

DESIGN GUIDELINES AND STANDARDS

DESIGN CONTROL TECHNIQUES



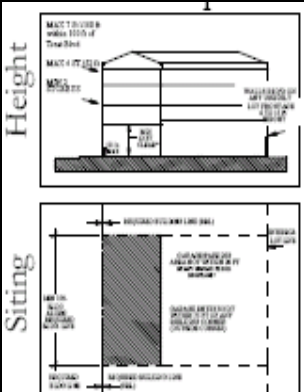
Stylistic



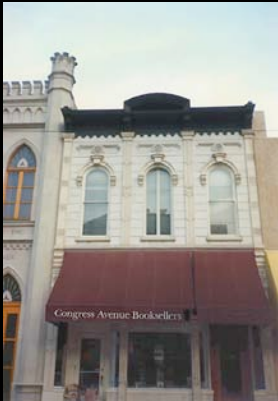
Site Plan Review



“Tidy Up”



Aesthetic Zoning

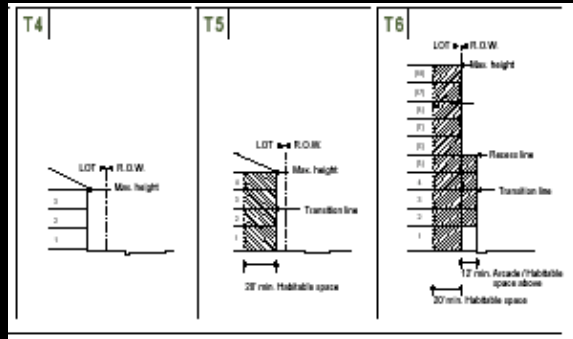


Historic Districts



Sign Controls

“STANDARDS” or “GUIDELINES”?



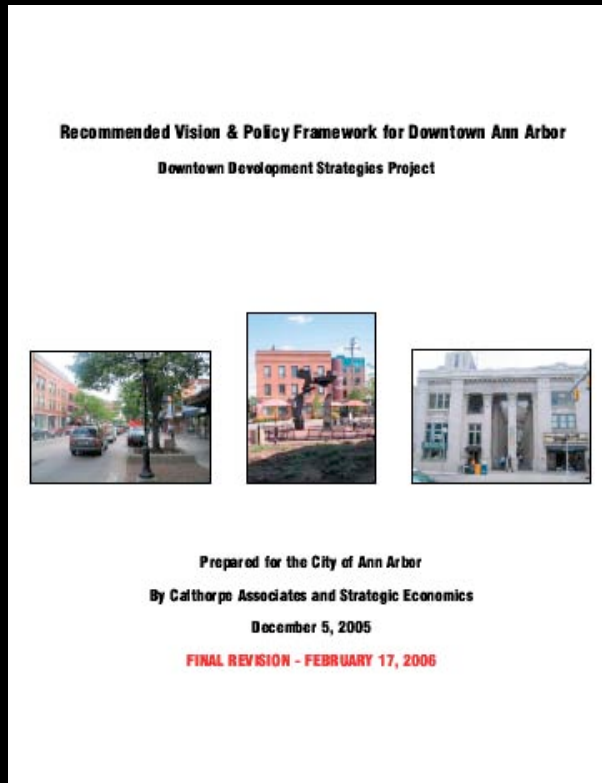
Codified System

- Very limited rules
- Very clear-- formula
- Allows exceptions and appeals
- Uses diagrams and charts
- Staff review
- User-friendly (+)
- Less flexible (-)



Advisory Guidelines System

- Broad discretion
- Open to interpretation
- Advisory to planning commission
- Uses Pictures and Examples
- Review Board
- Critique tailored to project specifics (+)
- Much greater potential for abuse (-)



Guidelines should “complement and be incorporated into the overlay zones.”

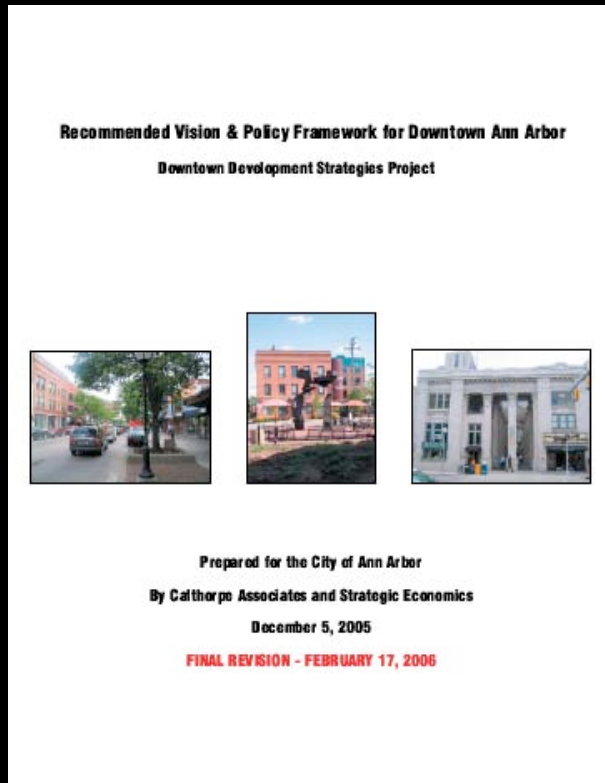
“Guidelines should be objective as possible with clearly stated goals and standards for each requirement.”

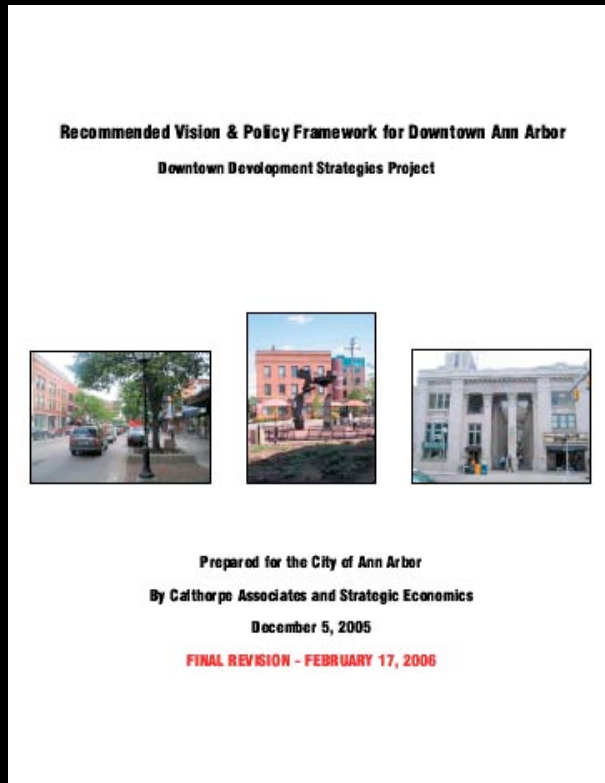
“A senior-level member of the planning staff should oversee the design review process.”

OBJECTIVES:

Encourage “high-quality building design”

“Prioritize the pedestrian environment”





“The guidelines should specify a minimum number of essential design elements including but not limited to:

- building and street orientation,
- pedestrian orientation,
- parking,
- building facades,
- lighting and signage,
- historic preservation,
- contextual design,
- and open space development”

Pedestrian Environment

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Building and Street Orientation



Pedestrian Orientation



Parking



Building Facades



Lighting and Signage



Open Space Development

Building Design

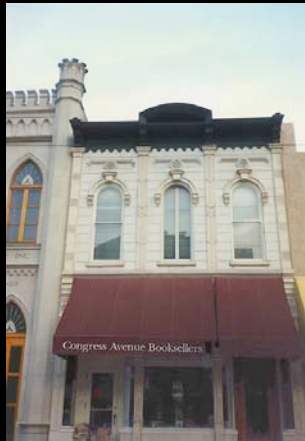
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Building Facades



Lighting and Signage



Historic preservation



Contextual Design

Standards:

- objective
- measurable



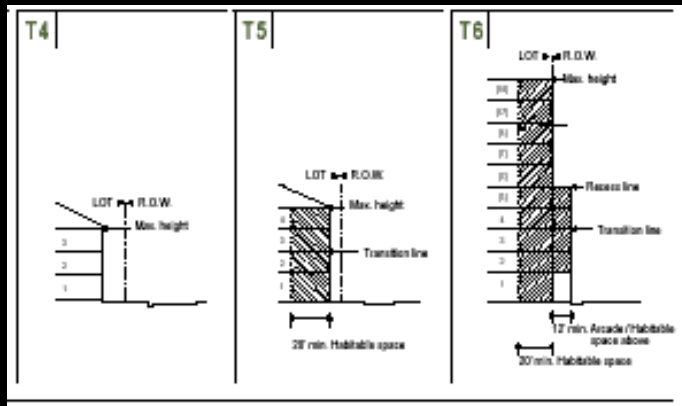
Design:

- subjective
- unquantifiable



Standards:

- universal
- one-size-fits-all



Sites and projects:

- individual
- unique conditions



Local character:

- coherent
- recognizable
- defined sense of place

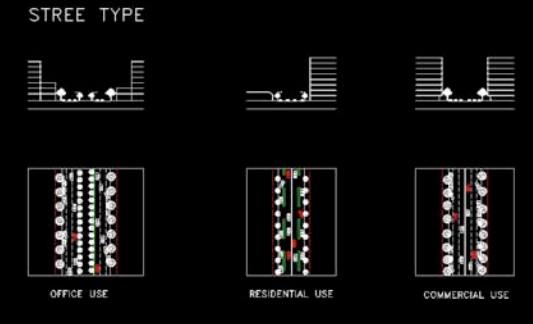


Local character:

- diverse
- quirky



CONTROL AT DIFFERENT SCALES



Street Type



Block Type



Building Massing or Type



Architectural Language



Details

Building Massing/Type

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Architectural Language

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Building Materials/Details

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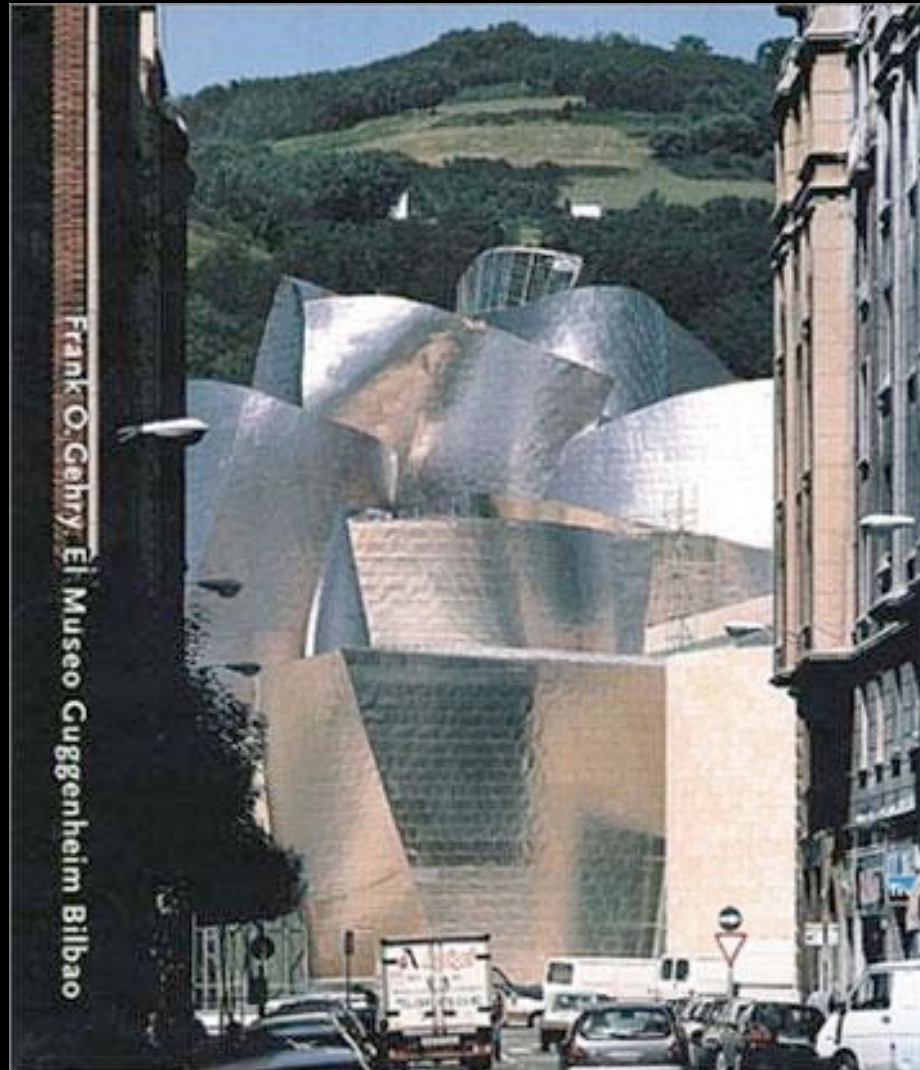
Background Buildings

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Foreground Buildings

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Green Element

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“In addition to these essential design elements, the city should consider a green building element that encourages energy efficiency, solar orientation, and minimizing storm water runoff.”



Build for the Long Term

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Pitfalls

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