anticipated future demand.

3. The Central Business Area should be readily accessible from all portions of the Village and its circulation system should be fully integrated into the road improvements.

4. Convenient and adequate offstreet parking should be provided, with a maximum of shared use between the different time and use generators, and with a minimum walking distance to any desired location. Massive paved areas should be avoided and the parking dispersed in clusters.

5. The pedestrian should be given greater priority by reducing vehicular traffic in certain areas, developing landscaped walking malls, and creating an environment of comfort, convenience, and service.

If the CBD is to complete effectively with new outlying shopping centers, it is essential that adequate offstreet parking be available, and that such parking spaces be located conveniently to its stores. Given the almost complete absence of public transportation, most potential customers in the community become actual customers only after they have parked their cars. Numerous studies have shown that, in downtown areas, offstreet parking must be:

1. Located within a short distance of the patron's destination (A distance of more than 400 feet is unacceptable in such a Village).

2. Connected to destinations by attractive routes.

3. Conveniently laid out.

4. Low in cost, and preferably free, particularly where free parking is provided by the completing outlying shopping centers.

Planning Principles

To carry out the objectives of the Plan, the following principles were chosen in preparing the land use plan:

1. All strip stores and shopping centers serving regional shopping needs should be located along the major State highways with offstreet parking in order to let the maximum number of shoppers gain access to the centers with little or no disruption to the interior residential areas of the Village.

2. All commercial development serving the daily convenience needs of residents should be centered at several centers and, be kept at a modest level and not be developed to attract transient or out-of-town shoppers.

3. All central business district stores and shops should be geared to the regional, as well as local, shop and tied into the public facility clusters with adequate parking lots.

4. All commercial centers should be improved in function and design with such facilities as landscaping, street trees, small parks, attractive signs, controlled lighting, service roads and pedestrian malls.

Commercial Land Use Plan

In order to delineate and describe its proposed Plan for commercial land use, four separate land use categories are proposed which are outlined below:

1. Local Commerce - This category includes almost all types of local retail sales and service establishments, offering local shopping convenience goods and services to the surrounding residential areas of the Village sectors and is not meant to attract shoppers from other areas. Residential development is not included in this commercial category in order to help insure a desirable commercial environment without the indiscriminate mixing in of residences on top of or between commercial establishments.

2. Central Commerce - This category includes the above uses as well as offices, and a wider range of retail establishments, offering goods and services needed by a large segment of the area, including items of a more special nature.*

3. Regional Commerce - This category combines the uses normally permitted in the above two categories, combined with those customarily permitted along highways and in centers, offering the full range of commercial shopping needs from convenience to specialty items.

4. Professional Commerce - This category is envisioned as a new type of district, which would allow for controlled development of professional and business offices, including banks but without retail goods establishments. Residential uses are also omitted as not appropriate in this category. It is the type of district that can fit into surrounding residential areas and simultaneously act as a transition from the commercial shopping areas. Its sign, coverage and landscaping requirements should be more restrictive than those of the other commercial categories.*

The Plan indicates about 132 acres to be set aside for various

(*Central and professional uses may be combined in a zone.)

types of commercial development. The breakdown of commercial uses is as follows:

	Categories	Land Area	
C-1	Local	44.2acres	
C-2	Regional	69.0acres	
C-3	Central	19.0acres	(Combined to form C-3 District)
C-3	Professional	acres	
		Total 132.2 acres	

Factors Considered for Commercial Use

It is recommended that all commercial areas be improved in function and design by means of landscaping, street trees, small parks, attractive signs, controlled lighting, and service walks. It is essential for commercial uses to follow good contemporary standards, with adequate space for buildings, parking, loading and movement of people, as well as safe, convenient, and attractive arrangement of facilities. This can be accomplished through proper zoning regulations of development. Some of the more important standards are outlined below:

1. The depth of commercial zones should be sufficient to provide for adequate building setbacks, offstreet parking and loading space, and landscaping. The depth would also depend, however, on the type, design, and location of nearby businesses in existence.

2. The building setback should be adequately established in front of building to provide for orderly parking and convenient circulation. A curbed, landscaped area should be located along the front lot line, except where the driveway entrances and exits are located, to improve the general appearance of the business area and to promote safety by having clearly defined places of ingress and egress. Where space permits, new business development along major high-

ways should be set back an additional distance from the road to provide for the construction of parallel service roads alongside the highway, in order to minimize traffic congestion to through traffic.

3. The space for offstreet parking should be substantial in all cases. As a guide, an overall ratio of three to four square feet of parking space to each square foot of business floor space should be provided. In the case of special types of commercial uses, parking ratios might be somewhat lower. All parking areas should be fully improved, with adequate paved surfacing and proper drainage, and should be laid out so that vehicles are not permitted to back into the street or highway. Parking areas should be suitably screened and landscaped. Where the immediate use of a property does not require full improvement of a parking area, the zoning requirements might provide for initial improvement of part of the area. The remaining portion can either be left in a desirable natural state or graded, seeded and properly maintained. Service yards should be at the rear of the buildings, except in the case of shallow lots.

4. The setback of buildings from rear property lines should be of adequate distance to provide for service access and for a landscaped buffer strip where the business abuts a residential district. No side yard need be required, except abutting residential areas and where access is provided to parking in the rear. In the latter case, there should be adequate width for auto and truck movement, as well as a sidewalk of proper width for pedestrian use.

5. The apartments over businesses should be discouraged in business areas.