

Appendix

F Design Guide Strategies

Design Guidelines Strategies

Design guidelines are desirable to help ensure downtown buildings all contribute to the value of surrounding private property and public spaces. In this way, buildings help make downtown as a whole a place of community and economic value that is greater than the sum of its parts. Design guidelines intentionally offer greater flexibility than zoning policy. This flexibility is important, as the different conditions of each site and development program may require that certain design guidelines take priority over others, or may require creative solutions. In any case, development projects should be expected to achieve the intent of the design guidelines, even if their means of doing so varies from recommended solutions.

These design guidelines are organized into the following sections:

- ❑ Street-specific guidelines. These ensure buildings and sites respond to the unique qualities and roles of different streets.
- ❑ General façade design guidelines. These help ensure quality architecture throughout the downtown area.
- ❑ Parking design guidelines. These help ensure that off-street parking in parking lots or structures does not detract from downtown appearance or walkability.

Street-specific guidelines

Downtown streets must serve multiple roles including providing pedestrian and vehicular access, space for bicyclists, appropriate addresses for shops and housing, and parking and service, and all of them must be compatible with one another. To help achieve this goal, existing and new streets should each take on the functions and qualities of one of the street types described below. Each street's type should be reflected in its design and function, as well as the design and function of the buildings, open spaces, and parking lining it.

Retail Priority Street

- ❑ Intent: primary location for retail, other active ground floor uses (such as educational or community use, and active lobbies; office use discouraged), and a safe and inviting pedestrian environment.
- ❑ Streets include: Downtown Mall, Taylor Street within one block of Downtown Mall; Hanover Street from Hough to tunnel.
- ❑ Standards:
 - ❑ *Front facades should form a relatively continuous edge along the sidewalk from building to building, generally located within 10 feet of the property line, or per established convention on the street. Occasional deeper setbacks to create publicly accessible open space are acceptable.*
 - ❑ *Ground floor height should rise 15 to 20 feet, suitable for retail or other active uses. Ground floor level should be flush with or easily accessible from the sidewalk.*
 - ❑ *Large transparent ground floor window areas for retail display or for looking into an actively used space should be integrated into the design of buildings. At least 65 percent of the ground level façade should be transparent glazing.*
 - ❑ *Areas of opaque wall at ground floor level should extend horizontally for no more than 15 feet.*
 - ❑ *Frequent public entrances should be provided, preferably spaced no further apart than 50 feet on average.*
 - ❑ *The façade design should incorporate a horizontal break that distinguishes the ground floor from upper floors and accommodates a horizontal signage zone above ground floor glazing.*
 - ❑ *Tenanting ground floor spaces with retail uses is strongly encouraged.*
 - ❑ *Curb cuts and driveways are strongly discouraged.*



Ground floors should accommodate retail and promote walkability with frequent entrances, large areas of transparent windows, high ceilings and attractive signage.



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Address Street

- ❑ Intent: desirable location for retail and other active ground floor uses, as well as office, institutional and residential use. Address streets are relatively well-traveled and prominent, and should thus present an attractive appearance to passersby.
- ❑ Streets include: All segments of Park Street facing Colburn Park; Hanover Street from tunnel to South Park Street; Bank Street; School Street; Court Street; potential new segment of Taylor Street from Court Street to river; Campbell Street; Spencer Street from Campbell Street to Kendrick Street.
- ❑ Standards:
 - ❑ *Front facades should align along a relatively continuous plane from building to building, generally located within 20 feet of the property line, or per established convention on the street. Front yard areas should be landscaped and include front stoops or small porches to provide separation of private living space from the sidewalk.*
 - ❑ *Where retail or other active ground floor use is intended, follow the standards for ground floor height, transparency and entrances listed for Retail Priority Streets above.*
 - ❑ *At least 50 percent of the ground level façade should be trans-parent glazing.*
 - ❑ *Areas of opaque wall at ground floor level should extend horizontally for no more than 20 feet.*
 - ❑ *Curb cuts and driveways are strongly discouraged where access from a service or neighborhood street is possible.*



Properties along address streets should incorporate high quality materials, design and landscaping.

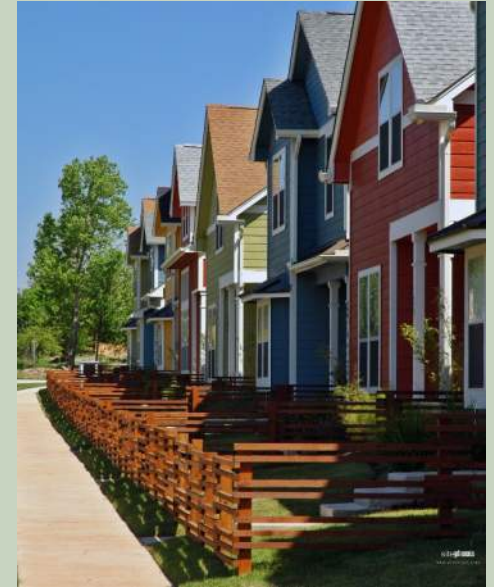


Neighborhood Street

- ❑ Intent: desirable location for occupied commercial and/or residential buildings featuring a regular occurrence of doors and windows, with some flexibility to include service functions
- ❑ Streets include: all other streets in downtown study area not listed above.
- ❑ Standards:
 - ❑ *Front facades should align along a relatively continuous plane from building to building, generally located within 30 feet of the property line, or per established convention on the street. Front yard areas should be landscaped and include front stoops or small porches to provide separation of private living space from the sidewalk.*
 - ❑ *At least 30-40 percent of the façade should be transparent glazing.*
 - ❑ *Areas of opaque wall at ground floor level should extend horizontally for no more than 20 feet.*

Service Street

- ❑ Intent: preferred location for service functions to reduce their presence on Priority Retail, Address and Neighborhood Streets.
- ❑ Streets include: Flynn Street
- ❑ Standards:
 - ❑ *At least 25 percent of the ground level façade should be transparent glazing.*
 - ❑ *Areas of opaque wall at ground floor level should extend horizontally for no more than 30 feet.*
 - ❑ *Curb cuts and driveways are allowed as needed.*



Compact yards, porches and stoops create a comfortable transition between a private residence and the public street. Frequent doors and windows promote safety and sense of identity.



General façade design guidelines

- ❑ In multifamily buildings, individual entrances to ground floor units should be provided where possible, in addition to a primary lobby entrance serving other units.
- ❑ Blank walls exceeding 15 feet in length should be avoided and mitigated by murals or green walls when present.
- ❑ In areas with sloping sidewalks, ground floors should be designed to maximize active pedestrian-scale frontage and minimize blank walls.
- ❑ To prevent a monolithic appearance and promote good scale relationships to a variety of context elements from people to whole street blocks, façades should incorporate modules at a full range of scales from whole building scale to human scale. Bay windows, porches and other changes in the façade plane and/or material are examples of effective ways to introduce a variety of scale modules. In general, these scale modules should be used to emphasize vertical proportions in overall building massing.
- ❑ Façades should include horizontal lines of expression (such as string courses, cornices, window alignments and step-backs, shading devices, etc.) that correspond to the height of adjacent buildings. This is particularly important in helping new buildings relate well to the composition of historic or other significant buildings nearby.
- ❑ Building tops and other skyline elements that rise above context buildings deserve special attention as prominent elements in the public view.
- ❑ The design of signage, awnings, storefronts, window displays and other elements defining retail presence should reinforce local neighborhood and district character. Signage should be especially oriented to pedestrians, such as through use of signs suspended over the sidewalk.

- ❑ Building material selection should emphasize use of high-quality, durable finishes. Along the Downtown Mall and facing Colburn Park, wood siding is discouraged; instead, consider stone, masonry, unpainted metal, glass, burnished block, or cement fiber siding. Use durable and sustainable materials that weather well over time, tolerate winter conditions, and require little maintenance. Durable and long-lasting construction techniques and details should be employed.
- ❑ Use no reflective or darkly tinted glass.
- ❑ Secondary façades (those not facing public streets, parks and plazas) may differ in finish materials from primary façades but must adhere to all other provisions and shall be of similar quality to primary façades.
- ❑ Integrate HVAC and other mechanical equipment unobtrusively into the overall building design. Conceal or screen electrical boxes, transformers, utility meters, dumpsters, and other less attractive utility elements from public view as much as possible.



In multi-family residential buildings, ground floor units should have individual entrances from the street.



Façades of larger buildings should include elements at a range of scales that help transition the overall building down to the size of nearby buildings and people. Variations in material, shape, façade plane, style or other elements can help accomplish this.



Off-street parking

- ❑ Off-street parking should be located and designed to have minimal presence, if any, along streets and other public spaces, particularly Priority Retail Streets and Address Streets.
- ❑ Minimizing parking need in the first place by utilizing existing spaces within easy 1–2 block walking distance to the extent possible, through coordinated parking management and wayfinding.
- ❑ Upper levels of parking structures should also be screened from streets, parks and other public areas with occupied space (such as housing or office space) wherever possible. Any portions of parking structures visible from the street should be designed to architectural standards.
- ❑ Provide clear signage, designed to be visible from moving cars on the street to indicate the presence of off-street parking for retail and cultural uses.
- ❑ Pedestrian access should be prominent, inviting and convenient, making it easy to park once and reach multiple destinations on foot. Pedestrian entrance lobbies to parking structures should have as much visibility from the exterior as possible to promote security. Stair towers and elevators, where adjacent to the street, should be designed with a high degree of transparency. Consider making use of their potential as a strong vertical design element.
- ❑ Where off-street parking is gated, gates and fencing should be designed attractively. Consider incorporating artwork or plantings to enhance appearance.
- ❑ Consider use of pervious paving in surface parking lots wherever possible, such as use of decomposed granite at parking spaces with concrete or asphalt at drive aisles.



Parking structures should be separated from streets (other than Service Streets) by occupied housing or retail space. Exposed upper floors of parking structures should have an architecturally designed façade.



Parking lots should be separated from streets (other than service streets) by occupied buildings where possible. Where parking does adjoin a street, use attractive landscaping, fencing and/or art to reduce its presence.

