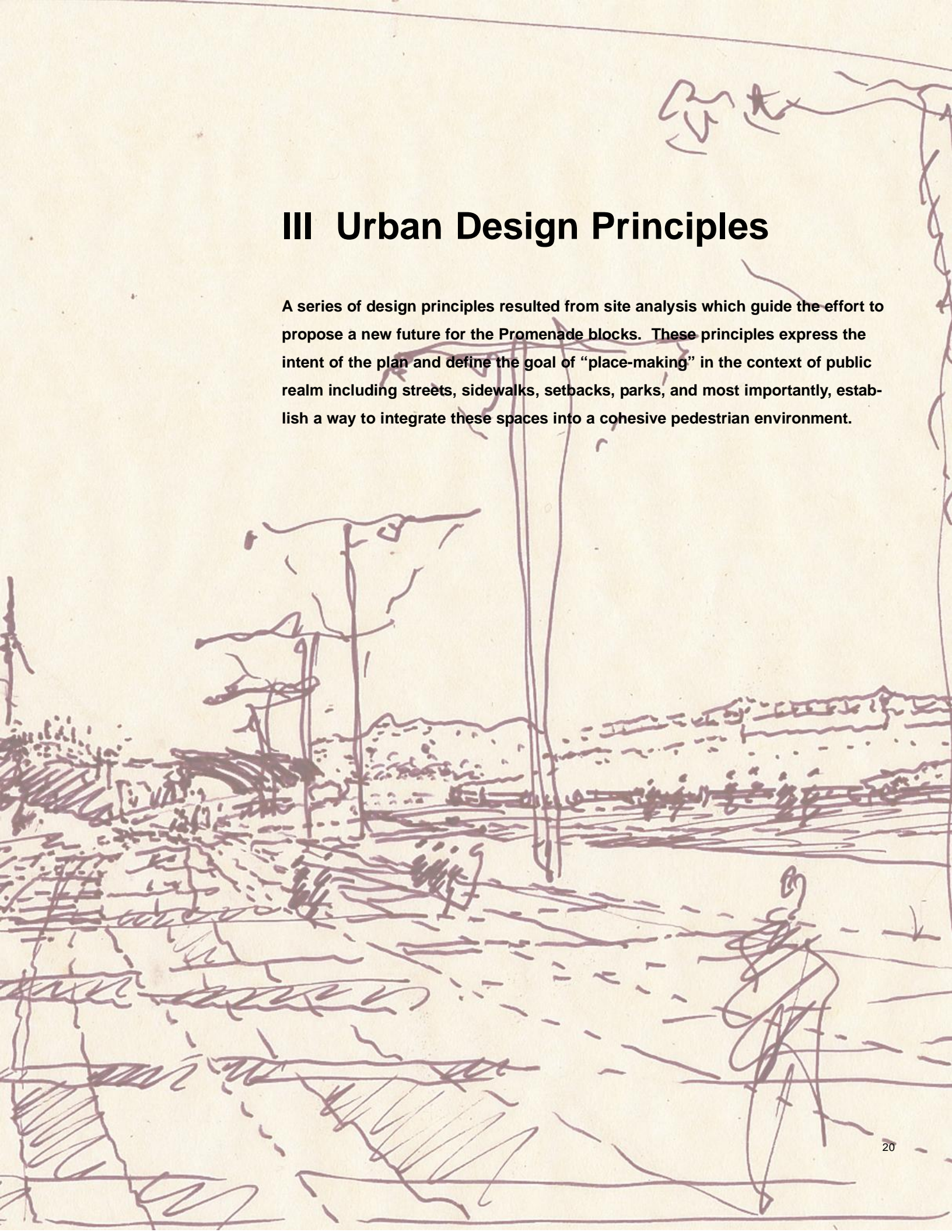


III Urban Design Principles

A series of design principles resulted from site analysis which guide the effort to propose a new future for the Promenade blocks. These principles express the intent of the plan and define the goal of “place-making” in the context of public realm including streets, sidewalks, setbacks, parks, and most importantly, establish a way to integrate these spaces into a cohesive pedestrian environment.



Design Principles

1. **Create an Upper Promenade that overlooks the river and has a direct connection to Front Street**
 - Conceals parking decks from public view
 - Promenade accessible at all times
 - The continuous walk connects Confederate Park to Union Avenue
 - Mandate active uses, such as shops and restaurants, along the walk

2. **Create a Lower Promenade along Riverside Drive that ties together the trolley, the Riverwalk, and the cobblestones.**
 - Incorporates trolley as an important public element
 - Features the cobblestones as a great public place
 - Activates the lower promenade with lofts and galleries

3. **Connect downtown and Main Street to the river front using the city grid.**
 - Provide view corridors to the river
 - Utilize pedestrian bridges as portals to the riverfront
 - Provide for mid-block passages from Front Street to the river.

4. **Establish Front Street as a primary address.**
 - Reuse Customs House as a civic building on Front Street
 - Define a consistent streetscape program
 - Allow for taller buildings at Union Avenue and Adams Avenue



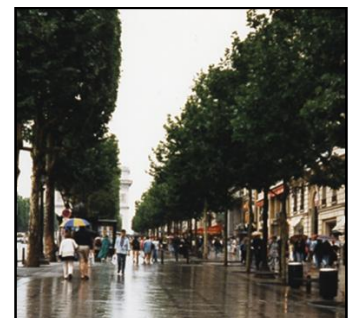
Promenade Plantee, Paris



Embarcadero, San Francisco



59th Bridge, New York City



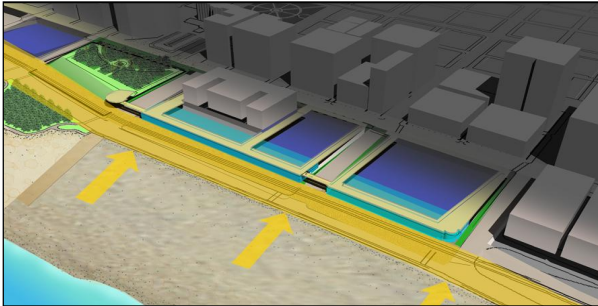
Champs Elysee, Paris



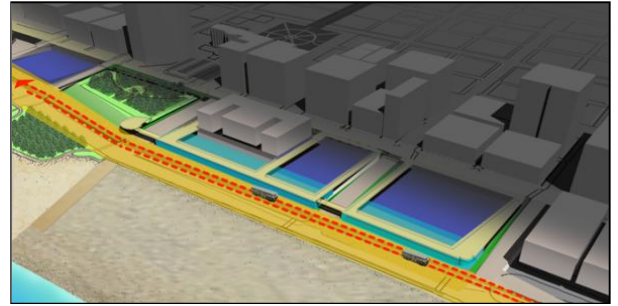
The upper promenade at the riverfront is directly accessible from Front Street.



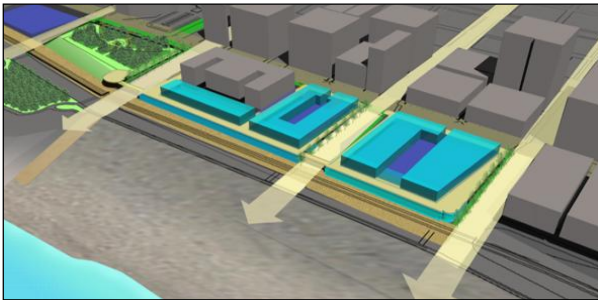
A continuous 1,500 ft promenade to view and enjoy the river extends from Confederate Park to Union Avenue.



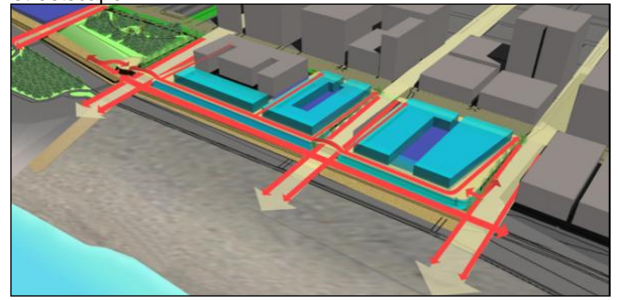
The lower promenade along the eastern edge of Riverside Drive has active uses such as shops and galleries.



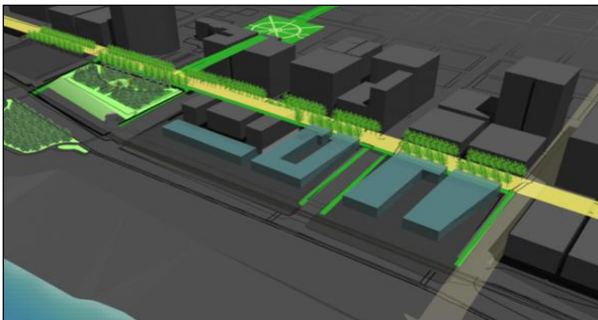
Upgraded Riverside Drive with paved sidewalk integrates the trolley and the Cobblestone Walkway as part of the streetscape.



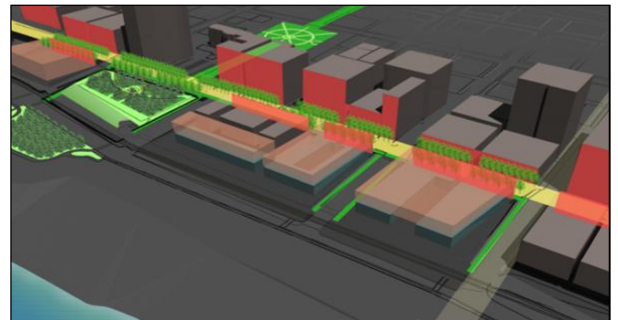
The street grid is extended through the promenade blocks with access to the upper and lower promenades.



Use pedestrian bridges to connect the upper promenade between the individual blocks to ensure continuity.



Front Street becomes a consistent landscaped civic place.



The promenade blocks are integrated with downtown providing access from Front Street, and making connections to Riverside Drive.

