



Application for Town Center Overlay / Village Residential Overlay District & Zoning Ordinance Map Amendment

METROPOLITAN AREA
PLANNING COMMISSION
Jonesboro, Arkansas

Date Received: 7/3/14
Case Number: R214-11

LOCATION:

Site Address: 750 +/-feet east of Red Wolf Blvd. (Stadium Blvd.) on north side of Johnson Avenue (Highway 49 North). Currently does not have an assigned address.

Side of Street: North between Red Wolf Blvd. (Stadium Blvd.) and Highway 351

Quarter: NE & SE Section: 09 Township: 14N Range: 4E

Attach a survey plat and legal description of the property proposed for rezoning. A Registered Land Surveyor must prepare this plat.

SITE INFORMATION:

Existing Zoning: R-1 and C-3 LUO Proposed Zoning: TC-O

Size of site (square feet and acres): 8,765,464 Sq. Ft. – 201.23 Ac Street frontage (feet): 5,225'

Existing Use of the Site: Vacant

Character and adequacy of adjoining streets: Hwy. 49 – 5-lane state highway. Greensboro Road – 2-lane asphalt road.

Does public water serve the site? YES _____

If not, how would water service be provided? _____

Does public sanitary sewer serve the site? NO

If not, how would sewer service be provided? Sewer extension by Developer to connect to CWL services at developer's expense.

Use of adjoining properties:

North Residential zoning – Mostly vacant with a few homes.

South Commercial (Arkansas State University)

East Commercial (Retail complex)

West Residential zoning – Mostly vacant with a few homes.

Physical characteristics of the site: Vacant Site

Characteristics of the neighborhood: Vacant land with growing commercial in this area with ASU properties on south side of Highway 49 North.

REZONING INFORMATION:

The applicant is responsible for explaining and justifying the proposed rezoning. *Please prepare an attachment to this application answering each of the following questions in detail:*

- (1). How was the property zoned when the current owner purchased it? RESIDENTIAL R-1
- (2). What is the purpose of the proposed rezoning? Why is the rezoning necessary? TO PROMOTE PEDESTRIAN ORIENTED, MIXED USE (RESIDENTIAL / COMPLEMENTARY COMMERCIAL) DEVELOPMENT GROWTH IN JONESBORO.
- (3). If rezoned, how would the property be developed and used? TO FURTHER DEVELOP THE RESIDENTIAL AND COMMERCIAL OPPORTUNITIES AVAILABLE IN THE AREA.
- (4). What would be the density or intensity of development (e.g. number and type of residential units; square footage of commercial, institutional, or industrial buildings)? NOT KNOWN AT THIS TIME.
- (5). Is the proposed rezoning consistent with the *Jonesboro Comprehensive Plan* and the *Future Land Use Plan*? YES, IS CONSISTENT WITH THE CURRENT LAND USE PLAN. PLAN SHOWS AREA AS A COMMERCIAL NODE SOUTH OF GREENSBORO WITH RESIDENTIAL NORTH OF GREENSBORO.
- (6). How would the proposed rezoning be the public interest and benefit the community? IT WOULD PROVIDE NEW COMMERCIAL SHOPPING/SERVICE OPTIONS AND JOB OPPORTUNITIES, ALONG WITH RESIDENTIAL OPTIONS IN CLOSE PROXIMITY TO SAID COMMERCIAL DEVELOPMENT.
- (7). ZONING WOULD BE CONSISTENT WITH THE CONTINUING DEVELOPMENT ALONG HIGHWAY 49 NORTH AND THE RESIDENTIAL DEVELOPMENT ALONG GREENSBORO ROAD.
- (8). Are there substantial reasons why the property cannot be used in accordance with existing zoning? COMMERCIAL ACTIVITY IS NOT PERMITTED WITHIN R-1 ZONING AND RESIDENTIAL ACTIVITY IS NOT PERMITTED WITHIN C-3 ZONING, LIMITING THE ABILITY TO PROMOTE THE TOWN CENTER CONCEPT.
- (9). How would the proposed rezoning affect nearby property including impact on property value, traffic, drainage, visual appearance, odor, noise, light, vibration, hours of use or operation and any restriction to the normal and customary use of the affected property. THIS REZONING SHOULD NOT ADVERSLY AFFECT ANY OF THE ABOVE.
- (10). How long has the property remained vacant? THE PROPERTY HAS REMAINED VACANT FOR SEVERAL YEARS
- (11). What impact would the proposed rezoning and resulting development have on utilities, streets, drainage, parks, open space, fire, police, and emergency medical services? ? IT SHOULD HAVE MINIMAL IMPACT ON THESE SERVICES. WITH THE DEVELOPER EXTENDING CWL UTILITIES TO THIS PROPERTY, IT SHOULD HAVE A POSITIVE IMPACT ON THE AREA. ALSO THE ULTIMATE UTILIZATION OF THIS PROPERTY IS CONSISTENT WITH THE COMPREHENSIVE LAND USE PLAN'S PROPOSED COMMERCIAL NODE.
- (12). If the rezoning is approved, when would development or redevelopment begin? WOULD LIKE TO PERMIT CONSTRUCTION IN LATE SUMMER.
- (13). How do neighbors feel about the proposed rezoning? Please attach minutes of the neighborhood meeting held to discuss the proposed rezoning or notes from individual discussions. *If the proposal has not been discussed with neighbors, please attach a statement explaining the reason. Failure to consult with neighbors may result in delay in hearing the application.* MEETINGS WERE NOT HELD TO DISCUSS THE PROPOSED DEVELOPMENT.
- (14). If this application is for a Town Center or Village Residential Overlay, the applicant must specify all uses desired to be permitted. SEE ATTACHED.

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The applicant is responsible for explaining and justifying the proposed rezoning. Please prepare an attachment to this application answering each of the following questions in detail:

- (1). How was the property zoned when the current owner purchased it?
- (2). What is the purpose of the proposed rezoning? Why is the rezoning necessary?
- (3). If rezoned, how would the property be developed and used?
- (4). What would be the density or intensity of development (e.g. number and type of residential units; square footage of commercial, institutional, or industrial buildings)?
- (5). Is the proposed rezoning consistent with the Jonesboro Comprehensive Plan and the Future Land Use Plan?
- (6). How would the proposed rezoning be the public interest and benefit the community?
- (7). How would the proposed rezoning be compatible with the zoning, uses, and character of the surrounding area?
- (8). Are there substantial reasons why the property cannot be used in accordance with existing zoning?
- (9). How would the proposed rezoning affect nearby property including impact on property value, traffic, drainage, visual appearance, odor, noise, light, vibration, hours of use or operation and any restriction to the normal and customary use of the affected property.
- (10). How long has the property remained vacant?
- (11). What impact would the proposed rezoning and resulting development have on utilities, streets, drainage, parks, open space, fire, police, and emergency medical services?
- (12). If the rezoning is approved, when would development or redevelopment begin?
- (13). How do neighbors feel about the proposed rezoning? Please attach minutes of the neighborhood meeting held to discuss the proposed rezoning or notes from individual discussions. *If the proposal has not been discussed with neighbors, please attach a statement explaining the reason. Failure to consult with neighbors may result in delay in hearing the application.*
- (14). If this application is for a Limited Use Overlay (LUO), the applicant must specify all uses desired to be permitted.

OWNERSHIP INFORMATION:

All parties to this application understand that the burden of proof in justifying and demonstrating the need for the proposed rezoning rests with the applicant named below.

Owner of Record:

I certify that I am the owner of the property that is the subject of this rezoning application and that I represent all owners, including spouses, of the property to be rezoned. I further certify that all information in this application is true and correct to the best of my knowledge.

Applicant:

If you are not the Owner of Record, please describe your relationship to the rezoning proposal:

Name: Greensboro Investments
 Address: 2900 Browns Lane LLC
 City, State: Jonesboro AR ZIP 72401
 Telephone: 870-933-9227
 Facsimile: 870-933-9228
 Signature: [Handwritten Signature]

Name: _____
 Address: _____
 City, State: _____ ZIP _____
 Telephone: _____
 Facsimile: _____
 Signature: _____

Deed: Please attach a copy of the deed for the subject property.

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Owner of Record:

I certify that I am the owner of the property that is the subject of this rezoning application and that I represent all owners, including spouses, of the property to be rezoned. I further certify that all information in this application is true and correct to the best of my knowledge.

Applicant:

If you are not the Owner of Record, please describe your relationship to the rezoning proposal:

Name: _____

Name: _____

Address: _____

Address: _____

City, State: _____ ZIP _____

City, State: _____ ZIP _____

Telephone: _____

Telephone: _____

Facsimile: _____

Facsimile: _____

Signature: _____

Signature: _____

Deed: Please attach a copy of the deed for the subject property.

City of Jonesboro: Chapter 117-140 d1. &117-140 d.2): Town Center Overlay and Village Residential Overlay Districts

Sec. 117-140. Overlay and Special Purpose Districts.

(a) *Purpose.* The purpose of overlay and special purpose districts is to provide for enhanced standards to protect and enhance the unique characteristics of specific areas and/or corridors, such as natural scenic beauty or manmade features, while providing for development opportunities. Please check ALL that apply to the proposed project::

- Promotes the safe and efficient use of specific roadways by controlling access and other traffic measures;
- Provides for the creation and expansion of employment opportunities for City citizens through promotion of business development;
- Reduces sprawl and segregation of land use and encouraging more efficient use of land and public services by promoting compact mixed-use development patterns;
- Encourages the redevelopment of an area consistent with a particular design theme;
- Gives special attention to landscaping, buffering, signage, lighting and building setbacks in those districts identified as needing special attention; and
- Creates an attractive built environment with consistently high design quality and harmonious relationships through sound land use planning and design standards;

(b) *Adoption.* The city council, upon recommendation from the planning commission, may adopt overlay and special purpose districts as the needs are identified in order to implement specific purposes, intents, and design standards generally consistent with comprehensive plan provisions for the area being regulated, which shall be applied as additional standards to other city regulations. The development standards for the Town Center Overlay District shall control over the underlying zoning classification(s) that may exist on the property prior to adoption of the overlay district. Such

overlay districts shall be adopted and made a part of the zoning ordinance through the standard amendment procedures; and upon adoption, the boundaries of such overlay districts shall be delineated on the official zoning map.

(d.1) TC-O – Town Center Overlay District.

- (1) **General Purpose.** The purpose of the TC-O, Town Center Overlay District, is to promote the development of a pedestrian oriented, mixed use district in which a variety of complementary retail, commercial, office, civic, and residential uses are permitted.

The proposed TC-O will do the following: *(Please check ALL items that apply to the proposed TC-O Development)*

- Preserves, enhance, or create many forms of publicly accessible open space, such as parks, plazas, water features, tree-lined streets and community gathering areas.
- Creates a compact concentration of land uses within each development through multiple uses in a single building, or in the same general area.
- Encourages a sense of place through street level activity by allowing the imaginative and efficient utilization of land and to develop a sense of community by promoting year-round pedestrian and outdoor activities at the street level.
- Reduces the dependence upon and dominance of the automobile through street design, shared parking, pedestrian scaled buildings and pedestrian pathways and spaces.
- Achieves a unique aesthetic design through high quality architecture and construction with attention to placement, relationship and orientation of structures to provide a greater compatibility with surrounding land uses.

- (2) **Applicability.** The TC-O is an overlay district applied to an underlying base zoning district. The TC-O district may be applied to a parcel or contiguous group of parcels where the underlying zoning classification(s) supports a mix of permitted land uses or conforms to the City's Land Use Map and Comprehensive Plan. The provisions of the TC-O shall control over the underlying base zoning district(s).

- (3) **Method of Adoption.** The TC-O district shall be established according to the standard procedures for rezoning.

- (4) **Town Center Approval Procedure.** A proposed Town Center Development shall require review and approval according to the review procedures as follows.

- (5) **Phasing of Development.** At the time of preliminary plan approval, the applicant may request approval of, and the Planning Commission may approve, a phasing plan for the development, in which case the following standards shall apply. Each phase shall be related to surrounding areas and available public facilities including utilities in such a manner that failure to proceed to subsequent phases will not adversely affect those areas or facilities. Each completed phase shall comply with all applicable standards. The infrastructure as installed shall be sufficient to accommodate each phase of the development.

 5 **Number of proposed project phases.**

- (6) **Town Center Development Standards.**

- (a) The minimum contiguous land area included in a single Town Center Development shall be forty (40) acres. For purposes of this provision, land shall be deemed to be contiguous if all parts are under unified control of the applicant and all parts abut or are separated by only a road, easement or right-of-way.

201 Number of proposed acres.

- (b) **Permitted Uses.** The following uses are permitted subject to site plan requirements and applicable density and design provisions; *Please check applicable uses:*

- Residential (all types including single family attached and detached and carriage homes)
- Multifamily Residential (including units above non-residential use)
- Senior Living and Retirement Home
- Convenience Store (including fuel dispensing)
- Pharmacy
- Grocery Store
- Theater
- Hotel or motel
- Conference Center
- Financial Institution
- Medical Services and Outpatient Services Facility
- Schools and Vocational Instruction Facilities
- Day Care and Extended Care Facility
- Sports & Fitness
- Mixed-Use developments where residential dwelling units are integrated into buildings with non-residential uses
- Business or Professional Offices
- Research and Development Facilities
- Retail Sales and Services
- Single tenant stores up to 100,000 square feet gross floor area
- Self-Storage (mini-storage) and associated offices
- Personal Services
- Restaurants and Cafés
- Indoor Recreational Facilities
- Outdoor seating associated with restaurants or cafés subject to applicable licensing requirements
- Live/Work
- Home Occupations
- Places of Worship
- College or University
- Utility, Major and Minor
- Communication Tower
- Accessory Structures to Primary Permitted Land Use

- (c) **Height, Bulk and Area Requirements – Residential Uses.** Height, bulk, area and buffer requirements shall be as follows: (This information may be provided in narrative form within project sheet notes).

- 1) Single-family detached dwellings and two-family detached dwellings:

- a) Minimum rear yard: 25 feet (____ proposed)
- b) Minimum side yard: 10 feet wide (____ proposed)
- c) Minimum front yard: 25 feet (____ proposed)
- d) Minimum Lot Area: 4,000 square feet per dwelling unit (____ proposed min. lot area)
- e) Maximum Lot Coverage: 60% max (____ proposed Lot Coverage)
- f) Maximum Height: 3 stories (____ proposed max. height)

2) Single-family attached (excluding multi-family):

- a) Minimum rear yard: 25 feet (____ proposed)
- b) Minimum side yard: 10 feet (____ proposed)
- c) Minimum front yard: 25 feet (____ proposed)
- d) Minimum Lot Area: 4,000 square feet per dwelling unit (____ proposed min. lot area)
- e) Maximum Lot Coverage: 60% (____ proposed Lot Coverage)
- f) Maximum Height: 3 stories (____ proposed max. height)

3) Multi-family dwellings: _____ Density Proposed/ _____ # of Units

- a) Minimum rear yard: 25 feet (____ proposed)
- b) Minimum side yard: each 15 feet wide (____ proposed)
- c) Minimum front yard: 25 feet (____ proposed)
- d) Minimum Lot Area: 1,500 square feet per dwelling unit
- e) Maximum Lot Coverage: 60% (____ proposed Lot Coverage)
- f) Maximum Height: 4 stories

(d) Height, Bulk and Area Requirements – Non-Residential and Mixed Uses

1) Non-Residential and Mixed Uses

- a) The maximum allowable height for non-residential and mixed use buildings shall be seven (7) stories.
- b) Setback Requirements for Parcels fronting upon Arterials and Collectors and Parcels located along perimeter boundary of the Town Center
 - (1) Minimum rear yard: 20 feet
 - (2) Minimum side yard: 10 feet
 - (3) Minimum front yard: 25 feet
- c) Setback Requirements for Parcels fronting upon Local Streets within the Town Center
 - (1) Minimum rear yard: 10 feet
 - (2) Minimum side yard: 0 feet
 - (3) Minimum front yard: 5 feet (build-to line shall be 5 feet unless a lesser front yard is approved with corresponding build-to line)
- d) Minimum Lot Area: N/A
- e) Maximum Lot Coverage: 90%
- f) Maximum Building Coverage: 70%

- (e) **Land Area and Density Requirements.** It is the intent of the TC-O to create a mixed-use environment that includes a combination of residential and non-residential uses. To ensure an appropriate mix of permitted land uses, the TC-O shall adhere to the following:
- 1) Non-residential and mixed uses (that combine residential and non-residential uses in a vertical building configuration) shall occupy a range of 50 to 70 percent of the total land area of the Town Center including rights-of-way and open space.
 - 2) Residential land uses shall occupy a range of 30 to 50 percent of the total land area of the Town Center including rights-of-way and open space.
 - 3) In order to provide a mix of residential types, a range of 50 to 70 percent of the total land area devoted to residential use within the Town Center shall be developed as single-family detached and attached (excluding multi-family). Multi-family (excluding single-family attached) may occupy a range of 30 to 50 percent of the total land area devoted to residential uses. In the case of residential uses such as lofts above ground floor retail/office located within the non-residential or mixed-use land area of the Town Center, there shall be no prescribed minimum or maximum acreage or units.

- (f) **Big Box/Large Retail Establishment Requirements.** It is the intent of the TC-O to create a unique pedestrian-oriented environment through mixed uses and pedestrian scaled design. Each large retail establishment containing more than 50,000 gross square feet is required to provide pedestrian scaled design through the incorporation of several of the following recommended design elements:

- Arcades
- Arches or recessed Archways
- Architectural detailing
- Awnings, canopies or porticos
- Changes in massing
- Changes in material
- Multiple customer entries
- Display windows
- Dormers
- Peaked roof forms
- Outdoor gathering spaces
- Raised cornice parapets over entries
- Separate shops (or the appearance of separate shops) with separate entrances
- Varying plate heights
- placed in front of the larger building

- (g) *Open Space Requirements.* The intent of the TC-O is to allow for the creative design of plazas, green spaces, and focal elements for retail, office, residential, or mixed use land uses.
- 1) All Town Center developments shall provide usable open space, or spaces which allow for the interaction among pedestrians and with the surrounding environment.
 - 2) A minimum of ten percent (10%) of the gross land area of a Town Center Development shall be designated and preserved as common open space or private open space. Landscape amenities, recreation facilities or structures and accessory uses in common areas shall be considered as open space if the total impervious surfaces such as paving and roofs constitute no more than fifteen percent (15%) of the total open space. A property owners' association shall be responsible for continued maintenance of common open space areas.
 - 3) Usable open spaces should provide as many seating opportunities as possible through the placement of moveable chairs, sidewalk cafes and planter walls.
 - 4) Activities- such as street vendors, open air markets, kiosks, and festivals are encouraged to promote pedestrian usage.
 - 5) Usable outdoor space shall be privately owned and maintained by the developer or property owners' association. However, if the determination has been made by the City Council that a particular usable open space serves not only the patrons of the development but the greater community as a whole, the City may provide assistance to aid in the development and maintenance of the public space.
 - 6) When possible, the integration of storm drainage and detention should be designed to enhance the public space and improve water quality.
 - 7) Usable space should be designed to create outdoor rooms, by limiting the interaction with moving vehicles and partially surrounding the space with buildings, landscaping elements, and architectural features.
- (h) *Traffic Impact Study.* A Traffic Impact Study will be prepared and submitted to the City of Jonesboro addressing traffic impacts associated with the development of the Town Center. The Traffic Impact Study will also address access management relative to placement and configuration of street intersections and entrances to the Town Center.
- (i) *Architectural Guidelines.* Building façades should be varied and articulated to provide visual interest to pedestrians. Buildings should be proportioned and defined by clear façade elements such as a base, middle, and top. Building architecture shall adhere to the following architectural guidelines: *(The following standards shall be provided for in a Design Pattern Book to be submitted as part of this application, which shall guide the project with outlined specific development covenants)*
- 1) Buildings are encouraged to have a pedestrian scaled design by achieving the following:
 - Using heavier building materials at the bottom of the building
 - Using roof details such as cornice, caps or parapets at the top of the building
 - Alternating roof styles, heights, and elements
 - Dormers
 - Varying window heights and styles
 - Mix of architectural materials and styles

Applications will not be considered complete until all items have been supplied. Incomplete applications will not be placed on the Metropolitan Area Planning Commission agenda and will be returned to the applicant. The deadline for submittal of an application is 18 days prior to the next MAPC meeting. The Planning staff must determine that the application is complete and adequate before it will be placed on the MAPC agenda.

- 2) Buildings on corner lots shall be considered significant structures since they have two street-facing facades. All such facades shall have appropriate scale and massing. Additional stories or prominent roof design and architectural elements are encouraged to emphasize the location.
- 3) Buildings located at “gateways” into and out of the Town Center Development should be designed with additional height or architectural elements to reinforce their prominence. Pedestrian elements such as plazas, fountains, and special landscaping treatments are also encouraged.
- 4) Focal points of visual termination should generally be occupied by prominent buildings and structures that employ enhanced height, massing, distinctive architectural elements, ornamental site elements or other distinguishing features.
- 5) Fenestration (door and window openings) shall be sized to the scale of the building and detailed based upon building architecture including an appropriate amount of fenestration on first floor façades facing public streets. Fenestration design shall properly address maximum sill height and minimum window head height based upon the height of the first floor measured from finished grade. Use of repeating window patterns and details are encouraged to unify design.
- 6) Entrances into buildings should be easily identified through the use of building design and detailing. Projected or recessed entryways, higher rooflines, awnings, or changes in building material are examples that can create this effect.
- 7) No building shall have long expanses of uniform or flat walls. Reasonable articulation of building facades shall be provided by using offsets, recesses and/or projections, changes in plane, changes in height, windows, awnings, arcades and/or colonnades. Use of awnings shall be limited to above windows and entrances.
- 8) No buildings shall have long expanses of uniform roof planes. Reasonable articulation of roof lines shall be provided by using a pitched roof, partial roof, or parapet walls of varying heights, dormers, overhangs, arches, stepped roofs, gables, or other similar design. All flat roofs shall be screened with parapets on all sides of the building. If no roof top equipment exists, the parapet shall be a minimum of 18 inches high. All parapets shall feature cornice treatments and shall provide a cap to demonstrate that the upper edge is the top of the building.
- 9) Ground mounted mechanical equipment shall be screened from view with wing walls consisting of comparable design and building materials as the main building structure, landscaping, or a combination of both.
- 10) Loading areas (shipping and receiving docks) shall be located and/or screened in such a manner that the loading area is not visible to passing motorists along a public street and/or highway serving the Town Center Development.
- 11) Buildings should provide a unifying theme while maintaining each building’s individual character.
- 12) Materials should change with the change in building planes; however, all material should keep within the chosen theme.
- 13) Reflective glass or mirrored glass is strongly discouraged. Efforts should be made to use clear glass on storefronts, windows and doors to promote the connection of the interior and exterior of buildings.
- 14) All sides of all buildings open to public view should be treated with the same level of architectural style.

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- 15) Trim and structural elements such as posts or columns shall be sized to the scale of the building and detailed appropriately to the theme. When used, masonry materials shall have the appearance of 3-dimensional elements.
 - 16) Corporate franchise design where the building functions as a trademark shall be permissible only if it incorporates architectural elements which are compatible with the overall theme and uniqueness of the development.
 - 17) No outdoor storage shall be permitted unless such storage is visually screened from view to passing motorists along a public street and/or highway serving the Town Center Development by the use of landscaping and/or a suitable solid fence constructed of masonry or wood at least 6 feet in height or a combination thereof. No storage materials may be visible above the screening measure. Screening shall be well maintained.
- (j) *Building Materials.* Any exterior building wall facing a street or highway located within the Town Center Development, shall be constructed of one or a combination of the following materials:
- 1) Clay or masonry brick.
 - 2) Customized concrete masonry with striated, scored or broken faced brick type units (sealed) with color consistent with design theme.
 - 3) Poured in place and tilt-up walls shall have a finish of stone, a texture or a coating.
 - 4) Poured in place, tilt-up or pre-cast concrete,
 - 5) Natural stone.
 - 6) At a minimum, industrial buildings shall be constructed having the lower one-third (1/3) of the structure being of architectural masonry, architectural composite aluminum or steel panels, glass, or a combination of these materials on all sides not facing a public street. The front façade of an industrial building shall be one of or a combination of the materials enumerated in Items 1 through 5 of this subsection.
 - 7) All roof drains of a structure must be integral to the design and non-apparent.
 - 8) Accessory structures including refuse enclosures shall be of comparable design and building materials as the principal structure.
- (k) *Signs.*
- 1) The following signs are permitted in accordance with the Zoning Ordinance:
 - a) Principal or Monument Ground Signs
 - b) Integrated Shopping Center Signs
 - c) Wall Signs
 - d) Menu Board (limited to one sign per business)
 - e) Suspended Signs
 - f) Construction Signs
 - g) Directory Signs (ground and wall mounted)
 - h) Special Event Signs
 - i) Real Estate Signs
 - j) Window Signs
 - k) Gasoline Trade Signs
 - l) Sandwich Signs (associated with Restaurant or Café)

- 2) The following signs are not permitted:
 - a) Changeable copy signs (including LED/message signage)
 - b) Flags
 - c) Internally illuminated signs
 - d) Pole signs
 - e) Tag signs
 - f) Open channel letter signs
 - g) Flashing or animated signs
 - h) Off-premise signs
 - i) Roof signs

- 3) Signs shall comply with the following guidelines:
 - a) All ground-mounted signs shall include landscaping around the entire base of the sign structure. Landscaping shall consist of multiple rows of evergreen and deciduous plant materials and seasonal varieties that add visual interest to the sign. All landscaping shall be irrigated and properly maintained.
 - b) Signs shall not create a traffic hazard. All entrance and freestanding signs located near corners of a street intersection shall be located outside of the clear sight triangle based upon the design speed of the intersecting streets upon which the sign will be located.
 - c) No principal or monument ground sign shall exceed twelve (12) feet in height, fifteen (15) in length and three (3) feet in width.
 - d) No integrated shopping center sign shall exceed a total of 200 square feet on one side for any one integrated shopping center sign. If a shopping center fronts upon more than one public street, no more than two (2) integrated shopping center signs shall be permitted for a shopping center.
 - e) One (1) Menu Board sign per business shall be allowed provided the menu board shall not exceed a total of 25 square feet of display surface. A microphone shall be permitted to be integrated into the design of the menu board sign structure to communicate with patrons.
 - f) Sign structures shall be of comparable design and building materials as the main building structure.
 - g) The area of a wall sign shall not exceed, in square feet, 2 times the lineal front footage of the business or office.
 - h) Window signs shall not exceed 15% of the total window surface of the first floor or street level of the building.
 - i) Signs are required to be internally illuminated block letters mounted on a raceway. Backlit letters and indirectly illuminated signs are acceptable. Three colors maximum are allowed for signs with up to two font styles. Ground mounted building identification signs shall have fully enclosed solid bases of either brick or stone, mounted at the ground plane. No supporting structural members are to be exposed.

- (1) *Vehicle Use Area Design Guidelines.* The intent of the TC-O is to create small, shared, aesthetically landscaped and screened parking lots which are designed to function not only in the interest of accommodating automobiles, but in the interest of the pedestrian.

Applications will not be considered complete until all items have been supplied. Incomplete applications will not be placed on the Metropolitan Area Planning Commission agenda and will be returned to the applicant. The deadline for submittal of an application is 18 days prior to the next MAPC meeting. The Planning staff must determine that the application is complete and adequate before it will be placed on the MAPC agenda.

- 1) Parking areas should consist of separated parking fields that are aesthetically pleasing, landscaped to screen the public views and located so as not to be the dominant feature along any street or intersection.
- 2) Parking structures and lots should be designed to contribute to an attractive appearance of the streetscape and not deter from the pedestrian orientation of the district.
- 3) Parking requirements will be in accordance with *Section 117-324 Off-Street Parking and Loading Requirements*. Parking requirements may be reduced if the applicant can provide data that substantiates potential parking demand that is less than the minimum prescribed parking standard. The applicant may use shared parking, on-street parking, off-street parking, and other considerations including mass transit to reduce the number of required parking spaces.
- 4) Parking should be located to utilize natural landscape and topography.
- 5) To promote a higher level of pedestrian awareness, the use of alternate paving materials to designate pedestrian traffic areas from vehicular use areas and travel lanes is encouraged.
- 6) The design of all streets (public and private) and parking lots shall permit the travel of the Fire Department's vehicle access requirements.
- 7) On-street parking may be permitted on public street classified as *Local Street* or less on the most current Master Street Plan.
- 8) Pedestrian travel ways should be separated from vehicular traffic with landscaping, on-street parking, bollards, special paving, or any other feature which identifies the pedestrian space.
- 9) Parking lots of contiguous developments within the Town Center should, where possible, interconnect among the different developments to encourage continuous movement of traffic to reduce traffic flow on public streets and to minimize the need for excessive curb cuts.

(m) *Sidewalks*. Sidewalks shall be provided on both sides of all local (public and private) and collector streets within a Town Center Development.

(n) *Streets*. The Planning Commission may allow reduced street right-of-way and pavement widths within Town Center Developments provided the Planning Commission determines that pedestrian amenities or transit improvements will be made to reduce dependency on the automobile.

- 1) The Planning Commission may allow both public and private streets including alleys within a Town Center. The Planning Commission may allow private streets to vary from public street design standards where such deviations demonstrate safe design that supports pedestrian-friendly streetscapes and street hierarchies within the Town Center.

(o) *Underground Utilities*. All service facilities must be placed underground except those that by their nature must be on or above ground, such as streets, fire hydrants, and open storm water courses. The applicant is responsible for making the necessary arrangements with utility providers and other appropriate entities when installing utilities and service facilities.

(p) *Site Lighting.*

- 2) A uniform lighting plan shall be established for the Town Center Development. Lighting shall be provided along public and private streets, pedestrian ways, and in off-street parking and loading areas. Outdoor lighting shall be located and shielded to prevent spillover lighting in residential areas. The lighting source should not be directly visible from adjoining properties. Floodlights, unshielded wall pack units, other types of unshielded lights, and lights where the lens is visible outside of the light fixture shall be prohibited. The design and style of light fixtures shall provide for a common design theme throughout the entire Town Center to reinforce a sense of place. Sidewalks and parking areas shall be properly lit to facilitate safe movement of pedestrians and vehicles and provide a secure environment. In parking areas, the light intensity shall average a minimum of 1.0 foot candle, measured five (5) feet above the surface. In pedestrian areas, the light intensity shall average a minimum of 2.0 foot candles, measured five (5) feet above the surface. Maximum average light intensity shall be ten (10) foot candles.
- 3) Light poles are to be neutral, preferably dark in color and not made of wood. All parking and security lights are to be cutoff luminaries. The height of light fixtures should be in proportion to the building mass, preferably no taller than the building height. Lighting for pedestrian areas should be 12-15 feet in height. Ground-oriented pedestrian scale lighting should be considered as an alternative to polemounted fixtures along pedestrian walkways at three to four feet in height.

p) *Mechanical Equipment.* All air conditioning units, HVAC systems, exhaust pipes or stacks, elevator housing and satellite dishes and other telecommunications receiving devices shall be thoroughly screened from view from the public right-of-way and from adjacent properties, using walls, fences, roof elements, penthouse-type screening devices or landscaping.

- (7) *Paths and trails.* Bicycle paths and pedestrian trails are strongly encouraged to link residential areas with commercial and mixed-use nodes, schools and other activity areas inside and outside the Town Center Development. The requirement for sidewalks may be waived by the planning commission if paths or trails are provided.
- (8) *Parks and recreation areas.* A Town Center Development should include usable open space that provides passive and/or active gathering places and activity and special event spaces.