Columbia Heights Design Guidelines

URS

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Credits

Columbia Heights City Council

Julienne Wyckoff (Mayor)
Bruce Kelzenberg
Bruce Nawrocki
Tammera Ericson
Bobby Williams

Gary Peterson (former Mayor)
Marlaine Szurek (through 2002)

Design Guidelines Task Force

Jeff Bahe
Ron Clark
Tammera Ericson
Bob Grootwassink
Connie Kuppe
Bruce Nedegaard
Tom Ramsdell
Marlaine Szurek
Catherine Vesley

City Staff

Robert Streetar, Community Development Director
Tim Johnson, City Planner
Kevin Hansen, City Engineer

Consultants

URS Corporation

Bob Kost, ASLA, AICP, Project Manager
Suzanne Rhees, AICP, Planner

Purpose and Background

The Columbia Heights Design Guidelines have two primary functions:

- To guide developers or business owners wishing to propose expansions, renovations or new construction of buildings or parking within the commercial districts;
- To assist City officials and staff in reviewing development proposals.

The Guidelines build on and complement recently completed streetscape improvements to the Central Avenue business district. They were developed by City staff, consultants and a Task Force with representatives from the City Council, Planning Commission, area businesses and landowners, and interested citizens (see Acknowledgments). A public workshop was held, including a Community Preference Survey to assess attitudes toward the built environment (see Appendix 2).

Implementation

The guidelines will be linked to the Zoning Ordinance through creation of three Design Overlay Districts that match the three Design Districts in this document. Compliance with the guidelines will be determined through the site plan review process specified in the zoning ordinance.

Applicability

The guidelines apply to all nonresidential, mixed use and/or multifamily buildings, and to the following activities:

- New construction;
- Any exterior changes, including repainting, with the exception of replacement or repair of existing materials;
- Any internal remodeling or expansion activity that increases the overall size of the building by 10 percent or more;
- Any development or expansion of parking areas that would result in a lot with more than four parking spaces.

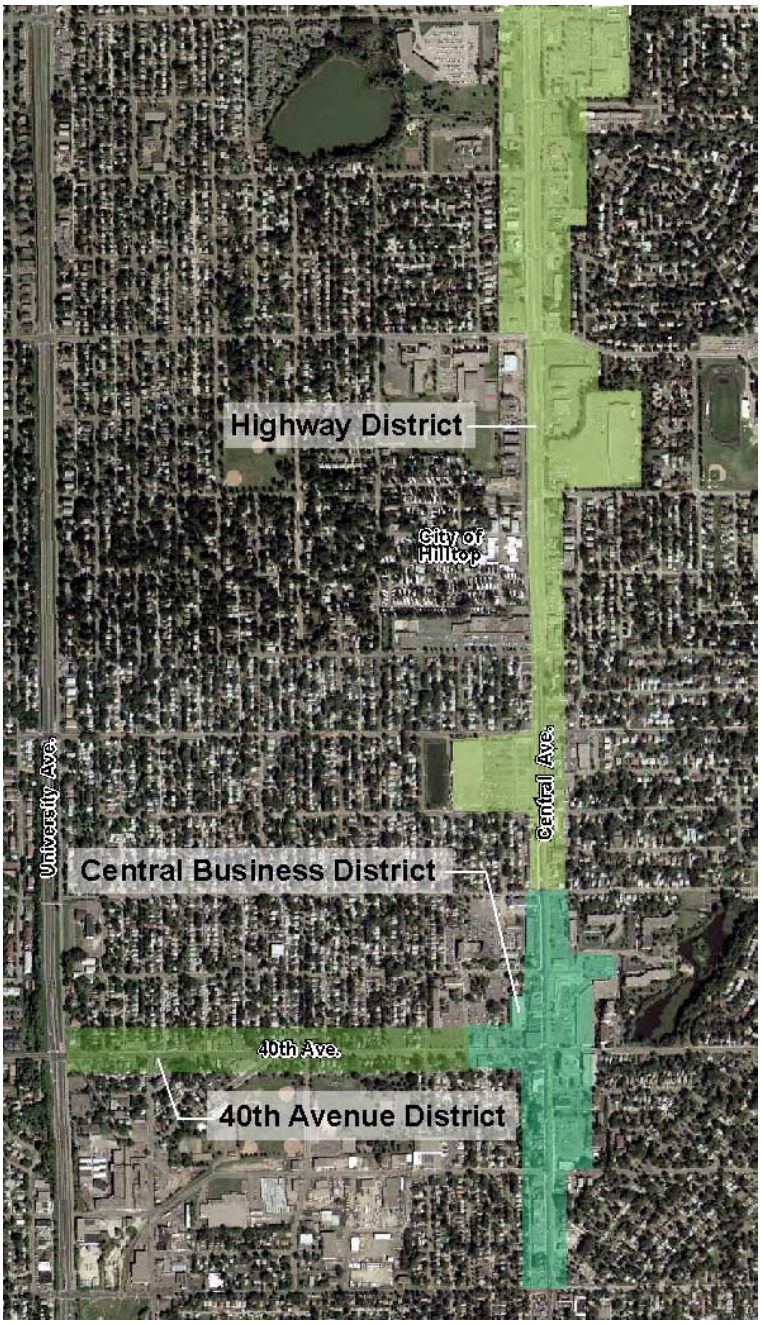
Minor alterations such as repainting may be handled administratively, as determined by the City Planner.

The guidelines are intended to be **mandatory.** It is assumed that the intent of the guidelines shall be met; however, it is understood that there may be many ways to achieve the same design objective. The City may permit alternative approaches that, in its deter-mination, meet the objective(s) of the design guideline(s) equally well. The City may waive any guideline when specific physical conditions of the site or building would make compliance difficult or inappropriate.

The Guidelines apply only to the building or site elements (such as parking or loading facilities) being developed or altered. That is, a proposal for changes to a building would be required to meet only those guidelines that pertain to buildings, while changes to a parking area would be required to meet all guidelines for parking areas, but not for buildings. Planning staff will make the initial determination as to which guidelines are applicable.

Design Districts

The Guidelines apply to two of the City's primary commercial corridors: Central Avenue and 40th Avenue. These corridors actually comprise three distinct areas, each with its own patterns of land uses, buildings, and parking. Therefore, three Design Districts have been established, each with its own guidelines for topics such as building placement and façade design. Other guidelines, such as those applying to building colors and architectural detailing, are the same for all districts. The districts are:



- The **Central Business District**, extending from 37th to 42nd Avenues, includes a number of historic or architecturally interesting buildings, including the Heights Theatre. Most office and storefront buildings meet the sidewalk, while shopping centers and franchise buildings are set back behind parking lots. Architectural styles are diverse, from historic commercial or Mediterranean Revival (the theater) to 20th century modern. New multi-family housing has recently been developed. Several off-street ramps help to reduce the need for surface parking. Recent streetscape improvements have enhanced the pedestrian character of this district.

- The **Highway District** extends along Central Avenue from 42nd Avenue north to the City boundary. This segment has a distinctly different character than the CBD: most buildings are set far back from the street behind large parking lots or along frontage roads. Central Avenue is a six-lane highway through most of this area, and the road width and traffic speeds combine to make the area less pedestrian-friendly.

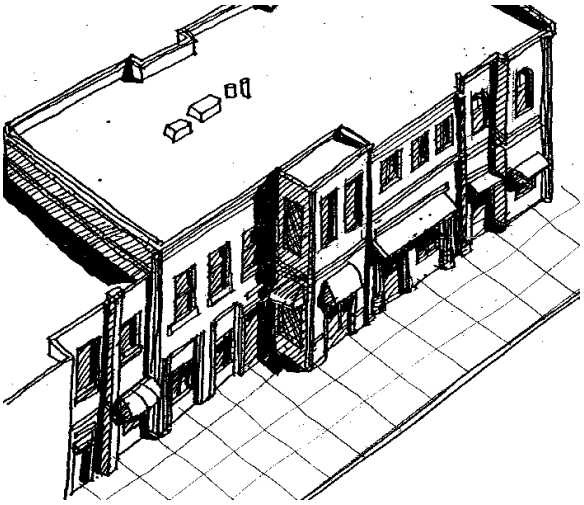
- **Fortieth Avenue** has its own character, combining housing with institutions such as City Hall and smaller commercial businesses. Commercial buildings tend to be single-story, set back 5 to 10 feet from the sidewalk. Housing is predominantly single-family, although additional townhouse and multifamily development is envisioned in the *Downtown Master Plan (2000)*.

Architectural Guidelines

Building Placement

CBD

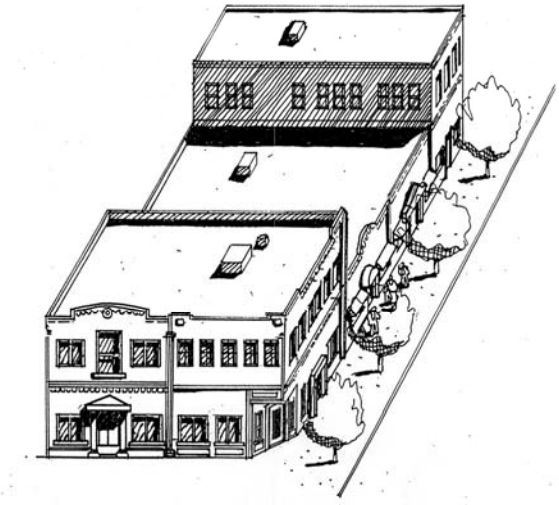
Objective: *To maintain and reinforce a consistent street edge and to focus attention on Central Avenue and other primary streets within the CBD.*



Buildings should have a well-defined front façade with primary entrances facing the street. Buildings should be aligned so that the dominant lines of their facades parallel the line of the street and create a continuous edge.

Buildings should meet the established building facade line on the block where they are located for at least 75 percent of the length of their front façade. On most downtown blocks, this façade line is at or very close to the edge of the sidewalk.

The remaining 25 percent of the façade may be set back up to 10 feet to emphasize entries or create outdoor seating and gathering areas.



At intersections, buildings should "hold the corner" – that is, have street facades at or near the sidewalk on both streets.

Building Placement

40th Avenue District

Objective: *To orient buildings toward 40th Avenue in order to increase its visual interest and attractiveness to pedestrians.*

All buildings should have a well-defined front façade with primary entrances facing the street. Buildings should be aligned so that the dominant lines of their facades parallel the line of the street.

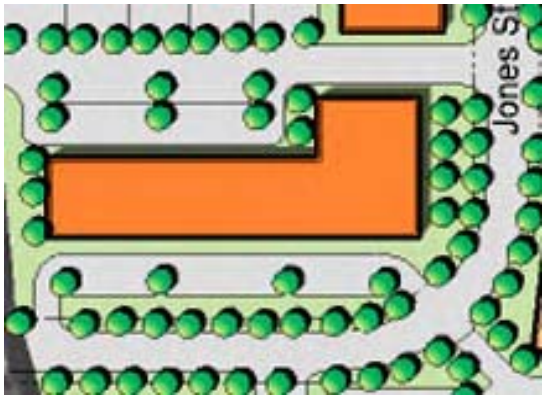
Nonresidential and mixed use building facades should be flush with the sidewalk or set back no more than 10 feet for at least 60 percent of the length of their front façade. At intersections, these buildings should "hold the corner" – that is, have street facades at or near the sidewalk on both streets.

Residential buildings should be set back between 5 and 20 feet from the sidewalk edge. The purpose of the setback is to provide a transitional semi-private area between the sidewalk and the front door. Landscaping, steps, porches, grade changes, and low ornamental fences or walls may be used to provide increased privacy and livability for first floor units.

Building Placement

Highway District

Objective: *To orient nonresidential buildings toward the street in order to improve its walkability, while creating opportunities for more internally-focused residential development.*

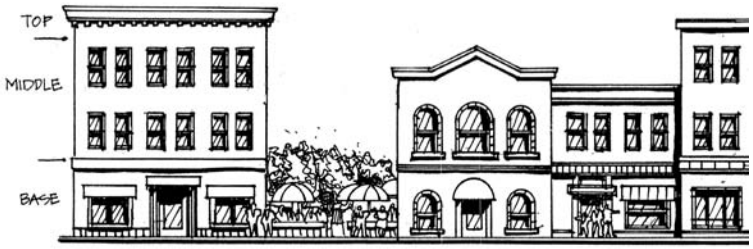


Nonresidential or mixed-use buildings should have a well-defined front façade with entrances facing the street. Larger buildings (30,000 square feet or more in size) may be oriented perpendicular to the street provided that at least one entrance facing the street is provided.

Buildings may be set back a maximum of 85 feet from the sidewalk, in order to allow for two rows of parking and drive aisles plus landscaped frontage. This setback may be increased in cases where topography or other physical conditions would prevent parking areas from being located to the rear of the building.

Residential buildings may be oriented toward Central Avenue or toward internal streets or courts, with side facades parallel to Central Avenue. Facades parallel to Central Avenue should be well-detailed and service areas should not be located along the Central Avenue frontage. The frontage should be appropriately landscaped (see Parking Screening, page 26).

Primary Facades and Roof Treatments



CBD

Objective: *To employ building proportions consistent with traditional storefront commercial buildings characteristic of a downtown district.*

Buildings should have a well-defined base, middle and top. The base, or ground floor, should appear visually distinct from the upper stories, through the use of a change in building materials, window shape or size, an intermediate cornice line, an awning, arcade or portico, or similar techniques.

Roofs should be flat, consistent with traditional storefront commercial design. Building tops should be articulated with detailed cornices or parapets.

40th Avenue and Highway Districts

Objective: *To encourage attached residential and mixed-use buildings that are compatible with the prevailing single-family residential surroundings.*

Residential buildings may be designed with flat or pitched roofs. A variety of roof shapes and parapet details are encouraged; however, non-structural, purely decorative roof elements should be avoided.

Primary Facades and Roof Treatments

Nonresidential or mixed- use buildings may be designed with pitched or flat roofs. Pitched roofs may include gable or hip roofs, but not mansard or other roof types not characteristic of the region.

The base or ground floor of the building should include elements that relate to the human scale, including texture, projections, doors and windows, awnings, canopies or ornamentation.

Building Width and Façade Articulation

CBD

Objective: *To reflect typical building widths found in the CBD and to add visual interest and variety by avoiding long, monotonous facades.*

The primary façade(s) of buildings of 40 feet or more in width should be articulated into smaller increments through the following techniques or similar ones:

- Stepping back or extending forward a portion of the façade;
- Use of different textures or contrasting, but compatible, materials;
- Division into storefronts with separate display windows and entrances
- Arcades, awnings, window bays, balconies or similar ornamental features;

Building Width and Façade Articulation

- Variation in roof lines to reinforce the articulation of the primary façade.

40th Avenue District

Objective: *To reflect building widths characteristic of existing residential and commercial buildings on 40th Avenue, and to add visual interest and variety to buildings.*

The primary façade(s) of buildings of 30 feet or more in width should be articulated into smaller increments through the techniques listed above or similar ones.

Highway District

Objective: *To add visual interest and variety to buildings and emphasize the pedestrian scale.*

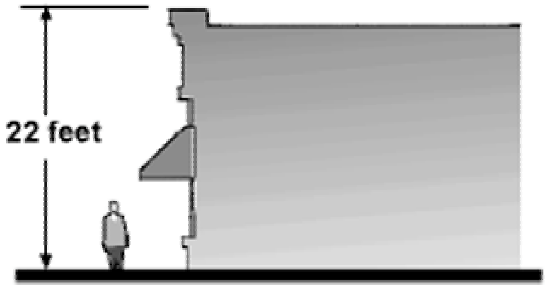
The primary façade(s) of buildings of 40 feet or more in width should be articulated into smaller increments through the techniques listed above or by division of the building mass into several smaller "wings" – i.e., an "L" or "U" shape – to lessen its apparent bulk.

Building Height

O*bjective:* *To create an increased sense of enclosure, diminish the perceived width of the street, and provide opportunities for upper-story housing, offices or studios.*

All Districts

Two- and three-story buildings are strongly encouraged. Taller buildings are encouraged in the CBD. All buildings shall have a minimum cornice height of 22 feet. This height is adequate to achieve the objective above, conveying a multi-story appearance even if the building has only one occupied floor.



Transparency: Window and Door Openings

Objective: *To reflect the character of existing storefront commercial buildings, enliven the streetscape and enhance security by providing views into and out of buildings.*

CBD and 40th Avenue Districts

For nonresidential or mixed-use buildings, window and door openings shall comprise at least 30 percent of the area of the ground floor of the primary street façade.

A minimum of 20 percent of any two side or rear facades at ground level shall consist of window and door openings designed as specified below.

A minimum of 15 percent of all upper story facades shall consist of window or balcony door openings designed as specified below.

For residential buildings, a minimum of 20 percent of primary (street-facing) facades and 15 percent of each side or rear facade shall consist of window and door openings designed as specified below (page 12).

Highway District

Where commercial or office uses are found on the ground floor, at least 20 percent of the ground floor façade fronting Central Avenue and 15 percent of any two side or rear facades shall consist of window and door openings designed as specified below (note that spandrel glass may be used).

For residential buildings, a minimum of 20 percent of primary (street-facing) facades and 15 percent of each side or rear facade shall consist of window and door openings designed as specified below.

Window and Door Design

Windows and door openings shall meet the following requirements:

- Windows should be designed with punched and recessed openings, in order to create a strong rhythm of light and shadow in keeping with traditional architecture.
- Mirrored glass or glass block should not be used on street-facing facades. Glass on windows and doors should be clear or slightly tinted, allowing views into and out of the interior.
- In the Highway District, spandrel glass (opaque) may be used on up to half the window and door surfaces on any building façade.
- Window shape, size and patterns should emphasize the intended organization of the façade and the definition of the building.
- Display windows at least 3 feet deep may be used to meet this requirement, but not windows located above eye level.

Entries

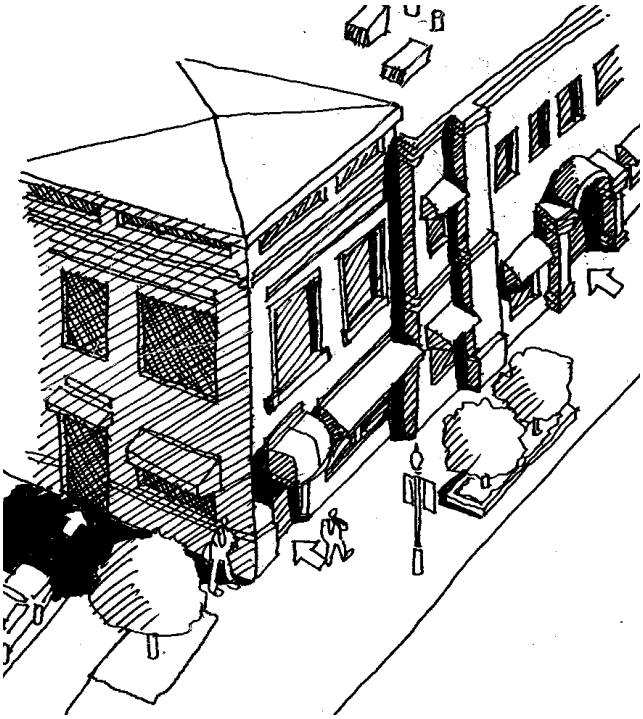
Objective: *To establish the visual importance of the primary street entrance, and to ensure that entries contribute to the visual attractiveness of the building and are readily visible to the customer.*

Nonresidential or Mixed-Use Buildings, All Districts

Primary building entrances on all buildings should face the primary abutting public street or walkway, or linked to that street by a clearly defined and visible walkway or courtyard. Additional secondary entrances may be oriented to a secondary street or parking area.

In the case of a corner building or a building abutting more than one street, the street with the higher classification shall be considered primary. The main entrance should be placed at sidewalk grade. Entries shall be designed with one or more of the following:

- Canopy, portico, overhang, arcade or arch above the entrance
- Recesses or projections in the building facade surrounding the entrance
- Peaked roof or raised parapet over the door
- Display windows surrounding the entrance
- Architectural detailing such as tile work or ornamental moldings
- Permanent planters or window boxes for landscaping



Entries

Residential Buildings, All Districts

Primary building entrances on all buildings should face the primary abutting public street or walkway, or linked to that street by a clearly defined and visible walkway or courtyard. Additional secondary entrances may be oriented to a secondary street or parking area.

Porches, steps, pent roofs, roof overhangs, hooded front doors or similar architectural elements should be used to define the primary entrances to all residences.

Rear Facades and Entries

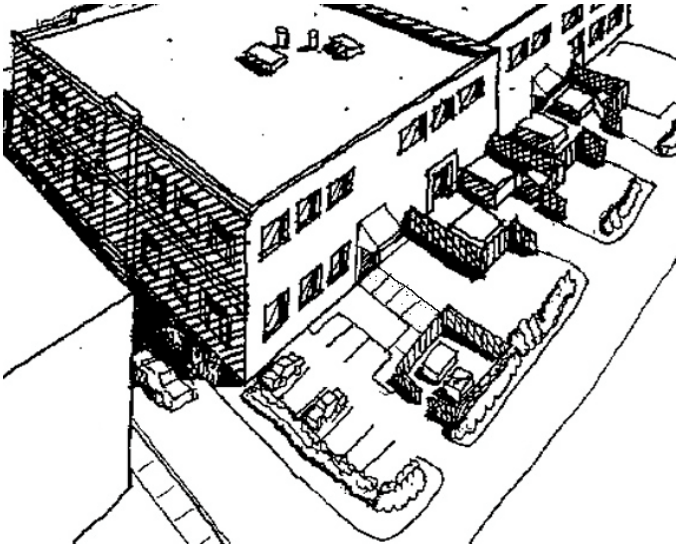
Objective: *To improve the appearance of rear facades, orient customers parking or walking to the rear of buildings, and provide safe and convenient access to all building entrances.*

All Districts

Rear facades should be well maintained and welcoming in appearance. Landscaping and small wall signs identifying businesses are encouraged.

If customers park to the rear of the building, a well-defined and lighted rear entrance is strongly encouraged. If a rear entrance is provided, an awning is also encouraged.

If no entrance is provided, a signed and lighted walkway to the front of the building should be provided. A small identification sign with the name of the business is also encouraged.



Building Materials

Objective: *To ensure that high-quality, durable and authentic building materials are used in residential and nonresidential construction.*

All Districts

The following standards apply to all districts, with the additions and exceptions noted on pages 17 and 18 for the 40th Avenue and Highway Districts.

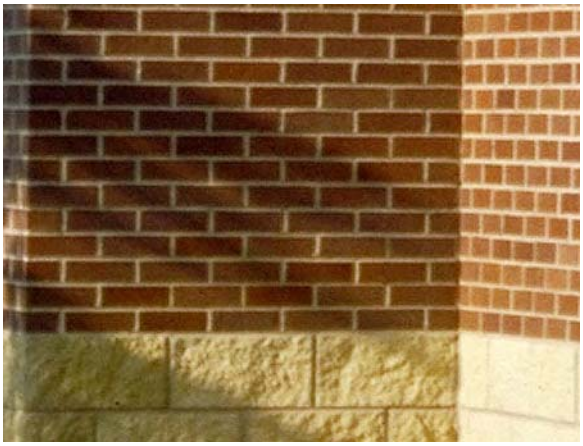
All buildings should be constructed of high-quality materials, including the following:

Primary materials:

- Brick
- Natural stone
- Precast concrete units and concrete block, provided that surfaces are molded, serrated or treated with a textured material in order to give the wall surface a three-dimensional character.
- Stucco
- Jumbo brick may be used on up to 30 percent of any façade, provided that it is used only on the lower third of the building wall.

Prohibited materials:

- Unadorned plain or painted concrete block
- Tilt-up concrete panels
- Pre-fabricated steel or sheet metal panels
- Aluminum, vinyl, fiberglass, asphalt or fiberboard (masonite) siding



Building Materials

Accent materials: May be used on up to 15% of any of the building's façades. These may include architectural metalwork, glass block, or similar materials as approved by the Planning Commission.

Building materials of similar quality should be used on front, side and rear facades, and detailing of all facades should be compatible. However, on rear facades, EIFS (exterior insulating finish system) may be used as a primary material, at a height of at least 3 feet above grade. On front or side facades, EIFS may only be used as an accent material (up to 15% of the façade area).

40th Avenue District

Residential buildings in this district may use the following additional materials:

- Wood, consisting of horizontal lap siding with an exposure no greater than 5 inches or wood shakes; surfaces must be painted;
- Synthetic wood (fiber cement) siding resembling horizontal lap siding, such as Hardiplank and similar materials.

Building Materials

Highway District

For nonresidential or mixed-use buildings, EIFS may be used as a primary material on any façade, at a height of at least 3 feet above grade. On facades fronting a public street EIFS shall be limited to a maximum of 60 percent of the façade area.

Buildings of 100 feet or more in width shall employ at least two masonry types or colors on the primary façade.

Residential buildings in this district may use the following additional materials:

- Wood, consisting of horizontal lap siding with an exposure no greater than 5 inches or wood shakes; surfaces must be painted;
- Synthetic wood (fiber cement) siding resembling horizontal lap siding, such as Hardiplank and similar materials.

Rooftop Equipment

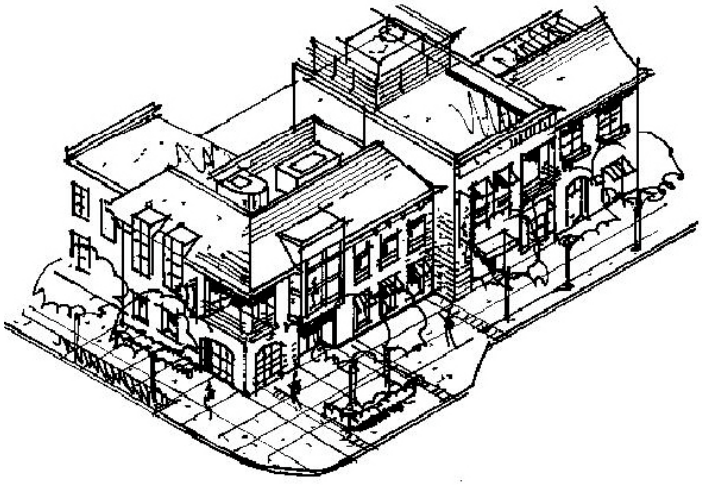
Objective: *To ensure that views of rooftop equipment from public streets or pedestrian ways are minimized.*

All Districts

All rooftop equipment shall be screened from view from adjacent streets, public rights-of-way and adjacent properties. Preferably, rooftop equipment should be screened by the building parapet, or should be located out of view from the ground.

If this is infeasible, the equipment should be grouped within a single enclosure. This structure shall be set back a distance of 1½ times its height from any primary façade fronting a public street. Screens shall be of durable, permanent materials (not including wood) that are compatible with the primary building materials.

Exterior mechanical equipment such as ductwork shall not be located on primary building facades.



Building Colors

Objective: *To ensure that building colors are aesthetically pleasing and compatible with their surroundings.*

All Districts

Building colors should accent, blend with, or complement surroundings. Principal building colors should consist of subtle, neutral or muted colors with low reflectance (e.g., browns, grays, tans, dark or muted greens, blues and reds). "Warm-toned" colors are encouraged because of their year-round appeal. No more than two principal colors may be used on a façade or individual storefront. Bright or primary colors should be used only as accents, occupying a maximum of 15 percent of building facades, except when used in a mural or other public art.

Architectural Detailing

Objective: *To encourage new building design that echoes the design of the few 'iconic' buildings that remain in Columbia Heights – notably the Heights Theater – while enlivening building facades and contributing to a human-scaled environment.*

All Districts

Architectural details such as ornamental cornices, arched windows and warm-toned brick with bands of contrasting color are encouraged in new construction. The contemporary adaptation of historic and vernacular residential, institutional and commercial styles found in Columbia Heights and in Northeast Minneapolis is encouraged.

Franchise Architecture

Objective: *To encourage new building design that is supportive of the urban design goals of the City, and that responds to its context.*

All Districts

Franchise architecture (building design that is trademarked or identified with a particular chain or corporation and is generic in nature) is generally discouraged unless it employs a traditional storefront commercial style. Franchises or national chains shall follow these guidelines to create context-sensitive buildings.

Drive-through Facilities

Objective: *To ensure that drive-through facilities do not dominate the appearance of building facades or hinder pedestrian circulation.*

All Districts

Drive-through canopies and other structures, where present, shall be constructed from the same materials as the primary building, and with a similar level of architectural quality and detailing.

Site design shall accommodate a logical and safe vehicle and pedestrian circulation pattern. Adequate queuing lane space shall be provided, without interfering with on-site parking.

Drive-through Facilities

CBD

Drive-through facilities shall be placed to the rear of the principal building, and may be accessed from side streets or existing service drives; access from Central Avenue is discouraged.

40th Avenue and Highway Districts

Drive-through elements shall be placed to the side or rear of the principal building, and shall not be located between any building façade and Central Avenue or 40th Avenue.

Awnings

Objective: *To encourage the use of awnings as a way to shelter customers, reduce glare and conserve energy, and provide additional accent color to building facades.*

All Districts

Where awnings are desired, canvas or fabric awnings should be used, rather than wood or metal. Awnings should be installed without damaging the building or visually impairing distinctive architectural features. Internally illuminated awnings are prohibited.

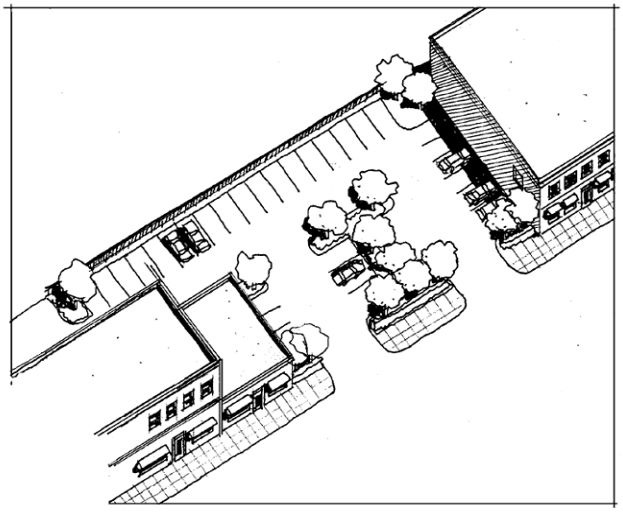
Site Design Guidelines

Parking Location

Objective: *To ensure that buildings, rather than parking lots, dominate the appearance of the streetscape.*

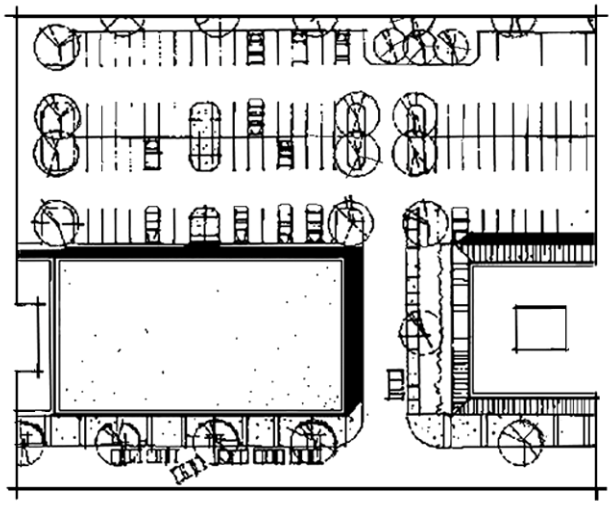
CBD

Generally, parking in the Central Business District is provided in several off-street structures. If provided on-site, off-street parking should be located to the side or rear of buildings or within structures, not between buildings and the street. A maximum of 40 percent of the lot frontage may be occupied by parking.



40th Avenue District

For nonresidential or mixed-use buildings, off-street parking should be located to the side or rear of buildings, or within structures, not between buildings and the street. A maximum of 50 percent of the lot frontage may be occupied by parking.



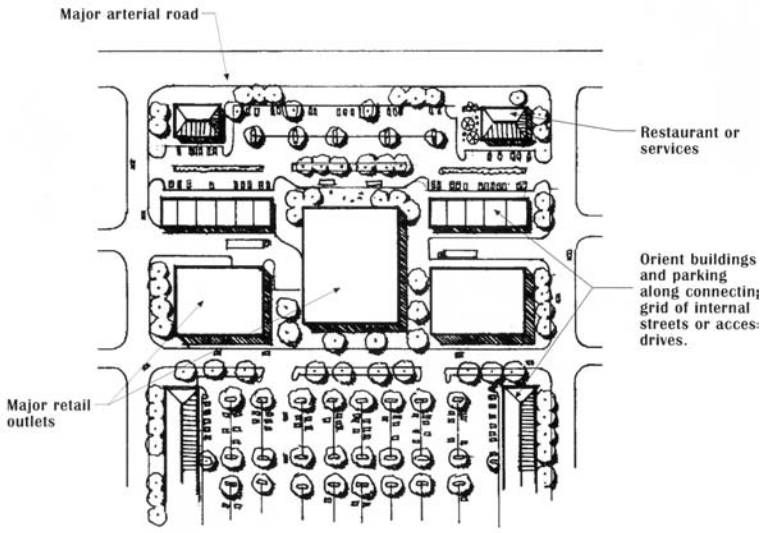
Parking Location

Highway District

Objective: *To improve the appearance and convenience of parking lot circulation for vehicles and pedestrians by breaking the parking area up into smaller units. Parking areas should be distributed around large buildings in order to shorten the distance to other buildings and reduce the overall scale of the paved surface.*

No more than 50 percent of the off-street parking area for the entire site shall be located between the front façade of the principal building and the primary abutting street.

Internal accessways with landscaping and sidewalks are encouraged as a means of dividing large parking areas into smaller ones and facilitating pedestrian circulation. Angled or parallel parking may be provided along an accessway.



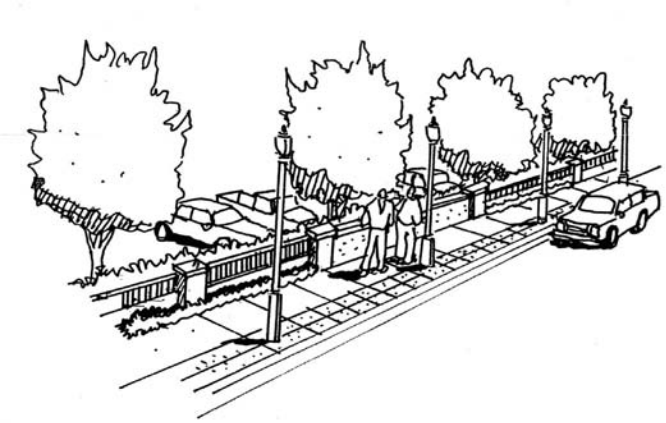
Parking Area Screening

Objective: *To soften the appearance of parking areas when viewed from an abutting street or sidewalk, and to screen parking areas from residential yards.*

All Districts

Screening along streets and sidewalks. Parking areas adjacent to public streets or sidewalks shall be screened with a combination of landscape material and decorative fencing or walls sufficient to screen parked cars on a year-round basis while providing adequate visibility for pedestrians.

Screening adjacent to residential uses. Parking and loading areas abutting residential districts or uses shall be screened along side and rear lot lines as specified in the Zoning Ordinance (Section 9.613(5)), in order to block views into parking areas from residential yards.



Structured Parking

Objective: *To ensure that parking structures are compatible with surrounding buildings and make a positive contribution to the streetscape.*

All Districts

The ground floor facade of any parking structure abutting any public street or walkway should be designed and architecturally detailed in a manner consistent with nearby commercial or office buildings.

Upper floors should be designed so that sloped floors typical of parking structures do not dominate the appearance of the facade.

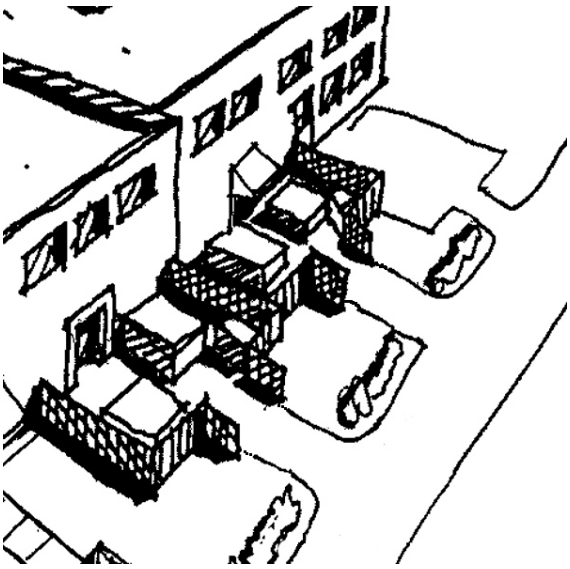
Windows or openings should be provided that echo those of surrounding buildings.

Entrance drives to structured parking (including underground parking) should be located and designed to minimize interference with pedestrian movement. Pedestrian walks should be continued across driveways.

The appearance of structured parking entrances should be minimized so that they do not dominate the street frontage of a building. Possible techniques include recessing the entry; extending portions of the structure over the entry; using screening and landscaping to soften the appearance of the entry; using the smallest curb cut and driveway possible; and subordinating the parking entrance (compared to the pedestrian entrance) in terms of size, prominence, location and design emphasis.

Placement and Screening of Service, Loading and Storage Areas

Objective: *To screen views of service and loading areas, and to ensure that the noise impacts of these functions are fully contained and not audible from surrounding streets and properties.*



All Districts

Any outdoor storage, service or loading area shall be screened as provided in the Zoning Ordinance (Sections 9.612 and 9.613).

Loading docks, truck parking, HVAC equipment, trash collection and other service functions shall be incorporated into the design of the building or screened with walls of similar design and materials to the principal building, combined with landscape material to create a screen at least 6 feet in height.

Businesses with service bays for auto repair and similar uses are encouraged to locate them to the side or rear of the building, where feasible.

Landscape and Site Improvements

Objective: *To ensure that private improvements will complement and enhance public improvements.*

CBD

Any landscape improvements or site furnishings included within a development site, including lighting, seating, planters, trees or shrubs, trash receptacles and similar elements, shall be compatible with the City's streetscape improvements to the Central Business District. City staff can provide guidance on public streetscape elements.

Pedestrian and Bicycle Access

Objective: *To ensure that pedestrians and bicyclists have safe and convenient access to all business establishments.*

All Districts

Where sidewalks are lacking, they may be required along all street frontages.

A well-defined pedestrian path shall be provided from the sidewalk to each principal customer entrance of a building. Walkways shall be located so that the distance between street and entrance is minimized. Walkways shall be at least 5 feet in width, and shall be distinguished through pavement material from the surrounding parking lot. Walkways shall be landscaped for at least 50 percent of their length with trees, shrubs, flower beds and/or planter pots.

Sidewalks of at least 5 feet in width shall be provided along all building facades that abut public parking areas.

Signs

All Districts

Objective: *Signs should be architecturally compatible with the style, composition, materials, colors and details of the building, and with other signs on nearby buildings. Signs should be an integral part of the building and site design.*

Wall and projecting signs. Signs should be positioned so they are an integral design feature of the building, and to complement and enhance the building's architectural features. Signs should not obscure or destroy architectural details such as stone arches, glass transom panels, or decorative brickwork. Signs may be placed:

- In the horizontal lintel above the storefront windows;
- Within window glass, provided that no more than 25 percent of any individual window is obscured;
- Projecting from the building;
- As part of an awning;
- In areas where signs were historically attached.

Shape. Wall signs should generally be rectangular. In most cases, the edges of signs shall include a raised border that sets the sign apart from the building. Individual raised letters set onto the sign area surface are also preferred.

Projecting signs may be designed in a variety of shapes.

Signs

Colors. Sign colors shall be compatible with the building façade to which the sign is attached. No more than three colors should be used per sign, unless part of an illustration. To ensure the legibility of the sign, a high degree of contrast between the background and letters is preferable. A combination of soft/neutral shades and dark/rich shades (see Building Colors standard) are encouraged.

Materials. Sign materials should be consistent or compatible with the original construction materials and architectural style of the building facade on which they are to be displayed. Natural materials such as wood and metal are more appropriate than plastic. Neon signs may be appropriate for windows.

Illumination. External illumination of signs is permitted by incandescent, metal halide or fluorescent light that emits a continuous white light. Light shall not shine directly onto the ground or adjacent buildings. Neon signs are permitted. Internally lit box signs and awnings are not permitted, with the exception of theater marquees. Variable electronic message signs are not permitted, with the exception of existing time/temperature signs.

Free-standing signs. Ground or monument signs are encouraged rather than pylon signs. Sign materials, colors and architectural detailing should be similar to those of the principal building. The area around the base of the sign should be landscaped.

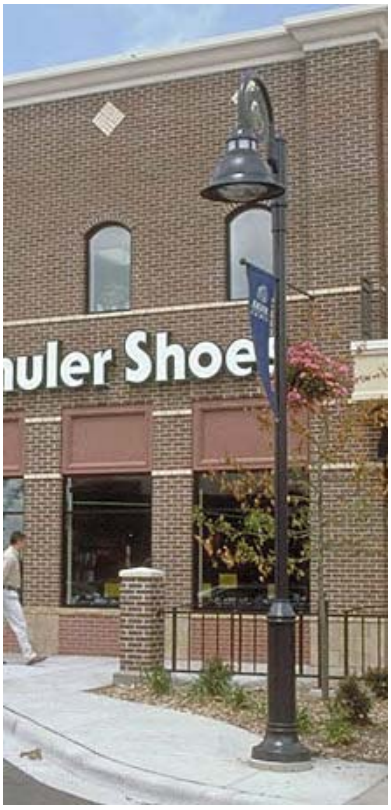
Lighting

Objective: *To ensure that safe and attractive lighting levels are provided around all buildings and parking areas, without excessive glare or brightness.*

All Districts

Exterior lighting should be the minimum necessary for safety and security. Lighting should be designed to coordinate with building architecture and landscaping. Building-mounted fixtures compatible with building facades are encouraged.

Overall lighting levels should be consistent with the character and intensity of the surrounding area, as specified in the Zoning Ordinance (Section 9.611). Light standards shall be consistent with existing pedestrian-scale lighting standards, where present or planned.



Appendix 1: Glossary

Arcade: A roofed passageway, usually with shops on one or both sides.

Building Frontage: The front façade of a building, typically abutting the sidewalk.

Canopy: A projection or hood over a door, window, niche, etc.

Cornice: Any projecting ornamental moulding along the top of a building or wall.

EIFS: Exterior insulating finish system – a building wall system typically consisting of an insulation layer, a water-resistant base coat, and a finish coat similar to stucco in appearance.

Drive-through facilities: Facilities that allow the customer to purchase or use services without leaving their vehicle, including bank machines, car washes, fast food, coffee shops or kiosks, or similar uses.

Franchise Architecture: Building design that is trademarked or identified with a particular chain or corporation and is generic in nature.

Frontage: That portion of a lot or parcel that abuts a street.

Jumbo Brick: Brick that is oversized, usually 4 inches tall by 12 inches long.

Nonresidential Development: Commercial, office, institutional or similar land uses without residential components, including commercial lodging.

Pitched Roofs:

> **Gable Roof:** A pitched roof with a central ridge line and vertical wall ends.
>
> **Gambrel Roof:** A roof with a double pitch terminating in a small gable at the ridge.
>
> **Hip Roof:** A pitched roof with sloped instead of vertical ends.
>
> **Mansard Roof:** A pitched roof having a double slope, the lower pitch being longer and steeper than the upper.

Parapet: A low wall placed along the edge of a structure, such as at the edge of a bridge or rooftop.

Portico: A roofed entrance to a building that is columned like a temple front.

Reflective Glass: Glass with a metallic coating that produces a mirror effect, typically used on facades to screen interiors from view and reduce solar heat.

Service Areas: Areas for loading docks, truck parking, HVAC equipment, trash collection and other service functions for a building.

Sign Types:

> **Wall Sign:** A single-faced sign attached to or painted on an exterior wall of a building, parallel to the building wall.
>
> **Freestanding Sign:** A permanent sign which is not affixed to any part of a building or structure and which is supported by upright braces or posts placed in the ground.

Monument or Ground Sign: A freestanding sign typically constructed of masonry, concrete, wood or other decorative type material to complement the surrounding area.

Projecting Sign: A sign which extends outward from the wall of a building more than 18 inches and is supported or suspended from the building wall.

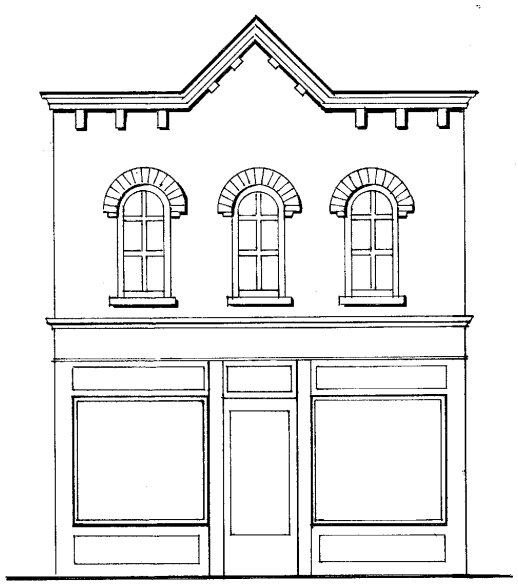
Pylon Sign: A freestanding sign supported by a pole-type structure anchored in the ground.

Spandrel Glass: Glass that has been rendered opaque; typically used to hide materials from view on the exterior of a building.

Streetscape: Public improvements within a street right-of-way, including sidewalks, street furniture, landscaping, trees, light standards and similar features.

Storefront Commercial Style: The traditional commercial storefront dates from the 19th and early 20th centuries, and is strongly associated with downtown or "Main Street" development. The typical commercial storefront includes a ground floor entrance and display windows, an upper façade, usually with regularly spaced windows, and a cornice that caps the building (see sketch).

Synthetic Wood: Fiber cement siding materials such as "Hardiplank" or other types designed to resemble wood lap siding, not including fibreboard, vinyl, aluminum or masonite siding.



Typical commercial storefront

Appendix 2: Summary of Community Preference Survey

A community workshop held in January, 2003, included a discussion of current conditions along the Central Avenue and 40th Avenue, followed by a Community Preference Survey, the results of which are summarized below. A Community Preference Survey is is a short exercise in which participants rate a series of slides of buildings and streetscape elements from similar communities for their aesthetic and visual appeal. Slides were ranked on a scale of 1 (most negative) to 5 (most positive). The survey results assisted the consultants in drafting the guidelines by indicating general attitudes for or against specific building types and site design features. The other advantage of the survey is that it increases participants' awareness of the built environment, as well as their confidence in their own ability to make aesthetic judgements about that environment.

Images were presented in six categories:

- Residential
- Mixed Use
- Office
- Commercial
- Signs
- Parking Lots and Structure

The summary below highlights general trends, the most positively- and negatively-rated images, and the most controversial ones – those with the greatest variation among responses. Many of the positive images have been used to illustrate the Design Guidelines.

Residential

The residential category drew a wide range of responses, with less consistency than some other categories. Townhouses that have well-detailed facades with a consistent relationship to the street are preferred over those that have garages dominating the street frontage. Landscaping in the foreground has a strong positive influence. Most negative responses went to multifamily buildings with little detailing and boxy shapes. Widest range of opinions were for images that send "mixed messages" – buildings with very traditional facades but set too close to the street, or buildings with attractive shapes but monotonous colors in a snowy setting.

		Avg. Score
Most positive	Block of 2-story townhouses, Kansas City – red brick, unified appearance, enhanced by low brick walls and front yard trees.	**3.58**
	2-story townhouses, E. Hennepin – brick with projecting windows, colorful front yard landscaping, narrow setback	**3.42**
Most negative	2-story apartment building, Green Bay – stark stucco/brick building, barren setting	**1.16**
	Senior high-rise, St. Paul – slab-like appearance	**1.37**
Most controversial	"Federal" style brick townhouses, Kentlands, MD – prominent front steps, minimal sidewalk	**2.47**
	Duplexes, St. Paul – monochromatic siding, no visible landscaping but fits residential context	**3.05**

Mixed Use

There was a consistent pattern of responses in this category, and generally high scores. Buildings with a high degree of detailing, a high percentage of masonry, and visible

landscaping received high scores. Buildings with flat-appearing facades received lower scores. Both 2- and 4-story buildings were favored. All the buildings in this category were located at the sidewalk or set back behind a fairly narrow parking area.

		Avg. Score
Most positive	Slide 2: 4-story brick building, Winnetka, IL – street trees and detailed façade minimize building bulk	3.42
	Slide 5: Golden Valley Commons, 2 ½ stories – accent tower, storefront design, landscaped median in foreground	3.42
	Slide 8: Classic traditional brick 2-story storefront, Excelsior. Low hedge between façade and sidewalk	3.42
Most negative	Slide 9: 4-story tower, brick & stucco, University Village – lack of façade detailing makes it seem oversized	2.00
	Slide 4: 3-story building, Shakopee – flat brick, windows too small	2.32
Controversial	Slide 11: Renovation of traditional 2-story storefront, Hennepin Ave.	2.47

Office Development

Responses were fairly consistent, although not as positive as the mixed-use category. Preferred were buildings with a modest scale (1- and 2-story), pitched roofs and adequate landscaping.

		Avg. Score
Most positive	Slide 7: 2-story brick building, pitched roofs, landscaping – Mariemont, OH, 1920s	3.58
	Slide 2: 2-story brick building, Northbrook, IL – pitched roof, large windows, low profile	3.47
	Slide 5: 2-story brick/stucco, Wayzata – distinct base, middle and top, low shrubs along sidewalk	3.47
Most negative	Slide 8: 60's style 3-story building, Wayzata – flat façade, grey color	1.89
Controversial	Slide 5: tall 2-story building, ornate design with small-paned windows – too "fussy"?	2.47

Commercial Development

This category had the least agreement between scores; some viewers seem to favor shopping centers as a development type, where others dislike the appearance of large parking lots. In general, highest scores went to newer buildings with a variety of materials (i.e., stucco and masonry), detailing on facades (columns, lights, tilework) and heights of at least 1½ stories. Landscaping also had a positive effect.

		Avg. Score
Most positive	Slide 10: mini-mall, Northbrook, IL	3.84
	Slide 7: small non-franchise Burger King, Cedarburg, WI	3.79
Most negative	Slide 6: Jimmy's Steaks, Mpls. – painted brick w/ bricked-in windows	2.32
	Slide 9: Shopping center without landscaping; paved parking	2.16
Controversial	Slide 9 (as above) – shows some acceptance of development type vs. dislike of large parking lots?	

Signs

There was a high degree of consistency among responses. Signs with simple, bold, and sometimes colorful designs were preferred over more "historical" or detailed designs. Neon and illumination received high scores. Monument signs that are well-coordinated with their primary buildings, and free-standing district identity signs were preferred over wall signs for individual businesses. Billboards and standard franchise signs in bright colors received the lowest scores.

		Avg. Score
Most positive	Slide 13: Low monument Walgreen's sign, Northbrook, IL	**3.63**
	Slide 6: District identity sign, 50th and France – contemporary, simple, colorful	**3.61**
Most negative	Slide 12: Billboards on roof of low building	**1.63**
	Slide 10: Car-X pylon sign in parking lot – paved foreground, no landscaping	**1.89**
Controversial	Slide 10 (as above) – simple bold design may be a positive	
	Slide 9: Stacked wood wall signs for several businesses – too busy, "quaint"	**3.28**

Parking Lots and Structures

Responses were quite consistent in this category. Parking structures received high scores when their parking function was concealed behind the front façade, or when heavily landscaped. Unscreened entrances received low scores. Screening of surface parking with low walls and decorative fencing, combined with landscaping, received positive scores, if it appeared neat and uncluttered. The same was true for landscaping alone.

		Avg. Score
Most positive	Slide 3: iron fence and hedge, Wayzata – "main street" character	**3.84**
	Slide 4: mixed use parking structure, Iowa City – façade appears as mixed-use building, not ramp	**3.63**
	Slide 6: parking ramp, Red Wing – brick façade, heavily landscaped, parking hardly visible	**3.63**
Most negative	Slide 5: surface parking lot, Hutchinson – parking is dominant compared to buildings	**2.11**
	Slide 8: surface lot, Wayzata, low buildings in distance, some landscaping in foreground	**2.26**
	Slide 9: parking ramp entrance, E. Hennepin – rear block entrance, no landscaping	**2.26**
Controversial	Slide 1: ornamental fence with landscaping, Hennepin – multi-colored brick, metal rails, ground plantings – too busy?	**3.56**
	Slide 13: Calhoun Beach Club – tall, imposing building, modest parking entrance (below-ground parking)	**3.21**