



# Form & Character Framework

ENVIRONMENTAL MANAGEMENT  
STORMWATER MANAGEMENT  
OPEN SPACE AND PUBLIC PLACES  
NEIGHBORHOOD DEVELOPMENT  
COMMUNITY STREETS  
IMAGE STREETS  
GATEWAYS  
PEDESTRIAN AND BICYCLE CIRCULATION  
SITE PLANNING  
ARCHITECTURAL CHARACTER  
LANDSCAPE DESIGN

### ***Intent***

Many of the principles and guidelines use the words “should,” and so forth.

In general, these words should be read to describe the relative degree of emphasis to be given the principle or guideline, but not to establish a specific legal requirement.

Because of the often general nature of the principles and guidelines, some within this Plan may appear to conflict.

Exercise of judgment is critical to a comprehensive policy plan, which seeks to provide general direction regarding the myriad of factors affecting growth and development in a community setting.

## **INTRODUCTION**

The Principles and Guidelines help achieve the goals and policies expressed by the community for the City and express the City’s intent for how land development should be guided. They are based on input received from the Planning Advisory Committee and community throughout the Planing process. They provide guidance for land use decisions by describing the form and character of development that is desired in the future. This chapter includes the Form and Character of Development Framework including Principles and Guidelines to define ways to make Warrenton’s desired future happen.

## **PRINCIPLES AND GUIDELINES**

A principle is defined as a general or fundamental rule or assumption; and a guideline is defined as a recommendation that leads or directs a course of action to achieve a certain goal. Thus, Principles and Guidelines define ways to make Warrenton’s desired future happen. Specifically, the Plan should be used by the City to implement stated community goals and help make decisions about land use, proposed ordinances, and programs.

The Development Principles and Guidelines are intended to act as the guide for public and private investments made. The overall goal of the Plan is to create complete communities by providing a well-designed realm of vibrant neighborhoods, parks, and institutions within close proximity of businesses, transportation, and recreation. All areas should be accessible through a pleasant walking and driving experience.

### ***Degree of Emphasis***

#### **Intent Statements**

- a. Intent Statements set forth the goals for development in the study area. The Development Principles and Guidelines provide direction as to how these goals may be achieved.

#### **Framework**

- b. Development Framework is objective criteria that provide specific direction to achieve the intent statements. The term “may” is used to indicate that compliance should be encouraged. The standards set forth in the Zoning and Development Code are the standards that should control development.

#### **Guidelines**

- c. Design guidelines provide further considerations that promote the goals defined by the Intent Statements. Guidelines use the term “should” to denote that they are considered pertinent to achieving the stated intent but allow discretion based on site and project conditions.

## ENVIRONMENTAL MANAGEMENT

**Environmental Management protects natural resources such as stream corridors, floodplains, woodlands, and steep slopes and integrates them into the fabric of new development.**

### Intent

- a. Protect existing environmental assets of the area and ensure future development in harmony with existing stream corridors and natural features.
- b. Seek opportunities to improve water quality by maximizing the use of stormwater BMP's in detention areas.
- c. Protect mature woodlands and environmentally and culturally sensitive areas.
- d. Provide opportunities for alternate subdivision design that is more efficient and provides more open space and greater natural resource protection than conventional development designs.



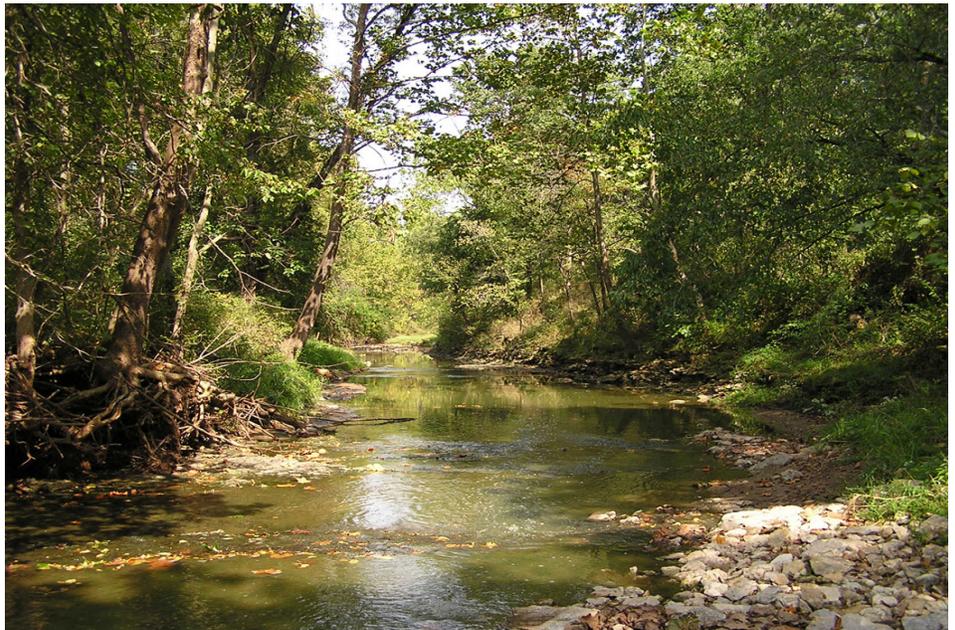
Conservation development limits encroachment into protection areas through the use of cluster development.

### Framework

- e. Development should retain the natural and visual character derived from topography, woodlands, streams, and riparian corridors.
- f. Greenway corridors should preserve natural drainage areas, floodplains, and wooded areas to define and connect neighborhoods.
- g. Encourage the reduction of non-point source pollution in existing developed areas.
- h. Become familiar with procedures and approvals for operating in sensitive areas by coordinating with governing agencies including the Missouri Department of Natural Resources (MDNR), Missouri Department of Conservation (MDC), U.S. Army Corps of Engineers (USACE), and the State Historic Preservation Office (SHPO).

### Guidelines

- i. Encourage use of stormwater retention facilities within detention areas where possible.
- j. Encourage retention of riparian areas through the use of cluster development with smaller lot sizes or by establishing no-build lines on future platted property.
- k. Coordinate development planning to determine the most appropriate methods to preserve noteworthy trees.
- l. Consider implementation of stream buffer standards to mitigate the adverse environmental impacts that development can have on streams and associated natural resource areas.



Environmental Management protects natural resources such as stream corridors, floodplains, woodlands, and steep slopes.

# STORMWATER MANAGEMENT

**Stormwater Management reduces stormwater runoff quantity and increases water quality throughout the region through a system-wide, comprehensive strategy for managing stormwater.**

## Intent

- a. Develop a system-wide network of regional detention to reduce flood damage downstream of developing areas.
- b. Implement practices in future developments that decrease runoff and increase stormwater infiltration.
- c. Protect regional detention by providing localized detention in new developments.

## Framework

- d. Design detention areas as amenity features.
- e. Limit stormwater runoff from new developments to pre-development levels.
- f. Encourage the treatment of stormwater runoff from a site before discharge.
- g. Enforce the City's standard sediment and erosion control practices to reduce sediment loads in stormwater runoff.

## Guidelines

- h. Consider Best Management Practices (BMPs) including detention and retention, in new developments as identified in Section 5600 APWA.
- i. Consider use of non-structural site design practices to promote the preservation of natural and connected open space within and between developments, and provide non-structural stormwater treatment.
- j. Utilize erosion prevention and sediment control practices during and after construction or during any land disturbance activities in accordance with Section 5100 APWA.
- k. Utilize stream buffers and setbacks to provide stormwater infiltration and reduce negative impacts to water quality in streams.



Design detention areas as an attractive water feature amenity or focal point.



Detention



Detention



Bio-Swale

## OPEN SPACE AND PUBLIC PLACES

**Open Space and Public Places contribute to the use and enjoyment of residents and should be provided in useful, quality spaces integrated purposefully into the overall development design.**

### Intent

- a. To utilize well defined natural and developed open spaces as features that serve as the focus of block, lot, and circulation patterns.
- b. To utilize open space to link various developments into cohesive interrelated districts.
- c. To supplement public open space such as parks and drainage corridors with privately developed open space that completes linkages.
- d. To use developed open spaces that serve as prominent amenities.
- e. To encourage small developed open spaces embedded in the pattern of streets, blocks, and lots to serve as an amenity and create value.



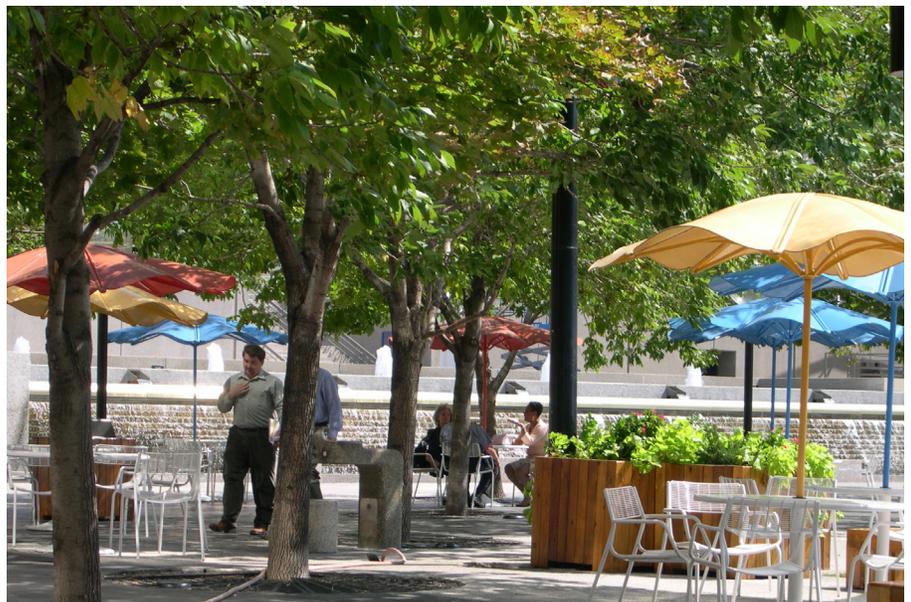
Future park amenities.

### Framework

- f. Provide public access to all public open space, natural and developed, directly from the public street or sidewalk system.
- g. Preserve and enhance areas of significant natural features, such as floodplains and drainage channels, mature woodlands and vegetation, stream corridors, wetlands, prominent bluffs and steep slopes.
- h. Encourage site amenities such as public plazas or open landscaped gathering spaces in areas of business development. Such amenities may include a public plaza with seating, landscaped mini-park/neighborhood green/or square, water feature, and a public art feature or clock tower.
- i. Integrate site amenities into the overall development design, rather than placing them on undevelopable remnant parcels or unusable perimeter buffers.

### Guidelines

- j. Use open space to enhance the value and amenity of surrounding development and limit the amount of non-usable or inaccessible open space.
- k. Create streets, blocks, lots, and building patterns that respond to views, landscape, and recreational opportunities when in proximity to natural open space.
- l. Encourage fronting lots and buildings on public and private open spaces rather than secluding open space behind buildings. Preserve areas of significant natural features through private common open space or public dedication.
- m. Design open storm drainage and detention areas as an attractive water feature amenity or focal point.
- n. Set back buildings, parking areas, and grading from significant natural features a sufficient distance to ensure their continued quality and natural functions.



Active public space.

- o. Encourage the design of neighborhood greens (parks) to remain open and visible to residents rather than secluded behind buildings or surrounded by parking lots. Buildings adjacent to a green should front onto the space and include entrances and windows rather than blank walls or rear facades.
- p. When possible, the perimeter of a neighborhood green should front entirely onto the street/ drive curb on at least two sides, with buildings abutting on no more than two sides.
- q. Incorporate amenities in neighborhood greens such as walkways, plazas, seating, recreational facilities, gazebos or other similar decorative shelters, pedestrian scale lighting, or other similar features for the use and enjoyment of residents.
- r. Smaller urban common areas should be accessible, well lit, and maximize visibility into the area from adjacent streets.
- s. Design pedestrian-friendly public spaces, adding trees to give relief from the sun and rain, providing occasional seating, and encouraging public art.
- t. Construct sidewalks or walking paths within a development and to connect multiple destinations.
- u. Sidewalks and paths should be accessible to all based on the American with Disabilities Act (ADA) standards.



Public places should incorporate amenities such as seating, pedestrian scale lighting and other similar features. (Lake Carolina Village Green)

## NEIGHBORHOOD DEVELOPMENT

**Neighborhood Development provides a range of housing opportunities integrated within proximity to activities of daily living.**

### Intent

- a. To provide a broad range of housing types and price levels that allow for a mix of residents with diverse ages, incomes and lifestyles.
- b. To provide pedestrian-friendly neighborhood designs with a “sense of place” that is seamlessly integrated with the natural environment, and includes a fine-grained mix of uses where no single use monopolizes a large area.
- c. To provide neighborhoods with a defined “center”, when feasible, such as a neighborhood green (park), plaza, or neighborhood retail center public space.
- d. To provide, when feasible, a variety of residential, commercial, institutional, civic, and personal activities of daily living within close proximity and within a five minute walking distance of residents.
- e. To utilize open space to link various developments into cohesive interrelated districts.



Subdivision Design.

### Framework

- f. Provide flexible development standards for lot sizes and setbacks, street design and layout, and stormwater management to minimize environmental impacts.
- g. Provide interconnected networks of streets wherever possible to encourage walking and reduce the number and length of automobile trips.
- h. Design mixed-use neighborhood areas to promote pedestrian activity and connections to adjoining land uses and neighborhoods.

### Guidelines

- i. Coordinate private development design efforts with City staff to integrate alternative development techniques and modifications to conventional development regulations to enhance the area and preserve open space.
- j. Locate large lots and lowest density residential uses in areas where more intense development would negatively impact the terrain and existing woodlands.
- k. When feasible, locate townhouse developments and more intense land uses within and around mixed use neighborhood centers.
- l. When feasible, provide streets parallel to open space or looped streets with neighborhood greens to create a “sense of place” when through street connections are not desirable due to topographic features.
- m. When feasible, provide neighborhoods with close access to open space lands or a range of parks, such as tot-lots, neighborhood greens, and community gardens.
- n. Locate civic buildings and public gathering spaces on prominent sites and design them with distinctive form to create a sense of community identity.



Alternative Subdivision Design.



## COMMUNITY STREETS

**Community Streets establish a logical system of arterial, collector, and local streets to provide direct and fully interconnected access throughout the community.**

### Intent

- a. To provide a balanced interconnected system of streets, building layouts, sidewalks, and trails in a pattern that disperses traffic and provides multiple travel routes.
- b. To allow variations on street standards and provide alternative street designs that minimize the amount of impervious surfaces, conserve open space, and protect natural features and water quality.

### Framework

- c. When feasible, layout streets to follow existing landscape and to minimize impacts on the natural terrain.
- d. Incorporate alternative street designs that reduce the quantity of stormwater runoff.
- e. When feasible, limit dead-end streets such as cul-de-sacs to areas where not practical for direct street connections and where most appropriate with the existing terrain.

### Guidelines

- f. Use streets to define the boundaries of natural or developed open space.
- g. When feasible, allow curb-to-curb widths of local streets as narrow as practicable while accommodating expected traffic and pedestrians.
- h. When feasible, in mixed use areas, use alleys as a means of concealing parking and service areas, for locating utilities, and for minimizing curb cuts.
- i. When feasible, in residential areas, allow alternative local and collector residential street designs that may include reduced pavement widths with a ribbon curb rather than raised curbs, and include vegetated swales with plantings similar to rain gardens in lieu of enclosed stormwater pipe systems along the roadways.
- j. When feasible, new roadways should be designed to minimize cut through traffic, high volumes, and high speed operation and to minimize the efficiency of the roadway to provide vehicular access and bicycle and pedestrian traffic.
- k. When feasible, design pedestrian-friendly streets, adding trees to give relief from the sun and rain, providing occasional seating. Sidewalks and paths should be accessible to all based on the ADA standards.

Landscaped medians and buffers can compliment an image street.



Community connections.

## IMAGE & GREEN STREETS

**Image and Green streets are streets most important to current and future travelers’ and residents’ positive and negative perceptions of an area. They are major streets, whether they be freeways, highways, or arterial streets.**

### Intent

- a. Set the “tone” of the area by establishing visual and aesthetic standards.

### Framework

- b. Image and Green streets are important tools to direct the positive perceptions of an area, as illustrated on the **Urban Design Framework Map**.
- c. Warrenton is dominated both visually and in terms of access by the freeway and highway system, whose strict federal and state regulation restricts the range of design options. The system is already complete so major changes will require the support of MoDOT .

### Guidelines

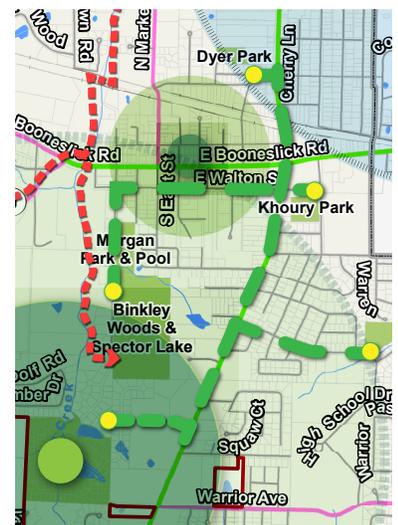
- d. **Image streets:** Image streets are most important to current and future travelers’ and residents’ positive and negative perceptions of an area.
  - Establish visual and aesthetic “hardscape” design for an area. Opportunities include:
    - » **I-70:** Create a strong visual appearance by precluding visual clutter to highlight its importance as the entrance to the City. Consider an intensive and distinctive “Grow Native” approach to landscaping in the right of way featuring not only grasses but also wildflowers.
    - » **US Highway 47:** Create a strong visual appearance and aesthetic design tone by precluding visual clutter and establishing streetscape reflective of future intended land uses and pedestrian connections.
    - » **MM/Booneslick Road:** Can make a major contribution to the area’s image and to highlight its importance as a City entrance.
- e. **Green Streets:** Green streets are aesthetic improvements to street rights-of-way through the use of landscaping, street furniture and other amenities. These improvements provide the traveler with a more pleasant and scenic passage through a community and give the image of the city as a park, connecting the various public facilities by beautiful streets. Over time, the route can assist in creating a “greener” image of Warrenton, as they:
  - Are characterized by a less intense level of development and are typically routes people use to get to parks.
  - See also Parks and Trails Framework. Recommended Green Streets include:
    - » E. Walton Street, S. Morgan Street, Warrior Avenue, S. Lakeview Street, and Banner Street.

### Image Streets

Image Streets set the tone of an area by establishing visual and aesthetic standards, which may include more hardscape elements.

### Green Streets

Green Streets give the image of the city as a park, connecting the various public facilities by beautiful streets.



# Image Streets

## PRIMARY IMAGE STREET

Primary image streets are most important to current and future travelers' and residents' positive and negative perceptions of an area.

- Establish visual and aesthetic design for an area.
- Parkway can make a major contribution to an area's natural image.



**PEDESTRIAN IMPROVEMENTS**



**BIKE LANE**



**LANDSCAPED MEDIAN**



**PARKWAY & OFF-STREET TRAIL**

## GATEWAYS

**Gateways are visual features at prominent locations that help people recognize they have arrived at a special place.**

### Intent

- a. To contribute to the unique identity of an area by visually highlighting special features at prominent locations with landscaping, public art, unique architecture or built features.

### Framework

- b. To help orient visitors and residents to the area. There are two types of gateways: Major Gateways and Minor Gateways, illustrated on the **Urban Design Framework Map**.

### Guidelines

#### Major Gateways:

- Major Gateways are major focal points generally located on major roadways at major interchanges or at the intersection of primary image streets.
- Should be large enough to be seen as one approaches the city and can be large scale, highly visible landscape features or incorporated into one or more features. Should be of high-quality materials such as stone, cast stone, tile and/or masonry.
- Incorporate at the primary entrances to Warrenton from all major streets or highways.

#### Minor Gateways:

- Minor Gateways are smaller than Major Gateways:
- Should reinforce the individual district's unique character through imitation of the size, scale, materials and overall character of the area.
- High-quality materials such as stone, cast stone, tile and/or masonry are recommended.

## Gateways

Are visual features at prominent locations that help people recognize that they have arrived at a special place.



Well-designed edge formed by street network and bridge.

# Gateways

## MAJOR GATEWAYS (“M”)

Gateways are visual features at prominent locations that help people recognize that they have arrived at a special place.

Major gateways are focal points generally located on major roadways at major interchanges or at the intersections of primary image streets.

- a. Should be highly visible from the roadway.
- b. Made of high-quality materials.
- c. Be of a large scale, highly visible landscape feature or architectural element.



## MINOR GATEWAYS (“m”)

Minor gateways are smaller gateways that highlight particular neighborhoods or business districts.

- d. Should reinforce the individual district or neighborhood's unique character through imitation of size, scale, and materials.



Urban Design Framework Map (2016)

Figure: 16

**Urban Design Framework Map**

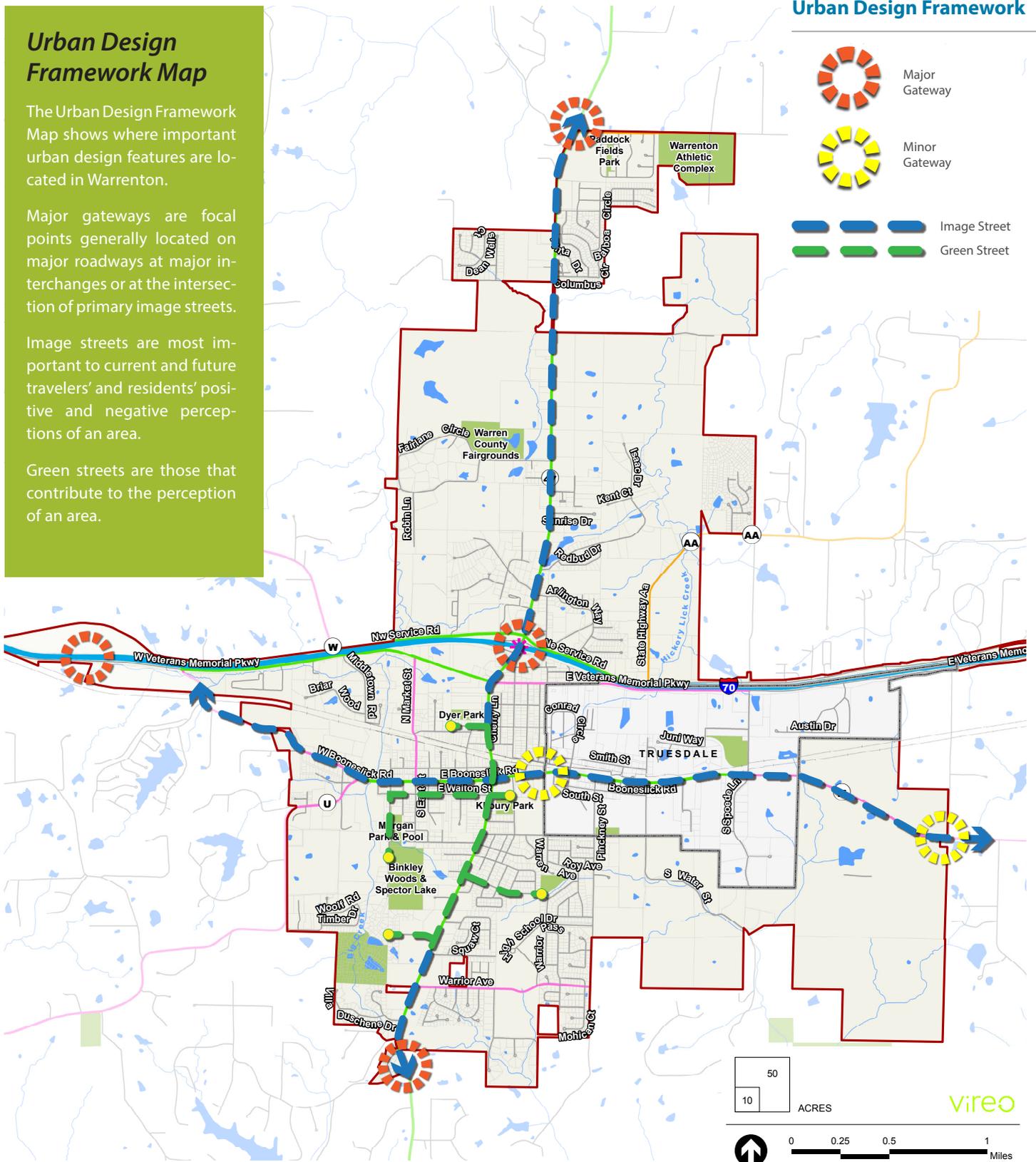
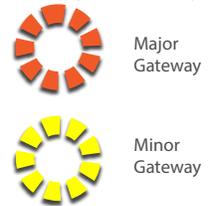
The Urban Design Framework Map shows where important urban design features are located in Warrenton.

Major gateways are focal points generally located on major roadways at major interchanges or at the intersection of primary image streets.

Image streets are most important to current and future travelers' and residents' positive and negative perceptions of an area.

Green streets are those that contribute to the perception of an area.

**Urban Design Framework**



vireo

# PEDESTRIAN AND BICYCLE CIRCULATION

**Pedestrian and Bicycle Circulation must be safe and convenient for all users and provide connectivity within and between developments.**



Bike lane.

## Intent

- a. To provide a safe, convenient, inter-connected, and visually pleasing system of pedestrian walks, bikeways, and bike routes.

## Framework

- b. Development should provide pedestrian circulation from public walks to parking areas, building entries, plazas, transit stops, and open spaces. Walkways should be provided to separate pedestrians and vehicles, and link ground level uses.
- c. Pedestrian and/or bicycle connections should be encouraged between residential neighborhoods, business centers, and open space systems. Pedestrian, bicycle, and visual connections should also be provided wherever automobile connections are not feasible.

## Guidelines

- d. As appropriate, provide pedestrian walkways and sidewalks along all internal streets/drives and extend them to the boundaries of each individual development area to link with sidewalks along perimeter streets and with adjoining developments.
- e. Minimize street crossing distances. Alternatives may include refuge medians for pedestrians or pedestrian crossings, colored pavement or pavers, to create a mixture of pattern and texture.
- f. Encourage pedestrian walkways and sidewalks that link with adjacent or future parks, greenways, trails, schools, and civic spaces. Encourage the set back of sidewalks from the street and include an 8-foot or wider tree lawn between the curb and the sidewalk.
- g. Encourage sidewalks closer to the street curb in commercial mixed-use areas and incorporate tree planters and landscape when sidewalks are adjacent to the curb. At each point where a sidewalk/walkway crosses a paved area in a parking lot or internal street or driveway, the crosswalk should be clearly delineated by a change in paving materials distinguished by color, texture, or height. Sidewalks and paths should be accessible to all based on the ADA standards.
- h. Bicycle circulation should connect and align with pre-existing and planned off-site bicycle routes. Locate bicycle parking in visible, active, and well lit areas; near building entries, convenient to primary bicycling access, and not encroaching on pedestrian walkways; and adjacent buildings.



Streetscape possibilities with community connections.



## RESIDENTIAL SITE PLANNING

**Appropriately sited buildings should greatly enhance the formation of public streetscape and provide a “sense of place” for all users.**

### *Intent – All Residential*

- a. To encourage high quality architecture and site layout to ensure long-term value and connected spaces.
- b. To encourage building placement and orientation consistent with pedestrian orientation development, topography, sight lines, and the vision of the area.
- c. To encourage compatibility of use, access, and circulation between adjoining properties within the public realm.
- d. To encourage special definition of streets, especially at key locations such as arterial street intersections or gateways.
- e. To maximize the positive character of streets and buildings through continuity of architecture and landscape frontage, and to minimize the visual impact of parking lots and structures along streets.

### *Framework – All Residential*

- f. Front buildings onto a street or major access drive to create a clear street edge and to provide physical definition of roadways as they relate to the public realm.
- g. Encourage quality architectural design, vertical architectural features, public art, and/or exceptional designed public plaza or landscape at corners of major street intersections and around gateway areas, and that create continuity throughout the area.
- h. Create a hierarchy of interconnected streets and drives that respect the natural contours of the land and are designed to pedestrian, bicyclist, and automobile movements.
- i. When possible, avoid locating parking and vehicular circulation between the building and street, except for single-family detached dwellings and cluster single family developments consisting of zero lot line dwellings, cottage houses, or two-unit dwellings.

### *Guidelines – All Residential*

- j. Encourage new development to relate to adjoining properties to minimize incompatible conditions, maximize useful inter-connections, and enhance the appearance of the properties from the street.
- k. Encourage reduced front yard and side yard building setbacks for the habitable portion of residential buildings, provided any street oriented garages maintain the minimum building setback required by the underlying zoning district.
- l. Common open space and recreational facilities should be centrally located where most conveniently accessible to a majority of residents.
- m. Encourage private drives serving cluster or multi-family development areas to be designed similar to public streets with detached sidewalks and planting strips between the curb and sidewalk, street trees, and lighting.



Provide residential dwelling designs with alternatives to street-oriented garages, such as a mixture of rear and side-loaded garages.



Community gathering space.

## RESIDENTIAL ARCHITECTURAL CHARACTER

**Architectural Character and treatment of buildings plays an important role in the identity of future special places and in creating a built environment in scale and character with pedestrian oriented activities.**

### *Intent – All Residential*

- a. To encourage that the form and scale of buildings reinforces the character of streets and open space, and accommodates the movement of pedestrians.
- b. To encourage landscape screening and maintenance and to provide materials of quality, durability, and scale appropriate to pedestrian activity and contact.
- c. To encourage landscaping to buffer negative visual impacts leading to service areas on adjoining streets, public spaces, and adjacent property.
- d. When practical, minimize the dominance of garages on residential streets by providing a variety of street facing facades and garage locations.

### *Framework – All Residential*

- e. Residential dwellings throughout a neighborhood may include a variety of garage placements and orientations to avoid monotonous rows of garage doors visible from the street.

### *Guidelines – All Residential*

- f. Encourage human-scale architectural features in areas where pedestrian activity occurs or is encouraged and use the highest level of architectural detail close to pedestrian areas, near streets and entries, and around the ground floor.
- g. Encourage windows, doors, porches, and so forth on building facades adjacent to open space to encourage pedestrian activity and provide visual oversight.
- h. Encourage residential dwelling designs with alternatives to street oriented garages, such as a mixture of rear and side loaded garages, attached and detached garages, carports, and porte cocheres.



Mixed housing stock.



Mixed housing stock.



Mixed housing stock.

## COMMERCIAL SITE PLANNING

**Appropriately sited buildings should greatly enhance the formation of public streetscape and provide a “sense of place” for all users.**

### *Intent – All Commercial Districts*

- a. To encourage building placement and open space to establish uninterrupted views, and to encourage consistent pedestrian orientation and development with topography, sight lines, and the vision of the area.
- b. To encourage quality architecture and site layout to ensure long-term value and connected spaces, and to minimize visual presence of service functions.
- c. To encourage compatibility of use, access, and circulation between adjoining properties within the public realm.
- d. To encourage special definition of streets, especially at key locations such as arterial street intersections or district gateways.
- e. To encourage the positive character of streets and buildings through continuity of architecture and landscape frontage, and to minimize the visual impact of parking lots and structures along streets.



Commercial site plan.

### *Framework – All Commercial Districts*

- f. Encourage fronting buildings onto a street or major access drive to create a clear street edge and to provide physical definition of roadways as they relate to the public realm.
- g. Encourage exceptional architectural design, vertical architectural features, public art, and/or exceptional designed public plaza or landscape at corners of major street intersections and around gateway areas, and that creates continuity throughout the area.
- h. In mixed use areas encourage a tight network of streets, wide sidewalks, regular street tree plantings, buildings oriented toward the street with close setbacks, and accommodate on-street parking in addition to parking behind buildings.

### *Guidelines – All Commercial Districts*

- i. Design new development to relate to adjoining properties to minimize incompatible conditions, maximize useful inter-connections, and enhance the appearance of the properties from the street.



Commercial site plan.

## COMMERCIAL ARCHITECTURAL CHARACTER

**Architectural Character and treatment of buildings plays an important role in the identity of Warrenton and in creating a built environment in scale and character with pedestrian oriented activities.**

### *Intent – All Commercial Districts*

- a. To encourage that the form and scale of buildings reinforces the character of streets and open space, and accommodates the movement of pedestrians.
- b. To encourage landscape screening and maintenance and to provide materials of quality, durability, and scale appropriate to pedestrian activity and contact.
- c. To utilize landscaping to buffer negative visual impacts leading to service areas on adjoining streets, public spaces, and adjacent property.

### *Framework – All Commercial Districts*

- d. Encourage ground floor retail with direct pedestrian entries oriented toward public streets, parks, or plazas. Primary entries should be easily and directly visible from the street.

### *Guidelines – All Commercial Districts*

- e. Encourage human scaled architectural features in areas where pedestrian activity occurs or is encouraged and use the highest level of architectural detail close to pedestrian areas, near streets and entries, and around the ground floor.
- f. Encourage windows, doors, plazas, and so forth on building facades adjacent to open space to encourage pedestrian activity and encourage visual oversight.
- g. Encourage the highest architectural building design standard when located along Primary Image Streets.
- h. Encourage a clear and consistent street edge with at least 50% of the building's "active wall" oriented toward the street. An "active" wall is the side of the building containing the majority of the storefronts, customer entrances, and windows.
- i. Encourage a roof form and other related elements such as roof material, color, trim, and lighting as an integral part of the building architecture. Roofs should not serve as attention-getting devices for signage or as an identifiable corporate image.
- j. Encourage drive-through facilities, when permitted, on the side or rear of a building away from a street. Drive-through lanes may be allowed along a street if buffers are to screen such activities from the roadway.



Architectural store front.



Architectural style.



Architectural store front.

## LANDSCAPE DESIGN

**Landscape Design contributes to common usable open space that is of mutual benefit to surrounding property owners, businesses, and residents.**

### Intent

- a. To promote high quality landscape design, compatibility between uses, water conservation, and a well maintained appearance.
- b. To shade, soften and mitigate the impacts of large buildings and paved areas.
- c. To provide transitions between developed and natural areas, and buffers between incompatible uses.
- d. To provide for the coordination of design and location of walls and fences to maximize the positive interrelationship of buildings, public streets, and open space.
- e. To create and enhance the connectivity of neighborhoods, mixed use and recreation developments by the layout and implementation of thoughtful and meaningful landscapes throughout the area.

### Framework

- f. Encourage a continuous landscape treatment along arterial street frontages to the greatest degree possible.
- g. Preserve existing healthy trees to the greatest extent practicable, and protect such trees by removing existing damaged, decayed, or diseased trees.

### Guidelines

- h. Encourage street tree species approved by the City that maximize the cohesiveness of each block without creating monocultures susceptible to disease.
- i. Encourage street trees at a maximum spacing of approximately 35-feet on-center, while maintaining at least 25 feet separation from street lights.
- j. Encourage foundation landscaping (not including street trees plantings) for residential dwellings.
- k. Encourage transition from developed and irrigated landscape areas to any areas bordering natural open space with native land forms and vegetation.
- l. Encourage use of landscaping to define and enhance the sense of arrival at appropriate site locations, and to visually frame buildings and buffer parking, garage, and service areas.
- m. Where chain link or similar forms of security fencing are required, encourage the screening of such fencing from view along adjoining streets and development.
- n. Encourage the use of Xeriscape and native plantings. Use existing vegetation and/or topography for landscape and enhancement of landscape plans. Xeriscaping refers to landscaping in ways that reduce or eliminate the need for supplemental water from irrigation. It is promoted in regions that do not have easily accessible, plentiful, or reliable supplies of fresh water, and is gaining acceptance in other areas as climate patterns shift. Xeriscape planting design takes full advantage of rainfall retention, with less time and work needed for maintenance.
- o. Encourage shrub planting at perimeter of parking lots to screen, soften and define perimeter of parking areas.
- p. Refer to the City zoning ordinance for other requirements.



Commercial landscaping.



Parking lot landscaping.



Provide a clear and consistent street edge.

