



GREENSBOROUGH VILLAGE TOWN CENTER

JONESBORO, ARKANSAS

DEVELOPMENT GUIDELINES FOR THE TOWN CENTER OVERLAY DISTRICT
GREENSBOROUGH INVESTMENTS, LLC.
AUGUST 2014

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REGIONAL CONTEXT

A college town, Jonesboro, Arkansas, is the largest city in northeastern Arkansas and the fifth most populated city in the state. Jonesboro is located approximately 70 miles from Memphis, Tennessee and 132 miles from Little Rock, Arkansas. In 2010, the estimated population of the City of Jonesboro was 67,263. Jonesboro is the principal city of and is included in the Jonesboro MSA with an estimated population in 2010 in the MSA of 121,026 and an estimated population of 163,116 in the Jonesboro-Paragould Combined Statistical Area. Jonesboro is home to Arkansas State University and is a regional center for manufacturing, agriculture, and healthcare.

Greensborough Village is located northeast of downtown Jonesboro, Arkansas inside the corporate limits of the City of Jonesboro. Jonesboro is the county seat of Craighead County. The site is located on the northern side of East Johnson Avenue (U.S. Highway 49) across from the main campus of Arkansas State University and is situated in close proximity to downtown Jonesboro and the Jonesboro Airport. This site is surrounded by a mix of commercial and residential land uses along with the main campus of Arkansas State University.



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Johnson Avenue - View to East Johnson Avenue



Greensboro Road - View to West



Greensboro Road - View to West



Johnson Avenue - View to East














SITE CHARACTERISTICS

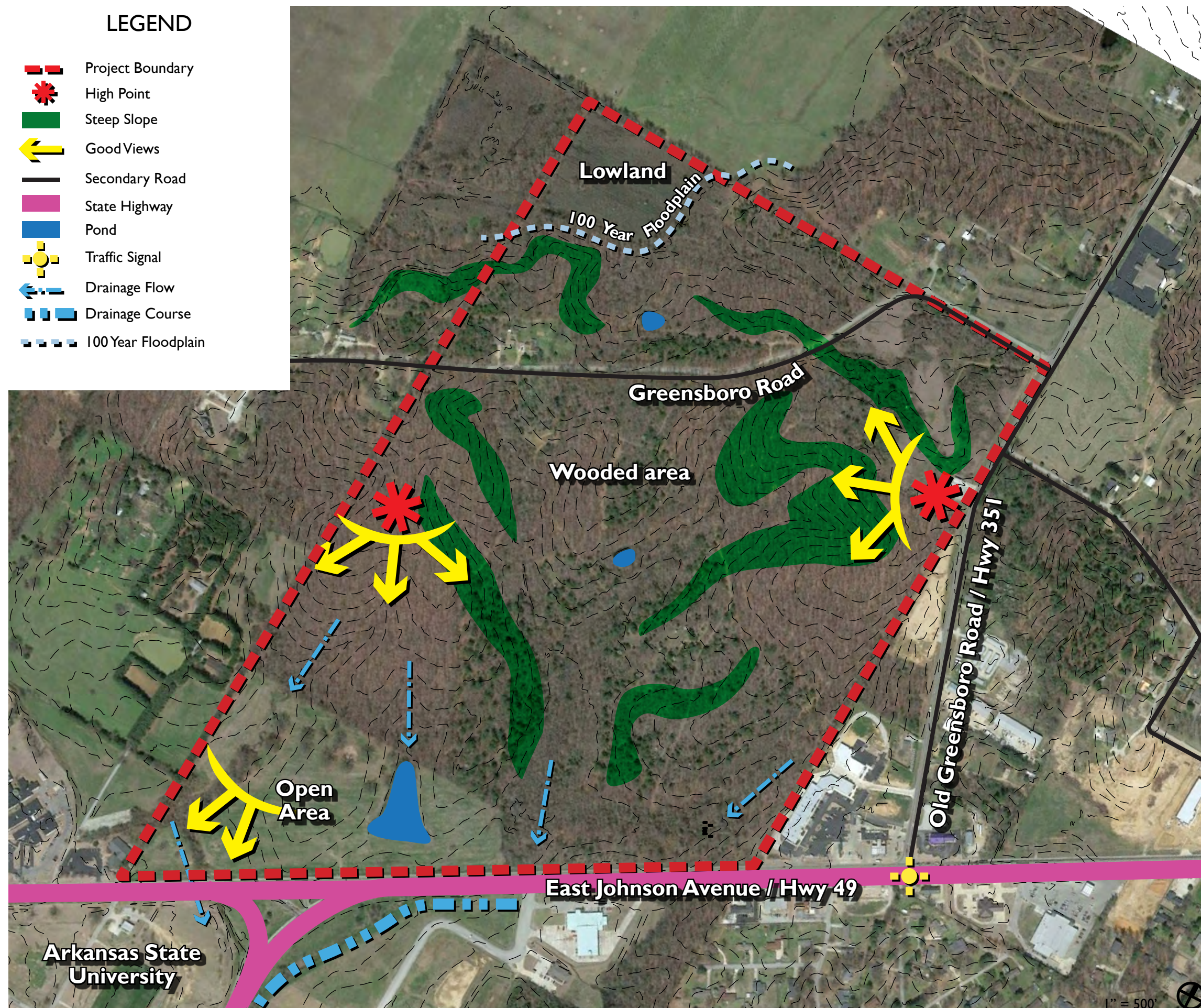
Greensborough Village is located on a tract containing 227.69 contiguous acres. The site is located with the City of Jonesboro, Arkansas. The site is accessible from East Johnson Avenue (U.S. Highway 49) along the southern boundary of the property, Old Greensboro Road (SR-351) along the western boundary, and Greensboro Road which bisects the northern portion of the site. Greensborough Village is located across from the Main Entrance (Red Wolf Boulevard) of Arkansas State University and approximately 2.5 miles from Downtown Jonesboro. A portion of the site is currently zoned C-3 (along Johnson Avenue) while the remainder of the site is zoned R-1.

The site has frontage upon East Johnson Avenue (U.S. Highway 49) which is classified as a “major arterial” road and Old Greensboro Road (SR-351) which is classified as a “collector” road. Greensboro Road which bisects the northern portion of the site is classified as a local street. Future road improvements planned for the immediate vicinity include a reconfiguration of the intersection of East Johnson Avenue (U.S. Highway 49) and Red Wolf Boulevard landscaped construction of a boulevard connecting old Highway 357 with the reconfigured intersection of East Johnson Avenue and Red Wolf Boulevard. The new alignment of Greensboro Road will further bisect Greensborough Village but, will provide a four-lane boulevard to serve the site.

The site is currently undeveloped. Generally, the site is gentle rolling and mainly wooded with one small pond located in the middle portion of the site. Vegetation on the property is a mixture of coniferous and deciduous tree cover. The site provides an exceptional panoramic vista view of the Arkansas State University campus including most prominently Centennial Bank Stadium which is home for the ASU Red Wolves.

LEGEND

-  Project Boundary
-  High Point
-  Steep Slope
-  Good Views
-  Secondary Road
-  State Highway
-  Pond
-  Traffic Signal
-  Drainage Flow
-  Drainage Course
-  100 Year Floodplain



OPPORTUNITIES & CONSTRAINTS

As the first step in the master planning process, the entire site has been carefully walked, mapped, researched and analyzed in the master planning of Greensborough Village. Outlying areas and surrounding areas were toured and photographed to further document an understanding of the surrounding context of the site. The team documented land uses, historical references, and physiographic features both within the larger context and the site itself. From the field visit, base maps and site analysis drawings were prepared to help inform the team of the critical issues on and around the site. The site's strategic location relative to U.S. Highway 49 and the campus of the Arkansas State University presents key opportunities to build upon the strengths of the Jonesboro community.

Every site has the potential to be a great place. Careful consideration must be given to the various physiographic and location characteristics that make up its uniqueness. Opportunities are identified representing unique qualities that are most valuable and desirable to maintain and highlight while also identifying obstacles or constraints to development that must be addressed during the planning process. The findings of this process are illustrated in the Opportunities and Constraints diagram which illustrates the sites physiographic features and their potential impact upon development of the site.

The primary physiographic feature of the site is the woodland habitat that comprises the majority of the property. The woodland habitat forms a natural buffer between Greensborough Village and adjoining land uses while also providing the opportunity to frame "outdoor rooms" for the mix of proposed land uses throughout the site. The close proximity of Greensborough Village to the main entrance to Arkansas State University presents an opportunity for added vitality around the Town Center including portions fronting upon East Johnson Avenue. The site is well served by local and regional transportation, including East Johnson Avenue (U.S. Highway 49) and the construction of a four-lane boulevard connecting SR-257 to Highway 49 will provide connectivity to Jonesboro and the surrounding region.

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LAND USE ANALYSIS

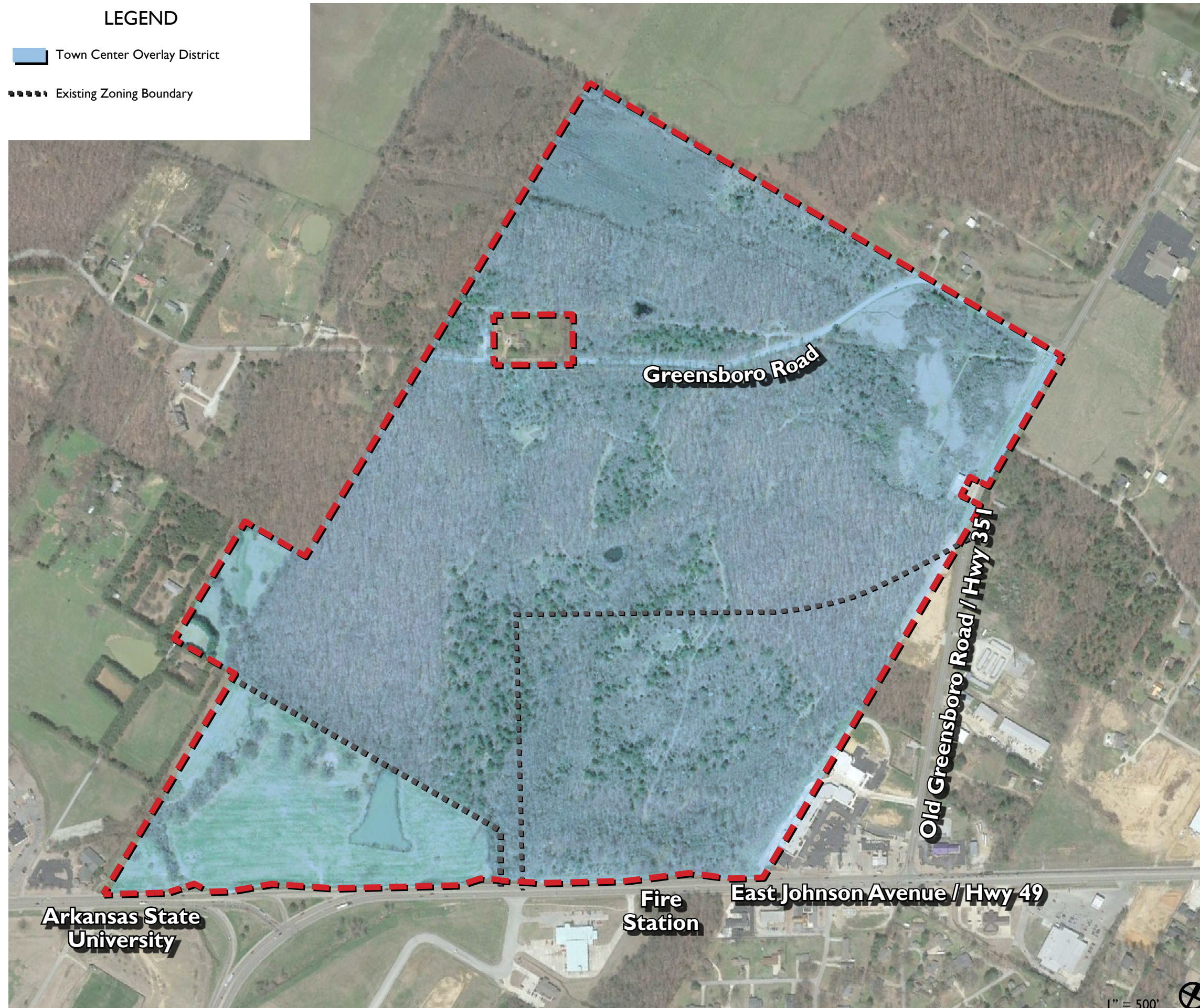
According to the adopted Land Use Plan for the City of Jonesboro, the southernmost portion of the Greensborough Village site is designated as “Commercial Node” and the northernmost portion is designated as “Single Family Low Density”. The site is surrounded by a variety of land use designations that include “Single Family Low Density” to the north, “Single Family Low Density” and “Neighborhood Commercial NR” to the west, “Public Semi-Public Semi PSI” to the south, and “Commercial Node” to the east. The surrounding land uses are compatible with the development of a Town Center and the master plan is responsive to surrounding land uses in support of the long-term vision for this area.

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LEGEND

 Town Center Overlay District

 Existing Zoning Boundary



PROPOSED POLICY - TOWN CENTER OVERLAY DISTRICT

The purpose of the Town Center Overlay District is to promote development of pedestrian-friendly, mixed use developments providing a variety of complementary retail, office, and residential uses. Greensborough Village Town Center will:

- Preserve, enhance and create accessible open spaces such as parks and plazas to enhance the pedestrian experience.
- Create a compact concentration of land uses that encourage interaction.
- Create a 'Sense of Place' through the creation of pedestrian-friendly streetscapes and gathering places.
- Achieve a unique design character through high quality architecture and selection of materials with attention to placement and orientation of structures to provide compatibility with surrounding land uses.

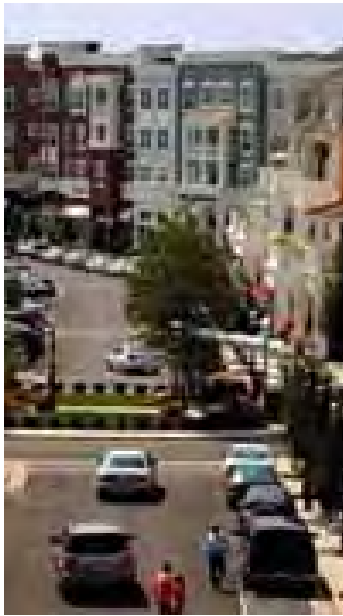
The Town Center Overlay District will be applied over the existing base zoning for all parcels comprising Greensborough Village. The adopted Land Use Plan for the City of Jonesboro envisions a combination of commercial and residential land uses that support the development of a mixed-use Town Center. Upon rezoning of the contiguous parcels comprising Greensborough Village, Town Center Overlay District shall control the development of the property. Plan approval for Greensborough Village will follow the Planned Unit Development review process. The Town Center Overlay District will control land uses and design standards for development.

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PERMITTED USES

Permitted Uses

The following is a list of permitted uses that will be allowed in Greensbrough Village Town Center:

- Residential *(All types including single family attached and detached and carriage homes.)*
- Multi-Family Residential *(Including units above non-residential use.)*
- Senior Living and Retirement Homes
- Convenience Stores *(Including fuel dispensing.)*
- Pharmacies
- Grocery Stores
- Theaters
- Hotels and motels
- Conference Center
- Financial Institutions
- Medical Services and Outpatient Services Facilities
- Schools and Vocational Instruction Facilities
- Day Care and Extended Care Facilities
- Sports & Fitness and Outdoor Recreational Activities
- Mixed-Use Developments *(Where residential dwelling units are integrated into buildings with non-residential uses.)*
- Business or Professional Offices including Personal Services
- Research and Development Facilities
- Retail Sales and Services
- Single Tenant Stores *(Up to 100,000 SF gross floor area.)*
- Self-Storage (mini-storage) and Associated Offices
- Restaurants and Cafés Including Outdoor Seating
- Indoor Recreational Facilities
- Live/Work
- Home Occupations
- Places of Worship
- College or University
- Utility, Major and Minor and Communication Tower
- Accessory Structures to Primary Permitted Land Use



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RETAIL/OFFICE/ MIXED-USE

Intent: Town Center buildings are intended to serve the neighborhood and surrounding community with retail, restaurant, office and hospitality and entertainment uses. Ground floors should have storefronts along all street facades.

Permitted Uses: Permitted uses will include the following:

- Multi-Family Residential (*Including units above non-residential use.*)
- Senior Living and Retirement Homes
- Convenience Stores (*Including fuel dispensing.*)
- Pharmacies
- Grocery Stores
- Theaters
- Hotels and motels
- Conference Center
- Financial Institutions
- Medical Services and Outpatient Services Facilities
- Schools and Vocational Instruction Facilities
- Day Care and Extended Care Facilities
- 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 SF gross floor area.*)
- Personal Services
- Restaurants and Cafés
- Indoor Recreational Facilities
- Outdoor Seating (*Associated with restaurants or cafés subject to applicable licensing requirements.*)
- Home Occupations
- Places of Worship
- College or University
- Utility, Major and Minor
- Communication Tower
- Accessory Structures to Primary Permitted Land Use



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RESIDENTIAL/RETAIL/ OFFICE/MIXED-USE

Intent: Town Center buildings are intended to serve the neighborhood and surrounding community with retail, restaurant, and office uses while also providing the opportunity for single-family attached (multi-family) situated as free-standing residential or a mix of residential and retail and office where the residence is located above a ground-floor non-residential use. Retail and office ground floors should have storefronts along all street facades while residences on the ground floor may be slightly elevated to differentiate from non-residential uses.

Permitted Uses: Permitted uses will include the following:

- Mixed-Use Developments (*Where residential dwelling units are integrated into buildings with non-residential uses.*)
- Convenience Stores (*Including Fuel Dispensing*)
- Pharmacies
- Financial Institutions
- Medical Services and Outpatient Services Facilities
- Schools and Vocational Instruction Facilities
- Sports & Fitness
- Business or Professional Offices Including Personal Services
- Research and Development Facilities
- Retail Sales and Services
- Restaurants and Cafés Including Outdoor Seating Areas
- Live/Work
- Places of Worship
- College or University
- Utility, Major and Minor
- Accessory Structures to Primary Permitted Land Use





SINGLE-FAMILY & MULTI-FAMILY ATTACHED RESIDENTIAL/MIXED-USE

Intent: Attached residential buildings are intended to provide an opportunity for a variety of households and lifestyles to meet the changing demographic character of the community.

Permitted Uses: Permitted uses will include the following:

- Residential (*All types including single family attached and carriage homes.*)
- Multi-Family Residential (*Including units above non-residential use.*)
- Senior Living and Retirement Homes
- Day Care and Extended Care Facilities
- Sports & Fitness (*Associated with residential use.*)
- Live/Work
- Home Occupations
- Places of Worship
- Utility, Major and Minor
- Accessory Structures to Primary Permitted Land Use





SINGLE-FAMILY ATTACHED AND DETACHED RESIDENTIAL

Intent: The Town Center will include a lower density area for residential typologies including single-family attached (excluding multi-family) and single-family detached that includes both front-load and rear-load homes.

Permitted Uses: Permitted uses will include the following:

- Residential (All types including single-family attached (except multi-family) and detached and carriage homes.)
- Senior Living and Retirement Homes
- Day Care and Extended Care Facilities
- Live/Work
- Home Occupations
- Places of Worship
- Utility, Major and Minor
- Accessory Structures to Primary Permitted Land Use



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MASTER PLAN

The vision of the Master Plan for Greenborough village is to create a special place - one in which people can live, work, shop, dine, and play. Traditional Neighborhood Development (TND) trends with Town Centers emphasize a balance of commercial office, retail, residential housing types, employment centers and public gathering spaces to create a vibrant “main street” retail experience. Designs promote a walkable, mixed-use district serving multiple community needs.



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LEGEND

-  Boulevard
-  Sidewalks
-  Natural Areas
-  Landscape Gathering Areas / Pocket Parks
-  Potential Transit Stop
-  Transit Direction



PEDESTRIAN CIRCULATION & TRANSIT ANALYSIS

Pedestrian access will be provided throughout the Town Center along neighborhood streets, boulevards, and collector streets with the installation of sidewalks and walkways. Pedestrian crossings at intersections will be designed using traffic calming elements to facilitate safe crossing by pedestrians. The pedestrian system will connect where practical with city-wide pedestrian systems and trails to further promote pedestrian access to the Town Center.

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LEGEND

- Boulevard
- Town Center Street (80' R.O.W.)
- Local Street C- Commercial (60' R.O.W.)
- Local Street B - Residential (65' R.O.W.)
- Local Street A - Residential (50' R.O.W.)
- Alley

Note: The term R.O.W. may apply either to a public street or a private street wherein the "ROW" will be held in common area.



STREET CIRCULATION
HIERARCHY

The Greensborough Village street hierarchy supports the Transportation Plan adopted by the City of Jonesboro including roadway improvements to Johnson Avenue and the extension of Old Greensborough Road to Johnson Avenue at its intersection with Red Wolf Boulevard which serves as a primary entrance to Arkansas State University. The alignment provided in the master plan for Greensborough Village for the extension of Old Greensborough Road will improve accessibility and safety for residents.

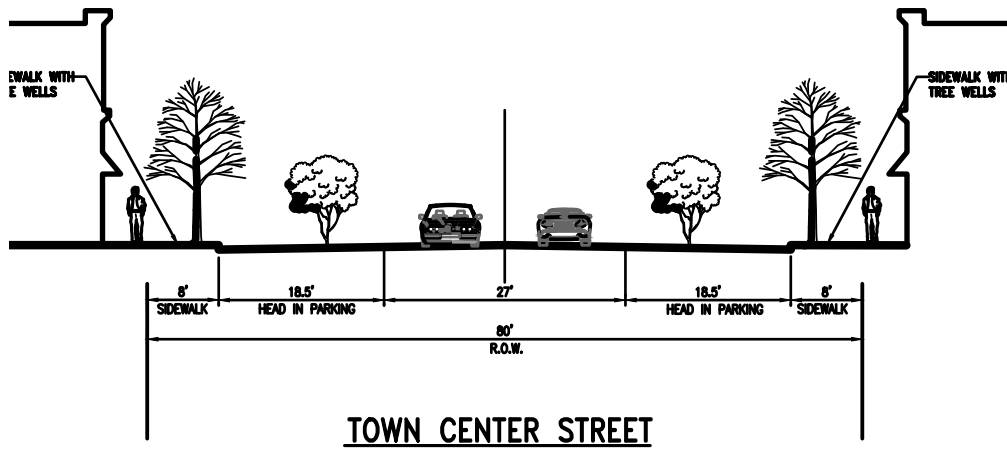
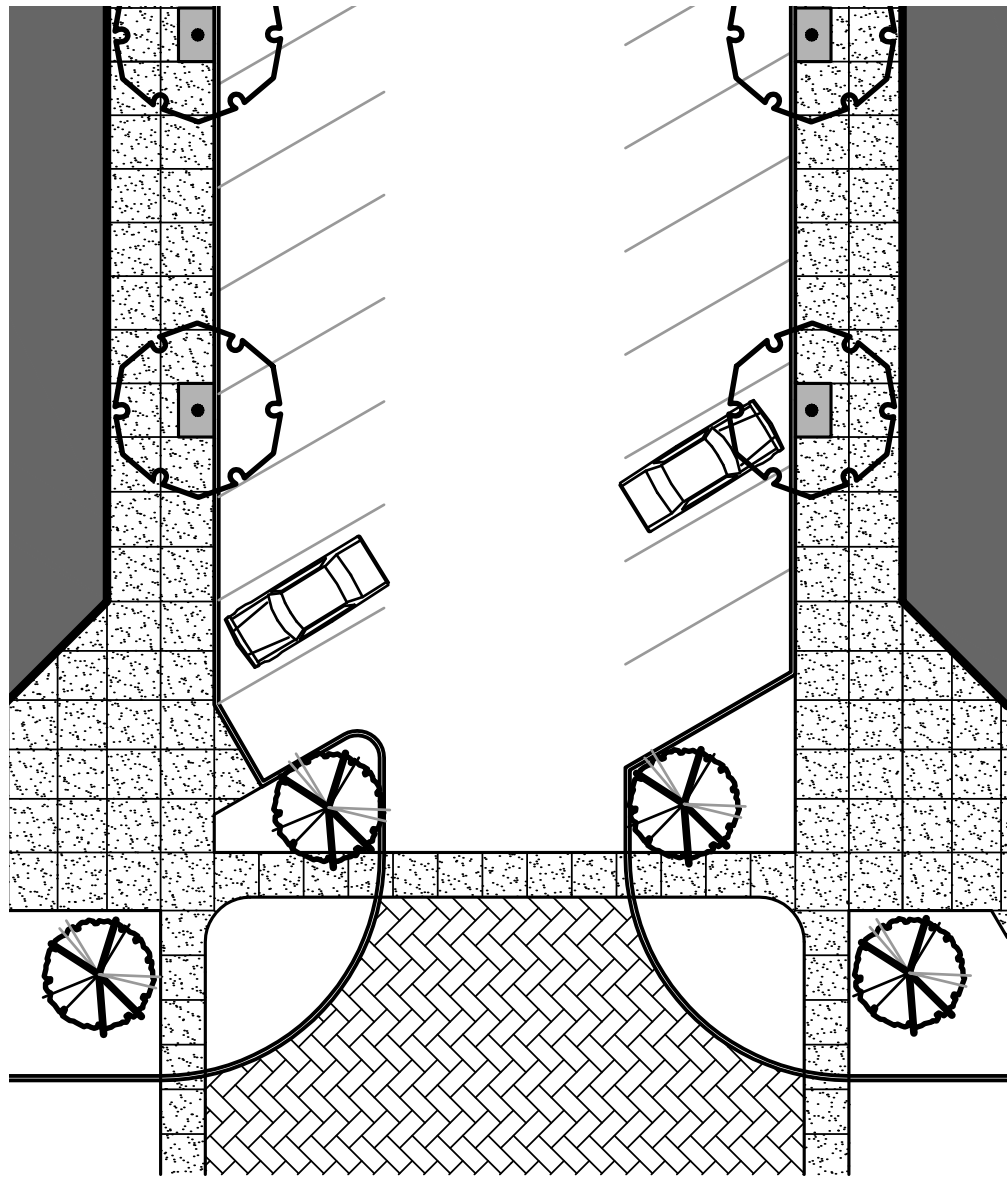
Proposed streets and boulevards within Greensborough Village will include neighborhood-friendly design and traffic calming elements that include curvilinear street forms, landscaped medians, and raised table pedestrian crossings at key intersections. The use of such design elements will not adversely impact the Level of Service for streets within the Town Center to ensure efficient traffic movement.

Greensborough Village will provide an interconnected street network designed to disperse traffic while providing sufficient points of access. The design also responds effectively to the geometry of existing streets and natural features and topography while providing the opportunity to create tree-lined streetscapes on select areas of the site.

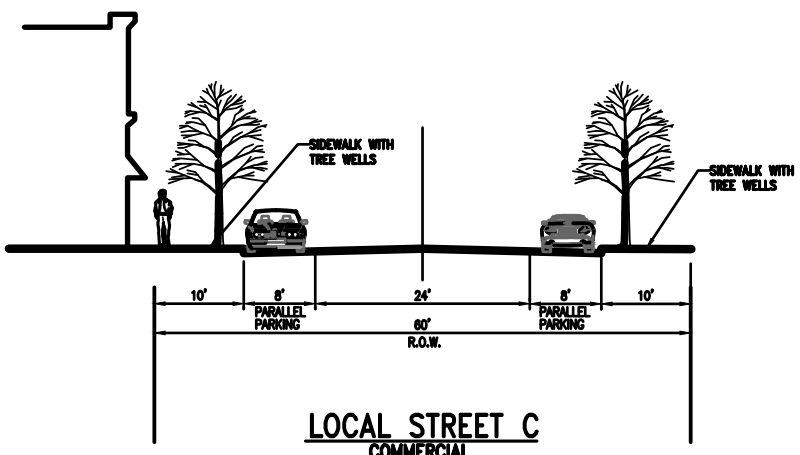
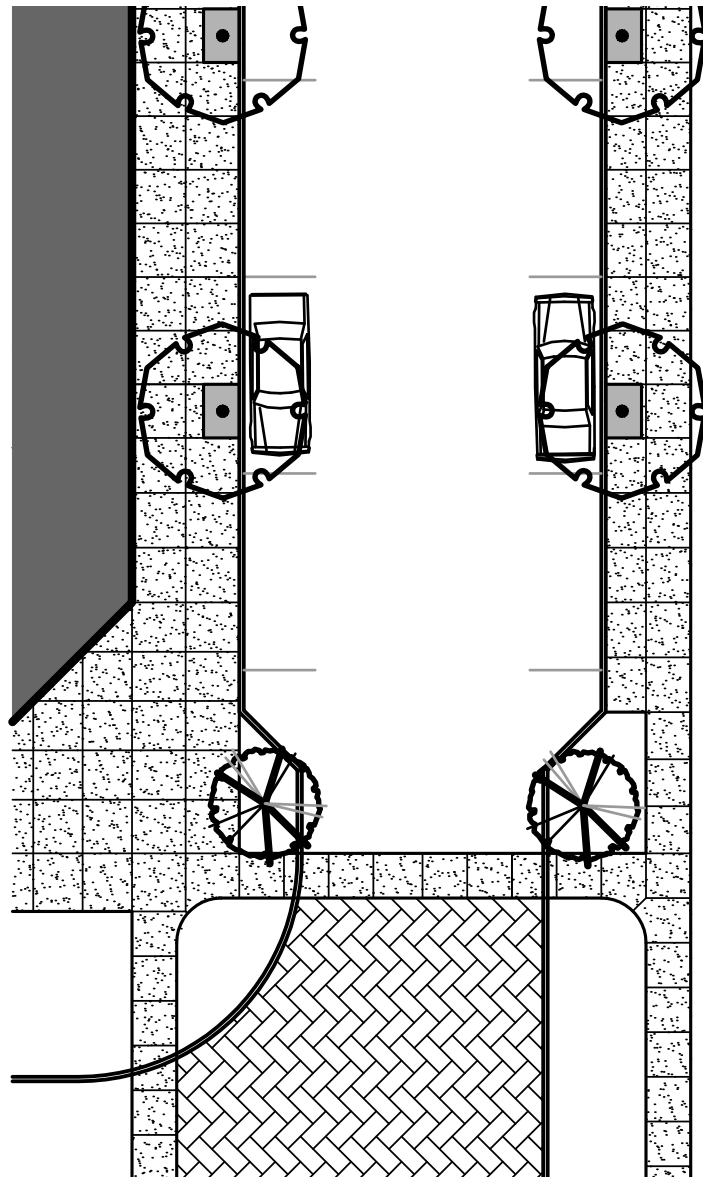
A total of two access points are proposed along Johnson Lane in addition to the intersection enhancements provided with the construction of a four-lane boulevard connecting SR-351 to Highway 49. Additional points of access will be provided at appropriate intervals along the boulevard to access property located to the north and south. Greensborough Road also bisects the northern portion of the Town Center and will remain a local street with select access points serving residential development.

The street hierarchy for Greensborough Village provides for three levels of streets. The street sections can be categorized as collector street, boulevard street, and local street.

A four-lane boulevard is proposed to connect of Old Greensborough Road to Johnson Avenue and Red Wolf Boulevard. The boulevard will be a four-lane road and will include turn lanes at access points to the Town Center. Portions of the collector street may also include landscaped medians.



TOWN CENTER STREET



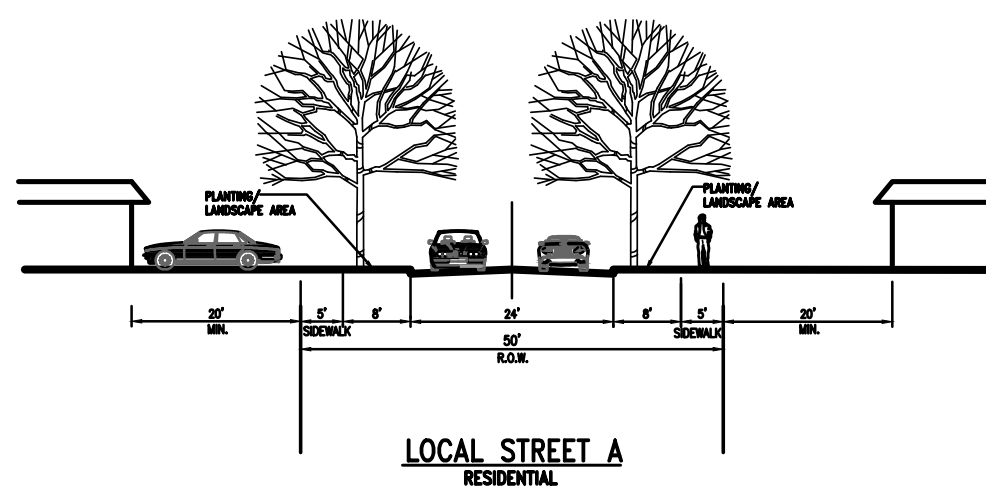
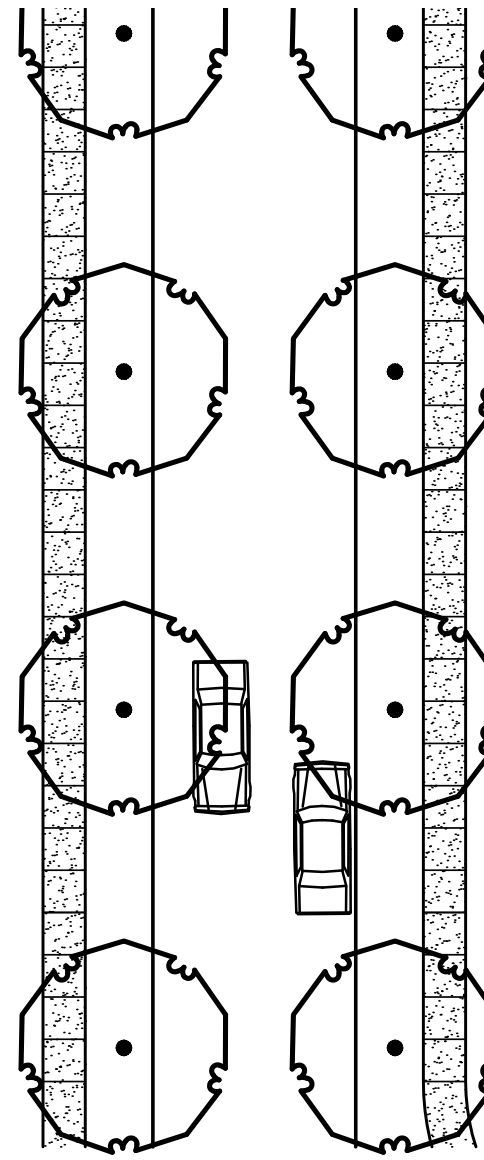
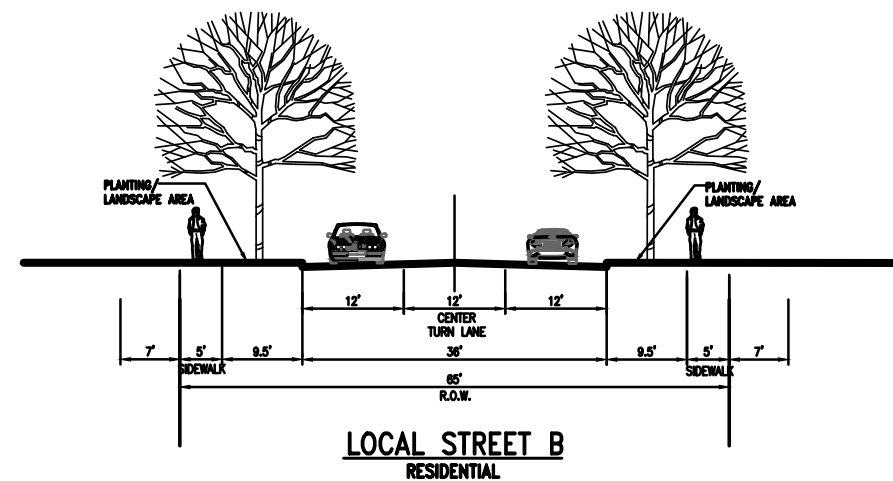
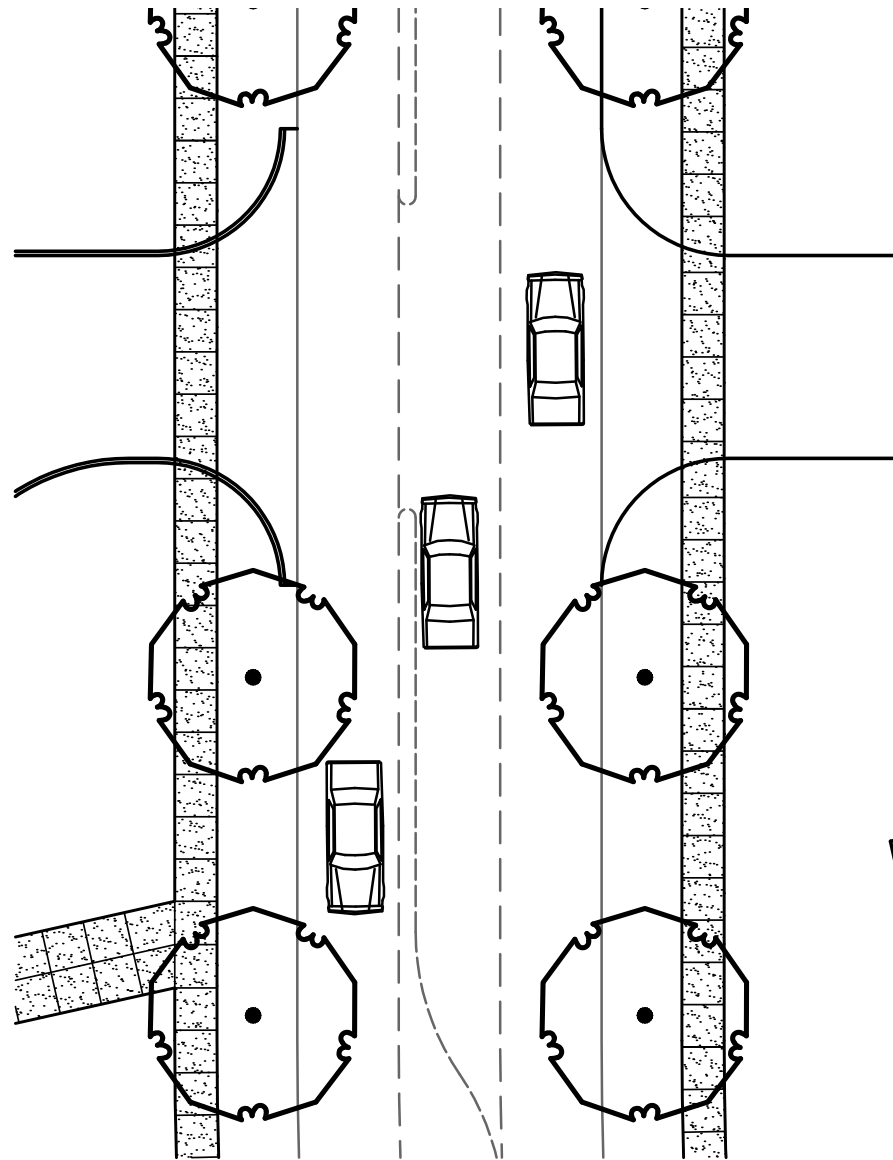
**LOCAL STREET C
COMMERCIAL**

STREET SECTIONS

A Town Center street is proposed to serve as a main street accessing the commercial portion of the Town Center. On-street parking will be allowed along the Town Center street to enhance access and pedestrian-oriented design for shops and offices located along the street. Traffic calming measures will be utilized at intersections.

STREET SECTIONS

Local streets will be provided for circulation within residential neighborhoods and select use in commercial areas. Local streets can be either public or private streets as illustrated. Local streets within the commercial portion of the Town Center may include angled or parallel on-street parking. Rear lanes and alleys will remain private with a public easement for access and utilities and will be owned and maintained by a property owners association.



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STREET & PARKING STANDARDS

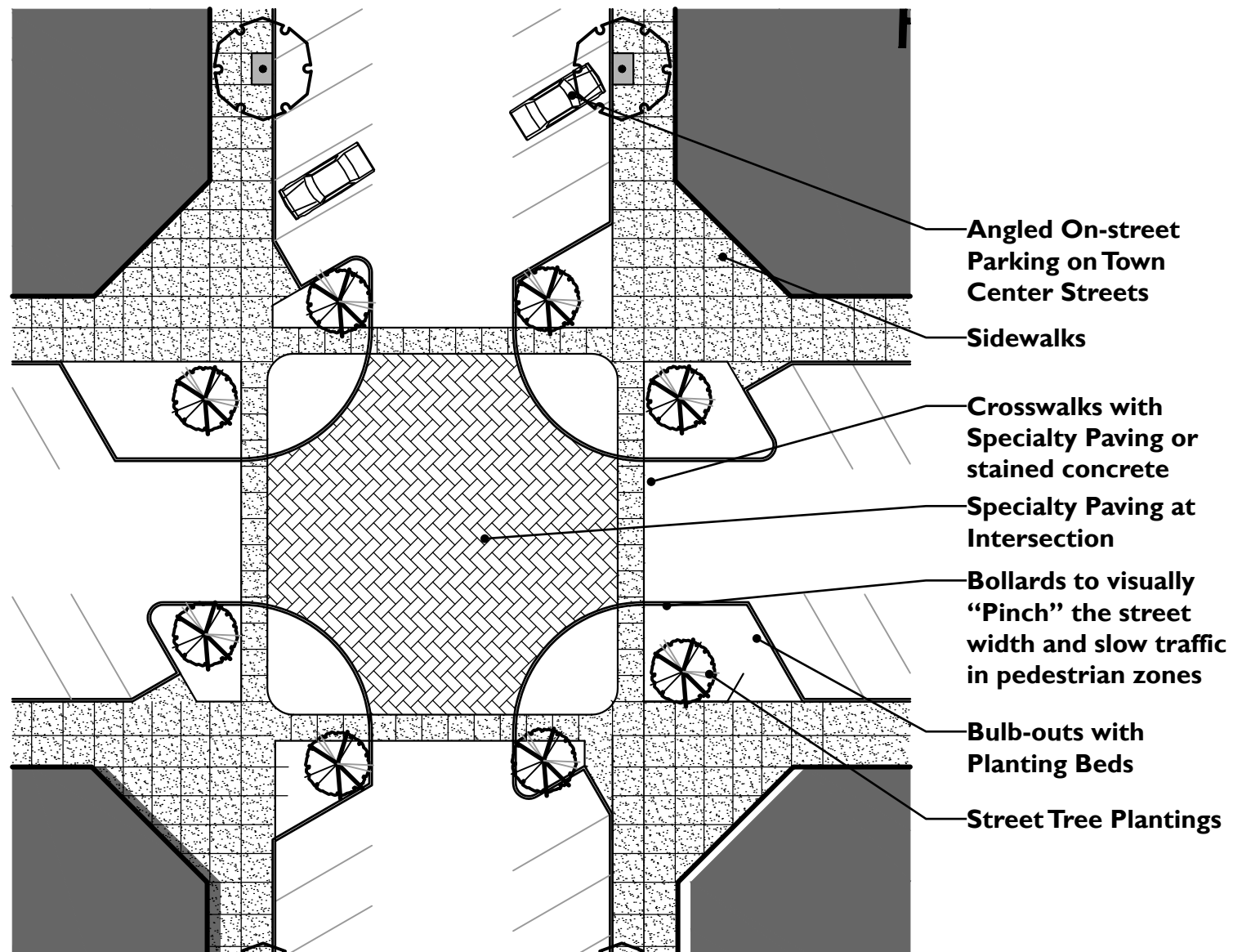
Objectives:

Incorporate traffic calming measures such as on-street parking, pedestrian bulb-outs, textured crosswalks, and a raised intersection platform at the Community Square intersection to promote a safe pedestrian environment.

Encourage drivers to proceed cautiously at commensurate low speeds within the internal campus roadway network.

Allow for controlled and signaled entry streets from the adjoining roadway network. The main entry streets from East Johnson Avenue (U.S. Highway 49) & and the new Greensboro Road extension are designed to efficiently allow traffic to enter Greenborough Village and then disperse into the appropriate parking fields.

Differentiated patterns or pavements make crosswalks more visible and encourage vehicles to slow down. Bulb-outs at intersections frame on-street parking areas and reduce the crossing distance for pedestrians. They are also ideal places to introduce additional plantings.



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LEGEND

-  Natural Area
-  Common Open Space
-  Pedestrian Walking Path
-  Future Pedestrian Walking Path Extension

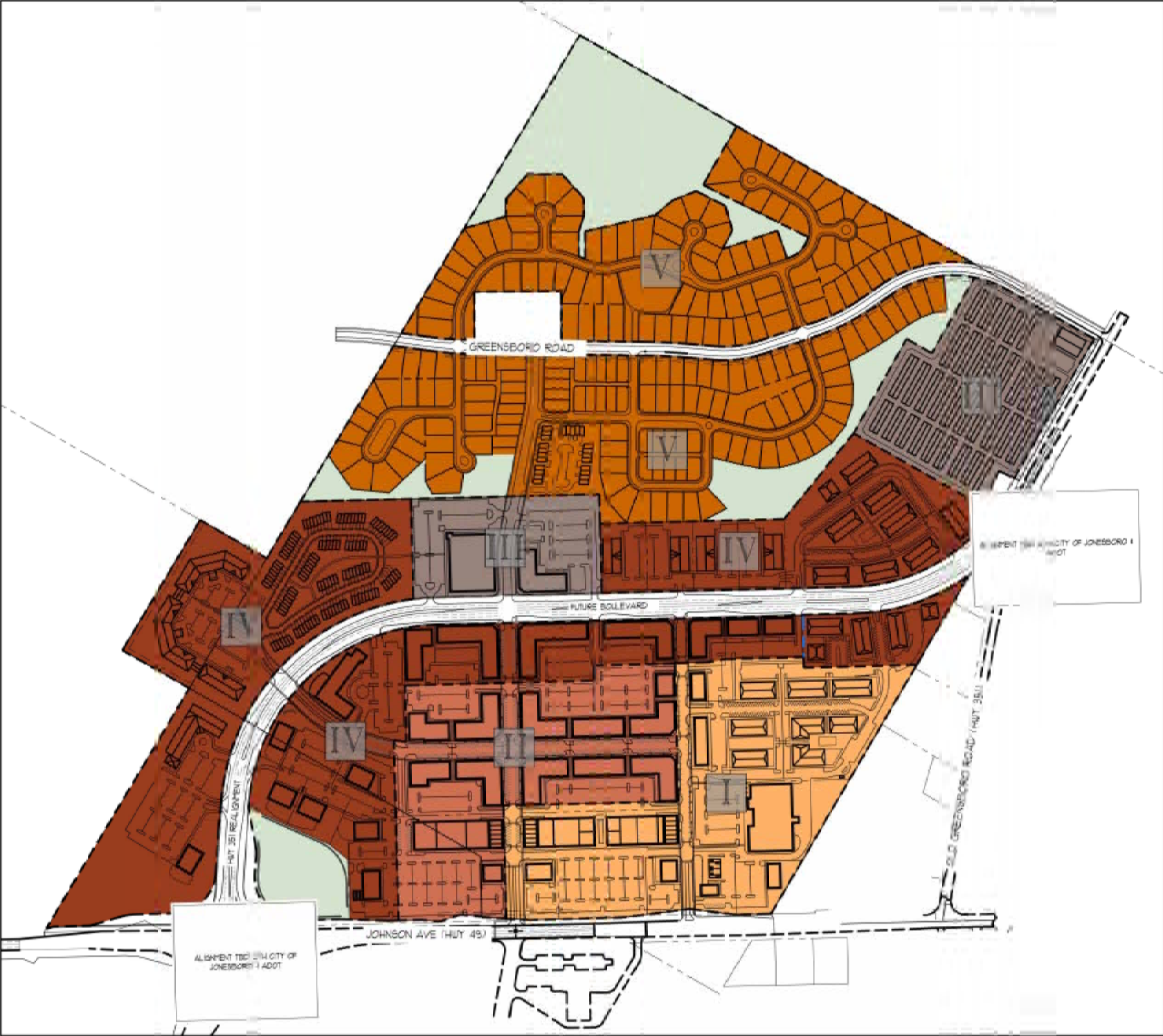


OPEN SPACE PLAN

The City of Jonesboro has developed an extensive network of parks and walking trails throughout the community. A healthy living and lifestyle will be promoted by the development of open spaces in Greensboro Village. In particular, Greensborough Village will have a village green located in the southwest corner at the intersection of Johnson Avenue and Old Greensborough Road that will serve as a gathering place for residents, employees and visitors alike. Restaurants will be positioned along the edge of the village green to provide a vibrant environment for families to enjoy outdoor dining while using the green. The village green will also provide a venue for festivals and other special events including activities with Arkansas State University.

Open spaces will comprise approximately 15% of the total land area of Greensborough Village. The open spaces will be strategically placed throughout the Town Center and will include parks, greens, mews, and courtyards. Open spaces will include benches, pedestrian-scale lighting and other features to encourage interaction.

Pedestrian pathways and sidewalks will collect points of interest within the Town Center while also providing connectivity to the surrounding community including the ASU campus.



DEVELOPMENT PHASING

Consistent with the Town Center Overlay District regulations, it is anticipated the project will be developed in phases whereby each phase shall be planned and developed building upon prior phases of development relative to road and utility infrastructure to ensure orderly development.

Plans will be developed for each phase including site improvements, streets and utilities, building placement and design, storm water management, landscaping, lighting, and other design considerations. City staff shall also prepare a cost estimate of the recommended public improvements for bonding purposes. **The phasing plan shall generally be as illustrated but, may vary depending upon prevailing market conditions.**

Phase	Target Date
Phase I	TBD
Phase II	TBD
Phase III	TBD
Phase IV	TBD
Phase V	TBD

SECTION IV - ARCHITECTURAL & DEVELOPMENT GUIDELINES

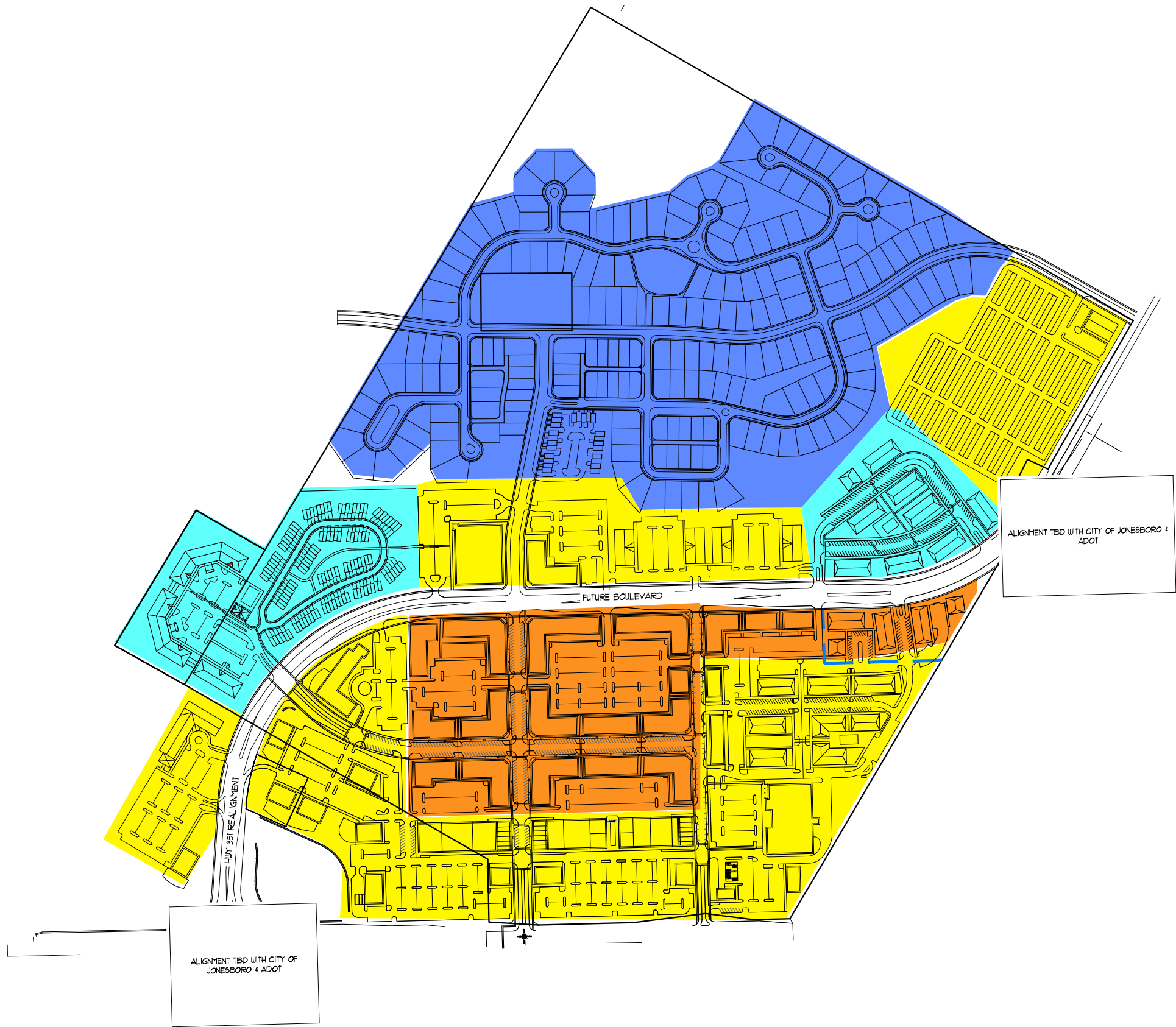
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ARCHITECTURAL STANDARDS PER BUILDING TYPE

LEGEND

- Retail/Office/Mixed Use
- Residential/Retail/Office/
Mixed-Use
- Single Family Attached/
Mixed-Use (Including Multi-
Family Residential)
- Single Family Attached and
Detached Residential



ARCHITECTURAL GUIDELINES

General

- 1) Buildings shall be designed or modified consistent with the intent of these design guidelines. The buildings shall be appropriately scaled to the pedestrian character of the village.
- 2) The architectural styles shall be consistent with the architectural vocabulary of Greensborough Village Town Center and as illustrated within these design guidelines.
- 3) Each building contributes to the overall character of the place. Corner and other feature buildings may be designed in a more prominent way than midblock and other less significant locations.
- 4) Building designers should endeavor to create structures that play a harmonious and compatible role on the street and designs which attempt to stand out significantly from their neighbors.

Facade Design

Buildings shall have architectural features and patterns that create visual interest, reduce large areas of undifferentiated building facade, provide visual interest, and recognize the character and theme of the overall development. Facades shall include a rhythm incorporating the elements listed below:

- Color change
- Texture change
- Material module change
- Expression of architecture or structural bay through a change in plane no less than 18 inches in width, such as an offset, reveal, or projecting rib.

Scale and Massing

The overall scale and mass of the buildings that make up a neighborhood play a key role in attracting patrons, pedestrians, and activities to a particular area. Buildings provide the perimeter walls for streets and public spaces and should be designed in a manner that is consistent with the nature of the spaces that they define. Buildings should share with their neighbors a sense of harmony that reveals a shared focus on defining high quality, vibrant public spaces. In the town center, the focus of building design should be on the whole – the creation of clearly defined public and outdoor spaces as a collective expression – rather than on individual buildings with a strong individual expression. Massing shall consider the following:

- 1) New construction should give consideration to appropriate form and proportion as reflected in the tradition of vernacular, mixed-use buildings. Buildings should be rectangular, facing the street with the facade aligned with the front property line. Angled or non-rectilinear buildings, unless relating to the street alignment, are inappropriate.
- 2) The lowest two stories of a building should maintain a consistent line along the building frontage except to provide recessed store front entrances, a special corner feature, usable open space for outdoor dining, or to form a mid-block pedestrian passageway.

Storefront Design Considerations

- 1) Storefront design is critical to the creation of a visually interesting pedestrian environment and architecturally expressive buildings.
- 2) Storefronts should generally front directly onto the sidewalks with ample window area and transparency to connect the pedestrians and passers-by with the interior spaces. Storefronts should follow the precedent established on traditional, mercantile streets.
- 3) Within a frame, clearly defined by the building architecture,

- storefronts should be designed to reinforce the connection between the interior of the store and the sidewalk, to encourage people to enter, or to linger outside, and to promote the extension of the commercial life of the interior into the public realm.
- 4) The design quality of the side and rear facades of commercial and mixed use buildings that face residential zones is of great concern to the residential property owners.
- 5) Consideration must be given to creating a pleasant building design at the side and rear of the building.
- 6) Include such features as well designed building entrances, windows, balconies, the use of high quality materials, plaza areas and planting areas.
- 7) Glazing, at or near the door, and secondary signage shall be incorporated at rear entrances.
- 8) The storefront must be of human scale with large windows to let the visitor view inside. Recessed doorways are successful in denoting entry and letting the pedestrian pause to view the interior contents.
- 9) Unique design using columns, gables, balconies, hanging signs and accessory elements like balconies and plantings also provide interest and variety to make a functional and successful storefront.

Building Orientation

- 1) The facade plane shall break vertically every 30-40 ft. with a change of material, a line or a setback. Some of these breaks could be pedestrian pathways, leading to courtyards or creating a court space.
- 2) Buildings shall express a clear base, middle and top so there should be at least two horizontal expression lines, which are:
 - a. Base 1-3 ft.; and
 - b. Signage Level 12-16 ft.
- 3) Outparcel buildings should be used to frame corners, define street edges, and orient traffic toward primary and secondary entrances from public right-of-way.
- 4) All site development and building designs shall be oriented to the primary street and building entry elements.
- 5) Another important component of the building orientation are the corners on Main Street and Side Streets. Main Street Corners shall be architecturally celebrated with tower elements, or by using different massing heights and orienting the main entrance to the corner.
- 6) Corner buildings shall be fronting and architecturally celebrating the corner by placing large window, canopies or orienting the main entrance to the corner.
- 7) All architectural design elements shall be compatible and consistent with both the building and site design criteria.
- 8) All site development and building design shall promote the direct relationship to the Greensborough Village Town Center streetscape hierarchy.
- 9) The building orientation-pedestrian circulation plan shall contain a landscape and architectural design that shows the relationship between the pedestrian, streetscape, and the storefronts.
- 10) Each parcel shall provide for a pedestrian interconnection with the adjacent use and is in addition to the street pedestrian system along the adjacent roads.

Composition

- 1) Storefronts should be designed with elements found in traditional retail design, such as vertically proportioned display windows

- with kick plates below and clerestory windows above, recessed front entries, and appropriate awnings and signs.
- 2) Multiple storefronts within the same building should be visually compatible in terms of scale, alignment and general storefront design. Maintain the continuity of the building composition as a whole while distinguishing between various shops using storefront design, color, signage, and awnings. The coherence of the building design should be able to accommodate the diversity of character and individuality amongst various shops in one building.
- 3) Storefront entrances should be clearly distinguished from those serving floors above.
- 4) Kick plates, windows, transoms and clerestories, signage bands, upper floor windows and cornices should align where possible but should allow for a level of variation that provides an organic quality to the storefronts.
- 5) Additional elements that can contribute to interesting storefront or building design at the ground level are lighting, belt courses, plinths for columns, piers or pilasters, projecting sills, tile work, stone or concrete masonry, pedestrian scaled signs, and planter boxes.

Windows and Openings

- 1) Retail ground floors, under 15,000 gross leasable square feet shall have between 65% and 90% glazing, as measured from grade to the interior ceiling level.
- 2) Storefront windows typically consist of large plate glass set in wood, clad wood, or metal frames. Incorporate display window with high visible transmittance values and low daylight reflectance. Colored or mirrored glazing and glass block are inappropriate.
- 3) Storefront windows should generally not be divided into multiple lights. Transoms may be divided into multiple lights by muntins applied to the exterior, giving the appearance of true divided lights.
- 4) Windows should be architecturally compatible with the design, materials, colors and details of a building.
- 5) Windows should generally be vertically proportioned with the exception of those types of windows that are traditionally configured differently, such as clerestory windows.
- 6) Multiple windows, bay/box windows, and dormers should only be used if appropriate to the scale, massing and facade design of a building.
- 7) Windows should be framed with wood, vinyl, vinyl clad wood or aluminum, aluminum clad wood, or anodized aluminum. Clear anodized aluminum is not permitted.
- 8) Windows should be rhythmically spaced in a pattern compatible with the form of the building.
- 9) Symmetrically arranged, upper floor windows should be vertically proportioned and smaller than the display windows of the ground floor.
- 10) The upper levels of the front facades should have 20-65% openings.
- 11) Windows should be recessed in their openings and not flush mounted with the wall.
- 12) Convenience centers including those with fuel dispensing stations shall provide transparent windows and doors for retail buildings to ensure visibility between the stores, the pump islands and the surrounding streets.

Exterior Building Materials

The exterior building material shall be compatible with and contribute

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to the vision of Greensborough Village and its architectural character. While there is a wide variety of acceptable building materials to use, the number of materials on a single building should be limited to three (3) types of materials. No single building material shall cover more than eighty percent (80%) of the front of any building. Materials, colors and finishes shall be coordinated and represented in exterior elevations for review and approval.

Acceptable materials include:

Brick, stone, cast stone, ceramic tile, hard coat stucco, wood, wood substitute (smooth finish, cementitious planks and panels or cellular PVC) are preferred. Vinyl siding, exposed or painted concrete block, aluminum and light gauge metal panels are not appropriate storefront materials. Synthetic stucco, or EIFS, may be used periodically as an accent element on the building façade but is not appropriate as a primary building facade. EIFS may only be used in the upper portions of the facade and is inappropriate to be located anywhere below 8 feet in height. Entrance doors should generally be clear glass in wood or metal frames.

Exterior Building Materials Not Permitted

- 1) Exposed or painted concrete block, Exposed or painted concrete, aluminum or exposed metal panels.
- 2) Other materials will be reviewed on an individual basis as supporting the Greensborough Village Town Center vision.
- 3) Vinyl siding (except in single-family detached and attached (including multi-family) residential applications).

Colors

The intent of the color palette for Greensborough Village is to provide a limited range of compatible, natural colors that enhance the coherence of the streetscape rather than accentuating the individuality of each of the buildings. Paint color schemes should generally be in keeping with traditional palettes. Traditional variations reflect the availability of local materials. Brighter colors are encouraged if used to enhance the quality and cohesiveness of the public realm.

Specific color considerations shall include:

- 1) Painted buildings should use complementary, natural colors with no more than two or three colors to the façade. The building colors should typically include a base color, complementary trim, and accent colors for doors and shutters.
- 2) Body colors should be earth tones with complementary trim colors (creams, tans, whites, grays, dark greens and black). Alternatively, some pastels (non-earth tones, whites, grays and grayish greens) may be used on a limited basis.
- 3) Window, door and cornice trim should be painted a highlighting color complimentary to the body (whites, creams, blacks, and grays).
- 4) Accent colors are permitted for awnings (typically green, blue, yellow or red), doors, window sashes, architectural accents and trim, and should match the body and trim colors.
- 5) Color schemes should be compatible and complementary with nearby buildings.

Roofs Design and Parapets

- 1) Roof design includes all roof forms.
- 2) Massing shall be consistent with the architectural character of the vision for Greensborough Village Town Center.
- 3) Slopped roofs, parapets, towers, and gable roof forms shall be scaled appropriately for the style chosen. Sloped roofs shall be constructed of metal, pan, and/or shingles (all standing seams pre-finished), tile, concrete, clay tiles, wood shingles, and or shakes.
- 4) All roof top and building equipment projecting above the roof surface shall be screened and minimized from all right-of-way and public views where possible.
- 5) Equipment shall include, but not be limited to, exhaust fans, heating and air conditioning units, condensers, elevator equipment brooms, plumbing vent stacks, and roof top accesses.
- 6) Screenings or walls shall be constructed of material compatible to the texture and color of the existing exterior materials and to the design of the building.
- 7) Downspouts on public facades shall be metal (with leader boxes) and oriented so as to not discharge water in a manner that hinders pedestrian access.
- 8) Vents, grills and louvers on building facades for mechanical systems shall be architecturally integrated into the facade design.

Roof Shape (Town Center)

- 1) Traditional main street roofs throughout the entire United States are typically “flat” (sloped 1-in-12 or less) with parapet walls along the street edge that conceal the roof shape. However, many traditional buildings were also characterized by sloped roofs, including gable, hipped, gambrel, and shed roofs with and without dormers. In order to enhance the diversity of architectural forms within the town center, roofs within the project should draw upon both historical precedents.

- 2) Flat roofs behind parapet should be configured and sloped appropriately for proper drainage. Sloped roofs should have a pitch appropriate to the style of the building. Mansard, gambrel, or domed roofs should adhere to traditional forms and proportions. False gables are inappropriate.
- 3) Sloped roof heights from eave to peak should not exceed the height from grade to eave (the roof should not be taller than the building wall supporting the roof).
- 4) In general, architectural solutions should be used to conceal mechanical equipment, particularly in rooftop applications.

Roofing Materials and Color (Non-Residential)

- 1) If visible, roofs should be constructed of standing seam metals (painted aluminum & steel, zinc, copper), slate or imitation slate, or architectural asphalt shingles. Wood shakes or shingles are inappropriate. Clay tile (flat or barreled), concrete tile, plastic, fiberglass, concrete tile, roll roofing, and bitumen are inappropriate for visible roof surfaces.
- 2) Solar panels may be placed on sloped or flat roof tops, but shall not be visible from the street. Solar panels should have an architectural correspondence to the shape of the roof.
- 3) Visible roof materials should be muted in color (dark reds, browns and earth-tones, natural metal colors including aluminum, dark anodized aluminum, zinc, tin and lead). White, bright, non-fading and high-intensity colors, multicolored and bright metal finishes are inappropriate on visible rooftops.
- 4) Colors should be considered in the context of heat island effect. On visible sloped roofs, any colors lighter than black will help to alleviate this effect and on flat roofs, where the surfaces are not visible from the street, white or very reflective colors should be used.
- 5) For large contiguous roof area, vertical relief must be incorporated into the building design in order to create a more pleasing visual effect.

Cornices and Parapet Walls

- 1) There should be articulation and detailing where the roof meets the wall, including cornices, eaves or rakes. Moldings, brackets, and finials can be special elements added to the cornice.
- 2) Parapets are a distinguishing characteristic of downtown areas. Flat roofs must have a parapet wall on the building’s front and sides.
- 3) In larger commercial buildings, extended parapets, projecting cornices, pitched or slope roofs, or projecting decorative moldings would be appropriate to give the roof/cornice area proper visual weight and proportion to the building.
- 4) Important architectural features, such as cornice lines, should be used where possible to enhance relationships between buildings and give coherence to the street wall.
- 5) Cornices and parapet walls shall be designed to conceal all roof mounted mechanical equipment.



Corner buildings to provide architectural focal element.



Retail buildings to incorporate streetscape furnishings, dining, displays, etc.



Commercial buildings to include distinguishable entrances and colonnades.

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The intent of the Retail/Office/Mixed Use portion of the Town Center is to serve the surrounding community as well as residents within the Town Center with retail, office, and hospitality and entertainment venues. The development of mixed uses will provide convenient access and reduce vehicle demand.

Yard/Bulk Standards

- 1) The maximum allowable height for non-residential and mixed use buildings shall be seven (7) stories.
- 2) Setback Requirements for Parcels fronting upon Arterials and Collectors and Parcels located along perimeter boundary of the Town Center.
 - Minimum rear yard: 20 feet
 - Minimum side yard: 10 feet
 - Minimum front yard: 25 feet
- 3) Setback Requirements for Parcels fronting upon Local Streets within the Town Center
 - a. Minimum rear yard: 10 feet
 - b. Minimum side yard: 0 feet
 - c. Minimum front yard: 5 feet
- 4) Minimum Lot Area: N/A
- 5) Maximum Lot Coverage: 90%
- 6) Maximum Building Coverage: 70%
- 7) Minimum Height: 20 feet
- 8) Minimum Ground Floor Height: 12 feet floor to floor (floor to roof for one-story)

Design Considerations

Portions of the Town Center are reserved for free-standing retail, office and hospitality and entertainment uses. The following design



considerations shall apply:

- 1) Facades of buildings shall properly engage the street with a maximum of one (1) bay of parking between the building and the peripheral street to create a pedestrian friendly streetscape. Primary facades shall face the adjacent collector streets and other local streets, unless the building is located on a corner lot, in which case, a corner element shall address roadway intersection (i.e., architectural element, outdoor courtyard, etc.).
- 2) These sites allow for a variable footprint size and offer more latitude in addressing corporate retail and architectural requirements. However, standard corporate retail architectural design elements shall conform to the design guidelines of the Town Center Overlay District and these guidelines.

Building Character

- 1) Desired blending of sloped and flat roofs with parapet walls.
- 2) Longer building facades shall be broken up through the use of building offsets, varying of materials, and window patterns.
- 3) Building entrances shall be clearly identifiable and shall be reinforced through consistent architectural elements such as canopies, arcades, deep overhangs, and awnings.
- 4) Building entrances shall be addressed with a canopy or building overhang.
- 5) Primary entry elements are to have roof/height change and/or vertical design element within the architectural façade to help identify the entry.

Building Materials

- 1) Primary facades are encouraged to be a combination of masonry and stone with decorative metal accents. The rear and side facades may incorporate EIFS to a maximum of 30% of the building façade area (excluding glass area of façade).
- 2) All primary entry elements are to be a combination of masonry and stone with decorative metal accents.
- 3) Building base for primary street façade shall be masonry and/or stone.
- 4) Color palattes are to complement the color of masonry and/or stone materials and earth tones with accent metal features. Accent colors for specialty building elements such as shutters, doors, etc. shall be approved on a case by case basis.
- 5) Sloped roof materials should be a combination of colors, generally darker than the primary facing façade. Galvanized metal roof colors shall be acceptable. Roof edge metals should match either the sloped roof color or the parapet wall color. Downspouts should be complementary to the building façade.
- 6) Window frame colors should be complementary to the façade and should be consistent across each building.

Massing Standard

The width of any unbroken façade plane may not exceed the building height.

Window Systems

Window systems shall not exceed twenty-five (25) feet in width without being interrupted by another building material.

Public Entrance

A main building entrance shall be provided along all public streets. All doors which front public streets shall be fully glazed, with the

RETAIL/OFFICE/ MIXED-USE

exception of doors which are egress only.

Materials

Vinyl siding products are prohibited on the exterior of buildings.

Glazing of Façade at Street Level

Minimum of 40% of first floor façade facing public streets. The maximum sill height shall be 3'-0". The minimum window head height shall be 10'-0". Glazing colors, where utilized, should be grey tone.

Service Areas

For uses incorporating service areas, the loading zone shall be located to the rear of the lot and be screened from street view. If the area is situated on the side of the building (in lieu of the rear building façade), then landscape screening shall be provided to screen the area from adjacent building and parking areas.

Building Height

Accent elements of the building architecture may extend above the plane of the maximum height such as a clear-story pop-up to the building.

Encroachments

Arcades, balconies, canopies, overhangs, marquees, bays and structural supports shall be allowed to extend a maximum 14 feet over sidewalks into rights-of-way. These allowable overhang encroachments into R.O.W. shall be a minimum of 9 feet clear above sidewalk. No allowable encroachment within the sidewalk shall reduce the clear walkable width to less than 8 feet.

Parking Requirements

Off-street and on-street parking shall be permitted within the Town Center. Parking shall be provided in accordance with the City of Jonesboro Zoning Ordinance provided; however, on-street parking may be used to satisfy the off-street parking requirements. Off-street parking requirements may be reduced where transit and other alternative transportation modes are utilized to minimize dependence upon vehicular traffic.

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AUGUST 2014



The intent of the Residential/Retail/Office Mixed Use portion of the Town Center is to serve the surrounding community as well as residents within the Town Center with retail, restaurant, office, hospitality and entertainment and residential uses. The development of mixed uses will provide convenient access, reduce vehicle demand, and provide an environment where people can live, work, and play within the same community.

Yard and Bulk Standards

1. The maximum allowable height for non-residential and mixed use buildings shall be four (4) stories.
2. Setback Requirements for Parcels fronting upon Arterials and Collectors and Parcels located along perimeter boundary of the Town Center.
 - a. Minimum rear yard: 20 feet
 - b. Minimum side yard: 10 feet
 - c. Minimum front yard: 25 feet
3. Setback Requirements for Parcels fronting upon Local Streets within the Town Center
 - a. Minimum rear yard: 10 feet
 - b. Minimum side yard: 0 feet
 - c. 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. Where buildings directly front the public right of way 80% of the front facade must be built to the build-to line set 5 feet from the right-of-way line; where buildings front common



areas (e.g. sidewalks, parking, open space), 80% of the front facade must be built to the back of the proposed sidewalk. Projections and recesses up to 2 feet for architectural articulation are permitted within the 80%.

4. Minimum Lot Area: N/A
5. Maximum Lot Coverage: 90%
6. Maximum Building Coverage: 70%
7. Minimum Height: 20 feet
8. Minimum Ground Floor Height: 12 feet floor to floor (floor to roof for one-story)

Design Considerations

1. Facades of buildings shall properly engage the street edge within minimum setbacks to create a street presence. Primary facades shall face Main Street or the other internal streets comprising the Town Center, unless the building is located on a corner, in which case, a corner element shall address the roadway intersection. Buildings shall be located at the "build-to" line unless otherwise designated on the Master Plan.
2. Maximum building coverage shall approximate what is illustrated on the Master Plan. Building depth may vary.
3. While buildings within the core of the Town Center will have extensive windows on the ground floor, it shall be a requirement of these guidelines that the exterior design include a rhythm and pattern of windows or alternative facade treatments (i.e., wall accents) along the front and side facades.

Building Character

1. Desire blending of sloped and flat roofs with parapet walls.
2. Longer building facades shall be broken up through the use of building offsets, varying of materials, and window patterns.
3. Building entrances shall be clearly identifiable and shall be reinforced through consistent architectural elements such as a porch or canopy element.
4. Building entrances shall be addressed with a canopy, arcade, or building overhang.
5. Primary entry elements are to have roof/height change and/or vertical design element within the architectural facade to help identify the entry.

RESIDENTIAL/RETAIL/ OFFICE/MIXED-USE

Building Materials

1. Primary facades are encouraged to be a combination of masonry and stone materials. Rear and side facades may incorporate EIFS to a maximum of 20% of the building facade area (excluding glass area of facade).
2. All primary entry elements are to be a combination of masonry and stone with decorative metal accents.
3. Building base for primary street facades shall be masonry or stone.
4. Color palettes shall complement masonry and stone materials including the use of earth tones with accent metal features. Accent colors for specialty building elements such as shutters, doors, etc. shall be approved on a case by case basis.
5. Sloped roof materials should be a combination of colors, generally darker than the primary facing facade. Galvanized metal roof colors shall be acceptable. Roof edge metals should match either the sloped roof color or the parapet wall color. Downspouts should be complementary to the building facade.
6. Window frame colors should be complementary to the facade and should be consistent across each building.

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AUGUST 2014



SINGLE-FAMILY & MULTI-FAMILY ATTACHED RESIDENTIAL/MIXED USE

Attached residential includes a variety of residential typologies including duplexes, townhomes, and multi-family residences. Single-family attached is limited to duplexes and other forms of attached housing including townhomes not to exceed 8 dwelling units per building. Combinations of single-family attached dwellings such as a flat over townhome are permitted with number of dwellings not to exceed eight dwelling units per building. Multi-family shall include buildings containing nine or more dwelling units are housed within the same structure.

Yard/Bulk Standards

1. Single-family attached (excluding multi-family):
 - a. Minimum rear yard: 25 feet
 - b. Minimum side yard: 10 feet
 - c. Minimum front yard: 25 feet
 - d. Minimum Lot Area: 4,000 square feet per dwelling unit
 - e. Maximum Lot Coverage: 60%
 - f. Maximum Height: 3 stories
 - g. Minimum Height: 1 story
2. Multi-family dwellings:
 - a. Minimum rear yard: 25 feet
 - b. Minimum side yard: each 15 feet wide
 - c. Minimum front yard: 25 feet
 - d. Minimum Lot Area: 1,500 square feet per dwelling unit
 - e. Maximum Lot Coverage: 60%
 - f. Maximum Height: 4 stories
 - g. Minimum Height: 2 stories

Minimum Raised Foundation

The foundation shall be raised a minimum of 18 inches.

Minimum Porch Depth

The minimum depth of a porch measured from the front façade of the house shall be six (6) feet.

Parking Requirements

Off-street parking shall be as required in the City of Jonesboro Zoning Ordinance. On-street parking is permissible based upon the type of street frontage serving the residence.



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GREENSBOROUGH VILLAGE LLC
AUGUST 2014



Single-family detached provides for both front-loaded and rear-loaded dwellings. The yard and bulk requirements vary between front-load and rear-load dwellings primarily because of the placement and orientation of the garage. In the case of front-loading residences, the garage is oriented toward the street whereas a rear-loaded residence has its garage oriented toward the rear property line with access provided by an alleyway or rear lane.

The front yard shall not be dominated by garages and parked cars. Homes with a front-loaded garage shall be design so the garage becomes a secondary mass and does not take prominence away from the front entry. Breaks in building mass, the use of projecting porches, and other architectural treatments will be utilized to help de-emphasize the garage.

Yard and Bulk Standards

1. Single-family detached dwellings (front-loaded):
 - a. Minimum rear yard: 25 feet
 - b. Minimum side yard: 10 feet wide
 - c. Minimum front yard: 25 feet
 - d. Minimum Lot Area: 4,000 square feet per dwelling unit
 - e. Maximum Lot Coverage: 60%
 - f. Maximum Height: 3 stories
 - g. Minimum Height: 1 story
2. Single-family detached dwellings (rear-loaded):
 - a. Minimum rear yard: 10 feet (build-to line 10 feet)
 - b. Minimum side yard: 5 feet wide
 - c. Minimum front yard: 5 feet
 - d. Minimum Lot Area: 4,000 square feet per dwelling unit

SINGLE-FAMILY ATTACHED & DETACHED RESIDENTIAL

- e. Maximum Lot Coverage: 60%
- f. Maximum Height: 3 stories
- g. Minimum Height: 1 story

Garage Placement (Rear-loaded)

Garages must be setback from the rear property line a minimum of 5 feet or must be greater than 15 feet from the rear property line. Garages on parcels at the end of a block must have a garage building which is built to 6 feet from the rear property line to properly enclose the view along alleyways or rear lanes.

Garage Placement (Front-loaded)

The location, massing and scale of the garage shall not compete with or overwhelm the main body of the house. Front entry garages shall be recessed a minimum of 7'-0" behind the front face of the main body of the house. Three (3) car, front entry garages are not permitted. Garage doors facing the street shall be painted to match the siding color or a neutral hue to complement natural material finishes. Side entry garages are permitted so long as the faces of side entry garage doors are set back a minimum of 23'-0" from a side lot line and are recessed a minimum of 7'-0" behind the nearest front face of the main body of the house.

Minimum Raised Foundation

The foundation shall be raised a minimum of 18 inches except where the front building wall is 10 ft. from the property line it shall be 24 inches.

Off-Street Parking Requirements

Two parking spaces per unit. Tandem parking behind a garage space shall be permitted to meet the minimum parking requirements.

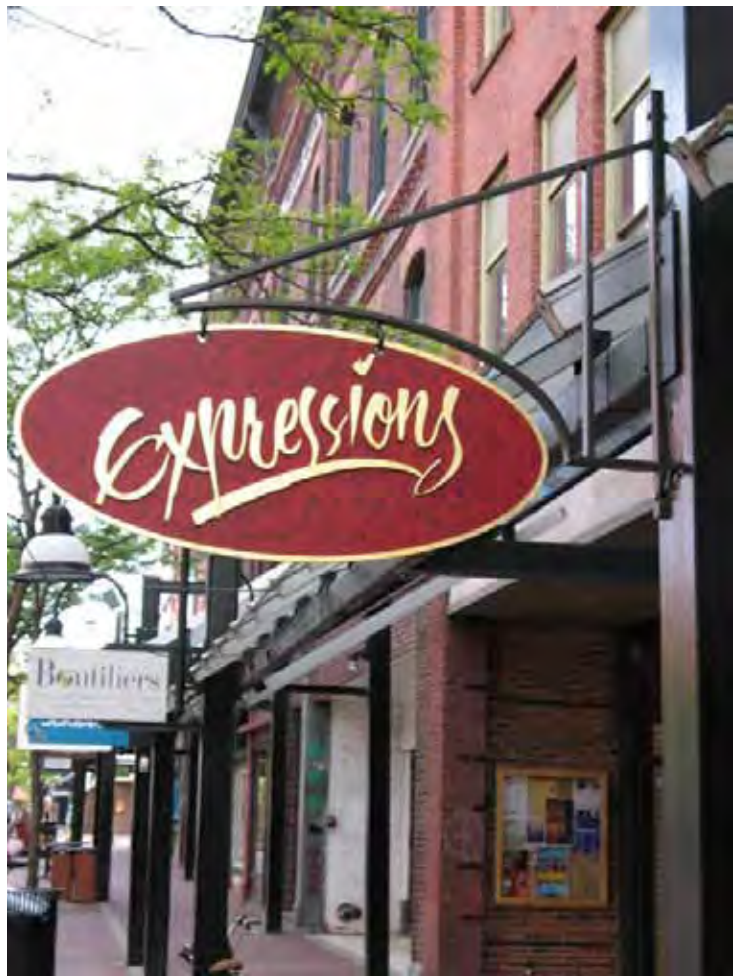
Garages

Garages for front-facing residences should be recessed a minimum of twenty (20) feet from the front façade of the dwelling. Garage doors should not face a public street. Side and rear facing garage doors should be considered for front-loading and rear-loading residences to enhance streetscape views



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GREENSBOROUGH VILLAGE LLC
AUGUST 2014



SIGNAGE REQUIREMENTS

Objectives:

Design a system of signage to be submitted with the final plan, and implement the plan in a manner that will direct vehicles and pedestrians and provide address information, while reinforcing the image and identity of the development.

Criteria:

Design signs as an integral part of the overall building design rather than as appurtenances to buildings.

Do not obscure or conceal key architectural features with signs.

Align signs with other signs within the block to maintain a consistent pattern of horizontal and vertical features.

Use signs to clearly convey a message. Design signs with simple, straight-forward shapes. Use lettering styles that are simple, easy to read, and in proportion with the rest of the sign.

Use pedestrian-scaled signs. Place and illuminate signs in a manner that is appropriate to a pedestrian environment.

Fabricate signs of durable materials that are easy to maintain.

Design street and directional signage to be compatible in material, color, character, and scale with other signage and buildings within the Town Center.



Signage Principles:

Site signage is an important aspect to any commercial development or mixed-use campus. Signage should effectively communicate the identity of the Town Center, through the use of materials, colors, and forms consistent with the development theme and Architectural Palette while providing commercial tenants in with front-door identity to the peripheral roadway network. Monument or Gateway signage elements will be located at, or very near, major access points into the Town Center and provide a first impression of the development quality to the public (as well as incorporating necessary information such as tenant names, logos, and overall development identity).

Materials Palette:

The size and scale of signage relative to the setting and surroundings should be carefully considered. Site signage should be readable, appropriately-sized, and consistent with the architectural materials utilized within the campus. Landscaping and lighting shall be incorporated to accentuate monument signage elements. All signage must follow standards set by this pattern book as well as all zoning, building, and safety codes applicable to the development site.

SIGN STANDARDS

Signs not permitted: In addition to signs prohibited in the Town Center Overlay District, on-premise temporary signs, pole mounted signs, and billboards shall not be permitted. Any sign which has any visible moving part, flashing or oscillating lights, visible mechanical movement of any description, or other apparent visible movement achieved by any means are prohibited in the area. Neon signs are prohibited on the main street of the Town Center.

Maximum aggregate building signage: The maximum aggregate amount of display surface area of all permanent on-premise building signage permitted shall not exceed 15% of the area of the ground floor building facade facing the public street or 60 sq. ft, whichever is greater.

Limitation on lighting: Lighted signs shall be either spotlighted, externally lit, or back-lit with a diffused light source.

Placement of signs: Signs shall be placed so as not to obscure key architectural features or door or window openings.

AWNINGS

In addition to requirements placed on awnings by existing codes and ordinances, awnings shall comply with the following requirements:

Length: No awning shall exceed 25 feet in length.

Materials: Awnings constructed of rigid materials, plastic, or fabric that is glossy in texture are not permitted. The colors and patterns shall complement the building.

Shape: Awnings shall reflect the shape and character of window openings.

Lighting: Awnings shall not be internally illuminated.

REQUIREMENTS

QUALITY: All signs shall be constructed of quality materials and shall conform with these guidelines and with the most current City regulations.

TENANT RESPONSIBILITY: All Tenants are required to purchase and install their own signs and pay all costs for installation and any electrical service connections (to the Tenant's individually metered service) as required. The storefront and blade signage must be installed on or before Tenant opens for business in the Tenant space.

TYPESTYLES/LOGOS: Tenant may choose any typestyle, subject to approval by the Owner/Landlord. Tenant may use custom logos on any of the allowed sign faces when such graphics are specified and approved in advance by the Owner/Landlord.

SIGN TEXT: Sign text is limited to business names and symbols, development name or symbol, or other text which describes regulations or project information. Brief text which describes products or services is permitted at a size smaller than the associated business name.

LIGHTING: All sign lighting shall be designed to adequately illuminate sign messages while producing minimum glare and stray light in the general project area and night sky.

CODE COMPLIANCE: Sign fabrication and installation shall comply with any applicable building codes and electrical codes, and all internal and external wiring, lighting and other electrical devices shall bear the UL symbol. It is the Tenant's responsibility to verify that its sign and installation are in accordance with these requirements.

DESIGN SUBMITTALS: Each Tenant shall supply three (3) copies of the Sign Contractor's scaled drawings to the Owner/Landlord for review. The drawings should include elevations, sections, details, color and material specifications as necessary to fully illustrate the intended designs.

COMPLIANCE/APPROVAL: To verify compliance with the design intent of these Guidelines, the Owner/Landlord reserves the right to review and approve or disapprove all proposed signs and/or graphic treatment governed by these Guidelines per the Owner/Landlord's interpretation of these Guidelines, and to require revisions of any sign design which the Owner/Landlord judges not in compliance.

FABRICATION/INSTALLATION: All signs must be fabricated as described herein by a Sign Contractor approved by the Owner/Landlord. All signs shall be mounted according to Owner/Landlord-approved drawings. All fasteners shall be of non-corrosive material and concealed. Installation shall be by Owner/Landlord-approved Sign Contractor only or Tenant's national signage contractor. Sign company names or stamps shall be concealed if permitted by code.

SIGN MAINTENANCE: Tenant shall be responsible for maintaining its sign(s) in a good state of repair, including prompt replacement of burned out lighting or damaged components. Tenant has 24 hours to initiate repairs and 48 hours to make repairs after being notified in writing by Landlord.

SIGN REMOVAL: Tenant shall be responsible for removal of its signs upon termination of lease. Fascia and other damaged or otherwise altered building elements shall be returned to the original condition, and all penetrations appurtenant to the Tenant's sign installation shall be repaired by the Tenant to the satisfaction of the Owner/Landlord.

TEMPORARY SIGNS: Temporary signs shall be permitted to

Permanent On-Premise Sign Types	Minimum Setback	Minimum Height	Maximum Height	Maximum Display Surface Area per sign face
Ground Sign - Monument	None Required	N/A	6 feet; 2.5 feet for any part of a sign located within 15 feet of a driveway	25 square feet
Building Sign - Projecting	N/A	8 feet (note a)	14 feet	10 square feet
Building Sign - Projecting 2nd story and above	N/A	15 feet	1 foot below the cornice or eave line	15 square feet
Awning Sign - Front	N/A		14 feet	50 percent of the surface area of the awning in the same plane
Awning Sign - Side treat the same as Building Sign - Projecting	N/A		14 feet	10 square feet
				Zone 3: 50 square feet or 5 percent of the building façade wall facing the public street, whichever is less; Zone 2: 40 square feet or 5 percent of the building façade wall facing the same public street, whichever is less
Building Sign - Wall Mounted	N/A	8 feet (note a)	1 foot below the cornice or eave line	

SIGNAGE REQUIREMENTS

announce special events for a business. These shall be allowed to remain in place for a maximum of fifteen (15) days and must be approved in advance by the Owner/Landlord.

NON-CONFORMING SIGNS: Tenant shall not erect, install, paint or affix any signs, posters, cards/banners or other advertising medium to, upon or above the exterior of the premises of the building, nor on the interior or exterior of the premises of the building, nor on the interior or exterior of the glass surface of the windows and doors, except as stated herein. Tenant shall be held liable and shall bear all costs for removal and/or correction of sign installation and damage to building by signs that do not conform to the Signage Guidelines or those signs required to be removed by termination of lease. The Owner/Landlord reserves the right to have all non-conforming signs removed regardless of state of erection.



REQUIREMENTS

PROHIBITED SIGNS: The following types of signs, sign components and devices shall not be permitted:

- Flashing, oscillating or moving signs
- Visible names or stamps of sign manufacturers (unless required by code)
- Raceways, exposed transformers, conduit, junction boxes, crossovers or power supplies
- Temporary posters, balloons, notices or announcements other than those approved in advance by the Landlord
- Floating or inflated objects with signage or logos
- Abandoned signs – these will be removed at the Tenant’s expense after 30 (thirty) days’ notice
- Vacuum-formed or injection-molded plastic signs
- Paper or cardboard signs
- Box-type or solid panel signs
- Signs that emit sound
- Non-conforming signs

PERMITTED SIGNS:

The following signs are permitted in accordance with the Zoning Ordinance:

- Principal or Monument Ground Signs
- Integrated Shopping Center Signs
- Wall Signs
- Menu Board (limited to one sign per business)
- Suspended Signs
- Construction Signs
- Directory Signs (ground and wall mounted)
- Special Event Signs
- Real Estate Signs
- Window Signs
- Gasoline Trade Signs
- Sandwich Signs (associated with Restaurant or Café)

Signs shall comply with the following guidelines:

1. 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 varietals that add visual interest to the sign. All landscaping shall be irrigated and properly maintained.
2. 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. No principal or monument ground sign shall exceed twelve (12) feet in height, fifteen (15) in length and three (3) feet in width.
3. 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.
4. 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.

5. Sign structures shall be of comparable design and building materials as the main building structure.
6. The area of a wall sign shall not exceed, in square feet, 2 times the lineal front footage of the business or office.
7. Window signs shall not exceed 15% of the total window surface of the first floor or street level of the building.
8. 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.



**SIGNAGE - GENERAL
DESIGN GUIDELINES**



TENANT SIGNAGE STANDARDS

Sign Type T1: Building/Tenant ID Sign

These signs appear upon the face of a building wall reading toward the street or public circulation space. Building signs may present the name of the building and/or the name of the business or enterprise located within the building. Building signs are not used for identification of off-site businesses or advertising for any business.

The building sign design is encouraged to coordinate carefully with the character of the building on which it is applied. Fitting onto parapet wall areas, frieze areas, window bays, column or pilaster grids, all are encouraged to promote a strong architectural character for the building signs. Alternatively, building signs may be applied to an overhead fascia or may take the form of applied bulkheads, projections, cornices or other architectural features.

A. Building signs are limited to three items per building face, per street frontage. If more than one business is contained within the building, each business may use one building sign in addition to one sign which may identify the building itself.

B. A marquee sign, a building mounted projection sign, or a wall sign may be substituted for a Building Sign if desired.

C. Illumination of signs is encouraged. The following types are allowed:

- Individual dimensional metal back-lit (halo effect) letters or lighted by external light fixtures.
- Internally illuminated channel letters with opaque metal sides and translucent plastic faces may be used only when facing internal parking fields. Transformer may be placed behind the sign fascia with provision made for proper cooling and access. Internally illuminated and neon signs are prohibited in show windows.
- Neon shall be allowed only at the discretion of the Landlord on an individual and limited basis.
- Freestanding signage letters attached to horizontal canopies may be lighted by decorative light fixtures approved by the Landlord. Such signage letters shall not be internally illuminated.

D. No animated components, flashing lights, colored lighting, formed plastic, injection-molded plastic, box-type or solid panel signs are permitted.

GREENSBOROUGH VILLAGE

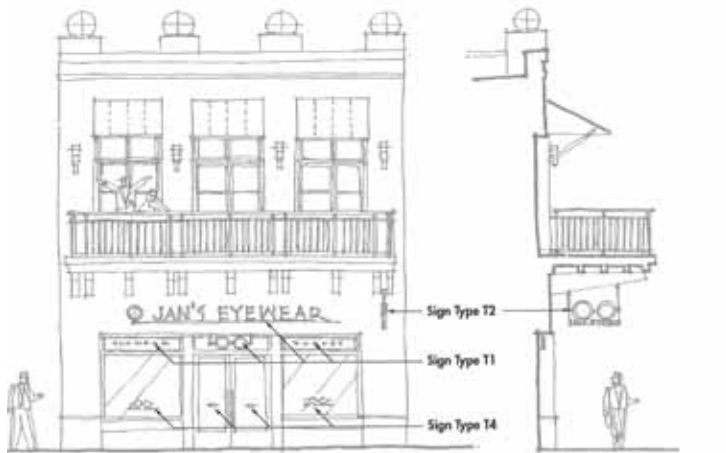
JONESBORO, ARKANSAS
GREENSBOROUGH INVESTMENTS LLC
AUGUST 2014



SIGN AREA LIMITATIONS

Tenant Square Footage	Max Letter Height	Total Sign Area Allowed Per Elevation ¹	Number of Signs Allowed Per Elevation
100 sf – 12,000 sf	30" 54" if stacked	75 sf or 4% of building face ²	Per A above
12,000 sf – 20,000 sf	42"	125 sf	Per A above
20,000 sf – 50,000 sf	48"	200 sf	Per A above
50,000 sf +	96"	400 sf	2

1. For this sign type only. Other sign types (blade signs, address numbers, etc.) have their own limitations and are described on their own pages.
2. Whichever is smaller. For tenants who intend to use more than one sign, the first sign may not exceed 1.5% of the building facade; each additional sign may not exceed 1% of the building facade.



Sign Type T2: Blade Sign

Blade Signs hang above a pedestrian circulation area from an overhead structural element or from a bracket attached to a sidewall. The sign may be single or double-sided, and Tenants are encouraged to utilize imaginative cut-out shapes from logos or featured pictorial or illustrated items.

A. A blade sign must incorporate the Tenant’s name, and may include brief text.

B. In-line tenants are allowed one (1) blade sign. The sign may not exceed 8 square feet in area per side, not including supporting bracket or suspension devices.

C. Corner stores are permitted to have two (2) blade signs, but the total area of the signs may not exceed 12 square feet. In no instance will a tenant be allowed three (3) blade signs.

D. A blade sign must extend perpendicular to the storefront plane. The sign may not extend further than 3’-6” from the surface to which it is mounted, nor more than 3’-6” total in front of the tenant lease line.

E. With the exception of illustrative signs as shown on the second row, the colors are limited to business logo colors along with no more than two additional colors including the color of the bracket or suspension device. Illustrative signs shall be subject to careful scrutiny and approval by the Landlord.

F. Simple rectangular or square signs are discouraged, but unusual shapes must be designed with care and restraint.

G. Signs may not extend below 8’-0” above the finished floor.

H. Signs must be attached to either a bracket of the Landlord’s design or a bracket designed by the Tenant with the Landlord’s approval.

I. The area of the blade sign(s) is not counted towards the Building Sign area maximums. They are limited in area per B and C above.

J. Signs may be lighted by decorative light fixtures approved by the Landlord. Such signage letters shall not be internally illuminated.

K. Signs shall be a minimum of 1.5” thick, or shall have a border with a minimum thickness of 1.5”

L. Sign materials may include:
Fabricated metal. No brake-forming allowed; no bare metal allowed without at least a clearcoat finish. Paint finishes must be free of oil-canning and orange-peel.
Acrylic. No translucent or fluorescent-colored acrylics.
Wood. Must be finished to withstand weather for a minimum of 5 years. Landlord may require replacement of sign if it is deemed to appear too weathered.

Applied full-color graphics as shown on the illustrative signs in the second row at left. Adhesive graphics must be applied to a rigid metal substrate with no bubbles or wrinkles. The resolution must be high enough such that pixelation is not visible. All applied graphics of this type must be warrantied against fading for a minimum period of 5 years.
Non-corrosive fasteners only.

M. No animated components, flashing lights, colored lighting, formed plastic, injection-molded plastic, box-type or solid panel signs are permitted.

Sign Type T3:Awning Sign

Text or graphic images may be applied to traditional, useful awnings placed above a window, door or other logical architectural feature.

A. The awning itself may be one or two colors in the form of stripes, or solid color with trim.

B. The applied graphic text or image must all appear in one color additional to the awning colors.

C. The area of applied graphics must conform to the shape and porportion of the awning and generally limited to 8 inches in overall height if appropriate for the awning configuration and not longer than 42 inches, if appropriate for the awning configuration.

D. Awnings may not extend below 8 feet above finished floor.

E. Graphic elements may not span joints in the awning construction configuration, may not span from one awning to an adjacent awning, and may not wrap around corners or tight bends in the awning shape.

F. One additional graphic image per storefront not to exceed 20 square feet may be added to the top or sloping area of the awning if deemed appropriate by the review/approval process.

G. The sides of all awnings are to remain blank.

H. Internal illumination of awnings is strictly prohibited. Signage or logos applied to the exterior of fabric or metal awnings may be illuminated by decorative light fixture (such as gooseneck fixtures) subject to approval by the Landlord. Plastic and metal awnings are prohibited without specific Landlord approval.

Sign Type T4: Hanging Sign

Hanging signage is permitted along Main Street and adjoining streets provided the following design criteria are met:

A. One hanging sign shall be permitted in place of a permanent wall mounted sign on each building face facing a public street.

B. The hanging sign shall provide a minimum of seven (7) feet clearance from ground and shall extend not more than four (4) feet from the building façade.

C. Internal illumination is not permitted.

Sign Type T5: Wall Mounted Directory Sign

Wall mounted directory signage is permitted for buildings occupied by multiple tenants and shall conform to the following design criteria:

A. One (1) wall mounted directory sign shall be permitted on a building containing multiple tenants.

B. The total sign area of the directory sign shall not exceed ten (10) square feet.

C. The directory sign shall be mounted to the building façade in such a manner as not to obstruct pedestrian traffic or obscure visibility for vehicular traffic.

D. Buildings containing more than one street front may have not more than two (2) building directory signs with each not exceeding a maximum of ten (10) square feet.

E. Internal illumination is not permitted.

Sign Type T6: Window Sign

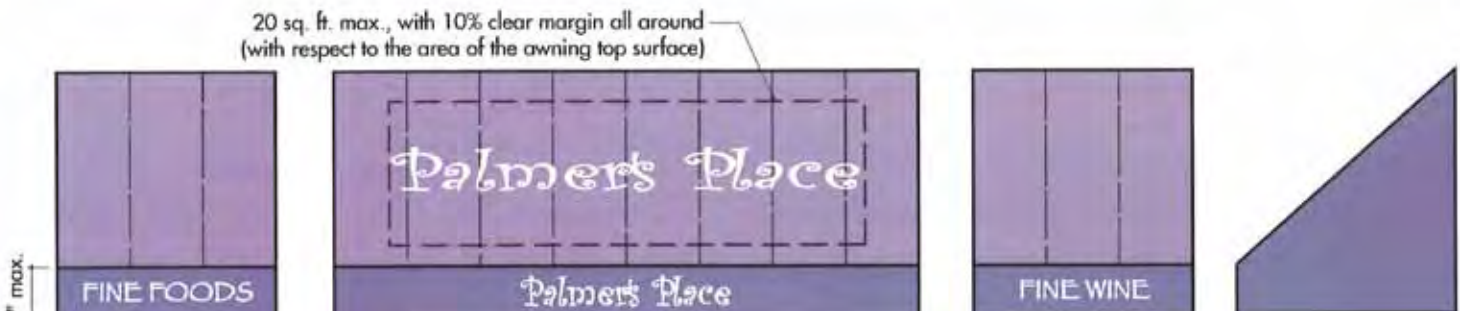
Window signs are permitted along Main Street and shall conform to the following:

A. Window signs shall not exceed 15% of the total window surface area of the first floor or street level of the building. Building numbers shall not count toward maximum allowable window sign area.

B. Backlighting of window surface containing the sign display is not permitted.

C. LED, or similar technology, electronic message center window signs are prohibited.

TENANT SIGNAGE STANDARDS



**SECTION V - OPEN SPACE AND STREETSCAPE
FURNISHINGS**

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Objective:

Incorporate traffic calming measures, such as on-street parking, pedestrian bulb-outs, and textured crosswalks as depicted on the master plan in order to employ drivers to proceed slowly, thus providing a more pedestrian-friendly environment.

Criteria:

Install curb extensions as shown on the master plan in order to reduce the width of the roadway from curb to curb, thereby slowing vehicles down where the pavement width narrows.

Design and install crosswalks made up of paving materials distinguished from travel lanes with a texture and color that induces drivers to slow down, while also improving the aesthetic quality of the street.



Objective:

Create small courtyards and pocket parks as depicted on the master plan that will serve as an amenity for people who work and shop within the campus.

Criteria:

Design the park to be visible and accessible from the streets.

Design all buildings that border to face into the park, providing “eyes” on the park at all times.

Incorporate sidewalks on three of the park’s four sides.

The park shall be the same or a similar size as shown on the master plan.



Objective:

Construct sidewalks on both sides of the streets, as well as primary pedestrian access ways to provide walkable connections to the peripheral buildings. Activate the streetscapes with outdoor cafe tables, site furniture, and display of sale goods when possible.

Criteria:

Design sidewalks and pedestrian access to accommodate safe pedestrian movement.

Design sidewalks that provide a comfortable refuge for pedestrians with street trees, benches, seat walls, trash receptacles, and other pedestrian amenities strategically located so as not to interfere with pedestrian movement.

Plant street trees along both sides of primary streets in a manner that when they mature they will create a continuous canopy during the summer months.

Design widened sidewalks that will accommodate the pedestrians projected to be generated by proposed retail uses, and the potential for sidewalk cafes.

Sidewalks separated from traveling vehicles by pavement that will accommodate parked vehicles (either parallel or angled on-street parking).

Sidewalks as shown on the master plan along Main Street shall have a minimum width of ten (10) feet, measured from the face-of-curb to the building face, and contain 4’ x 4’ tree grates located along the curb every thirty (30) feet, no more than forty-five (45) feet, with street trees located within the grates.

Benches, seat walls, trash receptacles, and other pedestrian amenities located along sidewalks in the project area, not to interfere with pedestrian movement.

Sidewalks comply with ADA standards.

Other secondary sidewalks may be five (5) feet in width.

SITE AMENITY GUIDELINES



Objective:

Devise a vehicular parking system that accommodates an appropriate number of spaces for the uses located on the property and implement the system in a manner that maintains a distinctive and inviting image for the development.

Criteria:

- Lay out and screen parking lots so as to minimize direct views of parked vehicles from the street right-of-way.
- Incorporate shared parking facilities for parking efficiency.
- Design parking lots with a hierarchy of circulation: lot access drives with no parking, lot circulation drives with little or no parking, and parking access aisles for direct access to parking spaces.
- Design parking lot landscaping in a manner that reflects the hierarchy of circulation, placing importance on the driveways from the street, framing major circulation aisles, and highlighting pedestrian pathways.
- Separate parking areas from buildings by use of a raised walkway or planting strip. Avoid directly abutting parking aisles or spaces to the building.
- Avoid large, unbroken expanses of pavement. Divide parking lots into smaller paved areas that are separated by landscaping, access driveways, or structures.
- Refuse collection and service areas shall be screened from view by a masonry wall with a gate enclosure for trash receptacles. Foundation plantings shall be located at the base of the wall enclosure.
- Design the appearance of primary parking lot entries in a manner that reflects the overall character of the project. Use specimen plant material, low walls, and pavement treatments to create visual interest at key lot entry points.



Buffering & Screening Guidelines

Parking Lot Screening: Any parking lot adjoining a street shall be screened to a height of three feet by walls, berms, landscaping, or a combination of these. If landscaping is used, the planting bed shall be a minimum of 6 feet wide and shall contain canopy tree plantings at 30' intervals on the perimeter greenway.

- Native plant materials shall be used to the greatest extent possible. Existing plant materials shall be preserved to the greatest extent possible in this area.
- The buffer shall include a walking path that runs along the perimeter boundary, and shall be planted with evergreen trees, deciduous understory trees, and evergreen shrubs and flowering shrubs to offer interest.
- Where possible, the berm shall be constructed a minimum of three (3) feet tall, and a maximum of five (5) feet tall to provide interest along the pathway.
- Native, flowering trees should be used to provide a show against the evergreens.

LANDSCAPING & SCREENING



Objective:

Provide pedestrian amenities such as benches, newspaper racks, trash receptacles, and bicycle racks in areas with high pedestrian activity as high pedestrian activity begins to occur.

Criteria:

- Select and install benches that are comfortable, easy to maintain, durable, and resistant to vandalism.
- Avoid locating benches where they might interfere with pedestrian movement.
- Select and locate newspaper racks to serve the public without compromising pedestrian circulation or the overall consistency and appearance of the street.
- Install conveniently located bicycle racks in order to encourage the use of bicycles as an alternative to motor vehicles in accessing employment, commercial, and other travel destinations.
- Locate racks and trash receptacles in a manner that minimizes conflicts with pedestrian and vehicular traffic.

Standards:

- Seating elements may include benches, ledges, planter walls, steps, or stoops.
- Planter walls not to exceed a height of 2½ feet, and should be constructed at a comfortable seat height in a manner that will allow for their use as seating.
- Newspaper racks clustered together whenever possible. If possible, racks should be placed against building walls in order to leave sidewalks clear for pedestrians.
- Newspaper racks placed in close proximity to pedestrian activity nodes.
- For all non-residential properties, off-street bicycle parking spaces provided equal to two percent of the required automobile parking spaces.
- Trash receptacles anchored securely to the ground in order to reduce unauthorized movement.
- Receptacles not located within wheelchair landing areas, and allow for at least 44” of separation from other street furniture.
- Locate receptacles at least two (2) feet from the back of the curb.
- Avoid locating receptacles in direct sunlight.



STREET
FURNISHINGS





Appropriately scaled street lighting can provide adequate light for roadways without detracting from the pedestrian experience. Light standards should reflect the general character of other street furniture, architecture, and overall desired street character.



Objective:

Utilize a lighting plan and fixtures that will provide for safe vehicular movement, without compromising pedestrian movement and that will enhance the overall appearance of the project area.

Criteria:

- Design lighting that is appropriate in function and scale for both the pedestrian and the vehicle.
- Use street lighting to define the street space, and design street lighting poles to accommodate and organize signage and other appurtenances.
- Design efficient lighting that minimizes light trespass and pollution.
- Select luminaire styles, colors, and finishes that complement the architectural features of the streetscape.
- Decorative Cutoff luminaires used to provide a more attractive appearance and to limit uplight.
- Luminaire style remain consistent along a given block face.
- Street light standards not to exceed twenty-two (22) feet in height.
- Standards spaced at regular intervals in order to provide even light distribution without areas of darkness between standards.
- Lamp type: 100 – 200 watt metal halide

LIGHTING

Objective:

Develop a lighting plan containing fixtures in accordance with the lighting standards established for the Center Park that will provide for safe vehicular and pedestrian movement, and at the same time will help encourage pedestrian activity at night along the Main Street corridor and pedestrian accesses between buildings.

Criteria:

- Design pedestrian scaled sidewalk lighting that defines the pedestrian space.
- Illuminate the sidewalk at a level that is consistent with pedestrian activities rather than vehicular movement.
- Fixtures mounted on buildings or used to accent architectural features or landscaping may also be used for pedestrian lighting. Choose fixtures based on their ability to enhance the overall architecture of the building while providing lighting for pedestrians at the same time.
- Use lighted bollards in order to delineate pedestrian pathways.
- Space pedestrian light fixture at consistent intervals throughout the site.
- Lighting used solely for the pedestrian not to exceed fifteen (15) feet in height.



GREENSBOROUGH VILLAGE

JONESBORO, ARKANSAS
GREENSBOROUGH INVESTMENTS LLC
AUGUST 2014

