

Flowing Wells Industrial Corridor

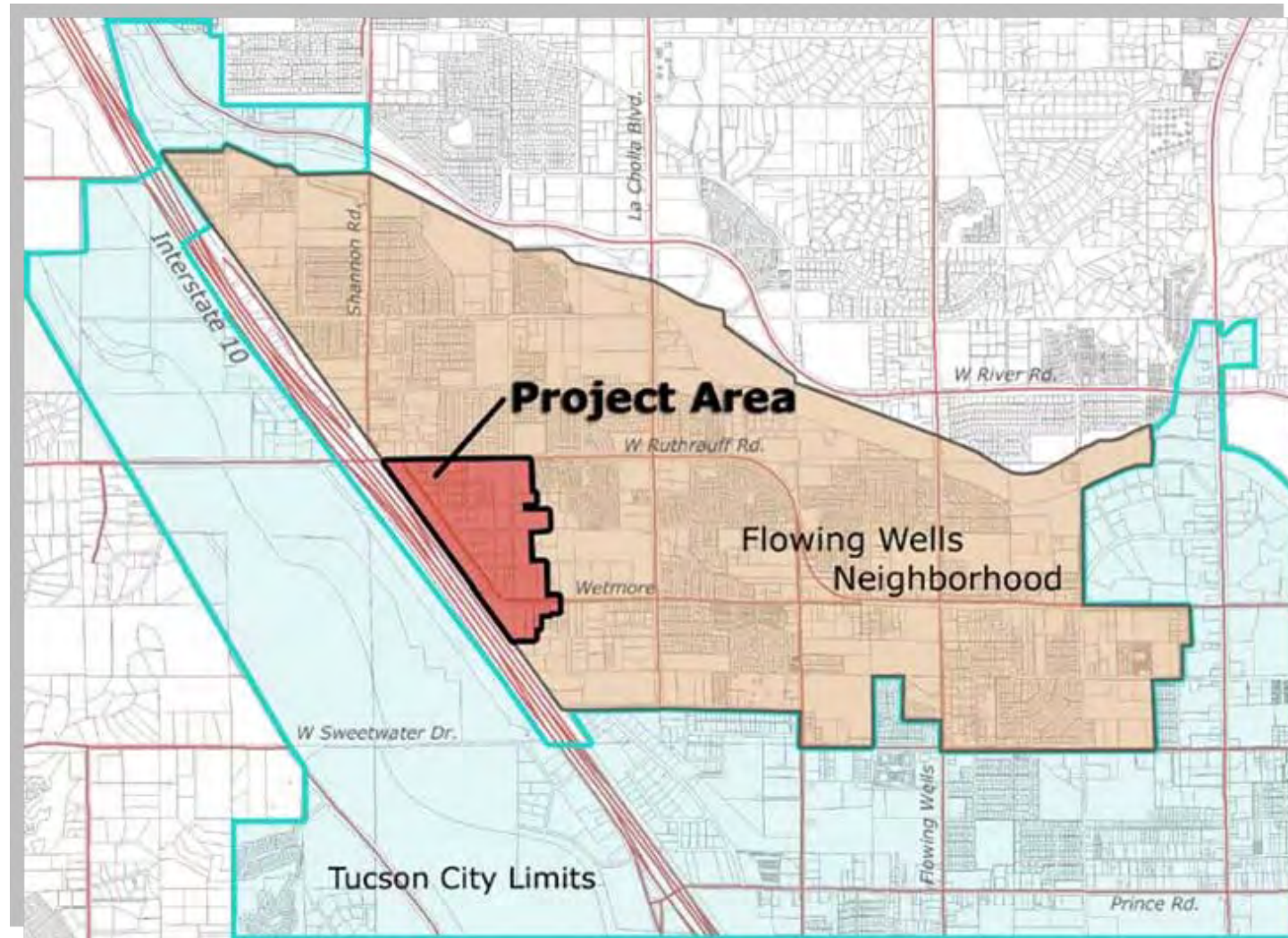


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Presented by The Drachman Institute

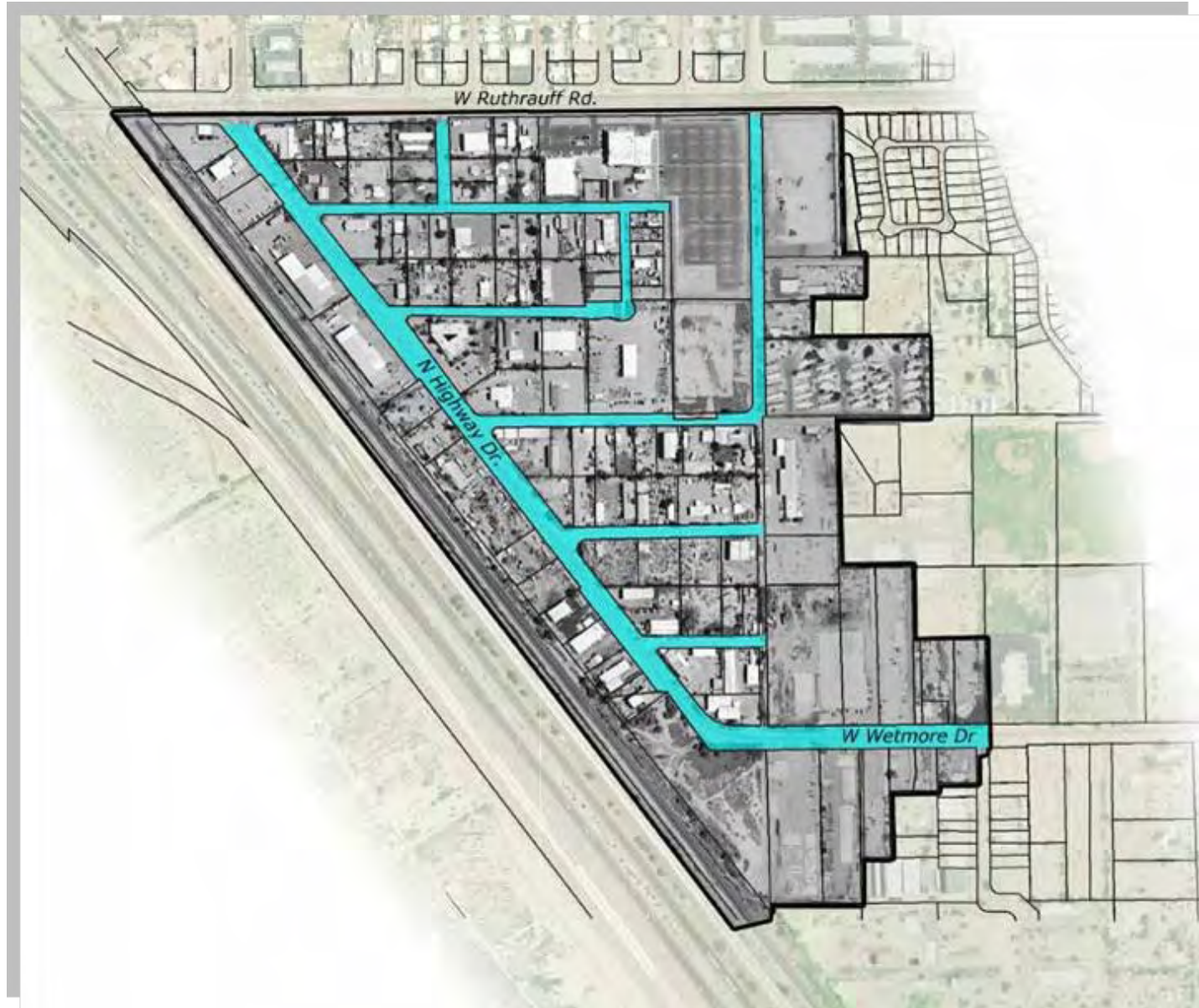
Project Purpose

The Flowing Wells Neighborhood Association approached the Drachman Institute in 2005 with a request for assistance in the revitalization of the Flowing Wells Industrial Corridor. The purpose of this project is to improve the Industrial Corridor for the benefit of current and future business owners, and to ensure the continued contributions of the industrial area to the Flowing Wells economy.



Project Scope

This portion of the revitalization effort focuses on improvements within the public right-of-way, and the areas directly adjacent. The public right of way is the face of the neighborhood, and focusing improvements in that area will result in economic benefits.



The Importance of Industry

- Industry is sometimes viewed as detrimental to an area aesthetically, environmentally, and socially. Economically, however, its importance is obvious, as industrial sector jobs can offer higher salaries than retail or service positions.
- Improvements in the Flowing Wells industrial corridor will aid in attracting these jobs and improve the economic opportunities for residents of the neighborhood.



Industry does not have to be an eye sore, or a threat to environmental quality or security. Efforts in design and planning allow industrial zones to make positive contributions to the neighborhood in all of these respects.



What Industry Wants

Several factors are important to the health of a successful industrial area, both in maintaining existing businesses and attracting additional enterprises.

Access

The ability to move goods and people into and out of the area with ease is perhaps the most important factor in an industrial area (e.g. employee parking, truck access). Limits on employee and materials accessibility pose severe limits on the economic potential of the businesses.

Aesthetics

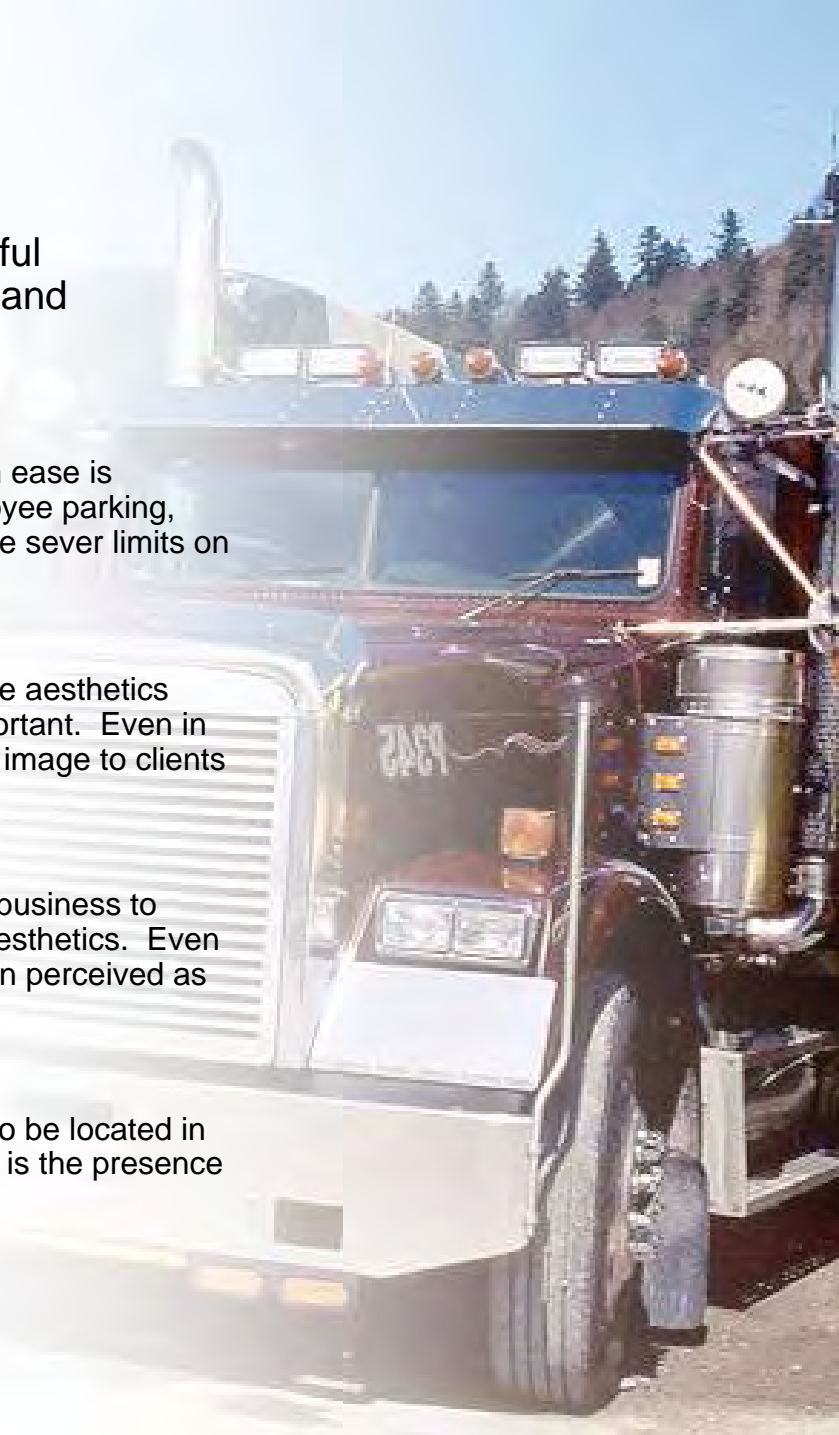
Although it may seem that an industrial area is the last place where aesthetics would matter, the appearance of a business's location is very important. Even in industry where client contact is minimal, the projection of a quality image to clients and employees is crucial for success.

Security

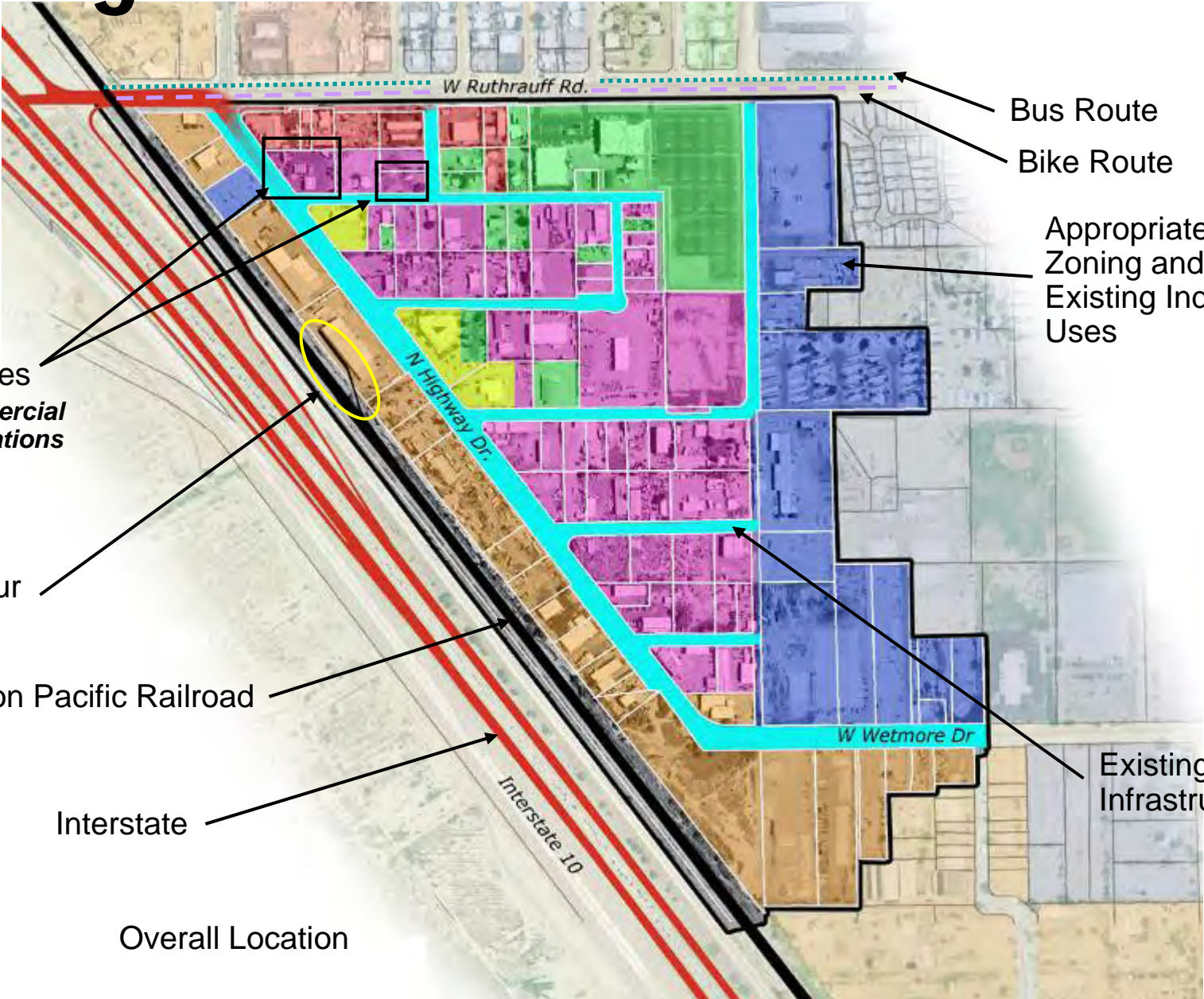
A safe environment for employees and products is paramount for business to thrive. The perceived security of an area is closely related to its aesthetics. Even though it may be safe, an area that is run-down or unkempt is often perceived as dangerous, and may attract crime.

Clustering

It is highly advantageous economically and politically for industry to be located in clusters. Therefore, one aspect of attracting and keeping industry is the presence of adjacent land zoned for a similar purpose.



Existing Conditions



Industrial Ammenities
E.g. Commercial Fueling Stations

Rail Spur

Union Pacific Railroad

Interstate

Overall Location

Bus Route

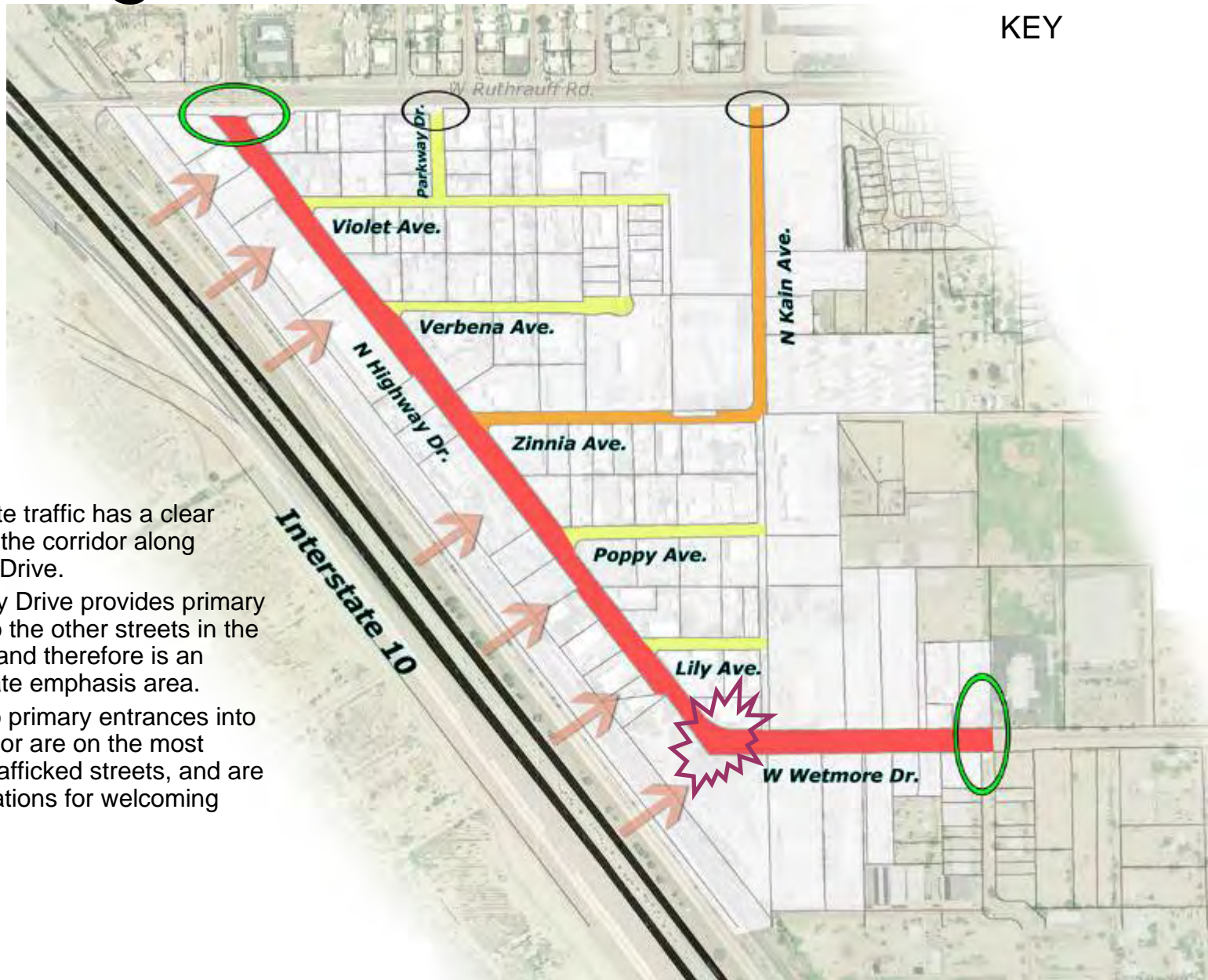
Bike Route

Appropriate Zoning and Existing Industrial Uses

Existing Infrastructure

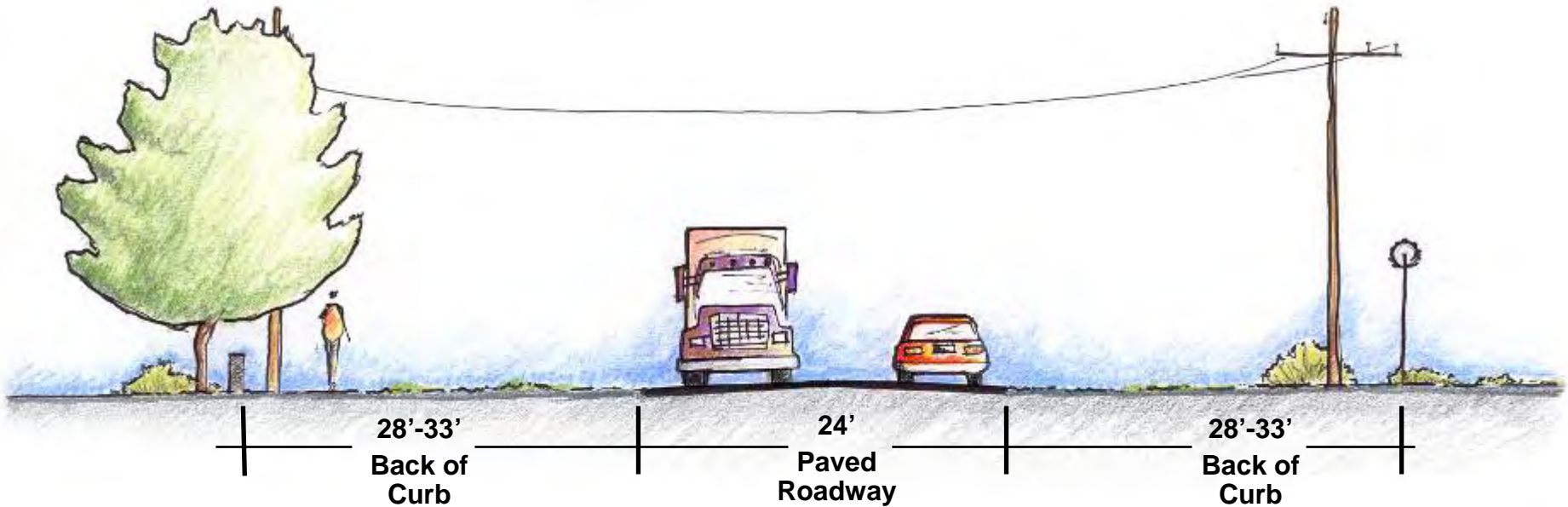
Existing Conditions

KEY



- Interstate traffic has a clear view into the corridor along Highway Drive.
- Highway Drive provides primary access to the other streets in the corridor, and therefore is an appropriate emphasis area.
- The two primary entrances into the corridor are on the most heavily trafficked streets, and are good locations for welcoming signage.

Right-of-Way Conditions



Major Roads

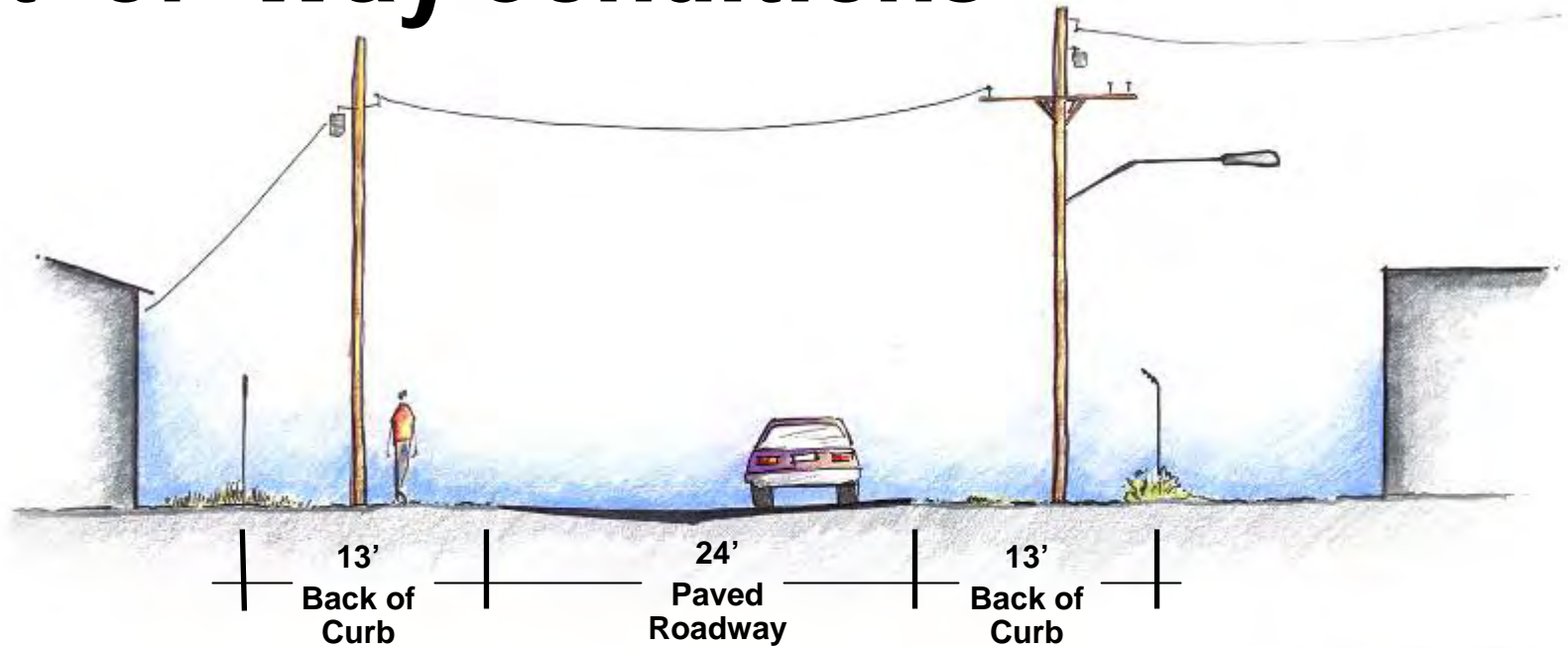
80'-90' Right of Way

Implications

- The large rights-of-way coincide with the most heavily trafficked roads, and allow the most opportunities for improvement along the primary route through the corridor.



Right-Of-Way Conditions

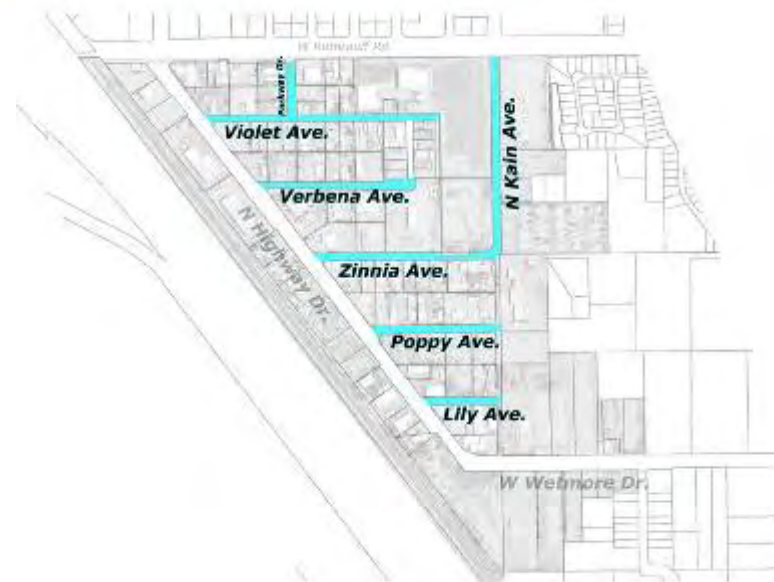


Minor Roads

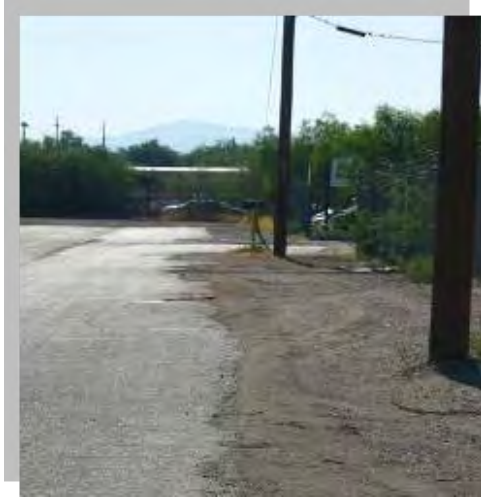
50' Right of Way

Implications

- Narrower rights-of-way pose more limits on improvements.
- Street lighting is not present except where lighting private lots.



Right-Of-Way Conditions



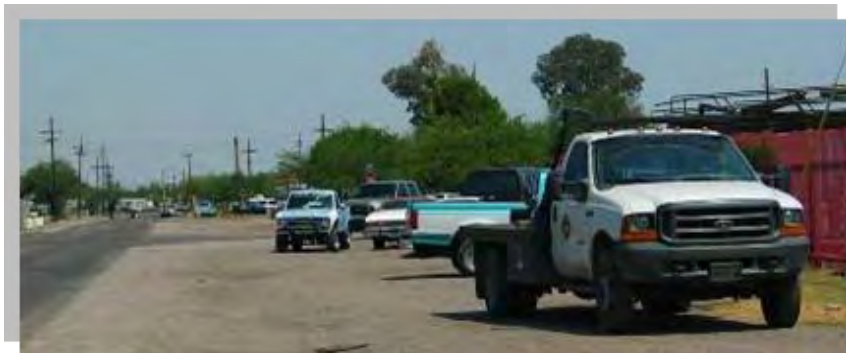
Deteriorating Pavement

- The poor quality of many of the roads in the corridor negatively affects accessibility as well as business image.



Lack of Parking

- The business on the corridor are often limited on availability of safe and shaded parking for employees and clients.



Varying Quality of Non-Roadway Area

- Throughout the industrial corridor, the “back-of-curb” area is used in a variety of ways, leading to an incoherent appearance in the area.

Drainage

