

## **I. INTRODUCTION**

It is the general purpose and intent of these design standards to foster the use and development of land in an orderly manner by both private and public interests in the City of Springdale with special consideration given to the appearance of the community as a result of such development. It is recognized that the appearance of property has a direct bearing on the economic value of such property and adjacent and surrounding properties. The appearance of a single property affects not only surrounding property, but the cumulative affect is to enhance or diminish the aesthetics of the entire City, and consequently the values of property within the City.

It is further recognized that the appearance of the property not only has economic effects but also affects the general welfare, health and safety of the citizens of Springdale. An aesthetically pleasing environment is a clean, healthy and safe environment.

These commercial design standards provide a procedure by which commercial property development within the City may be reviewed and modified in order to enhance the aesthetic beauty of the City, and consequently, the economic value of property and general welfare of the citizens. Specific purposes of these standards include the following:

1. To provide for the orderly and functional arrangement of land uses and buildings.
2. To establish standards for the orderly development and redevelopment within the City of Springdale.
3. To conserve and protect the taxable value of land and buildings in the City of Springdale.
4. To preserve, protect and encourage the development of buildings, groups of buildings and development sites of distinguished architectural character and appearance.
5. To avoid deterioration of health, sanitation, safety, and public welfare brought about by poor planning and by indiscriminate and unregulated construction of inferior and unsuitable buildings.

## **II. GENERAL PROVISIONS**

### **A. Purpose**

The design standards contained in this chapter are intended to implement the City's vision for commercial development as set forth in the City's Comprehensive Land Use Plan. The standards serve the following basic purposes: to promote quality development by establishing standards for the development of attractive commercial areas to integrate with adjacent areas and

uses through the use of landscaping and screening, and to enhance security and public safety.

1. Quality Development. A quality development is one that is functional and pleasant for the area in which it is located and the general public as well. Such a development starts with an investment in quality materials that will not rapidly fade or deteriorate and which will contribute to an attractive streetscape by providing buildings with architectural detailing, entries that present themselves with an air of pride, and landscaping that adds color, texture and beauty to the area.
2. Enhanced Security. Crime Prevention through Environmental Design (CPTED) is a concept that integrates planning principles such as easy surveillance of common areas and walkways, into the design of commercial development to lessen the likelihood of crime within the development. It ties building design as a crime prevention strategy. It is intended to reduce the opportunity for criminal behavior, reduce the incidence and fear of crime, reduce calls for police service, and improves the quality of life. It includes five (5) principles:
  - a. Territoriality – space within the commercial development and along the edges should be well-defined and delineated to create a sense of ownership, such that intruders and strangers stand out. This may be accomplished through the use of pavement treatments, landscaping, art, signage, screening, fencing, and similar techniques.
  - b. Natural surveillance – create an environment where it is possible for people engaged in their normal behavior to observe the spaces around them. Maximize a space’s visibility through thoughtful design of building orientation, window placement, entrances and exits, landscaping of trees and shrubs, and other physical obstruction. Utilize nighttime illumination of parking lots, walkways, entrances, stairwells, and related areas that promote an environment in which natural surveillance is possible.
  - c. Access control – plan and implement access control to restrict criminal intrusion, especially in areas where criminal activity cannot be easily observed. Access control may include, but is not limited to, use of fences, walls, landscaping, and lighting to prevent or discourage access to or from dark or unmonitored areas. In addition, sidewalks, pavement, lighting, and landscaping areas should be used to guide the public to and form primary development entrances and exits.
  - d. Activity support – create activity support by placing new or existing activities in an area so that individuals engaged in a particular activity becomes part of the natural surveillance of other areas.

- e. Maintenance – maintain buildings, landscaping, lighting fixtures, and other features to facilitate the principles of CPTED, territorial reinforcement, natural surveillance, and access control.

## **B. Application**

The provisions of this chapter shall apply to all commercial developments throughout the City that meet one (1) or more of the following classifications:

1. All new construction requiring large scale development and/or non-large scale development plan.
2. Addition or alterations to a building or site, excluding interior-only improvements, which total fifty percent (50%) or more of the gross square footage of the existing building(s) or site.

## **C. Exemptions**

From and after the effective date (April 1, 2006) of this chapter the provisions herein shall apply to all pending large scale development plans and non-large scale development plans upon which no final decision has been made; provided, however, that where a public hearing has been held by the planning commission, such pending large scale development plan shall be processed in accordance with the law existing on the date of the public hearing and approval was granted.

## **D. Review Process**

These Commercial Design Guidelines and Standards shall be applied in the normal review processes for large scale and/or non-large scale developments.

## **E. Variances and Modifications Allowed**

The Planning Commission may approve variances to depart from the literal requirements of this chapter, where strict enforcement of said requirements would cause undue hardship due to circumstances unique to the individual property under consideration, and the granting of such variance is demonstrated to be within the spirit and intent of the provisions of this chapter, the Planning Commission may grant requests for variances of any requirements of this chapter according to the following guidelines:

1. The planning commission may modify such requirements to the extent deemed just and proper so as to relieve such difficulty or hardship, provided that such relief may be granted without detriment to the public interest.

2. When the applicant can show that his or her property was acquired in good faith and where by reason the strict application of such provisions would prohibit or unreasonably restrict the use of the property, and the planning commission is satisfied that the granting of a variance would alleviate a demonstrable hardship, as distinguished from a special privilege or convenience sought by the applicant, such variance may be granted; provided that all variances shall be in harmony with the intended purpose of this chapter.
3. Appeal from decision. Any party aggrieved by the decision of the planning commission in granting or denying a variance may appeal the decision to the city council within thirty (30) days of the planning commission's decision by giving notice thereof to the city clerk.

### III. COMMERCIAL DESIGN GUIDELINES AND STANDARDS

#### A. Site Planning

1. **Intent** - these guidelines and standards are intended to encourage an orderly and logical pattern of commercial development that enhances the convenience, safety and livability of Springdale and encourages forethought and consideration of both a development's external relationships as well as its internal organization.
2. **Required Scope of Development Plans**
  - a. Intent – the design issues of commercial developments are generally easier to resolve if the full extent of commercial development at a particular location is dealt with as one unified project, rather than split into a number of isolated projects. Although ownership patterns may limit the degree to which large parcels can be assembled, preliminary development plans should contain all contiguous land under the developer's control, including land that is zoned for uses other than commercial. Cooperative planning between adjacent property owners is encouraged and may, in some cases, be required.
  - b. Design Guidelines and Standards – preliminary development or site plans for new commercial development subject to these Commercial Design Standards shall include the full development of the site, even where final development will be phased. The preliminary development plan or site plan shall show all contiguous land under the applicant's control, including land that is zoned for uses other than commercial.

#### B. Site Layout

1. **Intent** – site layout and building orientation often define the focus of activity that occurs at the front door or along the street. These standards are intended to use site planning and building orientation in order to:
  - a. Create a sense of place for users and passers-by;

- b. Ensure that buildings relate appropriately to surrounding developments and streets and create a cohesive visual identity and attractive street scene;
- c. Ensure that site circulation promotes pedestrian and vehicle circulation patterns; and
- d. Ensure that parking areas provide safe and efficient access to buildings.

## 2. Entrances

- a. **Intent** – Large retail buildings should feature multiple entrances. Multiple building entrances reduce walking distance from cars, facilitate pedestrian and bicycle access from public sidewalks, and provide convenience where certain entrances offer access to individual stores, or identified departments in a store. Multiple entrances also mitigate the effect of the unbroken walls and neglected areas that often characterize building façades that face bordering land uses.
- b. **Guideline** – All sides of a principal building that directly faces an abutting public right-of-way shall feature at least one customer entrances. Where a principal building directly faces more than two abutting public rights-of-way, this requirement shall apply only to two sides of the building, including the side of the building facing the primary street, and another side of the building facing a secondary street. When additional stores will be located in the principal building, each store shall have at least one exterior customer entrances.

## 3. Parking Lot Orientation

- a. **Intent** – Parking areas should provide safe, convenient, and efficient access for vehicles and pedestrians. They should be distributed around large buildings in order to shorten the distance to other buildings and public sidewalks and to reduce the overall scale of the paved surfaces. If buildings are located closer to streets, the scale of the complex is reduced, pedestrian traffic is encouraged, and architectural details take on added importance.
- b. **Guideline** – No more than sixty (60) percent of the off-street parking area for the entire property shall be located between the front façade within the front yard of the principal building(s) and the primary abutting street unless the principal building(s) and/or parking lots are screened from view by outlot development (such as restaurants) and additional tree plantings and/or berms.

## 4. Back And Sides

- a. **Intent** – The rear or sides of buildings often present an unattractive view of blank walls, loading areas, storage areas, HVAC units, trash receptacles, and other such features. Architectural and landscaping features should mitigate these impacts.
- b. **Guideline** – The minimum setback for any building façade shall be in accordance with the requirements of the zoning district as set forth in Chapter 130 of the Code of Ordinances. Where the façade faces adjacent residential uses or areas designated on the Comprehensive Land Use Plan as residential use, an earthen berm shall be installed, no less than six (6) feet in height, containing at a minimum, a double row of evergreen or deciduous trees planted at intervals of fifteen (15) feet on center. All additional landscape requirements of Chapter 56 shall apply.

## 5. Pedestrian Flows

- a. **Intent** – Pedestrian accessibility opens auto-oriented developments to the neighborhood, thereby reducing traffic impacts and enabling the development to project a friendlier, more inviting image. This section sets forth standards for public sidewalks and internal pedestrian circulation systems that can provide user-friendly pedestrian access as well as pedestrian safety, shelter, and convenience within the project area.
- b. **Guideline**
  1. Sidewalks at least five (5) feet in widths shall be provided along all sides of the lot that abut a public right-of-way, excluding interstates.
  2. Continuous internal pedestrian walkways, no less than five (5) feet in width, shall be provided from the public sidewalk or right-of-way to the principal customer entrance of all principal buildings on the site. At a minimum, walkways shall connect focal points of pedestrian activity such as, but not limited to, transit stops, street crossings, building and store entry points, and shall feature adjoining landscaped areas that include trees, shrubs, benches, flower beds, ground covers, or other such materials for no less than fifty (50) percent of their length.
  3. Sidewalks, no less than five (5) feet in width, shall be provided along the full length of the building along any façade featuring a customer entrance, and along any façade abutting public parking areas. Such sidewalk shall be located at least six (6) feet from the façade of the building to provide planting beds for foundation landscaping, except where features such as arcades or entryways are part of the façade.

## 6. Central Features And Community Spaces

- a. **Intent** – Buildings should offer attractive and inviting pedestrian scale features, spaces and amenities. Entrances and parking lots should be configured to be functional and inviting with walkways conveniently tied to logical destinations. Bus stops and drop-off/pick-up points should be considered as integral parts of the configuration. Pedestrian ways should be anchored by special design features such as towers, arcades, porticos, pedestrian light fixtures, bollards, planter walls, and other architectural elements that define circulation ways and outdoor spaces. The features and spaces should enhance the building and the center as integral parts of the community fabric.
  - b. **Guideline**
    1. Each commercial establishment subject to these standards shall contribute to the establishment or enhancement of community and public spaces by providing at least two of the following: patio/seating areas, pedestrian plaza with benches, transportation center, window shopping walkways, outdoor play area, kiosk area, water feature, clock tower, steeple, or other such deliberately shaped area and/or a focal feature or amenity that, in the judgment of the Planning Commission, adequately enhances such community and public spaces. Any such areas shall have direct access to the public sidewalk network and such features shall not be constructed of materials that are inferior to the principal materials of the building and landscape. Although Springdale does not currently maintain a public transit system, areas should be provided or designed to accommodate possible future transit service.
    2. All internal walkways shall be distinguished from driving surfaces through the use of durable, low maintenance surface materials such as pavers, bricks, or scored concrete to enhance pedestrian safety and comfort, as well as the attractiveness of the walkways. Signs shall be installed to designate pedestrian walkways.
- 1.

## 7. Multiple Buildings In Commercial Centers

All large and small commercial centers, as defined in this chapter, that contain multiple buildings, including pad sites, shall comply with the following design guidelines and standards:

- a. **Use of Similar Building Materials in Commercial Center** – in order to achieve unity between all buildings in a commercial center, all building in the center, including pad site buildings, shall be constructed of building materials from the color and material palette approved for the center.
- b. **Use of Similar Architectural Styles or Theme in a Commercial Center** – a consistent architectural style or theme should be used throughout a commercial center, and in particular to tie outlying pad site buildings to

the primary building; building entrances are appropriate locations to express individual building character or identity.

## 7. Outdoor Storage, Trash Collection, And Loading Areas

- a. **Intent** – Loading areas and outdoor storage areas exert visual and noise impacts on surrounding neighborhoods. These areas, when visible from adjoining properties and/or public streets, should be screened, recessed or enclosed. While screens and recesses can effectively mitigate these impacts, the selection of inappropriate screening materials can worsen the problem. Appropriate locations for loading and outdoor storage areas include areas between buildings, where more than one building is located on a site and such buildings are not more than forty (40) feet apart, or on those sides of buildings that do not have customer entrances.
- b. **Guideline**
  1. Areas for outdoor storage, truck parking, trash collection or compaction, loading, or other such uses shall not be visible from public right-of-way.
  2. No areas for outdoor storage, trash collection or compaction, loading or other such uses shall be located within twenty (20) feet of any public street, public sidewalk, or internal pedestrian way.
  3. Loading docks, truck parking, outdoor storage, utility meters, HVAC equipment, trash dumpsters, trash compaction, and other service functions shall be incorporated into the overall design of the building and the landscaping so that the visual and acoustic impacts of these functions are fully contained and out of view from adjacent property and public streets, and no attention is attached to the functions by the use of screening materials that are different from or inferior to the principal materials of the building and landscape.

## C. Building Design

### 1. Façades And Exterior Walls

- a. **Intent** – Large façades and expansive exterior walls should be designed to reduce the massive scale and the uniform, impersonal appearance of large retail buildings, and to provide visual interest that will be consistent with the city's identity, character, and scale. The intent is to encourage a more human scale that identifies with the community, resulting in greater likelihood of reuse of the structure by subsequent tenants.
- b. **Guideline** – Developments with façade over one hundred (100) feet in linear length shall incorporate wall projections or recesses a minimum of three (3) foot depth and a minimum of twenty (20) contiguous feet

within each one hundred (100) feet of façade length and shall extend over twenty (20) percent of the façade. Developments shall use articulating features such as arcades; display windows, entry areas, or awnings along at least sixty (60) percent of the façade.

## 2. Building Scale

- a. **Intent** – The presence of smaller retail stores inter-mixed with larger buildings gives a center a “friendlier” appearance by creating variety, breaking up large expanses, and expanding the range of the site’s activities. Windows and window displays of such stores should be used to contribute to the visual interest of exterior façades.
- b. **Guideline** – Where principal buildings contain additional, separately owned stores, which occupy less than fifty thousand (50,000) square feet of gross floor area, with separate, exterior entrances:
  - i. The street level façade of such stores shall be transparent between the height of three (3) feet and eight (8) feet above the walkway grade for no less than sixty (60) percent of the horizontal length of the building façade of such additional stores.
  - ii. Windows shall be recessed and should include visually prominent sills, shutters, or other such forms of framing.

## 3. Detail Features

- a. **Intent** – Buildings should have architectural features and patterns that provide visual interests, at the scale of the pedestrian, and reduce massive aesthetic effects. The elements in the following standard should be integral parts of the building fabric, and not superficially applied trim or graphics, or paint.
- b. **Guideline** – Building façades shall include a repeating pattern that shall include no less than three (3) of the elements listed below. At least one of these elements shall repeat horizontally. All elements shall repeat at intervals of no more than thirty (30) feet, either horizontally or vertically.
  - Color change
  - Texture change
  - Material module change
  - Expressions of architectural or structural bay through a change in plane no less than twelve (12) inches in width, such as an offset, reveal, or projecting rib.

## 4. Roofs

- a. **Intent** – Variations in roof lines and/or parapet heights should be used to add interest to, and reduce the massive scale of large buildings.

Roof features should compliment the character of the adjoining neighborhoods.

- b. **Guideline** – Roof lines shall be varied with a change in height every one hundred (100) linear feet in the building length. Parapets, gable roofs, high roofs, or dormers shall be used to conceal flat roofs and roof top equipment from public view. Alternating lengths and designs may be acceptable and can be addressed during the development plan.

## 5. Materials And Colors

- a. **Intent** – Exterior building materials and colors comprise a significant part of the visual impact of a building. Therefore, they should be aesthetically pleasing and compatible with materials and colors used in adjoining neighborhoods.
- b. **Guideline**
  - i. Predominant exterior building materials shall be high quality materials. These include, without limitation:
    - Brick
    - Native/natural stone
    - Synthetic Stone
    - Concrete masonry units—standard smooth face units with integral color
    - Synthetic stucco/EIFS
    - Architectural precast concrete
    - Decorative face concrete masonry units, such as split-face, scored, fluted, ground face, burnished, etc.
    - Glass
    - Wood – natural or composite
  - ii. Façade colors shall be low reflectance, subtle, neutral, or earth tone colors. The use of high intensity colors, metallic colors, black or fluorescent colors must be approved by Planning Commission.
  - iii. Building trim and accent areas may feature brighter colors, including primary colors.
  - iv. Predominant exterior building materials as well as accents should be compatible with the surrounding area and not include the following:
    - Smooth-faced concrete block
    - Tilt-up concrete panels
    - Pre-fabricated steel panels

## 6. Entryways

- a. **Intent** – Entryway design elements and variation should give orientation and aesthetically pleasing character to the building. The standards identify desirable entryway design features.
- b. **Guideline** – Each principal building on a site shall have clearly defined, highly visible customer entrances featuring any three (3) of the following:
  - Canopies or porticos
  - Overhangs
  - Recesses/projections
  - Arcades
  - Raised corniced parapets over the door
  - Peaked roof forms
  - Arches
  - Outdoor patios
  - Display windows
  - Architectural details such as tile work and moldings which are integrated into the building structure and design
  - Integral planters or wing walls that incorporate landscaped areas and/or places for sitting

## D. Landscaping

1. **Intent** – landscaping is a visible indicator of quality development and must be an integral part of every commercial project, and not merely located in leftover portions of the site. Landscaping is intended to visually tie the entire development together, define major entryways and vehicular and pedestrian circulation and parking patterns, and where appropriate help buffer less intensive adjacent land uses. Requirements for landscaping are outlined in Chapter 56 for street frontage, interior and perimeter areas, and parking areas. Each area required to be landscaped shall be covered in live material. Live material includes trees, shrubs, ground cover, and sod. Areas not covered in live material may be covered by woody mulch, other organic or inorganic mulch, rock mulch, or other natural materials other than exposed gravel and aggregate rock. Incorporate plant species found throughout the region and as identified in Chapter 56 of the Code of Ordinances into the planting plan, and visually soften paved areas and buildings. Use and repeat plant material throughout the development to visually tie the commercial center together.
2. **Entryway Landscaping**
  - a. **Intent** – entryway landscaping announces and highlights entries into the development for the visiting public.
  - b. **Design Guidelines and Standards** – development entryways shall be planted with ornamental plant material, such as ornamental trees, flowering shrubs and perennials, and ground covers; landscaping

should break down in scale and increase in detail, color, and variety to mark entryways into development; and plantings shall be massed and scaled as appropriate for the entryway size and space.

### **3. Parking Lot Landscaping**

- a. Intent – use parking lot landscaping to minimize the expansive appearance of parking lots, provide shaded parking areas, and mitigate any negative acoustic impacts of motor vehicles.
- b. Design Guidelines and Standards – requirements for landscaping as outlined in Chapter 56 of the Code of Ordinances.

### **4. Perimeter Parking Area Landscaping**

- a. Intent – provide an attractive, shaded environment along street edges that gives visual relief from continuous hard street edges, provides a visual cohesion along streets, helps buffer automobile traffic, focuses views forth both pedestrians and motorists, and increases the sense of neighborhood scale and character.
- b. Design Guidelines and Standards – requirements for landscaping as outlined in Chapter 56 of the Code of Ordinances.

### **5. Building Foundation Landscaping**

- a. Intent – to give a visible indicator of quality development and visually tie the entire development together and define major entryways.
- b. Design Guidelines and Standards
  - i. Building foundations shall be planted with ornamental plant material, such as ornamental trees, flowering shrubs and perennials, and ground covers.
  - ii. Planting shall be massed and scaled as appropriate for the entryway size and space.
  - iii. Landscaping should break down in scale and increase in details, color, and variety to mark entryways into developments.

## **E. Screening**

Large scale development plans and non-large scale development plans for commercial development shall include a detailed drawing of enclosure and screening methods as provided hereinafter.

1. Trash containers, trash compactors, and recycling bins shall be screened from public view on all four sides with a solid fence, wall, or gate constructed of cedar, redwood, masonry or other compatible building material, and shall be appropriately landscaped.

2. Exterior ground-mounted or building-mounted equipment including, but not limited to, mechanical equipment, utilities and banks of meters, shall be screen from public view with landscaping or with an architectural treatment compatible with the building architecture.
3. All rooftop equipment shall be screen from public view with an architectural treatment which is compatible with the building architecture.
  - For purposes of this section, the phrase “screened from public view” means not visible from any adjoining properties or any street right-of-way.
  - For purposes of this section, the phrase “architectural treatment compatible with the building architecture” shall not include painted mechanical units or prefinished mechanical units. For mechanical units not adequately screened by the parapet, supplementary screening shall be provided by the use of ornamental metal screening or other light weight screening material. The height of the screen shall be no lower than the height of the unit as measured from the roof surface.
4. All building or additions thereto in commercial districts shall provide a solid screen fence or wall not less than six (6) feet in height along all rear and side property lines which are common to property zoned for residential purposes, except that such screening shall not extend in front of the building line or adjacent dwellings. Such screening shall be required where similar screening exists on the abutting residential property.
5. Fencing And Walls – while fences and walls are often necessary to buffer uses, they can create a visually-monotonous streetscape. These standards provide fencing and walls that visually-appealing, complement the design of the overall development and surrounding properties, and provide visual interest to pedestrians and motorists. When a commercial development includes a fence or wall, the following guidelines and standards apply:
  - a. The maximum height of a fence or wall shall be eight feet (8’).
  - b. Walls and fences shall be constructed of high quality materials, such as decorative blocks, brick, stone, cypress, cedar, redwood and wrought iron.
  - c. Breaks in the length of a fence shall be made to provide for required pedestrian connections to the perimeter of a site or to adjacent development.
  - d. The maximum length of continuous, unbroken, and uninterrupted fence or wall place shall be fifty feet (50’). Breaks shall be provided through the use of columns, landscaping pockets, transparent sections, and/or a change to different materials.
  - e. Use of landscaping beyond the minimum required in these standards is strongly encouraged to soften the visual impact of fences and walls.

## F. Lighting

1. **Intent** – eliminate adverse impacts of light through spillover; provide attractive lighting fixtures and layout patterns that contribute to unified exterior lighting design; and provide exterior lighting that promotes safe

vehicular and pedestrian access to and within a development, while minimizing impacts on adjacent properties especially residential areas.

## 2. Design Guidelines and Standards

- a. Plan Required – applicants for large scale and non-large scale developments shall submit a unified lighting plan subject to these lighting standards. A point-by-point calculation to show compliance with the lighting standards is required. The calculations shall be measured at grade for lighting levels within the development site. A cut sheet of proposed fixtures, including a candlepower distribution curve, shall also be submitted. A vertical plan footcandle calculation shall be submitted for property lines abutting residential properties.
- b. General Lighting Standards
  - i. Pedestrian Walkway Lighting – pedestrian-level, bollard light, ground-mounted lighting, or other low, glare-controlled fixtures mounted on building or landscape walls shall be used to light pedestrian walkways.
  - ii. Light Height – bollard-type lighting shall be no more than four feet (4') high. See subsection below for lighting standards specific to parking areas.
  - iii. Lighting for Security – accent lighting on buildings is encouraged as a security feature and interior and exterior lighting shall be uniform to allow for surveillance and avoid isolated areas.
  - iv. Illumination Levels – pedestrian areas shall be illuminated to a minimum of one (1) footcandle.
  - v. Design of Fixtures/Prevention of Spillover Glare—light fixtures shall use cutoff lenses or hoods to prevent glare and light spill off the project site onto adjacent properties, buildings, and roadways.
  - vi. Color of Light Source – lighting fixtures should be color-correct types such as halogen or metal halide to ensure true-color at night and ensure visual comfort for pedestrians.
- c. Parking Lot Lighting
  - vii. Luminaire Fixture Height – the mounting height for luminaire fixtures shall not exceed thirty-five feet (35') as measured to the top of the fixture from grade.
  - viii. Average Maintained Footcandles:
    - (a) The maximum average maintained footcandles for all parking lot lighting shall be three (3) footcandles; the minimum average maintained footcandles shall be one (1) footcandle. For the purpose of this standard, the average maintained footcandle shall be calculated at 0.8 of initial footcandles.
    - (b) The maximum maintained vertical footcandle at any adjoining residential property line shall be 0.5 footcandles, measured at five feet (5') above grade.

- ix. Uniformity Ratios – luminaire fixtures shall be arranged in order to provide uniform illumination throughout the parking lot of not more than a 6:1 ratio of average to minimum illumination, and not more than 20:1 ratio of maximum to minimum illumination.
- d. Canopy Lighting
  - x. Average Maintained Footcandles – the maximum average maintained footcandles under a canopy shall be 35 footcandles. Areas outside the canopy shall be regulated by the standards above.
  - xi. Fixtures – acceptable fixtures and methods of illumination include:
    - (a) Recessed fixtures incorporating a lens cover that is either recessed or flush with the bottom surface (ceiling) of the canopy.
    - (b) Indirect lighting where light is beamed upward and then reflected down from the underside of the canopy. Such fixtures shall be shielded such that direct illumination is focused exclusively on the underside of the canopy.
- e. Strobe Lighting shall be prohibited in any areas that create a distraction or safety concern for the motoring public.

## G. Signage

1. **Intent** – signage must be scaled appropriately to appeal to both pedestrians walking on the adjacent sidewalks and to vehicles driving at reduced speeds. The following sign guidelines and standards are intended to create aesthetically pleasing and cohesive sign standards.
2. **Design Guidelines and Standards**
  - a. All commercial developments shall comply with the signage requirements set forth in Chapter 98 of Code of Ordinances.
  - b. On all street frontages, signage material shall be integrated into the overall design of the building.
  - c. Signs shall be located to complement the architectural features of a building such as above the building entrance, storefront opening, or other similar feature.

## IV. DEFINITIONS

For the purposes of this ordinance, certain terms or words used herein shall be interpreted as follows:

The word “person” includes a firm, association, organization, partnership, trust, company, or corporation as well as an individual.

The present tense includes the future tense, the singular number includes the plural, and the plural number includes the singular.

Adjacent or Abutting – to physically touch or border upon, or to share a common property line or border. “Adjacent” or “abutting” shall include properties or uses that are separated by a drive, street, or other public-dedicated right-of-way.

Arcade – a series of arches supported on piers or columns

Berm – an earthen mound designed to provide visual interest, screen undesirable views, decrease noise, and/or control or manage surface drainage.

Buffer – open spaces, landscaped areas, fences, walls, berms, or any combination thereof, used to physically separate or screen one use or property from another so as to visually shield or block noise, lights, or other nuisances.

Building Form – the shape and structure of a build as distinguished from its substance or material.

Building Mass – the three-dimensional bulk of a building height, width, and depth.

Building Scale – the size and portion of a building relative to surrounding buildings and environs, adjacent streets, and pedestrians.

Commercial Center, Large – a “large commercial center” contains one or more commercial buildings or establishments with 50,000 square feet or more (gross floor area).

Commercial Center, Small – a “small commercial center” contains one or more commercial buildings or establishments and all the buildings in the center contain less than 50,000 square feet (gross floor area)

Commercial Development – all retail, office, restaurant, service, hotels, motels, and similar businesses, but shall not include industrial uses. However, any office or industrial development or building that includes more than a twenty percent (20%) retail component by square footage shall be subject to these Commercial Design Guidelines and Standards.

Elevation – the external faces of a building; also a mechanically accurate, “head-on” drawing of any one face (or elevation) of a building or object, without any allowance for the effect of the laws of perspective.

Façade – any side of a building that faces a street, drive or other open space. The front façade” is the front or principal face of a building, generally defined by the location of the majority of public entrances into the building.

Fence – a man made barrier of any material or combination of materials erected to enclose, screen or separate areas.

Floor Area Ratio – the relationship of the total gross floor area of a building to the land area of its site, as defined in a ratio which the numerator is the gross floor area, and the denominator is the site area.

Guidelines – advisory regulations, which are indicated by use of the terms may and should.

Major Tenant – within a commercial center that does not fit the definition of “Large Commercial Center” any user or tenant containing 15,000 square feet or more of gross floor area. Where more than one user or tenant in such a center contains more than 15,000 square feet, the user or tenant with the largest amount of gross floor area shall be considered the center’s “major tenant”.

Maximum Extent Feasible – nor feasible and prudent alternative exists, and all possible efforts to comply with the regulation or minimize potential harm or adverse impacts have been undertaken. Economic considerations may be taken into account but shall not be the overriding factor in determining “maximum extent feasible.”

Maximum Extent Practicable – under the circumstances, reasonable efforts have been undertaken to comply with the regulations or requirements, that the cost of additional compliance measures clearly outweigh the potential benefits to the public or would unreasonably burden the proposed project, and reasonable steps have been undertaken to minimize any potential harm or adverse impacts resulting from the noncompliance.

Mixed-Use Development – a single building containing more than one principal permitted land use or a single development of more than one building containing more than one principal permitted land use. Such land uses may include office, retail, residential, or services uses such as hotels and motels. In a mixed-used development, the different types of land uses are in close proximity, planned as a unified complementary whole, and functionally integrated to the use of vehicular and pedestrian access and parking areas.

Natural Features – includes, but are not limited to, flood plains, and surface drainage channels, stream corridors and other bodies of water, steep slopes, prominent ridges, bluffs, or valleys, and existing trees and vegetation.

Orient – to bring in relation to, or adjust to, the surroundings, situation, or environment; to place with the most important parts (e.g., the primary building entrance and the designed “front” of a building) facing in certain directions; or to set or arrange in a determinate position, as in “to orient a building.”

Pad Site – typically used in the context of retail shopping center development, a building or building site that is physically separate from the principal or primary building and reserved for free-standing commercial uses, each such use containing not more than 15,000 square feet of gross floor area. Typical pad site uses include, by way of illustration only, free-standing restaurants, banks, and auto services.

Primary or Principal Building – the building or structure on a commercial development site used to accommodate the majority of the principal permitted use(s). When there are multiple buildings on a commercial development site, such as in a shopping center, the primary or principal building shall be the one containing the greatest amount of gross floor area. Buildings sited on pad sites or free-standing kiosk/ATM machines cannot be “primary” or “principal” buildings.

Standards -- mandatory regulations, which are indicated by use of the terms “shall” and “must”.

Steep slopes – any portion of a development site where the natural grade of the land has a slope of thirty percent (30%) or greater.