PHENIX CITY
Alabama

DOWNTOWN+RIVERFRONT
DESIGN GUIDELINES



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Introduction

A. Purpose

1. Assure the long-term vitality of Downtown Phenix City
2. Establish the Downtown and Riverfront District as the visual and commercial "center" of the city
3. Encourage development that projects a positive image of the city from river views and engages the river and riverwalk
4. Develop an environment within the Downtown and Riverfront District that promotes healthy commerce and increases commercial activity
5. Encourage the preservation of historic buildings and in-fill development and new construction that complements and is consistent in form and materials with historic resources
6. Promote visual harmony among buildings
7. Encourage pedestrian activity and reinforce downtown's compact, pedestrian-friendly development pattern
8. Promote mixed uses of existing and future buildings
9. Provide amenities to attract residents to downtown properties

B. Applicability

1. The Downtown and Riverfront Design Review District is composed of two subdistricts (see Figure 1):
   (a) The Primary Subdistrict, in which design review is mandatory and a Certificate of Appropriateness (COA) is required prior to approval of any City permits.
   (b) The Secondary Subdistrict, in which design review is mandatory and a Certificate of Completion (COC) is required prior to approval of any City permits.
2. The Downtown and Riverfront Design Review District is comprised of the following Character Areas, which are defined based on historic and existing character and future development plans (see Figure 2):

(a) **Downtown Core**, an area intended for high intensity, urban development featuring commercial, institutional and residential uses

(b) **Broad Street**, areas intended for moderate intensity development featuring a mix of commercial, institutional and residential uses

(c) **Historic Commercial**, an area consisting of historic shopfront buildings

(d) **Commercial Corridor**, an area intended for moderate intensity, mixed-use development fronting on 13th Street

(e) **14th Street**, an area consisting of moderate intensity, mixed-use development fronting on 14th Street

(f) **River and Creek**, areas along the Chattahoochee River and Holland Creek intended primarily for environmental conservation, passive recreation, trails and water access

(g) **Avenues**, areas adjacent to 13th Street that are intended for moderate intensity development featuring a mix of commercial, institutional and residential uses

(h) **Neighborhood Mix**, areas intended for a mix of residential uses and smaller-scale commercial and institutional uses at transitions with other character areas

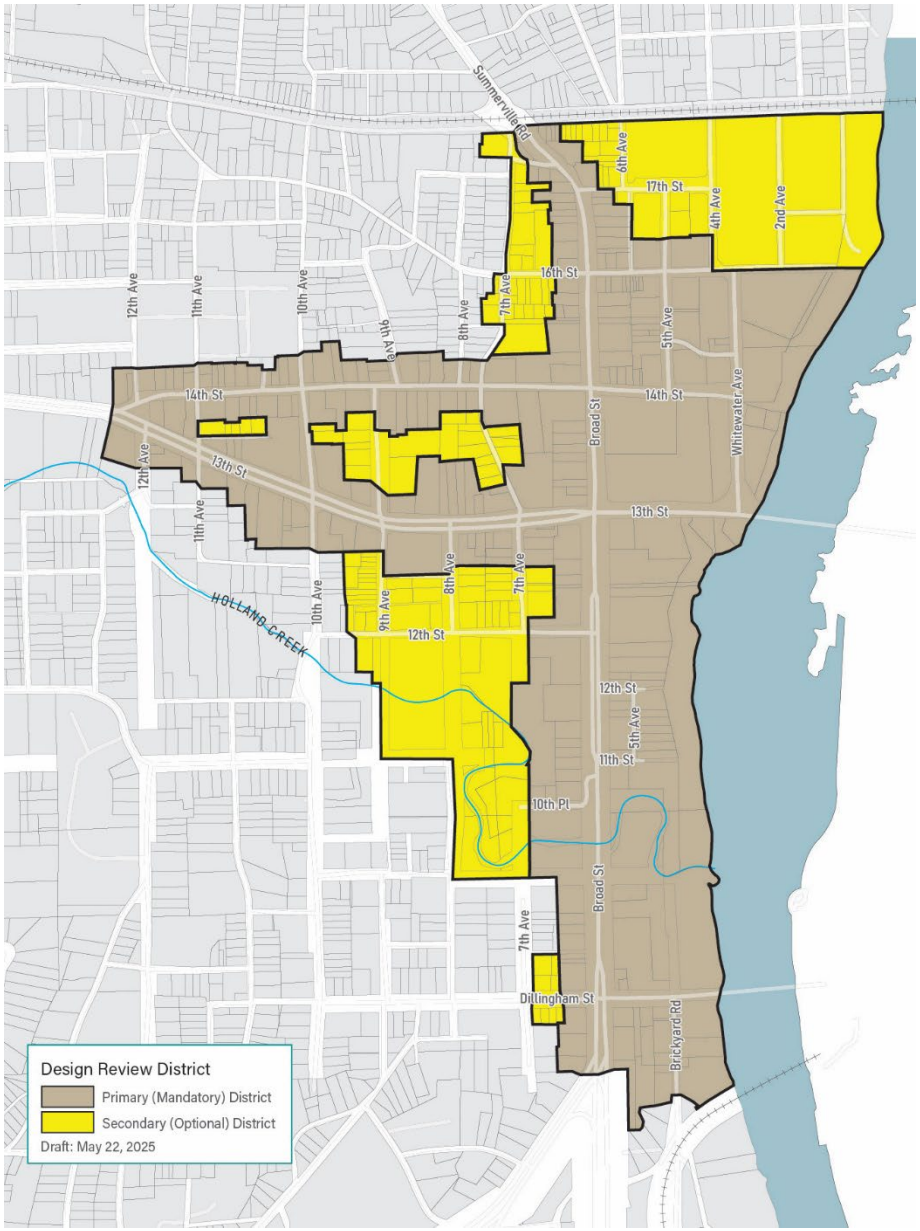


Figure 1 Design Review District

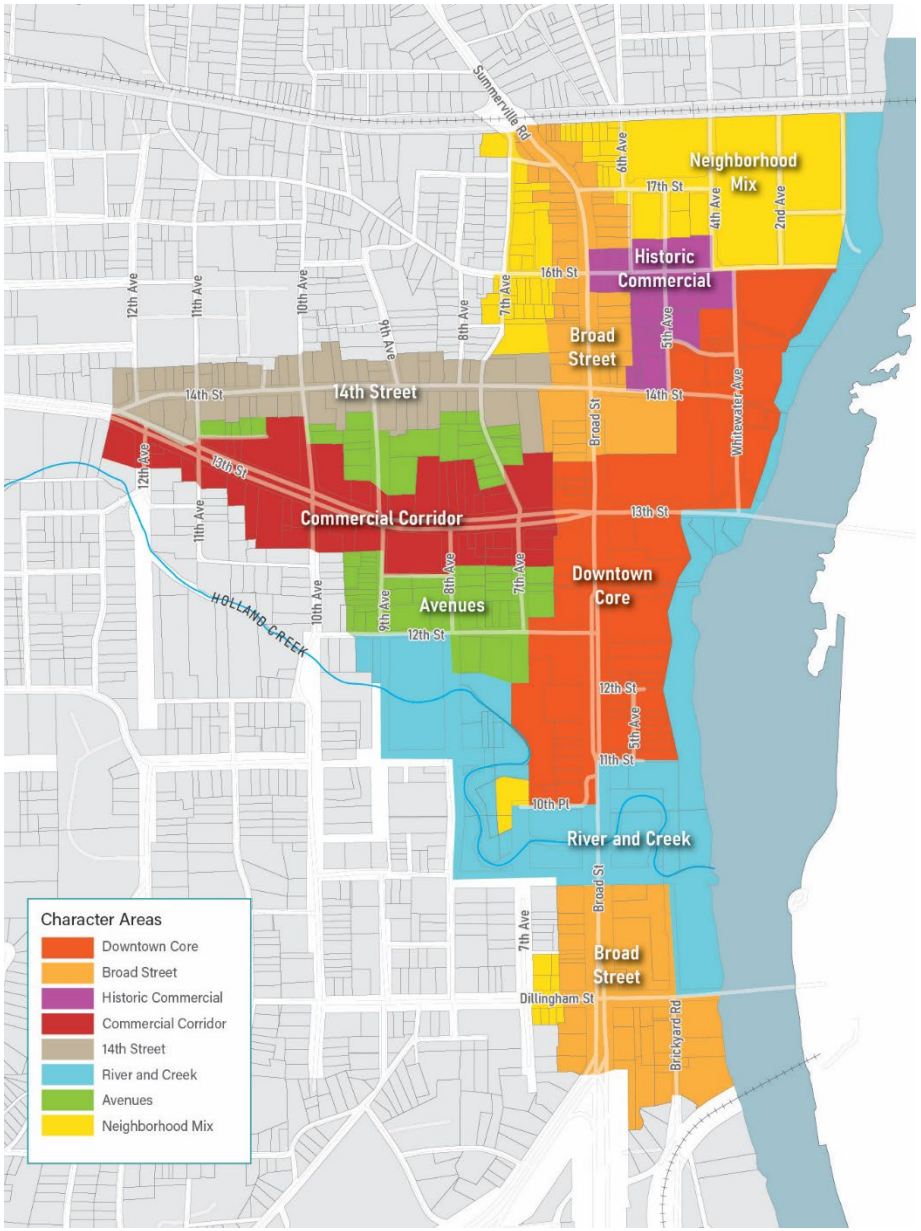


Figure 2 Character Areas

3. A COA or COC is required, as provided following, before a building, sign or other development permit can be issued for any material change in exterior appearance to a structure or premises within the Downtown Design Review District.

   (a) Routine Maintenance (see Appendix for examples) does not require review by the City. Routine maintenance includes repair or replacement where there is no change in the design, materials, or general appearance of the structure or grounds.

   (b) Minor Work (see Appendix for examples) is reviewed by DRB staff, who may issue COAs or COCs, as applicable, on behalf of the DRB. If, in the judgment of staff, the proposed change involves alterations, additions, or removals that are substantial, do not meet the guidelines, or are of a precedent-setting nature, staff may refer the application to the DRB.

   (c) Major Work must be reviewed by the DRB and approval of COAs or COCs, as applicable, are required for, but are not limited to, any of the following activities:

   - Reconstruction or alteration of the size, shape, or facade of a structure, including the relocation of any doors or windows; or removal or alteration of any architectural features, details, or elements;
   - Demolition or relocation of a structure
   - Commencement of excavation for construction purposes;
   - Installation of permanent signs
   - Erection, alteration, restoration, or removal of buildings, including walls, fences, parking areas, or other appurtenant features.

C. Procedure

1. Applications for COAs and COCs must be accompanied by plans, a description of improvements and any other information necessary to determine the appropriateness of features to be reviewed. Applications must be submitted to the Building Official at least 10 working days before the Board meeting at which it is requested to be considered.
2. Only complete applications are reviewed by the Design Review Board.
3. Application Requirements. A list of plans and other materials required for review by the DRB will be provided by the Building Official.

   (a) Applications must be submitted at least 15 working days prior to the next regularly scheduled DRB meeting.

   (b) No application will be accepted unless all fees have been paid and a complete application has been submitted. Design review fees are set from time to time by the Council.

4. All meetings are open to the public and any and all interested parties may attend the meeting. The applicant and affected property owners will be given an opportunity to address the Board at the meeting at which the application is presented.
5. COA Applications

   (a) The DRB must approve, approve with modifications, or deny an application for a COA within 45 calendar days after it has been filed. Failure of the Board to act within this time period constitutes approval.

   (b) If a COA application is approved or approved with modifications, then a COA is issued to the applicant. A copy of the COA will be forwarded to Code Enforcement, who is responsible for enforcement.

   (c) If an application is rejected, the Board will notify the applicant in writing of their decision and state the reasons for the denial.

6. COC Applications. The DRB must approve a COC within 60 calendar days after a complete application has been filed, but in no case is the DRB required to grant a COC sooner than 30 calendar days after the applicant has appeared before the Board.
7. An applicant whose COA or COC is denied may appeal the decision to the City Council provided such appeal is filed within thirty calendar days after the Board's decision. Appeals to the decision of the Council are filed with a court of competent jurisdiction.

D. Interpretation

The application of these guidelines should recognize that every site is unique. It is not intended that a design proposal be automatically rejected because of an apparent conflict with the guidelines so long as the intent and purpose of the guidelines is upheld. Flexibility should be afforded to proposals involving existing buildings that do not conform to the guidelines, particularly with respect to building location and existing, exterior materials.

Design Guidelines

A. Urban Form and Site Design

1. Building setbacks should be consistent along each block frontage.
2. New buildings should extend near the front of properties in accordance with Table 1 and the following:
   (a) Buildings must be observe the setback requirements for the applicable zoning district including the exception provided in §3.02.06 Front Yard for Infill Lots.
   (b) Buildings may be set back from front lot lines when a plaza or pedestrian area extends from the building entrance(s) to the adjoining sidewalk. Accent landscaping may be installed within the setback provided clear views of the building and entrances are maintained at eye-level along the sidewalk.
   (c) Civic and other institutional buildings may be set back from sidewalks/front lot lines when fronted by a lawn or plaza.

Table 1 Building Frontage by Character Area
The following setbacks are recommended but may be superseded by zoning requirements.

14th Street	0-20 ft
Avenues	0-15 ft
Broad Street	0-15 ft
Commercial Corridor	0-30 ft
Downtown Core	0 ft
Historic Commercial	0-15 ft
Neighborhood Mix	0-20 ft
River and Creek	n/a

3. Buildings should be oriented to enclose as much of the street frontage as practicable, including both frontages of corner lots (see Figure 3). This does not apply in the River and Creek character area.
4. Buildings along the river should present a high quality façade toward the river as well as any street on which it fronts.
5. Where a building on a corner lot extends to both property lines, the ground floor portion of the building should be chamfered or otherwise setback from the property line corner to maintain intersection sight distance (see Figure 4).
6. Most nonresidential and mixed-use buildings should have minimal spacing between them, often having shared or adjoining side walls.

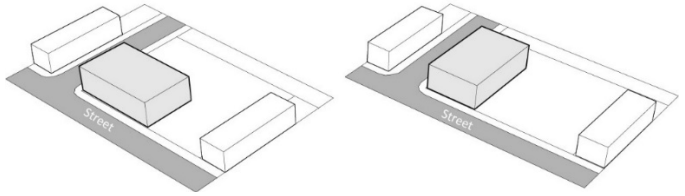


Figure 3 The proposed building on the left encloses more of the street frontage than the proposed building in the right image.

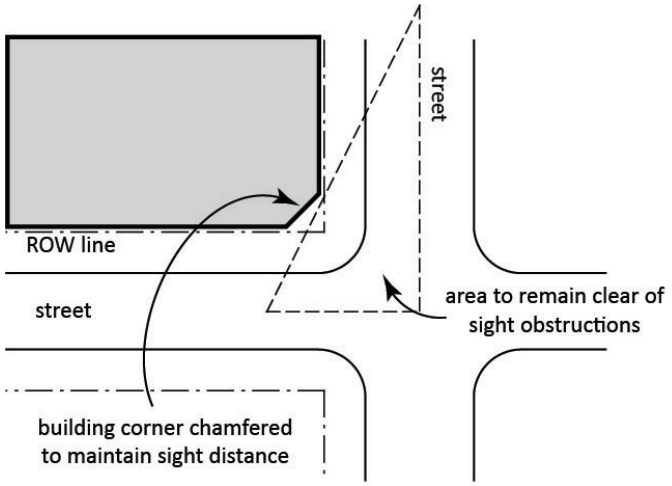


Figure 4 Building corner at intersection

7. Open Spaces

   (a) Open spaces, accessible to the general public or to patrons of one or more tenants on a premises, are encouraged for recreation, entertainment, relaxation and other activities compatible with the uses of the premises and its neighbors.

   (b) Riverfront developments, particularly those involving dining, recreation or entertainment uses, should incorporate outdoor spaces that capture views of the river.

8. Access, Parking and Loading

   (a) For new construction and redevelopment, parking should be located in accordance with Table 2:

Table 2 Parking Location by Character Area

14th Street	Parking should be to the side and/or rear of buildings (see Figure 5). However, the DRB may approve front parking if it is not feasible to locate parking to the side or rear (e.g., due to narrowness of the lot). The DRB may also take into consideration parking on adjoining properties and may attach conditions to approval as it deems reasonable and necessary to limit effects on the surrounding properties and the character of the block.
Avenues	
Commercial Corridor	
Broad Street	Parking should be to the side and/or rear of buildings (see Figure 5).
Downtown Core	
Historic Commercial	
Neighborhood Mix	Parking should be behind the front building line, excluding parking on driveways of detached single-family and duplex dwellings.
River and Creek	n/a

   (b) It is encouraged that existing front parking areas, or portions thereof, be converted to outdoor space (e.g., outdoor dining), particularly in the Broad Street, Downtown Core and Historic Commercial character areas.

   (c) Private driveways and off-street parking and loading areas should be arranged to create joint access and joint parking areas at mid-block (see Figure 6). This does not apply in the Neighborhood Mix and River and Creek character areas.

   (d) Loading areas and dumpsters should be located away from the street and, where possible, arranged together at mid-block with those serving other tenants/buildings.

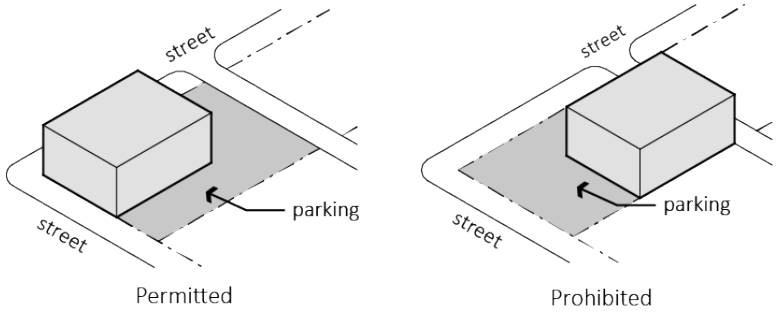


Figure 5 Parking Location

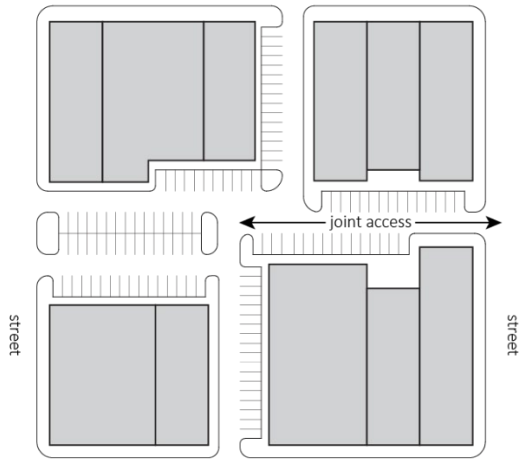


Figure 6 Mid-block parking and loading areas

(e) Drive-through facilities, if permitted, must be located toward the side and/or rear of the building. Driveways and other drive-through facilities may not be located between the building and front lot line/sidewalk (see Figure 7). While discouraged, in the Commercial Corridor character area, the DRB may approve a driveway (excluding order and pick-up windows) between the building and sidewalk if buildings on adjoining properties are set back behind vehicular areas.

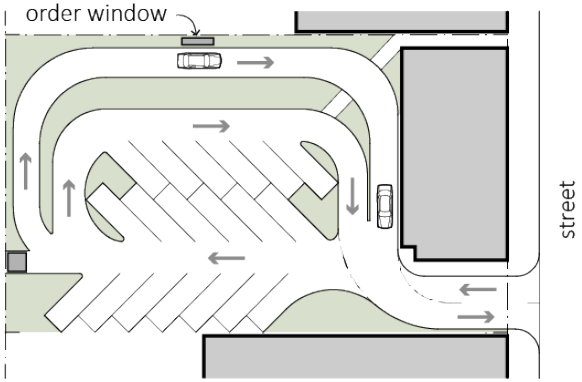


Figure 7 Permitted layout for drive-through

(f) Sidewalk paving materials should continue across any intervening driveway at the same grade and cross slope as on the adjacent sidewalk.

(g) Structured parking should be located toward the interior of blocks and obscured from street view.

- Parking structures may be "wrapped" with habitable structures along their street side (see Figure 8).
- If a parking structure is not concealed from street view by buildings, the street façade should be designed to appear as a conventional building with vertically-proportioned window openings (see Figure 9). Alternatively, parking structures may be screened with plant materials or an "art façade." See Figures 10 and 11.



Figure 8 Structured parking concealed from street view



Figure 9 Parking structure designed as conventional building



Figure 10 Parking structure with planted screen



Figure 11 Parking structure “art façade”

9. Service Areas, Utilities and Appurtenances

   (a) Overhead wires, trash containers, mechanical units and storage areas are necessary components of the built environment. Proper placement of these elements can make a noticeable, positive impact on the appearance of the District. In general, these elements should be located out of view from the public right-of-way, behind buildings. Mechanical equipment may also be roof-mounted to achieve this.

   (b) Overhead utilities should be buried where possible or run along alleys or accessways to mid-block.

   (c) Outdoor storage areas, loading docks, appurtenances and ground level mechanical equipment must be screened from public view as required by the Zoning Ordinance.

   (d) Roof-mounted mechanical equipment should be placed so that it is not visible from the right-of-way and screened as needed (see Figure 12).



Figure 12 Screening may be necessary when location on the roof is not sufficient to obscure views of mechanical units from public view.

B. Building Design

1. Buildings and their entrances should be oriented toward the front lot line/sidewalk. At least one public entrance for each ground floor tenant should be maintained along and directly accessible from the sidewalk.
2. Building facades should feature a "base, middle and top." See Figure 13.
   (a) For single-story buildings with storefronts, the bulkhead, e.g., is the base, the display windows and sign band are the middle and the parapet and cornice (flat roofs) or eave and roof structure (pitched roofs) are the top.
   (b) For multistory buildings, the storefront or first floor façade serves as the base. For buildings of four or more stories, the upper-most story is part of the "top" portion of the façade.



Figure 13 Base, middle and top of one- and two-story buildings

3. The height of the ground floor of new buildings, measured from floor to ceiling, should be at least 12 feet to accommodate a variety of uses.
4. If there is a dominant pattern, new buildings should continue the floor-to-floor heights of existing structures, provided such heights accommodate the proposed uses of the building.
5. Buildings must observe the height limits in the zoning ordinance and the following:
   (a) Generally, building height should be accentuated so that buildings appear as tall as possible along their street frontage. This can be achieved through floor heights, façade and roof articulation. Street-facing gables, parapets, cupolas and other architectural features accentuate building height. See Figure 14.
   (b) Where a taller building is proposed alongside an existing, single-story building, particularly historic buildings, the height of the building or portion thereof nearest the existing building should be lowered to provide a more gradual transition.



Figure 14 Gables facing the street accentuate the height of this one-story historic building

C. Façade Design

Façade materials are subject to the applicable requirements of the Zoning Ordinance and the following:

1. Other than fenestration and accent materials, facades should include no more than three wall materials nor more than three material colors or color blends. This does not apply to the ground floor of buildings with custom-designed storefronts. See Figures 15 and 16.
2. The following are prohibited for building facades: vinyl siding, plain concrete block, thin brick veneer and EIFS designed to appear as brick, rib and R-panel metal siding (see Figure 17).
3. The following materials are acceptable on building facades when used in accordance with the applicable guidelines:
   (a) Exterior Insulation and Finish Systems (EIFS). EIFS should not be used for large, uninterrupted portions of building facades. Instead, a high level of façade articulation must be used to break up large spans of EIFS (see Figure 18).
   (b) Concrete block (CMU). Split face, scored, ribbed, colored-aggregate and similar types of decorative concrete block may not be used as the primary exterior material but may be used as an accent material, such as for water tables and decorative bands. The DRB may permit the use of split face, scored or ribbed concrete block as a primary material for designs incorporating secondary materials other than CMU and a high level of façade articulation. See Figure 19.
   (c) Metal siding. Corrugated and standing seam metal siding should not be used as the primary exterior material but may be used as a secondary façade material (see Figures 20-21).
   (d) Fiber cement siding (e.g., Hardie plank) may be used as a primary material on smaller, detached buildings but is discouraged from use on large, mixed-use and nonresidential buildings (see Figure 22).



Figure 15 Appropriate combination of materials and colors

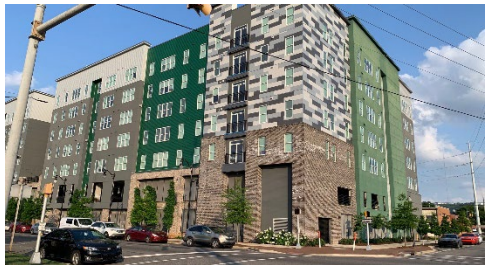


Figure 16 Excessive variation in wall materials and colors



Figure 17 R-panel metal siding



Figure 18 Articulated EIFS facade



Figure 19 Excessive use of decorative CMU without other materials or articulation



Figure 20 Corrugated metal siding



Figure 21 Standing seam metal siding



Figure 22 Fiber cement siding

Building Material Standards in the Zoning Ordinance

In the C-1, C-2, C-3 and C-4 Districts, the following materials standards apply to new construction, additions to existing buildings and any street façade improvement involving a change in exterior materials:

- At least 70% of each primary façade of all principal buildings, other than doors, windows and glass curtain wall, must be clad in masonry.
- At least 50% of all exterior elevations, other than doors, windows and glass curtain wall, must be clad in masonry.
- The balance of exterior treatments on each elevation must consist of wood, glass, or a permitted type of metal siding, which includes corrugated, standing seam and flat panel. Rib and R-panel metal siding are not permitted.
- Only architectural grade concrete block (split face, textured and colored aggregate) may be used on building elevations above the finished floor elevation of the first floor.
- At an outside corner, any exterior building material used on one elevation must continue for at least two feet horizontally on the adjoining elevation. This is not required for inside corners.

Additional Standards in the C-1 District

- At least 25% of the ground floor portion of each street facade, measured to 12 feet above grade level, must be door, window, glass curtain wall or a combination of these.

Additional Standards for Residential Buildings

- At least 70% of the exterior elevations of all principal buildings, other than doors, windows and glass curtain wall, must be clad in masonry.

4. In the Downtown Core, Broad Street and Historic Commercial character areas, nonresidential buildings with street facades over 40 feet in width should be designed to incorporate multiple storefronts. Each storefront should contain an entrance (or to accommodate an entrance in the future) and be varied in configuration and detail from the adjacent storefronts.

5. The street facades of new buildings, including additions to existing buildings, should continue horizontal expression lines of adjacent buildings (see Figure 23). While the ground floor façade of buildings with multiple ground floor tenants may vary in design to accentuate individual tenant spaces, there should be consistency in horizontal expression lines of storefronts.



Figure 23 Horizontal expression lines

6. Street facades should incorporate windows, doors, recesses, projections, material changes or other forms of articulation. Facade articulation also helps provide buildings with human scale. Changes in color alone are not considered sufficient articulation. In the Downtown Core, Broad Street and Historic Commercial character areas, no unarticulated wall expanses should be wider than 15 feet.

7. Improvements to Existing Facades

   (a) Painting of masonry facades should be approached with caution.

   - Masonry should be maintained and repaired, as needed. Painting over deteriorated masonry is discouraged. Properly maintained masonry will maintain its appearance longer than paint, which fades and deteriorates more rapidly and, thus, requires repainting more frequently.
   - Paint colors should be selected from earth tone palettes.
   - Above the storefront, facades should not be “divided” by using different paint colors to distinguish one tenant space from another.

   (b) While it is generally preferred that nonconforming façade materials be replaced with conforming ones, it is understood that this may not be economically feasible in some projects. In such cases, creative solutions are encouraged that will offset or de-emphasize the presence of nonconforming materials.

   (c) Historic architectural details should not be added to facades to make existing buildings appear more historic than they appeared originally.

   (d) Existing windows should not be replaced with opaque materials.

   (e) For existing nonresidential buildings, opaque garage doors facing the street should be replaced with garage doors with tempered glass panels to meet required fenestration (refer to Storefront Entrances and Fenestration).

   (f) To the extent practicable, coverings installed over transom windows of existing buildings should be removed and that portion of the façade and transom windows restored. The condition of the original façade and method of attachment should be evaluated to determine the feasibility of removing the covering and restoration of the original façade.

8. Storefront Entrances and Fenestration
   (a) Each storefront should have a unified design that serves as a frame for display windows.
   (b) Building entrances should be recessed so that the door swing does not extend into the sidewalk.
   (c) Ground floor street facades should include at least 50% window and/or door area. Opaque garage doors are not counted as fenestration.
   (d) Mirrored and heavily tinted glass in storefront windows is discouraged.
   (e) Transom windows above the storefront are recommended for new buildings to allow natural light deeper into buildings, reducing the need for artificial lighting (see Figure 24).
9. Awnings and Canopies
   (a) Awnings along street facades should be sized to match structural openings in the façade (see Figure 25). Awnings longer than 40 feet are discouraged. This does not apply to canopies.
   (b) Awnings and canopies along a building's street facade should be installed at the same height though variation may be appropriate to emphasize building entrances or to respond to other façade design elements.
   (c) Generally, awnings along a street façade should be of a similar design (see Figure 26). Use of different, yet complementary, colors in awnings may be used to distinguish tenant storefronts. Uses of different awning shapes may be appropriate if the awnings are consistent in material and color.

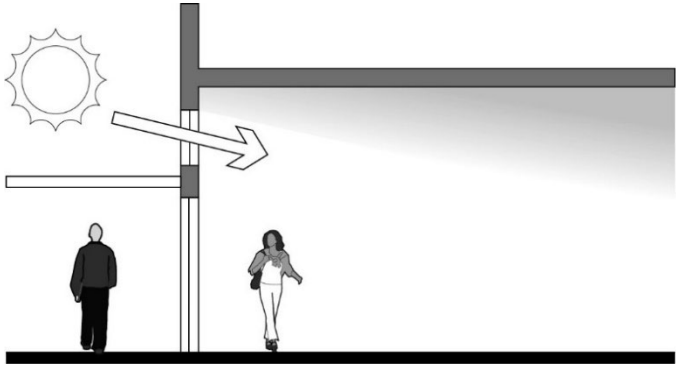


Figure 24 Daylighting from transom windows



Figure 25 The length of awnings matches the structural openings along the storefront.



Figure 26 Consistent use of awning materials and colors

(a) Canopies along a building's street façade should be of the same design, materials and color (see Figure 27). Canopies on multiple buildings on the same street frontage should be mounted at a consistent height.

(b) Fabric awnings are encouraged. Plastic and backlit awnings are discouraged (see Figure 28).

(c) Awnings and canopies may extend over the sidewalk with approval of the City Engineer. A clear height of at least eight feet should be maintained between the sidewalk and the lowermost portion of any awning or canopy (see Figure 29).

(d) Awnings should project outward from the façade to provide rain cover and/or shade along the sidewalk (see Figure 30).

(e) Awnings extending over public right-of-way should not be enclosed by a soffit except where necessary to accommodate underlighting or other purposes requiring enclosure/weatherproofing.



Figure 27 Consistent canopy design along storefront



Figure 28 Backlit awnings are discouraged.



Figure 29 Clear height above sidewalk



Figure 30 Steeply pitched awnings that do not extend far from the façade provide little rain cover or shade.

10. Use of Color

    (a) One color or masonry color blend should be used for the majority of the building façade. Accent colors are encouraged but should be clearly subordinate to the primary color in terms of façade coverage. See Figures 15 and 16.

    (b) Earth tone colors are preferred for exterior wall materials. If used, bright colors should be used strategically, such as in signage or to accentuate the storefront.

D. Shipping Containers

Shipping containers may be approved by the DRB and are subject to Building Official approval.

1. Generally, shipping containers should only be used in conjunction with existing or new buildings (see Figure 31).
2. Placement of shipping containers on site should conform to Section A Urban Form and Site Design.
3. The exterior of shipping containers must present a clean, well-maintained appearance where visible to the public.

E. Residential Buildings

Buildings containing residential uses should be designed with a separation between the dwellings and adjacent public areas, such as sidewalks, trails, alleys, and public open spaces.

1. Separation can be provided by setting back residential portions of a building from adjacent public areas. In such cases, fences, walls or landscaping should be used to further separate dwellings from public areas.
2. As an alternative, the finished floor of dwellings should be raised at least 18 inches above adjacent grade level. In such cases, the lower-most edge of any dwelling's windows, which face an adjacent public area, should be at least 48 inches above adjacent grade level (see Figure 32).
3. Small residential buildings, such as single-family dwellings, duplexes and multiplexes, should feature porches along street facades.



Figure 31 Shipping containers used in conjunction with conventional buildings



Figure 32 Multifamily building with ground floor units raised above street level and a transitional space between the building and public sidewalk

F. Historic Buildings

1. Repairs to the exterior should be of like materials, colors and details.
2. Display windows and other large panes of glass should be replaced in kind or maintained. If original materials of historic buildings must be replaced, contemporary materials that most closely match original materials should be used. Non historic materials, such as EIFS, are discouraged.
3. Additions to historic buildings
   (a) Additions should be located away from the front façade or set back from the original building line (see Figure 33).
   (b) Additions should not extend the ridgeline of the existing roof.
   (c) Additions should be visually subordinate to the design of the original structure, including use of less or simpler detailing (see Figure 34).
   (d) Horizontal expression lines and proportions in the original structure should be continued in the addition (see Figure 23).
   (e) Different but compatible colors and materials should be used to distinguish the addition from the original structure.
   (f) Character-defining elements of an historic building should not be removed to accommodate an addition or be obscured by it.

G. Demolition and Relocation

1. Demolition of buildings, whether historic or not, are subject to approval by the Design Review Board.
2. Historic buildings should not be demolished unless they are significantly deteriorate and it is infeasible to restore them.
3. Generally, historic buildings should not be relocated off their original site nor other buildings relocated on to the site.



Figure 33 Addition to historic home with distinct materials set back to maintain the prominence of the original building



Figure 34 The addition on the left continues the horizontal lines of the original building while taking on a visually subordinate role.

Reinvesting in Existing Buildings



In this adaptive reuse of an existing building, garage doors were replaced with “storefront” windows and doors.



In addition to replacing garage doors with “storefront” windows and doors, a simple but decorative “cap” was added to this façade along with accent lighting, an attractive canopy and planters.



Buildings of all sizes and uses can be repurposed. This former timber warehouse was transformed into a food hall with restaurants, bars and test kitchens.



This former service station was reimagined as a pizza restaurant, adding a covered, outdoor dining area enhanced by landscaping and festive lighting.



The garage doors on this repurposed building are used to blend indoor and outdoor space seasonally.



This warehouse was converted into offices by constructing a second floor in the double-height space and adding a generous amount of windows.

New Construction



This small building was erected in a front parking lot, creating vertical enclosure at the intersection of two streets.



These recently constructed restaurants feature maximum transparency, industrial-style design and a shared pavilion bordering on an adjacent park.



The Shops at Magnolia Silos, featuring a historically-influenced design and a central lawn, were built as part of the redevelopment of a former industrial site.



Dining, lodging and entertainment businesses along the river have the opportunity to take advantage of one of Phenix City's greatest natural assets.



A modest setback and raised ground floor provide these homes an ample transition from the public sidewalk and tree-lined street.



This modest mixed-use development features a restaurant with upper-story residences in a simple but elegantly designed building.

H. Signs

1. Building signage should take into consideration legibility to pedestrians as well as motorists. For this reason, projecting signs and similar sign types that are easily legible to pedestrians are encouraged. See Figure 35.
2. Freestanding signs are discouraged but are considered appropriate for single-family homes converted to nonresidential uses and large institutional properties in which buildings are set back from the street. Where permitted, freestanding signs should be monument type and should not exceed the heights specified in Table 3. See Figure 36.



Figure 35 Signs that are perpendicular to the façade are legible to pedestrians and motorists.



Figure 36 Monument sign

Table 3 Freestanding Sign Height by Character Area	
River and Creek, Neighborhood Mix, Historic Commercial, 14th Street and Avenues	10 feet max
Commercial Corridor	15 feet max

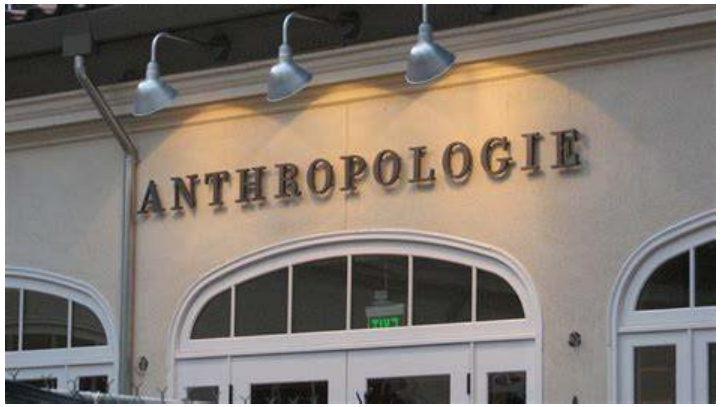


Figure 37 Indirect lighting of sign using gooseneck fixtures.

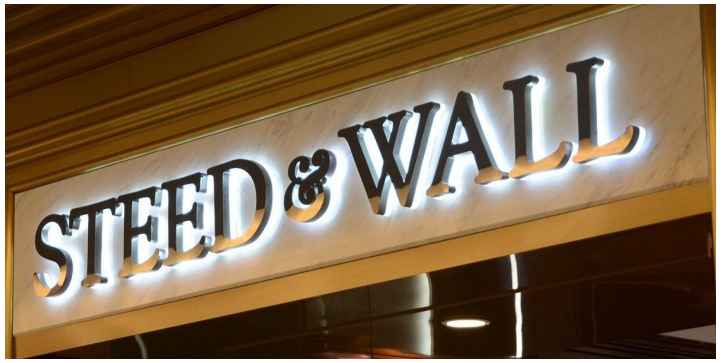


Figure 38 Backlit sign

3. Indirect lighting of building signs, including backlighting, is encouraged. See Figures 37 and 38.
4. Sidewalk signs must be professionally constructed of durable materials like wood or metal.

5. Attached signs should be installed within the sign band, when present, above the storefront (see Figure 39).
   (a) Attached signs should not cover or cause the removal of architectural features from historic building facades.
   (b) For buildings with multiple tenant storefronts, attached signs should be installed in similar locations (see Figure 40).
6. Window signs should be professionally painted or cut from vinyl.
7. Signs should complement the colors and materials of the building and/or storefront.
8. Subject to zoning approval, attached signs may be located above the eave of a one-story building if there is no more appropriate location due to limits of the façade design (see Figure 41).





Figure 39 Sign bands above storefront



Figure 40 Attached signs in similar location on façade of building with multiple tenant storefronts



Figure 41 Acceptable use of roof-mounted sign

I. Murals

Murals are encouraged as a way to provide visual interest on unarticulated building walls that are visible to the public, subject to approval of the DRB and to the extent permitted by the Zoning Ordinance (see Figure 42).

J. Fences and Walls

1. Chain link fencing is not permitted in locations where the fence will be easily visible to the public, such as between the front building line and street frontage.
2. Freestanding fences and walls located in areas visible to the public must be articulated so that there is a change in the fence/wall line every 50 feet or less, such as through the use of piers that project outward from the fence/wall surface at least one inch.

K. Exterior Lighting

1. Exterior lighting should be provided for visibility and safety purposes in parking lots and other portions of a site that are accessible to the public after sunset. However, excessive exterior lighting is discouraged.
2. Freestanding light fixtures should be of a decorative design. Lights mounted on wooden poles and cobra-type fixtures are prohibited.
3. In the Neighborhood Mix and River and Creek Character Areas, freestanding lights in surface parking areas should not exceed 12 feet in height. This also applies in any Character Area where adjoining residential uses.
4. In all other Character Areas, freestanding lights in surface parking areas should not exceed 15 feet in height.
5. Outdoor dining and similar outdoor gathering spaces should be illuminated not only for safety and visibility, but also to enhance the character of the space (see Figure 43).



Figure 42 Mural used to enliven a mostly blank street façade



Figure 43 String lights are an inexpensive way to illuminate outdoor spaces

L. Landscaping

Landscaping is used to soften and break up expanses of hardscape, provide shade, facilitate stormwater management and add beauty to the downtown. The following guidelines apply to landscaping within surface parking facilities, open spaces and streetscapes.

1. Perimeter landscaping must be provided as specified in the Zoning Ordinance. However, special exceptions may be requested in accordance with Table 4.

Table 5 Perimeter Landscaping by Character Area

Neighborhood Mix, 14th Street, Broad Steet, Avenues, Historic Commercial	Only desired when adjoining residential uses
Downtown Core	Only desired when adjoining residential uses (excluding mixed-use and multifamily)
Commercial Corridor, River and Creek	as provided in Zoning Ordinance

2. Parking must be separated from public sidewalks by frontage landscaping. Decorative walls or fences, in addition to landscape plantings, are encouraged in the Downtown Core, Broad Street and Historic Commercial character areas to screen parking lots from the street, delineate public and private property and reinforce the street edge. Alternatively, a solid hedge may be used. See Figures 44 and 45.



Figure 44 Decorative wall used to separate parking lot from public sidewalk



Figure 45 Continuous hedge used to separate parking lot from public sidewalk

4. Plant Materials

   (a) Species diversity should be maintained by conserving and planting a variety of tree species. No more than 30% of all trees in a given area should be planted with a single genus (i.e., maple), one genus within a single species (i.e., red maple); nor one cultivar within a single species (i.e., 'Red Sunset' red maple).

   (b) Native trees should be used to blend into the broader landscape and ecology of the region.

   (c) Large deciduous trees should be a minimum of 10 feet in height, with a minimum circumference of three and one half caliper inches (measured six inches from the ground) immediately after planting.

   (d) Evergreen trees should be at least six feet in height immediately after planting.

   (e) Large canopy trees should be used wherever adequate space exists.

   (f) Plant species should be selected whose requirements match site conditions, e.g., sunlight, soil pH, nutrient availability, soil moisture, and growing space.

   (g) Plant species should be used that will best provide the function desired (e.g., evergreen trees for year-round screening) and for their suitability to the existing topography, soils, and vegetation.

   (h) Strips of woodland should be maintained whenever they connect to other natural areas and form corridors for wildlife movement.

   (i) Drought tolerant, native species should be used to reduce irrigation needs. Where irrigation systems are used, drip irrigation or similar water-efficient technology should be used to reduce potable water consumption. Reuse of captured rainwater is encouraged.

5. Plazas and Streetscapes

   (a) Tree species should be selected from Appendix A Native Street Trees.

   (b) Large and medium sized trees should be used in streetscapes and plazas. Trees species should be matched to the amount of available growing space, given their mature size.

   (c) Trees should be selected to enhance architectural design and to avoid blocking important building details.

   (d) Trees planted within streetscapes and plazas should be spaced at a maximum interval of 50 feet unless adjacent parking lot trees are present within 30 feet.

   (e) Trees should be limbed to provide an eight foot minimum vertical clearance in pedestrian areas.

   (f) Trees should be planted where their limbs will not impede access for delivery or emergency vehicles.

   (g) Permeable or open paving systems that accommodate pedestrians and wheelchair access may be used in plazas to provide water to tree roots and decrease storm water loads by diverting water from the storm sewer into the soil.

   (h) Root barriers, channels and/or structural soil under sidewalks should be used to provide adequate root area, improve the health and longevity of street trees and prevent roots from impairing underground utilities and hardscape areas. See Figure 46.

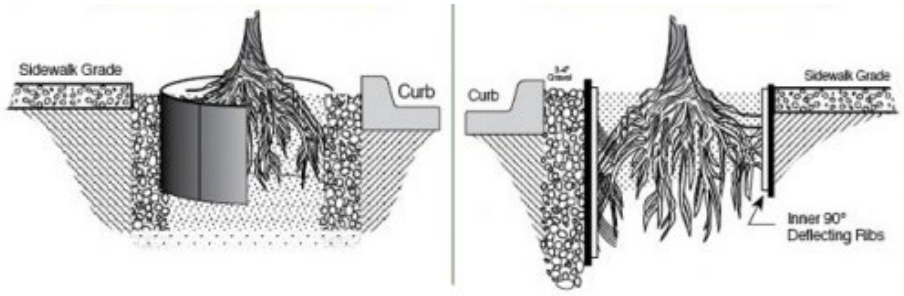


Figure 46 Root barriers used to deflect root growth away from pavement areas

6. Trees and Utilities
   (a) Trees with aggressive root systems should not be used near underground utilities.
   (b) At least 15 foot clearance should be maintained between overhead power lines and tree limbs.
   (c) Only understory trees should be used beneath overhead power lines to ensure line clearance can be maintained.
   (d) Medium canopy trees should be planted at least 20 feet from overhead utilities. Large canopy trees should be planted at least 40 feet from overhead utilities.
   (e) Trees should be pruned according to professional standards, employing natural target pruning to remove undesirable limbs at the branch collar.
   (f) Crown reduction pruning should be used instead of tree "topping" to maintain clearance between trees and utility lines (see Figure 47).
   (g) Where necessary, installation or repair of cable, phone, electric, gas, water, or sewer lines should tunnel under tree roots instead of trenching through them within the critical root zone.



Figure 47 To avoid topping and excessive pruning, understory trees should be used near utility lines and, where necessary, their crowns pruned strategically over time.

M. Bicycle Parking

1. Developments with parking lots over 15 spaces should include bicycle parking.
2. Bicycle parking should be located near the building entrance or another easily visible, accessible location. Racks should be placed on a stable, hard surface (see Figure 48).

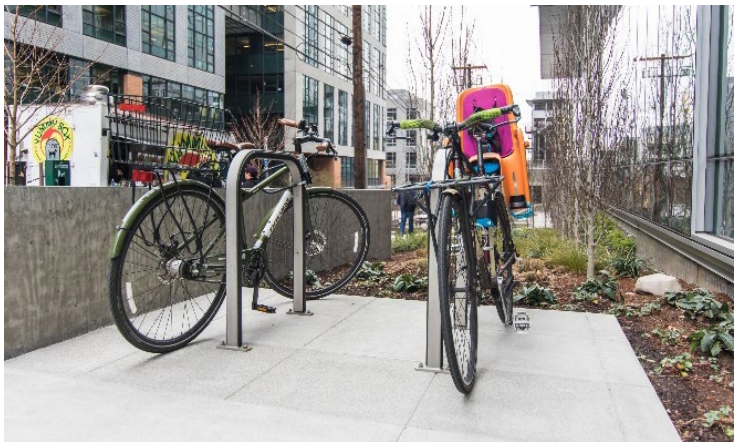


Figure 48 Bicycle parking

N. Greenways

The following guidelines, unless superseded by other adopted design specifications, apply to greenway trails, such as the Riverwalk and any future trails along Holland Creek:

1. In the River and Creek character area, riverfront developments should provide pedestrian access to the Riverwalk.
2. Paving Materials
   (a) A combination of concrete pathway with red brick paver accents should be continued in all future sections of the Riverwalk and any paths connecting to adjoining development, sidewalks or open spaces.
   (b) The paved width of greenway trails should be at least 12 feet. Paths that connect adjoining development, sidewalks, or open spaces to the Riverwalk should be at least eight feet in width.
   (c) Bridges should be decked with wooden slats.
3. Lighting and Furnishings
   (a) Acorn streetlights of the same manufacturer and finish, as existing, should be used on all new sections of greenway.
   (b) Benches and trash receptacles should be matched with the existing furniture of the greenway, such as the coated expanded metal mesh site furniture in a green finish used on existing portions of the greenway.
4. Landscape and Vegetation
   (a) Appropriate native tree species should be included in new greenway sections.
   (b) In naturalized areas, trees and understory vegetation should be maintained on each side of the greenway to create a park-like setting. A 60-foot total swath should be maintained to support growth of canopy trees and open sight lines.
   (c) In open areas, native canopy tree species and understory flowering trees should be planted along both sides of the greenway to provide shade and enhance visual appeal.
5. Development of Future Sections
   (a) New development adjacent to planned sections of greenway should provide easements or right-of-way for future greenway construction, where necessary.
   (b) Large-scale projects adjoining a planned greenway should be required to construct the greenway and trail section as part of the development.

Glossary

In addition to the following definitions, refer also to the Zoning Ordinance for the meaning of terms used in these Design Guidelines.

1. **Addition**. Construction of new space that increases the habitable floor area of an existing building.
2. **Alteration**. Any physical modification that materially changes the appearance of a building
3. **Awning**. A roof-like covering with an angled or curved profile extending outward from a building wall providing shade or rain cover.
4. **Block Frontage**. All property fronting on one side of a street between two cross streets or between a cross street and a railroad, interstate, river or similar boundary.
5. **Bulkhead**. That portion of a storefront façade between the display windows and the sidewalk or ground. Historically, the bulkhead often included an enclosure along the interior of the façade that was used to conceal mechanical systems or to provide storage for display goods (see Figure 49).
6. **Canopy**. A flat roof-like covering extending outward from a building wall providing shade or rain cover.
7. **Canopy Tree**. A tree achieving a mature height over 30 feet and with a wide canopy capable of providing shade to a large area. Canopy trees have a trunk height, from the lower-most branches to the ground, of at least seven feet.
8. **Certificate of Appropriateness**. A document executed by the Design Review Board approving work proposed within the Primary [mandatory] District and which authorizes the release of development permits upon City approval.
9. **Certificate of Completion**. A document executed by the Design Review Board stating that the review of work proposed within a Secondary [Optional] District has been completed and which authorizes the release of development permits upon City approval.



Figure 49 Parts of a traditional Storefront

10. **Chamfer**. To cut or bevel a building corner to increase sight distance for vehicles approaching an intersection.
11. **Character Area**. A portion of the Downtown and Riverfront Design Review District in which existing and desired development characteristics, including but not limited to, uses, scale, building height, and frontage conditions, differ from other portions of the overall district.
12. **Color Blend**. A mixture of complementary colors occurring in modular masonry units, especially brick, or that naturally occurs within stone masonry.

13. **Cornice**. A horizontal, decorative moulding that accentuates the top of buildings, particularly those with flat roofs (see Figure 50).
14. **Earth Tone**. A palette of colors that are similar to natural materials and landscapes, including browns, greens, grays, and other warm and muted shades.
15. **Fenestration**. Window and door openings on a building façade.
16. **Front Parking**. Off-street surface parking located between the front lot line and the building.
17. **Gable**. That portion of a façade, often triangular in shape, between intersecting roof pitches.
18. **Hardscape**. Hard-surfaced improvements within an open space, including walkways, steps, seating areas, low walls, pavers, etc.
19. **Historic Building or Structure**. A building or structure that is listed as "contributing" in the historic survey prepared for a local or national historic district.
20. **Parapet**. A wall that extends above the roofline of flat roofs. See Figure 51.
21. **Plaza**. An open space designated for public use enclosed on one or more sides by buildings and featuring a combination of hardscape and softscape.
22. **Primary [Mandatory] District**. That portion of the Downtown and Riverfront Design Review District in which project designs must be approved by the Design Review Board before development permits may be released.
23. **Secondary [Optional] District**. Portions of the Downtown and Riverfront Design Review District in which project designs must be reviewed by the Design Review Board before development permits may be released.
24. **Sign Band**. A flush area of the façade, in the uppermost portion of the storefront, that is design and reserved for placement of building signage.



Figure 50 Cornice



Figure 51 Parapet wall

25. **Softscape**. Vegetation within an open space and the soft-surfaced areas in which they are planted, including grass, trees, flowers, mulch beds, etc.
26. **Storefront**. The front portion of a nonresidential building at street level containing a building or tenant entrance, display windows. Refer to Figure 42 for parts of Storefront.
27. **Street Frontage**. That portion of a property adjoining a street right-of-way.
28. **Thin Brick**. A manufactured veneer made from clay, shale, cement or concrete to mimic the appearance of traditional brick masonry.
29. **Understory Tree**. A tree achieving a mature height typically under 30 feet.

Appendix

A. Recommended Native Street Trees

1. Large Deciduous Trees
   - (a) Acer barbatum — Southern Sugar Maple
   - (b) Acer rubrum — Red Maple
   - (c) Nyssa sylvatica — Blackgum
   - (d) Quercus alba — White Oak
   - (e) Quercus coccinea — Scarlet Oak
   - (f) Quercus falcata — Southern Red Oak
   - (g) Quercus laurifolia — Darlington Oak
   - (h) Quercus phellos — Willow Oak
   - (i) Quercus schumardii — Shumard Oak
2. Small Deciduous or Flowering Trees
   - (a) Cercis canadensis — Redbud
   - (b) Chionanthus virginicus — Fringetree
   - (c) Cornus florida — Dogwood
   - (d) Ostrya virginiana — Hophornbeam

B. Level of Review by Type of Work

TYPE OF WORK	ROUTINE MAINTENANCE	MINOR WORK	MAJOR WORK
	No review/approval	Staff review/approval	DRB review/approval
Buildings and Accessory Structures			
New construction or additions to principal building			X
Demolition of a structure or any part of a structure			X
Relocation of buildings			X
Repair or replacement of accessory structures when there is no change in design, materials, or general appearance	X		
Alteration of or addition to accessory structures		not visible from street	visible from street
New construction of accessory structures		not visible from street	visible from street
Removal of accessory structures		X	
Addition to, alteration, or removal of porches			X
Addition to, alteration, or removal of carports			X
Construction of new carports			X
Architectural Details and Materials, Doors, Windows			
Repair or replacement of architectural details when there is no change in design, materials, or general appearance	X		
Addition to, alteration, or removal of architectural details		visible from street	
Repair or replacement, including repointing, of existing masonry when masonry and mortar both match original	X		
Construction, alteration, or removal of masonry		X	
Repair or replacement of awnings or canopies when there is no change in design, materials, or general appearance	X		
Addition to, alteration, or removal of awnings or canopies		X	
Installation of new awnings or canopies			X
Construction, alteration, or removal of chimneys		X	
Addition to, alteration, or removal of doors or windows		X	
Installation of new doors or windows		X	

TYPE OF WORK	ROUTINE MAINTENANCE	MINOR WORK	MAJOR WORK
	No review/approval	Staff review/approval	DRB review/approval
Installation, alteration, or removal of storm doors or storm windows		ivisible from street	
Repair or replacement of windows when there is no change in design, materials, or general appearance	X		
Caulking and weatherstripping windows when there is no change in design, materials, or general appearance	X		
Site and Landscape Features			
Repair or replacement of driveways when there is no change in design, materials, or general appearance	X		
Removal or minor alteration of driveways		X	
Expansion or major alteration of driveways			X
Construction of new driveways			X
Repair or replacement of decks when there is no change in design, materials, or general appearance	X		
Repair or replacement of patios when there is no change in design, materials, or general appearance	X		
Addition to, alteration, or removal of patios		not visible from street	visible from street
Construction of new patios		not visible from street	visible from street
Repair or replacement of fences, walls, hedges or other screen plantings when there is no change in design, materials, or general appearance	X		
Removal of mature, historic trees		not visible from street	visible from street
Construction of new fences or walls		not visible from street	visible from street
Installation of new hedges or other screen plantings, other than required landscaping	not visible from street		visible from street
Removal of fences or walls		not visible from street	visible from street
Removal of hedges or other screen plantings, other than required landscaping	not visible from street	visible from street	
Repair or replacement of existing walks when there is no change in design, materials, or general appearance	X		
Addition to, alteration, or removal of existing walks		X	
Construction of new walks		X	
Repair or replacement of existing parking lots when there is no change in design, materials, or general appearance	X		
Alteration or removal of existing parking lots		X	

TYPE OF WORK	ROUTINE MAINTENANCE	MINOR WORK	MAJOR WORK
	No review/approval	Staff review/approval	DRB review/approval
New construction of or addition to parking lots			X
Foundations and Roofs			
Repair or replacement of exposed foundations when there is no change in design, materials, or general appearance	X		
Alteration of exposed foundations		X	
Repair or replacement of sloped roof coverings when there is no change in design, materials, or general appearance	X		
Alteration of sloped roof coverings			X
Repair or replacement of flat roof coverings when there is no change in design, materials, or general appearance	X		
Alteration of flat roof coverings		X	
Alteration of roof form to prevent damage to the resource			X
Exterior Stairs and Steps			
Repair or replacement of exterior stairs and steps when there is no change in design, materials, or general appearance	X		
Addition to, installation, or removal of exterior stairs and steps			X
Construction of new exterior stairs and steps			X
Lighting, Fixtures, Equipment and Signs			
Repair or replacement of exterior lighting fixtures when there is no change in design, materials, or general appearance	X		
Installation, alteration, or removal of exterior lighting fixtures (on multifamily, nonresidential and mixed-use premises)		X	
Repair or replacement of gutters and downspouts when there is no change in design, materials, or general appearance	X		
Installation, alteration, or removal of gutters and downspouts		visible from street	
Installation of freestanding mailboxes		X	
Installation or removal of mechanical equipment, such as heating and air conditioning units		visible from street	
Repair or replacement of existing vents and ventilators when there is no change in design, materials, or general appearance	X		
Installation, alteration, or removal of vents and ventilators		visible from street	

TYPE OF WORK	ROUTINE MAINTENANCE	MINOR WORK	MAJOR WORK
	No review/approval	Staff review/approval	DRB review/approval
Installation of satellite dishes		visible from street	
Repair or replacement of exterior signs when there is no change in design, materials, or general appearance	X		
Installation, alteration, or removal of exterior signs		X	
Miscellaneous			
Repair or replacement of exterior surfaces when there is no change in design, materials, or general appearance	X		
Repainting of previously painted exterior surfaces (same colors)	X		
Painting of exterior surfaces (previously unpainted or new colors)		X	
Addition to, alteration, or removal of exterior surfaces			X
Installation, alteration, or removal of features necessary to ease difficulties associated with a medical condition		X	
Repair or replacement of other features not specifically listed when there is no change in design, materials, or general appearance	X		
Addition to, alteration, or removal of other features not specifically listed		X	
Changes to approved COA or COC		Most changes	Changes deemed by staff to be substantial in nature
Renewal of expired COA or COC		X	
Emergency installation of temporary features to protect a historic resource (that do not permanently alter the resource): six-month duration; replacement with in-kind reconstruction or an approved COA		X	