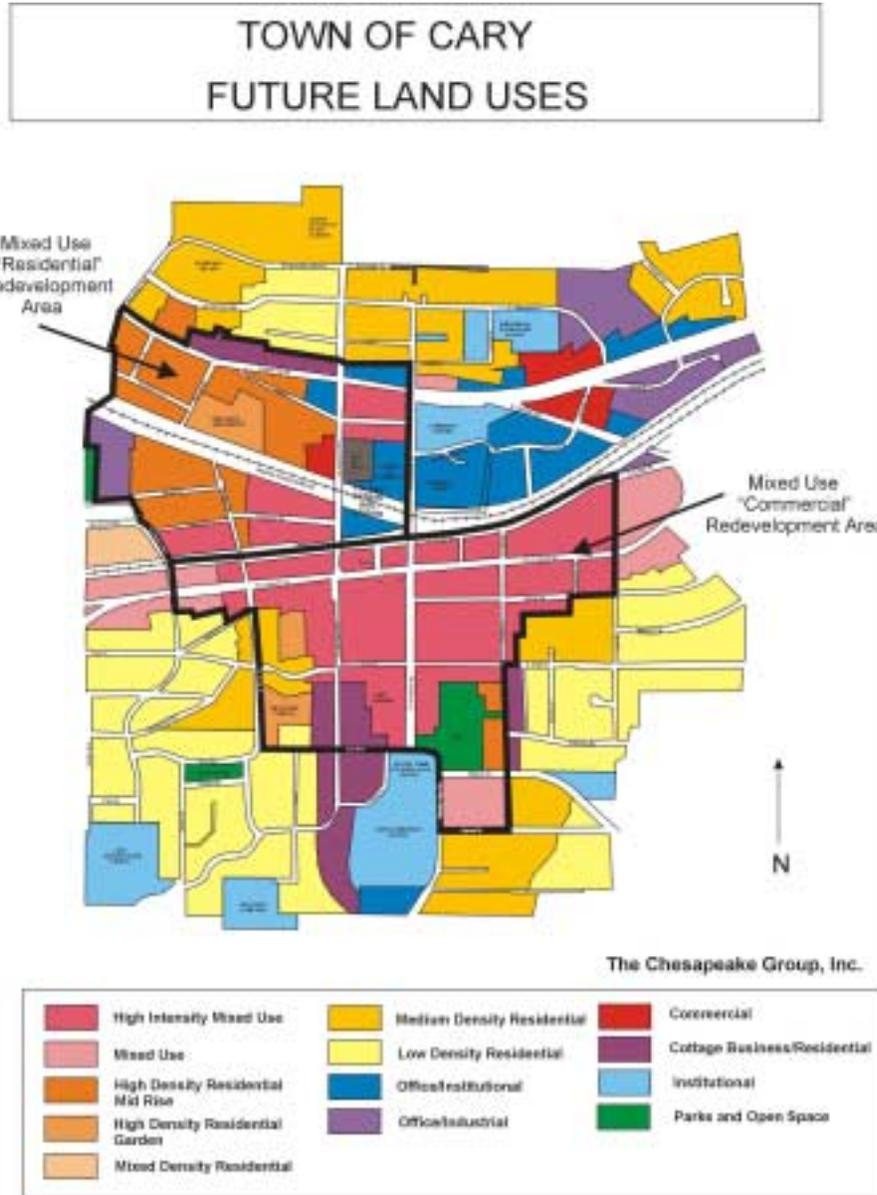


Introduction

These design guidelines are intended to generally describe the type of built environment desired for mixed use and non-residential uses associated with the Town Center Area and also the residential and mixed-use potential redevelopment areas as defined on the map that follows. They do not apply to the alteration or improvement of existing dwellings used as single family dwelling units.



The design guidelines are intended to assist in focusing design principles in order to preserve property values, promote the public health, safety and general welfare, and develop a satisfactory visual appearance within the Town. It is not the intent of these guidelines to deny or to condition applications for development approval primarily on the basis of aesthetics. They are intended to convey what is allowed "as a matter of right" or provide direction to development interests and property owners.

Private Realm Guidelines

The guidelines presented apply to new buildings and to the remodeling or expansion of existing buildings. This document should be viewed as one part of a larger set of ordinances and regulations governing land use within the Town Center. Development applicants and interested citizens will need to refer to other sources such as the Town's Sign Ordinance for signage issues, the Unified Development Ordinance for more detailed land use regulations within Town Center Districts, and the Town's Standard Specifications and Details for more precise construction and engineering requirements.

Building Height

Purpose: The minimum and maximum height guidelines are intended to achieve a pedestrian friendly character and environment. Buildings, which are compatible in scale, help to create a harmonious visual setting, which enhances the livability of a neighborhood and the viability of the community. In general;

- Buildings at the outer edge of an activity center's support area should be comparable in height and mass with the surrounding neighborhood.
- Nonresidential buildings outside of activity centers and areas should be compatible in height and mass with adjacent properties.
- Low and medium density residential neighborhood buildings outside of activity centers should generally not exceed about 2-3 stories.

Within the Town Center area:

- Buildings within the area south of the CSX line should be of pedestrian scale or about 2 to 4 stories.
- Building heights within the area north of the CSX line should transition upward from 3 to 6 stories.

The minimum building height for new structures should relate to both neighboring buildings and the width of the fronting street. Building heights, in relationship to the width of the street, define the spatial enclosure of the streetscape. A human scale, pedestrian friendly Enclosure Ratio (building height to street width) is important for shopping streets, particularly those located in the area south of the CSX line in the central core. The most human scale is achieved when the Enclosure Ratio is between 1 (building height): 2 (street width) and 1:3. In the absence of spatial definition by facades, a disciplined tree planting is an alternative.

Arrangement and Siting

Building setbacks and placement along with height and mass should define the public right-of-way in a manner that creates a sense of urban enclosure and a pleasant pedestrian environment.

- On a given block, all buildings should use approximately the same setback from the street.
- In the central core of the town center buildings should face the street, be brought up close to the sidewalk, and voids between buildings along the street must be avoided

or minimized. This is necessary in order to create an urban environment that sustains the interest of the pedestrian, especially when strolling and “window shopping”.

- Buildings should be arranged to create a sense of enclosure and defined space. A site’s buildings should frame and define the fronting streets giving deliberate form to streets and sidewalk areas.
- Buildings should not be separated from each other or surrounded by “a sea of parking.” These guidelines discourage development plans and formulas which result in buildings as “isolated islands” engulfed by parking lots and drive-thrus, without connecting walkways to or between buildings and the public right-of-way.

Design (General)

- Within the Town Center the design, architecture, and materials of buildings and landscaping should be compatible and harmonious.
- Buildings should promote and enhance a comfortable pedestrian scale and orientation. Buildings need to be designed as part of a public place to be inhabited by people.
- Individual projects should demonstrate their context. Project plans should include scaled drawings and layout plans showing the proposed development in the context of relevant neighborhood or district surroundings. The actual submission requirements are detailed in the Application and Review Process section of these guidelines.
- Buildings need to be designed as part of a public place to be inhabited by people. Generic corporate prototypes may need to be modified to fit standards for distinctive, comfortable districts.
- The area south of the CSX line should be pedestrian scale having related or compatible architectural styles.
- In the area north of the CSX line and east and west of the central core area, buildings should transition towards more contemporary architecture.

Colors

- Colors used for exterior surfaces should be harmonious with surrounding development and should visually reflect the traditional concept of the Town Center. Color shades should be used to facilitate blending into the neighborhood and unifying the development. The color shades of building material should draw from the range that already exist on the block or in the adjacent neighborhood. Examples of incompatible colors include metallics and neons.

Facades, Windows, Blank Walls and Design

These guidelines are intended to provide a comfortable, human scale street environment by providing ground-level architectural features of interest.

- All buildings shall be designed to accomplish the goals and policies of the Town Center Area Plan and these guidelines. Building materials shall be attractive in appearance, durable with a permanent finish.

- Long expanses of blank, windowless walls, facing the street or other public area are discouraged. Such walls discourage pedestrian activity. Building facades should provide architectural detail and contain windows at the ground level in order to create visual interest and maximize outdoor surveillance and visibility.
- At least 40% of the first floor façade of non-residential buildings that faces a public street or sidewalk will normally be windows or doors of clear or lightly tinted glass that allows views into and out of the building.
- Darkly tinted windows and mirrored windows that block two-way visibility are prohibited as ground floor windows along street facades.
- Consistent interior window treatments are encouraged for windows that are visible from a public street or open space in office and multiple residential complexes.
- Exterior materials and appearance should be compatible with surrounding buildings.
- The architectural features, materials, and the articulation of a facade of a building should be continued on all sides visible from a public street. Tree and landscape plantings may supplement architectural techniques to help soften and break up the visual impact of long expanses of side and rear elevations, which are visible from public locations.
- All sides of the building should include material and design characteristics consistent with those on the front. Use of inferior or lesser quality materials for side or rear facades shall be prohibited.

Illustrations of Typical Buildings



- Ground floors and storefronts should be integrally designed with the upper floors to be compatible with the overall façade character.
- Buildings with multiple storefronts should be unified through the use of architecturally compatible materials, colors, details, awnings, signage, and lighting fixtures.

Entrances

Entrances to non-residential buildings should be clearly defined, inviting, safe and readily accessible from within the public right-of-way. Building entrances should open

directly to the outside and each new commercial building should have at least one primary entrance that does not require passage through a parking lot or garage.

- At least one main entrance of any commercial or mixed-use building should face and open directly onto a connecting walkway with pedestrian frontage.
- Primary building entrances should be clearly defined and recessed or framed by a sheltering element such as an awning, arcade or portico in order to provide shelter from the summer sun and winter weather.
- Building entries must comply with all relevant accessibility standards.
- An adequate lighting level should be provided for building entries. Pedestrian scale fixture of 1 to 3 foot-candles is recommended.
- If the building has frontage on more than one street, the building should provide a primary entrance facing one of the streets or a single entrance to the corner where the two streets intersect.
- It is desirable that corner buildings have corner entrances whenever possible.
- In the central core area of the Town Center, non-residential buildings should be designed with majority of the first floor space being active retail or office use, not primarily for or composed of foyers, lobbies, or monumental entrances.

Awnings

The use of awnings, particularly along shopping streets is encouraged as a means to enhance the pedestrian experience, promote retail and street activity, and increase visual harmony. Awnings utilized for signing purposes are regulated by the Town's Sign Ordinance.

- Awnings should be mounted in locations that respect the design of the building, including the arrangement of bays and openings.
- Awnings should be designed to project over individual window and door openings and not be a continuous feature extending over masonry piers or arches.
- Awnings with backlit graphics or other kinds of interior illumination are discouraged.
- Awnings with a solid color are preferred. Striped awnings may be appropriate for some buildings without ornamental facades. Striped awnings with highly contrasting, bright colors may be visually blaring and inappropriate.
- Retractable awnings, or those that appear to be retractable, are preferred.
- Awnings made of woven fabric (not vinyl) are preferred.
- Metal (or glass) canopies may be appropriate on some buildings if they are compatible in scale and overall design. Canopies should be simple in design and not obscure architectural features.

Outdoor Storage Areas, Loading Zones, Service Areas, Trash, Mechanical Equipment (non-residential and multi-family buildings)

- Loading docks, solid waste facilities, recycling facilities, and other service areas should be placed to the rear or side of buildings in visually unobtrusive locations.
- All trash handling and related equipment, and all areas for holding materials for recycling, should be completely enclosed and screened to be compatible with the

architectural treatment of the principal structure. The trash handling and related equipment should not be visible through screening.

- Building mechanical and accessory features located on rooftops should be incorporated in the design of the building and enclosed with building materials similar to the building.
- Conduit, meters, vents and other equipment attached to the building or protruding from the roof should be painted to match the surrounding building surface.
- Individual dishes or antennas should be located behind parapet walls or screened in such a way as to be visually unobtrusive from the ground.

Security, Gates, Cameras

- Security gates or barriers are prohibited. The location of any exterior security systems, such as closed-circuit television cameras, should be considered as an integral part of the building's design. Systems should be visually inconspicuous and should not detract from the building's appearance.

Exterior Lighting

All non-residential and multi-family development applications shall include a proposed lighting plan that meets the functional security needs of the proposed land use without adversely affecting adjacent properties or the community. The intent of this Section is to focus on the actual physical effects of lighting, as well as the effect that lighting may have on the surrounding neighborhood. Exterior lighting shall be evaluated in the development review process to ensure that the functional and security needs of the project are met in a way that does not adversely affect the adjacent properties or neighborhood. In general:

- Light sources should be concealed and fully shielded and shall feature sharp cut-off capability so as to minimize up-light, spill-light, glare and unnecessary diffusion on adjacent property.
- The style of light standards and fixtures should be consistent with the style and character of architecture proposed for the site and, if possible, that used in the public right-of-way.
- Site lighting should not be confused with warning, emergency, or traffic signals.

Outdoor Cafes

The Town Center Area Plan encourages the development of pedestrian oriented public outdoor spaces within the heart of Downtown. The following two sections provide guidelines for outdoor cafes and sidewalk displays.

Restaurants shall be permitted to operate outdoor cafes on sidewalks, including areas within the public right-of-way and in courtyards, provided that pedestrian circulation and access to business entrances shall not be impaired. The definition of an outdoor café does not include stand up or window food and beverage service located along the public

sidewalk or within required front yards. The following standards and guidelines are applicable:

- To allow pedestrian circulation, a minimum of 5 feet of sidewalk along the curb and leading to the entrance of the establishment should be maintained free of tables and other encumbrances.
- Planters, posts with ropes, or removable enclosures are encouraged and should be used as a way of defining the area occupied by the café.
- Extended awnings, canopies, or large umbrellas are permitted in order to provide shade. Colors should complement building colors.
- Outdoor cafes are required to provide additional trash receptacles.
- Tables, chairs, planters, trash receptacles, and other elements of street furniture shall be compatible with the architectural character of the building where the establishment is located, and shall be approved by the Town prior to the issuance of the sidewalk café permit. Whenever possible, trash receptacles and other elements of the street furniture shall be compatible with that employed in the public right-of-way.
- Such permissible materials provided with the sidewalk café should be of professional quality and workmanship to ensure the safety and convenience of the public.
- The Town may require the temporary removal of sidewalk cafes when street, sidewalk or utility repairs necessitate such action. This action may include the immediate removal or relocation of all or parts of the sidewalk café in emergency situations or for safety considerations.
- The Town and its officers and employees shall not be responsible for sidewalk café fixtures relocated during emergencies.
- The operators of outdoor cafes shall be responsible for maintaining a clean, litter-free, and well-kept appearance within and the immediately adjacent to the area of their activities.

Sidewalk Displays

Business establishments are permitted to have sidewalk displays of merchandise permitted:

- Such displays are located directly in front of the establishment,
- A minimum of 5 feet of clearance is maintained, along the sidewalk and at the storefront entrance, for adequate and uncluttered pedestrian access and movement, and
- The display area does not exceed 50% of the length of the storefront.
- Display cases are to be permitted only during normal business hours and are to be removed at the end of the business day. Cardboard boxes should not be used for sidewalk displays.
- Sidewalk displays should maintain a clean, litter free, and well-kept appearance at all times and should be compatible with the colors and character of the storefront from which the business operates.

Visual Impacts, Views

The purpose of this guideline is to ensure that all reasonable care is taken to avoid obstructing valued views. It is also desired that buildings be sited so that the privacy, views, sunlight, etc. of any adjacent building, particularly residential properties, is preserved wherever possible.

- Adverse visual (view) impacts from one development onto another should be avoided or mitigated. Adverse visual impacts from non-residential sites onto nearby residential areas, or from high-density residential sites onto nearby low-density residential areas, should be avoided through the use of visual buffers and/or the use of neighborhood compatible architecture and building mass and siting.
- These guidelines also seek high quality of design for all buildings constructed at prominent locations, including those closing a vista and those affording a silhouette against the sky.
- Views can also be positively altered and additional views can be created. New views are created when buildings are designed with glass areas that face important visual features. These guidelines encourage the creation of new viewing opportunities through the situation of windows, entrances, and adjacent exterior spaces as they relate to surrounding points of interest and activity.

Parking Criteria

The parking and circulation system shall accommodate the movement of vehicles, bicycles, pedestrians and transit safely and conveniently, and shall contribute to the attractiveness of the Town. The on-site pedestrian system should provide adequate directness, continuity, street crossings, visible interest and security. The number of required parking spaces is governed in other Town regulations such as zoning. These guidelines, however, do not require that all required parking spaces be located on-site.

- For any sites or developments that include significant amounts of parking, site design should avoid an isolated building(s) removed from the sidewalk, street, public areas and other buildings by large expanses of uninterrupted parking areas or lots. This is usually a problem only for large nonresidential and multifamily sites, especially shopping centers.
- In the central core buildings will normally front onto the main sidewalk, parking should be provided in a communal public parking deck facility. Parking between the building and the sidewalk is discouraged. Small and medium (40-50 space) combined/communal surface parking lots may be provided at the side or rear.
- Where parking decks are used, as far as is possible the buildings shall employ the same siting and design techniques for other buildings. They should use compatible material and architectural style to fit in with the streetscene. Where possible they should incorporate first floor office and retail space and facilitate multi-use.
- This section does not mean that there can be no parking areas between the fronting street(s) and the principal buildings in multi-family developments. The intent is to significantly reduce the amount of large surface parking lots.
- For multifamily residential development, streetscapes along the fronting streets should not be dominated by large parking areas or garages; parking should be directed into interior spaces.

- Parking lots that face a street should be partially screened from the street by a low fence, wall, hedge, or topographic or vegetated buffer.
- Parking aisles should be separated from one another by planted medians with shade trees. When possible, it is recommended that parking aisles and their shade trees be aligned in a solar orientation to cast shade on parked cars during summer months, if such orientation does not compromise other design criteria.
- When near public parking, the number of parking spaces on-site should be limited by encouraging the use of public parking decks or lots and any available combined/communal surface parking lots.

Landscaping

These guidelines encourage landscape treatment to all areas of a site not covered by buildings, structures or impervious surface, unless such area consists of attractive vegetation, which is to be retained. Whenever possible, established trees should be retained. Substantial landscaping within both the public and private areas of the Town Center is desired as a means to ensure significant canopy shading, provide screening and mitigation of potential conflicts between activity areas and site elements, support functional purposes such as spatial definition, enhance outdoor spaces and the pedestrian experience, reduce erosion and stormwater runoff, and mitigate air pollution.

All developments with land suitable for landscaping treatment shall submit a landscape plan that: identifies all landscape areas and details all landscape elements within each landscape area. Landscape elements may include trees and other vegetation and ground cover such as shrubs, hedges, grasses, perennials, annuals, irrigation systems, fences, walls, planters, and paving materials. When and wherever possible, a maximum effort should be made to protect significant existing vegetation, natural systems and habitat. Additional landscaping guidelines are detailed below.

- The overall composition and location of landscaping should complement the scale of the development and its surroundings. In general, larger, well-placed contiguous planting areas shall be preferred to smaller, disconnected areas.
- Landscaping should be integrated with other functional and ornamental site design elements, where appropriate, such as outdoor gathering areas, ground paving materials, paths and walkways, fountains or other water features, fences, walls, and street furniture.
- Trees and shrubs should not interfere with the necessary lighting distribution.
- Plant suitability, maintenance, and compatibility with the building and property and neighborhood are factors that shall be reviewed and considered. Plantings should be designed with structured patterns and complimentary textures and colors that enhance and reinforce the overall character of the area.
- All planting materials should meet the minimum standards set by the American Association of Nurseryman. Landscape species which are indigenous, locally grown or proven adaptable to the climate, but shall not be invasive on native species, should be used whenever possible.
- All landscape materials should be installed to current industry standards and all materials must meet the requirements contained in the appropriate Town regulations and manuals.

- Maintenance and replacement of landscape materials shall be the responsibility of the property owner. Landscape maintenance should incorporate environmentally sound management practices, pruning for plant health and, in some cases, for improved visual surveillance and the replacement dead materials annually.
- When and wherever possible, trees and pavements treatments utilized shall be compatible with those employed in the public right-of-way streetscape.

Performance Standards

All proposed expansion, alteration, major repair or new projects must satisfy the standards set forth in other town codes and regulations. Projects subject to these guidelines must, among requirements, meet the following standards.

- All access roads, entrance or exit drives will be adequate to pedestrian and automotive safety and convenience, traffic flow, and control and access in the case of fire or other emergency.
- All off-street parking, loading, refuse collection and other service areas will be adequate with respect to pedestrian and automotive safety and convenience, traffic flow, and economic, noise, glare, odor and other impacts upon adjoining properties and other properties in the neighborhood.
- All landscaping, screening and fencing will be adequate, with respect to the effectiveness of their type; dimensions and character will be adequate with respect to minimizing the economic, noise, glare, odor and other impacts adjoining properties and other properties in the neighborhood.
- The type, size and intensity of the use and the hours of operation and number of people utilizing the use will be adequate with respect to minimizing the impact upon adjoining properties and other properties in the neighborhood.