# APPENDIX B: DESIGN GUIDELINES FOR THE CURTIS ROAD DEVELOPMENT AREA

The Curtis Road Interchange area will become a distinctive, mixed use development providing residents, employees, visitors and business operators an active, healthy, attractive and diverse atmosphere. By utilizing best planning practices, the area will support considerable diversity of housing, shopping, working and recreational opportunities, all within a small geographic area. It is important that development within the plan area is integrated into a cohesive development pattern while still allowing for design flexibility. These standards may be adopted as part of a new zoning district, overlay district or other enforcement mechanisms established at the time of annexation.

Striped on-street bike paths increase cyclists' safety.

Pedestrian islands and raised crosswalks are effective means of traffic calming.

1. **Design Standards Applicable to All Portions of the Study Area** --The principles here relate to best practices of development, independent of use or building type.
    a. Development Patterns
        i. New developments shall be visibly part of an overall linked development, not walled enclaves without integration or connection to the existing neighborhood pattern.
        ii. Within the Curtis Road Area, streets, paths, open spaces, and public facilities shall be designed as connecting elements, rather than separators.
    b. Circulation - Streets and Trails
        i. Public streets shall be designed to reinforce, extend and connect to existing access pattern while supporting all modes of transportation including walking, bicycling, automotive, and bus.
        ii. Long, uninterrupted blocks are not permitted. The use of traffic calming design (horizontal curves, narrowed streets, landscaped parking bump-outs, landscaped boulevards, differentiated pedestrian crossings and similar devices,) shall be consistent throughout the area.
        iii. The overall public street system must be interconnected, easy-to-understand, and designed to balance the distribution of traffic onto a variety of streets so that no one street becomes overburdened and solely relied upon for large amounts of traffic.
        iv. Public streets and rights-of-ways shall be a visible component of a system of "green infrastructure" that is incorporated into the aesthetics of the community

v. Public streets shall be designed to make the best use of the street tree canopy for stormwater interception as well as temperature mitigation, air quality improvement and the reinforcement of the strength of corridors as outdoor rooms
vi. Public street design shall ensure the least impact on its surroundings, particularly at locations where it crosses a stream or other sensitive area.
vii. Along the Duncan and Staley Roads, in addition to right-of-way necessary for the establishment of adequate lane/road capacity, an additional 50' wide parallel right-of-way will be required to be dedicated and improved with parkway street lighting, bike path, and naturalized landscaped berms.

Retention ponds surrounded by a vegetated fringe are encouraged.

c. Stormwater management
   i. Best practices for storm water management shall be observed throughout the Curtis Road Study Area. These include but are not limited to the following:
      1. Reducing impervious surfaces
      2. Utilizing biofiltration
      3. Creating and distributing natural areas
      4. Leaving areas undisturbed
      5. Clustering development
   ii. Storm water detention or retention areas shall be designed as amenities rather than as engineered, unusable rectangular basins. These retention areas must appear natural and pleasing. Additional open space around storm water areas shall be maintained for passive recreational purposes, but may be improved for more active purposes such as, basketball, volleyball, or tot lots, etc., as well as for specific site and architectural amenities such as seating areas, par courses, etc. where topography permits.
   iii. A preferred option for water quality protection shall be the creation of a permanent pool (wet basin). Detention having a permanent pool of water must be considered before a dry basin having no permanent pool. Infiltration practices shall be considered only after ponds have been eliminated for engineering or hardship reasons as approved by the City. Water should be circulated to prevent pest infestation or stagnation.
   iv. Infiltration practices, when used, shall be designed to accept, at least, the first inch of runoff from all streets, roadways, and parking

Barren, rectangular basins negatively impact surroundings

Detention basins with playgrounds enhance the environment.

lots. Other practices may be acceptable if they achieve an equivalent removal efficiency of 80% for suspended solids.

d. Land Use Transitions
    i. Where adjoining property on the periphery of the Curtis Road Study Area is used or planned for single-family dwellings, the development of new residential uses (potentially townhomes or attached dwellings) of similar scale within the Study Area is the preferred transitional use.
    ii. Where uses other than detached single-family are proposed within the Study Area, contiguous to adjoining existing single-family dwellings outside the Study Area, additional setback, and the interposition of landscaped berms shall be provided as transitional buffers. The width, height, and landscaping intensity of these landscaped berms shall be proportional to the difference in intensity between the contiguous uses.
    iii. Internally, the siting of uses must be conscious of adjacencies; the design of screening and buffering of activity areas, automobile parking, loading areas, public gathering areas, mechanical equipment and other disturbance-generating portions of a use shall substitute for land use transitions between uses.

Landscaped screening shall be required in front of walls.

e. Designs for Defensible Space -- "Defensible space" is a concept that employs the physical design of buildings, property, streets and neighborhoods to prevent crime. There are six levels of defensible space that a community and its property owners employ to help prevent crime. Each level refers to the point at which a potential criminal "enters" an increasingly protected space.
    i. Entering the Community – Since the Curtis Road Area will be both a community and a gateway to Champaign, the City (in conjunction with the University, the Illinois DOT, and other partners) will design and install improvements within the Curtis Road right-of-way and the interchange to emphasize the sense of arrival into the City and distinguish it from surrounding areas, with lighting, sidewalks, curb and gutter, street trees and decorative bridge and abutment improvements.
    ii. Entering the Study Area – In order to send a clear message that the area is alive with interested neighbors and visitors, entries into


Entryway signs along street corridors help visitors and residents establish a sense of place within the community.

neighborhoods and business districts shall be clearly marked and enhanced through the use of distinct entry features.

iii. Entering the Street Corridor -- by pulling buildings (with windows and doors, porches and entry features) close to the street, design encourages "eyes on the street" Street lighting shall emphasize pedestrian scale and uniform light levels. Public open spaces and parks brought to the street, rather than hidden behind buildings, offer more public ownership, oversight and policing

iv. Entering Sites -- particularly within residential enclaves, the distinction between public property and private property shall be emphasized, discouraging people who don't belong on private property from inadvertently entering. Low masonry walls or hedges create psychological barriers to trespassers.

v. Building Entries – in addition to active security of locks and alarms, building entries which allow for visibility of visitors at entries and approaches shall be encourage through appropriate location of windows and protection of site lines.

f. Signage

i. Unified sign plans which guide the multiple buildings, business, and mixed use areas must be established before the development of individual sites.

ii. Billboards shall be prohibited within the Curtis Road Interchange Area.

iii. Prohibited signs include:

1. Animated, Flashing, blinking, rotating or audible signs
2. Signs with exposed lamps, tubing, or raceways or electrical equipment disintegrated from the building façade.
3. Adhesive graphics on sidewalks or pavement
4. Injection molded plastic sign faces
5. Signs painted directly on building surfaces
6. Plastic faced boxed or cabinet signs with internal lighting
7. Freestanding pole signs
8. Roof-mounted signs or signs which project above the cornice or eave of a building

iv. Primary sign types encouraged to be included in unified sign plans include wall mounted signs, blade signs and window signs utilizing:

1. Cut metal letterforms; freestanding or suspended
2. Wall mounted metal or porcelain enamel sign faces


Cut metal letterforms are typically "pin mounted" to the sign face.


Lettering applied to the inside of windows draws the viewer closer to a window display and enhances sales attraction.

3. Stencil cut metal
4. Sandblasted glass, metal or wood
5. Metal channel letters with reverse halo illumination
6. Screen-printed logos or lettering on canvas or metal awning valences
7. Reverse reading screen-printed, cut vinyl or metal leaf logos applied to the inside of glass windows.
8. Internally illuminated or halo illuminated signs

v. Wall signs shall only be located on the building face adjacent to the street, and shall be limited to identify tenants within each building. These signs shall be restricted to the name of the firm, company, or corporation only.

vi. All freestanding signs shall be of a monument design, including: business identification, business director, and informational/ directional identification. Freestanding signs for business identification shall be limited to perimeter locations adjacent to existing arterials.

vii. Monument signs shall be designed to complement the architectural style of the buildings they serve and shall utilize high quality materials such as brick, stone, tile, cast concrete or similar masonry materials. A cabinet sign placed on a base does not meet the intent of these standards. Cabinet signs may be allowed provided the entire cabinet exclusive of the sign face is encased in the above mentioned materials or if the overall design of the sign is unique and meets the intent of these standards.

Halo illumination behind individual letterforms creates attractive daytime and nighttime legibility.

g. Parking

i. Parking supply shall meet the minimum standards specified. Any additional supply must show demonstrated need.

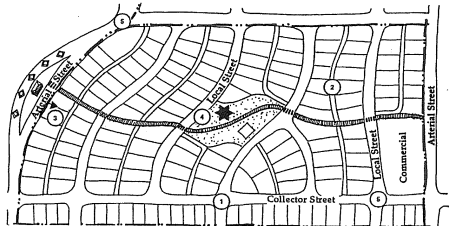
ii. Parking areas shall be subdivided into framed “rooms” of approximately 50 or fewer spaces. Landscape islands, pedestrian aisles, landscaped access corridors or buildings can be used to do this.

iii. In commercial areas, bicycle parking shall be provided and located in safe and convenient locations near the primary entrances to buildings and residences.

h. Lighting
    i. Lighting for each site and unified development site must be approved as part of the development review.
    ii. Each lighting plan must articulate site lighting, building lighting and pedestrian area lighting fixtures, light quality and light levels.
    iii. Lighting fixtures shall be “dark-sky compliant” as defined by the International Dark-Sky Association.

Decorative light fixtures located along the right-of-way are a welcome both pedestrians and motorists.

2. **Neighborhood District --**The principles addressed are key place-making components of creating a walkable, high-quality, and safe neighborhood. These guidelines are intended to provide consistent criteria to be used in the preparation and review of site/architectural plans, and to encourage the development of a vital, pedestrian-oriented district that creates a transition between the existing adjoining neighborhoods and the new commercial/mixed-use and active development within the study area.




New developments shall be part of an overall linked development

a. Siting and Building Orientation
   i. The principal entry shall be visible and accessible from the primary street.
   ii. The setback and orientation of the building shall be situated so as to create a consistent street line.
   iii. Buildings shall be oriented towards streets and open spaces in a way that protects the site's natural features and enhances the character of the street for pedestrians
   iv. Front doors and windows shall be prominent features of the facades which face the primary street, including corner lots. Walkways leading to the front door, separate from the driveway shall be encouraged
   v. Porticos, porches, or other articulated building appurtenances shall be designed to provide character, scale, and orientation to front door areas.
   vi. Garage doors shall not be dominant elements of the front façade.
   vii. Drive-up / Drive-through features and functions shall be prohibited within this district.

A mix of dwelling types, including single and multi-family residential as well as mixed use developments are encouraged within the Neighborhood District

b. Access
   i. Within residential areas, streets shall be as narrow as may be safely accommodated within the City's subdivision standards, with one side on street parking, separating pedestrians from traveling lanes by tree-lined parkways
   ii. Within residential areas, the City encourages use of rear-load alleys to minimize curb cuts and "garage-scape" architecture.

c. Building Form and Design
    i. Along the periphery of the district, the predominant building forms shall accommodate individual residences, or designed to accommodate multiple occupancies (not exceeding eight occupancies per building) so as to be compatible with the existing dwellings which adjoin the study area. Building forms within the interior of the Study Area may assemble a larger mix of attached and detached dwellings, and buildings which are residential in form and scale, containing a mix of residential, retail, service, office and institutional uses serving the needs of nearby neighbors.

d. Massing and Scale
    i. One and two story buildings shall be the predominant scale of buildings adjoining existing residential uses on the perimeter of the study area, increasing in scale, as high as three stories, toward the interior active mixed uses district.
    ii. The height and massing of new buildings shall be similar to the predominant height and massing of existing nearby buildings and shall not exceed more than twice the height and massing of adjacent buildings (including buildings located across the street).
    iii. New development shall provide a transition between adjacent buildings through the use of building setbacks, landscaping, screening and building articulation
    iv. A variety of roof forms that consist of combinations of a few basic forms such as hip, gable and gambrel are acceptable roof forms.
    v. In buildings with larger or complicated footprints, the entire mass of the building shall not be clumped under one enormous roof.
    vi. A buildings massing shall clearly show two things: the location of the main body of the building and the location of the entry for people, which shall be more prominent than accommodations for automobiles (e.g. garage doors, porte cocheres, canopies, etc.)

e. Facades and Fenestration (Windows)
    i. The proportion and profile of windows are essential attributes of each architectural style. They are the most visible, characteristic elements of a building and must be consistent with the selected style.

A combination of rooflines and pitches enhance building shape.

Retail building with pedestrian scale entry features are encouraged.

Windows shall be consistent with building architecture.

ii. Façade composition, especially the placement of windows, is closely related to building massing. The size and grouping of windows shall be consistent with the proportions of the wall on which they are located.

f. Building Materials
   i. New construction shall use materials and textures compatible to those of neighboring buildings and appropriate to the chosen architectural style to reinforce the neighborhood's image. The use of wood, brick, traditional stucco, and stone as dominant exterior building materials is preferred.
   ii. Number of Materials – No more than two wall materials shall be visible on any exterior wall, not counting the foundation wall window framing or piers. Limiting the number of materials focuses attention on the composition of the design.

g. Screening and Buffering
   i. Service areas, loading docks, garbage dumpsters, areas of outdoor storage, and areas with mechanical equipment shall be located and oriented away from rights-of-way or other areas visible to the public.
   ii. Screening of service areas from adjoining properties, shall be accomplished by use of walls, fencing, trellises, planting, or combinations of these which are consistent with the materials and colors used in the principal building, and which provide more than 75% opacity to screen the view. Screening shall be equally effective in winter and summer. Chain link fencing shall not be permitted as a screening material.
   iii. Rear yards which adjoin existing arterial or collector roads, shall be screened year-round through the use of landscaping, fencing or both so as to present a consistent image between intersecting roads

Fencing and/or landscaping shall be used to buffer rear yards that abut arterial road.

h. Signage
   i. Wall, window, awning valance or projecting signs may be permitted for non-residential uses where they are scaled and located in a manner which is not intrusive in the character of the district.
   ii. Sign illumination, if any, shall not allow for direct view of the light source, or more than 0.5 foot-candles of illumination off-site.
   iii. Wall signs shall not exceed a height of 2 feet below the parapet or eave. Individual letters shall not exceed a height of 18 inches. Wall signs shall be mounted above first floor windows on a one-story

building; and between first and second floor windows on a multi-story building.

iv. Window signs shall be entirely within the window area and shall not exceed 15% of the total window area.

v. Awning valance signs shall be entirely within the area of the valance, and shall not exceed 50% of the area of the valance

i. Parking

i. Parking for residential uses shall be accommodated primarily in private garages on individual property.

ii. Off-street parking for non-residential uses shall not be located between the building and the street, and shall be landscaped and screened to yield a character consistent with nearby residential uses.

iii. All pedestrian sidewalks shall be distinguished from driving surfaces through the use of materials such as pavers, brick or brushed or scored concrete, in order to enhance pedestrian safety and comfort, and enhance the appearance of walkways.

iv. In locations where plants will be susceptible to injury by pedestrian or motor traffic, they shall be protected by appropriate curbs, tree guards, or other devices.

v. Parking areas and traffic ways shall be enhanced with landscaped spaces containing trees or tree groupings.

vi. Where parking lots providing more than 50% of the parking supporting the use of the site are located between the front of the building and the public right-of-way, substantially greater area and number of landscape features within and on the periphery of the parking lot should be required.

j. Lighting

i. Building lighting shall be integrated into the design of the building, principally attached to building facades, or as soffit lighting under porches.

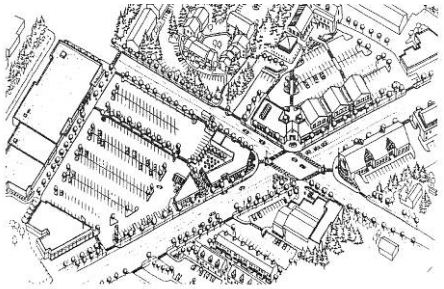
ii. Building floodlighting is not permitted.

iii. Lighting fixtures shall be “dark-sky compliant” as defined by the International Dark-Sky Association.

When parking is located in front of the building between the public right-of-way, substantially more landscaping is required to screen the view of parked cars.

Lighting is a decorative and functional element that enhances the building façade.

3. **Active Mixed-Use District--**The principles addressed are key place-making components of creating an active, high-quality, environmentally sensitive commercial / mixed-use area. People want to go where other people are, and vibrant, central gathering places are where shoppers visit more often and stay longer when they do. The Curtis Road area shall be a place of attraction with an experience worthy of holding attention for an extended day to night stay. Such a Place doesn't just sit passively on a site filled with shops, but blends unique shops and restaurants, urban dwellings, work places and public open spaces onto a terrific site, and offers a dynamic series of cultural and community events. The predominant image of the area shall be conveyed by building architecture, not by the parking and signage which support the use of the buildings. Rather than creating an artificial Old Town or a traditional marketplace feel, the Curtis Road area can showcase storefronts, colors, and building design, allowing stores, restaurants and amenities to be the primary attraction.



The Active Mixed-Use District shall serve as the primary neighborhood attraction for the Curtis Road area.

   a. Site Layout and Orientation
      i. The orientation of buildings, whether they are single buildings on individual parcels or buildings on a unified development parcel, shall frame the street corridor as an enclosed volume and avoid gaps or voids in the edges which enclose the street corridor.
      ii. Siting of buildings and improvements at street corners shall frame the corner as a room; parking areas shall not be located within 250 feet of the intersection of the centerline of the two intersecting streets.
      iii. Framing of street corners shall be enhanced through the use of architecturally prominent building features or prominent three dimensional site improvements (fountains, sculpture, art, etc.) within public plazas
      iv. The siting of buildings within unified development parcels shall avoid the creation of single-use/single-store islands (outlots).
      v. Single-store or multi-store buildings within a unified development parcel should be aggregated into clusters where their entry orientation, connective plazas, or shared outdoor eating areas emphasize pedestrian oriented "shopping streets" or commons.
      vi. Drive-up windows, ATM's and similar auto-convenient facilities and structures shall not be located along the street.
      vii. Access corridors within unified development parcels shall be framed with buildings to form a "shopping street" or with landscaping to form pedestrian/bike-friendly gateways into the site.

Mixed-use developments provide a place for people to live, work, and shop; an environment that caters to pedestrian activity.

viii. Primary orientation of buildings and entries shall be to the principal public street unless that building or entrance is used to frame a double-loaded “shopping street” (where storefronts face storefronts across a street or parking area) within a unified development parcel

ix. Loading docks, trash enclosures, parking structure entrances, and other active, noise-generating facilities shall not be oriented along a street or site periphery which forms the edge between two different uses.

b. Transitions

i. Within the district, building type and scale transitions shall be considered where there are significant changes in the use of adjoining property (such as between commercial and residential uses).

ii. Wherever practical, public open spaces, recreation corridors and green commons or public spaces shall be used as transitions.

iii. Building architectural transitions such as a combination of consistent building height, roofline, roof form, apparent building massing and building setback can be used to transition between uses

iv. Heavy landscaped screening, walls, fences and other less effective separators shall be used only where uses change on back to back property boundaries.

c. Building Form and Design --- A primary objective of the design guidelines for development of the active mixed-use area is to prevent the establishment of large, monolithic architectural masses which dehumanize the relations of pedestrian to building and use. Building design must relate buildings to users and occupants through the use of materials, articulation, architectural elements, proportion and scale.

i. No building wall shall be comprised of elements which exceed 32’ in dimension. Offsets, reveals, recesses or other changes in wall planes of a minimum 16” shall be required in any horizontal and vertical element.

ii. Each exposed building side shall use details and materials consistent with the front façade.

iii. Front façades shall use windows, awnings, building arcades, entrances and other details across the substantial majority of the façade.

Public open spaces provide for good transitions between differing uses.

Building facades shall include a variety of design elements to break up the wall plane and add visual interest.

Buildings located at prominent locations where visibility of the structure is heightened, including corners and intersections, should display special architectural detail.

iv. Special attention shall be given to the corners of buildings located at intersections, as their placement helps to define the streetscape and create the desired outdoor room at the intersection. Monumental building elements such as spires, clock towers, or similar special features shall be encouraged here.
v. Single story buildings are discouraged. Buildings with a façade height exceeding 16 feet shall be designed to articulate two or more stories, and articulate recognizable base, middle and top elements. The ground floor of buildings shall be more highly detailed than upper stories so as to present greater visual interest to pedestrian level perspective. When a building exceeds three stories, the middle stories shall accommodate the majority of the height.
vi. Balconies are encouraged on residential and mixed-use properties as their projections increase “eyes on the street”.
vii. Rooflines of large buildings shall be varied so that their apparent mass and height is minimized.
viii. Every building must have a clearly-articulated, visible customer entrance. A combination of building elements such as arches, peaked roofs, overhangs, canopies, arcades, architectural details or materials shall be used to distinguish the entry from other buildings elements.
ix. All rooftop mechanicals and other equipment other than the roof itself shall be screened from view from public areas, public rights-of-way and adjacent property using a combination of building elements (parapets, cornices, sloping roofs planes) which exceed the elevation of the screened equipment.

A combination of consistent architectural features, including awnings and materials, help to transition between adjacent structures and uses.

Balconies are encouraged on residential and mixed-use structures.

d. Facades
i. Commercial establishments in excess of 20,000 square feet of gross floor area shall have clearly defined customer entrances featuring no less than three of the following:
ii. Canopies, metal seam awnings or porticos; or
iii. Overhangs; or
iv. Recesses/projections; or
v. Arcades; or
vi. Raised corniced parapets over the door; or
vii. Peaked roof forms; or
viii. Arches; or
ix. Outdoor plaza; or

x. Display windows; or
xi. Architectural details such as tile work, brick soldier courses or molding integrated into the structure
xii. Architectural features and details including projections, dormers, columns, awnings, canopies, decks, balconies, quoins, lintels, cornices, pediments, arches, shutters, etc. shall be consistent with the style and proportion of the building.
xiii. If a building or structure has a primary style or theme, that theme shall be used around the entire building.
xiv. Projecting and recessed façade features shall establish a rhythm and add visual interest to the block face.

Unique paving and landscape elements enhance the environment of public street corners.

e. Fenestration (Windows)
   i. Windows and fenestrations shall be consistent with the style and proportion of the building on which they appear.
   ii. Windows and fenestrations shall be located so as to minimize encroachment upon the privacy of adjoining uses and enhance neighborhood security.
   iii. Where privacy is concerned, semi-translucent glazing such as glass block or frosted glass on windows and doors facing openings on abutting structures shall be necessary.

f. Materials
   i. Materials shall be selected for suitability to the type of buildings and the design in which they are used. Buildings shall have the same materials, or those which are architecturally compatible, and/or those materials used for building walls and other exterior building components wholly or partly visible from public ways.
   ii. Building exteriors shall use at least one but not more than two of the following building materials as the primary material:
      1. Brick
      2. Stone
      3. Glass
      4. Wood
      5. Decorative masonry
      6. Decorative concrete panels
   iii. Buildings of decorative masonry units, pre-cast panels and/or primarily EIFS construction or its equivalent shall be permitted only

A combination of façade elements, including canopies, projections, and balconies help to create attractive and inviting environments for shoppers and residents alike.

where the structure is not located adjacent to an area with high pedestrian foot traffic.

iv. Monotony of design in single or multiple building projects shall be avoided. Variation of detail, form, and siting shall be used to provide visual interest. In multiple building projects, variable siting or individual buildings may be used to prevent a monotonous appearance.

g. Rooflines
   i. Roofs on commercial structures shall incorporate at least one of the following architectural elements:
   ii. Overhanging eaves, extending no less than two (2) feet past the supporting walls; or
   iii. Three or more slope planes; or
   iv. Prominent cornices along the roof line of any façade.
   v. Rooflines and pitches shall be consistent with the architectural style of the structure.
   vi. Rooflines and pitches shall be proportionate to nearby structures so as to provide transition or mitigation of significant changes to scale.

h. Awnings
   i. Awnings and canopies shall be made of cloth fabric or a cloth composite that has the appearance of cloth.
   ii. Materials shall not have a highly reflective, synthetic appearance.
   iii. No internally lit, glowing awnings shall be permitted.
   iv. Awnings shall be mounted so as to respect the design of the building, including the arrangement of bays and openings. In general they shall be designed to project over individual windows and door openings rather than being a continuous feature that extends over masonry piers and arches.
   v. Awnings and canopies shall be entirely and securely supported from the building or structure to which same shall be attached, and without posts and other obstructions whatsoever upon the sidewalk.
   vi. The horizontal portion of the framework shall not be less than eight (8) feet nor more than twelve (12) feet above the sidewalk and the clearance between the covering or valance and the sidewalk shall be not less than seven (7) feet. The depth of the vertical hanging fascia shall not exceed twenty (20) inches.

Rooflines with overhanging eaves and exposed beams add architectural articulation while providing shelter for shoppers.



Awnings and canopies shall be entirely securely supported from the building or structure.

vii. The height of the lowest point of the fixed awning shall not be less than eight (8) feet nor more than fifteen (15) feet above the sidewalk grade at the building line. The depth of the vertical hanging fascia shall not exceed twenty (20) inches.

i. Signage
   i. All signs shall conform to a unified signage and wayfinding plan proposed, reviewed and adopted for each mixed use and multi-tenant development.
   ii. Signage shall be incorporated into the overall design of buildings so that it serves to accent the building entrance, storefront opening or similar feature of the structure while establishing the individuality of the business without being disproportionate to the scale of the façade.
   iii. The size and placement of wall, window, awning, and blade (decorative projecting) signs shall be governed by a unified signage plan. Freestanding signs for individual businesses shall be prohibited; however, ground mounted monument signs which identify a unified mixed-use development may be approved as part of the unified sign plan.
   iv. Wall, window, awning valance or projecting signs may be permitted for non-residential uses where they are scaled and located in a manner which is not intrusive in the character of the district.
   v. Sign illumination, if any, shall not allow for direct view of the light source, or more than 0.5 foot-candles of illumination off-site.
   vi. Sign area of all combined signs shall not exceed 1 s.f. per each linear foot of building façade facing a street.
   vii. Wall signs shall not exceed a height of 2 feet below the parapet or eave. Individual letters shall not exceed a height of 18 inches. Wall signs shall be mounted above first floor windows on a one-story building; and between first and second floor windows on a multi-story building.
   viii. Window signs shall be entirely within the window area and shall not exceed 20% of the total window area.
   ix. Awning valance signs shall be entirely within the area of the valance, and shall not exceed 50% of the area of the valance

j. Parking
   i. Siting and orientation


Wayfinding signage that directs both pedestrians and motorists should be incorporated into the overall design of a community.


Blade signs (decorative projecting signs) are attractive and effective in pedestrian oriented areas.

1. The primary view from the public right-of-way into property shall be of the front of buildings and landscaping aligned close to the right-of-way so as to frame the street.
2. Where parking lots providing more than 50% of the parking supporting the use of the site are located between the front of the building and the public right-of-way, substantially greater area and number of landscape features within and on the periphery of the parking lot shall be required.
3. Parking at the rear and sides of primary buildings is preferred to parking between the front of buildings and the public right-of-way.

ii. Quantity
1. Excessive surface parking lots consume vast acreage, create unattractive environments and decrease the character and continuity of buildings by increasing the space between buildings. The minimum standard will be allowed and any additional parking need must be demonstrated.

iii. Design
1. Parking areas shall be subdivided into framed "rooms" of approximately 50 or fewer spaces. Landscape islands, landscaped pedestrian aisles, landscaped access corridors or buildings.
2. Parking areas shall be oriented so that building walkways and aisles allow convenient access to building entries without traversing landscaped separation.
3. No parking space shall be located more than 50 feet from a shade tree within a landscaped island or access drive or building/foundation landscape area.

iv. Bicycle parking shall be located in safe and convenient locations near the primary entrances to buildings and residences.

k. Landscaping

i. Parking Lot and Perimeter landscaping
1. Each parking lot shall be landscaped to provide visual and physical relief from the effect of aggregating vehicles and paved surfaces, and so as to provide safe, attractive and comfortable pedestrian access between parking and the building entries.

Ground mounted free-standing signs serving multiple store developments should incorporate year-round landscaping features.


Landscaping shall be aligned close to the right-of-way so as to frame the street and buffer parking.


Perimeter landscaping emphasizes the continuity of a three dimensional roadway corridor while providing attractive, green sight lines.

2. Shade trees, maintainable shrubs and berming shall be used in medians, allees and landscaped aisles to visually subdivide parking lots, to demarcate internal corridors which guide vehicles and pedestrians, to create a vertical dimension, and to reduce the scale of the parking area.
3. Views into sites (between buildings along the street face) from the streets, sidewalks and public open spaces shall be screened with landscaping, berms and other improvements so as to emphasize the continuity of the three dimensional roadway corridor.
4. Views into parking lots from adjacent sites shall be either screened by landscaping, or where the view is from an adjacent parking lot, shall be used to identify cross access and to further reduce the scale of the combined adjacent paved areas.

ii. Entry Landscaping

1. Entryways into sites and unified development areas shall be landscaped in a way that distinguishes the entry along the corridor.
2. Ornamental landscaping materials which emphasizes color, visual intensity and detail, supported by year-round live landscaping and landscape structures at the entries shall be consistent with the scale and hierarchy of entries along the corridor and within the overall Curtis Road Interchange Area.
3. Entry landscaping shall be planned to support and enhance coordinated identity, wayfinding and sign systems.
4. Landscaping at corners and intersections must be designed and maintained to assure safe visual access for pedestrians and vehicles approaching the intersection.

iii. Building and Foundation Landscaping

1. Building and foundation landscaping shall be used to highlight building entries.
2. Landscaping along the building edge shall be used to emphasize building offsets, reduce apparent building scale by breaking up otherwise undifferentiated walls into small segments, and to create visual interest for pedestrians on parallel sidewalks.

Fencing and/or landscaping shall be used to buffer rear yards that abut arterial road.

Site landscaping shall enhance entryways while not impeding safe access and visibility for pedestrians and motorists.

Landscaped outdoor plazas provide a place for pedestrians and shoppers to rest and enjoy the outdoors in the shade.

3. Landscaping shall be used to mitigate glare and heat reflected from building walls onto sidewalks and parking lots.
4. Where plazas and outdoor seating areas extend away from a building, landscaping shall be used to shelter such areas from glaring sun, wind, and intrusive views.

iv. Utility, Mechanicals and Service Area Landscaping

1. All ground mounted and above grade utilities, mechanical equipment, loading docks, trash enclosures and service areas must be screened from view from streets and adjoining property. Where building design and integrated screen walls do not provide complete screening, landscape screening of such equipment areas shall be used.
2. Landscape materials used to screen utility, mechanicals and service areas shall provide effective year-round screening.
3. Mechanical equipment and storage or sales areas not enclosed in buildings shall be screened from view from the street and adjacent properties with landscaping or fences/walls which exceed the height of such outdoor sales or storage.

Parking lot is subdivided into framed “rooms” that are surrounded by landscape islands.

4. **Corporate District** The overall design concept for the area is to create a strong sense of project identity and character throughout the Curtis Road Area. There is a need to create the immediate first impressions of high quality business/employment/ institutional park, not only for the surrounding land uses but equally important for the owners and visitors of the companies located in the park. Such emphasis on quality will also set a precedent for any future adjacent land. Within the Curtis Road Area, these properties have the greatest opportunity of supporting taller, impressive, even monumental buildings, without negatively affecting the character of nearby residential and smaller scale uses. By emphasizing height, these properties will support views between buildings and of the core of the Corporate District.
    a. Site Layout and Orientation --Lot sizes within Curtis Road will vary, to serve a wide range of uses; as discussed in the Land Use Chapter. However lots of 200 to 300 feet deep are typical for a wide range of appropriate users. Larger lots of 500 feet deep are also popular for corporate business parks, because they can be subdivided for future developments.
        i. The development should respond to Interstate 57, Curtis Road and the primary internal street.
        ii. Siting and Building Orientation
            1. Building entries, public areas, administration areas, and other window areas shall be oriented towards the street or parking facilities.
            2. Relationships to adjacent buildings shall be considered concurrent with individual project layout. Projects shall be “off-set” to minimize views directly into opposing buildings when buildings are fewer than 40 feet apart.
            3. Maximum building heights shall be 85 feet. An additional 10 feet in height will be permitted for roofline treatment, architectural features and special equipment or mechanical devices.

    b. Building Design
        i. Clearly Articulated Entries
            1. The primary building entry shall face the street, and shall be clearly defined with special massing, lighting, architectural detail and/or landscape treatment to make it stand apart from the rest of the building.

The use of architectural features shall be used to create easily identifiable entryways.

Benches are required near entries and/or landscaped areas.

2. Building entries shall be obvious. The primary building entry shall be clearly defined for pedestrians, with an enhanced hardscaped foreground for each building. Front doors shall be substantial in appearance.
3. Secondary entrances may be oriented towards parking areas.
4. The use of architectural features, such as porticos, canopies, or arcades, special roof treatments and/or landscape treatments such as entry plazas or courtyards can create an easily identifiable entry, and shall be required.
5. Installation of benches is required near entries and/or landscaped areas. Benches shall be constructed of materials consistent with and complementary to the building architecture and site design.

Building facades shall incorporate architectural elements, such as an interesting fenestration pattern and entrance to add visual interest.

c. Massing and Scale
    i. Building sizes shall be designed to be flexible to accommodate growth and change. For example, buildings shall be constructed with bay sizes that are able to accommodate a wide range of tenants' needs.
    ii. Buildings shall be well articulated by changes in roof heights and vertical planes to reduce the appearance of bulk, and create interesting building facades.
    iii. Changes in building massing such as second story areas and/or vaulted areas establish a rich composition and shall be enhanced and articulated on the building facade.
    iv. "Terraced" building designs with second story areas set back from the street are encouraged to help create a more pedestrian friendly streetscape.

Changes in roof height breaks up the vertical planes of buildings and reduces the appearance of bulk.

d. Facades
    i. Facades shall be continuous on buildings with both office and industrial uses.
    ii. Large, flat unarticulated building elevations shall not be permitted adjacent to a public street or view.
    iii. The building design shall be articulated either with a change in materials, color and finishes, fenestration pattern and size, façade plane/vertical plane, a special building entrance, and/or arcade.

iv. Vertical building elements shall be used to break up what may otherwise be a horizontal architectural composition and vice versa.
v. Building facades shall be articulated with a combination of windows, entries, and bays.
vi. Building facades shall incorporate recesses and projections, entry elements and layering of wall planes to create visual interest.
vii. Large blank walls at the building base facing a public street, right-of-way, or public view shall not be permitted.

Buildings should maintain interesting architectural features including appealing fenestration patterns.

e. Fenestration (Windows)
   i. Architectural details shall have a consistent style that creates a unified design across the building. For example, window details shall be consistent with door and canopy details.
   ii. The use of contrasting materials and accent features is required to animate building facades and entries. These features shall include window canopies, cornice projections, tension cables to support entry canopies or trellises, structural pilasters or columns, window mullions, and mechanical screens.
   iii. Architectural and water features shall be incorporated into site and building design to enhance and strengthen development character. Water features may range in size, but may include larger water areas that can be used as recreation areas for employees, or smaller water areas, such as fountains, which can promote corporate identity.
   iv. Art and sculptural elements in public spaces is encouraged. Such elements shall enhance and not conflict with building and site design.

Buildings shall consist of high quality materials that if combined add to the architectural appeal of the development.

f. Building Materials
   i. Acceptable primary building materials shall consist of high-quality office and commercial building materials and may include, but are not limited to: architectural concrete (finished surface, exposed aggregate, or sand blasted), natural stone (flamed, honed, polished, chiseled, or cleft finish), and masonry (brick, terra cotta, tile, glass block). Building materials may be a combination of the permitted materials as long as the combination holds to a clearly articulated architectural design strategy.

ii. Glazing shall be tinted with high-performance materials and glazing colors, and transparency and reflectivity shall be limited to green, blue, light gray, clear, or other lightly tinted shades.
    1. Reflective or darkly tinted glass shall be prohibited
iii. The use of prefab metal, such as roll formed metal siding or corrugated metal, shall be prohibited. This does not preclude the use of metal detail as part of architecturally designed buildings, such as “Cor-Ten” steel, aluminum, or other high quality metals needed to complete an architectural design. High quality industrial design may successfully include the use of certain metals, however, these may need to be regulated within the Curtis Road Study Area zoning district to prevent other lower quality building designs.
iv. Roof materials shall complement the materials and colors of facades, and provide texture or relief.
v. Use of recycled, local and/or rapidly renewable materials is encouraged

g. Signage
    i. All signs shall conform to a unified signage and wayfinding plan proposed, review and adoped for each mixed use and multi-tenant development.
    ii. Visible signage shall be present for all buildings that provide building addresses, and to establish a strong identify for the entire development
    iii. All signage shall be designated to complement the architectural style and setting of the structure or use to which it is adjacent. Wall and fascia signs shall be compatible with the predominant visual elements of the building.
    iv. Sign letters and materials shall be professionally designed and fabricated
    v. Signs shall be constructed using high-quality materials such as metal, stone and/or wood.
    vi. Exposed conduit and tubing is prohibited. All transformers and other equipment shall be concealed.
    vii. Signage shall be located at every major site-entry to establish development character.
    viii. One ground mounted freestanding double-faced sign for each primary street frontage may be allowed (governed by an approved unified sign plan) for each multiple store retail or mixed use center.



Wall signs attached to the building shall be individual letters and surface mounted.

Ground mounted freestanding signs shall not exceed building height or exceed 250 square feet

ix. Informational/directional signs shall be used to provide direction to on-site automobile traffic or pedestrians and not visible from off-site areas.

x. Separate signage may be necessary to direct trucks, cars and pedestrians to appropriate parking or entry areas.

h. Screening and Buffering

i. Walls or fences shall be required as a means of screening when the design review process determines landscaping materials alone to be insufficient.

ii. Walls or fences required for screening of loading, outdoor storage areas, trash enclosures and other storage areas shall be a minimum of six (6) feet high. Mulched planting beds. Walls constructed within a front setback shall not exceed three feet in height.

iii. Walls constructed within the required front setback areas shall not exceed three (3) feet in height.

iv. Walls shall be constructed of masonry, architectural metals or concrete materials consistent with, and complementary to, the building architecture.

v. Chain link fencing shall not be permitted.

vi. Walls or fences shall not be required between separate lots unless deemed necessary for security or screening purposes. Such walls located on property lines between lots shall not exceed six (6) feet in height.

vii. Landscaped screening on the exterior side of a wall shall be required to cover 50% of any wall used as a buffer in a required front yard.

i. Parking

i. Parking shall be designed to provide flexibility for the buildings to change users. Additional landscaped areas that can be converted to expanded parking or building coverage are required in lieu of constructing oversized parking lots.

ii. To the extent possible, employee parking areas shall be located to the side and behind buildings.

iii. Visitor and handicap parking may be located to the front of the building and near the primary building entry. In such cases,

Walls shall be constructed of masonry, architectural metals or concrete consistent with building design.

Employee parking should be located to the side and rear of the building.

Shade trees shall be planted and evenly distributed within the parking areas.

appropriate screening and landscaping shall be provided to visually buffer all parking areas from the street.

iv. Loading zones shall be clearly delineated and kept separate from parking areas, and entries shall be located to reduce the potential of pedestrian/truck and automobile/truck conflicts.

v. Uses with operations requiring semi-tractor trailer truck access shall have separate truck parking areas that are clearly delineated, in order to prevent trucks from parking on the street.

j. Landscaping

i. Perimeter setback areas shall be landscaped with a consistent pattern of trees and shrubs to function as framing elements for each development area. Shrubs shall be a maximum of three (3) feet high within 25 feet of driveways for safe visibility.

ii. Front and side setbacks, if any, shall be landscaped.

iii. Driveways, drive aisles, and pedestrian connections shall be planted with trees.

iv. Shade trees shall be planted and evenly distributed within the parking and loading areas so that at the trees maturity, 40% of the parking stalls, back up, and loading areas will be shaded at high noon at such time as the trees have foliage. Main access roads and driveways not used as back-up areas are exempt from this requirement.

v. Shade trees shall be located predominantly in islands and planters and shall have low ground cover throughout with shrub screening at the end bays of each island.

vi. Off-street parking facilities shall be screened from streets and access ways. If surface parking faces any street frontage, a landscape buffer (minimum eight feet from the edge of right-of-way) shall be provided.

vii. Design of curbs to allow passage of stormwater into planted areas at islands and along the lot edges is required. This strategy shall include appropriate design of island and edge plantings to manage stormwater flows.

viii. Planting around building perimeters shall be colorful and highly accented. It is suggested that trees and shrubs have either colorful foliage or flowering characteristics, except where restrictive areas require a more vertical species. More intense plantings of colored ground cover and shrubs shall be utilized to accent major

Landscaped screening shall be required in front of walls.

Water features such as fountains, should compliment the site design and contribute to the overall environment.

architectural features of the building, such as entries. Vines shall be encouraged for larger wall massings, and at loading and trash screen walls.

ix. Landscape lighting, with no visible light source, is encouraged to accent focal elements of building sites. An example would be uplighting for signs and trees located at a primary driveway entry. Low angle spotlights are encouraged for reduction of glare and light pollution.

x. Special landscaping, architectural treatments and signage shall be used to define auto entrances.

xi. The use of permeable paving or alternative materials to reduce surface runoff is strongly encouraged as a surface material for parking areas.


Plantings around building perimeters shall be highly accented providing colorful foliage and/or flowering characteristics.