DESIGN GUIDELINES

UNION SQUARE AT SOUTH ELM

GREENSBORO, NC

SOUTH ELM DEVELOPMENT GROUP

April 15, 2014

Table of Contents

INTRODUCTION

Intent and Principles

Intent

The purpose of the Union Square at South Elm Design Standards is to describe the essential design elements of the overall Union Square master plan proposal in sufficient detail as to enable and facilitate the site's development in accordance with the City's original RFP goals and objectives. The guidelines presented here are intended to provide the framework upon which catalytic, infill mixed-use development can be planned and built to a predictable and consistently high-quality standard, while still allowing sufficient flexibility to successfully accommodate a wide range of market and programmatic criteria, providing a comprehensive roadmap to guide future development within the redevelopment area.

Zoning

Current Zoning for the site is CB, Central Business District:
The CB, Central Business district is intended solely for application in the central core of the city of Greensboro. The district was established to encourage high-intensity, compact urban development. This zoning district is purposefully designed to accommodate a wide range of uses including office, retail, service, institutional, and high-density residential developments in an active, pedestrian-oriented mixed-use setting, with multiple uses encouraged and/or required to be located within a single building.

The standards provided here conform with the CD-CB zoning and the Downtown Design Overlay.

Guiding Principles

General planning principles for Union Square at South Elm include:

- The southward continuation of the existing, vibrant pedestrian realm of South Elm, north of the Gate City Boulevard, by similarly aligning building facades close to the sidewalk to form a continuous public space
- The creation of significant public places (plazas/parks/squares, etc.) at the intersection of Gate City Boulevard and South Elm Street, programmed with active, continuous ground floor uses.
- The exclusive use of buildings that are designed specifically for urban context, with principle frontages directed toward the street and a high degree of transparency
- The provision of a mix of uses across the site, both horizontally and vertically, with the specific intention of creating an active, 24-hour development
- The definition/articulation of terminated vistas and other urbanistically critical features of the plan with architecturally significant elements.
- The encouragement, and provision of, multiple connections through the site via mid-block pedestrian ways and plazas
- The shielding of parking lots from public ways by their mandatory placement behind buildings on primary frontages, and/or otherwise behind walls, fences, or landscaping elsewhere
- The designation of South Elm St. and Gate City Blvd. as "A" streets, the highest-order standard for the quality of the pedestrian realm. Bragg St. and Arlington St. shall also be designed as pedestrian friendly, but may accommodate limited non-pedestrian uses such as service areas and other non-active frontages.
- The provision of on-street parking on S. Elm Street, Bragg Street, and Arlington Street
- The integration of the Bragg Street greenway into the design as a critical component of the overall master plan

Organization

This document is organized into three major categories: **Streetscape Standards, Building and Site Standards, and Signage and Wayfinding Standards,** which can be used both individually and collectively. Each primary category is further divided into sub-categories which include narrative guidelines and related photographic examples. Taken together, these elements should help ensure a consistent level of quality and coherence in overall site design while still allowing for flexibility and creativity in the design of the individual buildings and spaces. Specifically:

The Streetscape Standards lay out guidelines for the character of the public realm; streets, sidewalks, and plazas, which include sidewalk standards, street furnishings, hardscape design and landscape design.

The Building and Site Standards lay out guidelines for the siting, massing, detailing and materiality of the buildings that will frame and define the public realm of Union Square.

The Signage and Wayfinding Standards lay out guidelines for a simple, clear, cohesive and easily understood signage palette and wayfinding system for the area.

Each individual sub-parcel that is developed within the Union Square area plan shall be obligated to follow these guidelines, for the purpose of establishing a coherent built environment which reflects and enhances the regional identity of downtown Greensboro, and establishes a strong sense of place *and* community that respects surrounding neighborhoods while improving overall access and connectivity, to create a new, pedestrian-friendly anchor for downtown Greensboro.

Location

Union Square at South Elm is a mixed-use infill project located at the southern end of Greensboro's historic downtown main street, Elm Street, and the intersection with Gate City Boulevard (formerly Lee Street). The project is intended to catalyze future redevelopment in the city of Greensboro, while serving as a model for infill development, moving forward.

Union Square will function as the southern gateway to downtown Greensboro's central business district, including the six blocks north of the site -- an intact, turn-of-the-20th-century downtown commercial district. The project will also help anchor the four-mile Downtown Greenway loop, which runs along the southern end of Union Square, making the site an integral part of the city-wide walking and biking network.

Regulating Plan

The Regulating Plan for Union Square identifies four *Frontage Types*, a sub-classification of streets and pedestrian zones within the existing CD-CB zoning district, to further define frontage conditions based on distinct functions and character. The four Frontage Types are: Primary Frontages, Secondary Frontages, Greenway Frontages, and Pedestrian Passage Frontages. The Frontage Types determine which standards apply to which areas, based on the optimal characteristics associated with that type. Some of the standards contained in this document may apply to the district as a whole, while some may be specific only to certain frontage conditions. The plan below serves as a graphic reference for determining which frontages apply, where, and how the buildings associated with those frontages should interact with and inform the public space they define. The goal of these standards, as with all of the standards outlined within this document, is the creation of vibrant and continuous public realm supported by the deliberate and coordinated arrangement and design and the buildings and spaces between them, within the subject area.

Regulating Plan

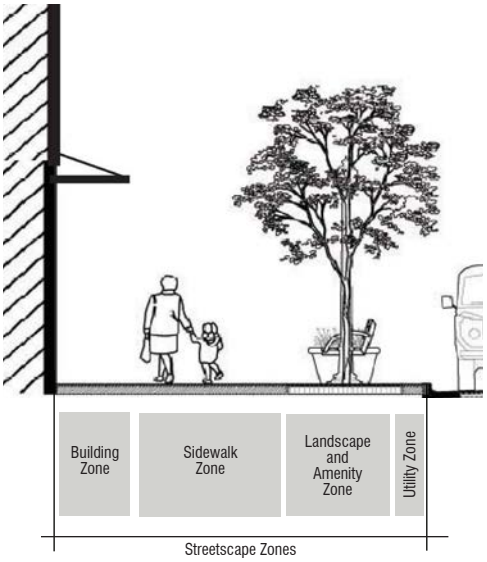
- Primary Frontage
- Secondary Frontage
- Pedestrian Passage Frontage
- Greenway Frontage

STREETSCAPE STANDARDS

Streetscape Zones
Sidewalks & Curb Standards
Street Crossing Design
Seat Walls and Raised Planters
Paving Design
Water Features
Streetscape Furnishings
Street Tree Design
Planting Design
Lighting
Public Plazas
Plaza Structures
Pedestrian Passages
Public Art

Streetscape Zones

Areawide Streetscape Zones Standards



Definition: The streetscape encompasses the space between the building facade and curb, and is divided into four *Streetscape Zones.* The four *Streetscapes Zones* are: the **Building Zone**, the **Sidewalk Zone**, the **Landscape and Amenity Zone**, and the **Utility Zone**. The streetscape may include both public and privately owned space.

Intent: To provide a pleasant and functional pedestrian environment through a layered approach which integrates landscaping, street furniture, quality materials, and innovative design to coordinate and inform with the streetscape of Union Square with that of South Elm Street to the north.

See the **Building Envelope** section for a graphic illustration of the Streetscape Zones for each Frontage Type. A more detailed description of each zone is as follows:

- The **Building Zone** is the area immediately adjacent to the building, and can vary in width depending on the frontage type. This zone is the space immediately adjacent to the building, and provides both access to the buildings and space for "window shopping."
  - Space allowing, building occupants care encouraged to use this space as an extension of their interior space, which can include portable signage, moveable planters, tables and seating, outdoor displays, other street furniture, and public art.
  - Ornamental boundaries, such as moveable planters or railings, are encouraged to define outdoor seating areas.
  - Provide regularly spaced accessible seating in this zone, where space permits.
  - When the streetscape zone abuts a public space (such as at a plaza), the Building Zone will be reapplied relative to the Sidewalk, Landscape and Amenity Zones, adjacent to where a building next occurs.
- The **Sidewalk Zone** is the clear space that is used exclusively for pedestrian circulation and shall be kept clear of impediments.
  - This zone shall be a minimum of 6' wide
  - All sidewalks, ramps, and crossings shall incorporate accessible design standards
  - See ***Sidewalk and Curb Standards*** for additional guidelines
  - See ***Street Crossing Design*** for additional guidelines
  - See ***Hardscape Design*** for additional guidelines

Above and below: Examples of well-integrated streetscapes, with clearly delineated and functional sidewalk zones

- The **Landscape and Amenity Zone** provides a buffer between the Sidewalk Zone and the street and includes street furniture, signage, street trees and other permanent landscaping, and street lights. It should:
  - Provide adequate accommodation for passenger loading and unloading from on-street parking between plantings, where applicable.
  - Provide regularly spaced accessible seating in this zone, where possible.
  - See ***Streetscape Furnishings*** for additional guidelines
  - See ***Planting Design*** for additional guidelines
  - See ***Lighting*** for additional guidelines
  - See ***Public Art*** for additional guidelines
- The **Utility Zone** is located between the curb and the Landscape and Amenity Zone and provides space for public utilities to be run underground. The streetscape surface of this zone may be detailed in the same manner as the Landscape and Amenity Zone. This zone also provides a space for access to cars that are parked on the street.
  - The Utility Zone paving should be removable, such as brick, to provide easy access to buried utilities but must also be accessible
  - A root barrier should be provided between tree wells in the Landscape and Amenity Zone and the Utility Zone to the full depth of the tree well
  - Power lines should be buried and located in the Utility Zone if possible and prioritized as follows:
    - South Elm Street
    - South side of Gate City Boulevard
    - North side of Gate City Boulevard
    - Bragg Street at Greenway
    - Arlington Street

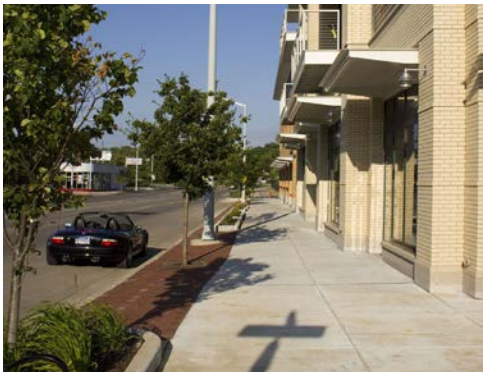
Primary Frontages

- In those areas with Primary Frontages, the following standards shall apply:
  - The **Building Zone** shall be a minimum of 4’ wide and a maximum of 15’ wide, and will be on the building side of any plazas
  - The **Sidewalk Zone** shall be a minimum of 6’ wide and will be on the street side of any plazas
  - The **Landscape and Amenity Zone** shall be 4’ wide
  - The **Utility Zone** shall be 2’ wide

Streetscape Zones

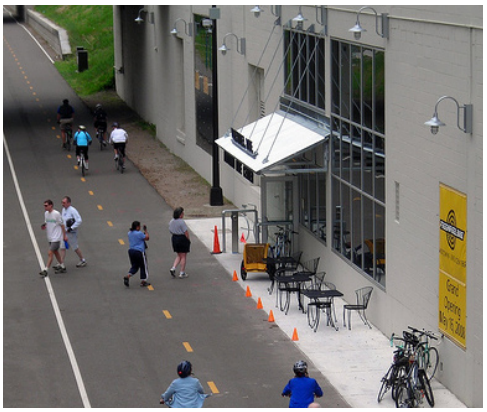
Secondary Frontages

- In those areas with Secondary Frontages, the following standards shall apply:
  - The **Building Zone** shall be a minimum of 2’ wide
  - The **Sidewalk Zone** shall be a minimum of 6’ wide
  - The **Landscape and Amenity Zone** shall be 4’ wide
  - The **Utility Zone** shall be 2’ wide



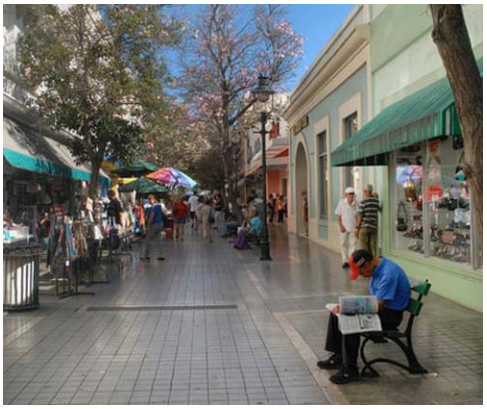
Greenway Frontages

- In those areas with Greenway Frontages, the following standards shall apply:
  - The **Building Zone** shall be a minimum of 10’ wide, including the 5’ between the edge of the Greenway paving and ROW
  - The **Sidewalk Zone** shall be coincident with the Greenway paving, and shall follow the standards set forth for the Greenway
  - The **Landscape and Amenity Zone** shall be 4’ wide
  - The **Utility Zone** shall be 2’ wide



Pedestrian Passage Frontages

- In those areas with Pedestrian Passage Frontages, the following standards shall apply:
  - The **Building Zone** shall be 2’ wide
  - The **Sidewalk Zone** shall 5’ wide
  - The **Landscape and Amenity Zone** shall be a minimum of 3’ wide and a maximum of 7’ wide and ground floor building occupants may use this zone for outdoor dining and other street furniture
  - The **Utility Zone** does not apply
  - This condition shall apply to both sides of a Pedestrian Passage Frontage, and the resultant space between the Landscape and Amenity Zones shall be treated as a Sidewalk Zone



Infiltration pits can be integrated with formal street plantings

An example of expanded bulb-outs to accommodate enhanced pedestrian amenities

Example of bike parking and informal seating

Landscaped bio-swales can provide significant visual interest

Areawide Sidewalk and Curb Standards

Intent: Provide safe and attractive surfaces for pedestrian activity.

- All sidewalks shall be designed to be accessible to all people.
- Use brick pavers to accent important areas such as crossings, building entries, and landscaping features.
- Bulb-outs into the on-street parking lane should incorporate landscaping and stormwater mitigation techniques
- Polished granite shall be used for all curbs.
- Curbs shall have inlets and outlets for all planters with a concrete apron
- As per the City of Greensboro code, no fixed objects, plantings other than groundcover, structures or signs are permitted within horizontal sight distance triangles at intersections and driveways

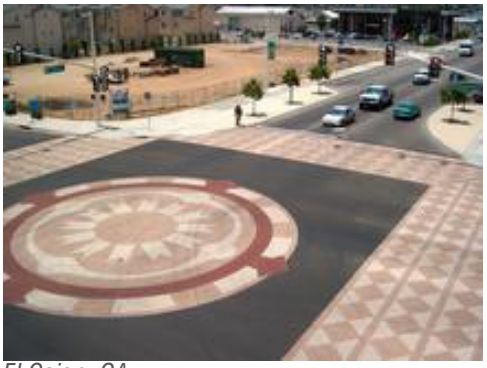
Street Crossing Design

Area-wide Street Crossing Standards

Intent: To provide safe crossing options for pedestrians across all streets in an effort to better balance the needs of pedestrians and bikers with that of motorists. Specifically, pedestrian-friendly crossings should:

- Set stop bars for vehicles at least 10' back from all crosswalks to provide more of a buffer between vehicles and pedestrians
- Provide leading Pedestrian Intervals at all signalized intersections to allow pedestrians to begin crossing before vehicles are able to turn
- Install pedestrian countdown signals at all signalized crossings and include locator tones for the visually impaired
- Delineate crosswalks with a change in material such as brick, scored and stained concrete, or a resin bound surfacing system (such as GeoPaveX), with contrasting stripes for borders, to maximize visibility
- Design crossings to keep pedestrian crossing distances as short as possible
- Where on-street parking exists, provide bulb-outs into the parking lane where feasible, to minimize crossing distance
- Bulb-outs may incorporate landscaping planters, but planters should be set back 3' from the curb and tree canopy should not encroach into the adjacent travel lane
- Align curb ramps directly with the crosswalks, and not at the 45 degree point of the curve of the curb.

Major intersection with textured crosswalk and areas of refuge



El Cajon, CA

Traffic signal and crosswalk at Lewis Street and South Elm Street in downtown Greensboro

Signalization

- The design of traffic signals should be in keeping with those found in Greensboro's historic district
- Traffic signals should be located at all four corner of signalized intersections, with one mast arm extended from each post
- Roadway lighting should be incorporated into the same post that supports the signalized mast arm

Doylestown, PA traffic signal

South Elm and Gate City Blvd. Intersection

Intent: To minimize the practical and perceptual barrier of Gate City Boulevard to pedestrian crossing by creating a safe, seamless transition from the historic South Elm Street north of Gate City Boulevard to Union Square south of Gate City Boulevard.

Follow Area-wide standards for Street Crossings in addition to the following:

- Gate City Boulevard between Eugene and Arlington should be appropriately configured to support a pedestrian friendly environment, such that there is a gradual calming of traffic approaching the intersection with South Elm, instead of an abrupt one at the intersection with South Elm. South Elm will be designed and detailed as a pedestrian environment, similar to its character north of Lee Street.
- Extend the median in Lee Street into the crosswalk to create a formal pedestrian refuge. Add landscaping and possibly trees. If possible, widen the median to create a safer refuge area, and add trees to the median.
- The streetscape on the north side of Gate City Boulevard, opposite the Union Square development, should be treated in the same manner as the south side of Gate City Boulevard in terms of Streetscape Zones and Planting Design
- Install monuments in the median of Gate City Boulevard near Eugene and Arlington Streets to alert motorists they are entering a pedestrian zone. See the Signage and Wayfinding section for more information

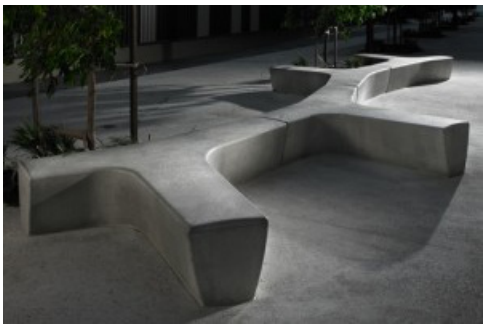
Seat Walls and Raised Planters

Area-wide Seat Walls and Raised Planter Standards

Definition: Permanent hardscape design elements used to help manage grade changes, delineate space, and define edges.

Intent: To create a cohesive built environment with permanent design elements to address safety and functionality concerns, and to add to the character and spatial definition of the area.

- High quality masonry materials should be used to complement adjacent architecture
- When retaining walls are deemed necessary, they should incorporate provisions for seating
- Walls should be between 18” and 22” tall and at least 12” deep to provide a comfortable seating surface
- Design elements should specified and designed to discourage damage from skateboards, bicycles, and other equipment
- Raised hardscape design elements are encouraged to incorporate multiple functions, including managing grade changes, seating, planting, water features, lighting, and may act as public art



Area-wide Paving Standards

Definition: The hardscape surfaces upon which pedestrians walk and bike.

Intent: To use different materials to add visual interest to the streetscape, help define unique spaces and zones, add to the character of the area, and provide a safe surface for pedestrians

- Paving surfaces must be able to withstand heavy pedestrian traffic, harsh weather, and accommodate vehicular crossing at entrances to garages and alleys
- Paving in the Sidewalk Zone must be ADA compliant in terms of texture and slip resistance
- Accent paving should be used to highlight distinct zones and mark important places such as building entrances, public art, plazas, and crossings
- Use the same paving material at vehicular access spaces that is used along the rest of the streetscape to minimize the visual impact of the access zones on the pedestrian realm
- Accent materials should be masonry, such as brick or granite

Greenway Paving

- Greenway paving shall follow the standards of the Downtown Greenway

Pedestrian Passage Paving

- Paving along pedestrian passages, and other public spaces, including plazas, squares, patios, walkways, etc., shall conform to minimum area-wide paving standards

Water Features

Area-wide Water Feature Standards

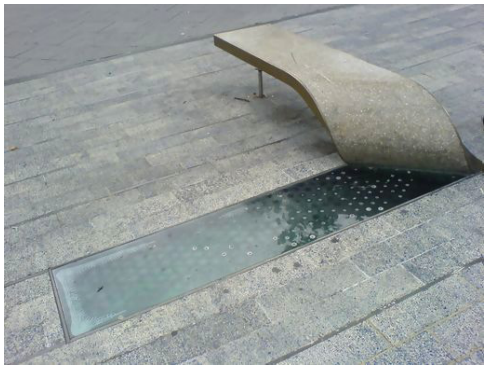
Intent: To create a visual and recreational amenity that helps address water quality and storm water management issues, provides a place for play and family-related activities, reduces the impact of street noise, and serves as a feature landmark, by using stormwater facilities in creative and innovative ways that helps to tangibly illustrate the role of effective water management from an environmental and quality of life perspective.

- Water features should integrate stormwater collection, storage, and circulation to reduce stormwater runoff from the site
- Materials should complement the adjacent architecture and public spaces, and should be of high quality masonry, stone, or similar material
- Water features may be located in the Building Zone, Landscape and Amenity Zone, and in public plazas, and may function as both an aesthetic and recreational feature, though it should not unduly impede pedestrian flow and traffic
- Consideration should be given to the appearance of water features when no water is present

Normal, Illinois

Rockville, MD

Enschede, UK



Bench as public art, Newcaste upon Tyne, England

Benches come in both contemporary and traditional styles. Use the style the best compliments the context in which it is placed

Area-wide Streetscape Furnishing Standards

Intent: To enhance the character and user enjoyment of Union Square through thoughtfully placed design elements that also address the practical functional needs of pedestrians

- Streetscape Furnishings shall not be located in the Sidewalk Zone on the streetscape
- Outdoor dining furniture shall be limited to the Building Zone of the streetscape
- Outdoor dining areas should be clearly delineated and protected by non-permanent planters or rails
- Use streetscape furnishings that are durable and can withstand harsh weather and an urban environment and require minimal maintenance
- Use and locate furnishings that are designed based universal design principles and which meet ADA guidelines
- Cluster newspaper racks to minimize their visual and spatial impact and position them so as not to impede accessible routes or access to parking spaces
- When additional security measures are required, use well integrated street furnishings that are blast and crash resistant, when appropriate, instead of bollards, or other more visually obtrusive elements
- Street furnishings that also act as public art are desirable
- All streetscape furnishings should be selected to work together aesthetically

Benches

- Benches may be located in the Landscape and Amenity Zone and the Building Zone and oriented such that they do not impede pedestrian movement
- Benches shall be placed to serve transit stops, building entrances, and plazas
- Locating benches under trees where possible is encouraged
- Informal seating should be incorporated into other site elements such as planters and hardscape elements
- When possible, benches should be placed perpendicular to the curb in the Landscape and Amenity Zone
- When placed parallel to the street, benches should orient towards the sidewalk zone
- When space permits, such as at bulb-outs and plazas, seating should be organized to create social spaces

Streetscape Furnishings

Trash Receptacles

- Trash receptacles should be placed a maximum of 200' apart along Primary and Plaza Frontages and be located in the Landscape and Amenity Zone and in the Building Zone
- Trash receptacles should be located at all corners, and near high activity areas such as building entrances and transit stops
- Aesthetic consideration should be given to the design of trash receptacles, and materials should be durable, such as factory epoxy finished, galvanized, or stainless steel
- Trash receptacles should include a cover, and be accessible from the side
- If possible, trash receptacles should include recycling containers. If they are not included in receptacle, separate recycling receptacles should be located nearby

Trash receptacles should be consistent in design and placement, bike racks should be perpendicular to the street

Bicycle Racks

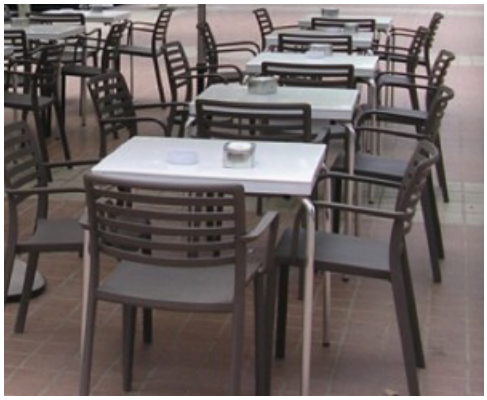
- Bicycle racks shall be located in the Landscape and Amenity Zone and the Building Zone
- Bicycle racks offer opportunities for distinctive design elements and public art, and should be considered as part of a comprehensive design palette
- Bicycle racks should be placed in a group adjacent to transit stops
- When located in the Landscape and Amenity Zone, bike racks should be placed perpendicular to the curb if enough space exists for the bicycle not to encroach on the Sidewalk Zone
- Bicycle racks can be incorporated into decorative tree guards, thus freeing space on the sidewalk
- Inverted U shaped bike racks are preferred for single bikes

An example of a functional bike rack that is also street art

Bollards

- Bollards may be used on Plaza Frontages to help define and accentuate public gathering places -- integrated lighting is encouraged
- Bollards may be used at sidewalk locations where vehicular movements might put pedestrians at risk, and/or where attempting to park could damage sidewalk structures, plantings, and furnishings

An example of bollards and chain being used to mitigate over-scaled curve radii



Outdoor Dining

- Wood or thermoplastic resin furniture is preferred over metal furniture, due to their corrosion resistance and ability to minimize the discomfort of temperature fluctuations
- Umbrellas are encouraged to provide shade for dining patrons

Street Tree Design

Area-wide Street Tree Design Standards

Intent: To provide shade, a visual amenity, and to encourage pedestrian activity, while providing environmental benefits in the form of stormwater remediation, urban heat island-effect reductions, biodiversity, and carbon sequestration in the urban landscape through the inclusion of trees, bushes, flowers, and other ornamental plants and landscaping features. The following information regarding street tree planting includes information in the Casey Tree report. Additional information about the report can be found at caseytrees.org.

- Street trees should be planted in tree spaces that promotes healthy root growth with a minimum depth of 4 feet, a minimum open soil area of 4'x4', a minimum underground planting area of 8'x8', and with soil volumes of at least 800 cubic feet. Larger open soil areas are encouraged.
- Tree spaces shall be located in the Landscape and Amenity Zone and trees should be planted either in wells with a Covered Soil Area or in Micro-Bioretention Areas
- Trees should be spaced at approximately 35 feet on center along all street frontages
- Tree spaces should be surrounded with an iron tree guard to protect the plantings, and should include other ornamental plantings. Tree grates are discouraged, as the trees can outgrow the provided openings
- Street trees shall be proven to survive in urban conditions and should be native to the locale
- Street tree species should be consistent on both sides of the street, but different streets should have different tree species to prevent monoculture
- Trees may be planted in Plazas and Pedestrian Passages but should not impede pedestrian traffic.
- Street tree spacing and caliper size should meet minimum City standards for this zoning district. However, landscaping designs which meet additional environmental and policy goals for this project are strongly encouraged, and may be favorably considered as part of a more comprehensive water quality/stormwater manage strategy
- Tree wells shall be at a minimum size to promote healthy root growth and to support other policy goals with regard to storm water management, pedestrian safety, and aesthetic value
- Plantings taller than 36" are not permitted in the sight distance triangles at intersections and driveways, as per the City of Greensboro

Large tree wells, protected by decorative vertical fencing, provides an effective environment for supporting healthy trees

An example of a decorative wall that helps to protect street trees, while also serving as a traffic calming and pedestrian safety feature

Diagram of a covered soil area with structural cells (Source: caseytrees.org)

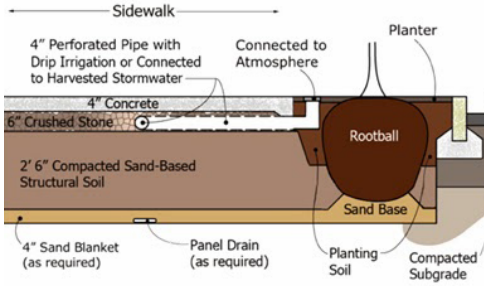


Diagram of a covered soil area with structural soil extending under the Sidewalk Zone (Source: ASLA)

Pervious pavers over a covered soil area, an open soil area surrounding the tree, and a iron tree guard protecting the tree

Covered Soil Area

- A covered soil area, an area of soil that is designed to accommodate tree root growth under pavers, should be used in high pedestrian activity environments, specifically on Primary Frontages and Pedestrian Passage Frontages
- Covered soil areas should have a minimum total (covered and uncovered) cubic area of 800 feet of soil volume
- All trees planted in covered soil areas shall have a minimum open soil area of 4'x4'
- Use supported pavement technologies, such as structural cells or structural soil and cantelievered paving, for the covered area of the soil area to allow healthy root growth; tree grates should not be used
- All paving that is placed above the soil area must be permeable so water and air can reach the root structure of the trees. Unit pavers set in a pervious setting bed are acceptable
- The covered soil area may extend under the Sidewalk Zone. The 800 cubic feet covered soil area should be covered only with permeable pavers. Covered soil areas in excess of the 800 cubic feet may be covered with any type of approved paver (all paving in the Sidewalk Zone must be ADA approved)
- Trees should be protected using ornamental iron tree guards (also known as street tree fences)
- Soil areas should be connected when possible

Secondary Frontages

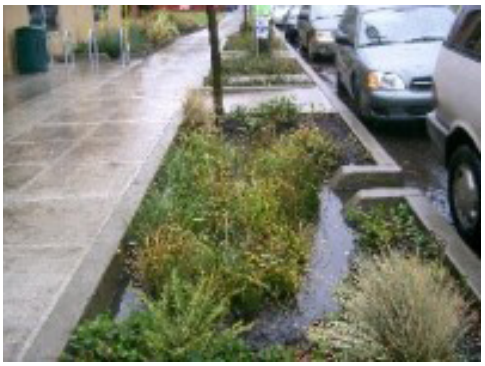
- If there is not sufficient room in the Streetscape Zone to locate soil volumes that support large caliper trees at regular intervals, locations should be identified for multiple trees to be located in one soil area, and smaller ornamental plantings should be located regularly in the Landscape and Amenity Zone

Pedestrian Passage Frontages

- If there is not sufficient room in the Streetscape Zone to locate soil volumes that support large caliper trees at regular intervals, locations should be identified for multiple trees to be located in one soil area, and smaller ornamental plantings should be located regularly in the Landscape and Amenity Zone

Micro-Bioretention Area

- Micro-Bioretention areas encouraged along all Frontages, and may be incorporated into street tree spaces
- Micro-Bioretention areas should have both an inlet and an outlet in the curb to allow runoff to filter through multiple bioretention areas before being directed to a stormwater facility
- Trees planted in Micro-Bioretention areas should be surrounded with an iron tree guard to protect the plantings, and should include other ornamental plantings
- Plantings should be able to thrive in conditions of inundation and drought, and should be proven to be used in rain garden or bio-retention applications
- Curb extensions between on-street parking spaces and at intersections provide good opportunities for micro-bioretention areas
- Plantings taller than 36" are not permitted in the sight distance triangles at intersections and driveways, as per the City of Greensboro



Examples of tree wells that function as water quality/management facilities (bio-swales), pedestrian safety features, & visual amenities

Ornamental Planting Design

Intent: To add diversity of species, color, and texture to the streetscape and pedestrian realm, and complement street trees, with the addition of ornamental plantings. Ornamental plantings may be located in the Landscape and Amenity Zone, the Building Zone, and in plazas.

- Ornamental plantings should be drought tolerant, non-invasive species that can thrive in urban environments
- Ornamental plantings may include evergreens, ornamental and flowering trees, deciduous and evergreen shrubs, grasses, perennial flowers, and annual flowers
- Consider seasonal variations when designing ornamental plantings
- Ornamental plantings can be located at grade, in the Landscape and Amenity Zone, or in planters in the Building Zone

Planters

- Freestanding planters shall be of high quality materials such as metal, stone, terra-cotta, resin, or gel-coated fiberglass
- Planters may be used to delineate outdoor dining area, or to enhance areas of importance, such as a building, restaurant or shop entrances
- Planters may located in the Building Zone and the Landscape and Amenity Zone

Lighting

Area-wide Lighting Standards

Intent: To provide attractive, well-integrated general illumination to create a safe and attractive environment for all site users, and one which encourages and supports an active pedestrian streetscape at night.

- Streetscape lighting should be harmonious in scale with existing streetscape lighting along South Elm Street, north of Gate City Boulevard, but may be of a more contemporary style than that found in the Historic District
- If taller roadway lights are required along any of the streets fronting Union Square, pedestrian scaled street lights should also be incorporated, and the lamp should be placed below the tree canopy.
- Street lights that incorporate hanging planters are encouraged
- At intersections, roadway lighting should be incorporated into the same post that supports the signalized mast arm
- Streetscape lighting should be energy efficient, and should employ LED technology, to reduce energy consumption
- Use full cut-off or directionally shielded lighting to protect night skies, or to highlight important architectural or streetscape elements while minimally contributing to light trespass
- Building mounted lighting shall not project above the roofline and must be shielded from direct public view
- Illumination sources along pedestrian corridors are encouraged to be low and directed toward the ground, in the form of bollards, steps, and walkway lighting
- Street lighting poles shall be aligned with street trees and evenly spaced along the streetscape
- Building lighting shall be architecturally harmonious with the building to which is mounted
- Avoid excessive lighting that is intrusive to adjacent buildings and streetscapes
- All wiring, transformers, and equipment shall be below ground otherwise screened from public view

Greenway Lighting

Though it is assumed that the Greenway's own lighting standards will apply, as with other aspects of the Greenway's planning and design criteria, it is hoped and assumed that those standards will be modified, if necessary, to reflect the unique urban context that Union Square at South Elm represents, where the Greenway abuts it, and vice-versa.

An example of well-shielded street lighting, placed in proper relation to street trees and other streetscape standards

Modern street light design that is harmonious in scale and detail with Historic District

Planter suspended from street light

Seating integrated into tree surrounds

An example of formal plaza designed to support and enhance adjoining ground floor uses

A public fountaing with integral seating

Food trucks and color and vitality to pedestrian thoroughfares

Plaza and Open Space Standards

Intent: To provide a safe, vibrant, and attractive pedestrian environment at all times of day and night through the appropriate and coordinated use of design elements.

- All public areas shall be accessible to all people
- Building entrances are encouraged to be directly accessible from adjoining public plazas and/or other primary frontages. The plaza should not only be publicly accessible, but consciously designed to feel as though they are not private
- Public plazas should be surrounded with active, ground-floor uses such as retail, service, and/or hospitality functions
- Seating should be provided based on 1 linear foot for each 30. sq. ft. of open space except where open space is larger than 20,000 sq. ft. For open space in excess of 20,000 sq. ft., then provide additional seating based on 1 linear foot per 100 sq. ft. of open space.
- Seating should be between 16-24” in height.
- Consideration should be given to incorporating seating into ledges, planters and other hardscape features, provided that the ledges are at least 15” in depth. Seating should be integrated into the overall design of the site.
- Kiosks, push carts, and food trucks are encouraged
- Landscaping elements should be incorporated as appropriate to the function of the public space. Some plazas may incorporate greens while others may be predominantly hardscape and incorporate landscaping through the more formal use of planters and tree wells.

Plaza Structures

Plaza Structure Standards

Intent: To encourage the use of thoughtfully integrated permanent structures in the design of plaza spaces, which offer shade to pedestrians and add to both the character and formal definition of the area.

- Permanent structures in plaza spaces shall be designed and fabricated using high quality, durable materials
- Structures should be designed to complement and coordinate with other design elements of the area, as well as to help articulate and support specific activities or associated uses
- Structures that incorporate multiple functions are encouraged, including plantings and seating

Pedestrian Passage Standards

Intent: To encourage and promote active and convenient pedestrian linkages between specific destinations, while providing a safe and attractive environment at all times of day and night through the effective and coordinated use of design elements and building frontages.

- Pedestrian passages should be treated similarly to street fronts, with building entrances opening directly onto them and a high level of transparency between the pedestrian environment and the ground floor uses in the building
- Pedestrian passages offer ideal settings and opportunities for public art and water features as an amenity to drive pedestrian traffic
- Landscaping should be incorporated into the design of pedestrian passages in the form of both built-in and removable planters, as well as other forms of landscaping, both formal and naturalistic

Area-wide Public Art Standards

Intent: To accentuate and enhance the unique character of an area and/or to create a unique identity for a particular place through the use of signature art feature

- Public art should be located along Plaza Frontages, Primary Frontages, and Greenway Frontages, or in otherwise prominent locations, or as a unique destination to help draw foot traffic to less frequented places
- Public art should be designed and sited to serve as pedestrian amenity
- Art should be provided at a variety of scales, to suit the context
- Public art can include digital media, sculpture, light projection, painting, murals, and performance art, among others
- Public art should encourage contemplative interaction, but not impede pedestrian traffic flow
- Consider the use of temporary and rotating public art installations in certain locations intended or well-suited for that purpose

Public art that invites sitting

Public art should be both a daytime and nighttime experience

A blank wall makes a wonderful canvas...

Public art comes in all shapes and sizes...

BUILDING & SITE STANDARDS

Building Envelope
Building Massing
Building Articulation
Building Wall Materials
Building Entrances and Windows
Storefronts
Parking Decks
Safety and Security

Area-wide Building Envelope Standards: Frontages

Definition: The Frontage defines the way in which a building engages with the sidewalk and the street beyond and includes the space between the edge of the street right-of-way and the building facade. This area typically includes some or all of the Building Zone.

Intent: To provide an active and visually inviting relationship between the building and its adjoining pedestrian way, one that able to contribute positively and in a meaningful way, to the quality of the street, or public thoroughfare, on which it fronts. Frontages relate to, and/or are intended to define, the following:

- Any occupied, conditioned space must have openings for natural light and ventilation consistent with minimum applicable codes and standards
- The scale and massing of any frontage should be modulated to match the context around it, as appropriate, and where projections and/or recesses are warranted, those should not be less than 24" in depth
- The ground floor of any such frontage should, to the fullest extent feasible, present an animated and welcoming facade toward the street or public way upon which it fronts, with a minimum of 50% glazed fenestration for any commercial use, 25% for any residential use (and no less than required by code for natural light and ventilation), and wherever possible, direct access between the ground floor use and any public thoroughfare which can be used by pedestrians and/or bicyclists
- In the absence of any use intended for human occupation, the frontage should be rendered consistent with adjoining, opposing, or upper-story uses in terms of massing, form, detailing and materials. Landscaping, water features, etc., or other such elements may be considered in addition to, or in lieu of, such provisions, if deemed to meet comparable standards

Primary & Secondary Frontages

- Along Primary Frontages, a minimum of 80% of the building facade must meet the build-to-line, located at the back of the Building Zone, for at least the first 18' vertically above the ground plane
- Recesses are encouraged for important building entrances and/or to facilitate outdoor dining, but may be no more than 10' deep
- Awnings, balconies, and other projections are permitted to encroach up to 6' into the Streetscape Zone and must be a minimum of 8' vertically above the ground plane
- Up to 10% of the facade may encroach beyond the build-to-line to allow for significant architectural features such as towers, etc. Encroachments must be between 2' deep and 4' deep, and may be built to the ground

Greenway Frontages

- Along Greenway Frontages east of South Elm Street, a minimum of 50% of the building facade must meet the build-to-line, which is located at the back of the Building Zone, for the first 18' vertically above the ground plane
- Along Greenway Frontages west of South Elm Street, a minimum of 50% of the building facade must meet the build-to-line, for the first 18' vertically above the ground plane. For frontages where 80% or more of the facade abuts the build-to-line, 20% of the building facade that meets the build-to-line must be setback in one of two ways:
    1. Multiple setbacks, a minimum of 4' deep and a minimum of 8' wide, at increments of modulation which allows no single vertical plane greater than 36' in length along the frontage
    2. One single setback configured as a public open space feature whose depth from the build-to-line is no less than 50 percent of the total width of that open space along the frontage.
- Recesses are permitted, but must always be wider than they are deep.
- Recesses wider than 40' along the frontage must be grade separated from the Sidewalk Zone by a minimum of 2' and maximum of 4', unless designed and designated as a public plaza and located on a corner.
- Awnings, balconies, and other projections are permitted to encroach up to 6' into the Streetscape Zone and must be a minimum of 8' vertically above the ground plane
- Up to 10% of the facade may encroach beyond the build-to-line to allow for significant architectural elements such as towers, etc. Encroachments must be between 2' deep and 4' deep, and may be built to the ground

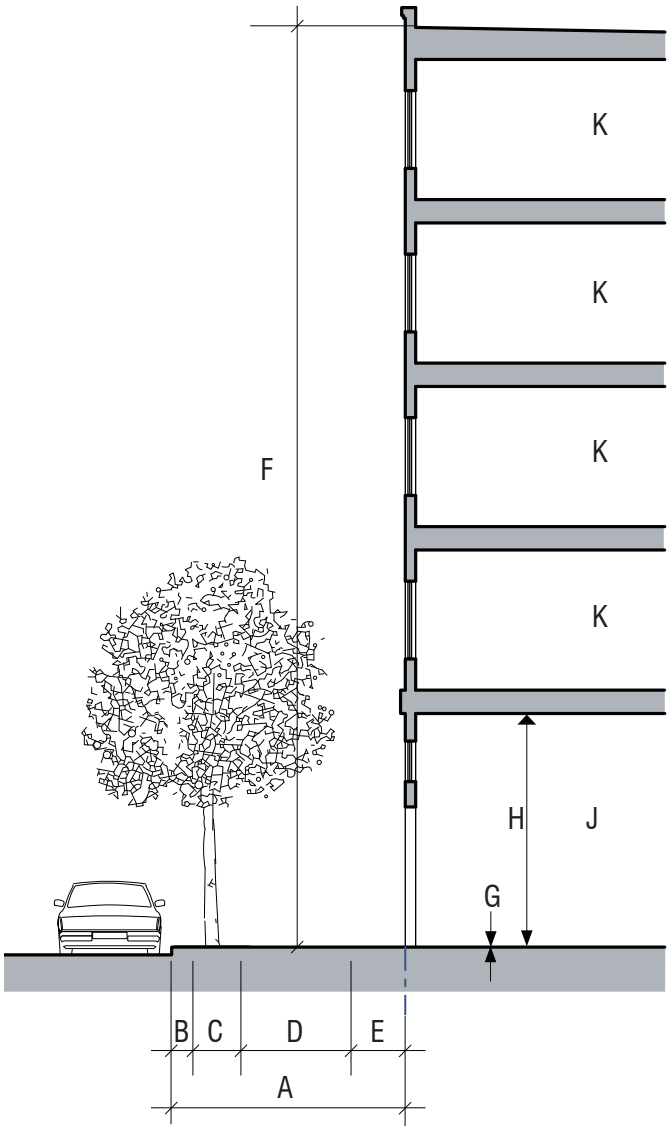
Pedestrian Passage Frontages

- Along Pedestrian Passage Frontages, 80% of the building facade must meet the build-to-line, which is located at the back of the Building Zone, for the first 18' vertically above the ground plane
- Recesses are encouraged for important building entrances and/or to facilitate outdoor dining, but may be no more than 10' deep.
- Awnings, balconies, and other projections are permitted to encroach up to 6' into the Streetscape Zone and must be a minimum of 8' vertically above the ground plane
- Up to 10% of the facade may encroach beyond the build-to-line to allow for significant architectural elements such as towers. Encroachments must be between 2' deep and 4' deep, and may be built to the ground

Building Envelope

Primary Frontages

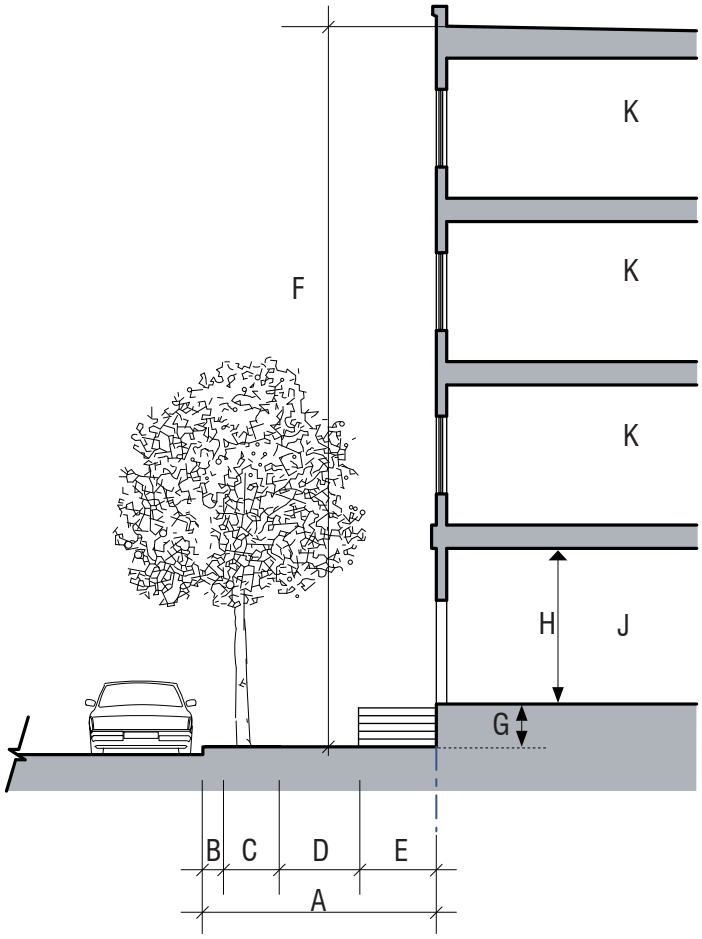
Streetscape Standards		
Streetscape Zone	16’-0” min.	A
Utility Zone	2’-0”	B
Landscape & Amenity Zone	4’-0”	C
Sidewalk Zone	6’-0”	D
Building Zone	4’-0” min.	E
Bicycle Lanes	TBD	
Curb Type	Square	
Landscape Type	trees @ 35’ o.c.	
Building Placement		
Build to Line	18’ from curb	
Bldg Facade at BTL	80% min	
Side Setback	0’ or min 10’-max 15’ b/w bldgs	
Building Form		
Min. Bldg. Height	22’	F
Max. Bldg. Height	5 stories	F
Commercial Use		
Ground Floor Finish	6” max.	G
Ground Floor to Ceiling	15’ min.	H
Residential Use		
Ground Floor Finish	none	G
Ground Floor to Ceiling	n/a	I
Max Perceived Bldg Width	n/a	
Frontage Types	Shopfront Gallery/Colonnade Awning	
Building Use		
Ground Floor	Retail, Service, Public Assembly	J
Upper Floors	Residential, Office, Hotel	K



Secondary Frontages

Streetscape Standards		
Streetscape Zone	14’-0” min.	A
Utility Zone	2’-0”	B
Landscape & Amenity Zone	4’-0”	C
Sidewalk Zone	6’-0”	D
Building Zone	2’-0” min.	E
Bicycle Lanes	TBD	
Curb Type	square	
Landscape Type	trees @ 35’ o.c	
Building Placement		
Build to Line	14’ from curb	
Bldg Facade at BTL	80% min	
Side Setback	0’ or min 10’-max 15’ b/w bldgs	
Building Form		
Min. Bldg. Height	22’	F
Max. Bldg. Height	4 stories	F
Commercial Use		
Ground Floor Finish	6” max.	G
Ground Floor to Ceiling	15’ min.	H
Residential Use		
Ground Floor Finish	18” min -5’ max.	G
Ground Floor to Ceiling	9’ min.	I
Max Perceived Bldg Width	n/a	
Frontage Types	Awning Stoop Forecourt	
Building Use		
Ground Floor	Residential, Public Assembly	J
Upper Floor	Residential, Public Assembly	K

Stoops shall not project more than 5’ from the build-to-line

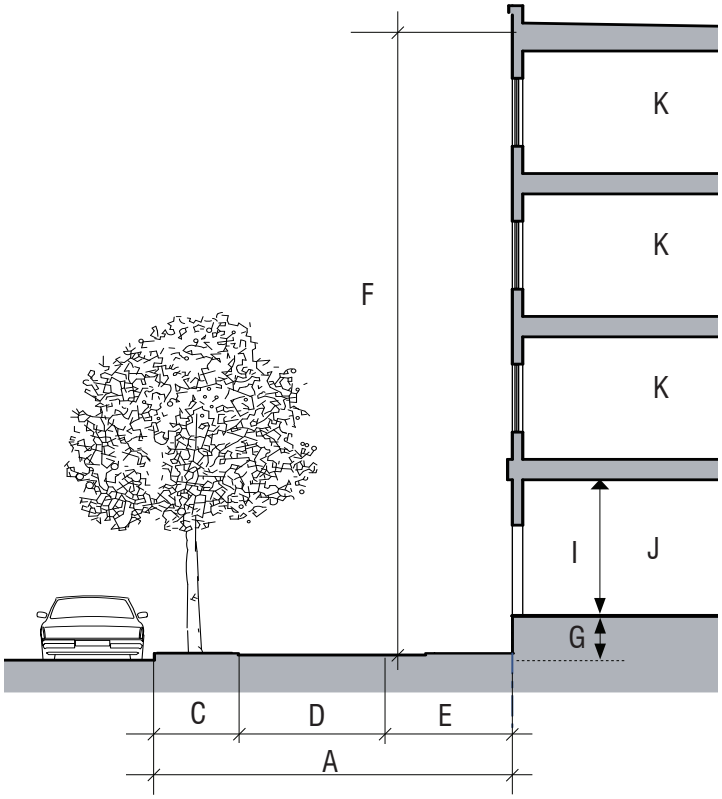


Building Envelope

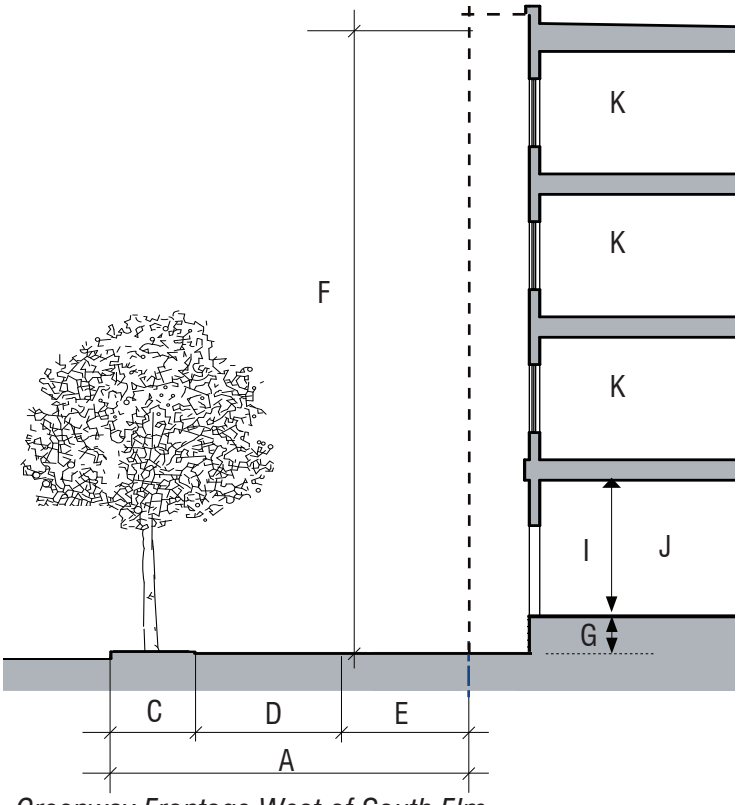
Greenway Frontages

Streetscape Standards		
Streetscape Zone	26’-0” min.	A
Utility Zone	N/A	
Landscape & Amenity Zone	4’-0”	C
Sidewalk Zone	12’-0”	D
Building Zone	10’-0” min. *	E
Bicycle Lanes	TBD	
Curb Type	Square	
Landscape Type	trees @ 35’ o.c.	
Building Placement		
Build to Line	5’ from ROW	
Bldg Facade at BTL	50% min	
Side Setback	0’ or min 10’, max 15’ b/w bldgs	
Building Form		
Min. Bldg. Height	22’	F
Max. Bldg. Height	4 stories	F
Commercial Use		
Ground Floor Finish	6” max	
Ground Floor to Ceiling	15’ min	
Residential Use		
Ground Floor Finish	18” min-5’ max	G
Ground Floor to Ceiling	9’ min	I
Max Perceived Bldg Width	n/a	
Frontage Types	Stoop Forecourt Awning	
Building Use		
Ground Floor	Residential, Commercial	J
Upper Floors	Residential	K

* The Building Zone shall include the 2’ shoulder and 3’ additional right-of-way on the building side of the Greenway See ***Building Envelope: Greenway Frontages*** (page 31) for specific setback requirements for Greenway Frontages west of South Elm Street.



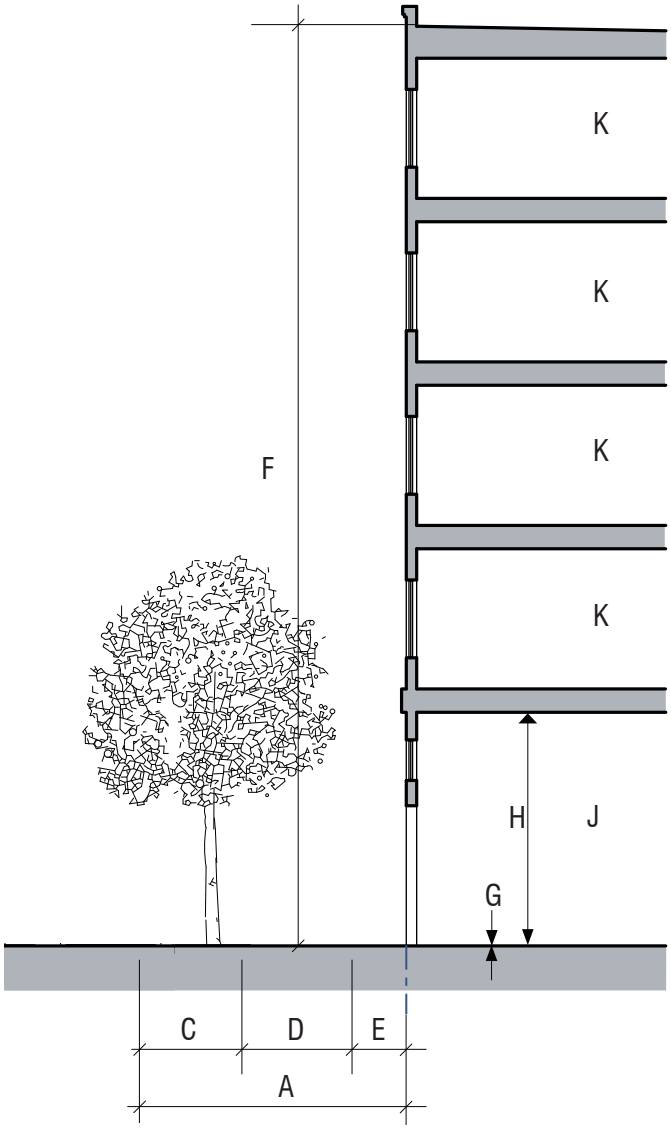
Greenway Frontage East of South Elm



Greenway Frontage West of South Elm

Pedestrian Passage Frontages

Streetscape Standards		
Streetscape Zone	18’-0” min.	A
Utility Zone	n/a	B
Landscape & Amenity Zone	3’-0”min, 7’-0”max	C
Sidewalk Zone	6’-0”	D
Building Zone	5’-0” min.	E
Bicycle Lanes	TBD	
Curb Type	Square	
Landscape Type	trees @ 35’ o.c.	
Building Placement		
Build to Line	n/a	
Bldg Facade at BTL	80% min	
Side Setback	0’ or min 10’-max 15’ b/w bldgs	
Building Form		
Min. Bldg. Height	22’	F
Max. Bldg. Height	5 stories	F
Commercial Use		
Ground Floor Finish	6” max.	G
Ground Floor to Ceiling	15’ min.	H
Residential Use		
Ground Floor Finish	none	G
Ground Floor to Ceiling	n/a	I
Max Perceived Bldg Width	n/a	
Frontage Types	Shopfront Gallery/Colonnade Awning	
Building Use		
Ground Floor	Retail, Service, Public Assembly	J
Upper Floors	Residential, Office, Hotel	K



Building Massing

Area-wide Building Massing Standards

Definition: The general form of a building, including height, shape, and volume.

Intent: To consciously manipulate building heights and step-backs to create a pleasing composition which adds visual interest to the streetscape and city skyline, and further defines public space

- Building heights should be varied to create a dynamic skyline which strengthens and enhances urban form
- Buildings should be designed with a discernable base, middle, and top, using elements such as cornices, stepbacks, and/or changes in material to denote the change
- Towers should be used to terminate important vistas an/or mark important places within a specific area
- The massing and articulation of corner buildings should be given special consideration due to their prominent locations
- The base of a building, generally the first floor, defines the public realm and should be designed to maximize pedestrian access to the building and to minimize the impact of functions servicing the building
- The base of each building should be designed to relate to adjacent buildings in a cohesive way
- Stepbacks above the base of the building may be used to help differentiate the middle part of the building and to allow more sunlight at street level
- At important places in the building, such as a ground floor entrance to an upper-story use, the middle portion of the building may extend down to the ground floor, to help articulate internal functions within the building

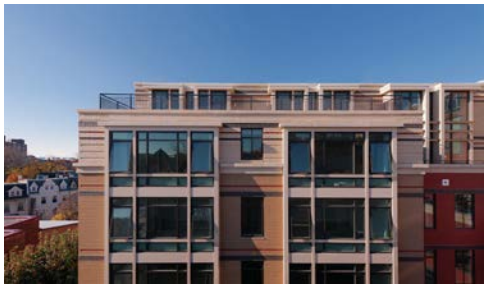
Roofs

- Low-slope roofs (with less than a 1:12 pitch) are appropriate for the area, but must be behind a parapet wall
- If hipped or gable roofs are used, they must have a minimum slope of 5:12
- Low-slope roofs should have a light colored surface so as to reflect as much heat from the sun as possible (high albedo coefficient)
- Acceptable materials for hip and gable roofs include architectural-grade asphalt shingles, slate or terra-cotta tiles, or standing seam metal

Above: examples of modern buildings consciously designed to evoke the massing and form of a traditional building in a more contemporary style

An overtly modern design which still meets all the design criteria

New buildings using traditional forms, based on similar design standards



Good example of using design elements to enhance underlying building massing

New building with contemporary detailing on traditional fenestration patterns

Good example of both building form (massing) and articulation to enhance an outdoor plaza

Comprehensive use of the building design standards to create an attractive and cohensive streetscape

Area-wide Building Articulation Standards

Definition: Articulation of a building is the deliberate use of details and compositional elements to create or accentuate distinctive building features or designs which express the building's form and identity.

Intent: To add interest to the building and adjoining streetscape, more fully represent a particular architectural form or style, and/or to outwardly distinguish uses contained within a building

- All facades of the building (front, side and rear) should be given equal design consideration
- Use horizontal and vertical planes to break up the massing of long facades into smaller sections more consistent with traditional urban forms
- Use different materials to break down the scale of large buildings
- Emphasize the difference between the base and the primary mass of the building with stepbacks, change in materials, and/or changes in fenestration
- Balconies, terraces, bays, and other elements that vary the plane of the building are encouraged, but should be used judiciously
- Ground floor building features should be scaled to that of the pedestrian and should be designed to encourage interaction between the building and pedestrian through the use of well-defined entrances and predominantly transparent facades for non-residential (commercial) uses
- Building elements such as cornices, window sills, brise-soliels, awnings, eyebrows, among others, are encouraged to provide depth and scale to the facade and create shadow lines

Building Wall Materials

Area-wide Building Material Standards

Intent: The creation of a pleasant and attractive built-environment through the use of high-quality, visually compatible materials that are appropriate for the specific application and building type.

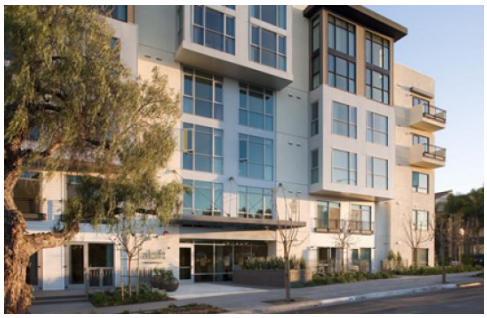
- In the case of the materials and methods mentioned here, governmental regulations regarding health and safety, accessibility, etc. shall take precedence over any other consideration. A listing of a permitted material should not be construed as representing acceptance by the appropriate regulating authority -- compliance will be the responsibility of the owner.
- Acceptable materials include: wood clapboard (finished with paint or stain), fiber cement lap siding, fiber cement panels, brick, stone, stucco, glass, copper sheet metal, and zinc sheet metal
- Ground floor building materials should be primarily masonry (including brick, stone, concrete) and glass
- Materials should be of high quality, energy efficient, and long lasting
- Materials should be appropriate to the architectural style of building
- Regionally produced materials should be given preferential consideration to minimize transportation costs and to benefit the local economy
- Buildings should have no more than three prominent materials used on the facade, not including glass
- Materials that may *not* be used include synthetic stucco, EFIS, vinyl, and unfinished CMU
- All interior and exterior paint should be latex and labeled “low emissions” or “low VOC”
- Only use the smooth side of synthetic products that also have embossed or molded wood grain
- Where brick is used on the front of a building it must wrap all exposed sides of the building
- Where stucco type materials are used, they should have a primary background color and a complementary trim color to include banding and windows. Stucco should have full trim detailing, raised a minimum of 1” from the background. Sand, smooth, or scratch finishes are acceptable. Lace or knock-down finishes are not acceptable
- Arches should be of masonry construction and be no less than 12” in depth. Keystones should be functional (and/or configured to appear as such) and should be shaped so sides align with radius of the arch

An example of no more than two principal materials

A mixed-use building with brick and smooth finished fiber-cement siding. Compositional interest is achieved though articulated massing and a well-defined three-part facade

Another example of a limited material palette design, which puts the visual emphasis on the ground floor commercial frontage

A large canopy and raised stoop clearly denote entrance



Though the entrance is articulated, the at-grade entrance make it difficult to spot.

The tall ground floor shown here works much better

Though the fenestration pattern on this building is more traditional, but it still provides plenty of transparency

Standards

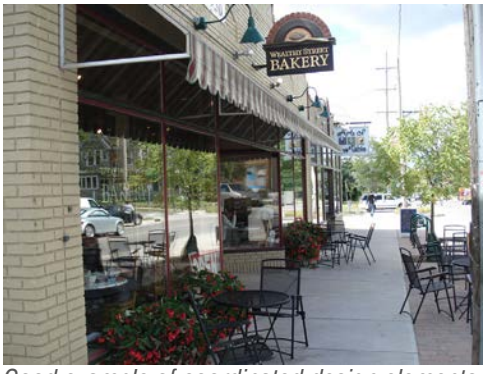
- Building entrances should be clearly articulated through the use of design elements such as signage, awnings, lighting, massing, and/or unique materials
- Windows, other than curtain walls, should have vertical proportions, though individual windows can be ganged to create more horizontally-oriented assemblages
- Mullions should be used to break down large expanses of glass into more human scaled compositional elements
- Ground floor windows shall not be made opaque by window treatments, except for operable sunscreen devices (in none retail uses), nor by the use of reflective or opaque glass
- For ground floor residential uses, a minimum of 20% of the ground floor facade must be transparent (a modestly elevated floor level above grade is encouraged for privacy)
- For all ground floor uses other than residential or retail, a minimum of 35% of the ground floor facade must be transparent. Ground floor retail uses should be at least 75% transparent (see next page)
- For all upper floor uses, a minimum of 20% of the facade must be transparent

Storefronts

Standards

Intent: To provide an active street facade with well defined entrances that encourage and allow for the creative expression of individual retailers

- Storefront design elements such as bay windows and other protrusions may encroach into the Building Zone up to 2 feet.
- Storefronts should express the tenant's identity and relate to its intended use. Individual tenants may independently design their own storefronts as long as they meet all guidelines within this document
- When occupying any of the four Frontage Types, ground floor retail spaces must have storefront assemblies covering no less than 75% of its principle plane
- Storefronts must remain unshuttered at night to provide views of displays and should remain lit until 10 PM to provide visual interest and added security for pedestrians.
- Doors allowing public access must be provided at a maximum horizontal distance of 60 feet and must open on to sidewalks.
- Storefronts must be shaded by awnings or covered projections and have a minimum depth of 4 feet and a minimum clear height of 8 feet above the ground plane.
- Acceptable materials for awnings and projections include canvas, glass, and metal
- Ground floor storefront windows shall allow a minimum 60% of surface view into the building
- Storefront entrances should be clearly identifiable through the coordinated use of accessory design elements such as signage, awnings, landscaping, and lighting.
- Restaurants should provide clear visual access from the interior to exterior seating areas
- See section on Building Materials for acceptable ground floor exterior building materials



Good example of coordinated design elements and seating within Building Zone

A simple building is made more visually compelling with repetitive design elements

Glass and ceramic tile storefront elegantly compliments stone columns and lintel

A combination canopy/sign band denotes entry on an otherwise generic facade

Staunton, VA

San Francisco

Arlington, VA

Bradley University

Area-wide Parking Deck Standards

Intent: To effectively integrate vertical parking structures into the surrounding fabric, to lessen the visual impact of parking decks on the streetscape

- Whenever possible, parking decks should be visually screened from the street and activated with ground commercial uses
- Where feasible, parking decks should be built below grade to minimize their impact on ground floor use
- When parking decks front on a public street or plaza, the design of the deck should be harmonious with the surrounding development in scale and materiality
- If a parking deck is exposed to the street (as opposed to a mid-block deck), its visible facade should be oriented toward the least important frontage
- Exposed parking deck facades should be designed to a high level of quality, comparable to that which occupied buildings on the site would be
- Vehicular access points to parking decks should be kept to a minimum, to reduce conflicts with pedestrians, and when possible, relegated to a secondary frontage
- Pedestrian access points to parking decks should be clearly identified through a change in massing, architectural detailing, and/or materials, and located to allow patrons to exit directly into a high-quality pedestrian environment
- Exposed parking deck facades present a good opportunity for public art installations and should be considered as such

Area-wide Safety and Security Standards

Intent: To provide a safe environment at all times of day and night through the use of specific design strategies and associated elements.

- Incorporate Crime Prevention Through Environmental Design (CPTED) strategies in the design of the site and the buildings:
    i. Natural Surveillance - A design concept directed primarily at keeping intruders easily observable, to both public safety officials, as well as to the residents of the community. Promoted by features that maximize visibility of people, parking areas and building entrances: doors and windows that look out on to streets and parking areas; pedestrian-friendly sidewalks and streets; front porches; adequate nighttime lighting.
    ii. Territorial Reinforcement - Physical design can create or extend a sphere of influence. Users then develop a sense of territorial control while potential offenders, perceiving this control, are discouraged from approaching. Promoted by features that clearly define property lines and distinguish private spaces from public spaces using landscape plantings, pavement designs, gateway treatments, and “CPTED” fences.
    iii. Natural Access Control - A design concept directed primarily at decreasing crime opportunity by denying access to crime targets and creating a perception of risk in offenders. Gained by designing streets, sidewalks, building entrances and neighborhood gateways to clearly indicate public routes and discouraging general access to private areas through the use of structural deterrents.
    iv. Target Hardening - Accomplished by using features that prohibit entry or access: window locks, dead bolts for doors, interior door hinges.
    v. Physical Maintenance - Includes repair and general upkeep of space. Example: Removing graffiti in restrooms in a timely manner and making the necessary repairs to restrooms, light fixtures, and stairways to maintain safety and comfort.
- Design buildings so that active uses occupy ground floor space on major pedestrian frontages
- Provide safe, active, outdoor spaces that encourage active pedestrian use
- Provide adequate lighting throughout the site which reduces shadows or dark areas, including street lights, lighting in paving, and building accent lighting

SIGNAGE & WAYFINDING

Elements
Building Identity Signs
Storefront Signage

Signage and Wayfinding Elements

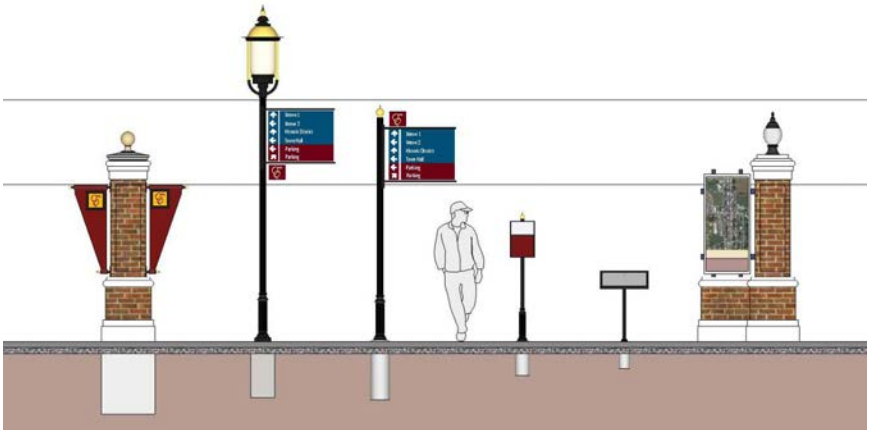
Definition: Wayfinding elements are physical objects that are typically placed in convenient locations throughout the public realm to provide directional assistance and location information. An effective wayfinding system deploys a set of simple and intuitive graphic tools, in the form of a coordinated signage palette, to knit an area together in coherent fashion which can also contribute to the perceptual character of an area. Wayfinding elements include directories, directional assistance, building identification, and parking locations and are predominantly scaled for the pedestrian.

Intent: To brand the area with a cohesive informational package that allows visitors to easily identify their location and find their intended destination.

- Parking signs should be scaled so they are easily identifiable to drivers and pedestrians alike
- Wayfinding signage should complement the design character of the surrounding architecture and streetscape elements
- Consideration should be given to the placement of signage, and should not obstruct pedestrian traffic. Wayfiding signs are not permitted to be placed in the Sidewalk Zone
- Streetlight mounted banners are encouraged, and should be updated periodically to advertise seasonal events and attractions

Monuments

- Small scale, permanent monuments may be used to alert motorists and pedestrians they are entering a unique, pedestrian-friendly environment
- Monuments should incorporate signage in the form of individual, pinned-off letters, representative graphic symbols, or banners, and may include wayfinding information
- Monuments should be designed to complement other streetscape elements, including signage, lighting, and planters



A coordinated palette of wayfinding elements including monuments and signage

Merchant directory -- Bethesda Row, MD

An example of a coordinated signage and wayfinding system --Grand Rapids, MI

Entrances to parking garages should be well marked -- Rockville, MD

Building Identity Signs

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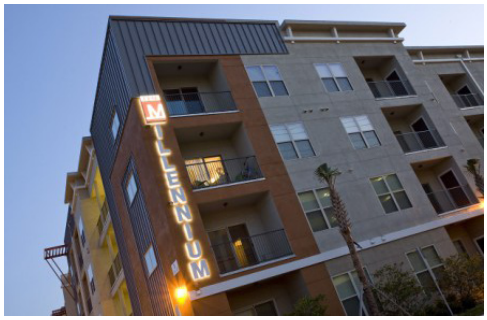

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Definition: Building identity signs identify the major tenant of a building and are intended to be seen from a distance, and so are scaled for the automobile. They are often located near the top of a building and can should be well integrated into the architecture to provide visual interest to the skyline.

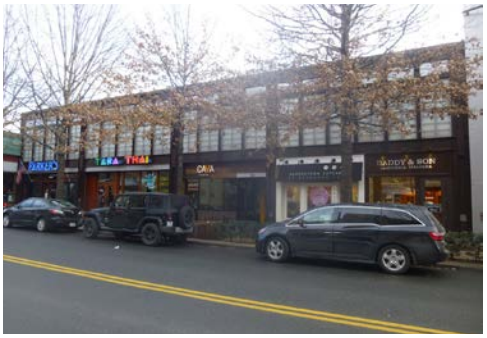
Intent: Provide visual identity for major tenants, help visitors and patrons locate specific destinations, and add another layer of thoughtfully considered and appropriately integrated, visual interest to the street environment

- Signage should be compatible with the architectural character of the area and the particular building in terms of color, material, scale, and lighting
- Building identity signs may include both text and logos
- Building identity signs should be limited to one per major building facade near the top of the building, which can be complemented by smaller, more pedestrian-scale signage elsewhere
- Smaller, pedestrian scaled building identity signs are encouraged at major building entrances
- Only one marquee sign shall be permitted to be used as a building identity sign per building
- Freestanding building identity signs should be limited to one per building and may no bigger than 36 square feet per side

Storefront Signage

Intent: To allow stores to express their individual identities with signage that is complementary to the character of the building and thoughtfully integrated into the overall design palette for the area.

- Signage should be unique to each storefront, but within a carefully circumscribed set of parameters and criteria
- Storefront signage may be affixed to the building above the storefront, attached to the building as a perpendicular blade sign, represented on an awning, painted directly on a window, or any combination of the above.
- Signs affixed to facades shall \ not exceed 10% of the total wall area, and should not otherwise exceed 400 square feet for individual tenants. They should be located above the storefront and below the second floor windows in a formal signband, or wall area reserved for that use
- When more than one tenant occupies the same building, signs for all tenants should be located in a horizontal alignment relative to each other, to provide visual continuity
- Projecting blade signs are limited to 12 square feet per side and must be set at a minimum of 7 feet clear above grade
- Sings located in storefront windows may not exceed 30% of the total window area
- Transom signs may not exceed 60% of the transom area
- Pinned-off channel lettering (individual letters with a channel-shaped cross section) may not exceed 10% of the facade, and should be indirectly (back-lit), by lighting within the channels, creating a halo-effect around each letter
- All other signage, including flat, pinned-off letters may be directly lighted by the use of projecting pendant lights, or similar, where the area of illumination is limited to that of the sign itself
- Temporary signage (such as sandwich boards) shall not exceed 8 square feet per side, may only be located in the Building Zone, and a maximum of one sign per tenant shall be permitted
- When applied to canopies, signage should fit seamlessly within the awning design in both size and color, and may be located on valance or main sheet of the awning
- Individual internally illuminated channel letters are allowed, only if they are used to graphically represent the tenant's logo. Internally illuminated awnings and/or sign boxes are not allowed



A good example of signage representing individual tenant logos in a consistent horizontal alignment

Example of internally illluminated channel lettes in the form of a tenant logo

Window signage artfully placed in a consistent horizontal strand

Blade signs are ideal for pedestrian intensive locations -- these signs are directly illuminated