7 REGULATING PLAN : DESIGN GUIDELINES

7.1 Introduction and Objectives

The Regulating Plan is composed of two sections: the Block Code and the Design Guidelines.

The Block Code, presented in Chapter 6, addresses development and redevelopment. The Design Guidelines, presented in Chapter 7, contains architectural and urban design standards.

The following urban design and architectural guidelines represent desired standards for development within the West Main Street Corridor.

It is the purpose of these guidelines to provide designers, developers, and the City with a set of parameters by which detailed specific development proposals can be created and evaluated.

The following are some important objectives of the guidelines:

- To aid the successful implementation of the West Main Street Redevelopment Plan's general urban design patterns.
- To ensure that the character of future development complements existing uses and the scale of development.
- To allow designers and developers reasonable flexibility in the creation of specific designs to meet current and future market and economic realities.
- To create and maintain optimal economic and social value as these areas develop and redevelop over time.
- To ensure that high quality development creates a vibrant, diverse, clean, safe, and premier destination with sustainable economic vitality.
- To create meaningful public places through effective design and proper placement of building and landscape features.
- To ensure that building and site designs create a safe, attractive, and interactive environment for pedestrians, cyclists, and motorists.

- To see that vehicular access and parking needs are effectively addressed while any negative impacts on the urban form and pedestrian experience are minimized.

The principles contained in these guidelines represent the desired physical form for development within the Corridor.

Application of Guidelines

The guidelines will be used to evaluate specific development proposals within the West Main Street Corridor Plan.

Common sense and reason should be used to evaluate development proposals with the recognition that changing market conditions may suggest alternate development solutions that have not been anticipated by these guidelines. If necessary, these guidelines can be modified in the future with appropriate City approvals.

7.2 West Main Street Districts

Four districts were created that recognize the different qualities and varying character of West Main Street (fig. 7.1). The four districts include:

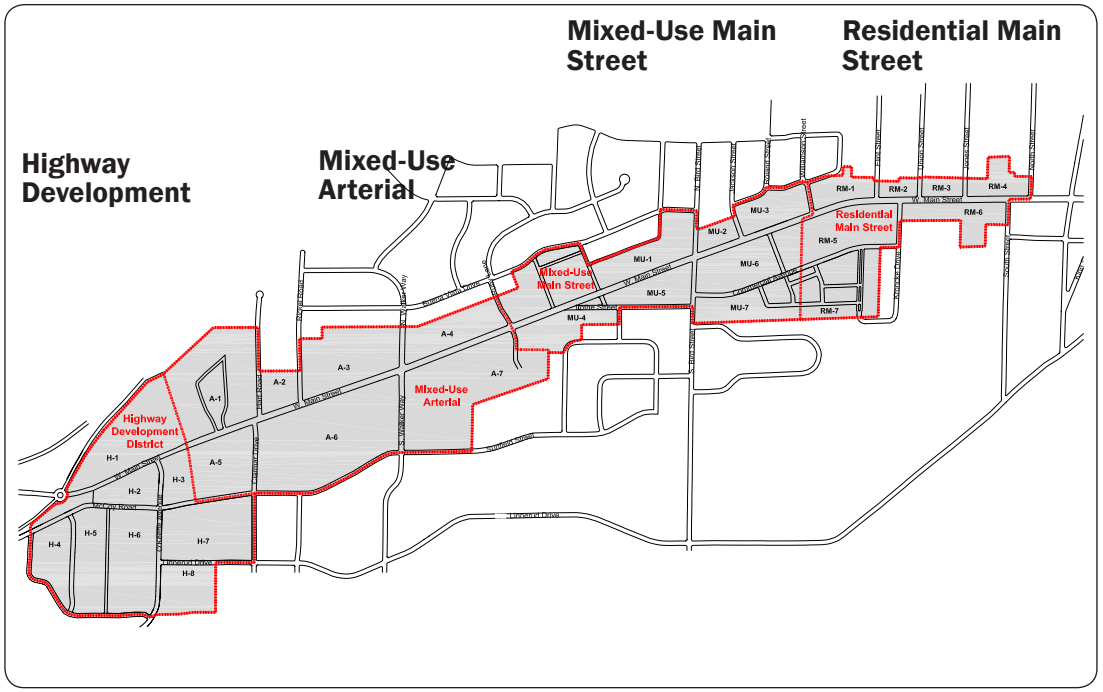

fig. 7.1 Area and Block Identification

- Highway Development District
- Mixed-Use Arterial District
- Mixed-Use Main Street District
- Residential Main Street District

7.3 Use and Street Activation

Land uses vary by district, block and street frontage. Guidelines should be applied to each district to determine the general type and scale of development, including residential and commercial. Certain blocks and block faces should be more active and intense. This objective should guide recommendations for proposed uses.

A regulating plan identifies the exact uses permitted for each district and block (see Section 7 in this document).

Restaurants, street cafes, and a mix of residential, commercial, and institutional uses are encouraged and allowed in most areas. All commercial, institutional and accessory uses permitted in the Sun Prairie Zoning Ordinance Chapter 17.16 should be allowed with the exception of the following:

- Outdoor Maintenance Service, outdoor storage, truck parking
- Campground Uses
- Boarding House
- Sexually-Oriented Land Uses
- Permanent Outdoor Display and Sales*

** Permanent Outdoor Display and Sales may be approved on a limited basis.*

Objective

The creation of a lively, interesting and visually stimulating experience for pedestrians and motorists helps to ensure the economic vitality of the corridor by creating a place where people enjoy being. The following elements are important features that help to activate the street and create a vital and attractive environment.

Uses That Activate the Street

While the character and design of the building facade and circulation areas around the building are important, what takes place behind the facade is a critical factor in creating

fig. 7.2 Active use along pedestrian edge

fig. 7.3 Entrance prominence

an environment where pedestrians will want to go. People want to walk by buildings or places where they can look in and see something interesting or something that entices them inside. Examples of these active uses include shops, restaurants, lobbies, cafes, galleries, showrooms, beauty salons, etc. Office use can also qualify if active work spaces or main lobbies are located along primary pedestrian edges. Where possible, building uses that activate the street should be located directly behind glazed facades on the ground floor (fig. 7.2).

Pedestrian Entries

At least one pedestrian entrance shall be provided along the Main Street or side street facade of each building along West Main Street (fig. 7.3). Entries on the sides of buildings within approximately 30 feet of the

public street will fulfill this requirement if they are easily identified from Main Street.

The major public entry should be a prominent visual feature of a building. This entry should be oriented toward a public place such as West Main Street, a cross street, or an entrance plaza. The entrance should be designed so that it is easily identified and emphasized through the use of architectural details or special materials. Steps located along any street right-of-way must be set back at least two feet from the public sidewalk for safety reasons.

Multiple entries on West Main Street should be considered for buildings with over 100 feet of frontage (fig. 7.4). If possible, pedestrian entries should be provided for each distinct ground floor use (or tenant) along the West Main Street frontages.

First floor residential uses are encouraged to have separate residential entries with access to the public street. Shared ground floor entrance lobbies are permitted for upper story uses. Dominant corner entrances near the property lines are desirable on corner sites.

Service entries and garage doors should be located away from public view to the greatest degree possible. They should be sited along alleys or in the rear of buildings and should not be located along street frontages unless no other access is available.

Street Level Window Glazing

Street level facades should include visual features and design details that enrich the pedestrian experience. One of the best ways to activate streets is to allow passers-by (pedestrian or motorists) to view human activity inside the buildings that line the street (fig. 7.5) and encourage "window shopping." In order to create a visual link between persons outside the building with activity inside the building, it is recommended that substantial amounts of clear, transparent glazing be used to offer windows that everyone can see through. To encourage this type of visual interaction, the guidelines require clear, non-tinted windows (glazing) along the street frontages of a building.

Clear glazing should account for at least 50% of street facades between two to eight feet above grade, and extended glazing that exceeds this dimension (such as transoms and clerestories) is encouraged.

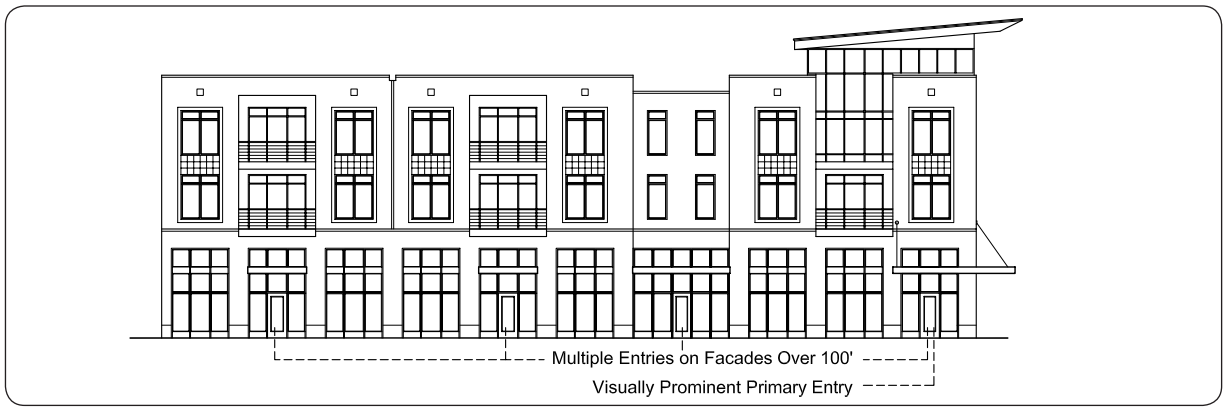

fig. 7.4 Pedestrian entries for buildings over 100' in length

fig. 7.5 Clear glazing allows views of active uses

For exclusively residential buildings, ground floors should be raised a half level (while resolving accessibility issues where applicable) and the area where clear, non-tinted glazing should occur is between three feet above to at least seven feet above the ground floor. The clear glazing zone is measured along the street frontage of the building and does not include service entries.

Where possible, clear glazing should also be used along facades adjacent to publicly accessible areas that are away from street frontages, such as rear or side parking areas.

Alternative Street Activation Features

Alternate facade and/or building features

fig. 7.6 Street activation features

fig. 7.7 Pedestrian gathering is encouraged

can be substituted to fulfill up to half of the clear glazing requirement along the street frontages of a building.

These features may include the following items: awnings, canopies, lighting fixtures, banners, projecting signs, hanging planters, landscaped planter beds, free standing moveable planters, benches, and landscaped seating niches (fig. 7.6).

Gathering Spaces

Outdoor gathering spaces, such as cafes and restaurants with outdoor seating areas, should be visible from the public rights-of-way, adding activity and visual richness (fig. 7.7). Landscaped areas, pavilions, plazas or other well-defined seating and gathering areas are also encouraged.

7.4 Building Placement and Scale

Buildings that create a continuous linear street edge help promote pedestrian-friendly and socially active main streets. In order to achieve this, buildings should be placed as close to the front property line as possible. If the building fronts two streets, then the building should be placed as close to both property lines as possible with the goal of strengthening the corner and both street edges if possible.

fig. 7.8 Facade at build-to line

Build-to Zone

To help ensure that buildings are located near the front and corners of the building lot, a Build-to Zone is established for lots facing public streets within these areas.

The Build-to Zone is defined in the regulating plan in section 6.3. Build-to Zone requirements, including location and coverage rate, vary for each of the blocks to match the type and scale of new development within the context of historic patterns of development and the surrounding neighborhoods. Variations also exist within the districts to better respond to individual blocks.

The street edge is to be defined with the building facade (fig 7.8), and/or other physical features (fig 7.9). These physical features are intended to continue the building edge at the street when circumstances prohibit the building itself from meeting the minimum build-to zone requirement. Requirements for physical features depend upon the building's location relative to the street and the feature.

When the physical feature is adjacent to the building, outdoor seating areas, courtyards and other small gathering spaces enclosed with decorative fencing, low gardens walls, or landscaping features may count towards build-to requirements (fig. 7.10).

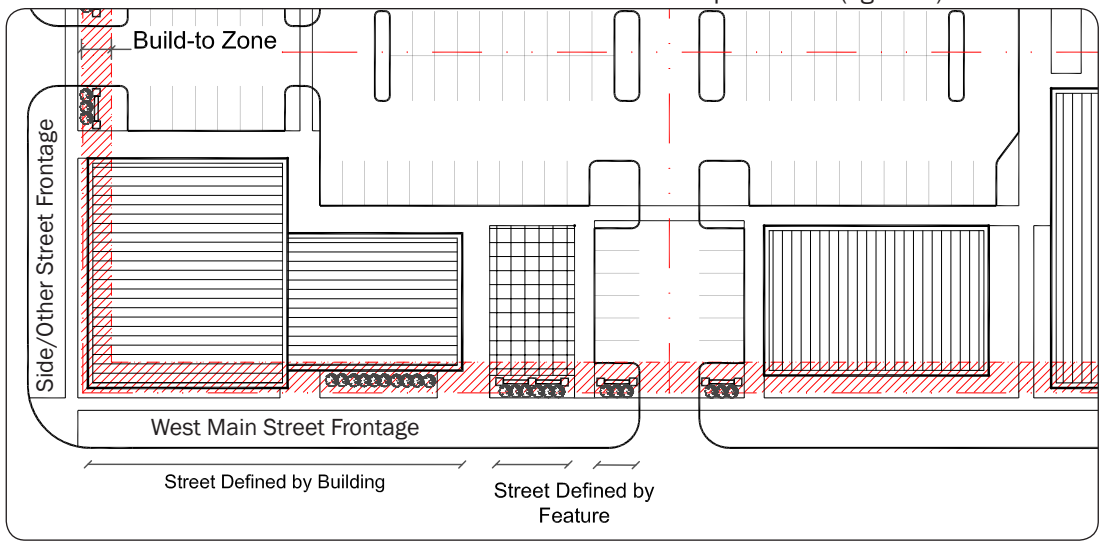

fig. 7.9 Build-to zone conditions

fig. 7.10 Outdoor seating with a decorative fence as a street-defining edge

When the feature is separated from the building (by parking, drive lanes, etc) the following features or combination of features may count toward build-to requirements: freestanding pergolas, arbors, arcades, garden walls, decorative fencing, formal hedges, or other street defining features (fig. 7.11).

Designers have some freedom with the creative use of quality materials and methods that help achieve the goal of an attractive and lively street edge experience. All features must receive the approval of the City of Sun Prairie prior to counting toward the build-to requirement.

7.5 Circulation

Vehicular Access

Vehicular access to parcels is controlled by the regulating plan. Areas where curb cuts are appropriate have been indicated. Additionally, the proposed quantity of curb cuts is indicated for each block and block face. At minimum, one right-in/right-out driveway is allowed near the midpoint of each block fronting West Main Street. Additional driveway locations on West Main Street must be approved by appropriate City departments. Other parking and service areas should be accessed from alleys or side streets (fig. 7.12).

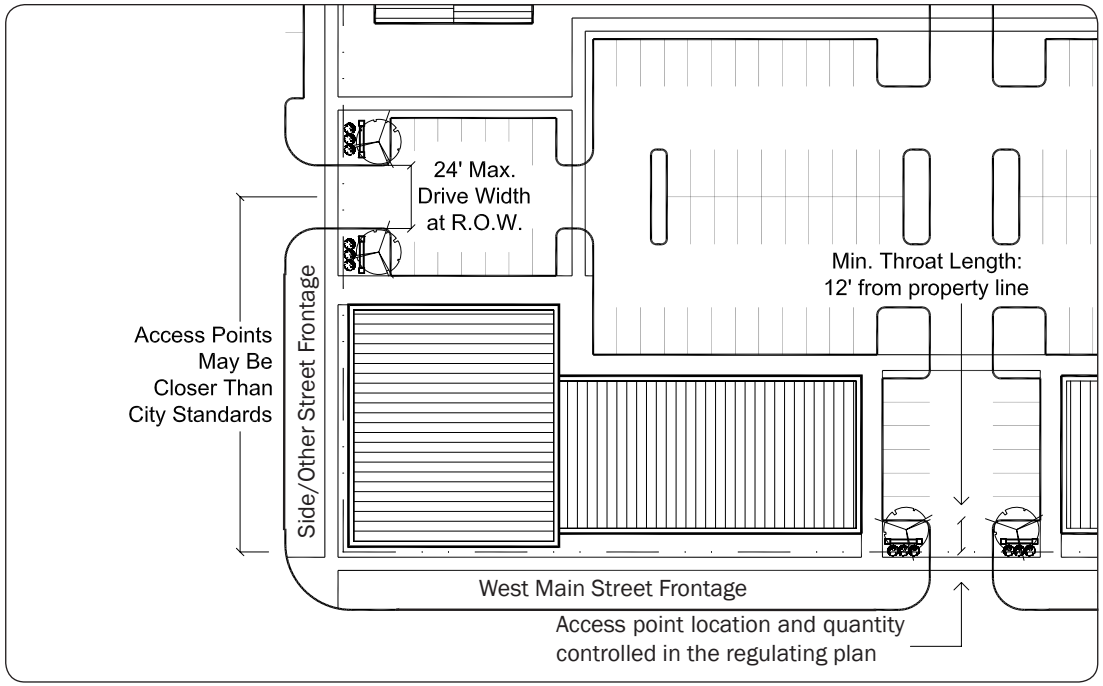

fig. 7.12 Vehicular access paths

The reduction in the number of curb cuts that will be accomplished as the regulating plan and design guidelines are implemented will have a positive effect on pedestrian safety along the corridor. By reducing the number of driveways and turning movements there will be fewer conflict opportunities between pedestrians and vehicles. At corners, reducing the presence of curb cuts, parking lots, and driveways should make it easier for pedestrians to cross streets as the added complexity and threats from vehicles accessing parcels near intersections will be reduced. Further pedestrian enhancements like textured crosswalk pavement, median pedestrian refuge zones, tighter curb radii, and adjustments to signal timing can also improve safety for pedestrians crossing streets.

fig. 7.11 Build-to requirement met with a combination of street trees, landscaping, benches and a garden wall

Access to all parcels and exceptions to City standards will be reviewed and approved by the appropriate City departments. The proposals may contain options that deviate

from City standards and facilitate driveway locations that meet the needs of proposed developments without undermining public safety.

The width of vehicular parking entries, curb cuts, and driveways should not exceed 24 feet in width where they cross public walks and property edges, except when deemed necessary to accommodate larger service vehicles, etc. Where possible, such driveways should be approximately 20 feet wide and should be paved in a manner that (a) slows traffic using the driveway and (b) does not intimidate pedestrians. Landscaped medians and other features should be incorporated into the entrance, especially with wider driveways. Where driveways cross the sidewalk, the paving must remain at the same typical height as the adjacent sidewalks to create a level, non-interrupted path for pedestrians.

In general, driveway throat lengths that are required in Section 17.36.040 may not apply. Throat lengths that are less than City standards may be required in some conditions to allow for parking to occur on the sides of buildings that are placed near the street edge. Along West Main Street and other streets, the throat length, as measured from the right-of-way to the first parking stall, should be a minimum of 20 feet.

The City shall have flexibility to approve reduced throat lengths.

Pedestrian Circulation

Pedestrian walks should be incorporated into all site plans. Walks at least five feet in width (larger in front of commercial uses) should be provided between parking areas and buildings and within large parking areas (fig. 7.13). Connecting sidewalks are encouraged between adjoining properties in order to accommodate access between sites. Pedestrian connections from adjacent neighborhoods should be encouraged through site designs.

fig. 7.13 Pedestrian walk within a parking area

A sidewalk is required from the main building entry directly out to the sidewalk along West Main Street.

Where possible in parking areas, pedestrian walkways should lead directly to a building entrance or connection to West Main Street. Walkways should be enhanced with landscaping, decorative paving, and pedestrian-scaled lighting.

Bicycle travel should also be promoted through the use of permanent bicycle racks and bicycle paths where appropriate.

Drive-Through Facilities

As with service and loading areas, it may be necessary to relax the typical City dimensional requirements relating to drive-through facilities. Drive-through facilities should be discouraged on corner lots.

Drive-through facilities should be located only at the rear or side of buildings and should not be placed between a public street and the

fig. 7.14 Drive through facility located on the side of the building

main building structure (fig. 7.14). In general, a separation of at least five feet should be maintained between a drive-through canopy and surrounding property boundaries. Stacking distances should be reduced to only that which is needed to accommodate estimated peak demand without interfering with the free flow of auto or pedestrian traffic.

Every effort should be made to coordinate and integrate drive-through facilities into the overall architectural treatment of the main building. Creative design solutions such as remote kiosks are encouraged to minimize the impact of the drive-through facility on the overall site design. Where possible, drive lanes should be significantly screened from public view with landscaping or decorative fences or walls. Substantial screening should be provided between drive-through facilities and wholly residential properties.

Clearly defined pedestrian crossings should be provided where walkways intersect drive-through access lanes. In all cases, drive-through facilities should be designed without endangering the public safety.

Service Areas

Given the tightly integrated urban environment that is envisioned for the West Main Street Corridor, it may be necessary to relax typical City dimensional requirements relating to service and loading areas. In many densely developed areas these standards are often balanced with the priorities of aesthetics, parking, and other spatial requirements.

Due to the urban character of the development, with parking areas at the rear or sides of buildings, there may not be adequate space to create loading areas that are entirely separated from parking areas. In these cases, every effort should be made to integrate a safe and well-organized loading area that allows for the coexistence of multiple uses. To reduce the amount of area dedicated to these needs, shared service areas between adjacent users and buildings should be allowed and encouraged throughout the development. Any residential units within a mixed-use building shall be excluded from the building area for determination of loading dock requirements.

fig. 7.15 Service areas placed at the back of buildings

When possible, service and loading areas, trash receptacles, and ground floor mechanicals should be placed at the back or sides of buildings (fig. 7.15). When possible, they should be screened or located away from public view. When such elements are in public view, they should be considered as important visual features and designed to a higher level of quality in terms of composition and materials. Decorative fencing/garden walls and/or landscaping should be used between any loading and service areas where they are adjacent to the public right-of-way or publicly accessible areas. Fencing or garden walls should be decorative, preferably with masonry piers at regular intervals. In addition, regularly spaced trees should be planted as part of the composition when space permits.

Relaxed standards should be allowed regarding location, setbacks, sizes and number of loading areas when necessary to accommodate the denser urban character of the development.

7.6 Parking

Location

Parking areas should be designed to avoid adverse visual impacts to the landscape. Parking areas must be located under, behind and/or on the sides of buildings and should not be located in the front of buildings (fig. 7.16). They must not be located at the intersection of two streets. Limited exceptions to this standard can be considered.

Screening

Parking lots should be organized as simple geometric shapes with strong edges of landscaping, decorative fences/garden walls, lighting and/or buildings. This will reinforce the space as well as provide screening from adjacent rights-of-way, public spaces, and residential uses. All parking areas fronting West Main Street must be screened with approved features. All features counting towards the build-to requirement are acceptable screening methods. Garden walls or decorative fencing with landscaping features (trees, shrubs, etc.) is the preferred screening method (fig. 7.17).

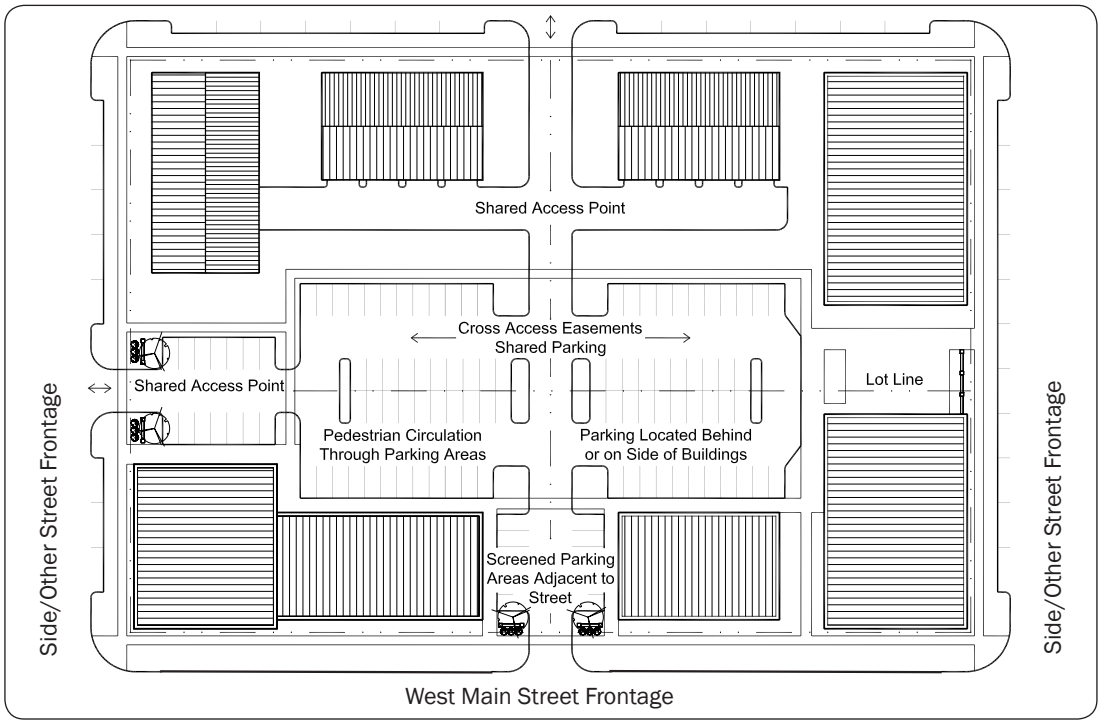

fig. 7.16 Parking lot location and access

fig. 7.17 Parking screened with decorative fencing and landscaping

Joint Parking Lot Usage

It is strongly recommended that, when possible, parking areas should be shared by adjacent users and mixed-use developments to eliminate unnecessary parking stalls and impervious asphalt surfaces. When possible, parking lots should be shared among adjacent commercial, institutional, and residential users. These joint parking arrangements may count towards City parking requirements if it can be demonstrated that the respective users have differing peak parking demands.

Cross-Access Easements

Since West Main Street and other street access is limited, it is strongly encouraged that, when possible, parking areas be linked to adjacent users through cross-access easements. Vehicular access between adjacent sites should occur when possible, eliminating the need to return to the public street when visiting multiple adjacent sites. The establishment of a system of cross-access easements will occur incrementally with the possibility that some connection easements will be requested before the adjoining property connection is in existence. When possible, parking areas that serve different buildings should be designed in a visually integrated and continuous manner.

Parking Standards

In general, City standards under section 17.36.040 should be used to determine appropriate parking ratios for proposed commercial and institutional uses.

Exceptions to Section 17.36.040 should be considered for shared parking area arrangements. Both off and on-street parking spaces within 600 feet of a building entrance should be counted towards parking requirements. Mixed-use buildings should be

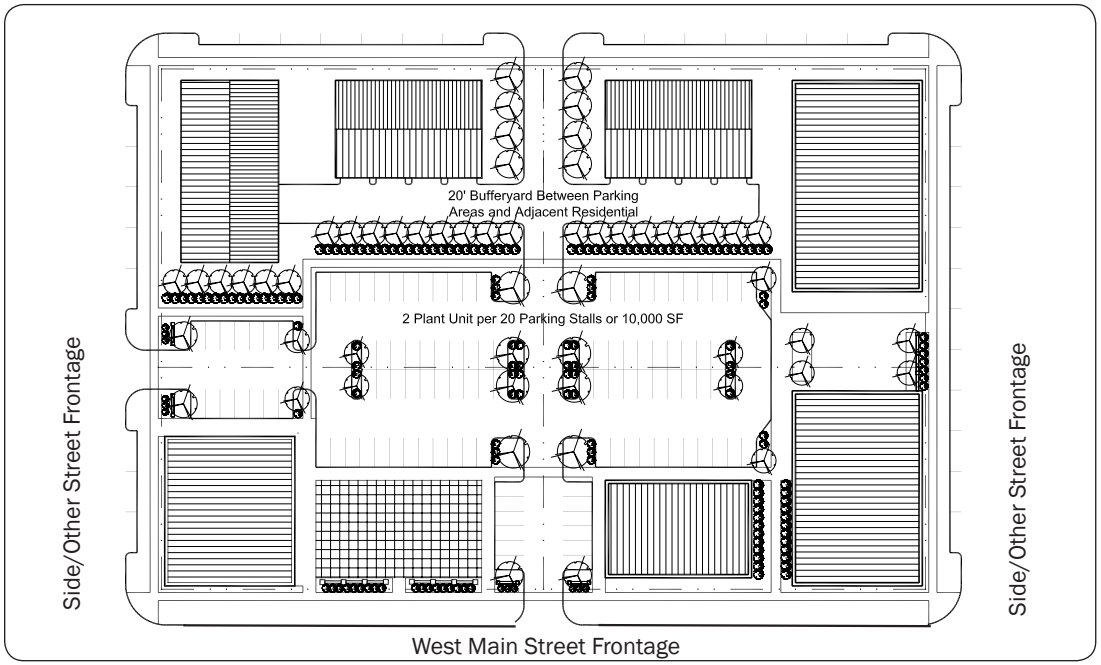

fig. 7.18 Landscape standards

given credit for shared parking arrangements that take advantage of alternating peak usage times between commercial and residential uses. Reduced parking ratios should be encouraged whenever possible to avoid unnecessary parking stalls and the dominance of asphalt surfaces.

7.7 Landscape and Streetscape

Landscaping Standards

Site landscaping should be designed to enhance the architecture, define outdoor spaces, and integrate land uses. Landscaping should also be used to screen visually unattractive features and nuisances from public view (fig. 7.18).

Site designs should focus on the creation of meaningful and stimulating public places that increase the value of surrounding properties and enrich the experience of those using the space. Landscaping should be seen as a means to create and define publicly accessible open places, as well as a means to integrate the spaces between buildings.

Paved Parking Areas

In general, landscaping within parking areas should be a combination of shade/ornamental trees and shrubs/ground cover. The primary emphasis for landscape should be the perimeter of parking areas (fig. 7.19).

It is required that a minimum of two plant units (as defined by the Zoning Ordinance Section 17.32.030) for every 20 stalls or 10,000 square feet of paved area (whichever is greater), be planted in and around parking areas. Section 17.32.060 of the Zoning Ordinance should be referenced for a complete description of the requirements.

fig. 7.19 Parking lot landscape character

Bufferyards

In general, substantial and attractive landscape buffers, or some sort of decorative and attractive screening, must be provided between adjacent non-compatible uses. This is particularly important where the West Main Street Corridor abuts the North and South Main Street Mixed-multifamily neighborhoods. These two surrounding areas are planned as residential neighborhoods that should be adequately buffered from higher intensity commercial and mixed-use parking, loading and service areas at the rear of the Main Street buildings.

To accommodate this, it is recommended that at least a 20- to 30-foot wide area along the edge of these districts be reserved as a meaningful landscape area. Sufficient landscaping and/or decorative fencing or garden walls should be used in these areas

to adequately screen the adjacent uses from the view of the residential properties. Consideration should be given to plant species to allow sufficient screening during the winter months.

While these features are called bufferyards, they should be viewed as attractive garden-like features that integrate the surrounding uses. For example, one planting pattern might involve a double row of trees with a ground level hedge row and/or a decorative fence or wall. Berms are less appropriate in this more urban setting and should be avoided.

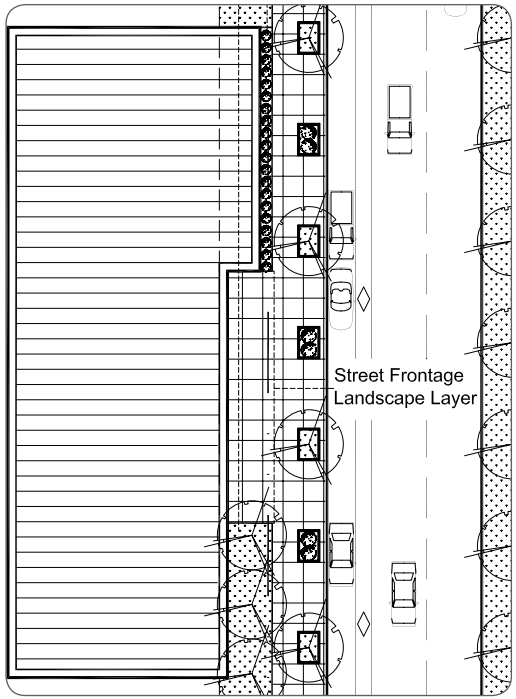

fig. 7.20 Street frontage landscape

Street Frontage In The Set Back Area

Since many of the buildings within the corridor may have little, if any, setback from the public rights-of-way, there may be little or no street yard in which to add landscape.

If commercial buildings are set back, there should be a mixture of streetscape elements and landscape features such as freestanding planters or trees located in gratings (fig. 7.20).

For residential buildings, a stronger landscaped area should be used that creates a layering effect between the sidewalk and building edge. A landscape layer between the street and residential units adds value and visual interest (fig. 7.21).

Street frontage landscape should complement the building architecture and create a pleasant and attractive edge along the pedestrian walkway.

fig. 7.21 Residential landscape layering

Street Frontage In The Right-of-way

The zone between the curb edge and the property boundary/right-of-way line is owned by the City of Sun Prairie. This zone is currently designed with a five-foot wide sidewalk and grassy terrace. It is anticipated that the landscape treatment in this area will change as development occurs along the corridor. To avoid a haphazard appearance along the street, it is important to create guidelines for the streetscaping and establish the general limits where the various treatments are appropriate.

There should be two general streetscaping treatments:

- Urban Streetscape is appropriate for pedestrian activity areas, found primarily within the Mixed-Use Main Street and Mixed-Use Arterial Districts.
- Residential streetscape should be used in the Residential Main Street District and select areas in the Highway District.

Developed Lot

Groupings of landscaping should be used to enhance the entrances to buildings, especially those buildings with residential uses.

Landscaping elements should be used to create and define meaningful open places, such as small parks, plazas, and lawn areas on lots with sufficient space. This is particularly important on properties that have residential units.

fig. 7.22 Parking lot landscape edge

Garden Walls and Fencing

Outdoor areas, such as cafés, beer gardens, and plazas are allowed per Section 17.16.140 of the City's zoning ordinance, and should be constructed with materials consistent with those along the ground floor facade. Materials such as poured-in-place concrete, stone, masonry and metal elements should be used. Wood railings, wood skirting and wood decking should be avoided when located on a street side edge of the building.

Retaining walls and garden walls should be constructed of poured-in-place concrete, or stone and brick masonry. Wood retaining wall systems should be avoided.

Fencing should be decorative metal, masonry or other high quality material.

Where possible, the edges of West Main Street and other adjacent public streets should be reinforced by the use of hedges, fencing or garden walls. The fencing/garden wall should be decorative, preferable with masonry piers at regular intervals (fig. 7.18). In addition, regularly spaced trees should be planted as part of the composition when space permits. Trees should be deciduous with a higher canopy in order to maintain sight lines into and out of the site for safety issues.

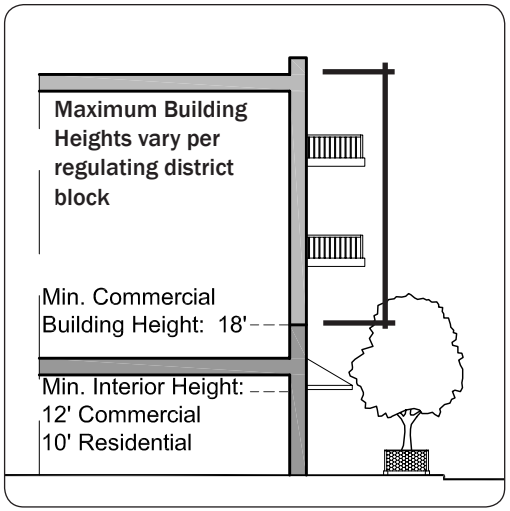

fig. 7.23 Building height

Utilities

Where possible, utility services should be buried or located at the rear lot lines, or somewhere near the middle of the block, in areas that do not interfere with building or landscape features. Above ground utility facilities that are overly obtrusive should be screened with decorative fencing, walls, and/or landscaping when possible.

7.8 Building Architecture

Building Height

Building heights are regulated to ensure the safety of the public, create streets that are in keeping with the character of surrounding development, and establish a strong street edge along the public right-of-way (fig. 7.23). Building heighs are regulated by distric and blok. See Chapter 7, Regulating Plan Block Code, for specific requirements.

The overall minimum height of a one-story commercial building must not be less than 18 feet from finished floor to the highest point on the building. Excessively high parapets and opaque false second story windows are discouraged as methods to increase the overall building height. A preferred method is to use a taller interior space with transparent clerestory windows that allow for the transfer of light and activity between the inside and outside of the building. In any case, the ground floor of commercial spaces should not be less than 12 feet from finished floor to finished ceiling. Also, to allow for possible future building adaptation, the ground floor of residential buildings should be 10 feet from finished floor to finished ceiling.

Building Composition – Base, Middle, Top

Building facades should be composed to define base, middle and top elements (fig. 7.24). The base of the building anchors it to the ground. The base is the interface between the building and people, and should be highly articulated. The transition between the middle of the building and the other levels should be articulated by use of contrasting materials, window openings, or ornamental elements. These horizontal bands form expression lines that give scale and character to a facade. The top terminates the building against the sky and provides an opportunity to create an interesting silhouette.

Rhythm

In architectural composition, rhythm refers to the regular or harmonious recurrence of building elements. These patterns often reflect the building's repetitive structural bays, with the end bays given special identity. This articulation of the facade helps provide scale by breaking the facade into smaller visual parts (fig. 7.25). The variation of rhythm from building to building reaffirms the individuality of each building, while the recurrence of an overall rhythm helps unify the facade. The

fig. 7.24 Building composition illustrating tripartite sections

building's structural column lines should in some way be evident or expressed on its facade.

Scale

In addition, distinctive compositional elements of buildings (entries, structural bays, roof elements, etc.) should be distinguishable from a distance of both near and far. The size and shape of these elements should give the building scale to relate to pedestrians as well as surrounding buildings.


fig. 7.25 Vertical bay repetition

Massing

Large buildings should include some smaller masses and forms to give the building a more intimate scale and visual richness. Techniques include using recess/projections, creating distinct building components, and varying occasional roof forms.

Proportion

Building massing and components should demonstrate consistent dimensional relationships between one another. Proportion in architecture is the consistent numeric ratio of two opposing dimensions, such as height to width, throughout various building components (fig 7.26). The use of proportion is intended to provide a sense of visual harmony among elements of a building.

fig. 7.26 Building proportion

A well-proportioned building has component parts (windows for example) that have the same proportion as the other parts, (structural bays, panels, facades zones, etc.). Buildings with vertically proportioned components (height greater than width) are encouraged to avoid squat-appearing buildings.

Facades

Building elevations should be articulated in ways that give the appearance of multiple facade layers, add depth and avoid the appearance of flat facades (fig. 7.27). Suggested techniques include: setting windows back from the exterior wall plane; adding decorative elements such as cornices, lintels, sills, awnings and canopies; expressing

fig. 7.27 Facade layers

fig. 7.28 Facade features create a pedestrian friendly environment

structural columns through changes of plane; creating arcade walkways; and extending roof eaves.

When dissimilar materials of the exterior cladding meet, a distinct variation in surface plane should be present.

The use of awnings, canopies, lighting fixtures, and hanging planters is also encouraged to help create a more human scale to the building (fig. 7.28). Awnings and canopies should be constructed of high quality durable materials such as decorative metal, glass, or heavy canvas mounted on rigid frames. These elements are allowed to encroach into the public right-of-way as regulated and approved by the City's Department of Public Works.

For residential uses, balconies, French windows, bay windows or similar features are encouraged on all units above the building base. These features can further activate the street and provide articulation and interest to the upper facade. Facade features encroach into the public right-of-way as regulated and approved by the City.

Where parking structure facades are open for ventilation purposes, they should not have long, horizontal openings. The facade should establish a vertical pattern or create gridded or punched window-type openings in order for the facade to maintain a sense of scale and vertical proportion.

Where possible, doors to underground garages should be placed away from the view of the general public. They should be recessed or screened as much as possible to minimize their visual impact. They should be designed with paneled or articulated surfaces.

Mechanical equipment should be screened from the street and from above as much as practical. Mechanical penthouses should be clad with material consistent with the overall design of the building.

fig. 7.29 High quality buidling materials

Building Materials

Enrichment of the pedestrian realm requires building materials (especially at the street level) to be of high quality. At a minimum, the highly visible first floor level of the front facades along West Main Street and side facades at key building corners should be constructed of high quality building materials. Examples include brick, stone, decorative concrete masonry units, metal panel systems, or other creatively used high quality and durable building material (fig. 7.29)

- Materials such as corrugated metal, EIFS, (Exterior Insulation and Finish System) vinyl or aluminum siding, should not be used on the building base along the main public areas.
- Decorative finished block systems can be used along the base of the buildings and as an accent but are not recommended as the dominant building material on the entire building.
- Utility grade materials should only be used on facades of the building not visible from publicly accessible areas.

7.9 Signage

Appropriate and tastefully designed site signage is an important component of the aesthetic appeal of any commercial or mixed-use area. Poorly composed, garish, and

fig. 7.30 Signage integrated with building character

fig. 7.31 Signage at various scales

improperly located signs can ruin the look and feel of an otherwise attractive area.

Objectives for Signage

Signs should reflect certain design characteristics of the buildings. They should ideally be in relative scale to the size of the establishment. Maximum sizes for signs along the West Main Street corridor will be governed by current standards. They should reflect and enhance the nature and appeal of the retail and commercial experience. They should not interfere with pedestrian and vehicular traffic. Signs should be designed with the purpose of promoting retail and street activity while enhancing the pedestrian experience. Building signage should be integrated into and designed to be consistent with the building facade (fig. 7.30). Signs should fit within and not overwhelm the architectural features of the buildings.

Signs should harmonize with their surroundings in terms of size, shape, color, texture, and lighting so that they complement the character of the neighborhood (fig. 7.31). The creative use of materials, lettering, and interesting use of graphics is allowed and encouraged if the signs work well and complement the overall building and street design.

Types of Signs

There are several types of signs that should be considered:


fig. 7.32 Awnings provide visual interest

fig. 7.33 Signage integrated with landscape features

- Business signage should be wall mounted (projecting or flat), monument (if located away from the building), window, canopy or awning style (fig. 7.32).
- Ground mounted or monument type signs can be used to identify a single user or a group of tenants in the development. When possible, they should be integrated with the design of the buildings and/or landscape features (fig. 7.33).
- Billboard style wall-mounted signs are not allowed. Roof mounted signs are not allowed but could be considered in special cases by the City if the sign was designed

to be an integral component of the architecture and aesthetics of the building. The following criteria must be met:

1). The building use must directly relate to a public function

2). The sign must consist of individual mounted letters

3). The materials utilized for the sign and support structure must be similar and consistent with the other elements of the architecture

4). The graphic composition of the sign must match the rhythm and proportion of the fenestration patterns of the facade

- Temporary A-frame or sandwich board signs are not permitted but could be considered by the City under certain situations. Sandwich board and A-frame signs would be considered only in the Mixed-Use and Residential Main Street districts. Signs must be no more than 6 square feet in area and a maximum of 4 feet in height.

fig. 7.34 Neon sign integrated with architecture

fig. 7.35 Raised letter sign

- Group block signs are allowed if they are part of a coordinated sign plan for a group, block or neighborhood development if approved by the City.
- Projecting signs into the R.O.W. are not allowed along the corridor.
- Informational directory, public parking, and other directional signs in or out of the public right-of-way are allowed as part of a coordinated sign plan if approved by the City.
- All other signage should be consistent with the City's sign ordinance and is subject to the City's sign permitting process. Possible exceptions to the sign ordinance can be considered as part of the sign permitting process.

Signage Details

Signs should be professionally constructed using high quality materials such as metal, stone, tile plastics, composites, brass/metal plate, hardwood, and glass and maintained in a "like new" condition. Signs with overly bright colors, and extremely large letters are not allowed. In addition, signs with distracting elements, such as flashing, scrolling, or blinking are not allowed.

Addresses should be clearly visible from the public right-of-way and meet City standards. The use of tastefully designed pedestrian scale directories is encouraged for multi-tenant buildings. Letters can be illuminated internally or externally. External lighting must be discrete and unobtrusive, and not shine outward into the pedestrian or driver vision path or obtrusively into adjacent properties. Fixtures should be simple, but attractive. Lighting signs and letters should be done in

an attractive and subtle technique.

The sign face should be primarily illuminated from an external lighting source, but may also incorporate additional lighting applications. It is not recommended that the entire face area be backlit. Individual letters that are backlit, halo-lit, reverse illumination channel letters, and neon are encouraged (figs. 7.36 & 7.37). Glaring and directed spotlights are not acceptable; lighting must not affect neighboring businesses. The background fields of box signs should not be internally backlit. Wiring, electrical connections, transformers, conduits, and races should be concealed as much as possible..

fig. 7.36 Pedestrian scaled lighting

7.10 Lighting

Outdoor seating areas should include pedestrian level lighting at comfortable illumination levels (fig. 7.36). Using pole-mounted fixtures and lit bollards to illuminate walkways is also an effective approach to defining the pedestrian zone and surrounding areas. It is recommended that pedestrian scale lights do not exceed 15 feet in height (fig 7.37).

Outdoor site and parking areas should be well lit and provide a safe and inviting environment for users. To avoid the appearance of large institutional lighting, care should be taken to pick poles and fixtures that are not overly tall or utilitarian. It is recommended that parking area lights not exceed 25 feet in height.

Where commercial uses are in close proximity to residential areas, site lighting for parking lots should be controlled to prevent excessive glare onto adjacent properties or the public-right-of-way.

fig. 7.37 Pedestrian scale lighting

Fixtures should conceal the light source and provide diffused or soft reflected light.

When possible, site lighting should be coordinated with building lighting and be compatible with public right-of-way fixtures. All lighting, including external lighting of signage, should be a consistent color per development.

Appropriate illumination of a building and adjacent spaces can emphasize building elements and spaces, while creating a sense of security and intimacy. The use of several types of lighting can encourage evening

activity.

In general, site lighting should conform to City performance standards. Exceptions can be considered on an individual basis as part of the approval process.