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Development Incentive Zone Guidelines

Exhibit B

S. 27th & Howard

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This document contains design standards for a Development Incentive Zone, (DIZ), bounded by W. Loomis Drive, W. Howard Avenue, the east side of S. 27th St. and adjacent to Wilson Creek. The site is located in an area of a wide variety of uses which includes small scale commercial development, big box retailers, strip centers, multi-family housing, institutional uses, and a major hospital.

A Development Incentive Zone (DIZ) is a form of a zoning overlay district. Development Incentive Zones are established to provide timely review of projects with unique conditions. For each DIZ, standards are prepared to provide clear direction and encourage design excellence. The standards are presented with principles, which emphasize compatibility of new development with surrounding areas and provide flexibility based on site specific conditions.

EXISTING CONDITIONS

1. Outlot area and former automobile dealership, now vacant
2. Restaurant with drive-thru and sit-down service
3. South Towne Center, general retail
4. Mobile Home Park
5. Wildenberg Hotel
6. Used automobile dealership, now vacant
7. CVS Pharmacy
8. Vacant lot

The urban form of this corridor is characterized by large parcels and one-story aging structures with significant setbacks, underutilized surface parking, minimal landscaping, and inadequate pedestrian circulation. Recent vacancies of auto dealerships have contributed to a decline in the appearance of the corridor and threaten its vitality. Several areas within the corridor have significant challenges for full-scale redevelopment due to constraints such as lot depth, site area, and quality or obsolescence of existing development.

An overall lack of adequate landscaping, screening, and parking spaces that directly abut the sidewalk detracts from the public realm.

The older buildings in the overlay district are economically under-performing. The strip mall is near full occupancy; however, inferior parking circulation, and poor building and landscape maintenance detract from its appearance. The rear of the building lacks screening, which presents an unattractive view to the residential area across Wilson Creek. The Wildenberg Hotel suffers from lack of maintenance and overgrown landscaping. Adjacent to the hotel is a dense and relatively well-kept mobile home community. The fast food restaurant and new pharmacy both have drive-thru services. A former auto dealership is now re-used as a recently opened used car sales operation.

Infill and redevelopment are expected to provide significant benefits to the community. Infill development has the advantages of re-using an underutilized or vacant building site where existing infrastructure will be in place. Importantly, the use of an existing site is a sustainable tool that does not place new demands and costs for land, infrastructure, energy, and maintenance.

S. 27th Street frontage - existing conditions

Howard Ave frontage - existing conditions with vacant lot

General standards in five areas are established for new development, redevelopment, and existing conditions:

I. Building Placement

   A. Existing Buildings

   B. New Buildings, Alterations and Additions

II. Building Design

   A. Massing

   B. Facades

   C. Materials

III. Access, Circulation and Parking

   A. Pedestrian and Bicycle Accommodations

   B. Circulation

   C. Parking Areas

IV. Site Improvements

   A. Amenities

   B. Landscaping

   C. Fencing and Screening

   D. Lighting

V. Signage

This document contains both principles and standards. Principles describe the broader objectives of each topic. The standards specify how to achieve the principles. Any development proposals must always follow the principles and meet the standards.

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I. Building Placement

Principles

Locate outlot buildings closer to the street edge to minimize vast front parking lots

Position buildings to provide parking opportunities on the sides of buildings

Position buildings to provide opportunities to create public spaces, safer walkways and landscaping

Position buildings to allow a unifying landscaped perimeter for the entire site

Position buildings to allow landscaping to face Wilson Creek and complement potential naturalization of this waterway

Buildings should complement the context in which they are built

Standards

A. Existing buildings

1. Renovate, rehabilitate or retrofit existing buildings to aesthetically improve and visually integrate the site and surrounding buildings.
2. Seek opportunities to create public spaces.
3. Renovate parking configuration to allow linear perimeter landscaping.

Create outdoor dining additions using existing structures

B. New Construction, Building Additions and Alterations

1. Establish outlot commercial development in underutilized parking areas, closest to primary street frontage.

Potential placement of outlot development

2. Orient the front of new buildings and/or building entrances to the primary streets of 27th St. or Howard Ave.

3. 70% of the primary façade shall face either 27th St. or Howard Ave. frontage.

4. The maximum building setback is 70 feet from the front property line to the building.

Exceptions to exceed the maximum building setback are allowed where:

- Outlot buildings are provided and do not exceed the maximum front setback requirements, and sustainable elements are incorporated in the building's that exceed the maximum setback. Acceptable sustainable elements include one or more of the following: solar panels, green roof *or* high-albedo roof on at least 90% of roof area. Other green technologies that contribute toward a *LE*ED certification may be considered, and

- The development site will contain additional facilities for the handling or treatment of stormwater runoff.

II. Building Design

Principles

Building design must reinforce a cohesive aesthetic appearance that complements adjacent properties and establishes this area as a destination of choice

Building facades must be articulated to provide visual interest

Building materials for new development or redevelopment must be of high quality and new developed materials and recycled materials are encouraged

Special building design consideration must be given to protect and enhance the quality of life for established residential areas within and adjacent to the project area

Standards for New Construction, Building Additions and Alterations

A. Massing

1. Establish hierarchy between building elements by establishing a base, middle and top to the front elevation of buildings. Exceptions to establish a base, middle and top may be allowed provided the new structure:

- Features a glass curtain wall, or
- Features massing of a single material combined with glass, and
- Uses materials which complement structures on the adjacent parcels

2. The maximum allowable height of new buildings is 90 feet. Entry features and tower elements integrated with the building may not exceed the maximum height.

3. The minimum allowable height of new construction and additions to buildings is 22 feet, provided that prominent architectural elements should be integrated to project above the front façade of a building averaging 22 feet in height.

4. No one tenant/retailer shall exceed a building footprint of 100,000 s.f. to prohibit the development of one single superstore.

Examples of desirable facades with clearly defined base, middle and top; the Apple store provides an example of allowable unique architecture that does not have a clearly defined base, middle and top

B. Facades

1. Front facades shall be oriented to the primary street frontage, either S. 27th St., or Howard Ave. Where this is not possible, use materials of a similar type and quality on the primary street frontage as the front façade.

2. Unarticulated walls facing S.27th and Howard Streets are not permitted. Modulate facades visible from public streets with articulated bays, windows and openings, varying color and texture and/or other articulated details that relate to the human scale.

C. Materials

1. All front walls visible from 27th St. or Howard Ave. must contain the most architecturally significant materials and fenestration. Significant building materials include decorative masonry and block, brick, cut stone, glass, architecturally-finished metal cladding and architectural pre-cast concrete panels. Exterior insulation finish systems (EIFS) cannot be used on the base of the building and may not be used on the lower one/third from the base of the building.

2. 75% of glazing on the first floor of commercial buildings and entrances must be transparent glass. Low-emissivity (Low-E) glass coatings with no tint 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.

Standards for Existing Buildings

It is recommended that existing facades and materials be regularly maintained to achieve maximum aesthetic appearance. If facades are updated, the standards for alterations must be followed.

III. Access, Circulation and Parking

Principles

The site must support multiple modes of transportation - automobile, transit , bicycle, or pedestrian

Facilitate connections between adjacent parking lots and seek to establish greater connections with the neighborhood

Where possible, new curb cuts on 27th Street are discouraged

Enhance opportunities for landscape – within parking lots and along perimeter, especially along the back (to minimize parking contaminants from entering Wilson Creek)

Provide safe and accessible movement for pedestrians and bicyclists. Provide safe and well-lit parking for bicycles

Visually create smaller surface parking areas with landscape screening along the street edge and in the interior

Improve and landscape screen existing surface parking areas

Standards for New Construction, Building Additions and Alterations

A. Pedestrian and Bicycle Accommodations

1. Pedestrian walkways from parking areas to building entrances must be at least 5 feet wide and delineated in a different but durable material or color than the parking lot surface.

2. Provide weather protection features constructed parallel to the facade within 30 feet of all customer entrances.

3. Provide safe pedestrian connections between public sidewalks, transit stops and customer entrances.

4. Provide secure and clearly designated areas and racks for bicycle parking near entrances within 40 feet of building entrances. Bicycle parking areas must be lit at night. It is recommended that bicycle parking areas be covered.

B. Vehicular Circulation

1. Locate drive aisles to provide access between parcels and create linkages to surrounding uses.

2. Surface parking areas provide curbed, landscaped islands to visually divide the lot and provide pedestrian safety. Curbed, landscaped islands may have curb cuts for stormwater infiltration if desired and properly maintained.

Examples of safe pedestrian crosswalk and parking island landscaping

3. Visually screen delivery areas from view of residential areas by planting street-type trees no greater than 50 feet on center.

C. Parking Areas

1. Provide a functional circulation pattern by organizing the parking areas in relationship to the building.

2. Provide ground level retail space in parking structures.

3. The maximum number of parking stalls for new general retail establishments is 5 stalls per 1000 sq. ft. of gross floor area. The maximum may be exceeded if either the landscape screening buffer area along the principal street (S. 27th St and Howard Ave), or the green border in the right-of-way on S. 27th St. is increased by a width of 2 feet, and additional landscape screening consisting of a combination of trees and shrubs is placed within the area. The increased landscape area shall run the length of the surface parking area where the maximum parking ratio is exceeded.

4. Locate parking areas mid-block instead of at corners.

5. Provide shared parking where feasible.

Examples of building placement, tree landscaping, safe pedestrian crosswalk and parking island landscaping

Standards for Existing Buildings

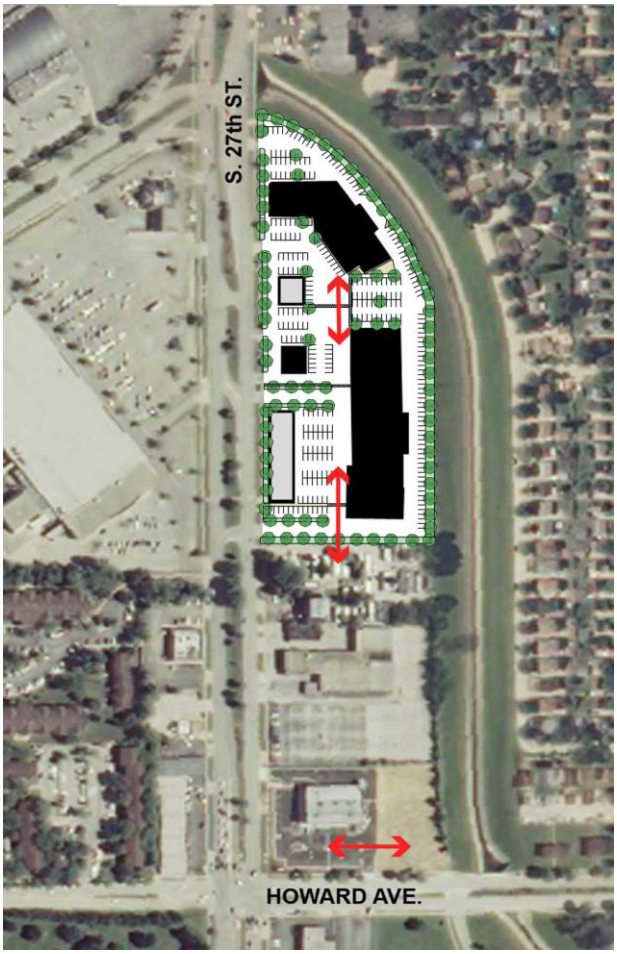
A. Pedestrian and Bicycle Accommodations

1. Ensure that pedestrians have safe access to public entries, especially when pedestrians must cross vehicular traffic areas. This may be achieved by pedestrian walkway striping in parking areas. Materials and/or colors used must contrast with pavement.

2. Provide easily visible bicycle racks in well-lit spaces.

B. Vehicular Circulation

1. Provide for future connections to adjacent properties, especially if re-striping or reconfiguring a parking area.



Examples of future vehicle connections

C. Parking Areas

1. Add landscape screening to the rear parking and delivery areas along Wilson Creek by cutting out a parking space to accommodate the planting of a street-type tree no greater than 50 feet on center. Ensure trees are planted no closer than 20 feet to light fixtures.

2. Provide for future connections to adjacent properties, especially if re-striping or reconfiguring a parking area.

IV. Site Improvements

Principles

Establish this area as a destination of choice by enlivening public spaces through a variety of outdoor spaces, public art and amenities, and/or landscape

Create a cohesive aesthetic appearance by coordinating site improvements across parcels

Use site elements to reinforce visual street edges, corners and drive aisles

Choose locations for landscape features to maximize opportunities to treat stormwater and reduce urban heat island effect

Standards for New Construction, Building Additions and Alterations

A. Amenities

1. Public spaces, which include outdoor cafés, courtyards or plazas, are recommended. These are to be located in highly visible areas, such as building entries, or along 27th Street and Howard Ave.

2. Provide site amenities, which may include public art, in public spaces or landscaped areas.

3. Site amenities, such as benches, bike racks, trash receptacles, light fixtures, planters, etc., are to be coordinated throughout parcels.

Examples of parking lot art and landscaping

B. Landscaping

1. Reinforce the street edges along 27th St. and Howard Ave. using landscaping planted within a minimum 5 foot wide perimeter landscape strip at the property line (which may encroach into the public right of way). Fences are optional in the 5 foot wide perimeter landscape strip.

2. Surface parking areas shall provide interior landscaped curbed islands to visually divide the lot. Each landscaped island in a parking lot shall measure at least 150 square feet in area and 3 feet deep.

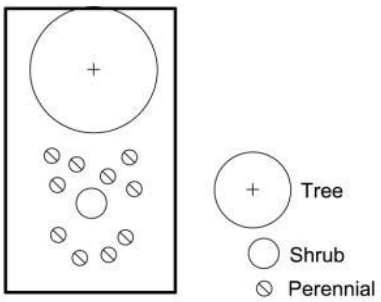
4. Use a combination of ornamental and native plant species for perimeter landscaping and landscaped parking islands.

5. Developers and commercial property owners may plant trees in the tree border, as long as they are not closer than 40 feet from an existing tree. Use the Department of Public Work's (DPW) Forestry's plant list. This will require a permit from DPW and is subject to DPW review.

6. In parking areas located within the front setback area, no parking space shall be located more than 70 feet from a landscaped area.

7. Each landscaped island shall include at a minimum:

- one deciduous tree, minimum caliper of 2.5 inches, AND
- one shrub (2 feet minimum height at time of planting) OR one native or ornamental grass (minimum 2 gallon size container) AND
- ten groundcover plants (minimum 2 inch container) or perennials (minimum 4.5 inch container)



8. When desirable, materials associated with pervious pavement should be used to enhance landscaping and stormwater management techniques.

C. Fencing and Screening

Trees planted facing Wilson Creek screen delivery areas

1. Provide a continuous 10 foot deep landscaped buffer at the rear of the property facing Wilson Creek.

Exception: the buffer area may be reduced provided that a landscape easement is granted and approved for a landscape buffer within the adjacent property owned by MMSD.

2. Landscaping at the rear lot line should consist of trees with shrubs. Shrubs should be 3 feet high and trees should be at least 2.5 inch caliper at time of planting.

Plant 2 staggered rows of shrubs every 20 feet on center.

Plant trees every 50 feet on center.

3. Screen mechanical systems and trash areas from view from the public right of way with fencing and/or landscaping. When using shrubs, the minimum height must be at least the same height as the screened area.

D. Lighting

1. Use exterior lighting to enhance the architectural elements of buildings facing S.27th St. and Howard Ave.

2. Light poles within parking areas may not exceed 30 feet in height. Lower height pedestrian lighting is encouraged along pedestrian walkways.

3. Incorporate similar or compatible light pole and fixture throughout properties as each is developed.

Standards for Existing Buildings

Amenities

1. Public spaces, which include outdoor cafés, courtyards or plazas, are recommended. These are to be located in highly visible areas, such as building entries, or along 27th Street and Howard Ave.

2. Provide site amenities, which may include public art, in public spaces or landscaped areas.

Landscaping, Fencing and Screening

1. Add landscape screening to the rear parking and delivery areas along Wilson Creek by cutting out a parking space to accommodate the planting of a street-type tree no greater than 50 feet on center. Ensure trees are planted no closer than 20 feet to light fixtures.

2. Screen mechanical systems and trash areas from view from the public right of way with fencing and/or landscaping. When using shrubs, the minimum height must be at least the same height as the screened area.

3. Maintain existing landscaped areas with shrubs at least 3 feet tall planted 8 feet on center. Replace dead or dying vegetation.

Lighting

1. Use exterior lighting to enhance the architectural elements of buildings facing S.27th St. and Howard Ave.

2. Light poles within parking areas may not exceed 30 feet in height. Lower height pedestrian lighting is encouraged along pedestrian walkways.

3. Incorporate similar or compatible light pole and fixture throughout properties as each is developed.

V. Signage

Principles

Lower height signs set below the tree canopies are easily visible to drivers of vehicles, bicycles and pedestrians

Monument signs using high-quality materials help to establish this as a destination of choice

When there is a change in use, all new sign standards must be met

Since there are multiple property owners, when feasible, use project identification signage to unify the development

Standards for New Construction, Building Additions and Alterations

1. Locate freestanding monument signs at major entrances on S. 27th St. or W. Howard Ave. If monument signs are below a height of 14 feet, then one additional monument sign may be used, if desired.
2. Type A freestanding signs only.
3. For each development, an inclusive tenant sign and directional signs are permitted.