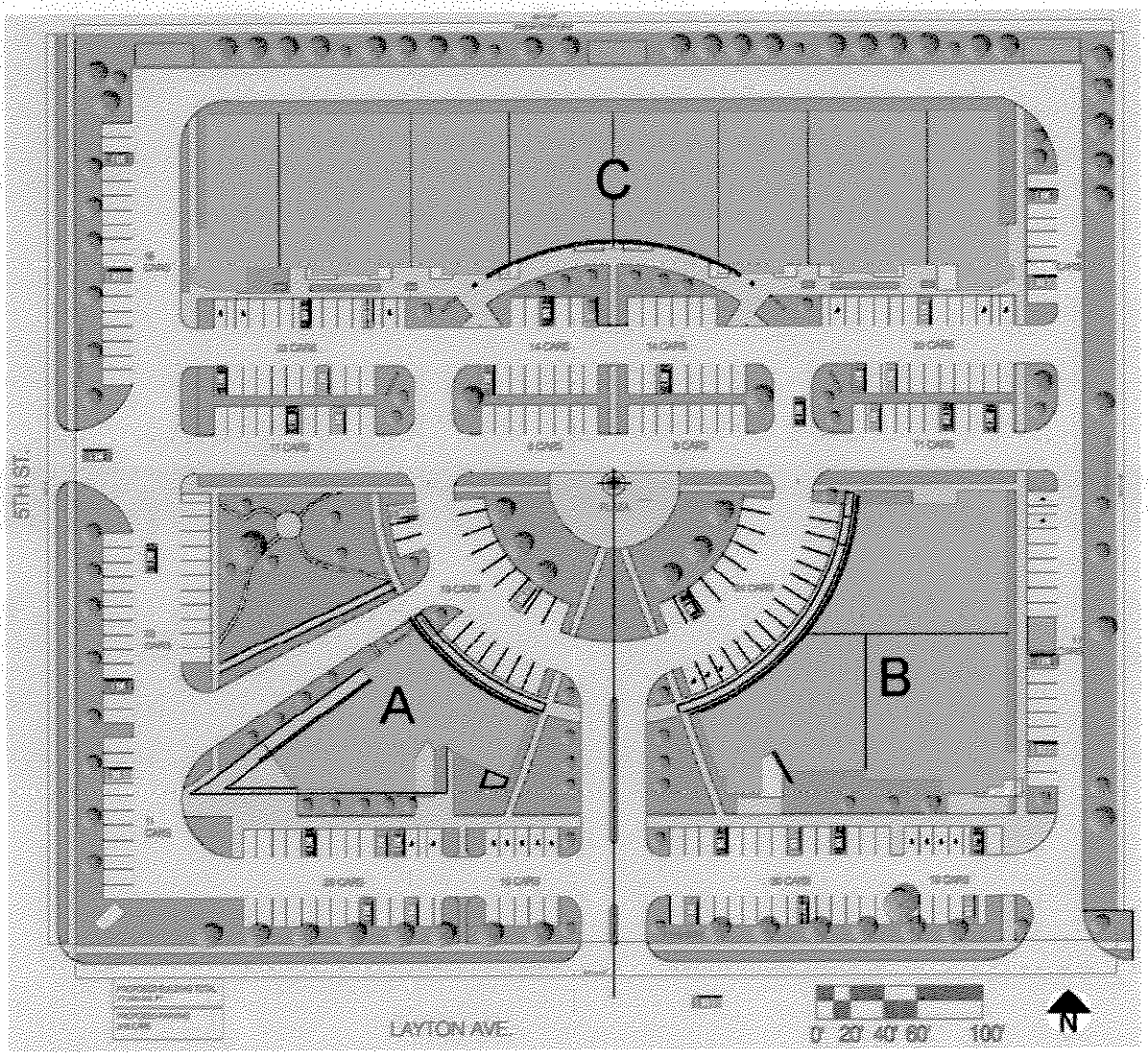
File No. 040155

Development Incentive Zone Guidelines

Exhibit B

Layton Plaza



Layton Plaza is a proposed development bounded by Layton Avenue on the South, and South 5th Street on the West. The Southern boundary of the project is developing into a commercial zone servicing the area and the neighborhood to the North. Presently, the site is a vacant lot and has never been developed. This development plan will be an up scale design for a shopping plaza. The site is presently undeveloped, and the industrial area to the South is openly visible to the residential neighborhood. Layton Plaza is intended to complement the mixed use character of the neighborhood, and provide a visual buffer between the residential and industrial areas. The architecture, building placement, and design of the project will form a visual transition from residential to industrial property features, significantly increase the amount of landscaping, improve the streetscape, and provide a mixed-use retail experience to complement and interact with the neighborhood.

A Development Incentive Zone (DIZ) is a form of a site plan overlay district. Development Incentive Zones are established to provide timely permit review and approval of projects with unique needs. For each DIZ, guidelines are prepared to provide clear direction and encourage design excellence. The guidelines emphasize compatibility of new development with surrounding areas and provide flexibility based on site specific conditions. Section 295-1007 of the Zoning Code establishes the DIZ.

This document contains guidelines for the area north of Layton Avenue and east of South 5th Street. The guidelines consist of *principles,* design goals and *standards,* and specific requirements to achieve the principles. Development proposals must always follow the *principles* and meet the *standards.* If, due to unique circumstances, strict adherence to a *standard* causes undue hardship, alternatives may be considered based on their consistency with the *principles.* The site is divided into 5 areas (see following pages). Within each area, guidelines are established for:

AREAS 1, 2, 3, 4 and 5:

I. Building Placement

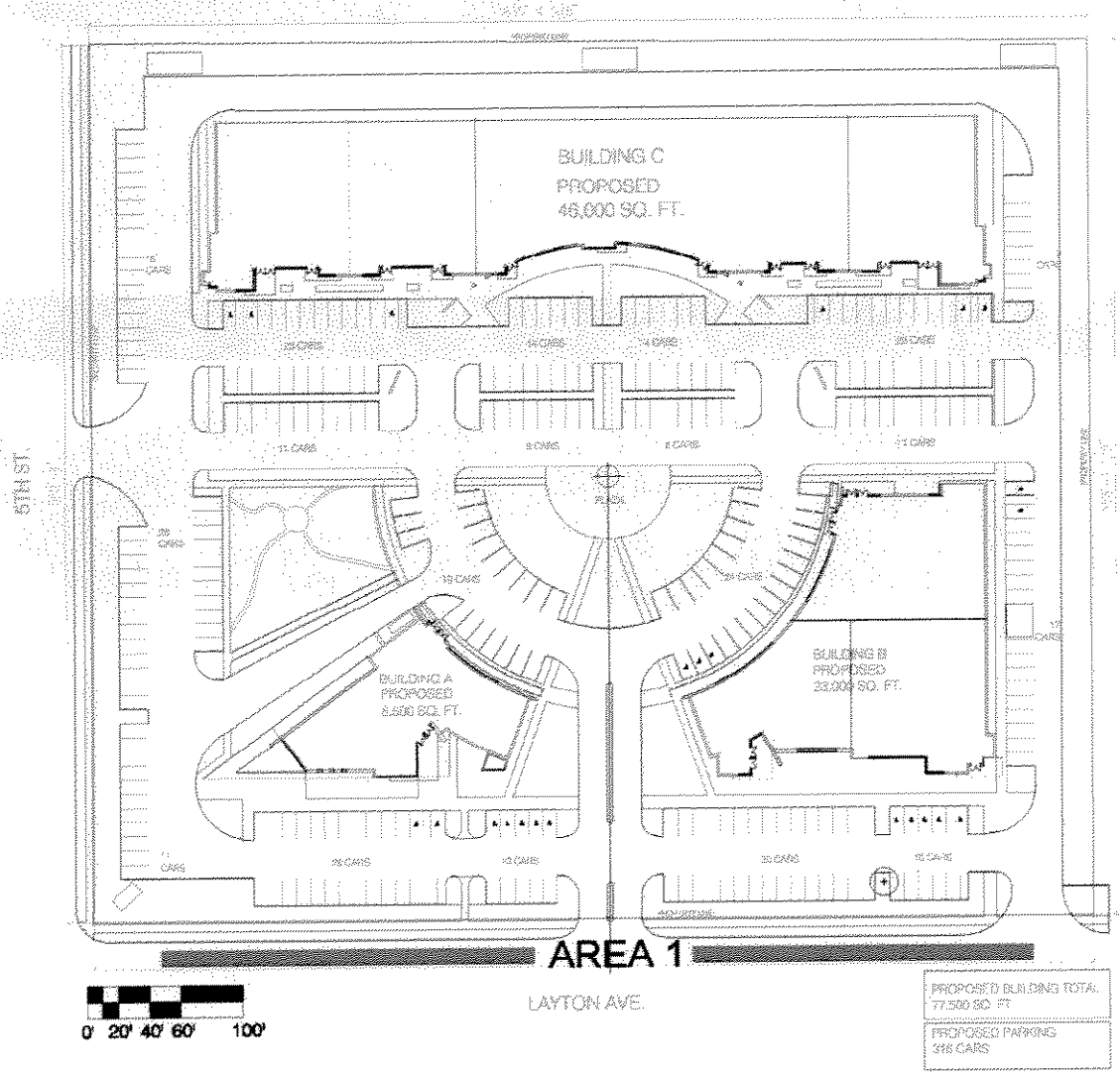
II. Access, Circulation, and Parking

III. Site Improvements

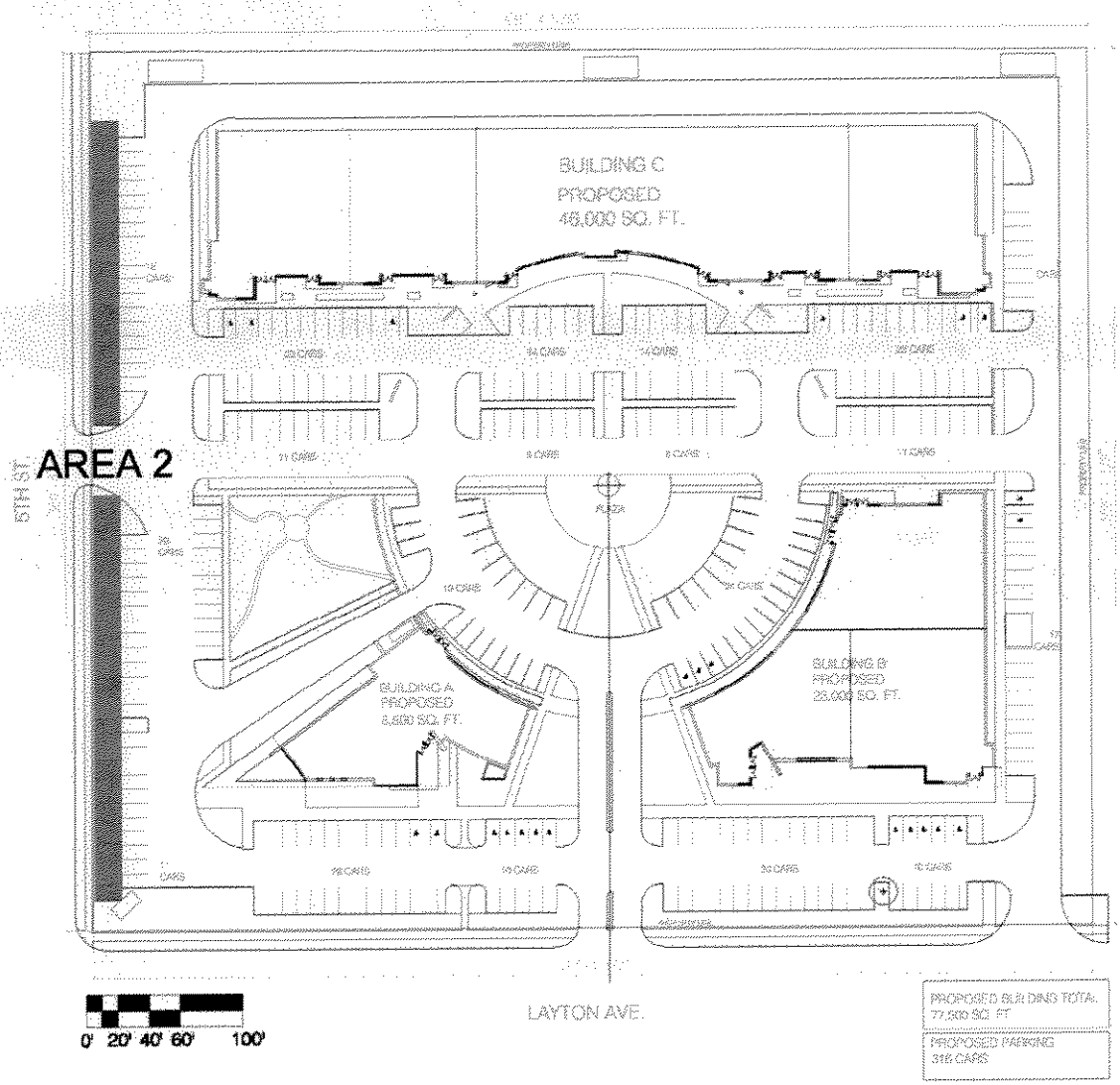
IV. Building Design

V. Signage

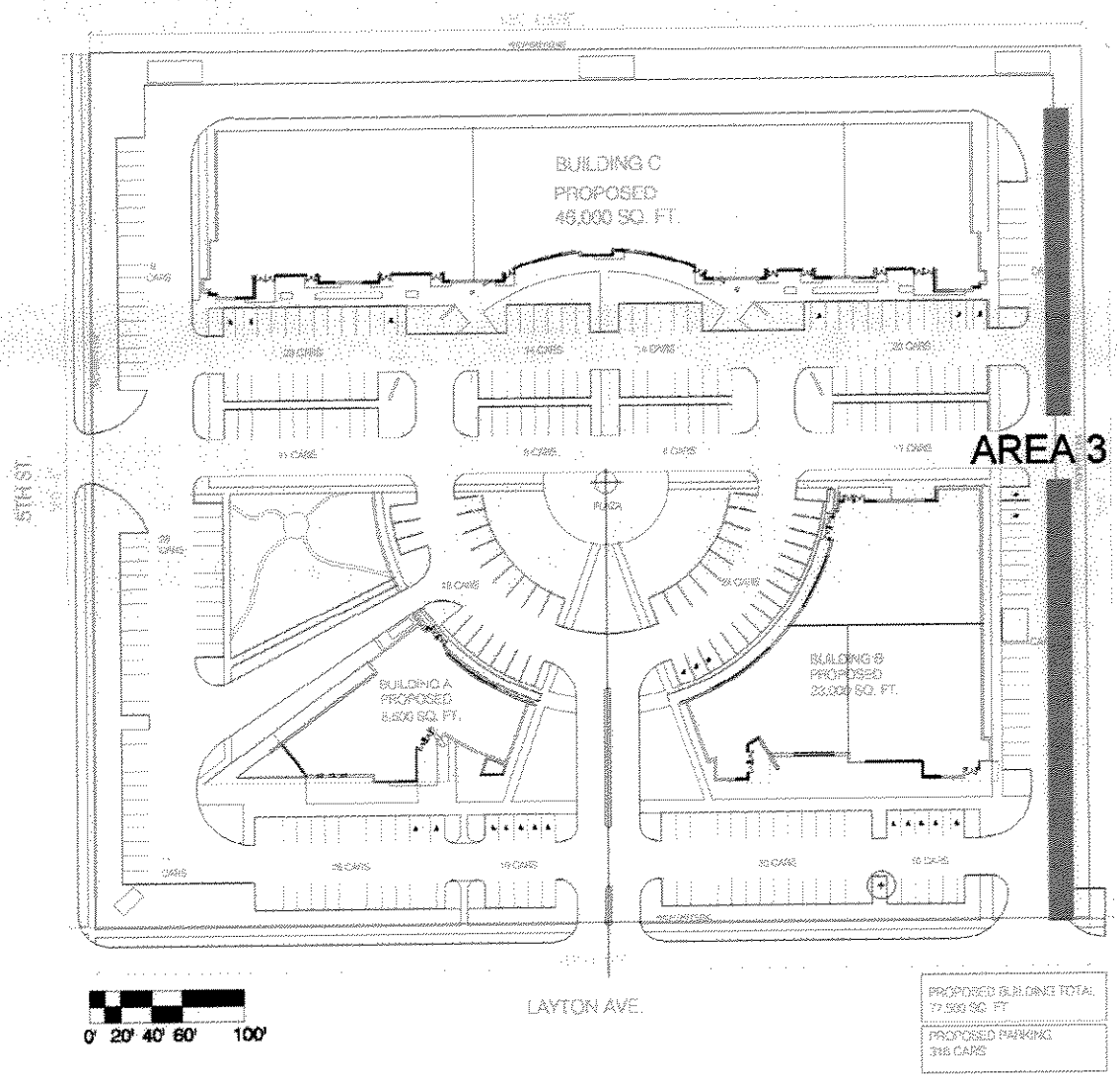
Area "1" consists of tenants intended for primary use by light commercial and retail uses. It is designed to accommodate associated parking. The buildings in Area "1" will further shield the residential areas to the north from the less desirable industrial views on the south side of Layton Avenue. Building "A" and "B" are individual out lots along this area of the project, designed for occupancy by smaller retail or restaurant facilities and directly associated with frontage toward Layton Avenue and South 5th Street. Building "B" has dual frontage, both on Area "5" and Area "1" The occupants of Area "1" out lots are unknown at this time.



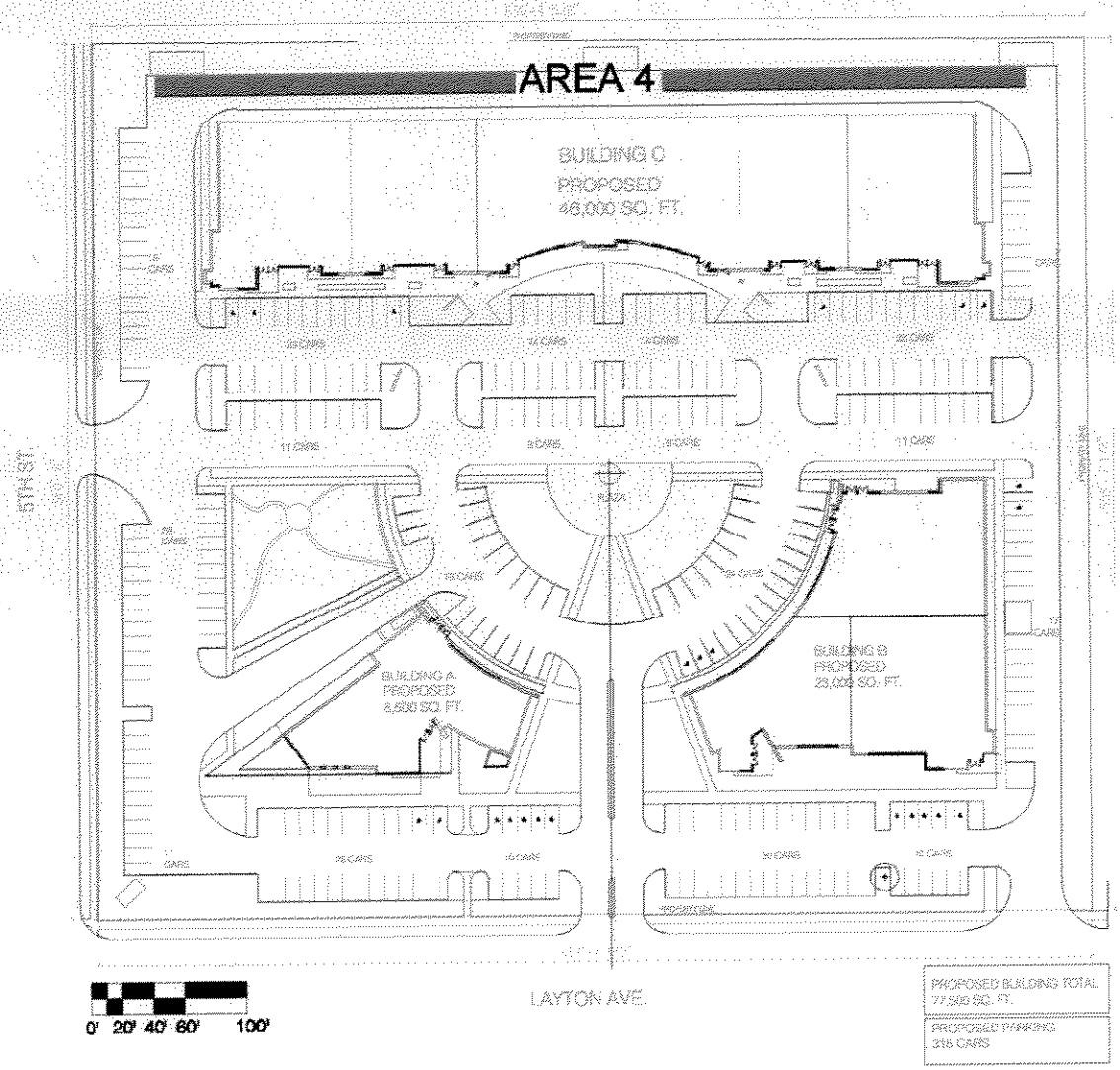
Area "2" is directly associated with South 5th Street and is open to the solar gain for the "inner circle", or Area "5". The protected hub facing west is visible from the important approaches along Layton Avenue and is designed to make the interior of the plaza active with shoppers. The area is designed for a corner signature use.



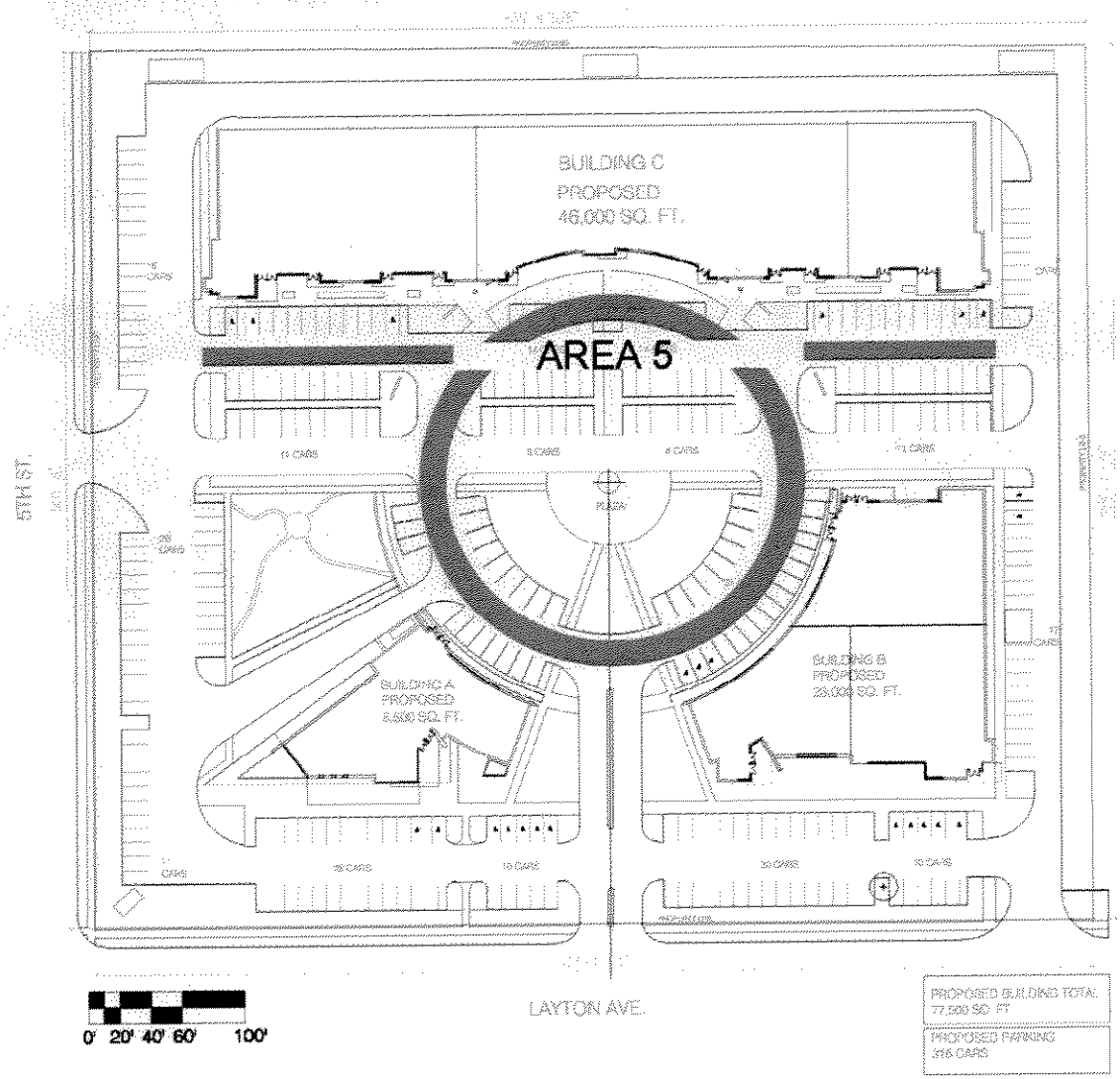
Area "3" consists of tenants intended for primary use by light commercial and retail uses. It is designed to accommodate associated parking. The buildings in Area "3" will help shield the view to the east, will provide a service drive, and help buffer the complex so that the inner plaza is more defined.



Area "4" consists of tenants intended for primary use by light commercial and retail uses. It is designed to accommodate associated parking. The buildings in Area "4" will shield the residential areas to the north from the less desirable industrial views on the south side of Layton Avenue. This will be done by continuous landscape trees on the north side, and by making this area purely service oriented with no main entries.



Area "5" consists of tenants that make for a rich mix of activities that convene around the inner circle and face the plaza. It is intended for primary use by light commercial and retail uses. It is designed to accommodate associated parking. The buildings which form Area "5" will circle landscaping which complements Area "5", thereby creating a hub of activity on the inner circle and plaza. The frontage on the circle is designed so that the three buildings complement each other. Parking for all three buildings is located so as to not overwhelm the complex while at the same time providing a convenience which insures that no stall is inherently more desirable than another. No spot is less likely to be utilized because it is remote. On street parking will not be required.

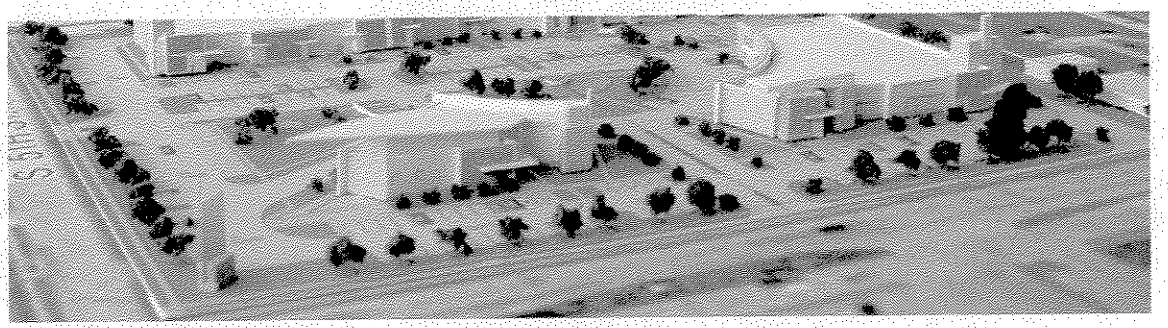


AREA 1, 2, 5 (street facing areas or inner plaza areas)

I. Building Placement

Principles

- *Locate buildings to create the sense of a street along primary retail frontage.*
- *Enhance the pedestrian experience along building facades.*
- *Relate to the physical character and scale of the neighborhood.*



Building Frontage:
Locate primary retail buildings to define and create street frontage. The front setback from Layton Avenue may be 75 feet maximum, giving enough space for landscaping at the property edge, and while compatible with the variety of neighboring setbacks. The minimum building setback from S. 5th Street is 75 feet, thereby also providing landscaping, parking, and compatibility with context.

II. Access, Circulation and Parking

Principles

- *Create a balanced circulation system that accommodates mobility choices.*
- *Encourage shared uses.*
- *Define a clear vehicular circulation system and visually divide parking areas.*

Standards:

A. Pedestrian Accommodations

1. Provide direct pedestrian connections between public sidewalks/bus stops and all building entrances.
2. Differentiate pedestrian and vehicular areas with crosswalks from parking areas to building entrances. Crosswalks must be delineated in a different color, material and/or texture than parking areas.
3. Coordinate site elements (benches, bike racks, garbage receptacles, planters, etc.) throughout the entire development to enhance the pedestrian experience.

B. Driveways

1. Curb cuts not to exceed the width of driveways. Along Layton, 2 curb cuts are allowed. Along S. 5th Street, 1 curb cut is allowed.
2. The maximum drive aisle width is 30 feet.
3. Extend pedestrian access aisles along Layton Avenue to the main entries of the major tenants.
4. Aisles will include curbing, sidewalks, landscaping and site elements (i.e. planters, lighting, benches)

C. **Parking Areas**

1. Locate parking areas mid-block instead of at corners.
2. Allow shared parking among tenants where possible.
3. Allow shared service areas where possible.
4. In interior parking areas, provide curbed islands with landscaping to visually divide the lot and provide pedestrian safety. At a minimum, 2 trees at each curb island are required along the primary frontage. In Area 5, a total of 10 trees, evenly distributed are required in the interior surface parking areas.

III. Site Improvements

Principles:

- *Coordinate landscaping and site improvements with building features.*
- *Enhance the pedestrian experience.*
- *Locate site elements to define street edges, corners and drive aisles.*
- *Provide interim landscaping measures during phasing of construction.*

Standards:

A. Amenities

1. Along the primary retail frontage, provide site amenities such as pedestrian seating, planters, bike racks and trash receptacles.
2. Coordinate site elements (i.e. benches, bike racks, garbage receptacles, planters, etc.) throughout the development site.

B. Screening

1. Locate dumpsters and service areas where they are not visible from the public street.
2. Screen service and loading areas with wing walls using similar building materials or landscaping.
3. Enclose and screen dumpsters and recycling units with a masonry enclosure, if visible from public streets (consistent with building materials) or opaque enclosure.
4. Locate compactors to the rear of buildings and provide an opaque enclosure so they are not visible from the public street and to prevent noise to the abutting residential neighbors.
5. Screen ground electrical/mechanical units (i.e. transformers, etc.) with upright coniferous shrubs spaced 3 feet around the perimeter of the unit.
6. Outdoor cart storage is not permitted, but cart corrals are allowed throughout surface parking areas for temporary storage.

C. Lighting

1. Lighting within parking areas must be designed and located to prevent glare onto adjoining properties.

2. Light poles within parking areas may not exceed 25 feet in height. Light poles along drive aisles and pedestrian areas are 12 feet in height.

IV. Building Design

Principles

- *Relate to the physical character and scale of the neighborhood.*
- *Enliven building facades to enhance the pedestrian experience.*
- *Coordinate building materials and colors to relate to the entire development.*

A. Massing

Standards:

1. Establish hierarchy between building elements. For example, articulate entrances and building corners.
2. Maximum height of buildings is 40 feet. Entry features and tower elements integrated with the building may exceed 40 feet in height.

B. Facades

Standards:

1. Variety in each building design is encouraged.
2. Front facades shall be oriented to Layton Avenue.
3. Buildings must have a storefront window system with vision glass at the first level. The minimum glazing along the primary frontage is 50% for the retail sales based on the lineal frontage of the first floor as indicated in Ch. 295-605 of the zoning code.
4. Building entrances shall be clearly identifiable and visible from streets and easily accessible and inviting to pedestrians.
5. Blank, unarticulated walls facing primary frontage and streets are not permitted. Modulate facades with articulated bays, windows and openings, varying color and texture and/or other architectural details that relate to the human scale.
6. Use lighting to enhance the architecture of the building and development as well as provide security and visual appeal.

C. Materials

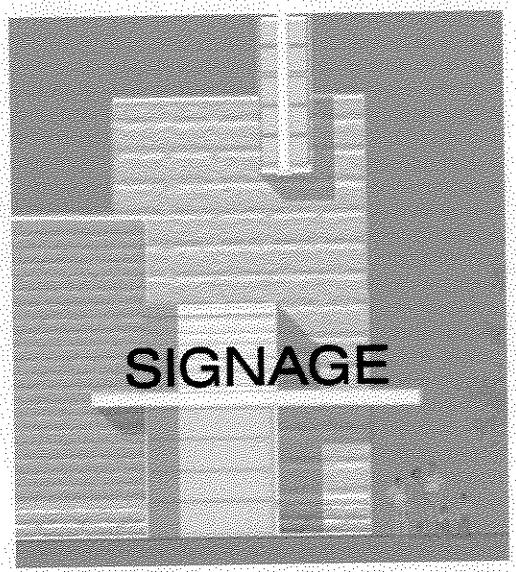
Standards:

1. All facades along the primary frontage, Layton Avenue and South 5th Street must contain the most architecturally significant materials and fenestration. Significant building materials include brick, cut stone, decorative masonry and block, glass, architectural-finished metal cladding and architectural precast concrete panels. Other materials may be considered.
2. Coordinate color schemes for a cohesive appearance throughout the development.
3. Screen rooftop equipment from pedestrian view at the property line with materials and color that are compatible with the building.
4. Glazing on the first floor of commercial buildings and entrances must be transparent, vision glass. Low-E glass without tinting may be used. Opaque glazing cannot be substituted for vision glass where vision glass is required, but may be used in other areas as an architectural element if it is compatible with the overall design.
5. Samples of building materials must be submitted for review, as requested.

V. Signage

Principles:

- *Coordinate signage throughout the development.*



A. Project Sign Standards:

1. Up to two monument-styles project identification signs in Area A are permitted preferably at entrances to the project on Layton Avenue and South 5th Street, but cannot exceed 27 feet in height. Freestanding signs must be incorporated into a masonry base and frame that matches the building within building "A" area. Signage may also be integrated into a masonry wall.
2. The overall area of each project sign may not exceed 200 square feet in area on each side. Each project sign may include up to 5 tenant names.
3. Monument signs shall be integrated into a masonry base that coordinates with building materials.
4. Construction signs measuring 64 square feet are permitted.
5. Billboards (off-premise signs) are not permitted.
6. Pylon signs are not permitted.

B. Tenant sign standards:

1. One Type A canopy sign (not exceeding 4 feet in height and not exceeding the length of the canopy, indicated in above drawing) identifying the name of the business is permitted. Type A secondary wall signs not exceeding 3 feet in height and 51 feet in area are permitted. Wall signs shall be integrated into the overall design of the building. Individual logos are permitted with architectural review by owner.

2. Individual pin-set metal letters that are back-lit are the most desirable.