



Regional Plan Association

Wall Street-West Avenue Neighborhood Plan

Working Group Meeting

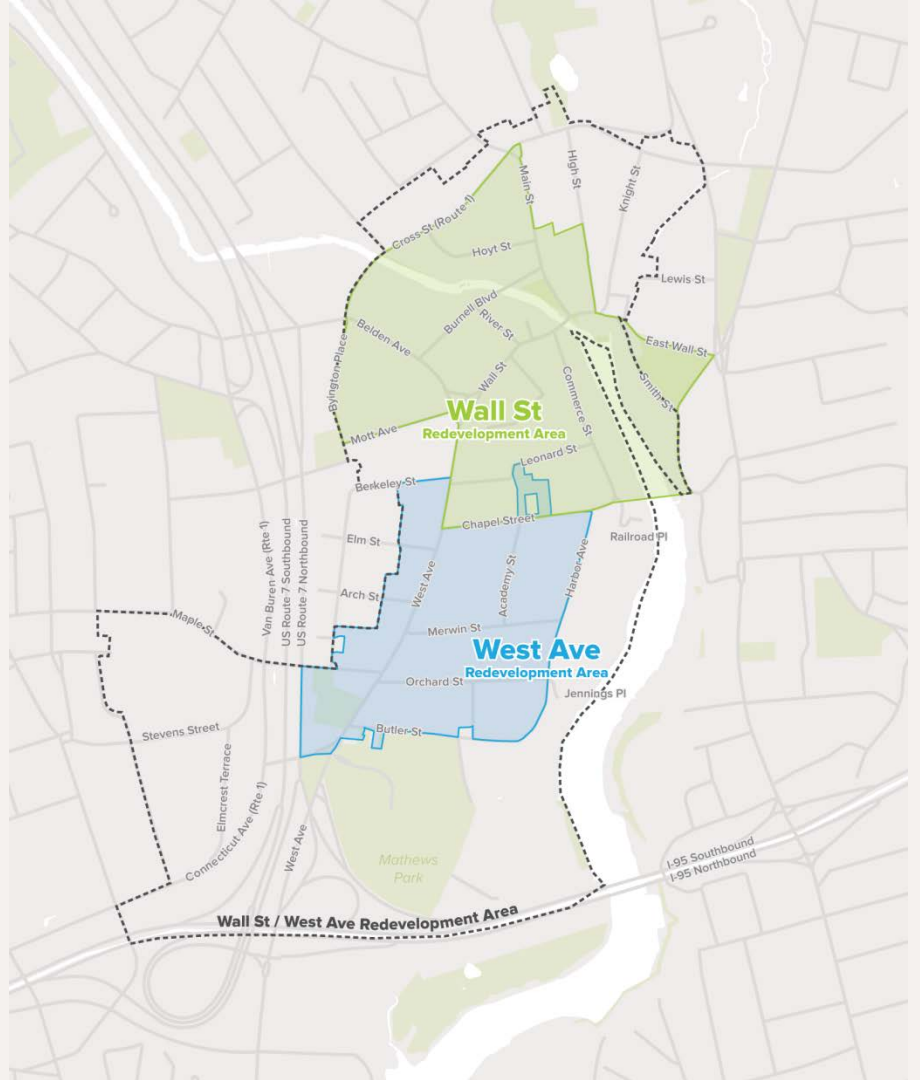
July 17, 2018



Agenda

1. Welcome & introductions
2. Market & financial analysis update
3. Design guidelines
 - Site design specifications
 - Building/architectural design specifications
4. Micro units
5. Next Steps

Wall St & West Avenue Neighborhood Plan Boundary



Design Guidelines

1. Site design
2. Building & architectural design
3. Applicability to corridor typologies

Site design

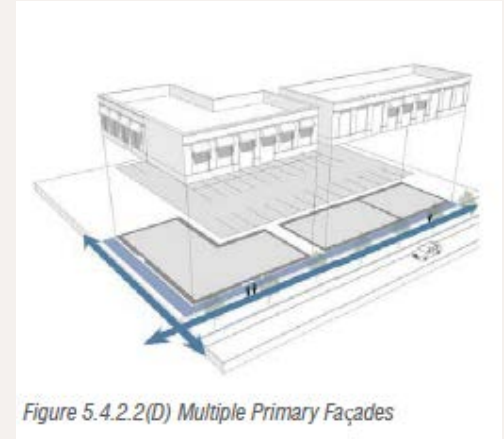
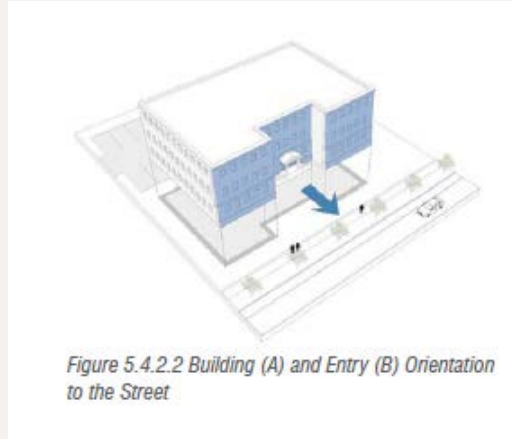
Guidelines for site design that **apply to all development proposals within the Wall Street-West Avenue plan area.**

These specifications address building orientation, site access, parking, green infrastructure, sidewalks, street furniture, landscaping, open space, lighting and signage.

These guidelines **also apply to public infrastructure projects within the plan area.**

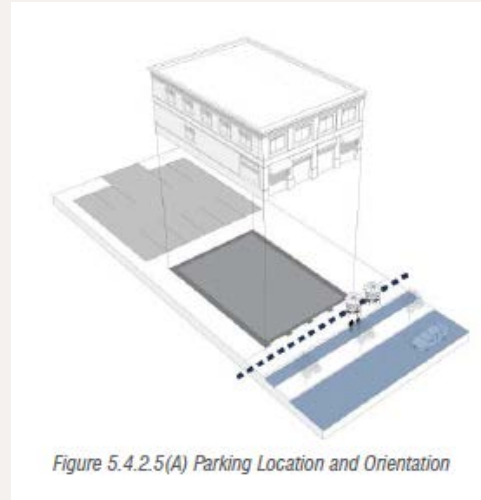
Building orientation

Buildings should be sited to create a strong relationship with the street, conceal parking and loading areas, and frame open space.



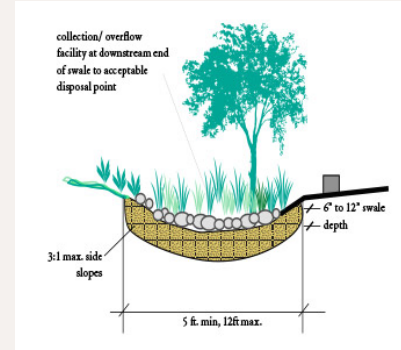
Site access, parking & loading

Clear and legible **routes connecting all modes of transportation to the site** must be provided, including pedestrians, bicycles, transit, on-demand transportation, and owner-occupied vehicles.



Green infrastructure

Green infrastructure, such as **bio-swales**, **rain gardens**, **porous pavements**, and **street tree trenches** absorb run off within parking lots and along the street, beautify the street and provide shade and should be **included in all parking lot design and streetscape improvement projects**.



Sidewalks, street furniture & landscaping

Elements that should be incorporated into the streetscapes in the Wall Street-West Avenue neighborhood as part of development projects or as capital infrastructure investments by the City of Norwalk include **sidewalks, crosswalks, signage, lighting, street furniture, landscaping and public art.**



Lighting and signage

An integrated lighting plan should be provided as part of all development applications, addressing both on site and directly adjacent off-site needs for pedestrians, vehicles, building entries and parking areas and should be considerate of neighboring properties

Signage for business/commercial uses should comply with the City of Norwalk's signage regulations and communicate a positive and clear identity for the establishment.

Building/ architectural design

Guidelines for building/architectural design that apply to renovation of existing structures and construction of new buildings within the Wall Street-West Avenue plan area.

These specifications address building massing, facades and roofs, as well as rehabilitation of historic structures and compatibility of new development with historic structures.

Building massing, facades & rooflines

Buildings should be designed to harmonize with existing structures with respect to design, scale and materials.



Figure 5.4.3.1(B) Visually Reduce Larger Building Scale

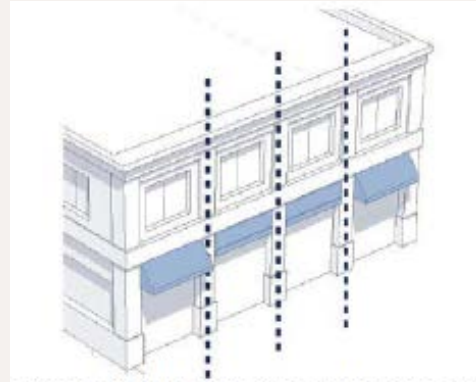


Figure 5.4.3.2(A) Emphasize Façade Rhythm and Pattern



Figure 5.4.3.2(B) Avoid Long and Blank Façades

Historic structures

New development should complement existing historic structures and additions to existing historic buildings should be compatible with the architectural style of such buildings.



Application to typologies

Describes how the site design and building/architectural design specifications apply to:

- Primary, commercial corridors
- Secondary, connecting corridors

Commercial Corridors

- West Avenue
- Wall Street
- Belden Avenue
- Route 1 (Cross Street, Belden Avenue, North Street)

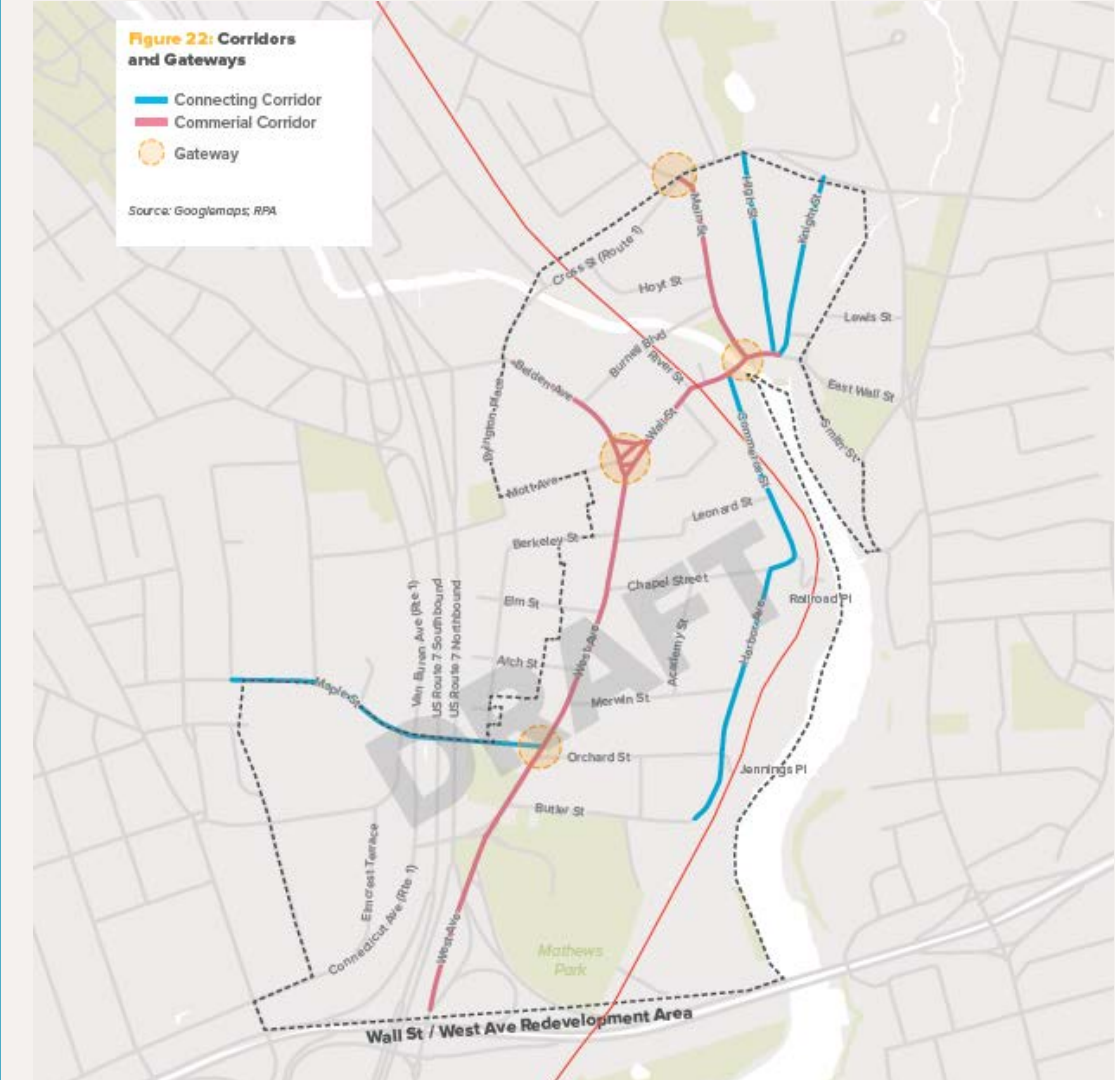
Connecting Corridors

- Maple Street
- Knight Street
- High Street
- Commerce Street
- Harbor Avenue

Figure 22: Corridors and Gateways

- Connecting Corridor
- Commercial Corridor
- Gateway

Source: Googlemaps; RPA



Micro Units

What is a micro unit?

- Small studio apartment
- Typically less than 400 sf, with a fully functioning and accessibility compliant kitchen and bathroom
- Lease at 20-30% lower monthly rent than conventional units
- But at high value ratios (higher rent per square foot)



Source: freshome.com

Micro unit considerations

The Macro View on Micro Units, ULI 2014

Micro-Unit over Conventional-Unit Trade-off

I would choose a micro unit over a conventional-size apartment unit in exchange for:

Ranking areas	1st- or 2nd-rank mentions	1st-rank mentions
Lower rent compared with conventional studios	73%	53%
Desired location/neighborhood	44%	23%
Reduced utility costs	35%	7%
Ability to live alone (i.e., without roommates)	28%	12%
Shorter commute to work	19%	8%
Minimal apartment upkeep, cleaning, etc.	10%	3%
Neighbors with a similar lifestyle	8%	3%
More community amenities/shared spaces	7%	2%
Proximity to public transportation	6%	3%

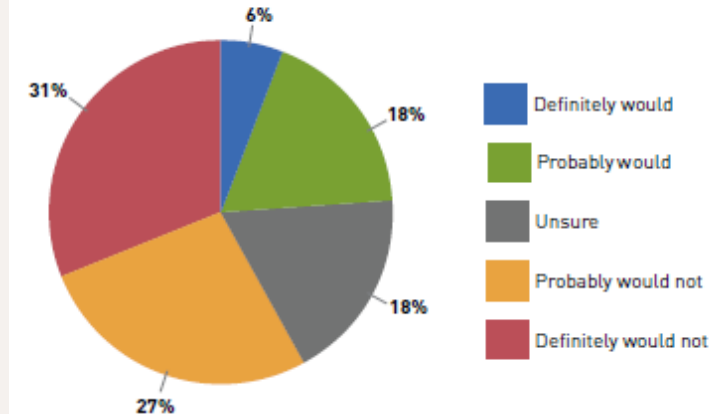
ULI's study included:

- 400 properties
- 90,000 units
- In 35 metropolitan areas

Importance of Amenities in Rental Consideration

Neighborhood amenities	Percent 4s and 5s
Grocery store	88%
Restaurants/bars	68%
Gym	56%
Entertainment	53%
Retail centers	52%
Cafés	49%
Recreation	46%
Public transit	41%

Conventional-Renter Interest in Renting a Micro Unit



ULI Study Findings

(The Macro View on Micro Units 2014)

- Target market for micro-units is young professional singles
 - Secondary segments include younger couples, older, downsizing singles, and pied-a-terre users
- Most important factors driving interest in micro-units:
 - Desire of younger residents to live in walkable locations in the urban core of relatively expensive apartment markets
 - Willingness to trade off a smaller unit for lower absolute monthly rental payment in a highly desirable location
 - Desire to live alone
- “Sweet spot” where renters seem to choose micro units over conventional studios or one-bedroom units, or roommates is when micro-unit rents are approx. 25-30% below conventional units

Next Steps

- Draft zoning completed **September**
- Market analysis completed (CERC) **October**
- Plan approval process **Nov - Feb 2019**
- Zoning approval process **Feb - May 2019**