

Edgerton

Downtown Design Guidelines

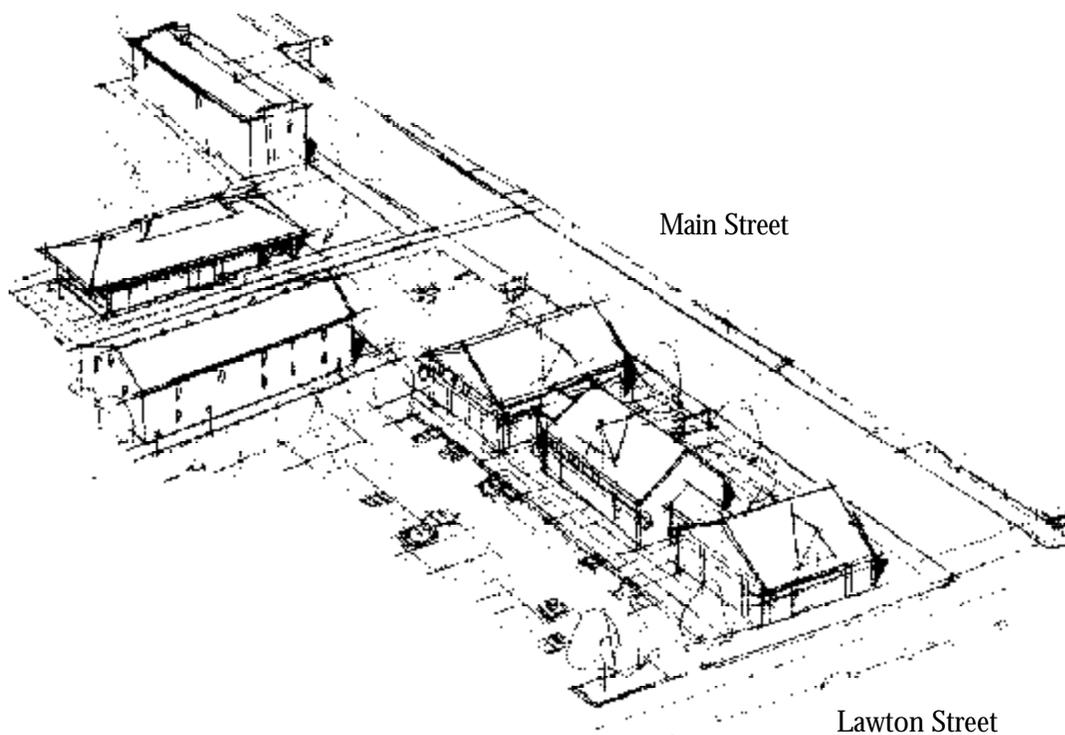
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Part One: Design Guidelines by Redevelopment Areas

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Main Street Commercial

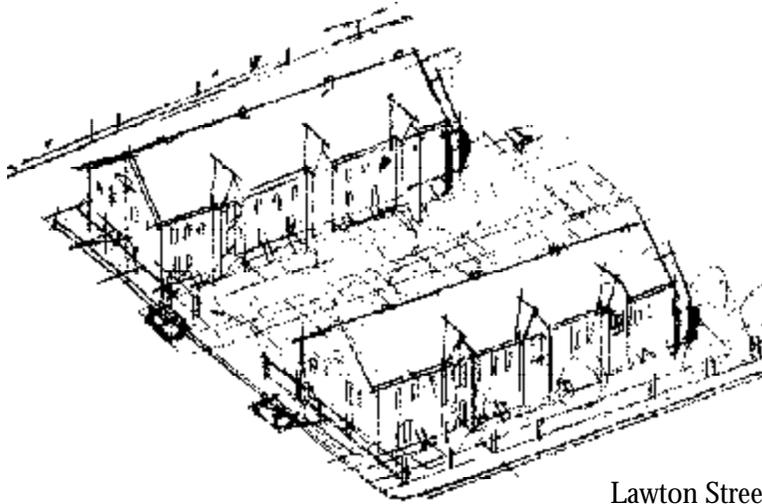
- Quality commercial development and redevelopment
- Rehabilitation of historic warehouses and depot
- New development should be in keeping with surrounding historic architecture
- Parking located primarily in rear
- Street side parking should be adequately screened
- Provide pedestrian oriented connections to the Downtown
- Provide safe pedestrian crossings of Main Street at key intersections including Fulton Street and Lawton Street
- New commercial development:
 - One to one-and-a-half story height
 - Gable roof form, slope to match warehouse and lumber yard buildings
 - Some gabled facades should face Main Street
 - Brick or wood clapboard siding, compatible in color with warehouse buildings
 - Transparent area of facades should be at least 50%
 - Masonry chimneys and vents
 - Buildings accessible from front and rear
 - Service areas to be screened and/or integrated with building
 - Signage to be integrated with building (see signage design guidelines)



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Warehouse District Mixed Use Residential

- Approximately 40-70 units
- Outdoor common space (courtyard) for residents with a high level of quality landscaping and amenities
- Pedestrian oriented site and building design
- Adequate screening from adjacent commercial and office uses
- Underground parking with a minimum of surface parking
- Architecture should be reminiscent of historic tobacco warehouses in terms of height, massing, orientation, materials, and roofline:
 - 2-3 story buildings
 - Gable roof form, slope to match warehouses
 - Masonry exterior finish, color compatible with warehouses
 - Consistent rhythm of windows
 - Stairwells and lobbies integrated into interior of building form

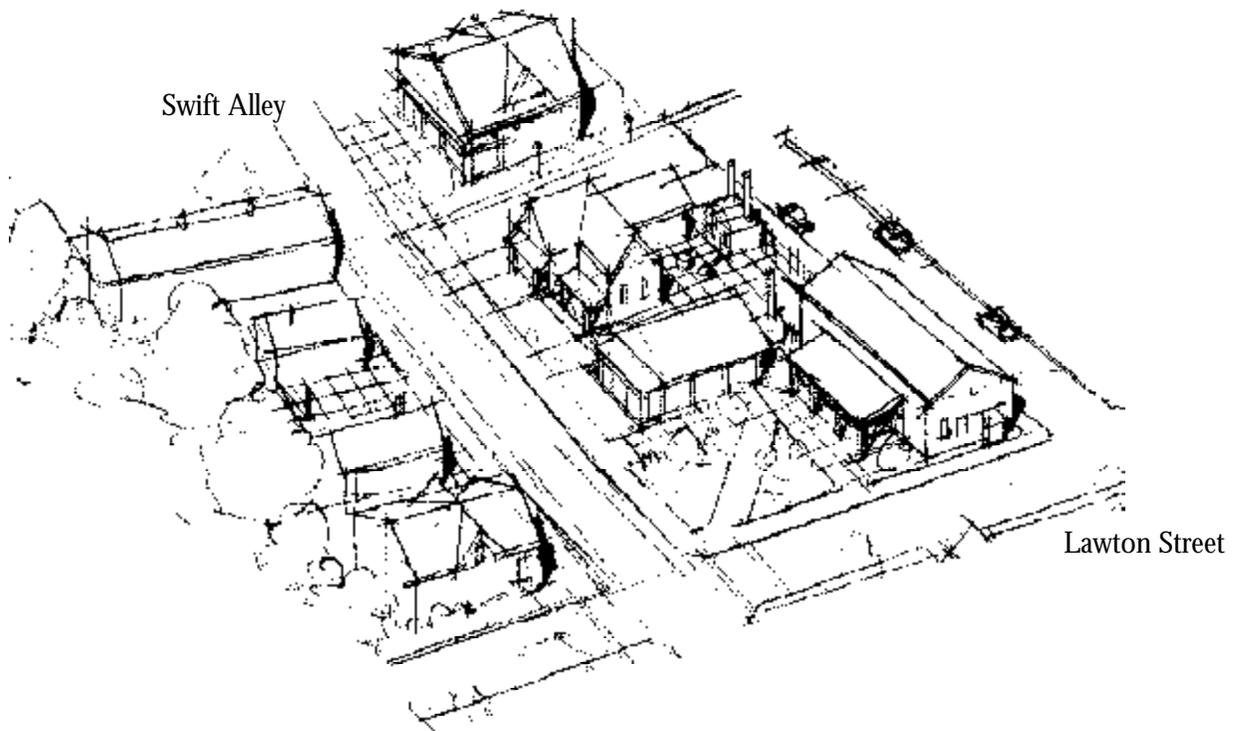


Lawton Street

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Swift Alley Commercial

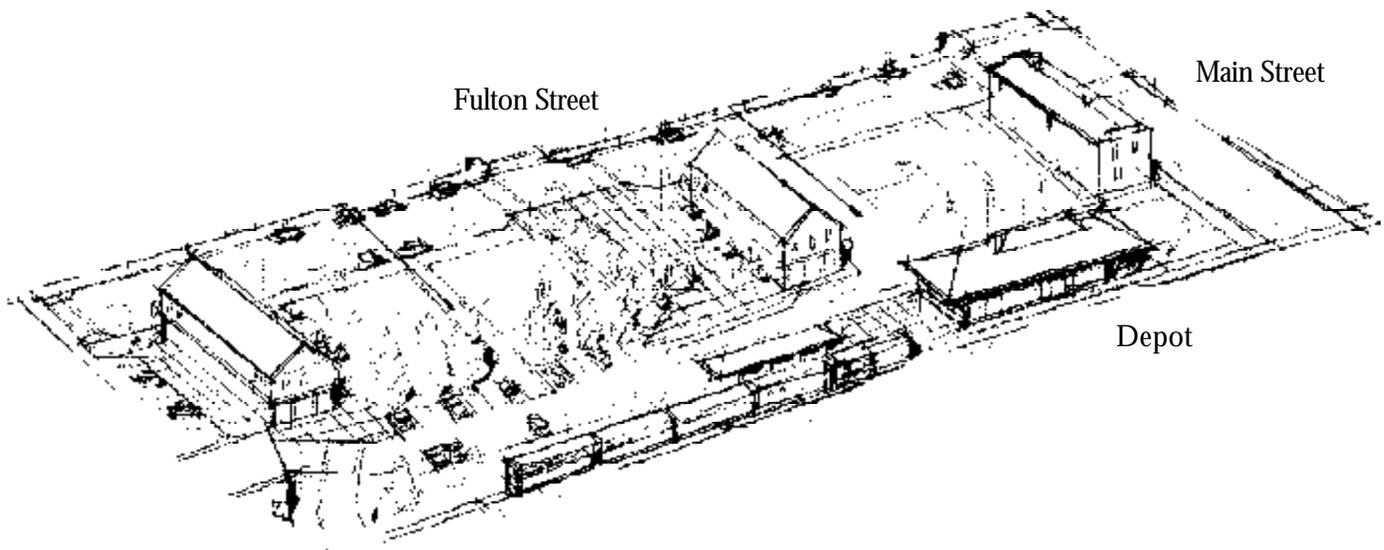
- Maintain and improve small scale public street and pedestrian alley (22'-24' curb to curb) from Fulton Street to Lawton Street
- On-site kiln
- Pedestrian oriented site and building design
- Parking should be located at the rear of buildings or on-street
- Provide site for Pauline Pottery Museum
- Architecture should be reminiscent of historic craft businesses:
 - 2 story buildings
 - Combination of gable roof forms, shed roof porches permissible
 - Masonry or wood clapboard siding
 - Retail space in front of first floor must face Swift Alley, transparent facades
 - Working studio with observation area in rear of first floor
 - Residential use on second floor



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Fulton Street Commercial

- Quality commercial development and redevelopment
- Civic greenspace/public square across from historic facades
- Rehabilitation of Historic Warehouse and Depot
- New commercial development
- 2 buildings for retail/office
- Potential site for new restaurant
- Provide a strong connection, visual and physical, to the parking in rear
- Maintain on street parking
- New development should be in keeping with surrounding historic architecture and function for retail and office uses:
 - Two stories in height
 - Gable roof form, slope to match other warehouses
 - Gable end to face Fulton street
 - Masonry exterior finish
 - Building activity should be able to spill out onto the “square”
 - Storefront windows on lower level
 - Consistent rhythm of windows on upper level



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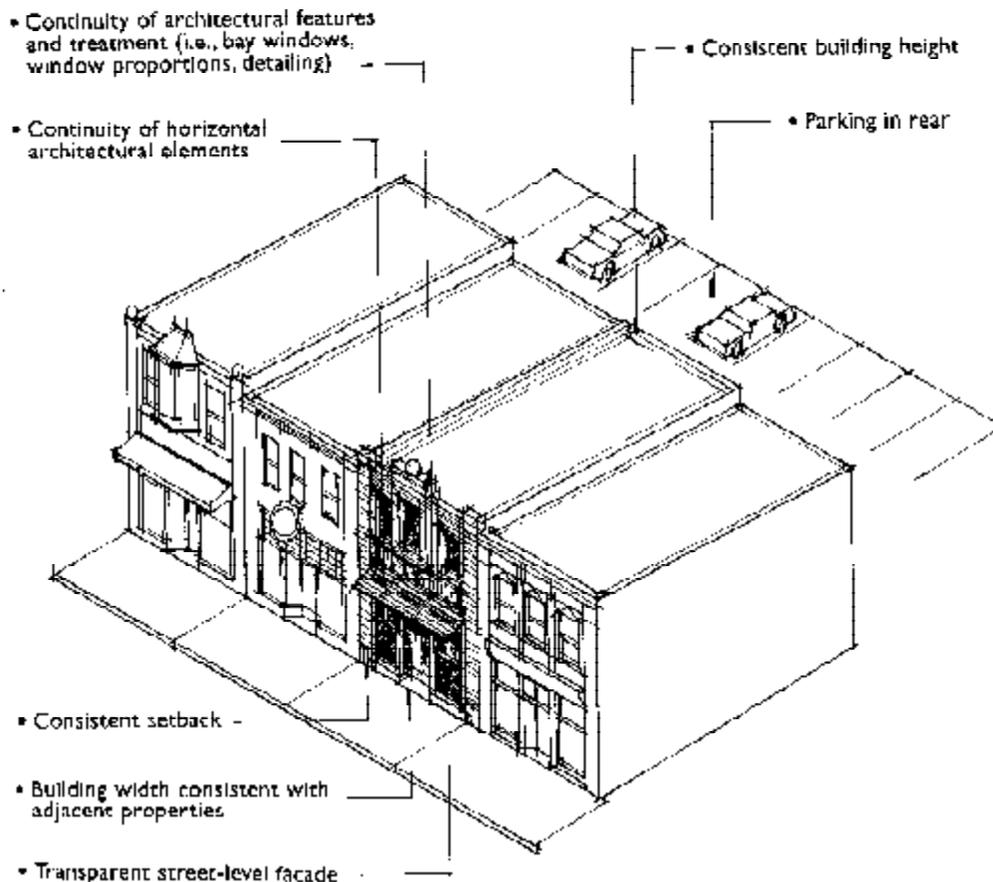
Part Two: Design Guidelines by Development Types

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Central Business District Infill

The following guidelines are appropriate where the infill of a high-density commercial — as well as upper-story residential and office — property is desired. The guidelines are intended to help create viable and attractive properties which are harmonious with the existing central business district character.

- Pedestrian-scaled streetscapes
 - Visible business activity
 - Harmonious design
-
- Consistent building setback, width, and height as well as the consistent use of architectural features establish continuity with adjacent buildings and maintain the scale of existing building blocks and streetscapes.
 - Transparent facades increase visibility of business information and activity from the sidewalk and street.
 - Parking in the rear allows for convenient access by car while maintaining pedestrian-scaled experience at the front.

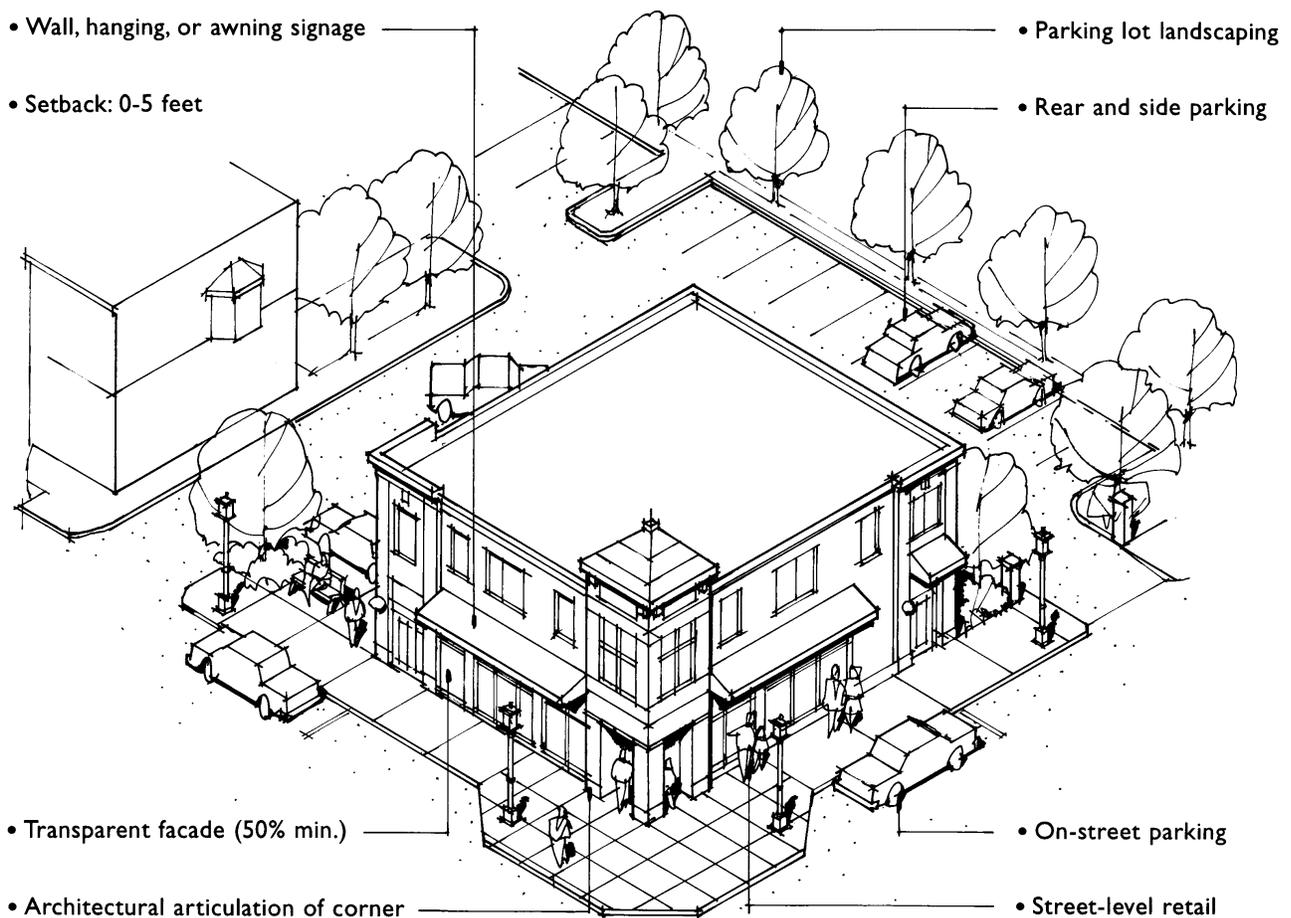


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Corner Retail Lot

The following guidelines are appropriate for corner commercial lots. Corner lots are important because they are highly visible and accessible. The guidelines are intended to help create efficient, viable, attractive, and pedestrian-scaled, corner commercial development.

- Pedestrian-scaled streetscapes
- Building presence on street
- Convenient and coordinated parking and circulation
- Minimum setback uses development land efficiently and brings front entries near the pedestrian-scaled public sidewalk .
- Transparent facades increase visibility of business activity from the sidewalk and street. Integrated signage increases visibility of business name and reduces visual clutter of the streetscape.
- Architectural articulation (projections, recesses, detailing, etc.) of the corner defines the edge of two streets and increases the memorability of the businesses and the structure.
- Parking on the street and at the side and rear allows for convenient access by car.
- Screening of parking lots and service areas minimizes negative impacts.

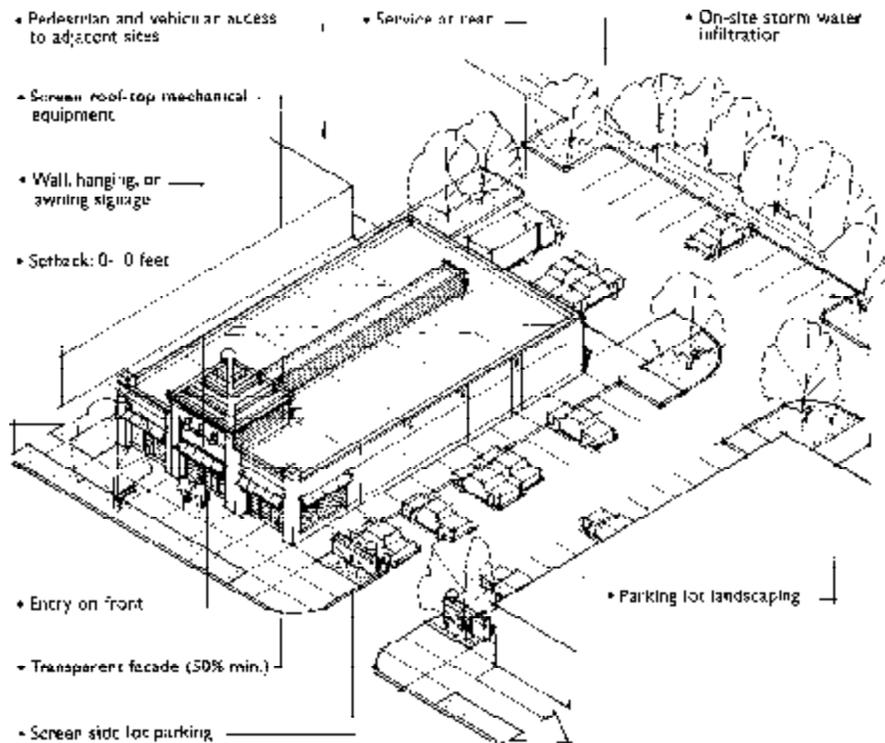


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Typical Commercial Lot

The following guidelines are appropriate for typical commercial lots. The guidelines are intended to help create efficient, viable, attractive, and pedestrian-scaled commercial development.

- Visible business information
 - Pedestrian-scaled and attractive streetscapes
 - Convenient and coordinated parking and circulation
 - Improved appearance through screening
-
- Minimum setback uses development land efficiently and brings front entries near the public sidewalk.
 - Transparent facades increase visibility of business activity from the sidewalk and street.
 - Integrated signage increases visibility of business name and reduces visual clutter of the streetscape.
 - Access to adjacent sites increases accessibility to all businesses and reduces unnecessary duplicated drives and walks.
 - On-site storm water infiltration reduces runoff leaving the site reducing the burden on stormwater systems.
 - Screening of parking lots and service areas minimizes negative impacts.
 - Screened mechanical equipment improves appearance.

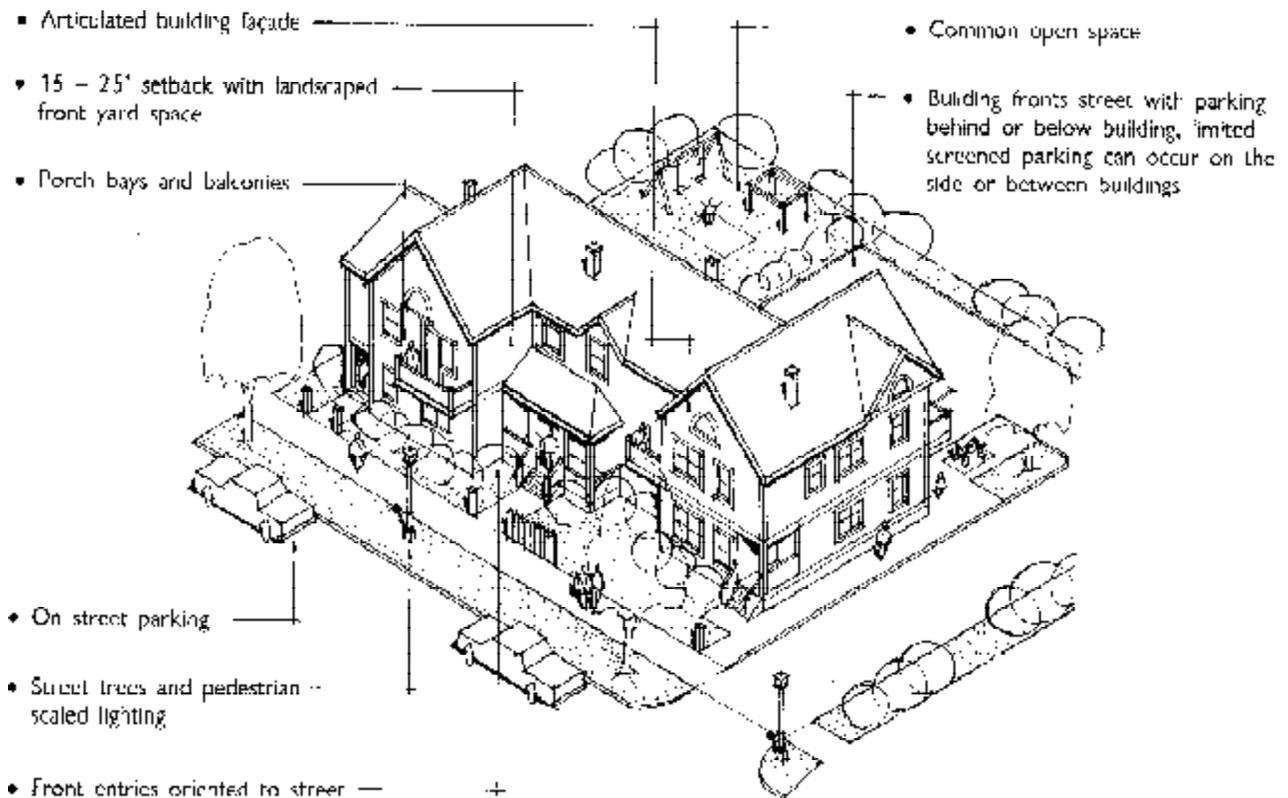


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Residential: Multi-family

The following guidelines are appropriate where medium density housing is desired. The guidelines are intended to help create efficient, attractive, pedestrian-oriented residential development.

- Efficient use of development land
 - Opportunities for interaction between neighbors
 - Pedestrian-scaled streetscapes
-
- Minimum setbacks use development land efficiently and bring street-oriented entries near to the public sidewalk.
 - Variation in setback dimensions define individual units and increase visual interest and privacy.
 - Prominence of porch and front entries increase the opportunities for social interaction.
 - Articulation of building facades and the use of landscaping, street trees, and lighting add interest to the streetscape.
 - Shared open space maximizes available space per tenant.
 - Parking, behind or below residential units, maximizes frontage of lot for pedestrian activity.

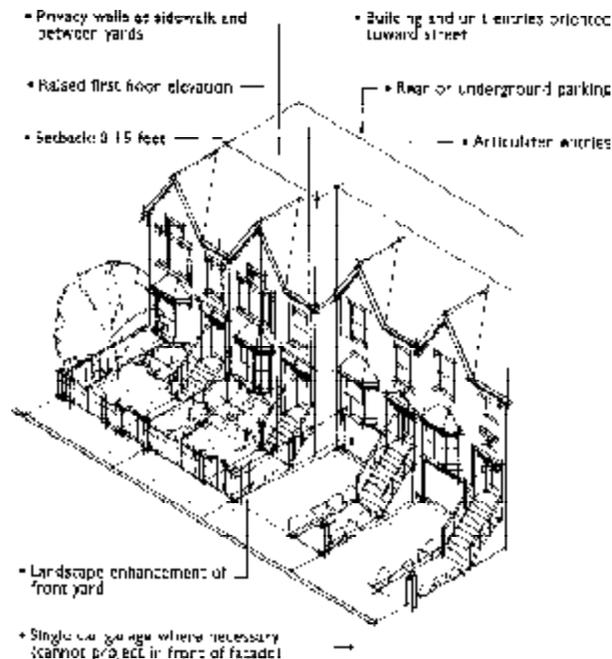


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Urban Residential

The following guidelines are appropriate where high-density, urban-scaled housing is desired. The guidelines are intended to help create efficient, secure, and pedestrian-scaled residential development. Two-story “town house” type units are shown.

- Efficient use of development land
 - Urban character
 - Pedestrian-scaled streetscapes
 - Opportunities for interaction between neighbors
 - Inviting residential units
 - Security and privacy
-
- Minimum setbacks use development land efficiently and bring front entries near the public sidewalk.
 - Variation in setback dimensions avoid monotonous blocks, define individual units, and increase privacy and security.
 - Fences or walls at the sidewalk and between front yards create intimate pedestrian-scaled spaces and increase privacy and security.
 - Raised first floors increase privacy and security
 - Articulated (projections, recesses, detailing, etc.) entries identify individual units and add interest to the town house facades.
 - Parking, located under the first floors or at the rear, keep the street facade and front yard pedestrian-scaled.
 - Front garages, when they must be used, should be of minimum width and not project in front of the remainder of the facade.



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Part Three: Design Guidelines by Design Element

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Building Form: Height

Building height is a primary factor in determining the sense of scale of an area. Discrepancies in height can be obvious and visually incompatible within the context of the block.

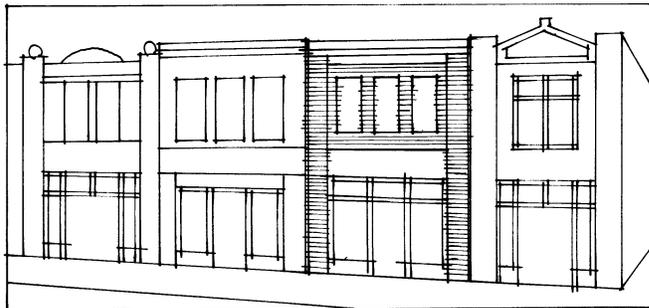
Performance Guidelines

- Maximize compatibility of building scale with existing buildings in the immediate area.

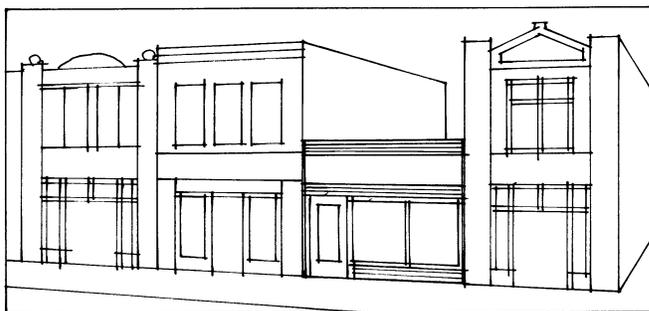
Design Guidelines

- Infill facades should maintain a similar or compatible height as their neighbors in order to preserve the visual rhythm of the surrounding area.

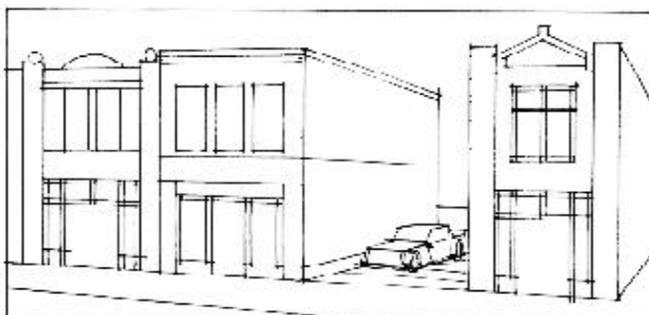
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Not This...



Or This...



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Building Form: Infill

New construction in an existing block or neighborhood can impact on the area's coherency and character.

Performance Guidelines

- New construction should not conflict with or detract from existing character.
- New development should be sensitive to existing physical and visual patterns.

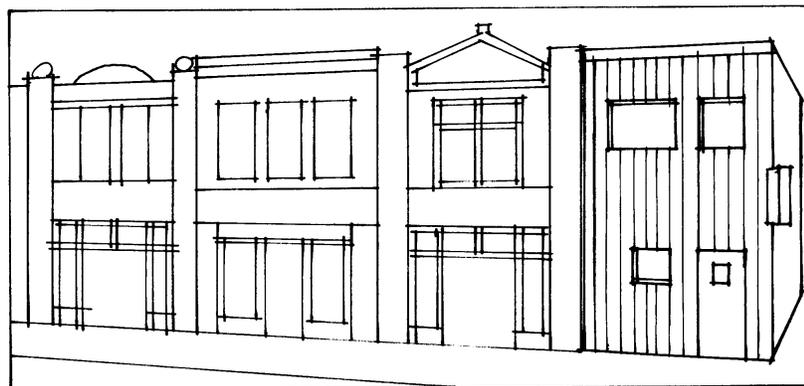
Design Guidelines

- The decisions on building setback, height, width, detailing, materials and color of new buildings should be based on maintaining the current visual rhythm of the street facade. The successful blending of these elements can determine whether or not the new building will maintain the character of the street facade. (See additional guidelines regarding above design considerations)

This...



Not This...



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Building Form: Upper & Lower Stories

Because the use of multi-story buildings often varies, upper and lower stories often vary in their treatment over time. The integrity of the building as a whole depends on the appropriate treatment of the upper and lower stories.

Performance Guidelines

- Architecturally unify multi-story buildings.
- Reflect the different uses supported by a single building through the different treatment of the upper and lower stories.

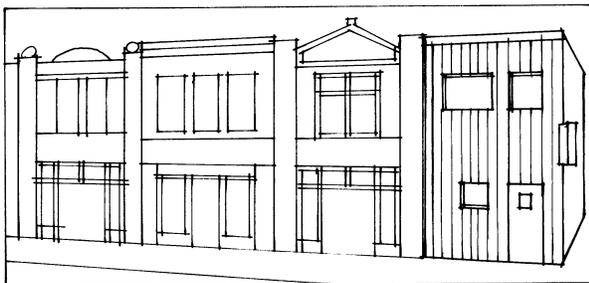
Design Guidelines

- Maintain the distinction between the upper and lower floors.
- Rhythm of ground floor shall harmonize with rhythm of upper stories
- The first floor should be transparent (through the use of display windows) and inviting to the public, while upper stories may be less transparent.
- Typically, the first floor retains a largely transparent character, while the upper story has a more solid quality to it. The difference is seen in the proportion of storefront windows to the smaller upper story windows. The line achieved by a consistent first-floor height helps to establish a sense of scale for pedestrians.

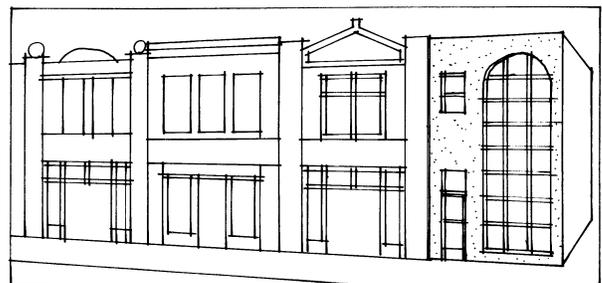
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Or



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Building Form: Width

Building width is a primary factor in expressing the rhythm of a street's facades.

Performance Guidelines

- Maintain the consistency of building widths in an architectural block.

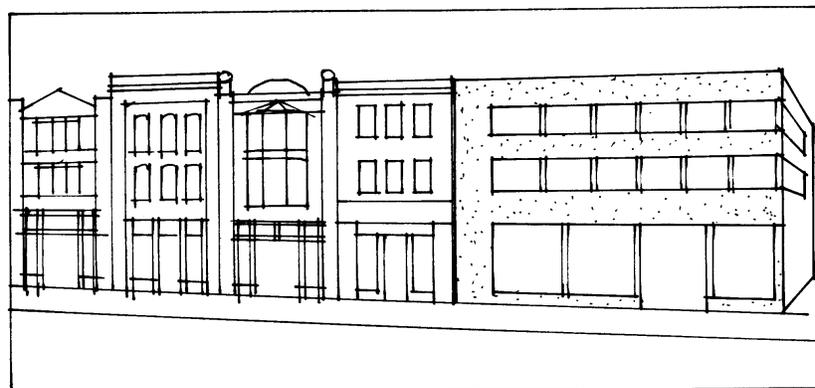
Design Guidelines

- Match the width dimension of existing buildings.
- If a new building will be placed on a number of lots, the established horizontal rhythm can be maintained through the division of the structure into smaller bays.

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Building Elements: Traditional Elements

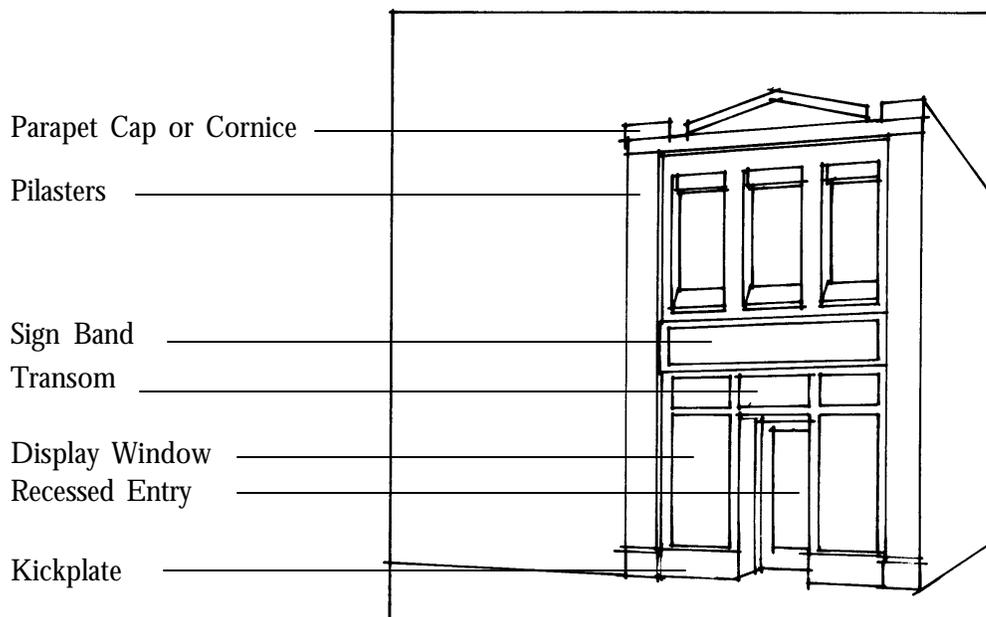
Existing architectural design elements are a rich source of design detailing.

Performance Guidelines

- Create historic continuity and unity to the downtown

Design Guidelines

- Incorporate traditional facade components in new construction.
- The use of some or all of the following can help unify the overall street facade (whenever possible, align with others in the block):
 - Kickplate as a base to the store front
 - First floor display window
 - Transom
 - Parapet cap or cornice
 - Recessed Entry
 - Sign Band



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Building Elements: Vertical Rhythms

Vertical rhythms created by building widths and the design and location of architectural openings and features can influence the coherency of a block of buildings.

Performance Guidelines

- Maintain continuity of vertical rhythms.

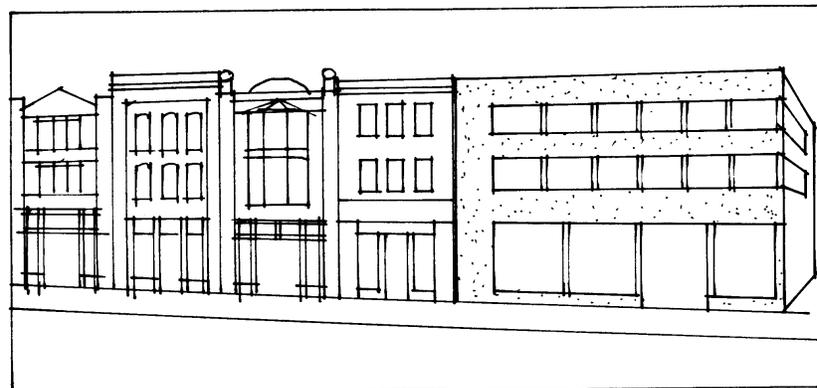
Design Guidelines

- If a new building will be placed on a number of lots, the established horizontal pattern can be maintained through the division of the structure into vertical smaller bays.
- New infill structures should also preserve the same width as the surrounding buildings.

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Building Elements: Horizontal Rhythms

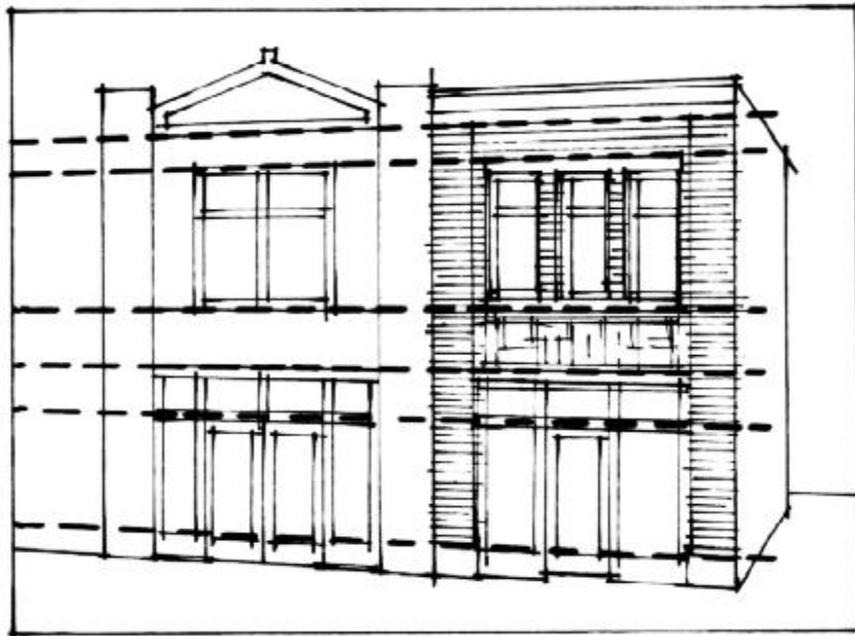
The design and location of architectural openings and features relative to existing horizontal patterns can influence the continuity of a block

Performance Guidelines

- Establish a sense of scale for pedestrians.
- Establish a sense of continuity between adjacent properties.

Design Guidelines

- The upper story windows should reflect the same rhythm, character, and height as the windows of the adjoining buildings.
- Horizontal building detailing such as sills, headers, transoms, cornices, signage bands shall be compatible in design and elevation with those of existing buildings in the immediate area.



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Building Elements: Detailing

Detailing can help achieve a desired sense of scale and character as well as compatibility with adjacent buildings.

Performance Guidelines

- Create appropriate scale (pedestrian, auto, etc.) through detailing.
- Create continuity with adjacent buildings through detailing.

Design Guidelines

- Consider using architectural elements from adjoining buildings to establish a sense of continuity.
- Building detailing including sills, headers, transoms, cornices, signage bands shall be compatible in design and elevation with those of existing buildings in the immediate area.
- Avoid large flat, blank surfaces without windows or architectural details, particularly at pedestrian levels.
- The infill structure should reflect both the ratio of window to solid wall area and the size and proportion of windows and door openings of the surrounding buildings.



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Building Elements: Storefront

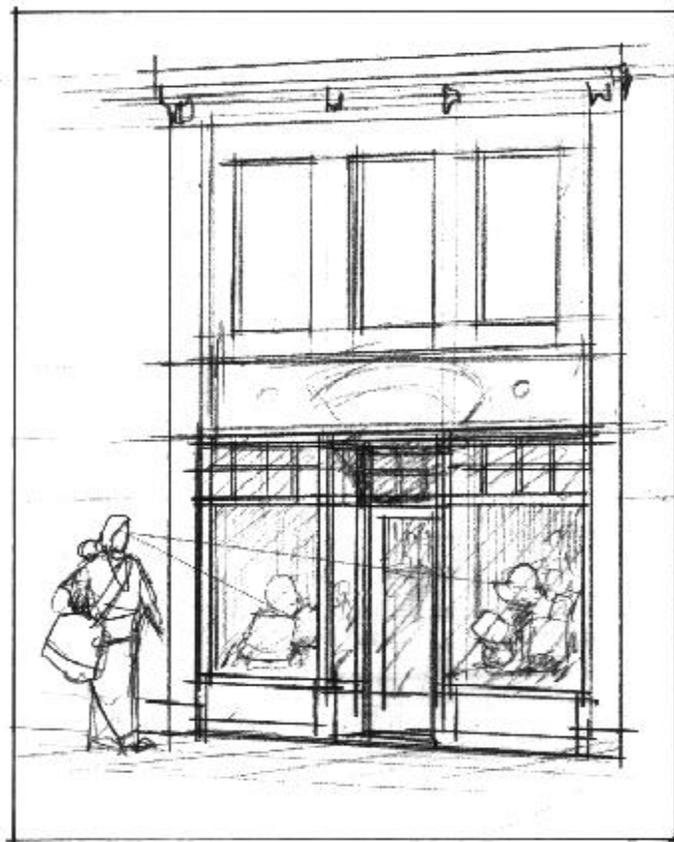
The storefront is the most important element of a commercial facade. The design of the storefront affects the perception of the business, the functional interaction of the business and the public, and the character of the street.

Performance Guidelines

- Building storefronts should be inviting to the public.
- Activity and displays inside the place of business should be visible to the street.

Design Guidelines

- At least 75 percent of the first floor street-side facade should be transparent (through the use of display windows).
- Establish a consistent first-floor height (storefront height) to establish a sense of scale for pedestrians.
- Rhythm of store floor should harmonize with rhythm of upper stories.



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Building Elements: Roof/Cornice

The roof form has a strong influence on the character of the building's form. The design of the roof and cornice affect our perception of the building's style, form, height, etc.

Performance Guidelines

- Create interest in building silhouette.
- Create continuity in roof types.

Design Guidelines

- Maintain cornice lines of adjacent properties.
- Cornice style should match architectural style of building.
- Mansards or other exotic roof shapes should not be used.
- Roof forms in CBD shall be flat or gently sloped not visible from the street.

This...



Not this...



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Building Appearance: Style

Design styles tell the story of community. Styles have characteristics which can lend consistency to a community.

Performance Guidelines

- Enhance community's collection of architectural styles.
- Style should be appropriate to region.
- New construction should not attempt to duplicate historic period.

Design Guidelines

- It is both difficult and costly to accurately replicate a historic period. Attempts to camouflage a new building should be avoided.
- Infill construction should embrace contemporary design, but also respond to the adjoining historical buildings.
- The new building should have a distinct, original character and should reflect certain qualities of the surrounding buildings.

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Building Appearance: Materials

The materials of a building help to determine how well the structure blends in with its neighbors.

Performance Guidelines

- Reflect existing palette and local traditions.

Design Guidelines

- The new building should utilize the predominant colors and materials of the area.
- Use clear or slightly tinted glass; do not use mirrored, smoked, heavily tinted glass.
- Warm, small scale materials should be used on pedestrian accessible surface.
- Newer materials such as concrete block, poured in place concrete should not be used as finish material on front or visible facades.
- Asphalt shingle siding should not be permitted.
- CBD stone or brick facing should be of even coloration and consistent size.
- Cinder block, concrete block, concrete slab, or concrete panel should not be permitted.

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Building Appearance: Color

The colors of a building are a large factor in determining how well the structure blends in with its neighbors.

Performance Guidelines

- Minimize discordant use of color.
- Maximize color harmony within and between properties.

Design Guidelines

- Exterior colors shall be compatible and harmonious with existing buildings.
- Exterior color schemes shall be used consistently throughout the property, including on the both the upper and lower portions of buildings.
- Color combination schemes shall be limited to no more than three different colors for all the structures on the property.

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Building Appearance: Utilities

Utilitarian features, if not integrated into design considerations, can detract from the site and building.

Performance Guidelines

- Minimize negative visual impact of utilitarian features.

Design Guidelines

- Avoid cluttering facades with brackets, wiring, meter boxes, antennae, gutters, downspouts, etc.
- Place roof-top utilities out of view from public rights-of-way through proper location on roof or site or through screening.

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Signage: General

Signs produce a lasting impression and an indication of the commercial health of a business district. One of the most important determinants of the visual character and coherency of communities is signage.

Performance Guidelines

- Ensure that signs aid in orientation and adequately identify uses and activities to the public.
- Discourage excessive visual competition in signage.
- Reduce distractions and obstructions from signs.
- To preserve or enhance City character by requiring new and replacement signage that is:
 - creative and distinctive
 - compatible with the surroundings
 - appropriate to the type of activity to which it pertains
 - expressive of the identity of individual proprietors or the community as a whole
 - appropriately sized in its context, so as to be readable



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Signage: Type

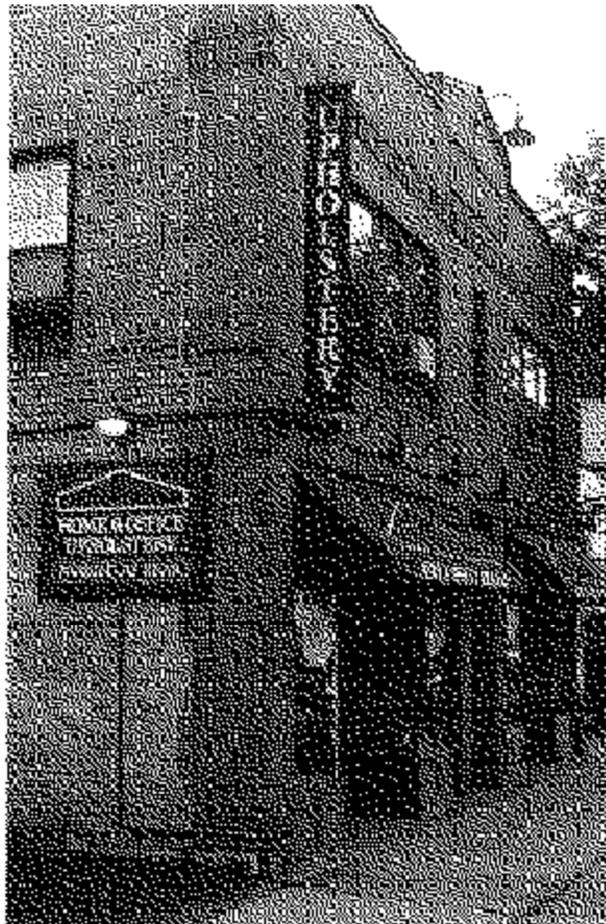
Signage types have a large impact on the appearance of a commercial districts.

Performance Guidelines

- Increase readability of everyone's signs.
- Decrease conflict between signs.
- Increase integration with architectural features and character.
- Decrease obstruction of architectural features.

Design Guidelines

- The following signs may be used for individual businesses (see additional guidelines): wall signs, projecting signs, and awning signs.
- Signs painted directly onto a window surface can often be quite effective. Appropriately designed neon window signs (with custom shapes and colors complementary to the building) are another option, and can add character to an establishment if sensitively handled.



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Signage: Location

Consistency in sign location between businesses will influence visibility of signs, conflicts between signs, and integration with architectural character.

Performance Guidelines

- Increase readability of all signs.
- Decrease conflict between signs.
- Increase integration with architectural features and character.
- Decrease obstruction of architectural features.

Design Guidelines

- Signs should be concentrated near the pedestrian level in storefront areas or in the "information" or "signage" band above the storefront.
- Locating signs on the upper facades of buildings should be avoided in order to avoid visual clutter and obstructing important architectural features. Use of a conservative, well-designed banner or sign, meeting all other guidelines and well integrated with architectural elements, may be approved on an individual basis.
- Location of signs shall be integrated with architectural elements.
- Signs identifying commercial establishments should generally be placed within a long, continuous information band immediately above the storefront or should be applied directly onto the display window. The information band should generally be between 18 inches and 26 inches in its vertical dimension and must never be allowed to cover transom windows and other architectural details and elements.
- Signs on adjacent storefronts should be coordinated in height and proportion and, wherever possible should use the same sign format (or they should at least employ identical backgrounds).
- Wall signs should not extend higher than the eave line or top of the parapet wall of the principal building. Such signs should not extend above the lowest point of the roof, nor beyond the ends of the wall to which it is attached. No part of a wall sign, including the display surface, should extend more than 12 inches from the building surface.

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Signage: Number & Size

Limitations on the number and size of signs for each business has a direct influence on the character of a community and its streets.

Performance Guidelines

- Increase readability of everyone's signs.
- Decrease conflict between signs.
- Increase integration with architectural features and character.
- Decrease obstruction of architectural features.

Design Guidelines

- The number of signs per building is determined by the following guidelines:
 - There should be no more than one sign per occupancy.
 - Each ground floor occupant of a building may display one sign.
 - Each occupant in an upper level of a building may display one sign.
- Information band should generally be between 18 inches and 26 inches in its vertical dimension and must never be allowed to cover transom windows and other architectural details and elements.
- Projecting signs shall be no larger than 12 square feet.
- Signs in the downtown should relate to pedestrians and people moving in slow moving vehicles. Large, auto-oriented signs (pole or pylon signs) are inconsistent with both the scale of the downtown and its pedestrian character and therefore, they should be avoided.
- Window signs should not exceed more than 30 percent of the window area in which they are displayed.
- Appropriate dimensions are relative to the sign type and its location and placement. Smaller, simply designed signs are the easiest to read, and therefore, the most effective. The signs must not obscure important architectural details or features.
- The total area of signs on a building wall shall not exceed 2 1/2 square feet per linear foot of building, not to exceed 25 square feet.

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Signage: Style & Lettering

The style and use of lettering on signs will influence visibility of signs and the integration with architectural character.

Performance Guidelines

- Increase readability of everyone's signs.
- Increase integration with architectural features and character.

Design Guidelines

- Lettering styles should compliment the style and period of the building on which they appear. Traditional block and curvilinear styles that are easy to read are preferred. No more than two different type styles should be used on the same sign to avoid a cluttered appearance.
- Letters and symbols on the signs should conform to standards established throughout the downtown.
 - Individual letters or symbols may be attached to an awning, marquee, building surface, wall or signboard.
 - Letters or symbols should not project more than 12 inches from the building surface.
 - Such letters and symbols should not obscure the architectural features of the building to which they are attached.
 - Such letters and symbols should not extend above the lowest part of the roof, nor beyond the ends of the wall to which they are attached.
 - When a lot fronts on more than one street, the aggregate sign area facing each street frontage shall be calculated separately.

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Signage: Material

Use of materials in signs has a strong influence on the overall character of a community's commercial district.

Performance Guidelines

- Sign materials should be consistent with, or at least complement the original construction materials and architectural style of the building façade on which they are to be displayed.

Design Guidelines

- Natural materials such as wood and metal are much more appropriate than plastic. Internally lit plastic signs are out of context with the period and styles that are encouraged in the downtown and are often the most offensive type of signage in such areas.
- Permitted sign materials include glass, plastic, wood, brass, metal leaf, metal plates, canvas or related fabric, or etched glass, stone or concrete.

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Signage: Color & Illumination

Consistency in use of color palettes and restricted use of illumination techniques can enhance the day and night time impression of a commercial district.

Performance Guidelines

- Increase readability of everyone's signs.
- Decrease conflict between signs.
- Increase integration with architectural features and character.

Design Guidelines

- Illumination of exterior signage shall be limited to shielded spotlight.
- Flashing signs are not permitted.
- Sign color should adhere to the following guidelines:
 - Sign colors should be chosen to complement, not clash, with the facade color of the building.
 - Signs should normally not contain more than three colors, except in instances of illustration. Dark backgrounds with light colored lettering are preferred. Examples of preferred background colors are burgundy, red, forest green, chocolate brown, black, charcoal, and navy blue.
 - Preferred lettering colors are ivory, white, or gold. "Day glow" colors should be prohibited.
- The type of lighting that is most appropriate to the character of the downtown is direct illumination from a shielded source of light. Internal illumination is generally out of character for the area. Exceptions can be made, however, for contemporary "infill" buildings which, where internally lit signs with opaque backgrounds and glowing translucent letters may be permitted. Also, individual solid metal letters with internal lighting tubes that backlight the wall in a "halo" effect may also be used.
- Neon window signs may be permitted in cases where they are custom designed to be compatible with the building's historic and/or architectural character. Neon signs should meet the same dimensional requirements as other signs in the downtown.

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Signage: Wall

Appropriate use of wall signs provides a functional and aesthetic addition to a business.

Performance Guidelines

- Increase readability of everyone's signs.
- Decrease conflict between signs.
- Increase integration with architectural features and character.
- Decrease obstruction of architectural features.

Design Guidelines

- Wall signs should not project more than 12 inches from the building surface.
- Such signs should not obscure architectural features of the building.
- Where a lot fronts on more than one street, the aggregate sign area facing each street frontage should be calculated separately.
- Where two or more wall signs are affixed to one wall, the gross display area should be the sum total area of all signs.
- Wall signs should not extend higher than the eave line or top of the parapet wall of the principal building. Such signs should not extend above the lowest point of the roof, nor beyond the ends of the wall to which it is attached. No part of a wall sign, including the display surface, should extend more than 12 inches from the building surface.

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Signage: Awnings

Appropriate use of awning signs provides a functional and aesthetic addition to a business.

Performance Guidelines

- Increase readability of everyone's signs.
- Decrease conflict between signs.
- Increase integration with architectural features and character.
- Decrease obstruction of architectural features.

Design Guidelines

- Awnings: size, color and placement should complement the architectural character of the building.
- Soft, weather-treated canvas or vinyl materials which allow for flexible or fixed installation shall be used.
- Awning signs should be painted on or attached flat against the surface of the awning, but not extend beyond the valance or be attached to the underside.
- Letters on awning signs should not exceed 10 inches in height.
- A minimum of 7 feet above sidewalk level should be allowed for pedestrian clearance.

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Signage: Three Dimensional

Appropriate use of three-dimensional signs provides a functional addition to a business.

Performance Guidelines

- Increase readability of everyone's signs.
- Decrease conflict between signs.
- Increase integration with architectural features and character.
- Decrease obstruction of architectural features.

Design Guidelines

- Projecting signs, if flat, should not exceed 12 square feet.
- The total area of a three dimensional sign should be determined by enclosing the largest cross-section of the sign in an easily recognizable geometric shape and computing its area.
- The sign should be hung at right angles from the building and should project no more than 4 feet from the building or one-half of the sidewalk width, whichever is less.
- The supporting framework should be in proportion to the size of such sign.
- Signs that project over a public right of way (including sidewalks) should be covered by a public liability insurance policy, which names the community as the insured party.
- The top of the sign may be suspended in line with one of the following, whichever is the most successful application of scale, linear continuity, and visibility as determined by the Historic Commission:
 - Suspended between the bottom sills of the second story windows and the top of the doors and windows of the ground floor; or,
 - The lowest point of the roof of a one story building.
- A projecting sign should have a minimum clearance of 10 feet above grade when located adjacent to or projecting over a pedestrian way. If projecting over a driveway or alley, the clearance should be at least 15 feet.
- Free standing pole signs should not exceed 25 feet in height and 10 square feet in area.

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Amenities: Landscaping

Well-placed use of landscape materials can enhance a site and its building.

Performance Guidelines

- Complement site and building design.
- Screen undesirable views.
- Provide shade.

Design Guidelines

- One canopy tree shall be provided within, or within 5 feet of the edge of, on-site paved areas for every 2,000 square feet of paved area.
- All areas which are not covered by impervious paving or structures shall be covered with vegetative groundcover.
- Base of freestanding signs shall be concealed by plant material.
- The use of vegetation and various hardscape elements helps separate and contain pedestrians and vehicles to their respective areas.

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Amenities: Street Furniture

Well-placed use of street furnishings can enhance a site and its building.

Performance Guidelines

- Provide safe, clean, functional site.

Design Guidelines

- Provide benches where people need to wait or enjoy watching.
- Provide lighting at corners and walkways.
- Provide trash receptacles where easily maintained and where people wait.
- Exterior lighting shall be compatible and harmonious with the general design theme.
- Design, color, height, location, and light quality of on-site pedestrian scaled lighting shall be consistent with and complement the district's character.
- Design, color, height, location, and light quality of on-site vehicular scaled lighting shall be consistent with and complement the district's character.

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Amenities: Screening

The impact of unavoidable undesirable views can be minimized through the use of landscape and hardscape screening techniques.

Performance Guidelines

- Minimize the impact of undesirable views.
- Maintain the pedestrian scale at the street level by continuing the street facade and masking the gap created by the drive and parking.

Design Guidelines

- On-site paved areas, including parking lots, loading areas, circulation drives, and patios shall be screened from the view of the public rights-of-way and adjoining properties.
- Trash storage areas, air conditioning units, and related storage and utility areas and components shall be fully screened from the view of adjoining properties, public rights-of-ways and customer areas.
- When using hardscape elements, use materials that are similar in texture, material, and color to the materials which are used on the surrounding buildings.
- Commonly used buffers include the following:
 - Walls, fencing, & arbors
 - Upraised planters
 - Combination shrub/tree plantings

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Parking Location

Parking is an integral component of downtown development and important to business accessibility. Public and private parking lots can, however, also detract from the appearance of the downtown.

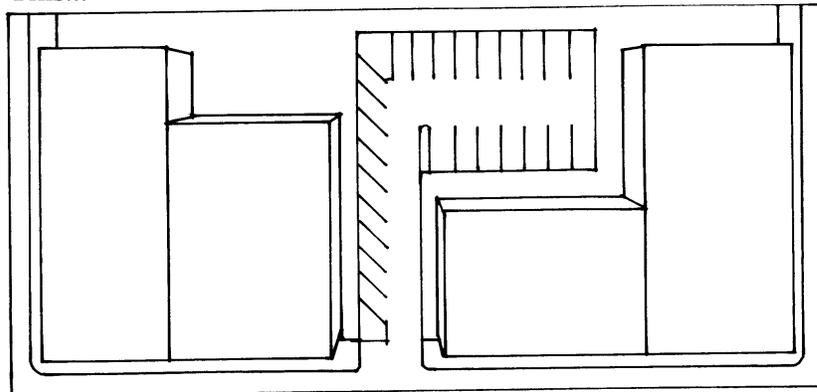
Performance Guidelines

- Provide adequate parking for downtown businesses.
- Preserve the pedestrian-friendly nature of a downtown streetscape.

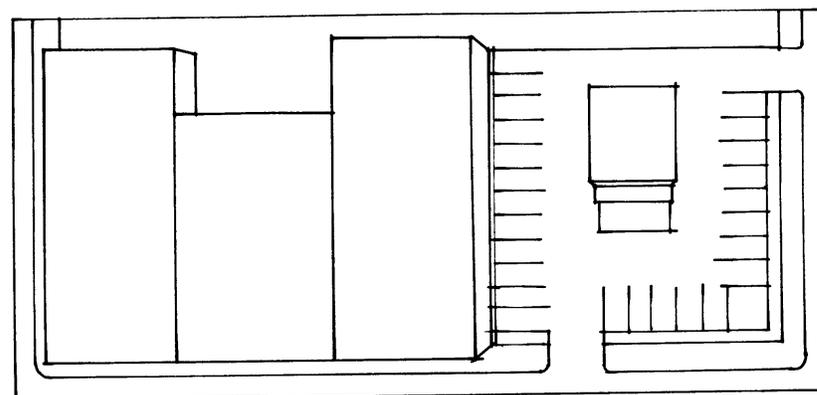
Design Guidelines

- Parking lots should be sited at the rear or the interior side of the building in order to minimize gaps in the continuous building facades of the street.
- When parking lots are sited behind a building, it is preferred that they are accessed by an alley. This minimizes gaps that would otherwise be created by on-street driveways.

This...



Not This...



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Parking Buffering

The visual impact of parking areas can distract from the appearance of a property or streetscape.

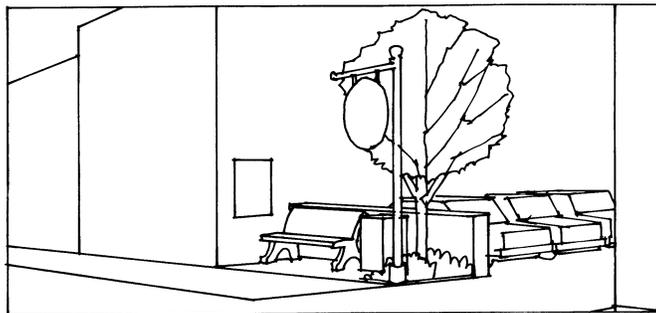
Performance Guidelines

- Preserve pedestrian friendly nature of downtown streetscape.
- Separate pedestrians and vehicles.

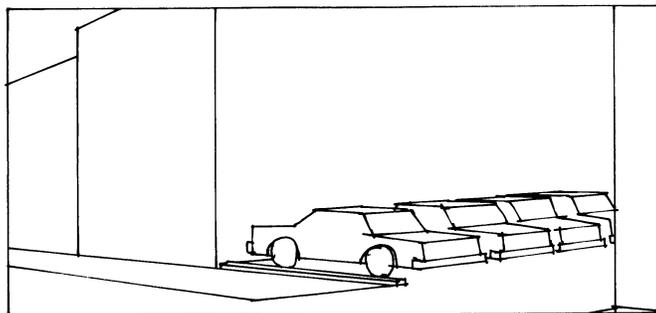
Design Guidelines

- When it is necessary to place parking lots in-between buildings, rather than behind, they should be buffered from the street side by either architectural elements or plantings.
- Continue the face of the street facade by locating screening in line with adjacent facades.
- Commonly used buffers include the following:
 - Walls, fencing, & arbors
 - Upraised planters
 - Combination shrub/tree plantings
- When using hardscape elements, use materials that are similar in texture, material, and color to the materials which are used on the surrounding buildings.

This...



Not This...



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Building Location

A primary consideration of redevelopment of a property is the location of the building on the site.

Performance Guidelines

- Maximize presence of building on street.
- Minimize impact of parking.
- Maintain existing enclosure of streetscape.
- Maximize pedestrian accessibility.

Design Guidelines

- Locate building at streetside of lot with parking in rear or side.
- Minimize setback of street facade.
- Construct facades in alignment with neighboring building facades (CBD infill).
- On corner lots, place buildings (versus parking lots) at the corner of site . These buildings will also serve as landmarks and provide a sense of enclosure at intersections.
- Use building to screen parking lots.

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Public & Service Entry Locations

The location of public and service entries to a facility can influence the functional and commercial success of the property.

Performance Guidelines

- Maximize accessibility of public entries.
- Minimize impact of undesirable views of service areas.

Design Guidelines

- Locate pedestrian entry on street side of building.
- Locate service areas which require docking loading area at rear or side hidden from street.
- Provide additional entry where off-street parking is provided at rear or side.
- Service entries design should harmonize with building design through color, materials, and signage.



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Vehicular & Pedestrian Access

How vehicles and pedestrians enter and leave the site is an important safety, functional, and appearance consideration.

Performance Guidelines

- Maximize ease of access and egress for pedestrians and vehicles.
- Minimize conflict between vehicles and pedestrians.

Design Guidelines

- Minimize number of curb cuts.
- Allow for continuous flow of vehicles through site.
- Integrate pedestrian and vehicular circulation between adjacent buildings.
- Mark and sign areas of vehicular and pedestrian conflict.
- Utilize alleys for vehicular access where possible.
- Where off street parking is provided at rear or side, provide additional entry.