

Design Guidelines

PUBLIC REALM

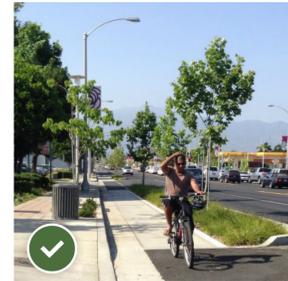
Guidelines that relate to the elements in the streetscape and pedestrian realm both within the public right-of-way and development sites.

Pedestrian & Bicycle Connectivity

This section encourages the development of an active public realm. Pedestrian and bicycle pathways provide connections to buildings and public spaces, and successful connections facilitate movement within and between developments.



Maintain pedestrian connectivity within a public right-of-way.



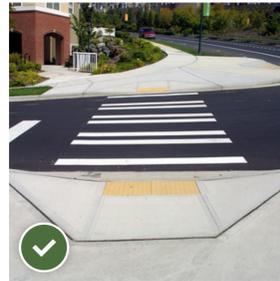
Encourage on- and off-street bicycle lanes and connectivity.

Streetscape & Parking Lot Character

This section guides the character and development of public streetscapes and parking lots. The goal is to create a consistent streetscape character, and enhance the community's sense of place.

SEE MORE

These concepts are explored in more detail on the Streetscape & Parking Lot Character exhibit.



Maintain an ADA accessible pedestrian way, with a maximum slope of 5% on all pathways (without railings) and a maximum slope of 8% on all ramps.



Landscaping should be used to enhance the public realm. Plantings should be incorporated to define edges, enhance and direct views, and promote pedestrian use and enjoyment.



Develop a coordinated streetscape experience along corridors.

Site Furnishings & Public Art

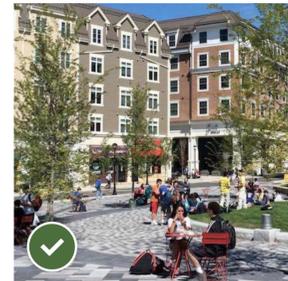
Site furnishings may include lighting, benches, chairs, tables, waste receptacles, bike racks, planters, and other furnishings designed for outdoor use. This section focuses on using site furnishings and public art to create vibrant outdoor spaces, within a development and the public right of way.

SEE MORE

These concepts are explored in more detail on the Site Furnishings & Public Art exhibit.



Provide shade, using deciduous trees, for the pedestrian environment, including sidewalks and outdoor amenity areas.



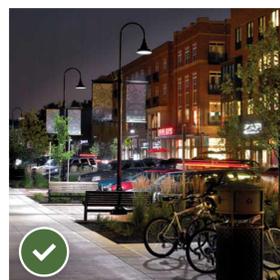
Locate site furnishings to animate the public realm and accommodate active and passive use.



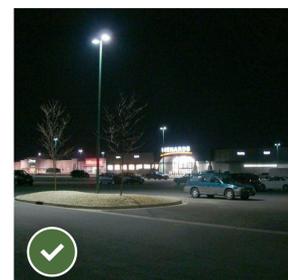
Outdoor site furniture is encouraged to incorporate artistic elements or be designed as a work of public art.

Lighting

Lighting should be used to create inviting and safe public spaces, while also limiting light pollution. This section guides how lighting should be used in a manner compatible with the surrounding buildings and environment.



Utilize pedestrian-scale lighting for pedestrian corridors.



Provide lighting for vehicular parking, travel surfaces, outdoor amenity areas, and service areas. Lighting should enhance and improve the pedestrian realm.



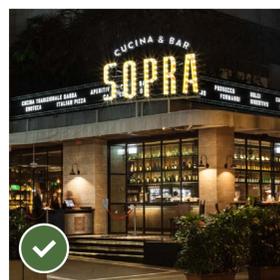
Utilize full-cut off light fixtures to avoid light pollution. Lights are to be shielded to avoid glare.

Signage & Wayfinding

Signage and wayfinding is not only important for pedestrian and vehicular movement, but also for community character and aesthetics. This section guides the development of new signs and the renovation of existing signage.

SEE MORE

These concepts are explored in more detail on the Signage & Wayfinding exhibit.



Signage affixed to buildings should be designed to be subordinate to the overall building and proportional to façade, respecting the structures size, scale, and mass.



Signage should be constructed of durable materials that are compatible with adjacent buildings and other site features in color, texture, and use.

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Streetscape & Parking Lot Character

Parking lots are major contributors to the urban heat island effect, air pollution, and stormwater concentration and quality. Tree islands help reduce surface asphalt temperatures, reduce hydrocarbon emissions, and aid in stormwater drainage. They also create a more pedestrian-friendly environment that contributes positively to community character and sense of place.

EXISTING CONDITIONS



GUIDELINE PR.1: PLACE ONE TREE PER 15 PARKING SPACES.



GUIDELINE PR.2: PLACE ONE TREE PER 10 PARKING SPACES.



We want your feedback on the guidelines discussed on this exhibit—please respond on the survey provided!

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Site Furnishings & Public Art

This category addresses the basic aesthetic features of sites, including plant species, site furnishings, and lighting. The goal of these guidelines is to enhance community image and encourage pedestrian activity.

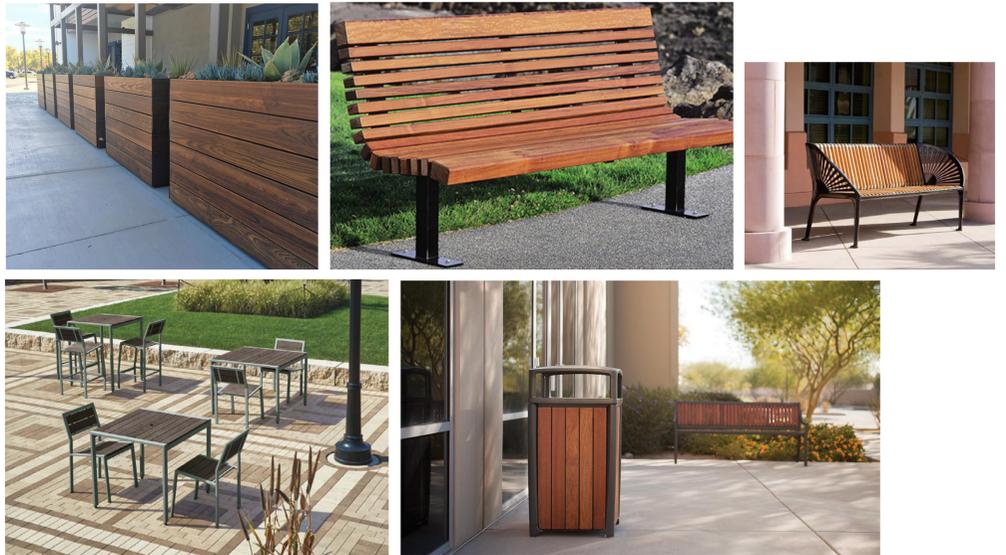
GUIDELINE PR.3: All outdoor furnishings shall be constructed of high quality materials and shall be consistent in style with the palette preferred by the community.

Which of the below site furnishing palettes do you prefer?

TRADITIONAL WOOD



CONTEMPORARY DARK & WOOD



TRADITIONAL DARK METAL



CONTEMPORARY LIGHT METAL



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Signage & Wayfinding

Signage and wayfinding is not only important for pedestrian and vehicular movement, but also for community character and aesthetics. This section guides the development of new signs and renovation of existing signage.

GUIDELINE PR.4: No formed plastic, injection molded plastic, or box-type back-lit panel signs are permitted.

GUIDELINE PR.5: Utilize traditional masonry materials such as stone, concrete, and brick where feasible. Materials such as plastic, fiberglass, and highly-reflective materials that are hard to read are prohibited.

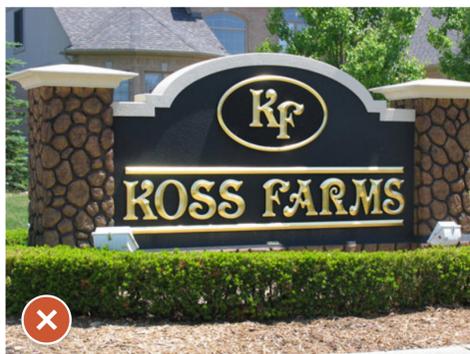
GUIDELINE PR.7: Limit the number of colors on a sign. Maintain a neutral color palette. Dark sign backgrounds with light lettering are easiest to read.

GUIDELINE PR.8: Standard corporate fonts may be used throughout signage, but color palette must be consistent throughout all lettings and panels.



GUIDELINE PR.6: Select letter styles and sizes appropriate for the intended use. Typefaces should complement the overall sign character. Intricate, hard-to-read script, or display fonts are discouraged.

GUIDELINE PR.9: All freestanding and monument signs must include landscaping that uses bed layering principles—including a variety of plant types at varying heights (while not obscuring the sign face).



BED LAYERING DIAGRAM



PLANT LAYERING LEGEND

- GROUND LAYER - Groundcover (6" or less)
- MIDGROUND - Ornamental Grasses and Shrubs (24" to 8')
- FOREGROUND - Perennials, Ornamental Grasses, and Small Shrubs (6" to 24")
- BACKGROUND - Ornamental Grasses, Shrubs, and Trees (8' +)