

WINDSOR HEIGHTS

GUIDELINES FOR SUSTAINABLE
DESIGN & DEVELOPMENT

Adopted:



DESIGN GUIDELINES PARTICIPANTS

The DESIGN AND DEVELOPMENT GUIDELINES would not have been possible without the incredible amount of feedback and input provided by Windsor Heights’ citizens, businesses and city officials.

A special thanks to the individuals who freely gave their time and creativity in the hopes of building a better community through smarter guiding principles dedicated to sustainable design and development.

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LOOKING AHEAD

A VISION FOR THE FUTURE



INTRODUCTION

The following Design Guidelines (“Guidelines”) are put forth in an effort to aid the future development of Windsor Heights by identifying desirable aesthetic qualities. The Guidelines provide assistance in articulating the vision of Windsor Heights as established in the Comprehensive Plan, Hickman Overlay Standards, Town Center Guidelines, and other plans as adopted by the City Council in the past. These Design Guidelines will replace existing design standards as outlined in the Zoning Code and will become a comprehensive guide to all past completed plans and studies. The Design Guidelines will act as an overlay district and shall operate in conjunction with any underlying zoning district; all other applicable regulations will remain in effect. If provisions of the Design Guidelines conflict with the underlying zoning, these Design Guidelines shall prevail.

Overall Goals of the Design Guidelines:

- ◆ Articulate a shared vision by establishing a set of guidelines for all commercial areas of Windsor Heights.
- ◆ Define the desired character and pattern of redevelopment and development.
- ◆ Establish a highly walkable, pedestrian-oriented city.
- ◆ Create attractive gateway corridors.
- ◆ Promote “greening” of Windsor Heights through landscaping and sustainable site design.
- ◆ Make attractive “places” through building and site design, especially in significant redevelopment areas.
- ◆ Serve as a tool for public and private developments to implement a shared vision for sustainable development with a strong sense of place.

Applicability:

The Design Guidelines are intended to serve as a guide to the quality expectations for future development. The Guidelines will be adopted and codified into the City Code. The Guidelines must be met in order to gain approval before obtaining a building permit. Applicants must explain how their plan meets or surpasses the Guidelines. However, Design Guidelines are not standards and will be flexible to allow for creativity and innovation.

Any requests for nonconformity from these guidelines must show that it will improve Windsor Heights and meet the overall intent of the Design Guidelines. The City Council may vary these Design Guidelines if it is determined that the proposed project is not detrimental to the public welfare or overall goals of these Guidelines. Where necessary to accommodate individuality and creativity in site design, or where conformance with the strict requirements of these Design Guidelines is not feasible on a particular property, the City Council may modify the requirements of these Guidelines in reviewing and approving a site plan, provided that the physical improvements and features that the applicant proposes to install on the site are equivalent in effectiveness to the requirements of these Design Guidelines.

Implementation:

The City of Windsor Heights is the primary entity in implementing the Guidelines based on its role in zoning and development review. However, other entities may have a role in implementing the Guidelines.

DEVELOPMENT REVIEW PROCESS

Outlined in the next sections is an overview of the development review process for which applicable projects are subject to. The Planning Director or its designee is responsible for the established site plan and development review process. The Planning Director will serve as the administrator of the Guidelines, and the liaison between the applicant and the Development Committee, and other reviewing bodies to ensure compliance with the Guidelines are met.

REVIEWING BODIES

Development Committee

The purpose of the Development Committee is to act in an advisory capacity to the City Council on matters of development and redevelopment. The Committee reviews and provides recommendations concerning all site plan applications and gathers and disseminates appropriate information regarding the economic vitality of the city. The committee recommends policies to help support the Councils long-range vision and the comprehensive planning goals.

Planning and Zoning Commission

The Planning and Zoning Commission is a seven (7) member body of citizens appointed by the Mayor and confirmed by the City Council, whose main task is to conduct thorough reviews of development proposals to ensure that the development proposals are consistent with the community's established land use patterns and development standards. The Commission bases its reviews on the goals and polices of the City, as outlined in the Comprehensive Plan and Zoning Ordinance. Upon completion of its review, the Commission makes a recommendation for approval, conditional approval, or denial of the

development proposal to the City Council, who has final decision-making authority.

DEVELOPMENT REVIEW

1. Pre-Application Meeting:

The purpose of the pre-application meeting is for the applicant to meet with city staff officials to become acquainted with city code requirements and become familiar with the development process prior to submitting a complete site plan application. The meeting should be attended by the applicant and their consultant. City staff involved includes the following:

- Planning Director
- Public Works Director
- City Engineer
- City Administrator

The following must be provided at the meeting:

- ◆ Sketch Plan

To schedule a pre-application meeting, contact the Planning Director at 515-645-6826.



(Sketch Plan Example)

2. *Site Plan Submittal:*

Submitting a site plan provides for the review and evaluation of site development features and possible mitigation of unfavorable effects on surrounding property. The Planning Director shall review, evaluate, and act on all site plans submitted and will distribute to applicable departments for review as necessary.

A completed site plan application is not needed for the pre-application meeting, but must be submitted by the deadlines provided in the “Development Review Schedule” adopted by City Council each year. Staff will review the site plan application to ensure completion and will submit comments to the applicant before the next scheduled Development Committee meeting. Additional comments will be provided following the Development Committee and before the Planning and Zoning Commission meeting.

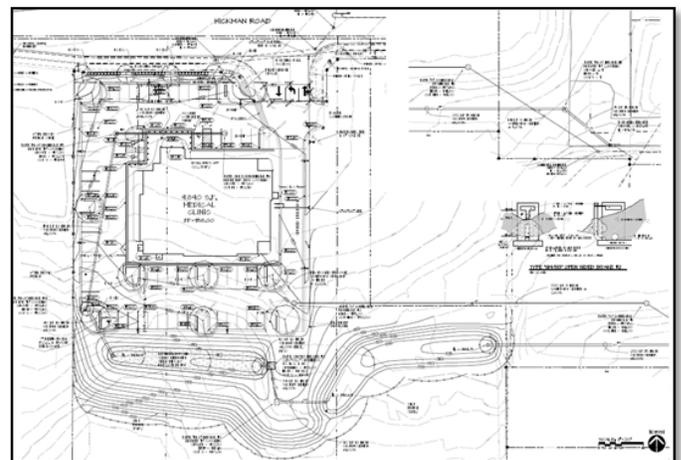
A completed site plan application shall include the following:

1. *Name and address of the applicant.*
2. *Owner, address, and legal description of the property.*
3. *A description of the nature and operating characteristics of the proposed use.*
4. *A site plan, drawn to a scale sufficient to permit adequate review and dimensioned as necessary, showing the following information (3 full copies):*
 - a. *The date, scale, north point, title, name of owner, and name of person preparing the site plan.*
 - b. *The location and dimensions of boundary lines, easements, and required yards and setback of existing and proposed buildings and site improvements.*
 - c. *The location, size, and use of proposed and existing structures on the site.*

- d. *The location of all proposed site improvements, including parking and loading areas, pedestrian and vehicular access, sewers, sidewalks, utilities, service areas, fencing, screening, landscaping, signage, and lighting.*
- e. *Location of any major site feature, including drainage and contours at no greater than five-foot intervals and a detailed grading plan.*
- f. *A colored rendering of what the proposed site will look like.*
- g. *Any other information that may be required for review by the Planning Director.*

*Complete application requirements can be found in the application itself.

Site plan submittal examples:





**Contact
Planning
Director**

**Pre-Application
Meeting with
Sketch Plan**

**Submit Completed
Site Plan
Application**

**Review by
Development
Committee**



**Planning &
Zoning
Commission
Recommendation**

**Site Plan
Approval by
City Council**

**Submit Construction
Drawings and
Apply for City
Permits**

**Building
Permit Review
and
Comments**

FRAMEWORK

Windsor Heights is confronting a number of strategic issues, including the need to grow and diversify within a constrained environment. Pressures are at work that can cause major changes to the community character. City leaders agree that Windsor Heights should be a destination which includes a high level of pedestrian activity with the city's major corridors centered on an urban village concept. An urban village is defined by the City as an urbanized place with a mix of uses, jobs, public spaces, transportation connections, pedestrian activity and a sense of place. Some characteristics include pedestrian-oriented buildings with minimal front yard setbacks, screened parking areas located to the rear or side of buildings, and buildings designed to accommodate changes in use over time.

The Guidelines strive to shape development in a way that responds to local character, yet provides flexibility where appropriate. To achieve this outcome, the framework of these guidelines establishes geographic areas for which Design Guideline requirements will be applied, consisting of a Core, Gateway, and Fringe.

CORE

The urban village concept shall be defined in the Core of Windsor Heights. The Core must focus on pedestrian activity by establishing a unique blend of architectural styles with a mix of building sizes to promote art and entertainment venues while making the street level a place of involvement and purpose. The Town Center will continue to act as the city's nucleus or civic core. Appropriate uses should include limited commercial, office, multi-family, and an emphasis should be given to businesses in arts and entertainment.



The segments of University Avenue will be tied together by consistent street landscape and pedestrian design features to create a unified environment. Areas in the Core include:

- ◆ Town Center
- ◆ University Avenue corridor

GATEWAYS

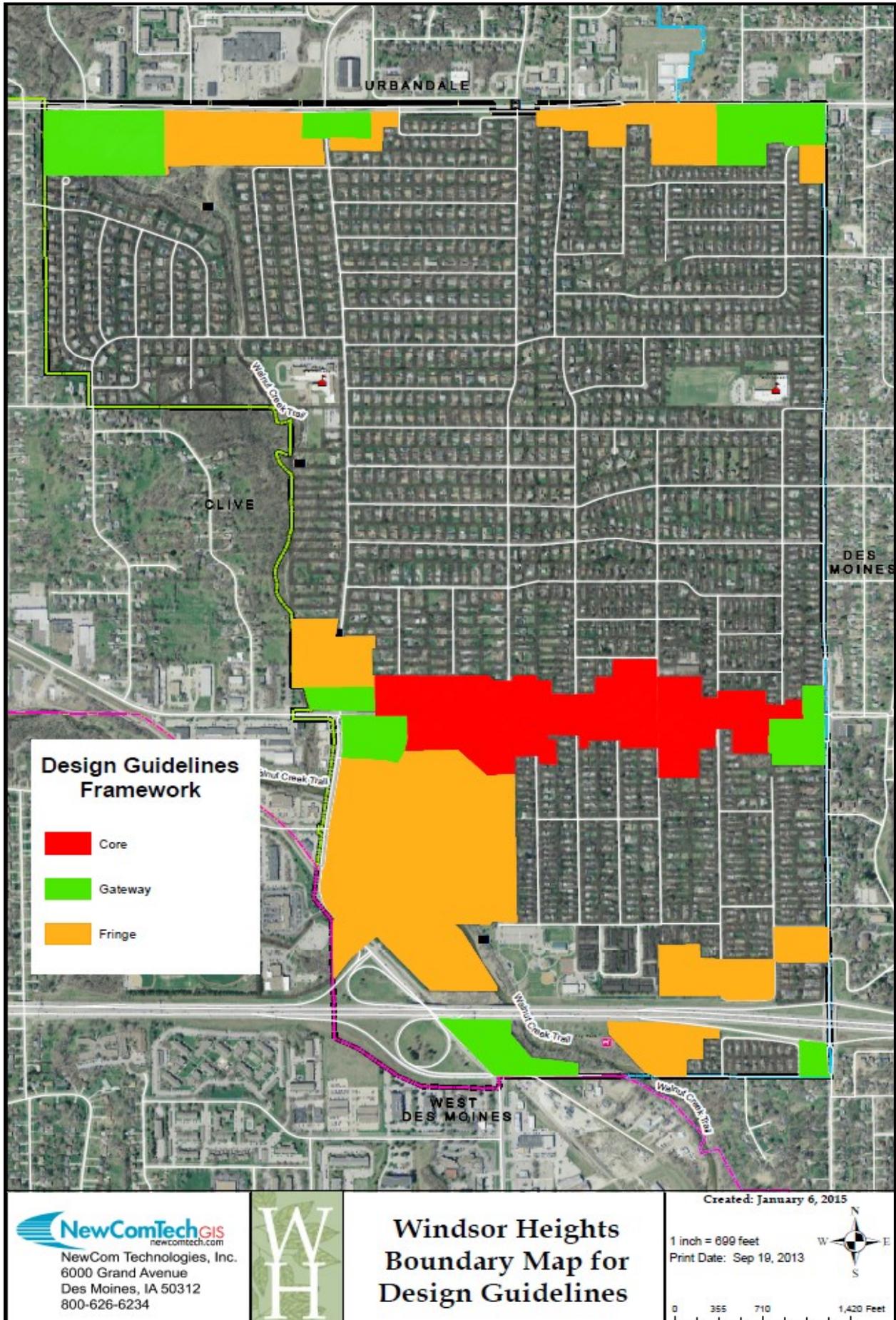
Areas depicted in the Gateway include prominent entry corridors from surrounding cities into Windsor Heights. Development in these corridors must enhance the overall aesthetics of Windsor Heights, while balancing access needs for automobiles, pedestrians, and bicyclists. The Gateways must attract and welcome users, provide multi-modal access to sites, utilize building architecture and landscaping to create a unified design theme, and minimize the impacts of curb cuts and parking lots on the appearance and functionality of Gateway corridors. The Gateway must compliment the Core to provide consistency with the same lighting requirements and making the street level a place of involvement and purpose. Future development in

- ◆ 63rd Street and Center Street intersection
- ◆ Other areas as highlighted on the map

FRINGE

The Fringe area includes other commercial areas in Windsor Heights that are not prominent entry corridors. Development in the Fringe should strive for quality design, but more flexibility may be provided to accommodate the needs of various uses. The goal of the design in this area must facilitate pedestrian activity by establishing a core of buildings promoting professional office space uses that will support the Core and Gateway areas, while providing an appropriate transition to surrounding residential areas. Current residential uses in this area should be protected; however, new residential dwelling opportunities should be encouraged to support the Core and Gateway areas. Landscaping and building design must be aesthetic and minimize impacts on parking areas that are often related to fringe uses. Areas in the Fringe include:

- ◆ 73rd Street corridor as highlighted
- ◆ Hickman Road corridor as highlighted
- ◆ Center Street as highlighted





**COMMERCIAL
DEVELOPMENT**



The purpose of these Guidelines is to ensure that the function, quality, and appearance of proposed structures are compatible when considered in the context of the surrounding area. How the architecture relates to other site considerations and elements will be measured during the Development Review Process.

Building character is extremely important in areas developed with a distinct architectural character or theme, or for areas of established or redeveloping uses.

CORE

Building Orientation

- ◆ Buildings are encouraged to be located to the front property line. Front yard setbacks should be minimized with at least one plane of the building located within 10 feet of the property line.
- ◆ Buildings should be designed to occupy at least 75 percent of the street frontage. When a building has two frontages the requirement should apply to the primary frontage.
- ◆ Buildings should be placed to occupy the street edge to the greatest degree possible. Buildings with two street frontages should be placed or enlarged to occupy both street edges.
- ◆ Side yards should be minimized to create a continuous wall of buildings.
- ◆ Recessed areas for entrances, outdoor dining, retail sales, or public seating are encouraged.
- ◆ Buildings at a street intersection should be designed to accent or address the corner.

Site Circulation and Parking

- ◆ Sites must be designed to limit the number of pedestrian and motorist conflict points.
- ◆ Providing parking to accommodate on-site residences is recommended.
- ◆ Private parking areas should be provided on the side or in the back of a building. Parking areas in the rear is preferred.
- ◆ The use of shared parking and driveways is encouraged.
- ◆ Access driveway width should be minimized wherever possible, when crossing a pedestrian walk.
- ◆ Sites should be designed to provide for the turning of vehicles on-site.
- ◆ The number and location of entrances shall be consistent with the existing or anticipated design of adjacent streets. The specific locations of entrances are largely dependent upon the following factors:
 - ◇ The location of existing or planned median breaks;
 - ◇ Separation requirements between the entrance and major intersections;
 - ◇ Separation requirements between other entrances;
 - ◇ The need to provide shared access with other sites;
 - ◇ The need to align with previously approved or constructed access points on the opposite side of the street;
 - ◇ The minimum number of entrances needed to move traffic onto and off the site safely and efficiently.

- ◆ The circulation, utility, and storm drainage systems within a shopping center shall be designed and constructed so that when the center is fully developed the resulting systems are logical and efficient.
- ◆ The number of curb cuts off access points shall be strictly limited on primary streets; access points from the side of rear are encouraged.

Pedestrian and Bicycle Access

- ◆ Pedestrian access must be provided from the public sidewalk of the primary street to the front of the building, and from rear parking areas to a rear entry.
- ◆ For corner lots, side entry is encouraged with direct access from the public sidewalk.
- ◆ On-site bicycle parking must be provided in a location that is easily accessible, but non-intrusive to sidewalk areas or building entries.

Scale and Mass

- ◆ For structures located along street frontages, buildings should maintain a modest scale, with a multi-function or façade expression preferred over a continuous expanse of frontage.
- ◆ Exterior building design should promote the appearance of multiple structures, storefronts, or tenants.
- ◆ Individual buildings must provide a variation in height, profile, or roof form to surrounding buildings.
- ◆ Human scale should be created by building massing form, as well as the use of architectural elements such as colonnades, canopies, walkways, street-level display windows, lighting, and a variety of building materials. Human scale should be further reinforced by site design features around the building exterior.

Landscaping and Open Space

- ◆ Landscape areas should be combined to form plazas, open spaces, and other focal points within the development to encourage pedestrian activity.
- ◆ Private parking areas must be screened from the street and adjacent properties with adequate plant types. The creation of hedges is preferred for the screening of parking areas. Fencing is prohibited as a form of screening.
- ◆ One street tree should be provided for every 50 feet of frontage
- ◆ Foundation planters and trees should be incorporated around the building exterior to soften the building appearance and to create a place of relief from the summer sun.
- ◆ All areas within a site should be programmed space. Unutilized areas of a site are discouraged.
- ◆ Open storm drainage and detention areas visible to the public shall be incorporated into the design of the development as an attractive amenity or focal point.

Residential Uses

- ◆ Desired residential uses should be incorporated into a mixed use building.
- ◆ Residential used should be limited to the rear portion of the first floor or occur entirely in an upper floor of a building.

- ◆ Existing single-family uses should be limited to smaller traffic volume generators. Commercial used in single-family dwellings should be targeted primarily for home occupations and/or small retail or service operations supported by pedestrian activity in a live/work type of arrangement.

Building materials and Façade

- ◆ Buildings should be designed in an attractive and interesting manner to define the image of the community.
- ◆ All sides of the building should be equally attractive. Architectural details such as pattern, color, and building form used on the front façade should be incorporated on all visible building facades. However, such requirements shall not apply to any façade(s) facing service courts or other areas generally not visible to the public.
- ◆ Consistent architectural design, including building materials and colors, should be carried throughout the development area. Designs should provide visual interest and variety, yet be consistent with the architectural character of area.
 - ◇ Colors for exterior building finishes shall be earth tones, brick tones, creams, pastels of earth tones, or dark / muted green, blues, and reds.
 - ◇ No more than two (2) principal colors shall be used on a building.
 - ◇ Bright, white, black, or primary colors shall be used only as accents, occupying a maximum of ten (10) percent of the building. No more than two (2) accent colors shall be used on a building.
- ◆ Multi-story buildings should be designed to make the ground floor the most prominent portion of the building.
- ◆ Individual “corporate image” architectural design elements and colors shall be incorporated only as secondary elements to the development and not as the dominant element. Such elements should be consistent and blend with the larger development area.
- ◆ Service and mechanical areas shall be designed as an architectural feature of the building and entirely screened from view.
- ◆ Refuse containers must not be visible from the front or corner side yard, and must be screened using landscaping or decorative walls. Refuse containers must not be located adjacent to any building entries.

MATERIAL PALETTE

- ◆ Selected exterior building materials should be of similar quality to the displayed images and hold an expected life span of at least 30 years.
- ◆ All buildings should utilize a mix in building materials that provide for a unique design consistent in scale and intent with the images provided in the section.
- ◆ Preferred exterior building materials include but are not limited to:
 - ◇ Brick, stone, glass, architectural precast, architectural cladding systems, composite panels, EFIS



Example building material as used in Colby Park



Building oriented at the street property line creating human scale.

Parklet used in front of building to encourage pedestrian activity.



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Building character is extremely important in areas developed with a distinct architectural character or theme, or for areas of established or redeveloping uses.

GATEWAY

Building Orientation

- ◆ Buildings are encouraged to be located to the front property line. Front yard setbacks should be minimized with at least one plane of the building located within 10 feet of the property line.
- ◆ On corner parcels, buildings should be placed to the minimum allowable corner side yard setback to anchor block edges.
- ◆ Buildings should be built to the minimum allowable side yard setbacks. Where a building does not extend across an entire parcel frontage, it should be built to one minimum allowable side yard setback to abut adjacent development and concentrate vehicular access to one primary point near the other side lot line.
- ◆ Buildings at a street intersection should be designed to accent or address the corner.
- ◆ Buildings located at a street corner should be encouraged to locate the entrance at the corner.

Site circulation and parking

- ◆ Sites must be designed to limit the number of pedestrian and motorist conflict points.
- ◆ Private parking areas should be provided on the side or in the back of a building. Parking areas in the rear is preferred.
- ◆ The use of shared parking and driveways is encouraged.
- ◆ Access driveway width should be minimized wherever possible, when crossing a pedestrian walk.
- ◆ Sites should be designed to provide for the turning of vehicles on-site.
- ◆ Curb cut access from the primary street is prohibited for all corner lots and residential-only developments. Such developments should be accessed from the rear or secondary street, with garages built to the rear portion of the site such that are screened by the primary structure.
- ◆ Commercial or mixed use developments should minimize vehicular access from primary streets to the greatest extent possible.
- ◆ Cross-access easements are encouraged between adjacent parking lots to reduce curb cuts and enhance on-site circulation and parking capacity.
- ◆ The circulation, utility, and storm drainage systems within a shopping center shall be designed and constructed so that when the center is fully developed the resulting systems are logical and efficient.

Pedestrian and Bicycle Access

- ◆ Pedestrian access must be provided from the public sidewalk of the primary street to the front of the building, and from rear parking areas to a rear entry.
- ◆ For corner lots, side entry is encouraged with direct access from the public sidewalk.
- ◆ On-site bicycle parking must be provided in a location that is easily accessible, but non-intrusive to sidewalk areas or building entries.

Scale and Mass

- ◆ For structures located along street frontages, buildings should maintain a modest scale, with a multi-function or façade expression preferred over a continuous expanse of frontage.
- ◆ Individual buildings must provide a variation in height, profile, or roof form to surrounding buildings.
- ◆ Human scale should be created by building massing form, as well as the use of architectural elements such as colonnades, canopies, walkways, street-level display windows, lighting, and a variety of building materials. Human scale should be further reinforced by site design features around the building exterior.

Landscaping and Open Space

- ◆ Landscape areas should be combined to form plazas, open spaces, and other focal points within the development to encourage pedestrian activity.
- ◆ Private parking areas must be screened from the street and adjacent properties with adequate plant types. The creation of hedges is preferred for the screening of parking areas. Fencing is prohibited as a form of screening.
- ◆ One street tree should be provided for every 50 feet of frontage except where
- ◆ Foundation planters and trees should be incorporated around the building exterior to soften the building appearance and to create a place of relief from the summer sun.
- ◆ All areas within a site should be programmed space. Unutilized areas of a site are discouraged.
- ◆ Open storm drainage and detention areas visible to the public shall be incorporated into the design of the development as an attractive amenity or focal point.

Residential uses

- ◆ Desired residential uses should be incorporated into a mixed use building.
- ◆ Residential used should be limited to the rear portion of the first floor or occur entirely in an upper floor of a building.
- ◆ Existing single family uses should be phased out as redevelopment opportunities present themselves.

Building Materials and Façade

- ◆ Buildings should be designed in an attractive and interesting manner to define the image of the community.

- ◆ All sides of the building should be equally attractive. Architectural details such as pattern, color, and building form used on the front façade should be incorporated on all visible building facades. However, such requirements shall not apply to any façade(s) facing service courts or other areas generally not visible to the public.
- ◆ Consistent architectural design, including building materials and colors, must be carried throughout the development area. Designs should provide visual interest and variety, yet be consistent with the architectural character of area.
 - ◇ Colors for exterior building finishes shall be earth tones, brick tones, creams, pastels of earth tones, or dark / muted green, blues, and reds.
 - ◇ No more than two (2) principal colors shall be used on a building.
 - ◇ Bright, white, black, or primary colors shall be used only as accents, occupying a maximum of ten (10) percent of the building. No more than two (2) accent colors shall be used on a building.
- ◆ Multi-story buildings should be designed to make the ground floor the most prominent portion of the building.
- ◆ Individual “corporate image” architectural design elements and colors shall be incorporated only as secondary elements to the development and not as the dominant element. Such elements should be consistent and blend with the larger development area.
- ◆ Automobile service stations are highly encouraged to be located at street intersections only.
 - Canopies*
 - ◇ Canopy supports must be clad in brick, masonry, wood or other similar material that is compatible with the architecture of the building.
 - ◇ Cladding of the supports must be proportioned to the height and scale of the canopy.
 - ◇ All downspouts shall be integrated into the canopy structure.
 - ◇ Canopy fascia must be finished to match the building material and color.
- ◆ Service and mechanical areas must be designed as an architectural feature of the building and entirely screened from view.
- ◆ Refuse containers must not be visible from the front or corner side yard, and must be screened using landscaping or decorative walls. Refuse containers should not be located adjacent to any building entries.

MATERIAL PALETTE

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- ◆ Preferred exterior building materials include but are not limited to:
 - ◇ Brick, stone, glass, architectural precast, architectural cladding systems, composite panels, EFIS



Building at street corner with entrance located at the corner.

Buildings located to the front property lines



Development concept using connectivity to get from one area to the other

The purpose of these Guidelines is to ensure that the function, quality, and appearance of proposed structures are compatible when considered in the context of the surrounding area. How the architecture relates to other site considerations and elements will be measured during the Development Review Process.

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FRINGE

Building Orientation

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- ◆ Open storm drainage and detention areas visible to the public shall be incorporated into the design of the development as an attractive amenity or focal point.

Residential uses

- ◆ Desired residential uses should be incorporated into a mixed use building.
- ◆ Residential use should be limited to the rear portion of the first floor or occur entirely in an upper floor of a building.
- ◆ Existing single family uses should be phased out as redevelopment opportunities present themselves.

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- ◆ Multi-story buildings should be designed to make the ground floor the most prominent portion of the building.
- ◆ Individual “corporate image” architectural design elements and colors shall be incorporated only as secondary elements to the development and not as the dominant element. Such elements should be consistent and blend with the larger development area.
- ◆ Automobile service stations are highly encouraged to be located at street intersections only.

Canopies

- ◇ Canopy supports must be clad in brick, masonry, wood or other similar material that is compatible with the architecture of the building.
- ◇ Cladding of the supports must be proportioned to the height and scale of the canopy.
- ◇ All downspouts shall be integrated into the canopy structure.
- ◇ Canopy fascia must be finished to match the building material and color.
- ◆ Service and mechanical areas must be designed as an architectural feature of the building and entirely screened from view.
- ◆ Refuse containers must not be visible from the front or corner side yard, and must be screened using landscaping or decorative walls. Refuse containers should not be located adjacent to any building entries.

MATERIAL PALETTE

- ◆ Selected exterior building materials should be of similar quality to the displayed images and hold an expected life span of at least 30 years.
- ◆ All buildings should utilize a mix in building materials that provide for a unique design consistent in scale and intent with the images provided in the section.
- ◆ Preferred exterior building materials include but are not limited to:
 - ◇ Brick, stone, glass, architectural precast, architectural cladding systems, composite panels, EFIS

FRINGE COMMERCIAL DESIGN GUIDELINES



The purpose of these guidelines is to ensure lighting and signage is specific to buildings that reinforce the character of Windsor Heights and markets individual businesses to pedestrian activity.

Lighting

- ◆ Lighting should be used to highlight and enhance architectural features of a building such as entrances, rooflines, detailing, signage, etc.
- ◆ Building-mounted light fixtures should be for aesthetic and safety purposes only and must direct light upward or downward. Wall-pack lights or other lighting that shine outward toward adjoining properties or street-right-of-way is prohibited.
- ◆ Building mounted fixtures for site illumination are permissible on the “back” sides of the buildings in the General Commercial (GC) zoning district where facing other industrial use buildings and not visible from the street right-of-way or residential properties.
- ◆ Illumination should be provided in a manner that does not adversely affect traffic or create a nuisance to surrounding property owners and businesses.
- ◆ Exterior neon lighting, illuminate banding, or other lighting that creates glow is prohibited, unless approved by the Planning and Zoning Commission and City Council as part of the overall theme for the development area.
- ◆ Lighting levels must be maintained at a constant level when in use as lighting should not be used to exclusively exhibit or advertise businesses.
- ◆ Private parking lot illumination must be accomplished with individual light poles and fixtures. Building-mounted fixtures are not permitted as a method of parking lot illumination.
- ◆ The light poles as shown below are being used along University Avenue. Developments must use the same light poles in the development along University Avenue to ensure the same theme is followed throughout. Specifications for the lighting can be obtained at City Hall.
 - ◆ In all other areas, pole lighting fixtures used in private parking areas must have a maximum height of 15 feet including the base and maximum luminosity of 6 foot candles.



Signage

- ◆ Signs must be integrated with the architecture of the building and must not overwhelm the scale of the building.
- ◆ Signs must be constructed of high quality, durable materials that securely affix the sign to the building.
- ◆ Signage must be reflective of the pedestrian environment desired and not overwhelm the building façade.
- ◆ Standard signage types that can be ordered out of a catalog such as awnings, cabinets, and backlit lettering are prohibited.
- ◆ Signage must be professionally manufactured and designed.
- ◆ Hand-made or hand-painted signs are prohibited.
- ◆ Projecting and marquee signs harmonious with the design and scale of the building is preferred over monument signs (specifically in the Core area), provided an 8 foot clearance is maintained between the grade and bottom of the sign. Additionally, projecting signs must be attached to the building using an integrated structural member.
- ◆ Buildings with individual tenant spaces must follow the same attached signage design throughout for consistency.
- ◆ Wall signs-
 - ◆ Wall signs should be located in the signage and lighting area between the commercial transom and commercial cornice.
 - ◆ One wall sign is permitted per tenant
 - ◆ The wall sign should be minimal in content and focus primarily on a business name to avoid clutter.
- ◆ Window signage-
 - ◆ Window signage should be compatible with building architecture and context in terms of color, design and placement on the window.
 - ◆ Not more than 30 percent of the window area should be covered by window signage.
 - ◆ Window signage should be permanently affixed to the window.



Monument signs

- ◆ Monument signs are permitted in a landscaped front yard of a building
- ◆ One monument sign is permitted per building.
- ◆ There must be a 5 foot buffer between the back face of the sign and the front façade of the building, and the area around the base of the sign must be landscaped.
- ◆ It should not be taller than 4 feet and not wider than 6 feet for single-tenant buildings, or 6 feet tall and 8 feet wide for multiple-tenant buildings.
- ◆ It may be uplit, but lighting fixtures must be screened from the view of the public sidewalk by landscaping and focused to illuminate only the monument sign. No sign should use interior lighting.
- ◆ Content must be limited to the building name and address, and list of tenants.
- ◆ The sign must be built from materials that complement the architecture of the primary building.

LIGHTING AND SIGNAGE

Awnings

- ◆ Awnings should be mounted at a consistent elevation on the building façade and to the extent possible reflect the mounting height of adjacent buildings on the same block.
- ◆ Awnings should be mounted such that they do not cover character-defining architectural elements.
- ◆ Back-lit awnings are prohibited.
- ◆ Awnings should complete building architecture in terms of form, color and material.



Public Input Workshop

A public input workshop was held on October 15, 2014 with several citizens, stakeholders, and community leaders. The workshop was focused on the anticipated future of Windsor Heights. The following comments were received at the workshop. The questions raised during the workshop included:

1. What types of uses do we want to see in Windsor Heights?
2. What do you see as “human scale?”
3. What should the commercial corridors in Windsor Heights look like?
4. What is the desired character of Windsor Heights?
5. What do we want our commercial buildings to look like?
6. What can we do to make Windsor Heights more pedestrian friendly and give it more human scale?
7. What can we do to make Windsor Heights a healthier place?
8. What can we do to increase the quality of life?
9. What can we do to become more environmentally friendly?
10. How do we better manage stormwater?
11. How can we accommodate alternative transportation options?

-
- ◆ Shops
 - ◆ Cafes
 - ◆ Village
 - ◆ Restaurants– outdoor & indoor
 - ◆ Restaurants & cafes like Baru 66
 - ◆ Outdoor seating areas & retail areas
 - ◆ More outdoor cafes
 - ◆ Cafes with outdoor summer seating
 - ◆ Outside eating and drinking areas
 - ◆ Sitting benches along sidewalks
 - ◆ Outside seating & gathering

- ◆ Art & nature interactions
- ◆ Farmers market
- ◆ Library houses
- ◆ Movie theatres
- ◆ Charming bed & breakfast
- ◆ Quiet businesses
- ◆ Unmet needs, not replication
- ◆ No more gas stations
- ◆ Unique retail shops
- ◆ Unique businesses
- ◆ More shops like East Village
- ◆ Smaller stores
- ◆ Variety of goods & services
- ◆ No pawn or payday lending– need family friendly
- ◆ Eclectic shops
- ◆ Restaurant with outdoor patio
- ◆ Brick 2-story condos
- ◆ 2-3 story maximums
- ◆ Grow up not out
- ◆ Consensus on density
- ◆ Residential projects that increase diversity of population; 55+ & younger generation)
- ◆ More density & diversity
- ◆ Live-works spaces
- ◆ Mixed use
- ◆ Mixed use (Hickman)
- ◆ Mix business & Condo/ Apt.
- ◆ Look like an urban small town
- ◆ Revitalize existing commercial
- ◆ Community gardens
- ◆ Edible area/ items
- ◆ Public bus stops
- ◆ No large chain businesses
- ◆ Small businesses that care about the community
- ◆ Unique, locally owned businesses
- ◆ Small retail outlets
- ◆ No big boxes
- ◆ Sidewalks on 73rd Street

- ◆ Walk-able
- ◆ More pedestrian friendly (commercial & residential)
- ◆ Sidewalks on at least 1 side of street
- ◆ Sidewalk connections
- ◆ Walker friendly
- ◆ Design standards that enhance quality of life and are sustainable
- ◆ Permeable pavers
- ◆ Buried utilities
- ◆ Rain garden demonstrations
- ◆ Strategic green spaces that are functional
- ◆ Pocket parks
- ◆ Have right-of-way between sidewalks and street with trees and grass
- ◆ Lots of trees
- ◆ Green space between street & sidewalk / street trees
- ◆ Green space
- ◆ Shops
- ◆ Cafes
- ◆ Village
- ◆ Restaurants- outdoor & indoor
- ◆ Restaurants & cafes like Baru 66
- ◆ Outdoor seating areas & retail areas
- ◆ Limits on signage
- ◆ Uniform signage
- ◆ Limited signage / signage and pedestrian friendly
- ◆ Public art
- ◆ Control sign clutter
- ◆ No big signs
- ◆ Shops open to sidewalk not parking lots
- ◆ Create storefronts to the sidewalk
- ◆ More street level buildings
- ◆ Walkable retail with parking behind shops
- ◆ On-street parking
- ◆ Parking in back so storefronts appear more visible & accessible
- ◆ Safe crossing on University for walkers/bikers
- ◆ Appropriate crosswalks
- ◆ Traffic calming techniques
- ◆ Landscaped oasis here and there
- ◆ Less parking lots, more green space
- ◆ Point of interest
- ◆ Unique architecture that relates to the pedestrians; break down the massing & create unique spaces
- ◆ Clean- not cluttered
- ◆ Spanish style villas/shops
- ◆ Brick material
- ◆ Village look and feel
- ◆ Keep the Town Center look
- ◆ Develop University as our main street
- ◆ Charming, consistent architecture
- ◆ Unique architecture
- ◆ Continuity
- ◆ Sustainable
- ◆ Dark sky lighting
- ◆ Natural play scape
- ◆ Promote alternative transportation modes
- ◆ Have the street relate to the building uses
- ◆ Destination shops and stores
- ◆ Elegant senior housing
- ◆ Row houses
- ◆ Brownstones
- ◆ Elderly housing
- ◆ Senior townhomes with the same character / design elements as our homes.
- ◆ Luxury condo housing
- ◆ Small/old fashioned businesses & buildings
- ◆ Intimate feeling
- ◆ Residential & commercial harmony
- ◆ Sustainable materials for buildings & parking lots
- ◆ Capture cycle traffic toward retail
- ◆ Bike racks
- ◆ Growing tax-base
- ◆ Build to not damage property values
- ◆ Build to honor residents' rights and property

The following images represent other characteristics of the intent of the Design Guidelines

