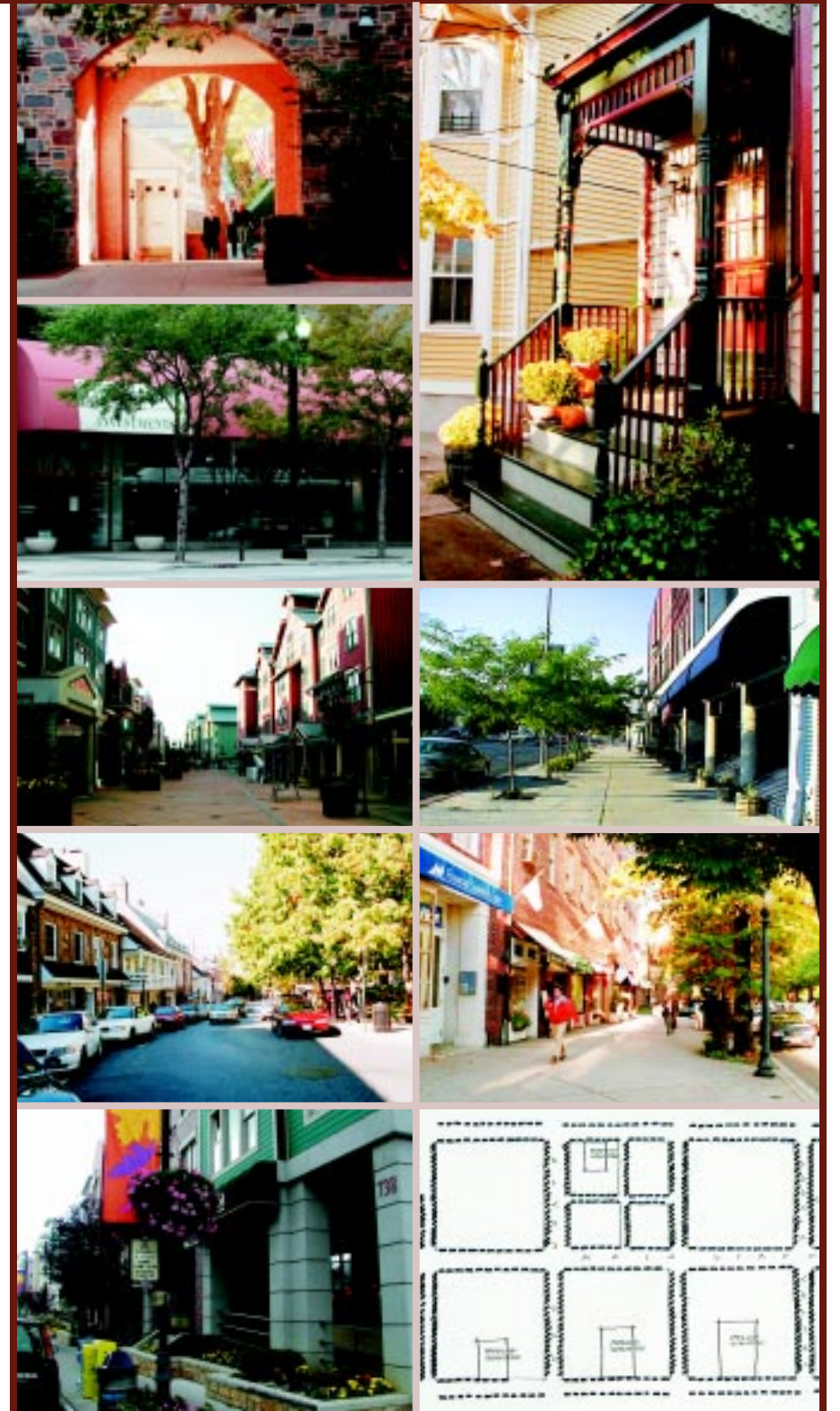
The edges of blocks and the street front should be a destination where people want to be and where shopping is encouraged. The street front must be inviting to pedestrians through the presence of display windows, building openings, sitting areas, architectural details, and street level retail activities. All buildings located on the street must have sufficient details to create pedestrian interest. Blank walls are unfriendly and are not places where people want to linger. Facade components must be expressed in architectural details that are in scale with pedestrians.

Building edges placed at the street (no setbacks)

The front of new buildings must be placed at the front property line, adjacent to public walkways. This siting pattern will continue the tradition established in the historic downtown. Shops and stores should dominate the street scene and parking and service functions should be located in less visible areas of blocks. Particularly the corners of blocks should be dominated by building edges at the corners. The U.S. Post Office and the Justice Court Building are appropriate examples of this principal.

Continuity of the streetscape throughout the downtown

Sidewalks, street trees, street lights and other pedestrian amenities must be uniform and continuous from one block to the next. This visual continuity will add greatly to the quality of the downtown district.





Building entrances & openings on the street

Pedestrian walking should be promoted at the street frontage of all buildings. This goal can best be accomplished when doorways to buildings are located on the street. All buildings should have major entrances facing public streets. Entrances should be designed to be inviting and architecturally significant from the street. The street facade of buildings should have openings and windows to attract pedestrians.

Open space essential in each block

Some open space must be preserved on the interior of each block for civic and social interchange. The configuration and content of this open space will vary greatly from block to block. The open space should, at a minimum, contain the following elements: 1) green space, 2) seating, 3) natural light, 4) adjacent shops or offices, 5) separation from parking and roadways, and 6) lighting.

Inner block pedestrian connections

Inner block open space should be connected from one block to another. This should be accomplished through a system of connecting safe and pleasant walkways. Mid-block pedestrian crossings should be installed to facilitate interconnecting walkways leading from one block to another.

Pedestrian amenities on streets & interior of blocks

Space between storefronts and curbside parking should be designed and maintained as a public walkway to meet the comforts of shoppers, citizens, and visitors. The basic elements of a streetscape that will attract pedestrians are: 1) green landscape, 2) shade, 3)



natural light, 4) seating, 5) directional and informational signs, 6) trash receptacles, 7) cleanliness, and 8) safety. Additional enhancements may include: 1) special paving materials and patterns, 2) flowers and interesting landscaping, 3) drinking fountains, 4) streetside convenience vendors, 5) artwork, 6) shelter in inclement weather.

Pedestrian crossings safer & more comfortable

Pedestrian crossings at intersections and at mid-blocks must be improved to increase pedestrian comfort walking in the downtown. Currently the street crossings are wide and intimidating for pedestrians. The length of pedestrian crossing must be reduced. Special paving patterns could be installed at all crossings to make clear distinction between vehicular and pedestrian areas on the street. Additionally, a landscaped median should be installed on Main Street and other wide streets to create a "safe haven" for pedestrians as they make the long journey across the street. Extending the width of sidewalks into the street will further emphasize the importance of pedestrian crossings.

Vehicles at edges of blocks

Cars should continue to be encouraged to park on the street surrounding each block. Parking on these street will ensure access to shops and offices through the front door and will further keep pedestrians on the street. Surface parking and parking structures should be located near the edges of blocks, preserving the interior blocks for pedestrians. Parking structures at the edges of blocks must be designed like the new generation of parking structures which have mixed uses, street level shops, and look like an office building rather than a parking terrace.





Create Green Civic Space(s) For Gathering & Activities

Downtown parks or other civic green space provide casual places to meet friends and family and a place to host "Summer Music at the Park" events. People will attend special events held in the downtown parks and will then visit downtown shops and restaurants. At the same time, people who are already downtown for work or shopping may not have to hop in a car to attend the event. Programs and activities must be organized for downtown civic space just as they are in common areas of a shopping mall.

Green spaces, even a small landscaped area, are highly visible. They will add an attractive visual quality to the downtown. The downtown park also becomes a natural meeting location, providing places for downtown workers and visitors to eat lunch and opportunities for casual recreation. Additional amenities such as amphitheaters, gazebos, and other structures will add to the importance and use of downtown open space.

Find Ways To Use Existing Water Features To Enhance The Quality Of Downtown

Downtowns close to water features such as creeks, rivers, ponds, and lakes often take advantage of this natural setting with lakeside parks or riverside



walks. These open spaces often draw people to the downtown to enjoy a shady, cool bench along the water. Downtowns lacking natural waterways can construct features such as fountains and wading pools. Concerns for expense and water supply are issues that communities should address in the design of these features. Logan is fortunate to have a major irrigation canal flowing through the downtown area. Portions of a public trail also parallel the canal for a block (from Main Street to 100 East). This trail should be extended to follow the canal to the east and the west of downtown. Ultimately, this trail system should connect residential neighborhoods to the downtown.

Maintain Security & Safety

Logan City's downtown is a safe and secure environment. This reality must be maintained to continue vitality of the downtown. Ensuring a secure downtown will allow more residents to feel comfortable to spend their evenings and weekends shopping, eating and gathering in the downtown.

The best insurance for a secure downtown will be to keep people in the downtown with crowds on the street late into the nights. Pedestrian scale lighting, cultural events, lighted storefronts, and open businesses all provide added security to the downtown. Both evening events and later business hours bring pedestrians downtown creating "safety in numbers".





Increase Residential Living Opportunities

The downtown should be a dynamic urban center, including a mix of residential, civic, and commercial uses. Increasing the residential living in the Downtown will strengthen the viability of civic facilities and businesses.

The downtown currently has opportunities for residential development, particularly in the upper floors of downtown buildings and in certain vacant buildings. Residential incentives such as density bonuses will allow more people in the downtown than would be allowed in many of the residential neighborhoods. This, in turn, will infuse the downtown with shoppers and workers and it will support existing businesses. Diverse housing types such as studio apartments, row houses and accessory dwelling units also support downtown.

Provide Services & Conveniences For Everyone In The Downtown

In the past, downtown Logan had a full range of retail and residential services. These services made it possible for people to live and shop in the downtown. The viability of Downtown Logan will require a restoration of these services, which must include convenience items for the entire daytime and nighttime population. There are at least 5 separate downtown groups that have needs that must be served in order to entice them to the downtown: residents, shoppers, office personnel, tour-



ists, and those seeking entertainment. Residents will require groceries, convenience items, basic home repair, cafes, recreation, and entertainment. Shoppers need conveniences, fast food, cafes, lingering and resting areas, and entertainment. Office personnel want conveniences, cafes, and office support (i.e., copy shops, mail, office supplies). Tourists must have conveniences, fast food, cafes, souvenir and book shops, restrooms, historical and directional information, galleries, and specialty stores. Entertainment patrons require restaurants, galleries, theaters, and book stores. Additional enhancements to downtown services might include gourmet or specialty groceries and more specialty shops.

Program Activities In The Downtown Year-round

Many communities strive to enhance their downtown areas by focusing efforts on programming activities in the downtown year-round. For example, Logan has a rich history of downtown parades. Downtown parades are popular in many cities and towns, providing communities an opportunity to showcase by bringing people to the downtown.

Organized events such as street festivals and farmers' markets should continue and even expand. An opportunity exists to relocate the farmers market in a more visible site. Winter festivals should be introduced. A tradition of winter activities must be created as a celebration of the place where we live. Other examples of programmed activities include businesses coming together for more sidewalk sales or seasonal





events. The organizing group for these activities should be expanded to help catalyze and ensure successful events. The outcome of these expanded events will be a spillover effect of visitors attending a downtown event staying in the area to shop, eat, visit, or attend other activities.

Increase Weather Friendly

Logan's warm summers and cold winters result in the need for weather amenities to encourage visitors to be downtown. Many downtown shops and stores already include features that provide shelter from the elements. Protection from rain, shield from the sun, and adequate snow removal are all ideas that can be implemented. The use of shade trees, awnings, and other cover can provide downtown visitors relief from the sun or rain. Keeping sidewalks, parking lots, and pedestrian ways clear of snow and ice is critical during the winter. The use of gutters to prevent water dripping onto the sidewalks is an additional amenity that can increase pedestrian comforts.

Place Art In The Downtown To Enhance Image & Attract Interest

The placement of public art in the downtown will enhance the "quality of place" and will add greatly to the attraction of more people to the downtown. Public art should be placed on the walkways and within



open space on each block. Corporate sponsors and businesses should be encouraged to participate in public art programs. New government facilities should include public art as part of each development. There are many successful street art programs that are an integral part of downtown development.



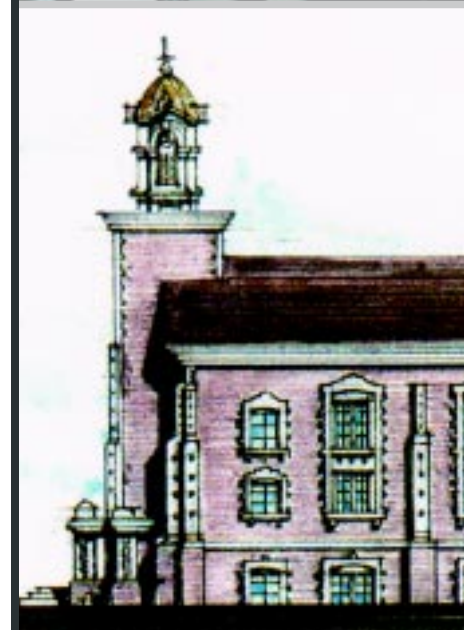
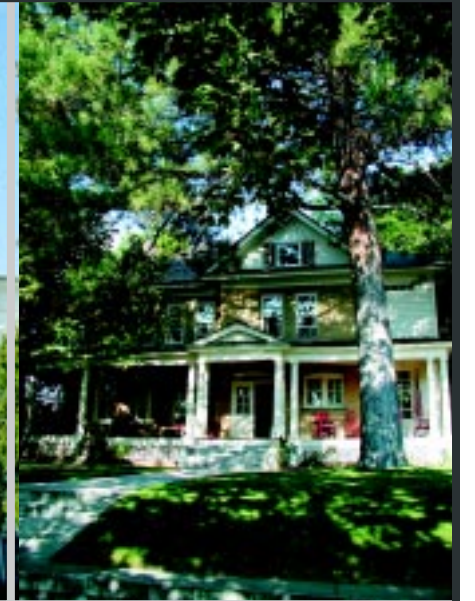


Preserve the
historic character
and qualities of
Downtown Logan

Historic

Protect And Main- tain The Irreducible Structures, Spaces, & Skylines.

There are historic elements within the downtown that, if lost, would have a devastating, negative effect on the quality of Downtown Logan. These icons of tradition must be identified and agreed upon as irreducibles of the downtown. The Tabernacle, Blue Bird, County Court House, Tabernacle Square, St. Johns Episcopal Church and many other buildings and spaces are determined worthy of preservation because they define the place we call downtown. In addition, the skyline of downtown must be controlled with compatible height restrictions. The magnificent views of the valley and mountains from the upper floors should be managed to allow the maximum exposure to these amenities. New development will be required to work around these irreducibles with designs that are compatible with these important features, consistent with the existing historic district.





Maintain the downtown historic district with a priority to preserve historical resources.

The Historic District established to preserve the history of downtown must continue. The purpose of the district and the Historic Preservation Committee is to preserve the historic character of the downtown and the adjacent residential neighborhood. Currently the Federal Guidelines for preservation are used to evaluate development proposals. New guidelines should be adopted which streamline approvals, where possible. They should be designed to be more specific to the uniqueness of Logan's downtown historic district. The district should be expanded to include more of the historic resources of the downtown. Possibly, the district should include the entire 10 block area of downtown from 100 West to 100 East and from 100 South to 300 North.



Develop new buildings consistent with Historic Preservation Guidelines in the period of 1890-1930

The historic appearance of downtown is the basis for the quality image that it enjoys. The bulk of existing buildings in the downtown were established during the growth years from 1890 to 1930. This image must be maintained and further enhanced. Where practical, existing buildings must be preserved or restored to their original condition. New buildings must be designed to be visually compatible with this historic period. Architects must not slavishly replicate historic architecture, but rather design buildings and spaces that build upon the historic quality of Downtown Logan. New guidelines must be adopted for historic preservation in this new phase of growth for the downtown.





Create a lasting and outstanding appearance for Downtown Logan

Appearance

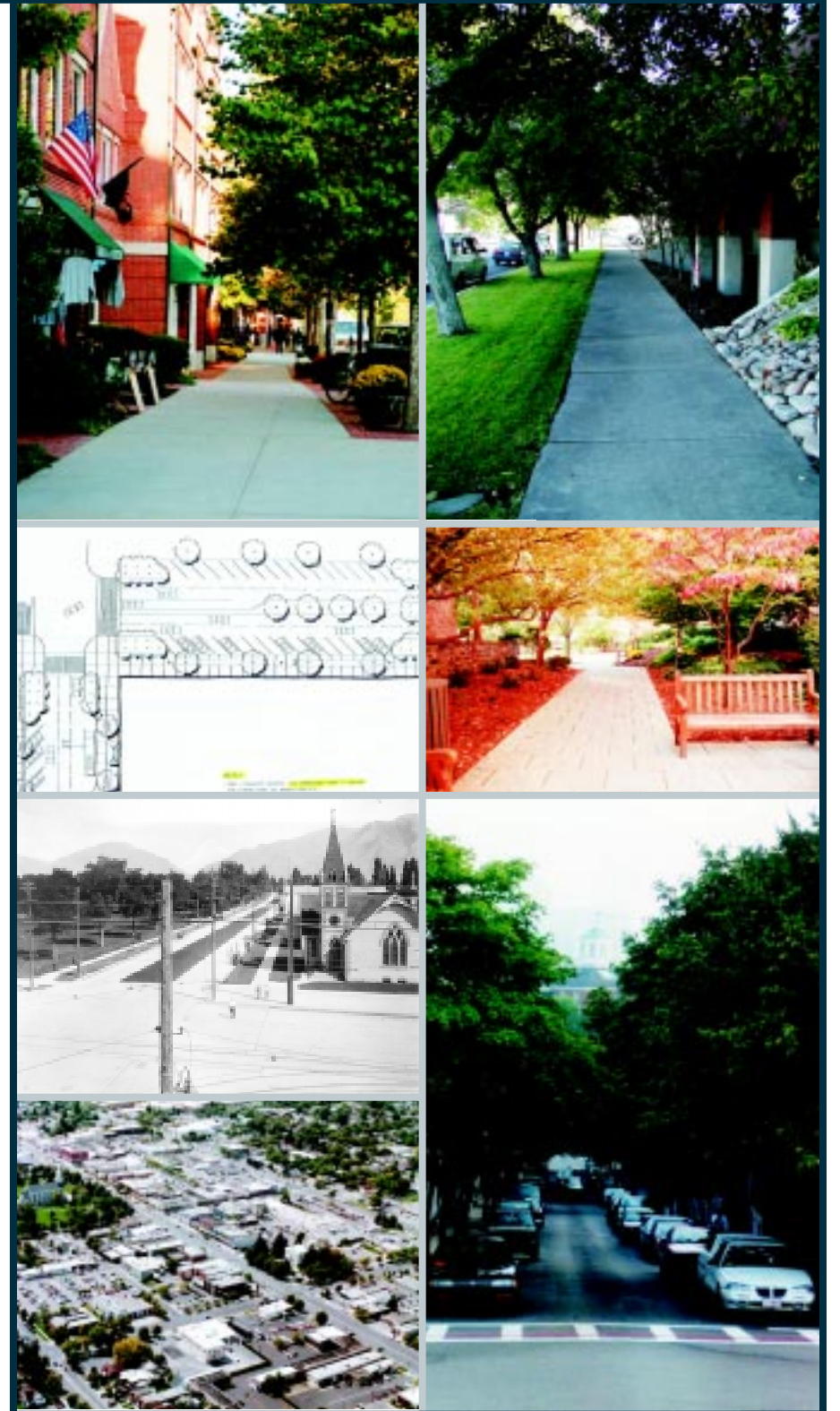
“Green” The Streets And Walkways With Trees, Landscaping, And Amenities

Creating an “urban forest” on downtown streets and in downtown civic spaces is essential to having a vibrant downtown. In order to accommodate pedestrians in all seasons, especially in the hotter summer months, trees and landscaping are indispensable. The tree canopy is visually attractive, provides shade, and reduces road noise for shoppers, guests, and residents in the downtown. As shade trees mature they should be pruned high to allow more space under the canopy. Large shade trees in the downtown will add depth and maturity to the street scene.

Along with trees, other landscaping should be added to streets, sidewalks and storefronts. This can be done with portable and hanging planters in front of stores, flowers at the foot of trees and landscaped medians. All of these “green” features provide residents of Logan and visitors a beautiful downtown year round.

Create A Quality Signage System That Fits The Historic Theme & Reduces The Dominance Of Signs

Signs provide important advertising and location information for businesses and their customers. Signs can





have a negative impact if they are too garish, obtrusive, or detract visually from the downtown area. Logan's downtown is in the Historic District, and signs (as well as other structures) therefore must meet Historic District guidelines.

The city should develop a new downtown sign design system that fits the City's historic character while providing businesses the opportunity to advertise. This sign systems should have a theme or certain look to help identify downtown businesses. The signage system for downtown should help to establish a look for the downtown that is distinctive from other areas of the city.

Develop Entrance Gateways For The Downtown That Invites & Welcomes

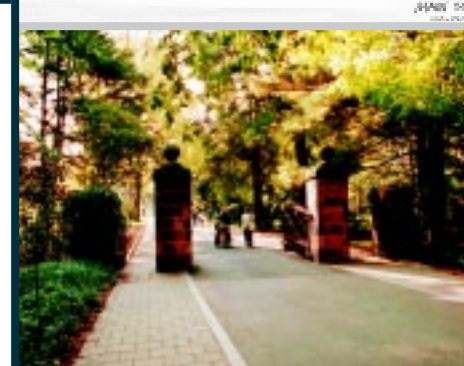
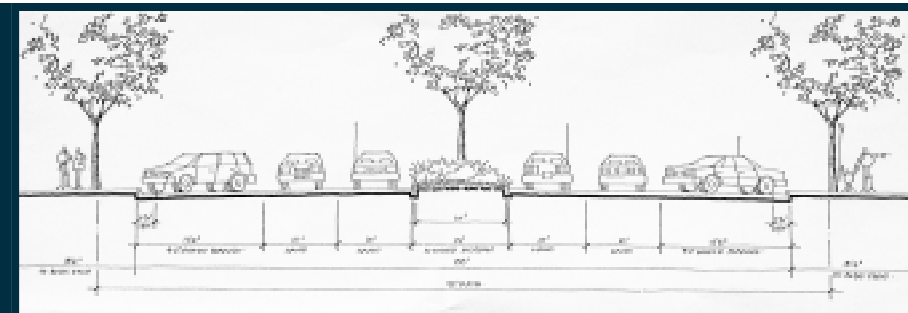
Downtown Logan must be clearly identifiable as a special place. This could be done in a variety of ways ranging from a literal gateway arching across the highway to something as simple as a change in highway paving or the addition of landscaping. Initially, the gateways should begin at the intersection of Main Street and 100 South and again at Main Street and 300 North. The gateway should be composed of a landscaped median on Main Street and continue to the north. There should also be a distinct improvement in the street landscape and street furnishings. New historic street lights should be installed on both sides of Main Street. At the gateway entrances, flowers and colorful landscaping should be added to the median and in



the sidewalk areas. Over time, it may be appropriate to construct gateways, pillars, or some other architectural features as the gateway to downtown. Large buildings developed at the gateways will also help to distinguish the downtown as a unique area.

Enhance Existing Retail Store Fronts

Building appearance is a key part of the first impression a visitor has of a downtown. Well-designed and maintained store fronts, facades, and windows can all be eye-catching and visibly pleasing components of a downtown area, interesting to pedestrians as well as to passing vehicles. The City of Logan's Design Review process is in part intended to improve the appearance of stores in the downtown by ensuring that new construction or exterior renovations contribute to an improved appearance. Programs should be established to assist existing businesses to enhance storefronts. Existing sidewalk elements such as planters, trees, and seating all add visual interest and attractiveness to Logan's downtown area; more could be added. Frequent litter cleanup is a simple but necessary component of an attractive downtown, and this cleanup can be expanded to include periodic building facade and sidewalk washing. Portable planter pots near store entrances and window planters are relatively simple storefront improvements that adds visual interest to a downtown. Stores that are unoccupied should be enhanced with window displays for civic or other purposes. A vacant window program should be established.



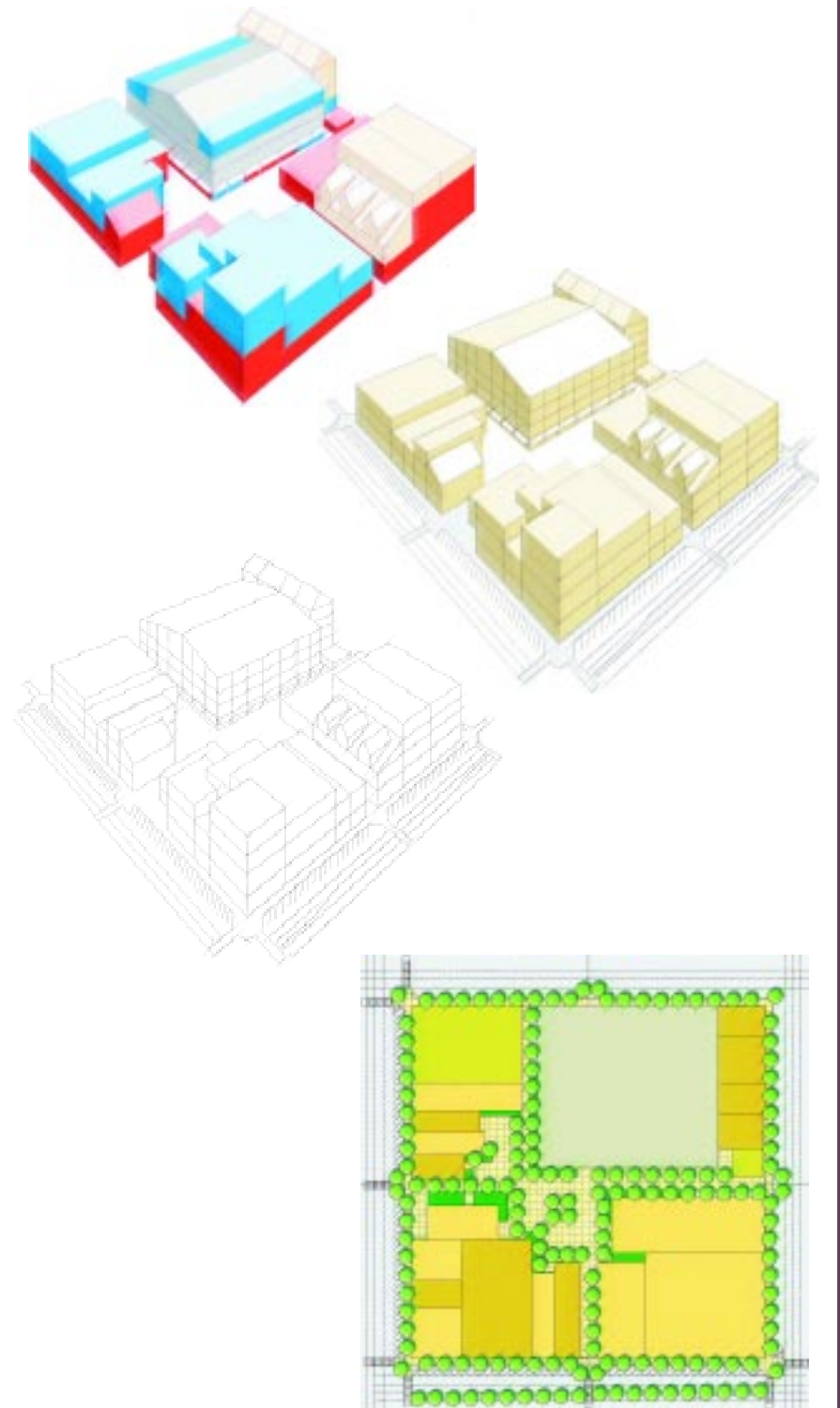


Load up your mind with pictures capturing your preferred tomorrow. Put the remembrances of the past in a place where they won't block your view. ---- Gary Carter

Looking Forward

The preceding pages have illustrated numerous ways in which Downtown Logan can be improved as the future continues to develop. This section looks forward to show how the framework for development of the downtown might be used to guide physical change in coming years. A typical development block is shown here to demonstrate the use of concepts and principals within individual blocks of the downtown. These principals can be applied to any block. The application of the framework for development will take different forms on each block. Reference labels are shown on the illustrations which refer to the text explaining the principal.

Also, the large aerial illustrations show possible solutions for future growth. These physical solutions simply demonstrate how more building space and parking space can be added to the downtown over time. The sketches show what Downtown Logan may look like if developed within a historical context and within the framework for the Future for Downtown Logan. Do not become concerned about changes to individual properties. Rather, observe how building and transportation growth may occur over a 40 to 50 year horizon.





Make Downtown Logan a thriving center of living where many people work, shop, eat, play, and reside.

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Signature
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