

URBAN DESIGN AND PLANNING SERVICES

Services:

- Analysis of existing issues and opportunities
- Definition of goals for design
- Recommendations for public sector improvements
- Guidelines for private sector development
- Coordinating traffic, marketing and related disciplines with design policies
- Developing implementation strategies

Products:

- Restoration and new construction design guidelines
- Proposals for streetscape, parking and sign systems
- Downtown masterplans
- Proposals for public facilities
- Designs for gateways
- Public signs system plans

Urban Design and Planning Services contain custom-tailored urban design plans for public and private clients where new development is to occur within an established context of special scenic resources or historic structures. Other projects establish a sense of identity for new and emerging communities.

Many places are faced with the problem of how to improve the function of their downtowns while simultaneously enhancing their livability. Another concern is how to enhance the pedestrian environment, making it more friendly and inviting to visitors and residents. In each case clients need imaginative plans that will build on existing resources and guide future investments strategically. Winter & Company coordinates efforts of expert consultants in design, marketing and promotion, economic development and transportation to provide a multifaceted blueprint for improvements that address these issues. The plans also integrate planning and design variables such as circulation, parks, public facilities, streetscape design, parking, public information systems and public art.

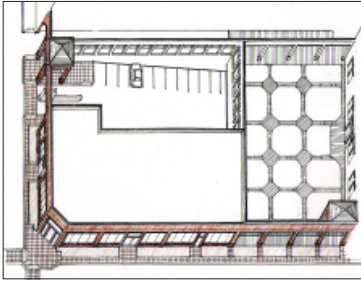


Gateways along the Newtown Corridor in Lexington, Kentucky.



Streetscape character study for the Newtown Corridor in Lexington, Kentucky.

WINTER & COMPANY

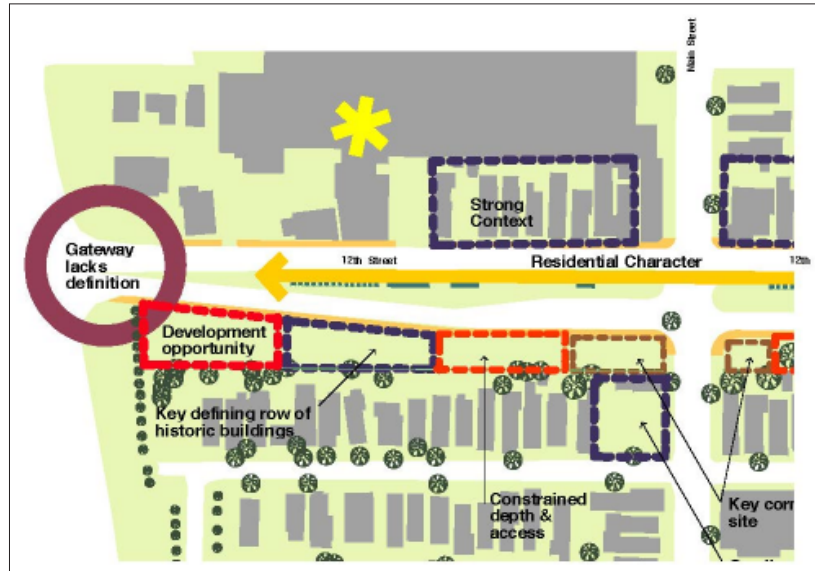


The downtown plan for Flagstaff, Arizona, proposed construction of a parking facility below grade, with an events plaza at the street level. A retail building was illustrated to anchor the corner of the site.



The parking facility and new downtown civic plaza in Flagstaff, Arizona, was under construction in the summer of 1998.

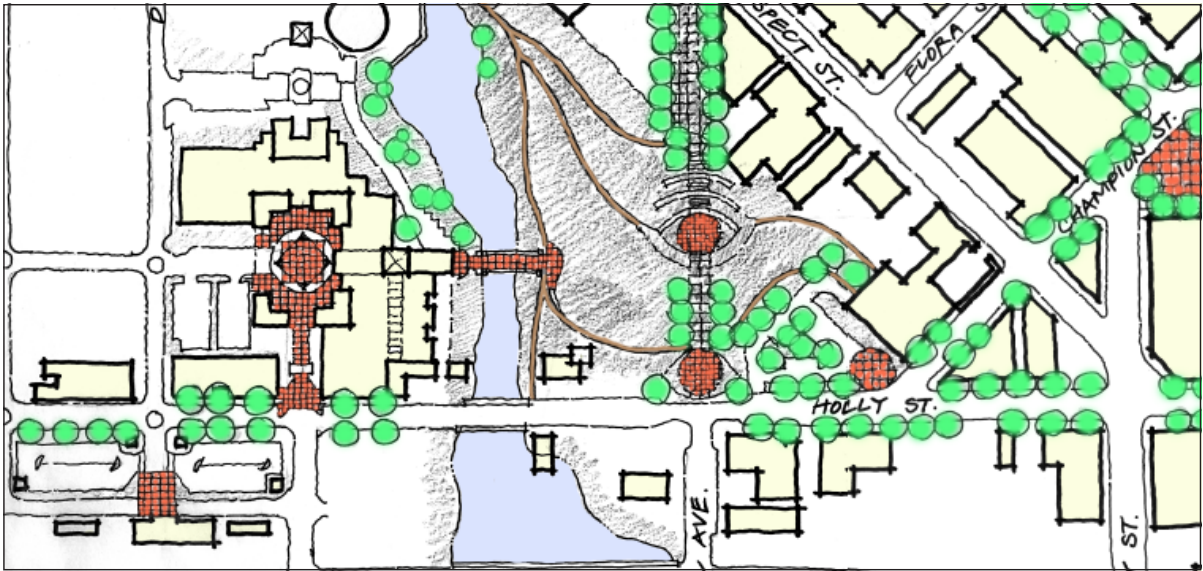
Winter & Company's concern is balancing the interests of private development with public objectives to advance redevelopment. Key features of these services are that stakeholders are included in meaningful ways and creative visions for development are backed by practical implementation strategies.



Winter & Company assisted consulting parties in producing an analysis of opportunities for redevelopment along the 12th Street Corridor in Covington, Kentucky.



Illustrative sketches demonstrate the impacts of relocating existing historic structures and constructing a landscaped median along the 12th Street Corridor in Covington, Kentucky.



The Whatcom Creek "opportunity site" in Bellingham, Washington, incorporates a natural history center, civic plaza and waterfront improvements.



Illustrative sketches demonstrate the impact the plan and guidelines will have in downtown Davis, California.



In an illustrative sketch plan for downtown Davis, California, three levels of streetscape design are differentiated with different shades of green. New infill is in yellow. Red buildings are part of the parking structure system.