

APPENDIX A

Lincoln Trail Corridor Business District Design Guidelines

Introduction

The following set of design guidelines for the Lincoln Trail Corridor has been prepared to facilitate the revitalization and enhancement of the Lincoln Trail business district. The guidelines focus on both the short-term improvement and long-range redevelopment needs of this business corridor. For the short-term, they provide ideas for improving existing buildings and streetscape. For future development, they provide a framework for quality building and site design. Many existing buildings do not currently meet these guidelines nor will they be required to undertake any improvements as a result of the adoption of these guidelines. However, when property owners apply for funding through the Lincoln Trail TIF Façade Improvement Program for any addition, expansion, or exterior change to their property, these guidelines will be used to review their project.

The guidelines are conceptual and intended as recommendations for improving the quality of the built environment along Lincoln Trail. They are standards only and are intended to supplement the City's Codes and Ordinances regarding development. Landowners, business owners, and developers are encouraged to familiarize themselves with the requirements of the Zoning Ordinance, Subdivision Regulations and Building Codes when they consider making physical improvements to their property.

Design Goals

The design guidelines are intended to establish standards which enhance the appearance of Lincoln Trail Corridor Business District. The standards are not intended to restrict design creativity, but rather to provide guidance on design principles for this district. The guidelines require that building and site design consider contextual relationships with existing properties. They address architectural style and building materials, scale, massing, landscaping and other site design features. More specifically, the guidelines seek to achieve the following goals:

- Establish a comprehensive design approach for enhancing the Lincoln Trail Corridor Business District.
- Provide a guide for property/business owners and developers for direction that positively affects their development and redevelopment goals.
- Provide a guide for architects and landscape architects to facilitate excellence in the built and natural environment.
- Emphasize the need to instill pride or a "sense of place" with business and property owners within the Lincoln Trail Corridor Business District.
- Provide an easily maintained, attractive streetscape that provides a safe pedestrian and auto environment.

Lincoln Trail Corridor Business District

Lincoln Trail is an auto-oriented commercial corridor. This section of Lincoln Trail is a state-controlled highway. A school and large retail center exist at its west and east ends respectively. Typically, these buildings have large setbacks and parking fields that dominate their respective sites. The buildings themselves are adequately designed, although they contain no striking or prominent features. Auto services are predominant along the street. Some residential buildings, restaurants and strip shopping malls also exist. Curb cuts are numerous along the street and some sites contain large parking lots along the street. Creating a cohesive streetscape design will significantly improve the overall character of the corridor.

A specific architectural style, character or building type is not predominant. Diversity in building design should be encouraged, but designs should be consistent with the area's overall character. Buildings should reflect a typical auto-oriented commercial corridor, yet be more attractive in appearance and efficient in layout. The design guidelines will be especially important as older, more obsolete commercial uses are redeveloped.

Building Style

- A range of architectural styles is encouraged in the district and is not restricted. Evaluation of appearance should be based on quality of design and relationship to surroundings.
- Harsh, plain, incompatible or bizarre building designs are discouraged.
- Unarticulated, flat front, all glass, or metal, futuristic style buildings are discouraged.
- All buildings should be designed with common architectural elements, including: open glass storefronts; clearly defined entrances to ground and upper floors; sign bands and awnings incorporated into the design and scale of the building, upper floor windows placed in proportion to building width and height; and cornices and parapets.
- Adjacent buildings should have component parts in good proportion with one another. Similar design linkages should include placing window lines, belt courses, and other horizontal elements in a pattern that is harmonious and reflects the same elements on neighboring buildings.
- Large structures should be designed to reduce perceived height and bulk by dividing the building mass into smaller scale components (i.e. height of a wall, cornice or parapet line should match that of adjacent buildings).
- Buildings with ground-level retail and office space should, whenever possible, include open clear glass windows to allow views into building interiors and to reinforce a positive, active shopping commercial environment.
- Tinted or reflective glass is discouraged.
- Architectural design should articulate and enhance buildings, especially those located at street corners due to their prominence and visibility. Where appropriate, features such as cupolas, atriums, clock towers, and/or varying rooflines should be considered to add visual interest to the street.
- Monotony of design in multiple building projects by repetition of units should be avoided. Variation of detail, form and siting should be employed to provide interest. Buildings of the same design or exterior elevation are discouraged on adjacent lots.
- Buildings that attempt to use the building itself as "advertising" are discouraged, particularly where the proposed architecture is a "corporate" or franchise style.
- Building projections or appurtenances that obscure or conceal important architectural features are discouraged.
- Brick masonry is encouraged within the Lincoln Trail Corridor Business District to enhance and match the current character of the District.
- Building projections, such as awnings, window bays and terraces, should be pedestrian-scale, proportional to the building façade, and proportional to adjacent structures.
- Building designs should allow subsequent tenants to easily rehabilitate the faced and visible walls in a cost-effective manner.
- Solid windowless walls should be avoided. If such walls are necessary to the function of the building, they should incorporate arches, piers, columns, murals, high quality graphics, landscaping and other elements that reduce building scale and visual interest.
- Where possible, display windows should be installed on the sides of buildings adjacent to pedestrian paths, plaza, outdoor cafes, and parking lots.

- New buildings should incorporate interesting architectural details or features to provide layers of interest and variety.
- Eccentric and protruding façade designs that do not relate to the street or limit future tenant changes are discouraged.

Entrances and Windows

- Building entrances and windows should be oriented to the street and designed to be easily accessible. If a building has a parking lot in the rear, clearly defined rear entrances are needed to provide access.
- Primary store entrances should be located along the street, with secondary entrances located behind the building or along a secondary street.
- Building windows and doors should be clear glass oriented to the street and proportionate to the building scale.
- All building entrances should be designed so that doorways and vestibules are easily seen by shoppers and visitors, easily distinguished by tenants and use, and open and visible from the sidewalk.

Awnings

- Building awnings should be consistent and complementary in color and style with the building façade and awnings or adjacent buildings.
- Excessively bright and brilliant awning colors should be avoided.
- Letter style on awnings for multi-tenant buildings should be consistent.

Lighting

- Special building lighting should be encouraged to add visual interest and increase nighttime visibility and safety.
- Building lighting should be carefully planned and integrated into the design/style of the building and streetscape.
- Electrical conduit and mechanical equipment for building or signage lighting should be hidden from view or carefully integrated into building design.

Materials

- High-quality, durable materials, which do not require frequent maintenance (brick, stone, and glass) should be used for all facades as well as the sides and/or rears of buildings that are visible from streets and parking lots.
- Decorative block, smooth/textured synthetic plaster, and wood trim should be used only for decorative accent purposes and limited in their use on building facades and visible walls.
- Cinder/concrete block, stucco, metal, plywood, vinyl siding, unfinished pre-cast concrete, unfinished poured-in-place concrete, aggregate stone/rock and glass block windows should not be used on building facades or on walls that are visible from streets, sidewalks, and parking lots.

Colors

- Compatible, consistent color schemes for future developments and/or redevelopments are encouraged.
- Colors shall be harmonious with adjacent buildings and brilliant colors used only for accent.

Site Planning Guidelines

Building location, scale, height, and massing are varied in the Lincoln Trail Corridor Business District. Some buildings are sited along the street with little or no setback while others are setback further with parking in front. Some stand-alone buildings surrounded by parking also exist. Varied building locations create an inconsistent street wall and reinforce the auto-oriented character of the District.

- Consolidate and share driveways to minimize curb cuts.
- Access also on secondary street to reduce turning movements on/off of Lincoln Trail and to allow neighborhood traffic to directly access site without traveling onto Lincoln Trail.
- Frontage landscaping should be added along sidewalks.
- Outdoor seating area with tables, umbrellas and landscaping should be encouraged.
- Landscaping should be added to overall site to soften harsh appearance.
- Pole signs should be replaced with attractive monument sign at ground level.
- Parking curb cuts along streets should be minimized. Individual businesses are encouraged to share access points.
- Parking and site lighting should minimize glare on surrounding properties.
- Parking areas should be treated with elements to screen the areas from public view where feasible, such as wall extensions, plantings, berms or other means. Parking lots screened with landscaping should meet or exceed City ordinance requirement.
- Decorative and seasonal plantings, evergreens, trees, and standard decorative fencing should be considered when improving or installing parking lots. Consideration should be taken so sight lines are not obscured.
- Minimum planting areas should be as follows: Every parking lot in every zoning district should have up to 10% of its area devoted to planting areas. Areas required for side yards, front yards, or rear yards, should not be counted as planting areas.

Lighting

- Exterior lighting should enhance the building design and the adjoining landscape. Lighting standards and fixtures should be of a design and size compatible with the building and adjacent areas. Lighting should be restrained in design, and excessive brightness and brilliant colors avoided.
- Utility lines should be installed underground where feasible.