

Olive Boulevard Design Guidelines

University City, MO



BUILDING TYPES AND SIGNAGE GUIDELINES

CHAPTER - 3



BUILDING TYPE GUIDELINES

Pursuant to the Future Land Use Plan (Refer Map-IV), adopted by the City as part of the Comprehensive Plan Update 2005, these guidelines identify various building types that are suitable for the Olive Boulevard corridor. Structures that fall into a certain “building type” categories will follow the guidelines for that particular category.

The categories covered in these guidelines are:

1. **General Principles**
2. **Multifamily Residential**
3. **Small and Medium Sized Commercial**
4. **Large Retail** (*Big box or Anchor Stores*)
5. **Mixed Use Development** (*Commercial, Residential, Institutional, and Recreational*)
6. **Recreation, Entertainment and Institutional**
7. **Industrial**
8. **Parking Garages and Decked Parking**
9. **Historic Structures**
10. **Open Space Development and Temporary Structures**
11. **Vacant Properties**

GENERAL PRINCIPLES

The following principles shall be applied to all future land use categories along Olive Boulevard as shown on Map-IV:

- Slopes greater than fifteen (15) percent are not to be developed except for trails and park facilities.
- Civil engineering shall conform to the natural contours of the site eliminating the need for extensive cutting, filling or terracing.
- When grading is necessary, contours shall emulate the topography of the existing slope and shall not be sculpted into exaggerated slopes or flat sites.
- Hydric soils¹ are good for drainage of stormwater while the cost of transforming hydric soils into compacted developable land is high, therefore these soils, when found on site, shall be documented and protected.
- Valuable view sheds shall not to be obstructed, therefore, buildings shall be sited to maximize view potential.
- New building sites and infill sites are to be prepared at similar elevations to existing structures to insure continuous façade elevations.
- The historic elements of the City and its structures shall be preserved and respected when impacted by new or re-developed improvements within their environments.

¹ **Hydric soils:** Soils that are wet frequently enough to periodically produce anaerobic conditions, thereby influencing the species composition or growth, or both, of plants on those soils. Available at <http://www.dnr.state.md.us/criticalarea/glossary.html#h>, Accessed April 02, 2007.



- Natural and cultural resources shall be protected and preserved.
- Site planning shall integrate mature and native trees and existing vegetation into site plans and building designs.
- Indigenous species are preferred in landscaping while invasive species shall be avoided.
- All planning concepts shall be accompanied by implementation planning and finance strategies to assure market driven and financially feasible development on a timely basis.
- All redevelopment shall take into consideration traffic flow and infrastructure alignment to assure maximum connectivity to major connector roads.
- Use of green buffers such as green screens, evergreen shrubs or trees shall be installed between non-complementary land uses
- Structured development, whether new or redeveloped, shall advance the characteristics of the District and preserve the unique identity of the District.
- Environmentally responsive development shall be encouraged.
- Green building strategies are encouraged to develop sites in a sustainable fashion. A checklist of minimum areas of green building practices follows:
 - Promote efficiency in energy usage through appropriate building orientation, materials and equipment selection
 - Efficient use of water through landscaping, creative water management techniques and paving choices
 - More dense, compact development is encouraged

Principles for Design and Storm Water Management

Low Impact Development (LID)² techniques that allow neighborhoods to develop in a sustainable fashion are encouraged. LID is an approach to site design and storm water management that seeks to maintain the site's pre-development rates and volumes of runoff, which is accomplished through the minimization of impervious cover, strategic placement of buildings, pavement and landscaping, and the use of small-scale distributed runoff management features that are collectively called "Integrated Management Practices" (IMPs).

The suggested management features here relate to such water control methods as "bio-retention areas," "permeable paving," and "vegetated roofs" that may be appropriate for consideration areas along Olive Boulevard.

Bio-retention: Bio-retention is an integrated stormwater management practice that uses the chemical, biological, and physical properties of plants, microbes, and soils to remove or retain pollutants from stormwater. These retention areas are usually designed as shallow depressions with planting soil mix and a variety of plant material. In addition, they are usually designed as a conveyance system.

² **Low Impact Development (LID):** Refer <http://www.epa.gov/owow/nps/lid/> for detail information on site development using Low impact techniques. Accessed April 02, 2007.



Applications include:

- Individual lots for rooftops, driveways and other site impervious surface infiltration
- Shared facilities located in common areas
- Land areas within loop roads and cul-de-sacs
- Shared public alleyways
- Landscaped parking lot islands
- Right-of-ways
- Common landscaped areas in apartment complexes or other multi-family housing locations
- Integration into garden areas
- Integration into large institutional facilities such as hospitals, large industrial sites, airport(s) and university campus sites

Permeable Paving is the preparation of site surfaces that accommodate pedestrian, bicycle, and vehicular traffic while allowing infiltration, treatment, and storage of stormwater. These methods are applicable to various levels of development and may be applied as a standard for the City associated with stormwater maintenance and overall City aesthetics.

Applications include:

- Open-grated concrete or hot-mix³ asphalt pavement
- Aggregate or plastic pavers
- Plastic grid systems
- Sidewalk scoring

Massing and Orientation

The architectural style and location of structures needs to be fully understood in terms of building massing, proportions and details that contribute to the authenticity of the building style and function. The designation of an architectural style requires total commitment to that style in the design of all components of the structure. In those cases in which an architect develops a unique style or a composite of established styles, a consistent application of rules and logic of the building design shall be clear and invariably evident.

Any new development shall consider the following design elements to assure any new investment is compatible with adjacent property development:

MULTI-FAMILY RESIDENTIAL DEVELOPMENTS

- | | |
|--|------------------------------------|
| ▪ Form | ▪ Placement and Style of Windows |
| ▪ Scale | ▪ Building Material |
| ▪ Design and Function | ▪ Decoration |
| ▪ Mass | ▪ Roof Style and Pitch |
| ▪ Height | ▪ Parking Layout and Location |
| ▪ Finished Floor Height | ▪ Landscaping and Public Amenities |
| ▪ Types and Location of Doors or Storefronts | |

³ Hot-mix is similar to standard asphalt except that the aggregate fines are reduced, leaving a matrix of pores that conduct water to the underlying aggregate base and soil (Cahill, et al., 2003).



Development requirements for this land use category include:

- Townhouses
- Duplexes
- Live-work units⁴
- Apartments
- Condominiums
- Planned unit development

More compact than low-density development, these subdivisions produce higher volumes of commuter traffic.

Examples of block layouts are shown in Figure 3.1. A half (1/2) acre parcel has been considered in these diagrams. Guidelines for this category are listed below:

Density and Height

- The minimum allowable density in this category will be 15 units per acre.
- These dwelling units shall be stacked vertically.
- Buildings shall be at least two and a half (2.5) stories high but will not be more than seven (7) stories high.
- Building height may include parking at ground level or within a parking garage.
- The modulations in density shall not be abrupt.
- An increase of not more than fifty percent (50%) of adjacent density shall be considered to ensure that the changes in density are gradual.
- Commercial activities shall be allowed and encouraged in this category when the density is more than thirty (30) units per acre or when the units are specifically designed as live-work units.

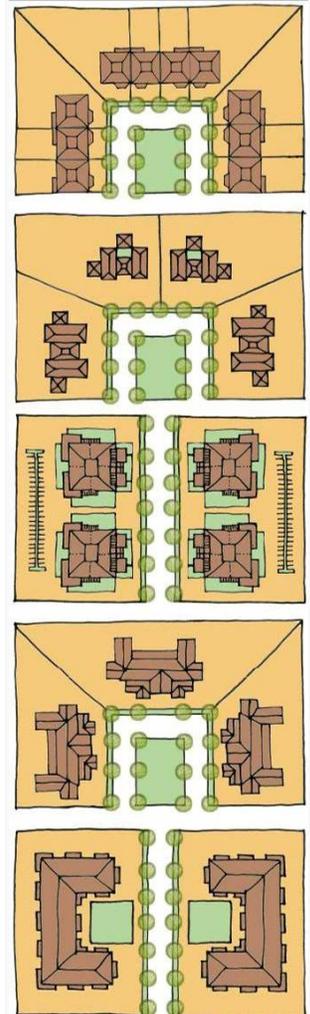
Building Massing and Orientation

- Structures on corner lots shall have no blank walls facing the street and shall incorporate pop-outs, a variety of building massing techniques, and appropriate window placement and other design features working in scale and harmony with the configuration of any given corner lot dimensions.
- Facades shall be designed as pedestrian friendly and shall make walking a pleasurable and safe experience.
- Homes shall be oriented in such a manner that the majority of primary living space receives direct sunlight.

Parking

⁴ The term “live-work” effectively describes accommodations that are specifically designed to enable both residential and business use. This differs from ordinary “work from home conditions” in its nature and in the intensity of business use that may be involved. While in “work from home”, the work use of a unit is small scale and usually secondary to the domestic use, in a “live-work” unit amount of space devoted to the work use or that the work element is designed to accommodate more workers than just the resident and may be designed in a flexible form to encourage business expansion. Available at <http://www.rics.org/Environmentalandlandconsultancy/Sustainability/Sustainabledevelopment/liveworkarticle040906.html>, Accessed on April 04, 2007

Figure 3.1.: Example of site layouts for multi-family or condo type units



Source: ARCTURIS



- Parking shall be off street and not visible from the street.
- Surface parking or decked parking shall be sensitive to street character and shall not result in large blank facades.
- Parking garage design shall be incorporated into the overall building design to enhance aesthetic conditions for passers by.
- Shared garages and decked parking shall be at the rear of buildings unless otherwise permitted by the City.
- Garages, decked or underground parking shall be used for all buildings exceeding 20 units per single structure.

Architectural Guidelines

Entry elements

- The principle entry shall be parallel to the street, and at least one pedestrian entrance shall be clearly visible from the street to ensure safety.
- Building design shall respond to the Midwest's snowy winters and hot summers and shall include dual doors to avoid abrupt climate changes.
- Porch like structures (enclosed or open) or other innovative entry elements shall be designed and proportioned to be in harmony with the structure.
- Porches, when serving as a main entry element to the structure, are to follow principles as shown below:
 - Minimum depth of ten (10) feet is required
 - At least 30% of the horizontal length of the facade or fifteen (15) feet clear, whichever is maximum, shall be covered by a porch
 - Roof form over the porch to be consistent with building style
- Porches or other entry elements for all residential buildings shall be accessed directly from public street(s) at the frontal façade of the structure or pedestrian easement and must be visible from that street.
- Porches may extend six (6) feet into the setback of the front façade if in proportion to the overall architectural style of the building.
- Front porches are to have a minimum depth of six (6) feet.

Windows

- While overall design composition plays an important role in the location of windows, varieties in shape, size and detailing may provide important design characteristics and aesthetic value to structures.
- Light and vistas directly relate to the health and welfare of people and shall be considered in any residential design.
- Other elements, including choice of material, overhang and weather protection shall be considered in window design.
- Recessed windows (at least 6" from the façade surface) may create an interesting massing composition created by the play of light and shadow while providing weather protection and shall be considered as a design element for structures.



- Window size and location shall be placed to allow visual access to the surrounding area.
- Window placement shall consider privacy for the subject property and adjacent properties.
- All windows shall be energy efficient and no single pane glass shall be used within structures.
- All street facades shall have windows covering at least 25% of the facade area.
- Overhangs, awnings and trellises which allow the low winter sun to penetrate the structure while blocking the high summer sun shall be considered during the design process and shall be considered in the overall design and massing of structures.
- Trim molding, lintels and window sills shall be used to express a level of detail on the façade, consistent with the façade design and the overall design of the building.

Materials and Colors

Exterior building materials and colors make a strong contribution to the quality and richness of buildings and constitute a significant visual impact to dwellings. Therefore, building colors shall be selected to provide aesthetically pleasing and compatible detail to materials used in the construction of structures on adjoining properties as follows:

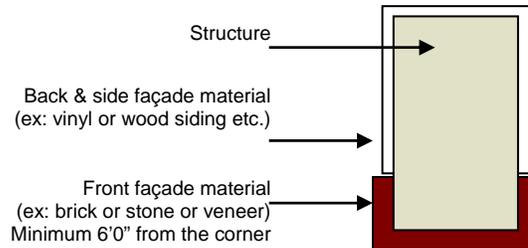
- Select appropriate materials that are compatible in quality, texture and color with neighboring structures.
- Material and color selections infill developments shall be selected to maintain and preserve the characteristics of neighborhoods.
- Materials of quality and longer lifespan shall be selected to reduce the environmental impact and, if used within manufacturer's guidelines, add to the character and style of the structure. Life span of materials depend on the following factors⁵:
 - The material; its physical structure and chemical composition
 - Quality of construction; where and how materials are used
 - Local environment; the climatic, physical and chemical conditions
 - Long term maintenance and management
- Building materials and architectural finishes shall possess physical properties that respond to the climatic condition of the central Mid-western region and allow for appropriate and convenient maintenance procedures that ensure a long lifespan for the selected materials.

⁵ Bjoern Berg, Howard Liddell, Bjørn Berge, Filip Henley. 2001. Ecology of Building Materials. Pg-9, Architectural Press.



- Material changes are not to occur abruptly at the external corners and a minimum of six (6) feet from the corner of the structure shall be required before any change in material occurs.

P-3.2: Material changes at the corners



Source: ARCTURIS

- The use of natural materials is encouraged and the manner in which a material is applied shall be consistent with its physical properties.
- Use of rapidly renewable and/or recycled materials is encouraged.
- The choice of materials shall be properly scaled to the overall proportions of the structure.
- Building materials are not to be individual components of a building, but shall be incorporated into the larger design palette consistent with the style of the structure.
- The physical properties of materials, such as texture, color and weight, shall maintain an aesthetic and stylistic relationship to each other, other materials used, and the architectural design of the structure.
- Building trim and accent areas may feature brighter colors, including primary colors, however, trim and accent areas shall be part of an appropriate palette representing cooperative color palettes that blend and complement other colors used on the structure and within the neighborhood area of development.

Roofs and Eaves

- The height of the façade and its proportional relationship to the roof are principle components of various architectural styles, therefore, the façade and roof line shall communicate with the style of the building.
- Roofs have three principle shapes, including gabled (gambrel is modified gable roof), hipped (mansard is modified hip roof), or flat-built up.
- Each of these roof designs have many variations and shall be designed to be consistent with the overall design of the structure.
- Eaves are a critical component at the junction between the wall plane and the roof plane. Building elements shall be considered in the detailing of eave design for residential structures, including overhang dimensions, shape and proportion of the structure and rain gutter placement and configuration.
- All residential buildings shall have hipped or gabled roofs.
- Flat roofs shall be used only when appropriate to the architectural style of the structure.
- Overhang dimensions of eaves shall be designed to provide required weather protection for the building.



- Rain gutter placement and their configuration along the eaves shall be designed specifically to carry rainwater runoff and snow melt from the roof.
- Cornices shall be used as structural trim and not merely as decorative elements and their design shall be consistent with the architectural style of the structure.

Landscaping and Edge Treatment

Front yard enclosures such as fences, berms and landscaping shall be used to communicate values, aesthetic enhancements, protection of property and regulation of neighborhood interaction. Front yard landscaping is a means to express individual taste and render design diversity to the neighborhood, thus making walking, biking, and other forms of interaction with the property a pleasurable experience as follows:

- Landscape features shall exhibit a range of colors that is complementary to both buildings and the settings.
- Use of low-impact techniques such as rain gardens is encouraged.
- Use of indigenous species rather than invasive species is preferred.
- Edge treatment such as fences, low height hedges and flower beds shall be used to create privacy by blocking direct view into structures.
- Edge treatments shall be continuous on both sides of streets whenever possible.

Rear Elevations

- At least 30% of the rear façade of structures shall include doors or windows to allow light and ventilation into the structure and to provide safe egress from the structure.
- Use of patios and decks in backyards are encouraged.

Additional Guidelines for Multi-Family Residential

When developing larger tracts of land under this land use category, a mix of housing types follow:

- Townhouses
- Duplexes
- Villas
- Live-work units
- Apartments
- Condominiums

Guidelines for large tract development follow:

- Development of more than fifteen (15) acres but less than forty (40) acres shall provide at least two (2) housing types.
- Development of more than forty (40) acres but less than seventy (70) acres shall provide at least three (3) housing types.



- Development of more than seventy (70) acres but less than one hundred (100) acres shall provide at least four (4) housing types.....
- Residential Development above one hundred (100) acres shall be developed as mixed density and mixed-use planned development.

Facilitating the development of mixed housing densities and building styles creates greater housing choices for residents including first time homebuyers and seniors. Developers are encouraged to provide a range of housing types to promote diverse community characteristics including family composition, income levels and age groups.

Housing types shall vary by lot size and form. However, homes shall be well-integrated and share some commonality in design elements. Diversity in housing types break the monotony of singular design patterns, add value to the land and create a sense of “place” to the neighborhood.



SMALL AND MEDIUM SIZED COMMERCIAL STRUCTURES

This classification includes small and medium sized businesses and service establishments along Olive Boulevard. These commercial locations shall allow for a pedestrian-friendly environment.

- Small sized commercial developments are defined as retail stores, restaurants, offices, daycare facilities and other business establishments that shall have a maximum footprint of 5,000 SF.
- Medium sized commercial developments are defined as retail stores, restaurants, offices, daycare facilities and other business establishments that shall have a footprint of more than 5,000 SF but less than 10,000SF.

The presence of smaller retail stores creates a "friendlier" appearance by providing variety, breaking up large expanses of parking and open land, and exhibiting the extent of the site's retail opportunities. Windows and window displays (transparencies) of such stores shall contribute to the visual interest of exterior facades.

Lot coverage, Setbacks and Height

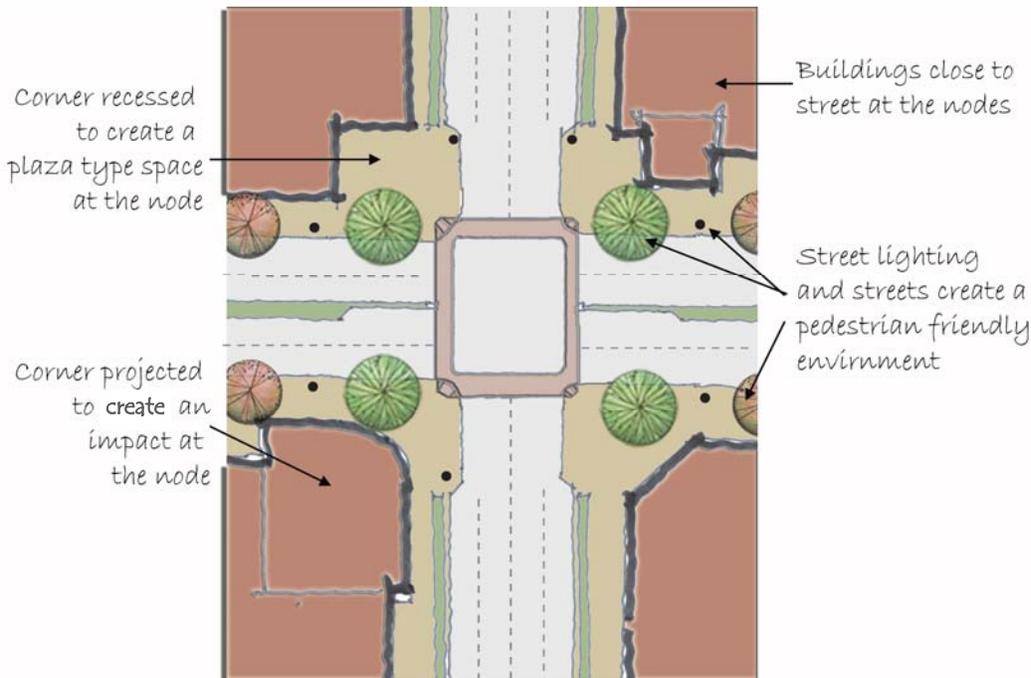
- A maximum of 100% lot coverage shall be allowed in this category, however, the lot coverage shall not be less than 60%.
- Commercial establishments in this category shall have zero (0'0") feet to a maximum of eight feet (8'0") setbacks from the property line.
- Set back areas shall be used in a variety of ways including, but not limited to, outdoor dining areas, placement of public art, landscaping, planter boxes, fountains, pedestrian movement such as window shopping, festive decorations such as holiday decorations.
- Small courtyards created by building envelopes may become public gathering places for bands, artists display areas, restaurant or coffee shop seating.
- For establishments that are more than 7,000 SF, the setback variance of 50' shall be granted at the discretion of the City to create a single row of parking.
- Courtyard areas shall have a maximum depth and width of 20' and shall be adorned with some type of temporary structures such as kiosks, bollards or similar innovative treatment to demarcate the area.
- Buildings within this type of land use shall be at least 60' in depth to accommodate retail users' space needs.
- Removal of trash and the delivery of goods and merchandise shall occur behind building structures to avoid congestion, noise, litter, and unsafe conditions at the storefronts.
- Building structures shall be one (1) to seven (7) stories in height. Structures less than two stories though allowed are discouraged.
- The density of these structures shall increase by 25% but less than 50% at corners, nodes.
- Various corner treatments as shown in Figure 3.3 shall be incorporated in the design of these structures.

P-3.1: Examples of outdoor spillover spaces





Figure 3.3.: Corner/ Nodal Retail areas

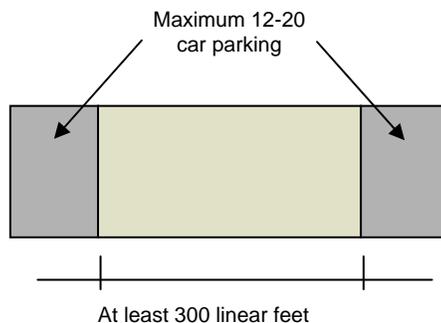


Source: ARCTURIS

Parking

- Parking shall be provided as decked parking garages or surface lots (Refer to *Parking Garages and Decked Parking* for more information on these structures).
- In case of surface lots, groupings of not more than two rows of parking shall be visible from the street and additional parking required shall be provided behind structures.
- Parking lot spaces shall be at least 300 linear feet away from the nearest secondary street or other grouped parking spaces. (See Figure 3.4)
- Parking areas are to be separated from sidewalks by decorative parapet walls, landscaped flowerbeds, fences or designed common area elements all planned to enhance the property but they shall not impede visibility of buildings, signage and storefronts.

Figure 3.4: Grouped Parking



Source: ARCTURIS



Architectural Guidelines

Building Massing and Details

- Building style that contributes to scale, commercial variety, and additional investment opportunities for commercial entities is encouraged.
- Buildings shall provide a distinct “base” through the use of materials, texture or massing.
- Architectural style shall maintain the small retail building character with adequate detailing.
- Design elements shall consider, but are not limited to, providing offsets or bays, strong base materials, varying storefront treatments, multi-pane windows, and varying the bulkhead treatment.
- Buildings shall provide generous amounts of windows, skylights, or similar natural-light-producing products to create ground floors with a “transparent” quality and to enhance the use of natural light and reduce energy consumption.
- No window shall consist of reflective glass
- Buildings shall have architectural features and patterns that provide visual interest at a pedestrian scale, reduce massive visual effects, and recognize local character.
- Continuous architectural elements for establishments that have a frontage of less than 60’ shall be provided.
- Horizontal elements shall be located at the joining of base and sill, awnings, parapet coping and other similar locations and shall include various material, texture, projecting surface, molding or other similar methods of structure detailing.
- For commercial establishments that have more than 60’ of street frontage, the expression of architectural or structural bays shall be created through changes in plane no less than 1’ in width, such as an offset, reveal, or projecting rib at a minimum of every 60’.
- Other techniques used to break the monotony of frontages that are more than 60’ wide include but are not limited to the following:
 - Color change
 - Texture change
 - Material module change
 - Wall plane change

Materials and Colors

Exterior building materials and colors comprise a significant part of the visual impact of a building. Therefore, materials shall be aesthetically pleasing and compatible with materials and colors used in adjoining properties as follows:

- Facade colors shall have low reflectance, be subtle, and blend well with the environment and not cause abrupt changes.
- Building trim and accent areas may feature brighter colors, including primary colors, but neon tubing shall not be an acceptable feature for building trim or accent areas unless specifically approved by the City.



- Front facades or facades visible from public streets that are not screened or abutting any form of public connectivity (walkways) shall not include blank walls (a wall without windows, showcases, displays, pedestrian entries) in any first-floor building wall except as required for the structural integrity of the building.
- Predominant exterior building materials shall be constructed with high quality materials such as:
 - Brick masonry
 - Large wood timbers
 - Sandstone
 - River rock and other native stone
 - Tinted, textured, concrete masonry units
 - Recycled and ecologically friendly materials
 - Other similar high-quality building material

Roofs and Awnings

- Buildings shall provide protection for pedestrians from adverse weather conditions and utilize overhangs, marquees, and awnings at entrances, along pedestrian pathways, and at transportation waiting areas.
- Variations in roof lines shall be used to add interest and to reduce the massive scale of larger buildings.
- Roof features shall complement the character of adjoining neighborhoods.

P-3.2: Use of Color texture, massing, various architectural details and signage elements that create a pedestrian friendly Streetscape



Source: ARCTURIS



- When possible roof structures shall utilize sources of natural light (skylights) to increase energy efficiency and occupants' well being.
- Roof design shall contribute to the reduction of stormwater runoff by managing water where it falls or accumulates.
- Parapet walls shall conceal flat roofs and rooftop equipment such as Heating, Ventilating, and Air Conditioning (HVAC) units from public view. .
- When roofs are used as expanded business areas (roof top or terrace seating for restaurants or expanded space for offices) they shall be constructed to protect occupants and be integral to the structural integrity of the entire building structure.
- Awnings shall extend no longer than a single storefront or one (1) awning per tenant if appropriate to the overall design, functions, and appearance of the storefront.
- Matching, retractable, fire-retardant awnings shall provide thematic character providing for creative and consistent signage and other branding, as well as shelter from climatic conditions.
- Fabric awnings are encouraged; canvas awnings with a matte finish are preferred.
- Awnings with high gloss finish are discouraged.
- Illuminated, plastic awnings are prohibited.
- Awning colors shall be compatible with the overall color scheme of the façade from which it projects.
- Solid colors or subtle striped patterns are preferred however, unique patterns designed for specific retail users that tastefully represent a logo or protect shall be considered by the City.
- Awning structures shall be mounted at a consistent height of seven (7') to seven and a half (7.5') feet above the sidewalk.
- Awnings are temporary structures and are exempt from setback requirements although their placement, material, and color shall be approved by City.

Entry and Windows

- Ground floor storefronts shall have a minimum of 60% transparency, between the height of 2' and 7' above the grade of the walkway enabling visibility into stores and display windows.
- Entries and windows shall be designed at a human scale consistent with street characteristics and shall enhance visitor interrelationship with goods and services presented by the various retailers.
- Window will not consist of reflective glass or dark tinted glass that obstructs visual connection.
- For uses that do not have visual appeal for pedestrians, less transparent surface ratios may be used if approved by the City.
- Innovative designs for breaking the monotony of such facades that go beyond these guidelines in the massing and detailing section above, shall be at the option of the developer and shall be considered by the City.

Signage

- Signage shall follow the signage guidelines provided in this section



LARGE COMMERCIAL ESTABLISHMENTS

The buildings in this category include larger business and service establishments along Olive Boulevard. These commercial locations shall allow for visual interest, identity and character. The intent is to create an environment, human in scale, where structures blend into the totality of their environment. The entire site shall have an overall pleasing appearance in scale and aesthetic composition.

Large commercial developments shall be sensitive to adjacent property and will take into consideration all residential development in nearby neighborhoods in respect to noise, traffic, circulation, lights, trash pick up, and any other conditions related to larger building imposing their conditions on residential structures. Large commercial buildings include, but are not limited to:

- large grocery stores
- power centers
- big box stores
- retail stores
- pharmacy
- hotels and motels
- car sales
- home care centers
- fast food restaurants
- fine dining
- banks and ATMs
- office buildings
- medical office parks
- office buildings
- entertainment venues
- large retirement facilities

Retail stores (grocery, pharmacy, big box, anchor stores, and entertainment venues) are anticipated to be single story structures with their own distinguishing architecture and will be referred to as “principal structure” buildings. These principal structure buildings support smaller businesses that may be constructed on the same parcel or near the larger store (known as outparcel development). Smaller retail stores, in this configuration, are near the street and share parking, utilities, ingress and egress and signage with the principal structure.

Other structure uses that fall into this category are office buildings, medical buildings, hotels, some entertainment venues, and banks. These uses may be more than single story and are architecturally more flexible blending into surrounding development. These buildings may have superior architectural designs and become landmark venues in the area.

Lot Coverage and Height

- Maximum lot coverage of 80% or more shall be allowed in this category.
- Lot coverage shall not be less than 60%.
- Buildings within this land use category shall be at least 60' or greater in depth to accommodate retailer parameters.
- Buildings that have more than a 20,000 SF footprint shall act as principal structure with ancillary, smaller commercial uses (less than 5,000 SF) located closer to sidewalks (as described under small and medium sized commercial).
- Ancillary building placement shall take into consideration their visual impact on the principal structure(s) and will not impede that visibility. (See Figure 3.5)



- For retail developments containing multiple tenancy, common wall adjacency shall be required to create a continuous, undisturbed façade providing for aesthetic appeal and safety to pedestrians by limiting structure separation with drives and loading dock areas.
- Height and number of story requirements shall vary by use of building as follows:

Type and examples of buildings	Minimum number of stories	Minimum height
Retail structure <ul style="list-style-type: none"> ▪ large grocery stores ▪ big box stores ▪ retail stores ▪ pharmacy ▪ car sales ▪ fast food restaurants ▪ fine dining 	One (1) floor	14 ' plus parapet
Office type uses <ul style="list-style-type: none"> ▪ hotels and motels ▪ entertainment venues ▪ banks and ATMs ▪ office buildings ▪ medical office parks ▪ office buildings 	Two and a half (2.5) floors	30 ' plus parapet

Access and Buffering

- One entry from Olive Boulevard shall be allowed for ingress and egress. However this entry must be approved by MoDOT or St. Louis County
- The primary point of ingress and egress shall include wide curb cuts designed to accommodate truck traffic.
- A secondary point of ingress and egress shall be provided for rear entry deliveries, trash removal and service trucks.
- The primary point of ingress and egress shall be landscaped and shall be a location for water retention designed to serve as an aesthetic visual feature or as bio-retention and landscaped areas.
- Commercial uses shall be buffered from residential development with a transitional buffer zone consisting of green space and the use of greenways, trails or heavily landscaped areas.

Setbacks and Parking

- Front set back shall not be less than 40' or more than 80' allowing for two rows of parking in the property.
- Extra parking areas shall be provided at the side or back of buildings.
- Side setbacks shall not to be more than 80' allowing for 2 rows of parking.
- If set backs are more than 80', ancillary small commercial businesses shall be constructed within an approved master plan concept to utilize large, vacant parking lot areas.



- Parking shall be provided by decked parking garages or surface lots. (Refer to *Parking Garages and Decked Parking* for more information on these structures)
- Zoning requirements related to acceptable parking requirements shall be applied to the development area unless overwritten by these guidelines.
- Extensive parking areas shall be hidden from vehicular and pedestrian traffic views using hedges per Landscaping Section Map and Table in Appendix A.
- Parking areas shall be set back 8' from property lines and used for placement of landscaping using hedges, decorative parapet walls, landscaped flowerbeds, fences or designed common area elements.
- Parking areas shall be well landscaped to minimize the starkness of extensive parking lots.
- Parking lots shall be designed to avoid erosion damage to creeks, adjacent development and surrounding landscaping.
- Whenever possible, permeable paving systems shall be evaluated and installed.
- Larger parking lots shall be designed in smaller blocks as shown in Figure 3.5.
- Parking lots with more than fifty (50) parking spaces shall have curbed planting areas.
- Planting areas in parking lots shall be placed at each end of parking lane rows.
- No parking lane row shall contain more than thirty (30) contiguous parking spaces without a curbed planting area or bio-retention cell.
- Bio-retention cells shall include trees to a minimum height of 20' with a diameter of 10".
- Bio-detention cells shall be designed to contribute to the water management of stormwater runoff in parking lots.
- Parking lots shall incorporate methods for stormwater management utilizing low impact development (LID) techniques. These include but are not limited to the following:
 - End-of-island, bio-retention cell(s) with under-drain(s) and landscaping
 - Bio-retention cells or bio-filtration swales located around the parking perimeter
 - Breached curb drainage inlets (or curb cuts) in the end-of-island bio-retention cells and bio-retention strips to collect runoff
 - Bio-retention cells shall be installed between lines of parking stalls to increase the total treatment surface area of these systems
- Shared side and rear parking and points of ingress and egress are encouraged to reduce infrastructure costs and long term management of developed areas.
- When parking is integrated with buildings in a single structure, the floors dedicated to vehicular parking shall not be counted within the total height requirement of the structure.
- Traffic calming techniques shall be required for pedestrian safety within parking lots.



- Drive-through windows shall be included within setback requirements if consistent with the design and safety management characteristics of the structure.

Figure 3.5.: Elements of site planning for a big box store or large anchor store



Source: ARCTURIS

Lighting

- Night lighting shall be provided for all pedestrian walkways and at stairs and curbs near pedestrian pathways, ramps and crosswalks.
- Landscaping and architectural lighting shall be used to illuminate building facades, building entrances, water features and courtyard spaces.
- All exterior lighting fixtures in parking lots and driveways shall utilize cutoff shields or other appropriate measures to conceal the light sources from adjacent development and right-of-ways.
- All light fixtures shall be designed to avoid spillover glare beyond the site boundaries.
- For those parking lots that are adjacent to residential neighborhoods, the maximum height of light posts shall not exceed 18’.
- Lighting reduction and energy-efficient timer systems shall be required after normal business hours except for lighting that is mandated for general safety and security.
- Total “black out” of lighting in parking lots and structures is prohibited.



Pedestrian Safety Measures

- Walkways at least 8' in width shall be provided along all sides of any parcel that abuts a public street.
- Human-scale lighting shall be provided to create a safe and attractive pedestrian atmosphere.
- Continuous internal pedestrian walkways, no less than 8' in width, shall be provided from any public walkway or right-of-way to the customer entrances of all buildings.
- Walkways shall be designed to connect pedestrian activity such as, but not limited to, transit stops, street crossings, buildings and store entry points, and activity centers and community gathering places.
- Walkways, no less than 8' in width shall be provided the full length of any structure featuring a customer entrance and along any facade abutting public parking areas.
- Walkways shall be designed to abut a minimum 6' wide planting area, except where features such as arcades or entryways are part of the façade.
- All pedestrian crosswalks, internal to any specific development, shall be distinguished by the use of durable, low maintenance surface materials such as pavers, bricks, stamped asphalt, or scored concrete to enhance pedestrian safety and comfort, designed to add to the attractiveness of the walkways and meet American Disabilities Act (ADA) guidelines.
- Bicycle paths shall be provided, where appropriate, at ingress and egress routes and shall be consistent with standards identified and adopted by the City.
- Commercial parking lots shall be furnished with trash receptacles and bicycle racks at strategic locations.
- All pedestrian amenities shall meet ADA guidelines.

Unsightly Necessities

- Provide for the removal of trash and the delivery of goods and merchandise behind building structures or on the side structures with appropriate screening.
- No areas for outdoor storage, trash collection or compaction, loading, or other such uses shall be located within 20' of any public street or walkway.
- Loading docks, truck parking, outdoor storage, utility meters, HVAC equipment, trash collection, trash compaction, and other service functions shall be incorporated into the overall design of the building and illustrated in the landscaping plan so that the visual and acoustic impact of these functions are screened and out of view from adjacent properties and public streets.
- No outdoor storage in designated parking spaces or exterior walkways shall be allowed.
- Noise attenuation techniques shall be utilized.
- Customer loading and unloading zones shall be provided at loading dock areas.



Architectural Guidelines

Building Massing and Details

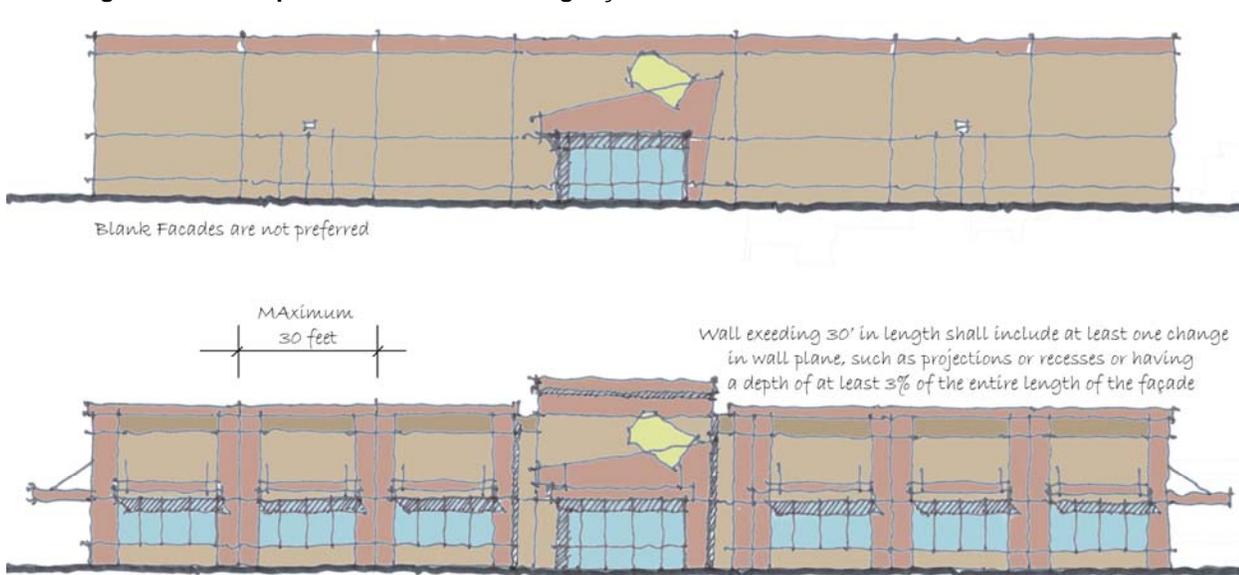
- Building style that adds scale, commercial variety, and additional investment opportunities to commercial entities shall be encouraged.
- Buildings shall have architectural features and patterns that provide visual interest, at the scale of the pedestrian, reducing massive visual effects, and recognizing local character.
- For commercial establishments that have more than 100' of street frontage, expression of architectural or structural bays shall be created through a change in plane no less than 1' in width, such as an offset, reveal, or projecting rib at a minimum of every 60'.
- Suggestions to enrich building frontages that are more than 100' wide include, but are not limited to the following:
 - Color change
 - Texture change
 - Material module change
 - Wall plane change
- Building design that creates or adds to the visual interest of a streetscape and a pedestrian scale is an essential element of infill and redevelopment.
- Building height, scale, and massing shall be used to emphasize important corners, designated points of entry, and to create a visible roofline silhouette.
- The primary mass of structures shall include a secondary projection that reduces the apparent scale, creates visual interest, and promotes compatibility with adjacent uses.
- Building design shall be compatible with adjacent development.
- New projects within existing developed areas with an established pedestrian scale and character shall be compatible with or complement the established proportions and building mass of adjacent developments.
- Buildings adjacent to residential uses shall consider building massing and shall create a transition from the edges of a commercial center inward.
- Smaller and lower building masses shall be located near edges of the any retail center where adjacent buildings are smaller or more residential in scale.
- All building walls shall have architectural interest and variety to avoid the effect of a single, long or massive wall(s).
- There shall be no blank, unarticulated building walls exceeding 30' in length.
- All building walls shall include a building bay or structural building system that is a maximum of 30' in width.
- Bays shall be visually established by architectural features such as columns, ribs or pilasters, piers, changes in wall planes, changes in texture or materials, and fenestration patterns no less than 12" in width.
- All building walls shall include materials and design characteristics consistent with those on the front façade.



- Any wall exceeding 30' in length shall include at least one change in wall plane, such as projections or recesses, having a depth of at least 3% of the entire length of the façade and extending at least 20% of the entire length of the façade.
- The above standards may vary if the owner can demonstrate an alternative building design that significantly articulates a wall plane and with City approval.
- Walls that face public streets, connecting walkways, or adjacent development will meet the following standards (See Figure 3.6):
 - Facades shall be subdivided and proportioned using features such as windows, entrances, arcades, arbors, awnings, trellises with vines, or alternate architectural detail that defines human scale, along no less than 60% of the entire façade.
 - A minimum of 30% of the entire façade area shall be composed of transparent materials, unless the City rules that such transparency would be inconsistent with the operational requirements of the building.
 - The lowest edge of any transparent material shall be no higher than 4' above the finished floor elevation.
 - All downspouts shall be concealed from view.
 - No exposed downspouts shall be used.
 - Any multi-story building shall provide a distinctive, quality, consistent, architectural character and style, that avoids monotonous and featureless building massing and design characteristics.
 - Building architecture shall clearly represent the use of the building (office, retail, entertainment hospitality).
 - The composition of any building shall present a clearly recognizable base, middle, and top, or a clearly defined alternative building composition.



Figure 3.6.: Example wall treatment for long façade



Source: ARCTURIS

Entrances, Roofs and Awnings

Doors, storefront windows, and awnings are examples of building features that add to the character of the streetscape and contribute to the pedestrian-oriented character of public places. These elements will improve the visual interest of larger commercial projects as follows:

- Building façades facing a primary access street shall have clearly defined, highly visible customer entrances that feature:
 - Canopies or porticos
 - Overhangs, recesses/projections
 - Arcades
 - Raised corniced parapets over the door
 - Distinctive roof forms
 - Arches
 - Outdoor patios
 - Display windows
 - Integral planters or wing walls that incorporate landscaped areas and places for sitting if safe and appropriate for the public

- When possible, buildings adjacent to residential uses shall incorporate rooflines of similar height or rooflines shall be stepped down to a similar height to enhance compatibility with nearby residential areas. In addition, roofs shall have no less than two (2) of the following features:
 - Parapets concealing flat roofs and rooftop equipment such as HVAC units from public view are appropriate.
 - The average height of such parapets shall not exceed 15% of the height of the supporting wall and such parapets shall not at any point exceed one-third (1/3) of the height of the supporting wall.



- Parapets shall feature three dimensional cornice treatment unless not consistent with the architectural integrity of the building design, and shall be the primary means of screening roof top equipment.
 - Overhanging eaves, extending no less than 3' beyond the supporting walls
 - Sloping roofs that do not exceed the average height of the supporting walls, with an average slope greater than or equal to 1' of the vertical rise for every 3' of horizontal run and less than or equal to 1' of vertical rise for every 1' of horizontal run; or
 - Three (3) or more roof slope planes
- Awnings shall be no longer than a single storefront.
 - Matching, retractable, fire-retardant awnings shall provide thematic character providing for creative and consistent signage and other branding, as well as shelter from climatic conditions.
 - Fabric awnings are encouraged; canvas awnings with a matte finish are preferred.
 - Awnings with high gloss finish are discouraged.
 - Illuminated, plastic awnings shall be prohibited.
 - Awning colors will be compatible with the overall color scheme of the façade from which it projects.
 - Solid colors or subtle striped patterns are preferred.
 - Awnings for major structures shall be mounted at a consistent height of 7' and maximum height 9' above walkways.
 - Ancillary structures shall follow the guidelines as specified under small and medium sized commercial.
 - Awnings are temporary structures and exempt from setback requirements although their placement, material, and color shall be approved by the City.
 - Awnings for openings shall be simple, shed shapes.

Building Materials and Colors

The exterior materials and colors used in a building's design create impressions of not only the individual building, but of the image of the corridor. The intent of this section is to ensure the use of high-quality materials and colors to ensure compatibility with other development in the area. Applicants shall submit a color palette and building materials board as part of their development plan application.

- All buildings, including parking garages, shall be constructed or clad with materials that are durable, economically maintainable, and of a quality that will retain their appearance over time including, but not limited to, the following:
 - natural or synthetic stone
 - brick
 - stucco
 - textured or glazed concrete masonry units
 - high-quality, pre-stressed concrete systems



- water-managed Exterior Insulation Finish Systems (EIFS)
- Exterior building materials shall not include the following:
 - Split shakes, rough-sawn or board and batten wood
 - Vinyl siding
 - Smooth-faced gray or stained concrete block, painted concrete block
 - Field-painted or pre-finished standard corrugated metal siding
 - Barrier-type EIFS
- Natural wood or wood paneling shall not be used as a main structure exterior wall material unless the developer displays significant proof that such material will be of long-lasting quality and fire resistant.
- Durable synthetic materials with the appearance of wood may be used if approved by the City.
- Exterior building material shall be continued down to within 9" of finished grade on any elevation.
- Exterior masonry materials shall be continued to the top of grade.
- In selecting exterior building materials, consideration shall be given to the appropriateness of the materials and to the scale of proposed building.
- Color schemes shall unite all building elements, relate separate (freestanding) buildings within the same development, and enhance the architectural form of each building.
- All building projections, including, but not limited to, chimneys, flues, vents, gutters, and downspouts, shall match or complement the permanent color of the surface from which they project.
- Façade colors shall be low reflecting, subtle and neutral.
- Intense, bright, black, or fluorescent colors are prohibited.
- Variations in building material and color may be required for specific corridors, as approved by the City.



MIXED USE (COMMERCIAL + RESIDENTIAL)

Mixed use (commercial and residential) areas are generally transitional zones between residential and commercial uses or “investment nodes” that are economic development opportunity locations created by the intersection of major or minor streets along the Olive Boulevard corridor. These areas are meant to augment larger commercial areas and businesses preferring to locate at major intersections or investment nodes due to ease of access and high visibility. Buildings enjoying corner retail and commercial space provide an opportunity to improve the character and continuity of retail into residential neighborhoods. The planning and overall design of these commercial areas shall remain sensitive to access, visibility, and traffic flow issues within established neighborhoods.

Development within this category will include small or medium sized (preferably not more than 10,000 SF) commercial uses at the ground floor and residential use above. These uses shall be mixed vertically. However, if a larger commercial development (such as anchor stores greater than 10,000 SF) is developed within this category, this concept shall be well integrated with the residential characteristics of the neighborhood impacted.

Lifestyle centers shall require that mixed uses are both horizontally and vertically integrated and may require more than two (2) to three (3) acres of land assembly to satisfy City zoning requirements. This type of development shall be based on a master plan approved by the City.

Ties to Other Land Uses

- All site layout and architectural guidelines that apply to *Small and Medium Sized Commercial Uses* shall apply to the ground floor structures within this land use unless overwritten in this section.
- All site layout and architectural guidelines that apply to *Multi-Family Residential Developments* shall apply to the ground floor structures within this land use unless overwritten in this section.

Setbacks and Height

A maximum 90% lot coverage is allowed in this category. The lot coverage shall not be less than 60%

- Mixed use developments may have zero setback from the property line.
- Density of mixed use development shall be higher than the average density in a quarter (1/4th) mile radius area from the center of each node.

Minimum height for commercial buildings shall be twelve feet (12') in height and there shall be at least one (1) floor of residential use above commercial uses in those structures having two (2) stories. Housing above street level may have setbacks for the creation of balconies, porches, patios, or other structural elements that add interest and marketability to the building and its zoned use.



Parking Requirements

- Parking for residential and commercial uses shall be strictly separated.
- Parking counts shall depend on the current zoning requirements for the particular land use.

Landscaping and Entry

- Due to zero setback requirements, landscaping opportunities may be minimal along the sidewalk and right-of-way.
- However, window planters, pots or similar plantings are encouraged to give warmth and render interest for the pedestrians and vehicular traffic.
- A clearly marked entrance(s) shall be maintained for residential structure on the upper floors.
- Corner lot buildings are encouraged to provide building ingress and egress from side streets and not from Olive Boulevard.

Architectural Guidelines

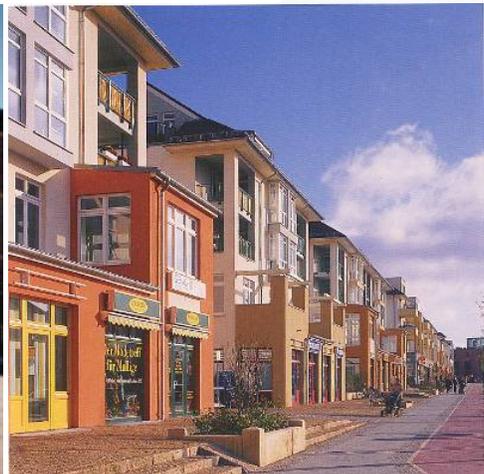
Those uses (or businesses) that have their own style of architecture and signage are to modify their “corporate” images shall confirm with the existing architectural character of the area (for example, fast food chains such as McDonalds and Subway).

P-3.3: Example of nodal mixed use development with commercial at ground level and residential above - Orenco Station, Portland, Oregon



Source: <http://www.planetizen.com/node/92>, May 24, 2007

P-3.4: Example of infill, mixed-use development with commercial uses at ground level and residential above



Source: Great Planned Communities, by Jo Allen Gause



RECREATIONAL, INSTITUTIONAL AND PUBLIC UTILITY STRUCTURES

Building structures under this category include institutional structures such as schools, churches, hospitals, public facilities such as sewer and water treatment plants, stormwater facilities, post offices, and recreational uses such as community centers, gymnasiums etc. All design guidelines, unless overwritten below, shall be consistent with either Small and Medium Sized Commercial Use or Larger Commercial Establishments depending on the size of the development. Any developer or agency developing an institutional or public utility building shall refer to the above mentioned guidelines in conjunction with the guidelines specified below.

Ties to Other Land Uses

- All site layout and architectural guidelines that apply to Small and Medium Sized Commercial Use shall apply to institutional buildings of sizes less than 10,000 SF unless overwritten below.
- All site layout and architectural guidelines that apply to Larger Commercial Establishments shall apply to institutional buildings of sizes greater than 10,000 SF unless overwritten below.

Setbacks, Height and Parking

- Setback requirements shall be the same as Small and Medium Sized Commercial Use including structures that have a footprint of more than 10,000 SF.
- Larger setbacks shall be allowed to accommodate landscaping, plaza type uses or public gathering places, but not for parking purposes.
- Building structures shall be at least two and a half (2.5) stories but less than ten (10) stories.
- All parking for institutional and public utility structures shall be provided away from the direct view of the public.
- Parking lots similar to Small and Medium Sized Commercial Use with side and rear parking requirements shall be applied to these uses.
- For institutional structures, such as churches, that have peak parking demand limited to a few days per week, shared parking agreements with adjacent properties within a five minute walking distance shall be encouraged.
- Larger institutional structures, such as hospitals, shall be encouraged to integrate basement, decked parking or garage structures within building architecture.
- When parking is integrated within building floors dedicated parking shall not be counted towards total height requirement.
- Other parking requirements shall be the same as Small and Medium Sized Commercial Use and Larger Commercial Establishments depending upon building size.



Access and Buffering and Other Site Requirements

The requirements for access and buffering shall be the same as *Small and Medium Sized Commercial Use* and *Larger Commercial Establishments* depending upon building size.

Architectural Guidelines

Architectural guidelines related to building massing, details, entrances, roofs, building materials and colors shall be the same as *Small and Medium Sized Commercial Use* and *Larger Commercial Establishments* depending upon building size.

However, guidelines for elements such as awnings and other design elements, which are used to enhance the retail characteristics of buildings, shall be avoided unless City officials agree these elements support the use and function of the building. Institutional building design shall convey the institutional character of the proposed use of the building.



INDUSTRIAL STRUCTURES

Industrial development typically consists of single-story structures of tilt up or pre-engineered building quality and may include the outside storage of material, equipment and employee parking. Due to its use and purpose, industrial development areas may produce conditions that are incompatible with adjacent uses. Therefore, industrial areas (light and heavy industrial) shall be separated from adjacent retail and commercial investments by landscaped buffer zones, which may include greenways and trail development.

Heavy truck traffic resulting in high traffic volumes, increased vehicular traffic during shift changes, and increased customer and vendor traffic common at industrial sites must be addressed in any Development Plan approval process.

Guidelines for future planning around industrial use of the land include the following:

- Use of Low Impact Design (LID)⁶ such as pervious surfaces through innovative stormwater management and landscaping is encouraged.
- Required building and site lighting shall enhance the perception of safety.
- Monotony of design in single or multiple building projects shall be avoided.
- Variation in detail, form, and site design shall be used to provide visual interest.
- Loading dock areas designed within the architecture shall face away from the main point of Olive Boulevard.
- Landscaping shall be used to complement and enhance building design, color and material.
- Exterior mechanical, electrical, rooftop equipment and other exterior equipment shall be placed so that it is screened from highway, street, and any residential development along adjoining streets.
- Screening material shall be compatible with building material and installed at a height that is equal to or slightly exceeds the height of the roof mounted mechanical equipment.
- Greenscreens⁷ or other type of screen as permitted by City officials shall be used to visually hide any unpleasant structures or equipments.
- Shared use of single point ingress and egress is encouraged and is to include streetscape improvements.
- Access management techniques shall be used for truck movements and truck interaction with automobiles.
- Landscaping to frame all curb cuts adjacent to planted areas shall protect landscaping from truck movements.

⁶ **Low Impact Development (LID):** Refer <http://www.epa.gov/owow/nps/lid/> for detail information on site development using Low impact techniques, Accessed April 02, 2007.

⁷ **Greenscreen:** A Greenscreen is a landscape trellis system for fencing, wall-mounted applications or freestanding enclosures. When combined with a variety of vines, green screen becomes living wall that can provide privacy, shading cooling, security and spatial definition. The main component of this system is a 3 dimensional welded wire trellis panel. Available at <http://books.google.com/books?vid=ISBN1568985630&id=IhSfzEqb--cC&pg=PP66&lpg=PP66&ots=Yzyp1liPRz&dq=green+screen+landscape+definition&sig=rzdLU99bmPpGLm7WbbeP-pe9d3M>, Accessed April 02, 2007.



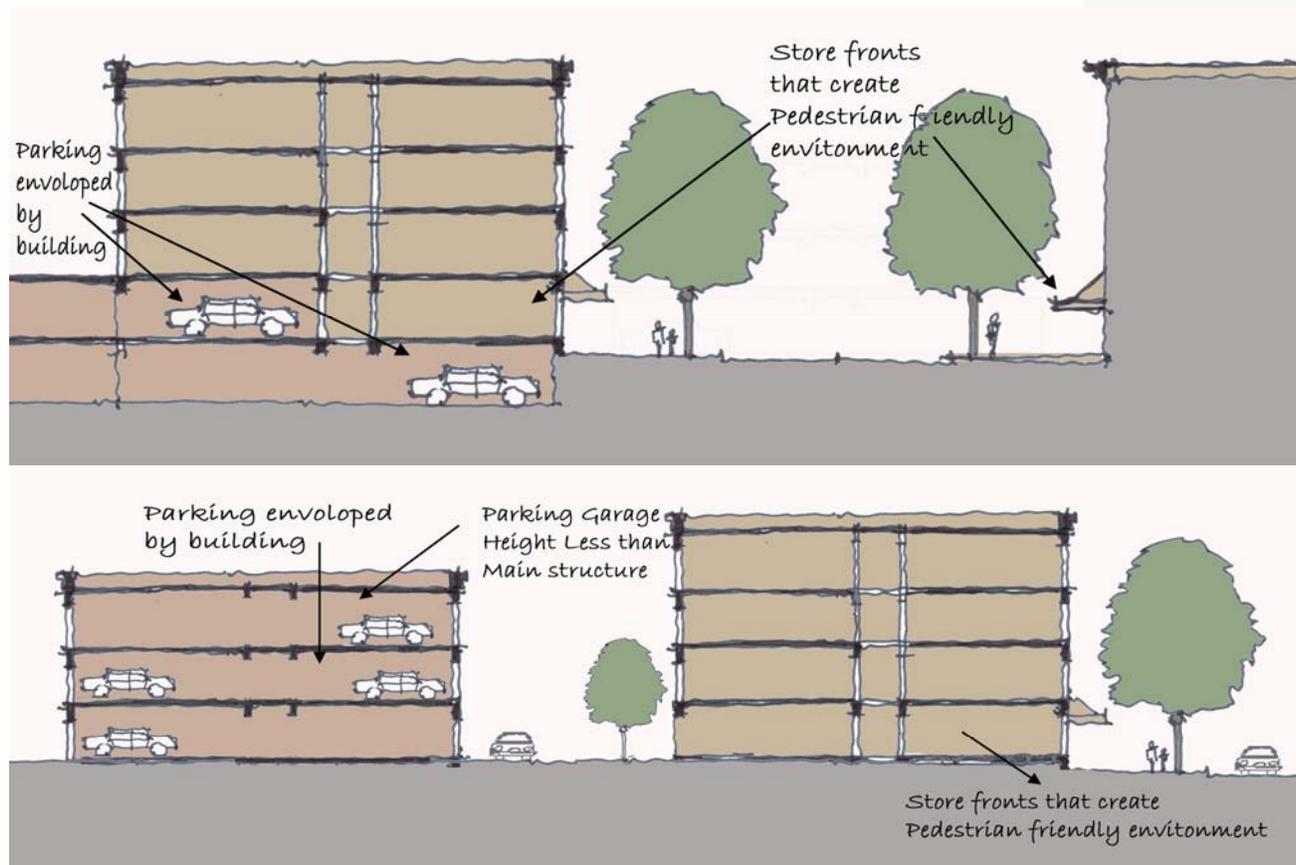
- Site development design guidelines shall follow the larger commercial establishments guidelines in terms of setbacks, access and parking.
- Lot coverage and safety requirements shall follow the zoning code for industrial usage and City zoning requirements.



PARKING GARAGES

- Locate parking garages underground or at the interior of parcels.
- Envelope parking garages with retail or other uses, (See figure 3.7).
- If parking garage abuts the sidewalk along Olive Boulevard such parking garage design shall have tenant space activities such as retail at the ground level.
- Retail storefronts included within parking structures shall incorporate clear glass to provide visual interaction with pedestrian and vehicular traffic.
- First floor retail activities within parking structures shall be subject to the guidelines for *Small and Medium Sized Commercial*.
- Building heights shall be equal to or lower than surrounding buildings unless parking requirements for the primary development use of the site warrants additional parking.
- Building architecture, materials and colors shall be similar to those of nearby structures.
- Stairs and elevators shall be designed to fit within the boundaries of the garage, rather than on the exterior, as an attached stair or elevator tower unless City regulations require exterior exiting due to the configuration of the site or building.
- Design entries shall be designed to avoid conflicts between vehicles and pedestrians are minimized.
- Vehicular entries will be clearly marked.
- Parking structures shall conceal views of vehicular storage from public

Figure 3.7: Parking Garage/ deck placement (Attached and Detached)



Source: ARCTURIS



streets and public spaces.

- Parking structures shall incorporate innovative design ideas, especially related to façade treatment, signage, public safety, mitigating landscape, and covered walkways.
- Openings to parking areas other than garage doors shall be limited to those required by the Building Code for ventilation.
- Signage and light sources internal to the parking structure shall not be visible from outside the parking structure.
- Lighting, particularly on parking decks, shall not illuminate or produce glare onto adjacent properties.
- Setbacks from the property line are permitted to accommodate landscaping and other buffer features subject to design review.
- Aisle width, individual parking space dimensions, and handicap parking requirements are subject to City approval.
- All garage designs shall be consistent with ADA guidelines.



HISTORIC STRUCTURES

Structures that fall under this category refer to buildings built prior to 1941 and may be classified as contributing and noncontributing structures.

- Contributing Structures are those determined to be of historic significance.
- Noncontributing Structures are those that have no historic significance or may be in need of rehabilitation.
- A noncontributing building built within the period of significance but substantially altered may be reclassified as a contributing building; however, it must be brought into compliance with its original historic facade by means of restoration.

Contributing Structures

- Additions, alterations to, and rehabilitation of contributing buildings shall retain and preserve the historic character of the buildings along Olive Boulevard frontage.
- Additions at the rear of rehabilitated structures may be designed to include modern materials such as glass, brick, and wooden wall systems.
- The removal, alteration, or replacement of features on the facade of an historic building must not alter the character of the building.
- Removal of original materials or alteration of features and spaces that characterize a property shall be avoided.
- Where severity of deterioration of the structure requires replacement of a distinctive feature, new features shall imitate the original design, color, texture, pattern and other visual qualities.
- New balconies shall be prohibited on primary facades and rooftop additions unless otherwise permitted by the City.
- Rooftop additions shall have a compatible and proportional relationship to the historic building and shall not change the original architectural character of the structure.

P 3.5: Before and after images of preserved Contributing Structures



Source: <http://www.state.il.us/hpa/PS/mainstreet.htm>

- Additions shall be no higher than 20' above the roof deck of the building.
- Rooftop additions shall step back a minimum of 15' from the facade of the building.



- The design of awnings and materials used during renovation shall be related to the style and use of the building.
- Where traditional retail storefronts exist or will be replaced, canvas awnings shall be used.
- Historic wall signs shall be preserved.

Noncontributing Structures

- Additions to and alterations of noncontributing buildings shall be designed to harmonize with the original building.
- Additions to noncontributing buildings shall be sympathetic and subordinate to the original design of the building.
- Additions shall complement the finished use intended for the building.

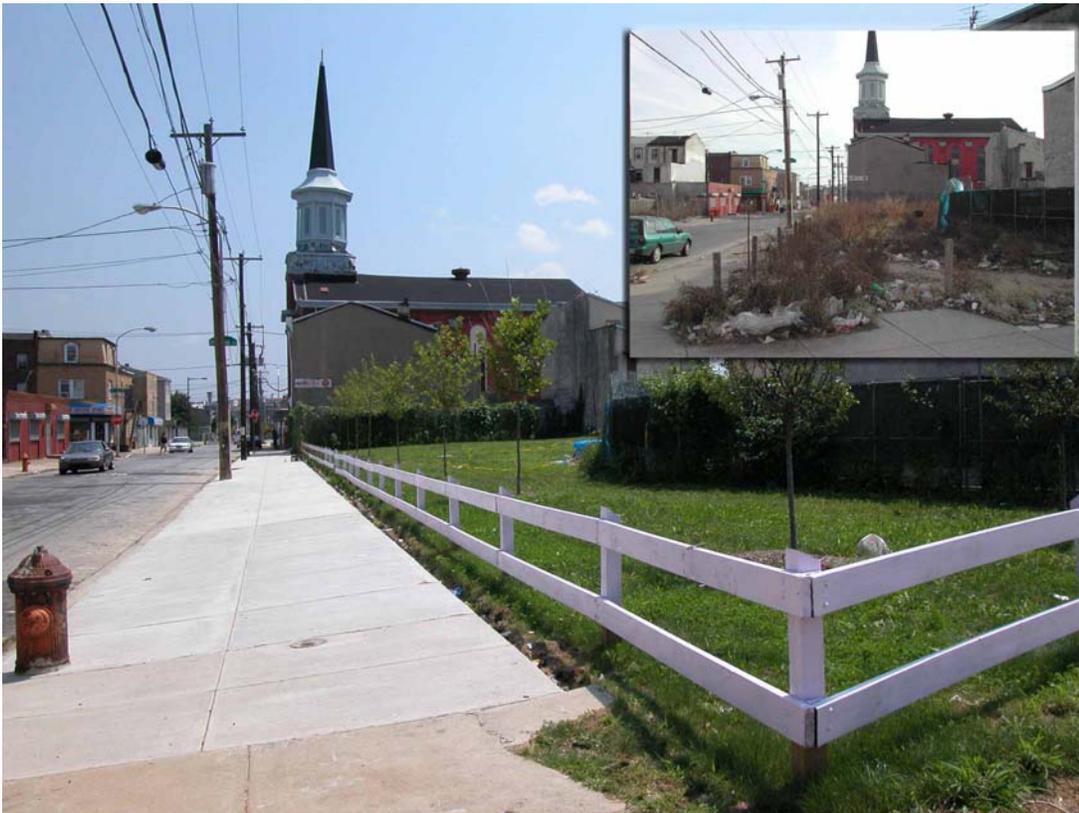


VACANT BUILDINGS AND VACANT LAND

Vacant Building” means any residential or nonresidential building, or any part thereof, which is not occupied and has not been occupied for at least the preceding ninety (90) days by a person who has a legal right to be on the premises. Vacant land is defined as a property that does not have a built structure and does not fall in “Parks Recreation and Open Space” category as per Proposed Land Use Plan per City’s Comprehensive plan Update of 2005.

- Vacant buildings shall be registered within 30 days in accordance with Municipal code Chapter 8.28 Section 113 “Vacant Building Registration and Maintenance”.
- Vacant or abandoned properties shall be maintained by the owner(s), including, but not limited to, buildings, stormwater management, parking lots and structures, landscaping, local environment, and the visual impact along Olive Boulevard.
- Maintenance shall include watering, trimming and pruning landscaping, promptly repairing any damage to buildings and site improvements, and the prompt removal of graffiti.
- Signage shall be removed immediately upon vacation of the property.
- Any covering of glass surfaces shall be installed to blend in with the building and will be maintained by the owner of the property.

P-3.6: Vacant property maintenance



Source: <http://www.cooperativeconservationamerica.org/viewproject.asp?pid=999>

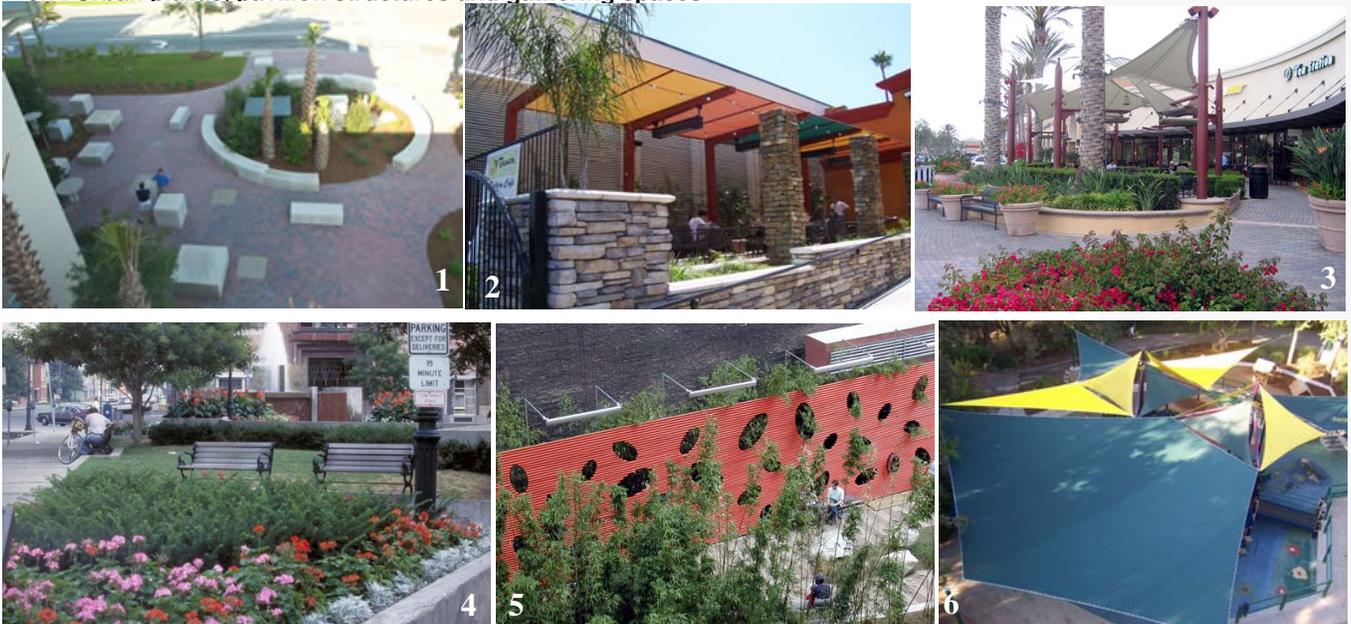


PAVILIONS, PLAZAS AND OTHER OPEN SPACES

Open spaces, plazas, and public gathering places are excellent locations for temporary structures such as open sided pavilions, market stalls, and kiosks. These structures, within an open plaza environment provide “vertical infrastructure” and may be used for a variety of activities such as band stands, farmers markets, kiosk spaces, outdoor sale areas, outdoor dining, artist exhibits, street plays and performances.

- Structure and space design within this category is encouraged to use maximum flexibility and creative design and placement of structures, subject to City approval.
- Design shall be evaluated based on the proposed use and functional needs of the structure.
- All material used for temporary structures will be of high grade material, suitable for the safe and convenient use of the public.
- Pavilion design shall be flexible and built to standards that allows for public occupancy.
- Temporary structures shall be designed to pedestrian scale and shall reflect the character of District in which the structure is located.
- Access to any pavilion shall comply with ADA Guidelines.
- Plant material shall be native to this region.
- If lawn/turf is used in open spaces regular mowing of turf will be required so as not to exceed a height of four (4) inches from the ground in addition to additional maintenance per species needs.
- Use of water features and public art is encouraged.
- Individual creative expression is subject to City approval.

P-3.7: Urban plazas, pavilion structures and gathering spaces



Source: 1- <http://www.hlinc.com/ProjectsMixedUse.htm>, 2&6- <http://www.aworldofawnings.com/AwningStyles.htm>,
3- <http://www.irvinehousingblog.com/tag/windwood>, 4&5- http://www.tbany.com/projects_cat.php?categoryid=1,



SIGNAGE GUIDELINES

Signage shall be creative, appropriate to the business establishment, and installed to City standards. Signage graphics shall not be jarring, cluttered or competitive. Signage must be designed to City standards and constructed of durable, quality material. The city intends to provide owners and tenants with the opportunity to express their identity through signage. These design guidelines essentially classify all signage into two categories, primary and secondary signage.

- Primary Signage includes the primary identification signage for any establishment. It is intended to identify the operations within the structure by name at the main public point of entry. For larger establishments with extensive street frontage, more than one primary sign may be permitted.

Primary signage types include monument signs facing Olive Boulevard, wall plaques, fascia signs, awning signs, and exterior blade signs at main public entry doors when there is no monument sign. Primary signage may be illuminated from within the sign element or by exterior lighting directed onto the sign face. See individual sign types below for the types of illumination that are permitted. All illuminated signs must be fabricated and installed in compliance with all applicable building and electrical City Codes.

- Secondary Signage is intended to give direction and necessary information in addition to the main identification provided by Primary Signage. Multiple types of secondary signage serving a single purpose is not permitted; i.e. a fascia sign and a wall plaque at the same entry door.

MONUMENT SIGNS

- More than one monument sign may be permitted for a development, however only one sign per each two hundred (200) linear feet of frontage is permitted up to a maximum of two (2) signs on each property facing Olive Boulevard.
- Maximum width permitted: six (6') feet for Small and Medium Sized Commercial and eight (8) feet for Larger Commercial or as approved by the City.
- Maximum width permitted: four (4') feet for Small and Medium Sized Commercial and eight (8') feet for Larger Commercial or as approved by the City.
- Landscaping is required around monument signs and shall be submitted with the monument sign as part of a unified design.
- Landscaping around monument signs will be selected as to growth height, watering requirements, and long term care requirements.
- Illumination: Internally illuminated graphics routed in an opaque field are permissible when the graphics are limited to no more than 25% of the total field area
- Illumination shall be subdued and not garish.



- Illuminated translucent panels may be permitted for larger commercial signs only.

P-3.8: Examples of Monument Signs



Source: <http://www.sac-ace.ca/contact/Banners/free.html>, <http://www.easternsigntech.com/2/complete.html>, <http://www.signsbytomorrow.com/manassas/>, <http://www.taylor signs.ie/For%20Signs%20Ireland-Contact%20us.html>

WALL PLAQUES

- Wall plaque signs must be applied to solid walls on which the plaque will be no more than 40% of the rectangular wall area to which it is applied.
- Plaques will not exceed twelve (12) square feet and must be proportional to the wall to which they are installed.
- Plaques will be mounted at eye level and individual letters shall not exceed a height of ten (10”) inches.
- When the wall plaque is the primary signage for a commercial establishment, the sign may be illuminated.
- Internally illuminated graphics routed in an opaque field are permissible when the graphics are limited to no more than 25% of the total field area
- Illumination shall be subdued and not garish.
- Externally illuminated plaque signs shall be allowed.

P-3.9: Examples of Plaque Signs:



Source: <http://www.halecustomsigns.com/signs.htm>, <http://www.tilecanvases.com/steve.htm>, http://www.tikibosko.com/tikicarve_custom.html



- Any kind of lighting used for external illumination will be placed no lower than seven (7') feet to avoid vandalism.
- Exposed neon is prohibited due to possible vandalism at this mounting height.
- When the plaque sign is secondary signage, it shall not be illuminated.

FASCIA SIGNS

- Fascia signs are horizontal signs mounted on building fascia or eaves.
- When the fascia sign is the primary signage for the structure, the sign may be illuminated.
- Internally illuminated graphics routed in an opaque field are permissible when the graphics are limited to no more than 25% of the total field area
- Fascia signs may incorporate neon designs and lettering or may be externally lit.
- Secondary fascia signs shall not be illuminated.

P-3.10: Examples of Fascia Signs:

Use of Neon



Internally illuminated



Externally illuminated



Source: http://www.mplbusinessimages.com/shopfront_signage.htm
<http://www.prestigesigns.net/products.aspx?catid=2>

- Fascia signs shall be mounted a minimum of seven (7') feet above grade from the bottom of the sign or six (6') feet above awnings and shall not exceed twelve (12') feet in length or two (2') feet in height.

AWNING SIGNS

- Storefronts utilizing awnings as a design element have the option of including signage as part of the awning concept.
- Lettering and logos shall be proportional to the awning face and shall be located on the front face of the awning.
- Awning signs may be illuminated by remote accessory lighting only.
- Light fixtures may be located above the awning only and shall be fully integrated with the building façade.
- In no case shall awnings be enclosed on the underside and internally illuminated in such a manner that the awning functions as internally illuminated signage.



P-3.11: Examples of Awning Signs:



Source: <http://www.allbritesigns.com/signs.html>, <http://www.december.com/places/mke/album/photopanera.html>

BLADE SIGNS

Blade signs are currently not permitted by the City. Hence a zoning code change shall be required to permit this kind of signage. If this happens following guidelines shall be followed along Olive Boulevard

- Blade Signs are double sided signs that project perpendicularly from the face of a building.
- Blade Signs may incorporate neon as the illumination source or they may be designed to be externally lit.
- Signs may not exceed four (4) square feet with a maximum dimension of two (2') feet in any direction.
- These signs shall be of a distinctive shape with three-dimensional character where possible.
- Blade Signs shall extend out over public walkways to a maximum of two (2') feet and shall be installed at a height of nine (9') feet above grade.
- The sign must be soundly suspended from the building's structural façade.
- All transformers, ballast, and conduit shall be concealed.
- Any changes in size and mounting of blade signs shall be subject to the approval of the City.

P-3.12: Examples of Blade signs



Source: <http://www.prestigesigns.net/products.aspx?catid=2>, <http://www.thesignfactoryusa.com/Products.htm>, <http://www.fingerlakessandbox.com/b2evolution/index.php?blog=1>



BANNER SIGNS

- Single and double sided banner signs shall project perpendicularly from the face of a building.
- Banners applied to the wall shall not be allowed.
- Banner signs shall be made of fabric, canvas or other similar material with a sturdy support system adhered to the facade of the building.
- Banner signs shall be externally lit with lighting fixture placed above or below the banner.
- Signs may not exceed twelve (12') feet in height and two and one half (2'6") inches wide.
- Banner signs shall be mounted so that the bottom of the banner is no less than seven and one half (7'6") inches above the sidewalk elevation.
- Any changes in size and mounting of banner signs shall be subject to the approval of the City.

P-3.13: Examples of Banner Signs:

Banner placement



Up-lighting



Not allowed



Source: <http://www.prestigesigns.net/products.aspx?catid=2>

GLAZING SIGNS

- Glazing Signs are secondary signs applied directly to the inside surface of storefront glass and include metal leaf, painted lettering, and etched, cut and sandblasted lettering.
- Glazing signs shall display the store name or logo only.
- Glazing signs may not exceed 25% of the total glazed area.
- These signs shall not create a cluttered look at the storefront.

P-3.14: Examples of Glazing signs



Source: <http://www.thefarmonadderley.com/contact.htm>, <http://www.topstitchin.com/>, <http://news.medill.northwestern.edu/chicago/news.aspx?id=62585>,



- Glazing signs are permitted only for signage subject to the approval of City.
- Any changes in terms of area usage, and display graphics other than logo and store name, shall be approved by the City.

ORIENTATION MAP SIGNS

- Exterior orientation maps are permitted for the Olive Boulevard corridor and may be placed in strategic, landscaped areas along the corridor.
- These signs will complement the distinctive characteristics of the districts.
- Maps may be designed as interactive or static.
- Maps shall be designed as easy to read and graphics shall be clear and easily understood.
- Maximum width permitted: six (6') feet or as approved by the City.
- Maximum width permitted: four (4') feet or as approved by the City.
- Illumination: Illumination shall be subdued and not garish.
- Illuminated translucent panels may be permitted for larger commercial signs only.

P-3.15: Examples of Orientation Signs



Source: http://www.stradallc.com/show_project.php?52, <http://www.eire.com/2005/01/16/new-map-of-dublin-at-talbot-bridge/>, <http://www.waymarking.com>

PROMOTIONAL OR TEMPORARY SIGNS

- Temporary Signage may be approved for promotional sales such as grand openings, promotional merchandise sales events, arts and crafts shows, and other promotional activities related to the economic growth of the corridor.
- These signs shall not create a cluttered look at the storefront.
- Promotional sales event signage approval shall be approved by the City for a maximum period of forty (40) days.
- Promotional signage requested for a period of over forty (40) days shall be subject to approval of the City.



OPERATIONAL SIGNS

- Establishments may utilize no more than five percent (5%) of their storefront area for promotion of products or services offered, rate or schedule boards, professional or business organizational affiliation, and tour maps.
- Sign messages shall be attached to the interior of the window glazing and may not be illuminated.
- Signs indicating hours of business and emergency phone numbers are permitted, one at each building entrance or service door.
- Operational signs at public entrances shall not exceed one square foot (1') in size.
- At no time shall operational signs generate a cluttered look to the storefront.

MENU BOARDS AND SANDWICH SIGNS

- Glass covered, fixed menu boards displaying the printed menu of the restaurant or cafe may be displayed within the main entry alcove or lobby
- Maximum size for menu boards shall be four (4') feet.
- Portable Sandwich boards are prohibited from use per City's Municipal Code

P-3.16: Examples of Menu signs and Sandwich Boards

Fixed Menu Boards



Sandwich boards



Source: <http://members.virtualtourist.com/m/a2cca/71211/2/>, <http://barscigarsandbrew.com/shop/odds-ends.html>, <http://www.discountdisplays.co.uk/html/sandwich-board-signs.html>,

ANIMATED SIGNS

Animated signs create considerable distraction to traffic flow. Therefore, they are permitted to be used only on location that are not disruptive to traffic flow. The placement, size, colors displayed, level of illumination created, and speed of graphic change shall be approved by the City.



POLE SIGNS, ADVERTISING SIGNS, WALL PAINTED SIGNS

These sign types may create a cluttered look to the streetscape if not strategically placed and creatively expressed. These signs may also create considerable distraction to traffic flow. While they are permitted to be used, their placement, size, height, colors displayed and level of illumination created, and speed of graphic change (if any) will be subject to City approval.

OTHER SIGNS

Any other type of signage not covered in this section or signage using newer technology not covered by these guidelines will be evaluated based on their design and functional merit and will be subject to approval of the City. Such signage shall be consistent with District character and shall be safe for pedestrians; consumers' access the property on which the sign is located and any traffic movement in the area.