THE CITY OF WAUKEE
FACADE IMPROVEMENT PROGRAM

The City of Waukee is committed to fostering an increase in investment and business opportunity in the original downtown area of Waukee. The downtown area has provided an identifiable image of the City's past and serves as an opportunity to promote community identity into the future. To assist in the continued development of a unified downtown image, the City of Waukee has created a Façade Improvement Program to make financial assistance available to businesses, organizations, and property owners within Downtown Waukee.

GOAL:

The goal of the Façade Improvement Program is to encourage businesses, organizations, and property owners located in downtown Waukee to preserve, maintain, and improve the physical appearances of their properties thereby creating an environment that is aesthetically pleasing and facilitates an increase in pedestrian traffic in downtown Waukee.

OBJECTIVES:

1. Provide matching grants as incentives to facilitate façade improvements
2. Promote façade design that is consistent with the objectives identified in the Downtown Design Guidelines.
3. Ensure that façade designs are sensitive to pedestrian movement, and that the designs contribute and improve the aesthetics of the area.
4. Provide input and advice to help businesses, organizations, and property owners develop design standards that maintain the design integrity of the districts established in the Downtown Design Guidelines.
5. Coordinate the Façade Improvement Program with other economic and business development programs to maximize the impact of improvement efforts.
6. Convene a review committee to review proposed façade designs to ensure consistency with design criteria.

DOWNTOWN DESIGN COMMITTEE:

The Design Committee is made up of downtown business owners, builders, planners, residents, and elected officials as appointed by the Mayor of Waukee. The Design committee consists of at least 7 members, a quorum of 4 which must be present at meetings where façade improvement grant applications are reviewed.

FACADE IMPROVEMENT PROGRAM ELIGIBILITY AND GUIDELINES

ELIGIBILITY REQUIREMENTS:

1. Applicants must be owners of real property within the Downtown Area identified in the Downtown Design Guidelines (see attached Downtown Design Guidelines for map).
2. Individual building tenants within the Façade Improvement Program boundaries may apply. Tenants must have written approval from the property owner.
3. Property tax payments must be current.
4. The applicant or agent must possess and provide proof of ownership.
5. All building materials used in improvements to the façade must have a minimum certified life of 30 years.
6. Eligible repairs or improvements shall be to real property and include, but are not limited to:
    a. Repair to windows, doors, roof, walls, foundation or appropriate architectural elements
    b. Installation of new doors, windows and appropriate architectural elements.
    c. Exterior painting
    d. Removal of inappropriate façade treatment.
    e. Awnings
    f. Signage (as a portion of an overall façade improvement project)
    g. Demolition of existing structures that do not meet the design criteria established in the Downtown Design Guidelines that will lead to the construction of a new structure that complies with the guidelines.

GUIDELINES:

1. The amount of Façade Improvement Program matching dollars will be reviewed on a case by case basis.
2. If there are concurrent applications requesting grant awards in excess of the available funds, projects will be ranked by the Downtown Design Committee in order of conformance to the Downtown Design Guidelines and in terms of providing the most significant impact to the vision for downtown established in the Downtown Master Plan.
3. All improvements must be consistent with the Downtown Design Guidelines (see attached).

TERMS:

1. In order to receive Façade Improvement Program funds, the application must present true and accurate records of all actual bills paid for construction and installation related to the improvements.
2. Annual grant fund contribution provided by the City of Waukee

3. Maximum grant award of $7,500 permitted per project annually.
4. The grant award shall not exceed 50% of the total cost of the improvement(s) to the façade(s).
5. The City of Waukee, after a positive recommendation from the Downtown Design Committee, may award separately at its own discretion a maximum of $1,000 to a project as an additional fund to cover costs for design services or streetscape improvements adjacent to a project.
6. Applicants are required to receive a minimum of 3 bids from separate licensed contractors related to the work requesting use of grant funding. The applicant will also be required to accept the lowest bid encompassing all required improvements proposed in the application.
7. Grant awards are provided as a reimbursement after all associated work on an application has been completed and required documentation of costs has been reviewed.
8. For buildings with multiple tenants or land uses, one application may be made for each tenant or land use of a building.
9. No portion of work started or materials purchased prior to an official notification of funding award will qualify as matching funds toward a project.
10. Each grant recipient agrees to continued maintenance of the façade repair or improvement.
11. The City of Waukee assumes no liability for any work that is done pursuant to the Façade Improvement Program. The applicant agrees to hold The City of Waukee harmless from all liability for any claims.

PROCESSING GRANT REQUESTS:

Each grant application is reviewed by the Downtown Design Committee prior to the application being presented to the City Council. The Downtown Design Committee meets on an as-needed basis and as such, applicants should expect grant applications will take at lease one month prior to review by the Waukee City Council. Final approval and disbursement of monies takes place after the project is complete.

1. Applicant obtains a Façade Improvement Program Grant application from the Development Services Department at Waukee City Hall, 230 W. Hickman Road, Waukee, Iowa 50263.
2. Applicant completes the application and returns it to the Development Services Department for initial review. The application is accompanied by a cost estimate, from a licensed contractor, related to the façade improvement project. A general site plan indicating the location of improvements in relation to surrounding properties and scaled elevation drawings of all proposed improvements must also be submitted.
3. The planning staff in the Development Services Department performs an initial review of application. Staff notifies applicant of initial review findings. If initial review is favorable, staff notifies applicant of review date by the Downtown Design Committee, and requires the presence of the applicant at the meeting.
4. The Downtown Design Committee reviews the façade improvement application, and asks the property owner, or a representative, any questions the committee feels necessary to make a determination on the application. A recommendation is made to the City Council to accept or reject the proposal.

5. The project is presented to the City Council at the next scheduled City Council meeting, following Design committee approval, and the Council decides whether to approve or reject the proposal, based on the Downtown Design Committee's recommendation.
6. For projects receiving approval from the City Council, the applicant retains a licensed contractor within 90 days who will complete the façade improvement project within 6 months of approval. If before construction, or at the time of construction, any deviation from the plan presented to the Downtown Design Committee is anticipated, the applicant must contact the Development Services Department before work on the change is started. Also, it should not be assumed that if actual costs are higher than estimated at the time of application that City Council will increase the amount of the grant.
7. Once the project is completed it is the responsibility of the applicant to notify the Development Services Department so that the final review process can begin. The Downtown Design Committee will make a review of the completed project to insure all aspects of the job are in compliance with the approved scope of work. If all aspects of the job are in compliance, the Downtown Design Committee will make a recommendation to the City Council to release the funds awarded to the project and direct the Finance Department to begin the disbursement process. The Finance Department will collect receipts from the applicant and will arrange for disbursement.
8. In the case that the Downtown Design Committee does not recommend release of funds upon its final review of the application for disbursement, the matter may still be presented to the City Council who will make a final determination regarding approval of the grant and the amount of funds to disburse, which cannot exceed the amount awarded to the project. This decision will be considered final with no option for appeal.

The Downtown Design Committee and City Council retain the right to give special consideration to applications that do not fit entirely within the program guidelines. The Downtown Design Committee and City Council will not discriminate with respect to age, race, gender, religion, creed, national origin or physical ability in its consideration of façade improvement grant applications.

Development Services Department
230 W. Hickman Road
Waukee, IA 50263
Phone: (515) 978-9533
Fax: (515) 987-1845

FACADE IMPROVEMENT PROGRAM APPLICATION

Date: _____

APPLICANT INFORMATION

Applicant Name: _____

Mailing Address: _____

City/State/Zip: _____

Phone Number: (W) _____ (H) _____

Fax Number: _____

Property Address: _____

City/State/Zip: _____

SITE INFORMATION

Present Land Use: _____

Proposed Land Use: _____

Legal Description: _____

Current Zoning: _____

PROJECT INFORMATON

Briefly describe the proposed façade improvement and timeframe: _____

_____

_____

_____

Estimated cost of total project: $ _____

Grant Funds Requested: $ _____

Check the following that apply:

- ☐ Site Plan Provided/Attached
- ☐ Elevations Provided/Attached
- ☐ Itemized List of Costs Associated with Project Provided

NOTE: If leaseholder is authorized to act as the property owner's agent in this grant application and to renovate the property's façade, property owner must provide an attached notarized letter of authorization on official letterhead stating such authorization.

I hereby state that I have reviewed and consent to abide completely by the guidelines, terms and conditions of the City of Waukee Façade Improvement Program.

_____ _____
Applicant signature Date

_____ _____
Owner's Signature (if different from applicant) Date

DOWNTOWN DESIGN GUIDELINES

DATE ADOPTED: 10/24/2011

MAYOR: William F. Peard

CITY COUNCIL: Shane Blanchard, Dan Dutcher, Casey Harvey, Darlene Stanton, Mike Watts

DOWNTOWN DESIGN COMMITTEE:

- Greg Grote — Charter Bank
- Lyn Schafer — Classic Floral by Design
- Tim Schillinger — Farm Bureau Financial Services
- Mike Schnoes — Waukee Ice Cream Shoppe
- Mike Nigro — Drake Homes
- Brian Mook — Planning and Zoning Commission Representative
- Dan Dutcher — City Council Representative

INTRODUCTION

- These guidelines have been developed to provide assistance in articulating the City of Waukee's vision for the downtown area as established by the adopted Comprehensive Plan and Downtown Master Plan.
- **Objectives**:
  - To translate the vision discussed in adopted Comprehensive Plan and Downtown Master Plan by establishing a distinctive set of design guidelines for the downtown area of Waukee.
  - To establish a walkable, pedestrian-oriented city center.
  - Expand the downtown as a destination by providing guidance for commercial and residential growth that compliment the planned increase in pedestrian activity.
  - To create a set of guidelines that promotes a high level of character and consistency while permitting an appropriate amount of creativity in the development and redevelopment of property within the defined downtown area of Waukee.

DESIGN REVIEW PROCESS

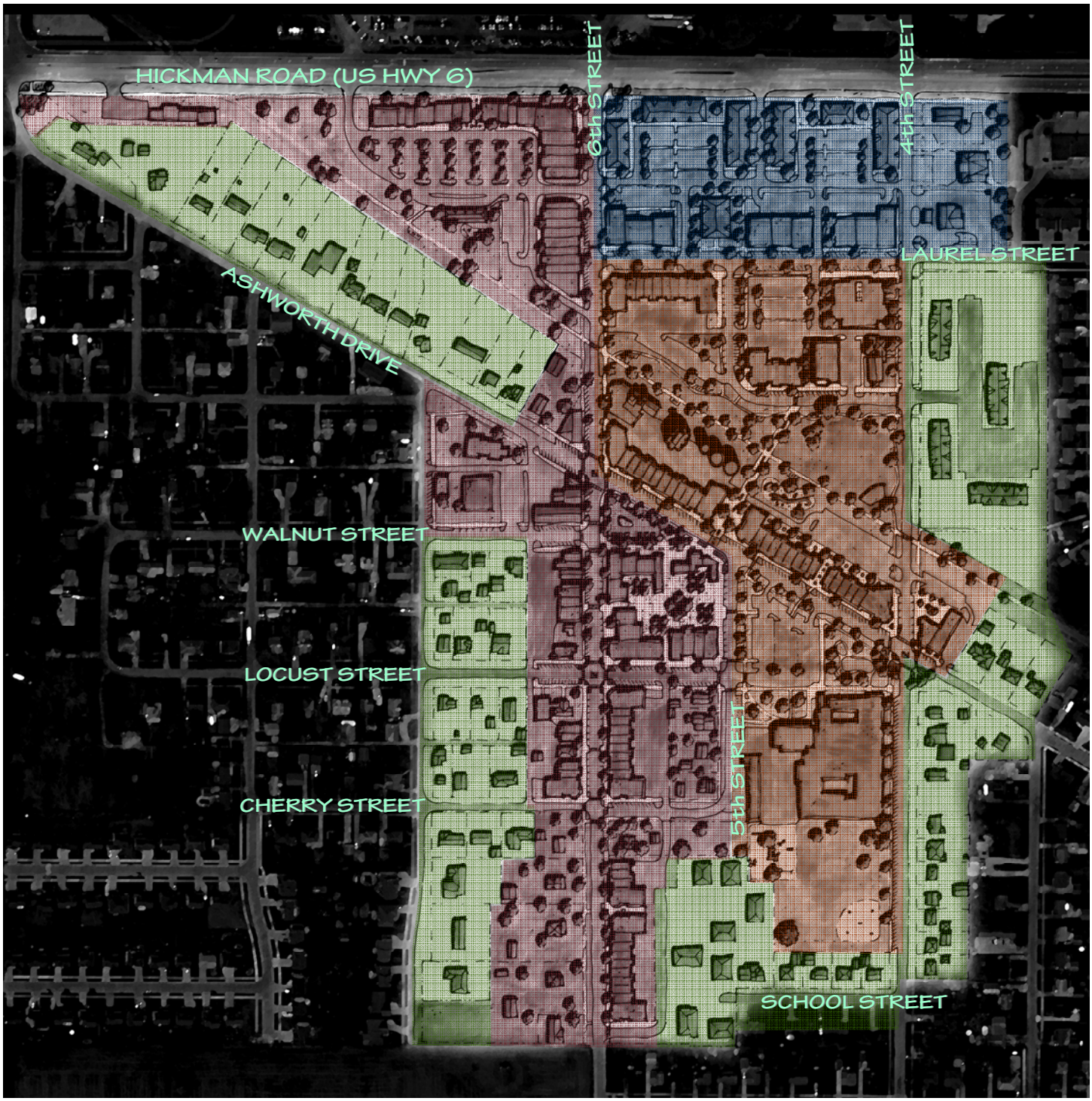
- **Applicability**:
  - These guidelines are not intended to apply for the expansion or remodeling of existing one or two family homes in the defined downtown area. However, modifications to existing homes where the use is changed should meet the intent of the respective district identified in this document and would be subject to the design review process and guidelines set forth in this document.
  - Any property owner or developer desiring to improve, add, or modify the exterior of an existing building that is not a one or two family home within the boundaries of the Downtown area as identified within this document will be subject to the design review process.
  - Additions, modifications, or other improvements to the exterior of a building visible from the public street are subject to comply with the guidelines established in this document.
  - New buildings within the Downtown area as identified within this document are required to receive a recommendation from the Downtown Design Committee and Planning and Zoning Commission prior to a review and approval by City Council.

- **Design Review Process**:
  - A property owner or developer should present to the Downtown Design Committee and provide the following information for their review and consideration:
    - Colored elevation drawings showing the proposed façade treatment and massing dimensions.
    - A detailed site plan for any new buildings or proposed additions.
    - Drawings of any proposed signage, landscaping, or lighting not represented on the elevation drawings.
    - Building material samples.
  - Proposed building modifications where only the exterior building material are to be changed should be provided for review and approved by the Downtown Design Committee.
  - New buildings or additions/modifications to existing buildings applicable to the design review process will be required to receive a recommendation from the Downtown Design Committee and then complete the site plan review process established in Chapter 304 of the Waukee Municipal Code.

VILLAGE THEME

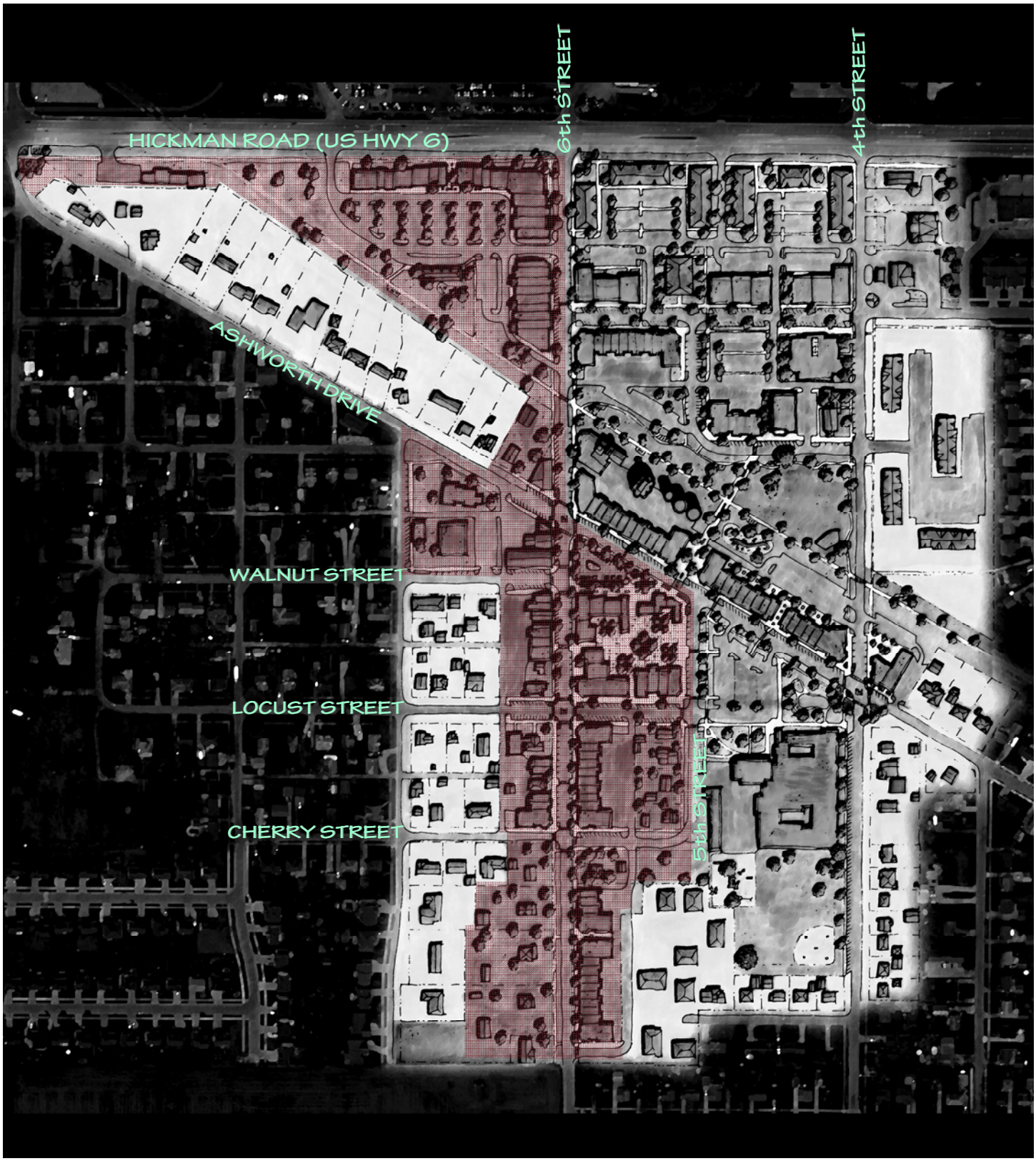
- Downtown Waukee is a destination focused on creating an environment that facilitates a high level of pedestrian interaction. This environment is centered on the concept of a community village which will be realized by the establishment of districts incorporating a unique blend of architectural styles, land use types, and green space.

DOWNTOWN DISTRICT BOUNDARY MAP



RETAIL & SERVICE
ARTS & ENTERTAINMENT
OFFICE
RESIDENTIAL TRANSITION

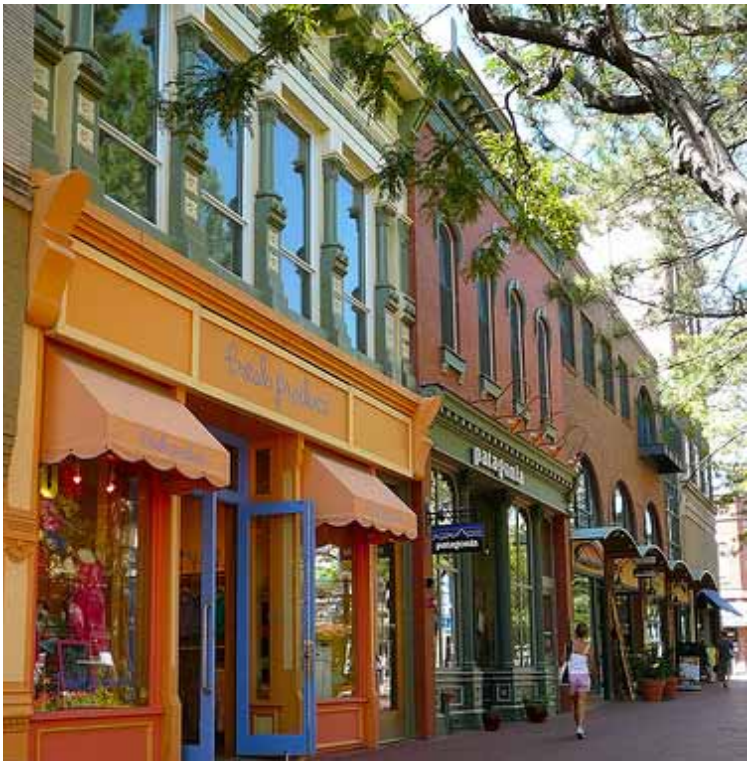
RETAIL & SERVICE DISTRICT



RETAIL & SERVICE DISTRICT

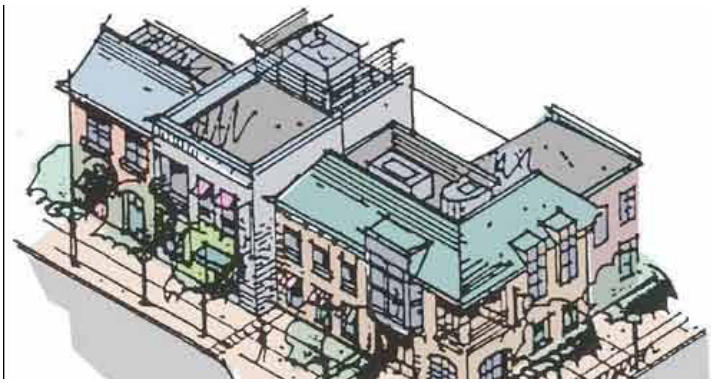
RETAIL & SERVICE DISTRICT

- **GOAL**
  - To facilitate pedestrian activity by establishing a core of buildings that reflect more traditional downtown or main street styles in order to make the street level a place of involvement and purpose.
- **SCALE AND MASS**:
  - For structures located along street frontages, buildings should maintain a modest scale, with a multi-function or façade expression preferred over a continuous expanse of frontage.
  - Exterior building design should promote the appearance of multiple structures, storefronts, and tenants at a minimum 50 foot increment.
  - Building width should not exceed 20 feet without a distinct form of articulation used to break the building into smaller portions.
  - Individual buildings should provide a variation in height, profile, or roof form to surrounding buildings.
  - Scaling elements such as the following are recommended to be incorporated into building design:
    - belt or soldier coursing
    - headers
    - reveals
    - recesses
    - pilasters
    - diversity in material profiles
    - window mullions
    - canopies or awnings
    - shutters
    - floor or roof overhangs



FORM AND FACADE:

- Tripartite architecture should be utilized to provide a defined base, middle, and top to each building.
- Continuous expanses of a wall without a variation in height, depth, or texture should be minimized.
- Multi-story buildings should be designed to make the ground floor the most prominent portion of the building.
- A building step-back should be provided for any building over two stories in height.
- Facades by floor:
  - Each ground floor façade serving as the entrance to a business should be treated as a storefront incorporating features such as recessed or accentuated doorways, display windows, and transoms.
  - Openings (windows and doors) should comprise at least 60 percent of the ground floor of the primary façade. Secondary facades facing a public street may reduce the requirement by 20 percent.
  - Windows on the ground floor should maintain a minimum 70 percent transparency when facing a public street.
  - Vertically oriented windows are preferred in the Retail and Service District.

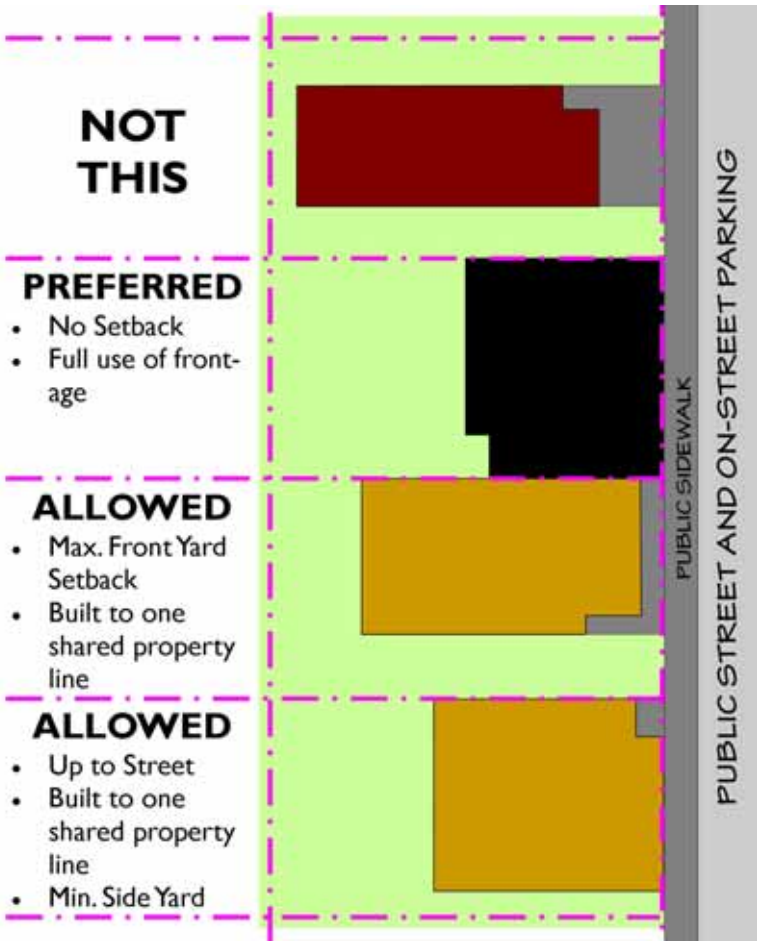


ROOF DESIGN AND SCREENING:

- A mix of roof types is preferred in the Retail and Service District.
- Flat Roofs:
  - Flat roofs should provide parapets with variable heights and/or changes in setback.
  - Parapets should be used to screen roof top mechanical units from public view.
  - Rooftop areas used for public or private outdoor space are encouraged.
- Sloped Roofs:
  - Continuous sloped roofs are discouraged in the Retail and Service District.
  - Sloped portions of a roof used as an alternative form of a parapet is encouraged over a continuous sloped roof.
  - Sloped roofs should incorporate gables, dormers, and other elements to reinforce the scaling of a building.
- Screening
  - In general, ground mounted mechanical units are discouraged in the Retail and Service District.
  - Continuous landscaping hedges or structural walls should be used to screen ground mounted mechanical units.
  - Fencing is a discouraged form of screening in the Retail and Service District.

MATERIAL PALETTE:

- The images displayed on this page are indicative of the types of materials, finishes, and textures desired in the Retail and Service District.
- Selected exterior building materials should be of similar quality to the displayed images and hold an expected life span of at least 30 years.
- All buildings should utilize a mix in building materials that provided for an interesting design consistent with the images portrayed in this section.
- Preferred Exterior Building Materials include but are not limited to:
  - Brick
  - Stone
  - Glass
  - Architectural Precast
  - Hardboard Siding
  - Composite Panels
  - EFIS

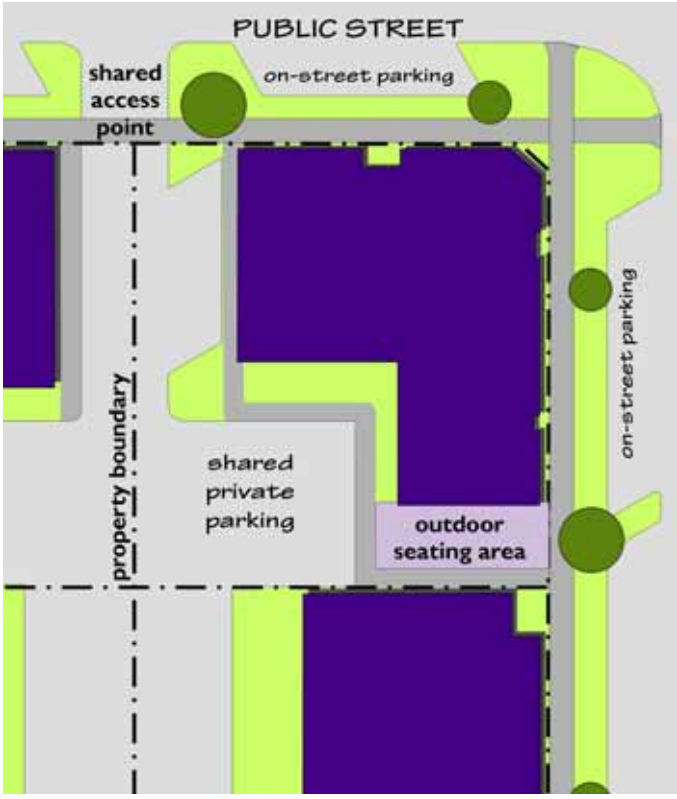


BUILDING ORIENTATION:

- Buildings should be designed to occupy at least 75 percent of the street frontage. When a building has two frontages the requirement should apply to the primary frontage.
- Buildings should be placed to occupy the street edge to the greatest degree possible. Buildings with two street frontages should be placed or enlarged to occupy both street edges.
- Front yard setbacks should be minimized with at least one plane of the building located within 10 feet of the property line. Buildings with two street frontages should apply the requirement to the primary frontage. Buildings adjacent to Hickman Road should be located within 30 feet of the property line adjacent to Hickman Road.
- Side yard setbacks should be minimized to create a continuous wall of buildings.
- Buildings at a street intersection should be designed to accent or address the corner.

BUILDING ENTRANCES:

- Recessed areas for entrances, outdoor dining, retail sales, or public seating are encouraged.
- Accenting entrances and/or doorways is encouraged.
- Buildings at a street corner should be encouraged to locate the entrance at the corner.



SITE CIRCULATION AND PARKING:

- Sites should be designed to limit the number of pedestrian and motorist conflict points.
- The amount of parking provided on site should be limited whenever possible. On-street parking or joint parking lots should be utilized in lieu of individual parking lots.
- Providing parking to accommodate on-site residences is recommended.
- Private parking areas should be provided on the side or in back of a building. Providing all private parking in the rear of a building is preferred.
- The use of shared parking and driveways is encouraged.
- Access driveway width should be minimized wherever possible, when crossing a pedestrian walk.
- Parking stalls provided on the side of a building should be diagonal or parallel to minimize the frontage area being utilized for the parking of vehicles.
- Sites should be designed to provide for the turning around of vehicles onsite.

LANDSCAPING / OPEN SPACE:

- Sites should be designed to provide vegetation that encourages and accentuates pedestrian interaction and activity.
- Private parking areas must be screened from the street and adjacent properties with adequate plant types. The creation of continuous hedges is preferred for the screening of parking areas.
- One street tree should be provided at every 50 feet of frontage. Planters with vertical shrubbery may substitute for the tree requirement.
- All areas within a site should be programmed space. Unutilized areas of a site are discouraged.

RETAIL & SERVICE DISTRICT — LAND USE EXPECTATIONS

- **INTENT**:
  - The intent of the Retail and Service District is to expand the commercial core of the downtown by transitioning existing residential uses into available commercial space consistent with the Downtown Master Plan.
- **RESIDENTIAL**:
  - Residential uses should be considered a secondary use within a building as the primary focus of the district is to create commercial space.
  - Residential uses should be limited to the rear portion of a first floor or occur entirely in an upper floor of a building.
  - Existing single family uses should be phased out as redevelopment opportunities present themselves.

- **COMMERCIAL**:
  - Commercial uses are intended to dominate the district and activate the street.
  - Commercial uses in this district should be reserved primarily for retail and support services, targeting individual businesses that are approximately 5,000 square feet or less.
  - The types of businesses locating in this district are desired to provide goods or services that generate foot traffic on a 30 to 45 minute interval.

- **MIXED USE**:
  - Mixed use buildings in the Retail and Service District should follow vertical transition in land use with the hierarchy of:
    - Retail/ Services
    - Office
    - Residential Units

ARTS & ENTERTAINMENT DISTRICT

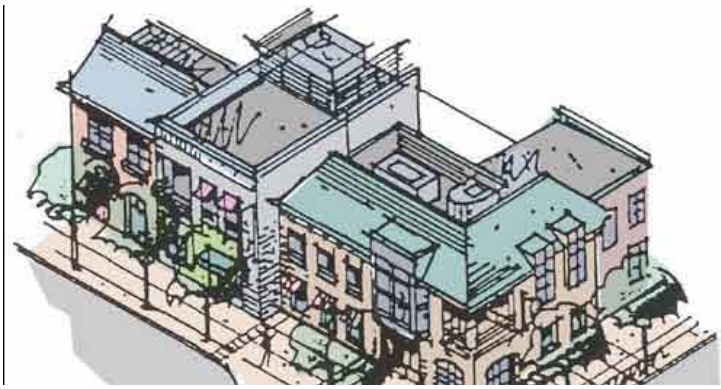
ARTS & ENTERTAINMENT DISTRICT

ARTS & ENTERTAINMENT DISTRICT

- **GOAL**
  - To facilitate pedestrian activity by establishing a unique blend of architectural styles that infuses the downtown with a vibrant mix of building sizes aimed to promote art and entertainment venues.
- **SCALE AND MASS**:
  - For structures located along street frontages, buildings should maintain a modest scale complimentary of the Retail and Service District.
  - Exterior building design should promote the appearance of multiple structures, storefronts, or tenants at a minimum 60 foot increment.
  - Building width should not exceed 30 feet without a distinct form of articulation used to break the building into smaller portions.
  - Individual buildings should provide a variation in height, profile, or roof form to surrounding buildings.
  - Scaling elements such as the following are recommended to be incorporated into building design:
    - belt or soldier coursing
    - Headers
    - Reveals
    - Recesses
    - diversity in material profiles
    - window mullions
    - canopies or awnings
    - floor or roof overhangs

FORM AND FACADE:

- Tripartite architecture should be utilized to provide a defined base, middle, and top to each building.
- Continuous expanses of a wall without a variation in height, depth, or texture should be minimized.
- Multi-story buildings should be designed to make the ground floor the most prominent portion of the building.
- A building step-back should be provided for any building over two stories in height.
- Facades by floor:
  - Each ground floor façade serving as the entrance to a business should be treated as a storefront incorporating features such as recessed or accentuated doorways, display windows, and transoms.
  - Openings (windows and doors) should comprise at least 50 percent of the primary façade. Secondary facades facing a public street may reduce the requirement by 20 percent.
  - Windows should maintain a minimum 70 percent transparency when facing a public street on the ground floor.
  - Vertically oriented windows are preferred on upper stories of a building.



ROOF DESIGN AND SCREENING:

- Flat Roofs
  - Flat roofs are the preferred roof type in the Arts and Entertainment District.
  - Flat roofs should provide parapets with variable heights and/or changes in setback.
  - Parapets should be used to screen roof top mechanical units from public view.
  - Rooftop areas used for public or private outdoor space are encouraged.
- Sloped Roofs
  - Continuous sloped roofs are discouraged in the Arts and Entertainment District.
  - Sloped portions of a roof used as an alternative form of a parapet is encouraged over a continuous sloped roof.
  - Sloped roofs should incorporate gables, dormers, and other elements to reinforce the scaling of a building.
- Screening
  - In general, ground mounted mechanical units are discouraged in the Arts and Entertainment District.
  - Continuous landscaping hedges or structural walls should be used to screen ground mounted mechanical units.
  - Fencing is a discouraged form of screening in the Arts and Entertainment District.

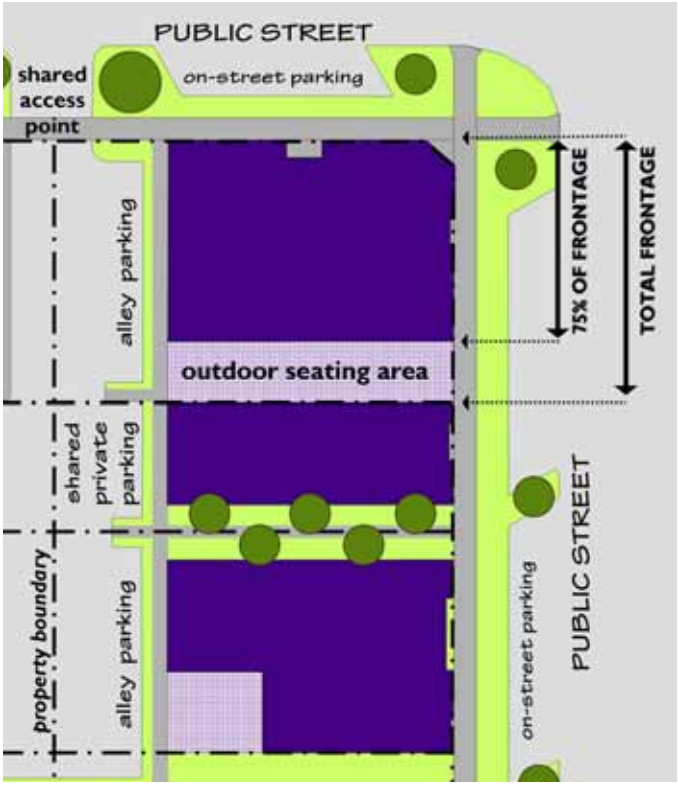
MATERIAL PALETTE:

- The images displayed on this page are indicative of the types of materials, finishes, and textures desired in the Arts and Entertainment District.
- Selected exterior building materials should be of similar quality to the displayed images and hold an expected life span of at least 30 years.
- All buildings should utilize a mix in building materials that provided for a unique design consistent in scale and intent with the images provided in the section.
- Preferred Exterior Building Materials include but are not limited to:
  - Brick
  - Stone
  - Glass
  - Architectural Precast
  - Architectural Cladding Systems
  - Composite Panels
  - EFIS

ARTS & ENTERTAINMENT DISTRICT — SITE DESIGN

- **BUILDING ORIENTATION:**
  - Buildings should be designed to occupy at least 75 percent of the street frontage. When a building has two frontages the requirement should apply to the primary frontage.
  - Buildings should be placed to occupy the street edge to the greatest degree possible. Buildings with two street frontages should be placed or enlarged to occupy both street edges.
  - Front yard setbacks should be minimized with at least one plane of the building located within 10 feet of the property line. Buildings with two street frontages should apply the requirement to the primary frontage.
  - Side yard setbacks should be minimized to create a continuous wall of buildings.
  - Buildings at a street intersection should be designed to accent or address the corner.
- **BUILDING ENTRANCES:**
  - Recessed areas for entrances, outdoor dining, sales areas, or public seating areas are encouraged.
  - Accenting entrances and/or doorways is encouraged.
  - Buildings at a street corner should be encouraged to locate the entrance at the corner.

ARTS & ENTERTAINMENT DISTRICT — SITE DESIGN

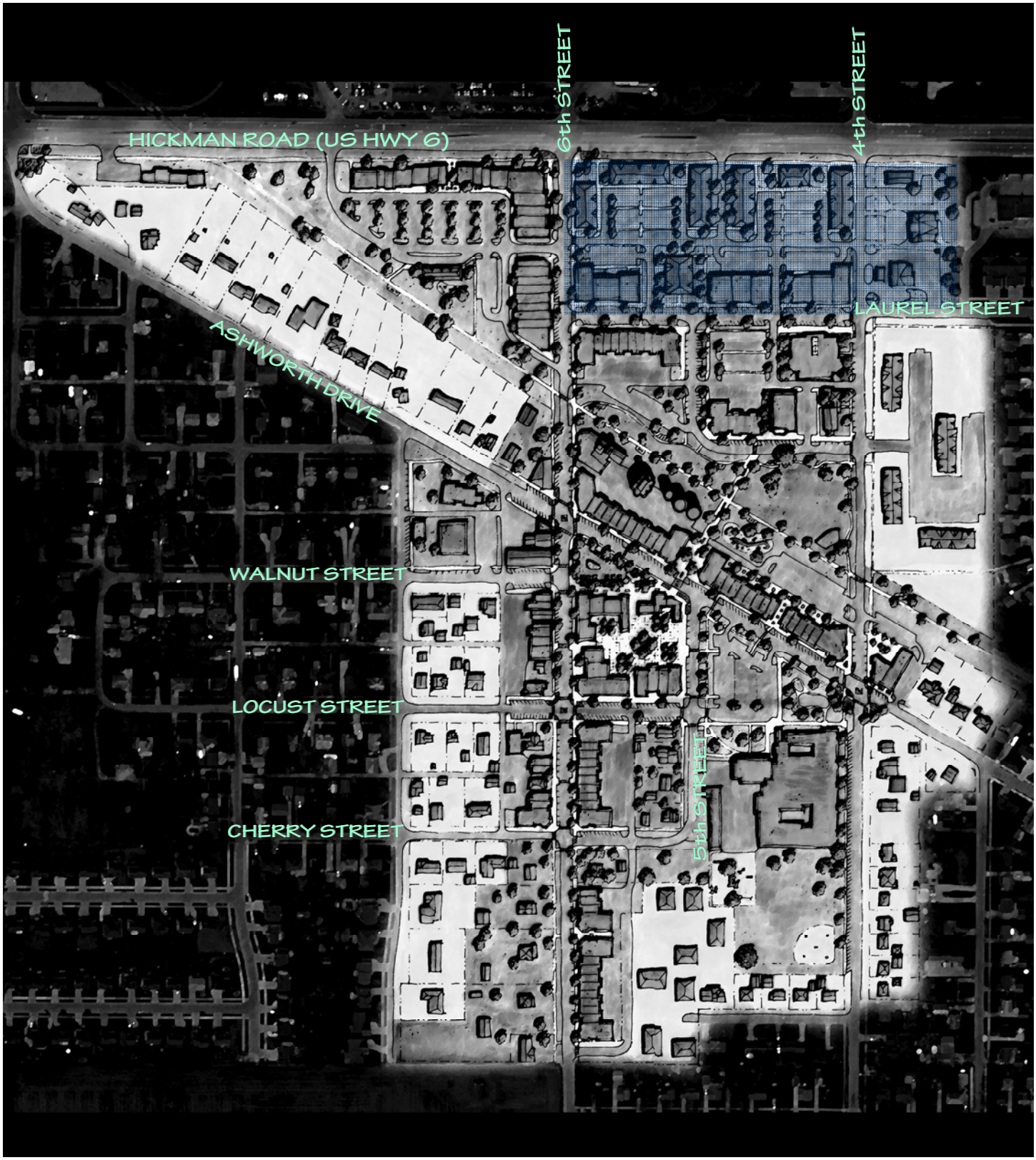


- **SITE CIRCULATION AND PARKING**:
  - Sites should be designed to limit the number of pedestrian and motorist conflict points.
  - The amount of parking provided on site should be limited whenever possible. On-street parking or joint parking lots should be utilized in lieu of individual parking lots.
  - Providing parking to accommodate on-site residences is recommended.
  - Private parking areas should be provided on the side or in back of a building. Providing all private parking in the rear of a building is preferred.
  - The use of shared parking and driveways is encouraged.
  - Access driveway width should be minimized wherever possible, when crossing a pedestrian walk.
  - Parking stalls provided on the side of a building should be diagonal or parallel to minimize the frontage area being utilized for the parking of vehicles.
  - Sites should be designed to provide for the turning around of vehicles on-site.
- **LANDSCAPING / OPEN SPACE**:
  - Sites should be designed to provide vegetation that encourages and accentuates pedestrian activity.
  - Private parking areas must be screened from the street and adjacent properties with adequate plant types. The creation of continuous hedges is preferred for the screening of parking areas.
  - One street tree should be provided for every 50 feet of frontage. Planters with vertical shrubbery may substitute for the tree requirement.
  - All areas within a site should be programmed space. Unutilized areas of a site are discouraged.

ARTS & ENTERTAINMENT DISTRICT — LAND USE EXPECTATIONS

- **INTENT**:
  - The intent of the Arts and Entertainment District is to provide a mix of space types and sizes that encourages/promotes the influx of commercial businesses or offices in the arts and entertainment field to the downtown area consistent with the Downtown Master Plan.
- **RESIDENTIAL**:
  - Desired residential uses should be incorporated into a mixed use building as the primary intent of the district is to address commercial needs.
  - Residential uses should be limited to the rear portion of a first floor or occur entirely in an upper floor of a building.
  - Existing single family uses should be phased out as redevelopment opportunities present themselves.
- **COMMERCIAL**:
  - Commercial uses are intended to dominate the district and activate the street.
  - Commercial uses in this district should be targeted primarily for arts and entertainment venues in varying sizes complimentary of the Retail and Services District.
- **MIXED USE**:
  - Mixed use buildings in the Arts and Entertainment District should follow vertical transition in land use with the hierarchy of:
    - Arts/Entertainment/Retail/Services
    - Office
    - Residential Units

OFFICE DISTRICT



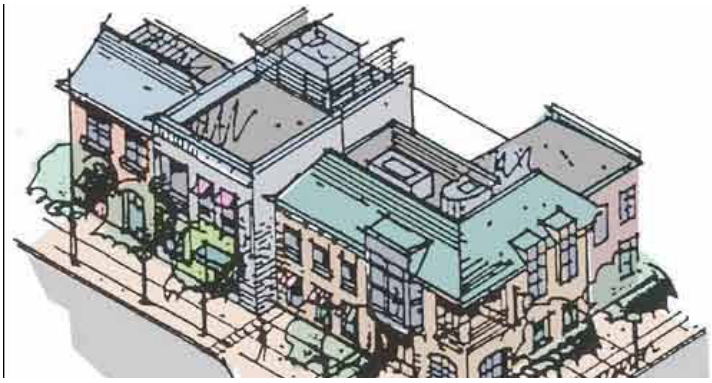
OFFICE DISTRICT

OFFICE DISTRICT

- **GOAL**
  - To facilitate pedestrian activity by establishing a core of buildings promoting employment uses that provide support to the Retail and Service District and the Arts and Entertainment District during the daytime hours of the week.
- **SCALE AND MASS**:
  - For structures located along street frontages, buildings should maintain a pedestrian scale complimentary of the Downtown.
  - Exterior building design should promote the pedestrian scale by utilizing a defined break in the plane of individual buildings at a minimum 60 foot increment.
  - Building width should not exceed 30 feet without a distinct form of articulation used to break the building into smaller portions.
  - Individual buildings should provide a variation in height, profile, or roof form to surrounding buildings.
  - Scaling elements such as the following are recommended to be incorporated into building design:
    - belt or soldier coursing
    - headers
    - reveals
    - recesses
    - diversity in material profiles
    - window mullions
    - canopies or awnings
    - floor or roof overhangs

FORM AND FACADE:

- Tripartite architecture should be utilized to provide a defined base, middle, and top to each building.
- Continuous expanses of a wall without a variation in height, depth, or texture should be minimized.
- Multi-story buildings should be designed to make the ground floor the most prominent portion of the building.
- Openings (windows and doors) should comprise at least 50 percent of a façade facing a public street.
- Windows should maintain a minimum 70 percent transparency when facing a public street on the ground floor.
- Vertically oriented windows are preferred on upper stories of a building



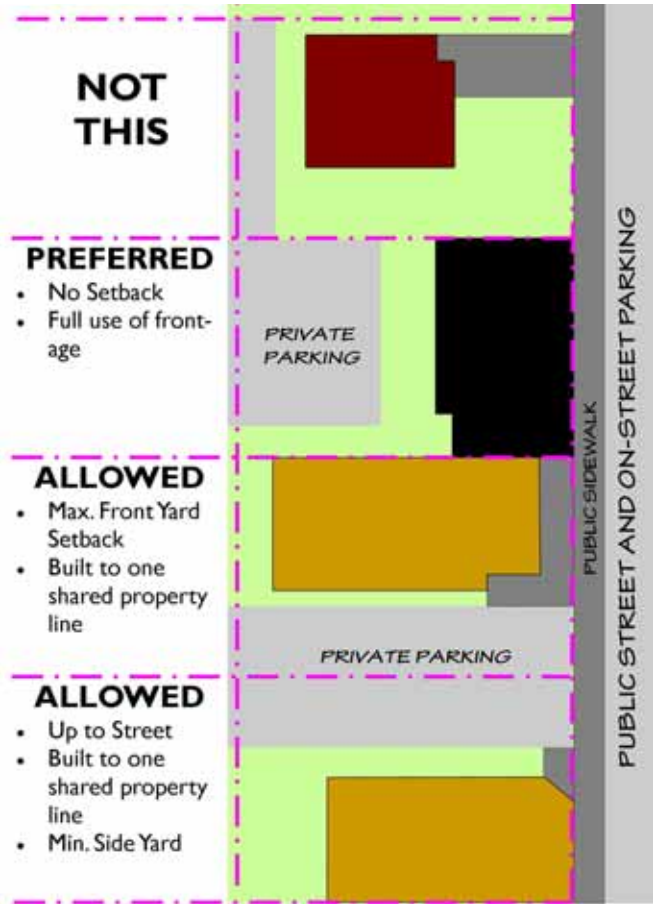
ROOF DESIGN AND SCREENING:

- A mix of roof types is preferred in the Office District
- Flat Roofs
  - Flat roofs should provide parapets with variable heights and/or changes in setback.
  - Parapets should be used to screen roof top mechanical units from public view.
  - Rooftop areas used for public or private outdoor space are encouraged.
- Sloped Roofs
  - Continuous sloped roofs are discouraged in the Office District.
  - Sloped portions of a roof used as an alternative form of a parapet is encouraged over a continuous sloped roof.
  - Sloped roofs should incorporate gables, dormers, and other elements to reinforce the scaling of a building.
- Screening
  - In general, ground mounted mechanical units are discouraged in the Office District.
  - Continuous landscaping hedges or structural walls should be used to screen ground mounted mechanical units.
  - Fencing is a discouraged form of screening in the Office District.

MATERIAL PALETTE:

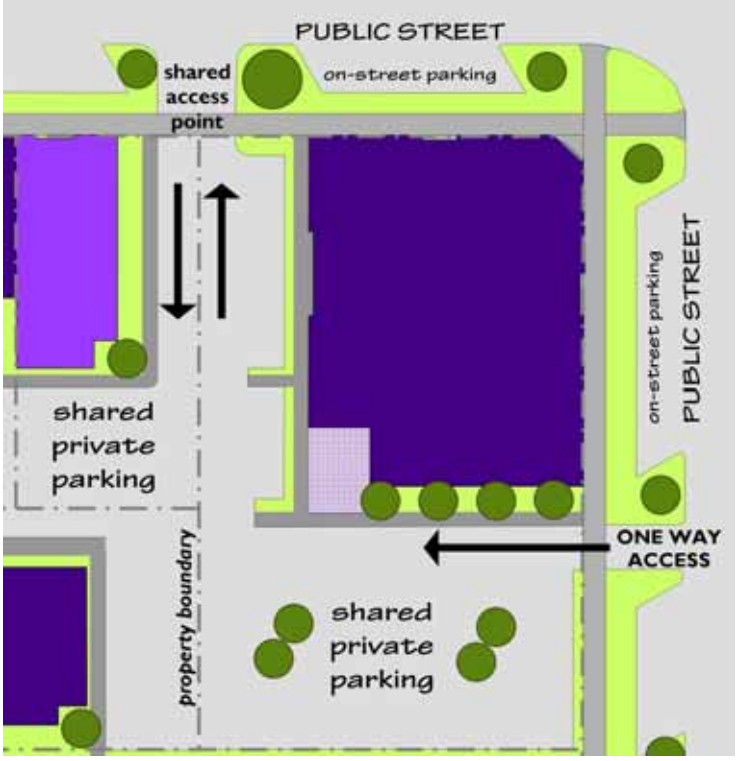
- The images displayed on this page are indicative of the types of materials, finishes, and textures desired in the Office District.
- Selected exterior building materials should be of similar quality to the displayed images and hold an expected life span of at least 30 years.
- All buildings should utilize a mix in building materials that provided for an interesting design consistent with the images portrayed in this section
- Preferred Exterior Building Materials include but are not limited to:
  - Brick
  - Stone
  - Glass
  - Architectural Precast
  - Architectural Cladding Systems
  - Composite Panels
  - EFIS

OFFICE DISTRICT — SITE DESIGN



- **BUILDING ORIENTATION:**
  - Buildings should be designed to occupy at least 50 percent of the street frontage. When a building has two frontages the requirement should apply to the primary frontage.
  - Buildings should be placed to occupy the street edge to the greatest degree possible. Buildings with two street frontages should be placed or enlarged to occupy both street edges.
  - Front yard setbacks should be minimized with at least one plane of the building located within 10 feet of the property line. Buildings with two street frontages should apply the requirement to the primary frontage.
  - Side yard setbacks should be minimized to create a continuous wall of buildings.
  - Buildings at a street intersection should be designed to accent or address the corner.
- **BUILDING ENTRANCES:**
  - Recessed areas for entrances, outdoor dining, sales areas, or public seating areas are encouraged.
  - Accenting entrances and/or doorways is encouraged.
  - Buildings at a street corner should be encouraged to locate the entrance at the corner.

OFFICE DISTRICT — SITE DESIGN



SITE CIRCULATION AND PARKING:

- Sites should be designed to limit the number of pedestrian and motorist conflict points.
- The amount of parking provided on site should be limited whenever possible. On-street parking or joint parking lots should be utilized in lieu of individual parking lots.
- Providing parking to accommodate on-site residences is recommended.
- Private parking areas should be provided on the side or in back of a building. Providing all private parking in the rear of a building is preferred.
- The use of shared parking and driveways is encouraged.
- Access driveway width should be minimized wherever possible, when crossing a pedestrian walk.
- Parking stalls provided on the side of a building should be diagonal or parallel to minimize the frontage area being utilized for the parking of vehicles.
- Sites should be designed to provide for the turning around of vehicles onsite.

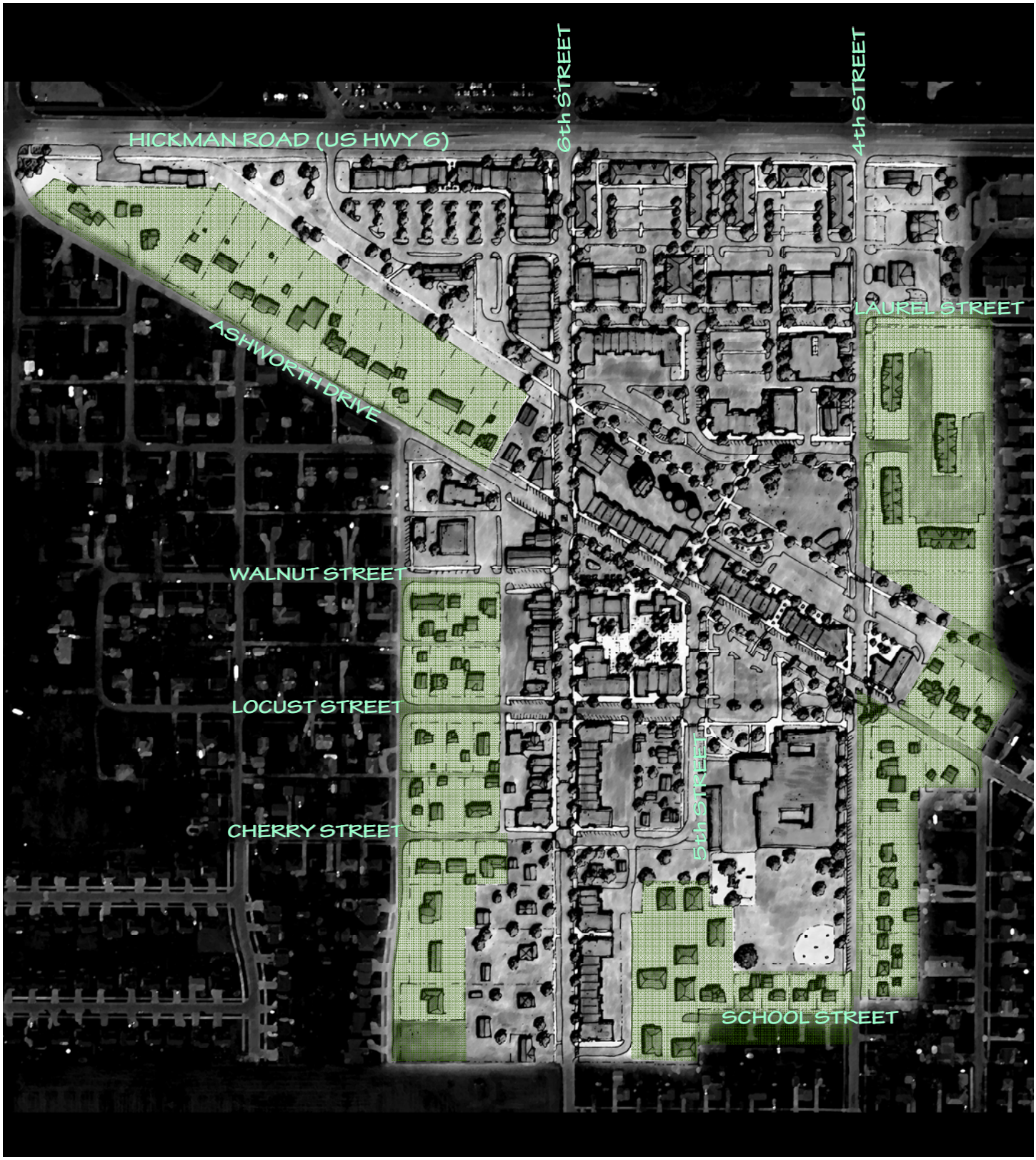
LANDSCAPING / OPEN SPACE:

- Sites should be designed to provide vegetation that encourages pedestrian activity.
- Private parking areas must be screened from the street and adjacent properties with adequate plant types. The creation of continuous hedges is preferred for the screening of parking areas.
- Any ground mounted mechanical units should be adequately screened with plantings
- One street tree should be provided for every 50 feet of frontage.
- All areas within a site should be programmed space. Unutilized areas of a site are discouraged.

OFFICE DISTRICT — LAND USE EXPECTATIONS

- **INTENT**:
  - The intent of the Office District is to provide professional office space to support the downtown area throughout the work week consistent with the Downtown Master Plan.
- **RESIDENTIAL**:
  - Desired residential uses should be incorporated into a mixed use building as the primary intent of the district is to address commercial office needs.
  - Residential uses should be limited to the rear portion of a first floor or occur entirely in an upper floor of a building.
  - Existing single family uses should be phased out as redevelopment opportunities present themselves.
- **COMMERCIAL**:
  - Commercial uses are intended to dominate the district and support street activity throughout the downtown.
  - Commercial uses in this district should be targeted primarily for professional office venues.
- **MIXED USE**:
  - Mixed use buildings in the Office District should follow vertical transition in land use with the hierarchy of:
    - Office
    - Other Commercial
    - Residential Units

RESIDENTIAL TRANSITION DISTRICT



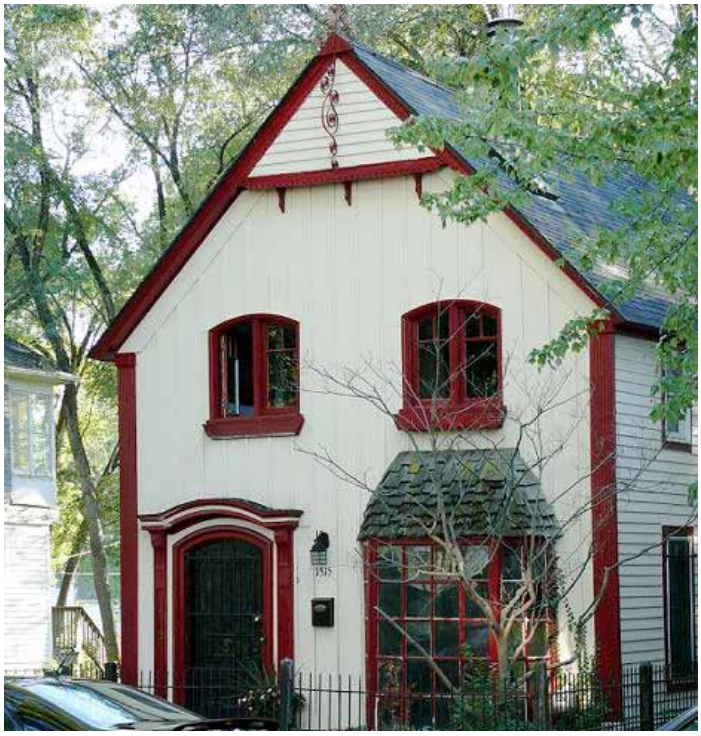
RESIDENTIAL TRANSITION DISTRICT

RESIDENTIAL TRANSITION DISTRICT

- **GOAL**
  - To facilitate pedestrian activity by creating a blend of residential and commercial uses that compliment the commercial core and surrounding neighborhoods of the Downtown and provide for a transition in densities and land use.
- **SCALE AND MASS**
  - Buildings should be broken up with recesses and projections such as porches, balconies, dormers and bays that create variety and variation.
  - Residential buildings should incorporate variation into the building plane at a minimum 25 foot increment.
  - Individual buildings should provide a variation in height, profile, or roof form to surrounding buildings.
  - Scaling elements such as the following are recommended to be incorporated into building design:
    - bays
    - belt or soldier coursing
    - Recesses
    - diversity in materials
    - window treatment
    - overhangs

FORM AND FACADE:

- Continuous expanses of a wall without a variation in height, depth, or texture should be minimized.
- Physical offsets along facades facing a public street are strongly encouraged.
- Openings (windows and doors) should comprise at least 40 percent of a façade facing a public street.
- Vertically oriented windows are preferred in the Residential Transition District.



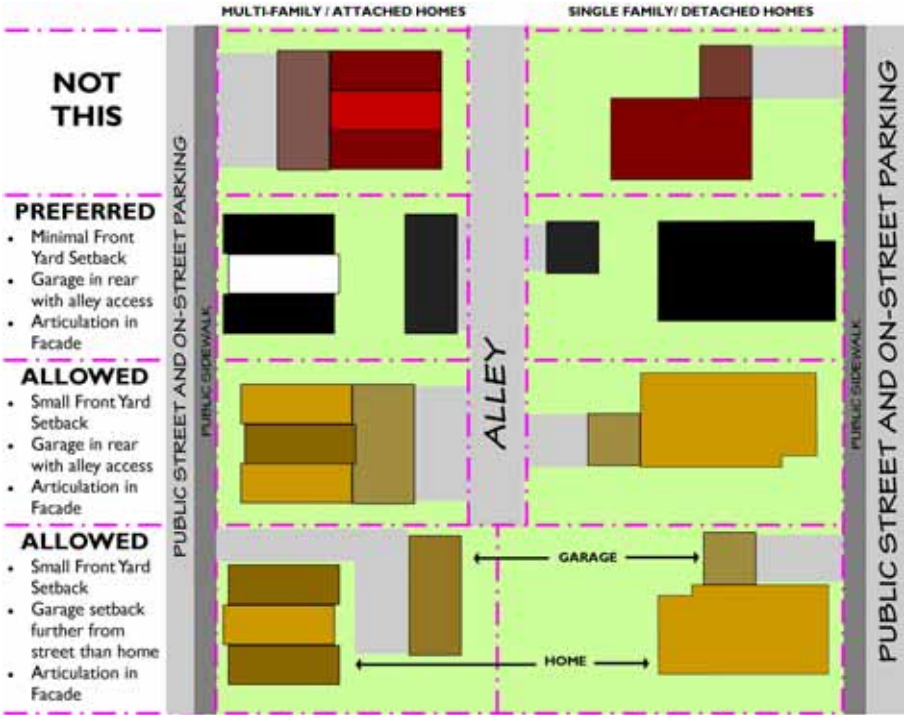
ROOF DESIGN AND SCREENING:

- Flat Roofs
  - Flat roofs should provide parapets with variable heights and/or changes in setback.
  - Parapets should be used to screen roof top mechanical units from public view.
  - Rooftop areas used for public or private outdoor space are encouraged.
- Sloped Roofs
  - Sloped roofs are preferred in the Residential Transition District
  - Continuous sloped roofs are encouraged in the Residential Transition District.
  - Sloped portions of a roof used as an alternative form of a parapet is encouraged over a flat roof.
  - Sloped roofs should incorporate gables, dormers, and other elements to reinforce the scaling of a building.
- Screening
  - In general, ground mounted mechanical units are discouraged in the Residential Transition District.
  - Continuous landscaping hedges or structural walls should be used to screen ground mounted mechanical units.
  - Fencing private areas should be limited to the rear yard with a maximum height of 4 feet.

MATERIAL PALETTE:

- The images displayed on this page are indicative of the types of materials, finishes, and textures desired in the Residential Transition District.
- Selected exterior building materials should be of similar quality to the displayed images and hold an expected life span of at least 30 years.
- All buildings should utilize a mix in building materials that provided for an interesting design consistent with the images portrayed in this section.
- Preferred Exterior Building Materials include but are not limited to:
  - Brick
  - Stone
  - Glass
  - Hardboard Siding
  - Treated Wood Siding
  - Composite Panels
  - EFIS

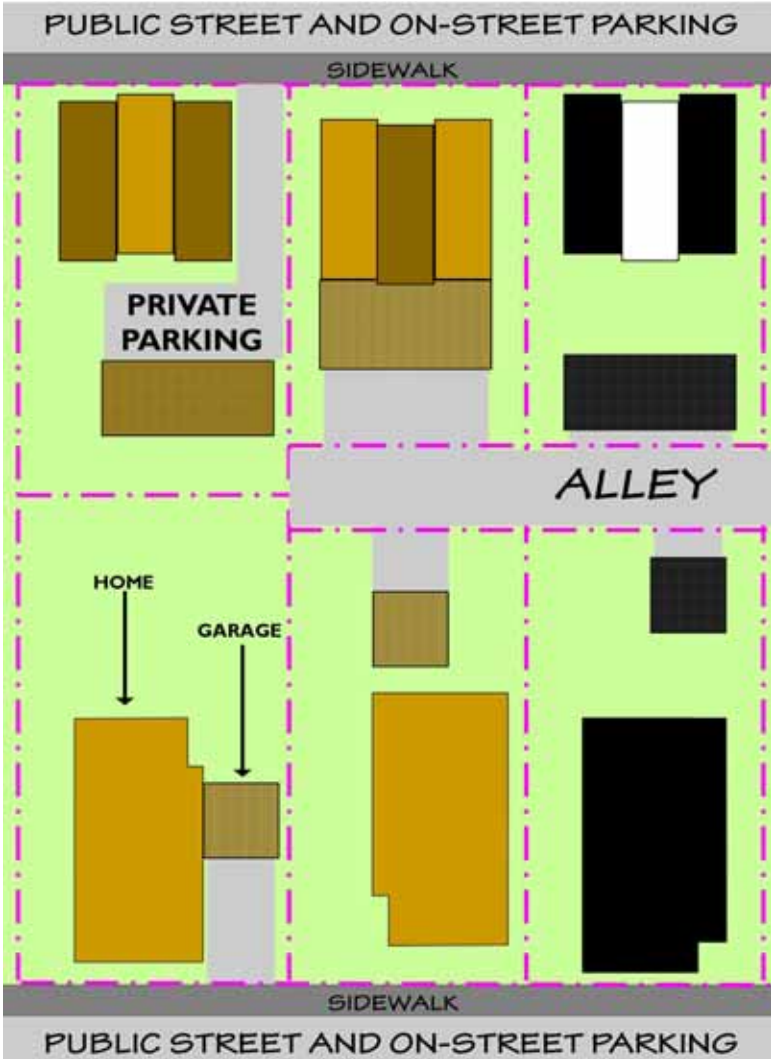
RESIDENTIAL TRANSITION DISTRICT — SITE DESIGN



- **BUILDING ORIENTATION:**
  - Buildings should be designed to occupy as much of the street frontage as possible.
  - Multi-family buildings should be placed to occupy the street edge to the greatest degree possible. Multi-family buildings with two street frontages should be placed or enlarged to occupy both street edges.
  - Front yard setbacks should be minimized whenever possible.
  - Buildings at a street intersection should be designed to accent or address the corner.

- **BUILDING ENTRANCES:**
  - Recessed doorways, porches, planter beds and other methods of highlighting entranceways are encouraged.

RESIDENTIAL TRANSITION DISTRICT — SITE DESIGN



- **SITE CIRCULATION AND PARKING**:
  - Sites should be designed to limit the number of pedestrian and motorist conflict points.
  - The amount of parking provided on site should be limited whenever possible. On-street parking or joint parking lots should be utilized in lieu of individual parking lots.
  - Providing parking to accommodate on-site residences is recommended.
  - Private parking areas should be provided on the side or in back of a building. Providing all private parking in the rear of a building is preferred.
  - Access driveway width should be minimized wherever possible, when crossing a pedestrian walk.
  - Parking stalls provided on the side of a building should be diagonal or parallel to minimize the frontage area being utilized for the parking of vehicles.
- **LANDSCAPING/ OPEN SPACE**:
  - Sites should be designed to provide vegetation that encourages pedestrian activity.
  - One street tree should be provided at every 50 foot increment of frontage.
  - All areas within a site should be programmed space. Unutilized areas of a site are discouraged.

RESIDENTIAL TRANSITION DISTRICT — LAND USE EXPECTATIONS

- **INTENT**:
  - The intent of the Residential Transition District is to provide residential dwelling opportunities that support the downtown, while creating a transition in density from downtown to the surrounding residential neighborhoods consistent with the Downtown Master Plan.
- **RESIDENTIAL**:
  - Residential uses are intended to dominate the district.
  - A mix of residential types should be targeted with higher density uses placed closer to street intersections and existing commercial uses.
- **COMMERCIAL**:
  - Commercial uses within the Residential Transition District are intended to be smaller traffic volume generators.
  - Commercial uses in this district should be targeted primarily for home occupations and/or small retail or service operations supported by pedestrian activity in a live/work type of arrangement.
- **MIXED USE**:
  - Mixed use buildings in the Residential Transition District should follow horizontal transition in land use with the hierarchy from adjacent commercial core of:
  - Other Commercial
  - Office
  - Residential
  - Mixed use buildings should be at least two stories or 24 feet tall.

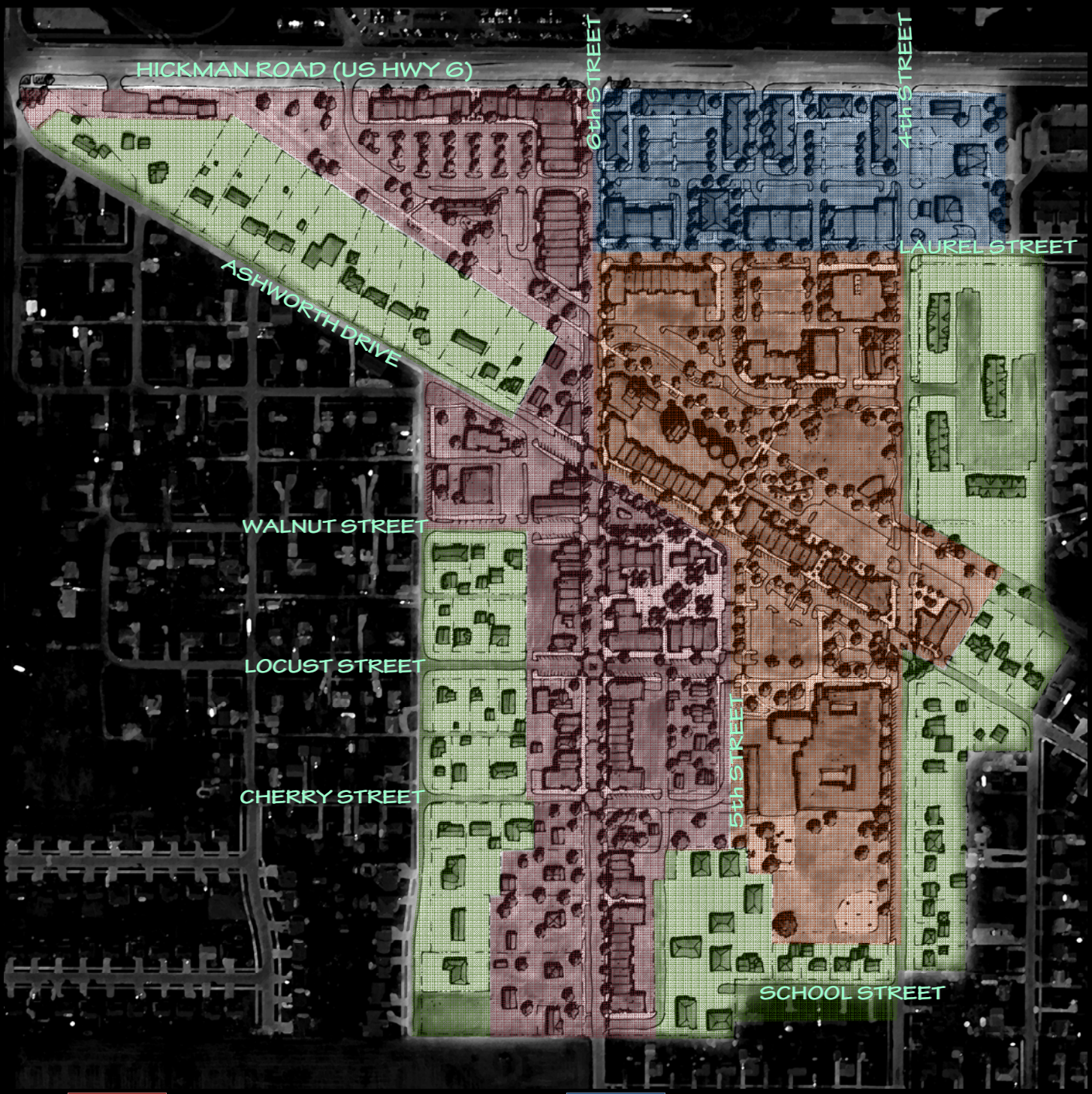
LIGHTING & SIGNAGE

- **INTENT**
  - The intent of this section is to identify lighting and signage regulations specific to buildings that reinforce the character of the downtown and markets individual businesses to pedestrian activity.
- **LIGHTING**
  - Lighting should be used to highlight and enhance architectural features of a building such as entrances, rooflines, detailing, signage, etc.
  - The scale of individual lighting fixtures should be proportionate and harmonious with the design of the building.
  - Lighting styles should reinforce the architectural integrity of the associated district identified in these design guidelines.
  - Illumination should be provided in a manner that does not adversely effect traffic or create a nuisance to surrounding property owners and businesses.
  - Lighting levels should be maintained at a constant level when in use as lighting should not be used to exclusively exhibit or advertise businesses.
  - Preferred fixtures in the downtown area should utilize direct means of illumination of buildings or will have opaque glass, screening, or other methods of reducing the visibility of internal components of a fixture.
  - Pole fixtures used in private parking areas should have a maximum height of 15 feet including the base and maximum luminosity of 6 foot candles.
  - Downcast wall-mounted fixtures used as security lighting of parking areas are preferred, provided that the fixture has a maximum luminosity of 6 foot candles.

SIGNAGE

- Signs should be integrated with the architecture of the building and should not overwhelm the scale of the building.
- Signs should be constructed of high quality, durable materials that securely affix the sign to the building.
- Signage should be reflective of the pedestrian environment desired downtown and not overwhelm the building facade.
- Standard signage types that can be ordered out of a catalog such as awnings, cabinets, and backlit lettering are discouraged.
- Signage should be professionally manufactured and designed.
- Hand made or hand painted signs are discouraged.
- Blade signs and other flush mounted signs should be permitted to identify building names, tenants, or activities within a building.
- Projecting signs and marquee signs harmonious with the design and scale of the building should be allowed, provided an 8 foot clearance is maintained between the grade and bottom of the sign. Additionally, projecting signs must be attached to the building using an integrated structural member.
- Signage lighting should be used to illuminate the sign area without creating substantial glare or bounce.
- Monument signs are discouraged in the downtown area except for properties adjacent to Hickman Road (Hwy 6).
- In general, signs are discouraged on residential dwellings within the Residential Transition District unless the sign is used to advertise a home occupation.

DOWNTOWN DISTRICT BOUNDARY MAP



RETAIL & SERVICE

ARTS & ENTERTAINMENT

OFFICE

RESIDENTIAL TRANSITION