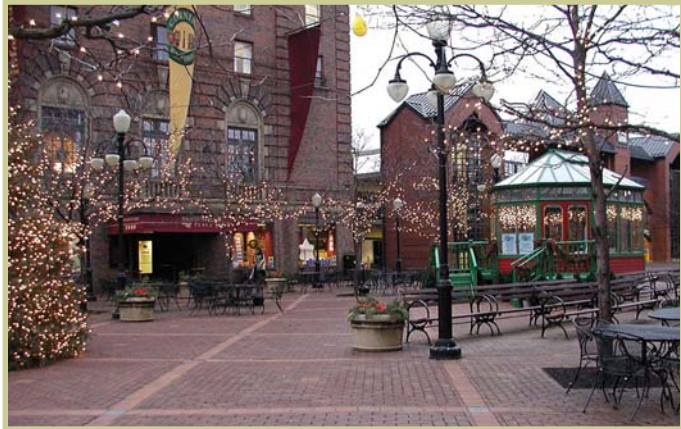


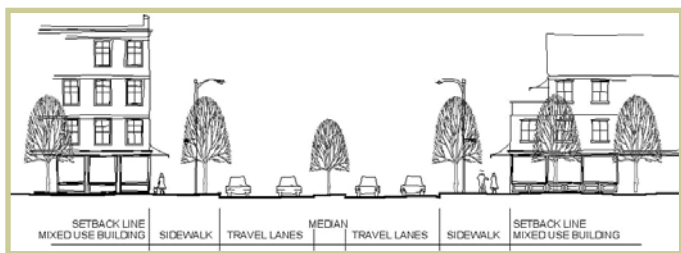
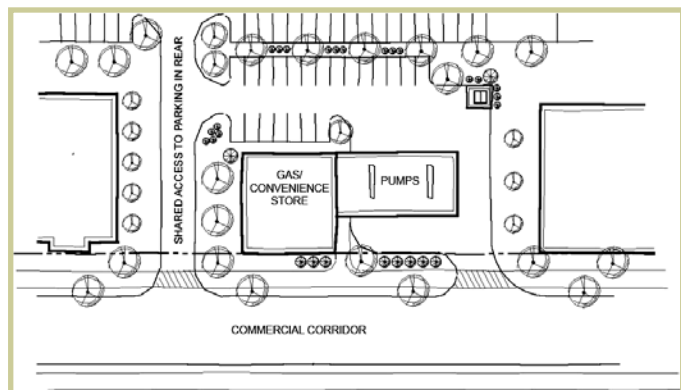
City of Corning Commercial Corridor Design Standards

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Project management, visioning, land use and market analysis, and design guidelines..



Corning Commercial Corridor Design Standards

In 2007, River Street prepared detailed commercial corridor design standards for the City of Corning, New York. The project follows on River Street's 2004 Comprehensive Plan. The \$50,000 project was completed with the assistance of landscape architects from Bearsch, Compeau, Knudsen of Binghamton, New York. The standards address the three main commercial corridors – Dennison Parkway, Bridge Street and Pulteney Street. These corridors encircle the historic Market Street district. The City's goal was to create an attractive modern retail environment that challenges local and chain retailers to respond to the local context. A detailed power point was prepared to accompany the standards for use in building community understanding of the role design plays in community development.



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