

ORDINANCE NO. 549

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF UNIVERSITY PLACE, WASHINGTON, AMENDING TITLE 19 OF THE UNIVERSITY PLACE MUNICIPAL CODE "ZONING" CHAPTER 19.55.050 TOWN CENTER OVERLAY ZONE TO ADD PROCEDURAL PROVISIONS, AMEND ALLOWED USES, REVISE THE CONCEPTUAL MASTER SITE PLAN AND AMEND STANDARDS RELATING TO SITE AND BUILDING DESIGN, PARKING, STREETSCAPES, STREETS AND SIGNS

WHEREAS, the University Place City Council adopted a Growth Management Act (GMA) Comprehensive Plan on July 6, 1998, that became effective July 13, 1998, with amendments on May 1, 2000, and August 4, 2003; and

WHEREAS, the Revised Code of Washington 36.70A.040 requires the City to adopt development regulations that are consistent with and implement the Comprehensive Plan; and

WHEREAS, the Comprehensive Plan includes goals and policies related to a vision of a safe, inviting, pedestrian-friendly neighborhood in the heart of the community where residents and visitors could gather, meet, shop and dine; and

WHEREAS, this vision was refined over many years resulting in the City Council's adoption of the 1999 Town Center Plan; and

WHEREAS, in a step toward implementing the 1999 Town Center Plan, the City Council approved the Economic Development Strategic Action Plan in December 2002. The Strategic Action Plan calls for an increased focus on Town Center as a means of creating a vibrant and sustainable economy establishing a diversified tax base that provides new sources of revenue to maintain quality of life and essential community services; and

WHEREAS, the City Council appointed the Economic Development Committee in 2003. The Committee partnered with the City's Planning Commission in May 2003 to sponsor a Smart Growth Workshop focused on Town Center design standards; and

WHEREAS, the environmental impacts of the Town Center Design Standards were reviewed in the non-project portion of the University Place Town Center Environmental Impact Statement ("EIS"), February 10, 2004. The EIS also examined the environmental impacts of developing a pedestrian friendly mixed-use town center that includes civic, entertainment, residential and retail uses; and

WHEREAS, on March 10, 2006, the City issued a SEPA Addendum to the City of University Place Town Center Development Final Environmental Impact Statement (FEIS) that addressed impacts associated with increasing height and a revised mix of uses; and

WHEREAS, the mitigation measures contained in the Mitigation Document of Ordinance 409, together with the City's development standards including the Town Center Design Standards and Guidelines and any future mitigation measures that may be imposed through the land use process are adequate to mitigate any significant adverse environmental impacts of the Planned Action Projects addressed in the EIS. Additional voluntary mitigation measures shall also be incorporated in subsequent development agreement(s) pursuant to RCW 36.70B.170; and

WHEREAS, in January 2009 in response to development proposals in the Town Center Zone, the City Council directed the Planning Commission to review and recommend amendments to Title 19, Chapter 19.55.050 Town Center Overlay Design Standards of the University Place Municipal Code (UPMC); and

WHEREAS, the Planning Commission held public meetings on February 18, 2009 and February 25, 2009 , and received public testimony concerning these amendments at a public hearing on March 18, 2006; prior to recommending amendments to Title 19, Chapter 19.55.050 that are consistent with the City's GMA comprehensive plan to the City Council for consideration; and

WHEREAS, the proposed revised zoning code was timely submitted for State agency review and the City received no comments back from state agencies; and

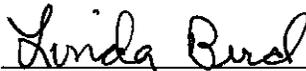
WHEREAS, the City Council held public meetings to discuss the Planning Commission's recommendations and other requested amendments to the Town Center Overlay Design Standards on March 23 2009 and April 13, 2009, and considered public comments and questions on the proposed amendments; and

WHEREAS, the City Council finds that the proposed amendments to the Zoning Code serve to implement the City's Vision Statement, Comprehensive Plan goals and policies, the Town Center Vision, and the Economic Development Action Plan, which are in the public interest;

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF UNIVERSITY PLACE, WASHINGTON, DOES HEREBY ORDAIN AS FOLLOWS:

Section 1. Amendments to Title 19 "Zoning" of the UPMC approved. The City Council hereby approves the amendments to Title 19, Chapter 19.55.050 of the UPMC Zoning Code as set forth in attached Exhibit "A."

PASSED BY THE CITY COUNCIL ON APRIL 27, 2009.


Linda Bird, Mayor

ATTEST:


Emelita Genetia, City Clerk

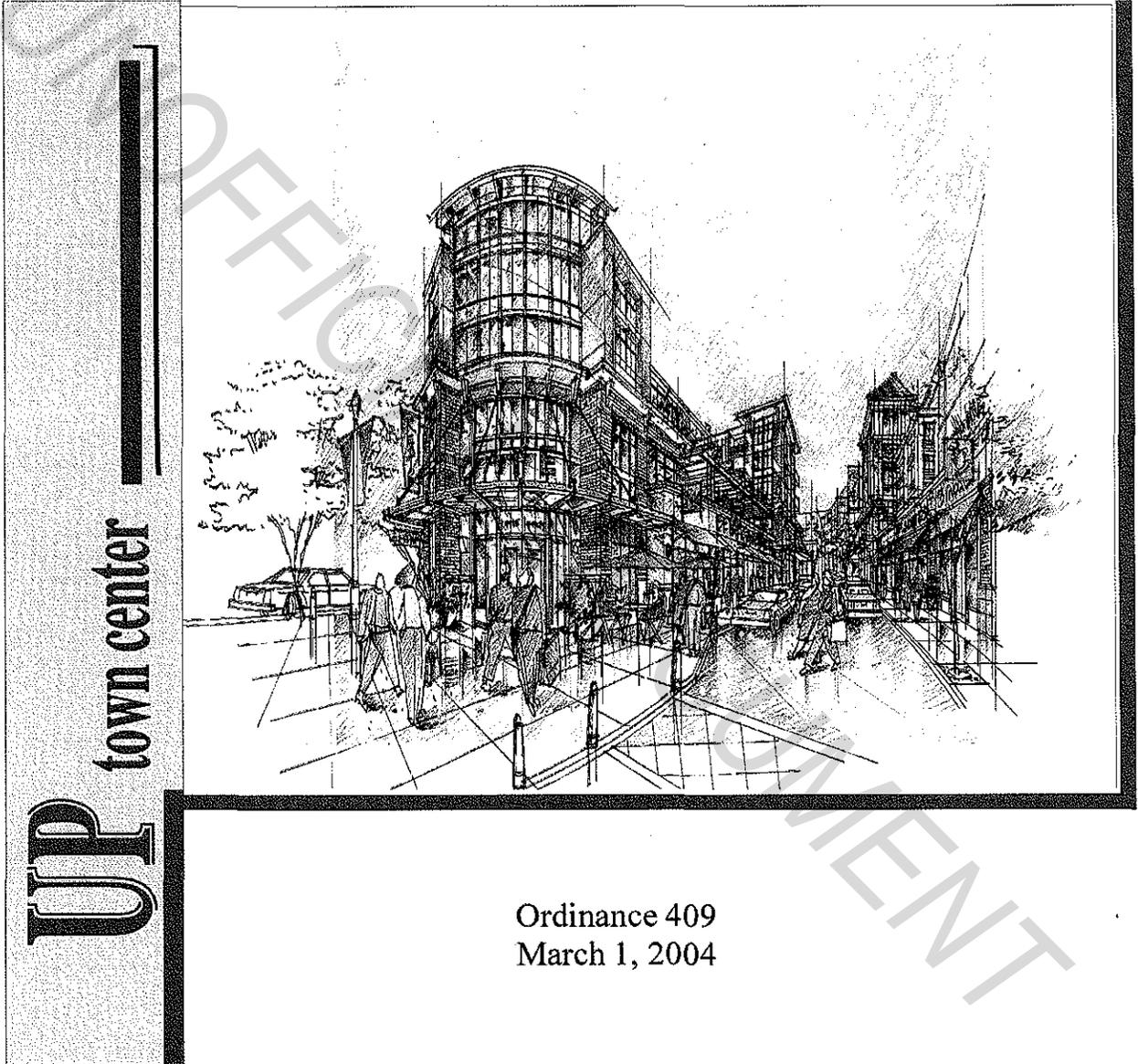
APPROVED AS TO FORM:


Janean Parker, City Attorney

Published: 04/29/09
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The City of University Place

Town Center Design Standards and Guidelines



UP

town center

Ordinance 409
March 1, 2004

Executive Summary

The residents of University Place have long held a vision of a safe, inviting, pedestrian-friendly neighborhood in the heart of the community where residents and visitors could gather, meet, shop and dine. That vision began to take shape when, prior to incorporation, the University Place Community Council proposed a "focal point" for what was then the "community" of University Place. Soon after incorporation in 1995, the City drafted its first town center conceptual plan,

This conceptual plan was refined over succeeding years, with numerous meetings and extensive public involvement resulting in the City Council's adoption of the 1999 Town Center Plan, which is reflected in the conceptual drawing shown below.

The Plan focused on redevelopment of the area between 35th and 44th along Bridgeport Way, and envisioned infill development, road and pedestrian improvements, and enhanced open space to achieve a vibrant, pedestrian-friendly town center. The Plan envisioned high-quality residential, office and retail uses, including specialty shops and restaurants, anchored by City Hall, the Library and Homestead Park.

More recently, the City has begun to focus on implementing the Town Center Plan. In May 2001, the City and Chamber of Commerce brought together various community stakeholders in an Economic Development Summit. The Summit resulted in a recommendation that the City develop an Economic Development Strategic Action Plan.

To help develop a Strategic Action Plan, the City Council appointed an Economic Development Task Force. The Task Force conducted an analysis of retail development opportunities in the City, held a Town Center visioning charrette and developed a Town Center Master Plan.

These efforts led to the City Council's adoption of an Economic Development Strategic Action Plan in December 2002. The Strategic Action Plan calls for an increased focus on Town Center as a means of creating a vibrant and sustainable economy – establishing a diversified tax base that provides new sources of revenue to maintain quality of life and essential community services.

Initial Town Center workshops were held in the summer of 2002. The City then hosted the Town Center Design Charrette Workshop; the resulting concept plan envisioned a parking deck below a retail street at the same grade as Bridgeport Way. Housing would be built above the retail creating a mixed use neighborhood.

The City Council appointed its first permanent Economic Development Committee in 2003. The Committee was charged with developing implementation strategies for the Strategic Action Plan. The Committee partnered with the City's Planning Commission in May 2003 to sponsor a Smart Growth Workshop focused on Town Center design standards. The following design standards are a direct result of the preferences indicated in that Workshop.

The City Council approved the Town Center Concept Plan for planning purposes in December 2002. The Smart Growth Workshop in May 2003 was the start of the design standards process.

These Town Center Design Standards and Guidelines (hereinafter "Guidelines") apply to public and private properties within the Town Center Overlay Zone. As shown above, the Overlay Zone extends on the east side of Bridgeport Way from 35th Street on the north to Homestead Park on the south. On the west side of Bridgeport Way, the Overlay Zone extends from 35th Street on the north to 37th Street on the south.

The purpose of these Guidelines is to ensure that architects, planners, engineers, developers and businesses create developments that reflect the community's vision. These Guidelines are intended to be more descriptive, than prescriptive, so as to encourage innovation, creativity and excellence in design and construction.

The conceptual Town Center Master Site Plan shown above attempts to achieve the community's vision by providing pedestrian-oriented streets and open spaces in a manner that accommodates pedestrian, vehicular and transit needs. Uses shown in the concept plan are for illustrative purposes only; for. The Master Site Plan depicts multi-story buildings that are accessible from a network of roads and pedestrian corridors. The Master Site Plan relies on structured parking that takes advantage of the topography and brings commercial uses up to the grade of Bridgeport Way.

Recognizing differences in use, topography, traffic, view potential and proximity to single-family neighborhoods, the Town Center Overlay is divided into areas by streets. Town Center Streets include: Market Place , Bridgeport Way, Drexler Drive and Larson Lane . The Guidelines include both prescriptive standards and descriptive guidelines that reflect the different character of the streets, yet provide for consistency of design to achieve the vision. For example, on Market Place , curbless streets are recommended to facilitate special events.

Bridgeport Way

Bridgeport Way serves as the primary vehicular gateway to the Town Center. Residents and visitors are drawn into and elect to stay in the Town Center by what they see as they arrive. The Bridgeport Way neighborhood is divided into East and West. The civic uses including the City Hall, the Public Safety Building and the Library as well as Town Center Drive, are located on the east side of Bridgeport Way. The West side contains a mix of uses including street front retail and services. On street parking and wide sidewalks invite people to park and get out of their cars. Attractive signage, landscaping and art work provide visual interest.

Elements that make the Bridgeport Way special:

- ◆ Mixed-Use Residential and Retail;
- ◆ Wide sidewalks;
- ◆ Art work;
- ◆ Mature trees;
- ◆ Streetscape amenities, such as benches, potted plants and trash receptacles;
- ◆ Free Standing Signs;
- ◆ A distinctively high first floor; and
- ◆ Structured parking hidden from view.

Drexler Drive

Drexler Drive provides vehicular circulation through the eastern half of the overlay area. Although providing access to parking and deliveries it also serves pedestrian needs and as a buffer between Town Center's more intense developments and adjacent single family homes. Sidewalks are not as wide as Market Place but provide ample room for pedestrians, landscaping and street amenities.

Market Place

Market Place shall be the premier pedestrian-oriented shopping and dining street. The street is geared to the pedestrian, with inviting storefronts at the ground level. Features such as artwork, interesting storefront displays, sidewalk cafes and street furniture provide a fun and welcoming atmosphere.

Street trees and street lighting provide a sense of enclosure. Flexible parking allows the street to be closed for special events.

Elements that make Market Place special include:

- ◆ Specialty retail and eating establishments.
- ◆ A retail street character that is unique to University Place and promotes activity.
- ◆ Generous sidewalks and areas for out door eating and amenities.
- ◆ Special effect lighting and sound systems.
- ◆ Art work and water features.
- ◆ At least one and a half story high first floor retail.
- ◆ Structured parking that is hidden from view.

Larson Lane

The proposed Larson Lane will provide north-south vehicular circulation through the western half of the overlay. Again like Drexler Drive, it provides access to parking and for deliveries. Given its proximity to single family neighborhoods uses, Larson Lane will act as a buffer between Town Center's more intense developments and adjacent single family homes. Sidewalks, landscaping and streetscape amenities make for a quiet, inviting pedestrian street. Elements that make the Larson Lane special include narrow lanes, sidewalks, street trees and streetscape amenities.

Chapter II User's Guide

User's Guide

The User's Guide provides instruction on how to use these Standards and Guidelines, application requirements and process information.

1. These standards and guidelines apply to all new development, exterior alterations and major improvements in the Town Center Overlay. Standards are mandatory while guidelines are discretionary.
2. A standard may be replaced with an equivalent item(s) if the applicant can demonstrate to the satisfaction of the Director that the standard is of equal or greater quality or quantity.
3. Any exterior alterations shall comply with these standards. When expanding the footprint of an existing building that is non-conforming with regard to its distance from the edge of a sidewalk, the building footprint shall be expanded in the direction of the sidewalk to decrease the non-conforming setback, unless it can be demonstrated this is not structurally possible.
4. An Overlay Design Review Administrative Use Permit is required to develop in the Town Center Overlay. Provisions regarding the Overlay Design Review Administrative Use Permit are found at the end of this Chapter and in University Place Municipal Code (UPMC) Chapter 19.85.
5. All University Place Municipal Code provisions apply unless preempted by a specific standard in this Title.
6. The following UPMC provisions do not apply:

19.30.040 Commercial Vehicles	19.50.070(B)(2) Setbacks
19.35.020 Seasonal & Temporary uses	19.65.100 Street Front Landscaping-
19.35.040 Temporary Housing—Medical	19.65.120 Perimeter Landscaping*
19.45.040 Projection Exceptions	19.65.270 -.320 Tree Preservation
19.45.050 Height Standards	19.70.060 (F) Open Space Requirements
19.50.030 -.050 Design Review	19.75.090(D) Signs on Marques, Canopy and Awnings

* Except adjacent to R1 & R2 Zones.

7. Photos and diagrams are included to convey intent to depict what is meant by a particular standard or guideline, to show what is desired or not desired or show what is prohibited.
8. Each section includes a boxed definition or intent statement.
9. Standards are highlighted and followed by guidelines.

10. When reference is made to required or recommended use, streetscape amenity landscaping or parking in the Overlay, refer to specific standards and/or guidelines regarding those items. For example, if landscaping is required in parking areas, refer to the landscaping section in streetscapes for specific plant and irrigation standards and guidelines.

11. The Town Center is divided into areas by streets. Each street has different characteristics, including traffic volumes, width of right-of-way and proximity to single-family residential uses. These differences require standards and guidelines to achieve the Town Center vision and implement the City's Comprehensive Plan. Building height, building mass, buffering, landscaping, parking standards and signs vary by area.

General Requirements

Purpose: The purpose of the design review process is to ensure that development within the Town Center Overlay complies with these standards and guidelines and the overall vision established in this Title.

Scope: The provisions of this chapter shall apply to all applications for an Overlay Design Review Administrative Use Permit within the Town Center Overlay.

Review Authority: The Director of Community and Economic Development shall review the applications in accordance with the process below.

Review Criteria: The Director of Community and Economic Development shall approve applications when any of the following findings are made:

- ◆ The applicant meets all standards of this Title are met, or
- ◆ The application sets forth a proposal that the director determines is equivalent to or exceeds the standards of this title.

Process

Time Frame and Procedure: Design Review shall be conducted in accordance with the timelines and procedures set forth in University Place Municipal Code (UPMC) 22, Administration of Development Regulations. Town Center design review shall be considered a Type I permit.

Pre-Submittal Concept Review: A pre-design meeting may be scheduled with the City's Technical Review Committee prior to formal project development and application. The applicant may present schematic sketches and a general outline of the proposed project. This meeting will allow City staff to acquaint the applicant with the Design Standards, submittal requirements and the application procedures, and provide early input on the proposed project.

Submittal Requirements: Applicants shall submit the Town Center Design Review application form(s) provided by the City, along with the correct number of documents, plans and support material required in the application checklist.

Review Fees: Design review fees must be paid at the time of submittal

Written Decisions: The Director shall issue a written decision approving, approving with conditions or denying the permit and include findings of fact and conclusions that support the decision.

Expiration of Approvals: If the applicant has not submitted a complete application for a building or site development permit within two (2) years from the date of permit issuance, or if appealed within two (2) years from the decision on appeal from the final design review decision, design review approval shall expire. The Director may grant an extension for no longer than twelve (12) months, for good cause shown, if a written request is submitted at least thirty (30) days prior to the expiration of the permit.

Exceptions: The Director is authorized to make exceptions to the standards when the applicant can demonstrate to the satisfaction of the Director that the exception meets the intent of these standards and is of equal or greater quality or quantity.

Phasing: An individual project site may be built in phases and design standards required in one phase may be deferred to the next phase provided:

1. Design standards regarding prohibited use, height, setback, and building design may not be deferred to a following project phase.
2. For each phase the applicant must identify which design standards will be deferred to the next phase.
3. Prior to occupancy of any building within a single phase, a site plan indicating how the design standards to be incorporated into that phase must be submitted and approved by the City. The City shall require a financial guarantee to insure all standards are met prior to expiration of the time period specified.

Appeals: Any decision of the Director may be appealed to the City Hearing Examiner. Appeals shall be filed as set forth in UPMC 22.

CHAPTER III USE

A mix of uses including restaurants, shops, offices, housing, entertainment and civic uses will contribute to the success of Town Center.

Standards

- ◆ Land uses allowed in the Town Center Zone are permitted outright in the Town Center Overlay unless otherwise specified herein.
- ◆ If a development has a residential component it shall be combined with one or more non-residential use, except parking (mixed use).
- ◆ A maximum of 60 dwelling units per acre and a minimum of 20 dwelling units per acre is permitted subject to these Standards. Density on individual parcels may exceed 60 dwelling units per acre provided the overall density of a project site does not exceed 60 dwelling units per acre. An individual parcel cannot exceed 100 dwelling units per acre.
- ◆ The minimum requirements for mixed use on Bridgeport Way, Town Center Drive and 36th Street West include:
 1. A minimum of 50% of a Project site ground floor (not including parking) shall be in non-residential use.
 2. No residential use (except entrances and lobbies) is allowed on a ground floor fronting a street.

Guidelines

The City Hall, Library and Public Safety Building (Police and Fire) are already located in the Town Center Overlay. To promote an economically viable Town Center with an increased level of activity the following uses are encouraged to locate in the Town Center Overlay:

- ◆ National, regional and local specialty retail uses including apparel, book and music stores, electronics and computer sales, eye wear and optical stores, jewelry, home furnishings, shoe & accessories, and specialty foods;
- ◆ Residential uses, including leased units, condominiums, live/work units and lodging;
- ◆ Large and small restaurants, including formal sit-down restaurants, ethnic cuisine, brew pubs, walk-up take-out restaurants, delis, and vending kiosks;
- ◆ Entertainment uses, including movie and performance theaters;
- ◆ Professional services, including company headquarters, banks, investment firms, consulting firms, accounting, insurance, real estate, law, medical and dental offices and similar professional offices; and
- ◆ Personal services, including hair and beauty salons and health clubs.

ACCESSORY STRUCTURES AND USES

Accessory uses include kiosks, band shells, telecommunication uses and solid waste facilities.

Standards

- ◆ Accessory structures shall not exceed two (2) stories or a height of twenty eight (28) feet.
- ◆ Wireless telecommunication facilities including commercial and private facilities, shall be camouflaged by integrating antenna and satellite dishes into building architecture.
- ◆ No new freestanding wireless cell towers are permitted in the Town Center Overlay.
- ◆ Home occupations are permitted.
- ◆ Solid waste and recycling dumpsters shall be screened and integrated into the design of the principal use.

Guidelines

- ◆ Accessory structures should be architecturally similar in design to their principal structure.
- ◆ Accessory uses such as kiosks should be appropriately spaced so that areas do not appear cluttered or unduly interfere with pedestrian movement.

TEMPORARY USES, SEASONAL USES, AND SPECIAL EVENTS

Temporary and seasonal uses and special events that add flavor and variety and do not detract from the Town Center experience are encouraged.

Standards

- ◆ Temporary and Seasonal Uses in the Town Center Overlay are permitted year round.
- ◆ Temporary and Seasonal Uses shall not encroach into the pedestrian zone.
- ◆ Outdoor temporary sales, except farmers markets, shall be from portable kiosks meeting these design standards and guidelines.
- ◆ Signs advertising temporary and seasonal uses shall be limited to window signs or signs on kiosks.
- ◆ Facilities such as electrical outlets and water bibs should be available for temporary and seasonal uses and special events so that electrical cords or water hoses do not extend across walkways, sidewalks or plazas.

PROHIBITED USES

To mitigate impacts of incompatible uses or to maintain a competitive atmosphere certain uses are specifically prohibited.

The following uses are prohibited:

- ◆ Any commercial use that encourages patrons to remain in their cars while receiving goods or services.
- ◆ Auto rental and repair are not allowed as a principal or accessory use.
- ◆ Outdoor automatic food, drink, and other personal product vending machines (excluding automated teller machines and newspaper racks).
- ◆ The storage or repair of inoperable vehicles (except non-commercial vehicles owned by residents of the development where the storage or repair is taking place and only then within residential garages).
- ◆ Retail Establishments primarily selling used goods including: Pawn shops and secondhand stores.
- ◆ Small Engine Repair is prohibited.
- ◆ Bars and Nightclubs along Larson Lane.
- ◆ Discount and Factory Second Stores. (see Definition)

Chapter IV Site Design

Crime Prevention Through Environmental Design

Crime Prevention Through Environmental Design (CPTED) is situational crime prevention based on changing and managing the physical environment to produce behavioral effects that will reduce the incidence and fear of crime, thereby improving in the quality of life, and enhancing profitability for business.

Guidelines

- ◆ Create territories that clearly delineate private space from semi-public and public spaces, and develop a sense of ownership. Ownership creates an environment where appearance of strangers and intruders stand out and are more easily identified.
- ◆ Design spaces to allow for continued use and intended purposes.
- ◆ Use pavement treatments, landscaping, art, signage, screening and fences to define and outline ownership of space.
- ◆ Promote natural surveillance by creating environments where there is plenty of opportunity for people engaged in their normal behavior to observe the space around them. Areas can be designed so they are more easily observed through:
 - Design and placement of physical features to maximize visibility including building orientation, windows, entrances and exists, parking lots, refuse containers, walkways, landscape trees and shrubs, use of wrought iron fences or walls, signage and other physical obstructions.
 - Placement of persons or activities to maximize surveillance possibilities.
- ◆ Maintain lighting that provides for nighttime illumination of parking lots, walkways, entrances, exits and related areas to promote a safe environment.
- ◆ Provide access control, to limit access and increase natural surveillance, especially into areas where it is not easily to be observed. When present, intruders are more readily recognized through:
 - The use of sidewalks, pavement, gates, lighting and landscaping to clearly guide the public to and from entrances and exists.
 - The use of gates, fences, walls, landscaping and lighting to prevent or discourage public access to or from dark or unmonitored areas.
- ◆ Maintain landscaping, lighting treatment and other features to reinforce territories, natural surveillance and access control.

Setbacks

Building to the inside edge of the sidewalk, a courtyard or plaza facilitates easy pedestrian access. Varying building setback and projection provides horizontal articulation and architectural interest.

Standards

- ◆ All site plan layouts shall give first consideration to pedestrians.
- ◆ All buildings shall be oriented and built at the edge of the sidewalk except:
 - 1. Where a plaza or courtyard lies between the building and sidewalk, in which case the building shall be built to the edge of the plaza or courtyard.
 - 2. At Significant Corners a minimum setback of 20 feet is required between the building and sidewalk, to accommodate a plaza or courtyard.
- ◆ No side setbacks are required; however, if a building is setback, then a minimum ten feet is required, to provide access between buildings
- ◆ *At least forty (40) percent of the Street Façade of a building shall be setback a maximum of ten (10) feet, to provide horizontal articulation of the building façade..
- ◆ A minimum 60-foot buffer is required in the Town Center zone for parcels abutting R1 & R2 zones.

Walkways

Walkways are connections that give pedestrians access to plazas and courtyards or to streets or parking areas.

Standards

- ◆ Walkways shall be a minimum of ten (10) feet wide.
- ◆ Provide decorative paving, lighting, landscaping and at least one discovery element such as artwork, potted plants, or murals within walkways.
- ◆ The design of buildings and structures adjacent to walkways shall allow ample sunlight to light the walkway during daylight hours and Walkways shall be well lit at night to enhance safety.
- ◆ Where there are setbacks between buildings, walkways shall be provided to provide better pedestrian circulation.

Guidelines

- ◆ Walkways should have storefronts facing them; if possible, storefront entries should open to walkways. Windows should face walkways. Windows facing walkways allow people to see out into the walkway enhancing safety.
- ◆ Where appropriate, accommodate cafe seating.
- ◆ Provide a distinct character to help with orientation, such as a "name" or unique decorative paving treatment.
- ◆ Curve walkways around landscaping and other streetscape features to provide interest.

Gateways

Gateways are elements that provide a sense of arrival for pedestrians and/or vehicles.

Standards

- ◆ *Provide a gateway to at least one principal entrance to a plaza.
 - ◆ *Gateways shall have qualities that make them distinct from the surroundings including but not limited to decorative paving, landscaping and signage.
 - ◆ A minimum of 25% of the gateway area shall be finished with decorative pavers or stamped concrete.

Guidelines

- ◆ Gateways can be freestanding elements or be designated by a change in pavement or landscaping design.
- ◆ Gateways should incorporate elements unique to the South Puget Sound reflecting local heritage.
- ◆ Where an arch or other overhead feature provides a gateway, consider hanging elements such as flower pots or decorations to provide interest.

Courtyards

Courtyards are smaller improved open space areas to relax and enjoy the outdoors.

Standards

- ◆ Commercial or mixed-use developments shall have at least one courtyard for every 20,000 square feet of building footprint.
- ◆ Courtyards shall be a minimum of 250 square feet.
- ◆ Install seating in courtyards to provide an inviting place to sit back and relax.
- ◆ A minimum of 25% of the courtyard area shall be landscaped with trees, shrubs and groundcover. Landscaping should reflect a respect for and sustainability of the environment.
- ◆ A minimum of 25% of the courtyard area shall be finished with decorative pavers or stamped concrete.

Guidelines

- ◆ Use decorative pavement in courtyards.
- ◆ Provide art or a water feature accessible to the public, encouraging discovery.
- ◆ Provide landscaping treatments or gardens that allow interaction.
- ◆ Provide courtyards on ground level, along a walkway, on mid-level patios, or as part of a roof top garden.

Plazas

Plazas are gathering places with room and facilities to host special events, or to sit and enjoy.

Standards

- ◆ Commercial or mixed-use developments shall provide at least one Plaza. 1000 square feet of plaza area shall be provided for every 30,000 of building footprint.
- ◆ Plazas shall be a minimum of 1,000 square feet.
- ◆ Plazas shall provide areas suitable for events such as concerts, art shows or outdoor sales. Areas suitable for events shall be flexible so that they can be changed to fit an event or season.
- ◆ *Provide in-ground electrical facilities and water bibs to facilitate temporary and seasonal uses.
- ◆ Movable planters, bollards, outdoor seating, accessible art work and other streetscape amenities shall be used to "configure" plaza uses.
- ◆ Plazas shall include landscaping, a water feature or artwork.
- ◆ *Plazas shall use decorative paving or distinctive surface treatments to distinguish active from passive areas.
- ◆ Include un-reserved outdoor seating for relaxation or eating by providing amenities, benches, tables and trash receptacles.
- ◆ A minimum of twenty-five percent (25%) of the plaza area shall be landscaped with trees, shrubs and groundcover.
- ◆ A minimum of 25% of the plaza area shall be finished with decorative pavers or stamped concrete.
- ◆ *Use special effects lighting to highlight significant features such as a water feature, artwork or building façade adjacent to the plaza.

Guidelines

- ◆ *Bollards, out door seating and planters should be used rather than curbs where a plaza abuts a road to allow the plaza to expand for certain large events.*
- ◆ Use decorative pavers or distinctive surface treatments to distinguish active and passive areas within plazas. Active areas should be vibrant; passive areas should be relaxing.
- ◆ Create places for individuals and groups.
- ◆ Provide piped in music with inconspicuous speakers to provide acoustic atmosphere during events or to highlight a season.
- ◆ Choreographed or recreational fountains are encouraged.
- ◆ To facilitate special events, a temporary bandstand, stage or in ground electrical facilities for which a stage could be erected may be appropriate in some plazas.
- ◆ Landscaping may be in-ground or potted.

Chapter V Building Design

Primary Building Facades

Primary Facades: *A buildings primary façade is the elevation that faces pedestrian intensive streets and public open spaces.*

Standards

- ◆ Use only high quality materials on Primary Facades
- ◆ Divide horizontal facades into vertical segments not greater than 50 feet in width to provide differentiation and the appearance that the street was developed over time.
 - ◆ To articulate the horizontal primary building façade, vertical segments shall be different in color and two or more of the following architectural elements:
 - Columns
 - Mullions
 - Projections
 - Setbacks
 - Style
 - Material
- ◆ Provide vertical façade articulation by including a cornice, lintel or header separating the first floor and upper floors.
- ◆ Integrate top to bottom building architecture.
- ◆ Blank walls, including walls distinguished only by changes in color are prohibited.
- ◆ Provide a minimum 16 foot first floor height along Town Center Drive and Bridgeport Way.
- ◆ Primary facades shall have a higher level of architectural detail at street level and on storefront designs.
- ◆ Provide a cornice or eaves to create distinctive rooflines.

Guidelines

- ◆ Although a change in the horizontal building façade is required at least every 50 feet, shorter segments of 15 to 30 feet is recommended
- ◆ Balconies, trellises, railings, and similar architectural elements should be added to upper floors.
- ◆ At corners, the roof design should emphasize the corner.

Secondary Building Facades

Secondary Facades: Secondary facades are oriented toward pedestrian only corridors

Standards

- ◆ Maintain high quality materials on secondary facades.
- ◆ Blank walls, including walls distinguished only by changes in color are prohibited.
- ◆ Secondary façade design shall be a simplified expression of the primary façade, with fewer vertical segment changes along the length of the façade.

Guidelines

- ◆ Provide a streetscape treatment that is complimentary to the primary elevations, but that is executed in a simplified scheme.
- ◆ Provide surprise elements, such as murals, portals, artwork or landscaping.

Significant Corners

Significant Corners: Significant Corners are located at designated intersections and shall include a distinctive architectural element.

Standards

- ◆ Significant Corners shall have a stand out architectural design. Standout architectural design shall be achieved by one of the following methods or approved equivalent:
 - An element such as a tower that projects higher than the surrounding buildings.
 - A concave facade
 - A rounded facade
 - An angled facade
- ◆ Provide the highest level of architectural detail and high quality material at significant corners.
- ◆ A plaza or courtyard shall be located between the building façade and the sidewalk. This plaza or courtyard area may be use to meet plaza or courtyard area requirements.

Guidelines

- ◆ Significant corners may have entrances at street level while others may only be distinguished architecturally.
- ◆ Building corners should have distinctive character from block to block to help with orientation throughout the Town Center.

Maximum Height

- ◆ **Standards** A maximum floor area ratio of 3 shall be allowed in the Town Center Overlay. When calculating area, the aggregate area of the project can be used minus any public facilities and floor area in structured parking.
- ◆ Between Bridgeport Way and Drexler Drive, buildings shall be a maximum of one hundred and twenty (120) feet above Bridgeport Way.
- ◆ East of Drexler Drive, buildings shall be a maximum of fifty-five (55) feet high above Drexler Drive.
- ◆ West of Bridgeport Way, buildings shall be a maximum of seventy-five (75) feet high above Bridgeport Way with no height exceptions.
- ◆ Height in the Town Center Overlay shall be measured from the sidewalk on the street from which height measurement is indicated above to the midpoint of a gabled or pitched roof or the top of a flat or parapet roof.
- ◆ Unoccupied roofs, architectural embellishments and mechanical equipment may project above the top occupied story in accordance with these standards
- ◆ To provide a height transition from adjacent single family residential neighborhoods, the third story of building facades abutting an R1 or R2 zone shall be set back 30 feet. Each additional story shall be setback an average of 10 feet from the lower story. This will result in a "stepped" building modulation.
- ◆ Buildings in excess of sixty (60) feet in height or five stories whichever is greater shall be setback a minimum of ten (10) feet between sixteen and sixty feet. The goal of this standard is to allow more sunlight to reach the street and to maintain a low to medium rise streetscape character that will be more comfortable to pedestrians.
- ◆ Buildings throughout the overlay district shall be at least twenty-five (25) feet in height. Along Market Place, buildings shall be at least Thirty-five (35) feet in height. Buildings less than twenty-five (25) feet in height may be permitted by exception.
- ◆ For buildings on the east side of Bridgeport Way architectural embellishments that are not intended for human occupancy and are integral to the architectural style of the building, including spires, belfries, towers, cupolas, domes and roof forms whose area in plan is no greater than 25% of the first story plan area, may exceed building height up to 25% of the permitted building height.
- ◆ For buildings on the east side of Bridgeport Way mechanical penthouses over elevator shafts, ventilator shafts, antennas, chimneys, fire sprinkler tanks or other mechanical equipment may extend up to twenty (20) feet above the permitted building height, provided that they shall be setback from the exterior wall of the building at least a distance that is equal to their height, or they shall be treated architecturally or located within enclosures with an architectural treatment so as to be consistent or compatible with the exterior design of the building façade.

Architectural Features

Architectural Features, including columns, cornices Mullions, balconies, railings and window boxes, dress up a building.

Standards

- ◆ On buildings where an upper story setback is required, the setback shall be improved with an upper story courtyard, balcony or roof garden.

Guidelines

- ◆ Traditional elements found around windows, such as shutters, lintels and windowsills, should be used to provide character and detail to facades.
- ◆ Incorporate trestles on upper floors to add interest.
- ◆ Developers, tenants and residents should be encouraged to provide plants on upper story balconies.

Projections

Projections include awnings, canopies, signs and architectural features.

Standards

- ◆
- ◆ Projections into a public right-of-way require a right-of-way permit.
- ◆ Projection less than eight (8) feet above the ground elevation may project a maximum of sixty (60) inches beyond the face of the building.
- ◆ Projections shall not interfere with trees, utilities, transit shelters or other street furnishings.
- ◆ Individual AC units and fire escape ladders shall not be permitted on the exterior of buildings.
- ◆ The minimum pedestrian zone width shall be maintained unobstructed.

Guidelines

- ◆ Roof eaves may project up to thirty-six (36) inches beyond the building face or architectural projection.
- ◆ Satellite dishes should not be allowed on Primary Facades, Secondary Facades and Significant Corners.

Awnings and Canopies

Awnings and canopies provide protection from the elements and add dimension to a building façade

Standards

- ◆ Design and placement of canopies or awnings shall be proportional to the size of the building facade.
- ◆ On buildings with canopies, canopies shall be designed as an integral part of the building.
- ◆ Ground mounted awning supports shall not be placed closer than two (2) feet from the back edge of the curb.
- ◆ Individual awnings shall not exceed thirty (30) feet in length.
- ◆ Canopies shall extend a minimum of five (5) feet over sidewalks to provide protection from inclement weather.
- ◆ Awnings shall be made of a durable material such as woven fabric or canvas. Vinyl awnings are prohibited.
- ◆ Canopies shall be made of permanent materials such as, wood, metal and/or glass.

Guidelines

- ◆ Provide awnings in strategic locations to provide pedestrians shelter from weather.
- ◆ Collective placement of awnings along a street should maintain overall design integrity and avoid a uniform awning layout.
- ◆ Awnings should accommodate comfortable pedestrian access and sightlines.
- ◆ Retractable or open side awnings are preferred. Awning and canopy colors should compliment building color.
- ◆ Close-ended canopies are discouraged.
- ◆ Canopies should not extend along the full length of a façade creating an arcade.

Building Materials

Building materials native to the Northwest provide a character in keeping with the Town Center Vision.

Standards

- ◆ Use high quality materials that enhance the building and convey a sense of permanence. Durable materials are especially critical at street level where pedestrian contact will be considerable.
- ◆ Split faced concrete masonry units and etched or scored concrete shall not be used on a Primary Facade.
- ◆ Opaque, smoked and reflective glass shall be used for accents only.

Guidelines

- ◆ On Primary Facades and Significant Corners materials native to the Northwest should be used whenever possible, including:
 - Smooth exterior grade woods, such as oak, maple, fir and hemlock.
 - Cobbles, river rock, slate and granite.
- ◆ Desirable facade materials for new or renovated facades also include:
 - Brick, tile and stone, including marble.
 - Decorative fiber reinforced cement.
 - Glass.
 - Other woods.
- ◆ Non-native materials, such as those listed below, may be used for architectural trim and accent applications, including, but not limited to, cornices and decorative brackets, frieze panels, decorative lintels, shutters and porch and balcony railings.
 - Cast iron, bronze, brass, copper (including terne coated).
 - Glazed ceramic and porcelain tile.
 - Glass, brick and metal.
 - Fiber reinforced plastic (not including plastic or vinyl siding products).
- ◆ Building materials and construction methods should be "Green" to the greatest extent possible, to emphasize the core value of a sustainable environment and conservation of natural resources and including energy.
- ◆ Developers should use the New Buildings Institute, Energy Benchmark for High Performance buildings to improve indoor environmental quality and energy efficiency.

Colors

Colors common in nature around the South Puget Sound help provide a town center that "fits" in the region.

Standards

- ◆ Colors natural to the South Puget Sound, such as beige, light brown, tan, forest green and sea blue, are to be used as primary colors. A color palette of approved colors is included in Appendix B.
- ◆ Bright, highly contrasting colors shall only be used as accents only.

Roof Design and Materials

Varied rooflines and materials are important elements to articulate building facades both vertically and horizontally.

Standards

- ◆ Roofing materials visible from streets, plazas or courtyards shall be finished with an attractive non-reflective material, including, but not limited to, wood shingles, copper (including terne coated), factory finished painted metal, slate, synthetic slate, terra cotta and cement tile and glass fiber shingles.
- ◆ Adjacent buildings with roofs visible from streets and plazas or courtyards shall use a different slope, design, type or color of roof material to break up building mass and provide variety.
- ◆ Articulate roof form and material to break up building mass.
- ◆ Where roofs will be visible from existing buildings roofs mechanical equipment shall be hidden under an attractive screen and a roof garden or rooftop courtyard provided.
- ◆ Roof flashing shall not be visible from streets, plazas or courtyards.
- ◆ Barrel roofs are prohibited

Guidelines

- ◆ Roof top courtyards and gardens are encouraged.

Materials to Avoid

Inexpensive materials detract from the quality the community visions for the Town Center. Glass curtain walls convey a modern rather than a northwestern architectural style, and stucco does not maintain well in the northwest.

Standards

- ◆ Multi-floor mirrored glass curtain walls are prohibited. Integrate glass with other materials.
- ◆ Vinyl, painted steel, metal or aluminum siding may only be used above 20 feet or a second story whichever is greater.
- ◆ Synthetic stucco is prohibited.
- ◆ Unfinished concrete block is prohibited.
- ◆ Chain link fencing and unfinished wood fencing are prohibited.
- ◆ Decorative metal gates or fences are allowed
- ◆ Roll-up metal security doors in front of storefronts and exterior applied metal security bars are prohibited. Roll-up metal doors are allowed at service entrances.

Guidelines

Avoid large expanses, non-detailed stucco. Integrate Stucco with other materials

- ◆ Painted steel, metal and aluminum siding should be avoided.

Storefronts

Quality Storefront design is welcoming and improves safety

Standards

- ◆ Storefront design shall include at least one of the following elements
 - A large display window or windows of clear glass.
 - A large header
 - A canopy or awnings
 - A recessed entry
 - A projected entry
- ◆ Vacant storefronts shall be screened using a painted screen rather than boarded up. The painted screen shall display a mural or advertise the coming use. Advertising shall be considered a sign.
- ◆ Window displays shall display merchandise or services sold by the tenant or an adjacent tenant, or artwork. Storefront display windows shall not be blocked off to prevent views into or out of the store.
- ◆ Tenants shall avoid cookie cutter representations of their identity and to create an expression that is complimentary to the Town Center architecture.
 - ◆ Storefronts shall be predominantly glass to provide views into the store, but glass shall not be the exclusive material.
 - ◆ A sidewalk merchandizing zone for the temporary display of merchandise extends two feet from the building façade. A right-of-way permit is required to utilize this merchandizing zone in the public right-of-way.

Guidelines

- ◆ Storefront designs should express their individual character or "brand identity" so that a varied "texture" and experience can be achieved along the length of the street.
- ◆ Modern and creative design solutions may be employed as long as the traditional storefront proportions are maintained.
- ◆ Display window designs should allow a visual connection between the interior and exterior.
- ◆ Landscaping and potted or hanging plants should be used to provide accent and depth.

Storefront Lighting

Storefront lighting adds an important dimension to the Town Center experience.

Standards

- ◆ Storefront facades, recessed doorways, outdoor spaces and passageways shall be lit.
- ◆ Fixtures shall be located and angled to ensure that they spotlight the tenant's merchandise and do not point toward the window or cause distracting reflections. Use down lighting or cut off lens to avoid excessive glare.
- ◆ Include "after hour" lighting within the front of stores to contribute to pedestrian lighting and provide for a comfortable nighttime strolling experience.
- ◆ Lighting fixtures shall not extend more than three (3) feet from the façade or hang below eight (8) feet.

Guidelines

- ◆ Limit the number of light fixtures to prevent a cluttered look.

Windows

Ground Floor window displays add interest for shoppers and pedestrians. Upper story windows help put "eyes on the street" creating a safer and more welcoming atmosphere.

Standards

- ◆ Upper story windows shall be designed to create shadow lines or to breakup flat surfaces by recessing, projecting or trimming windows.
- ◆ Ground floor fake and masked-off windows are prohibited. Ground floor display windows are allowed.
- ◆ A minimum fifty percent (50%) of the ground floor facade shall be in non-reflective transparent glazing.

Guidelines

- ◆ Windows should comprise 25-50% of upper facades visible from public rights-of-way and should reflect a rhythm, scale and proportion compatible with the overall building design.

Doors and Entryways

Doors and entryways provide a welcoming sense of arrival and attract people to enter.

Standards

- ◆ Primary building and store entrances shall be oriented towards the principal street.
- ◆ Recessed or projecting entrances shall be designed so that they do not exceed fifty percent (50%) of the width of the storefront, nor ten (10) feet in depth/projection.
- ◆ Placement and design of doors shall provide a direct "connection" to the sidewalks and streets.
- ◆ Provide a diversity of entrances, including recessed, projecting and traditional entrances.

Guidelines

- ◆ Tenants should create a unique and identifiable entryway that distinguishes their brand identity.
- ◆ Additional entrances may be on a walkway, plaza or courtyard.
- ◆ Restaurants are encouraged to provide a clear thruway and a visual connection to exterior seating areas.

Chapter VI Parking General

On-street, structured and surface parking provides a choice of parking opportunities

Standards

With the following exceptions, parking shall be provided pursuant to UPMC 19.60:

- ◆ Entries and exits to and from parking areas shall be clearly marked for both vehicles and pedestrians by changes in material, lighting, and signage.
- ◆ Provide raised or clearly marked walkways in surface and structured parking lots.
- ◆ Required parking may be located and maintained anywhere within the Town Center Overlay.
- ◆ Abutting on-street parking and shared parking in the Town Center Overlay may be counted toward the off-street parking requirement.
- ◆ Compact spaces shall not be allowed on-street and shall be limited to off-street parking locations.
- ◆ Parking lots shall be located in the rear, in the interior of a block or in structured parking in the interior of a block, or below a structure.
- ◆ Unless otherwise permitted in these standards surface parking lots must be located to the side or rear of buildings.
- ◆ Delineate parking for residential uses from parking for other uses.
- ◆ One permanent surface parking lot may be located in front of a building on the east side of Bridgeport Way under the following conditions:
 1. It will be associated with a single project that has a minimum of 1,000 feet of frontage along Bridgeport Way.
 2. The maximum width of the parking lot shall be 20% of the total project frontage along Bridgeport Way.
 3. A Level 2 landscape buffer shall be planted between the parking lot and the Bridgeport Way Right-of-Way.
 4. Parking lot lighting shall meet or exceed the City's street lighting standards for type of lighting.
 5. Parking located to the side of buildings shall be prohibited in the remainder of the project area on the east side of Bridgeport Way.
- ◆ A maximum of two levels of structured parking is allowed abutting an R1 zone.

Guidelines

- ◆ Meeting parking requirements with off street surface parking is discouraged.
- ◆ Design landscaping in surface parking lots to handle stormwater runoff.
- ◆ Consider durable pervious surfaces to reduce storm water runoff.
- ◆ Use native plants in parking lot landscaping.
- ◆ Consider using pavers, colored concrete and landscaping to delineate walkways through parking lots.

On-Street Parking

On-street parking in the Town Center provides easy access to shops and provides a separation between vehicles and pedestrians. On street parking can be attractive and flexible.

Standards

- ◆ Angle and parallel parking is permitted on Bridgeport Way and Market Place.
- ◆ Parallel or angled parking is allowed on East and West Roads.
- ◆ No on-street parking is permitted on 37th Street east of Bridgeport Way.
- ◆ Where on street angled parking is permitted, both forty-five (45) degree and sixty (60) degree angled parking is permitted.
- ◆ No on street parking shall be permitted within thirty (30) feet of an intersection.
- ◆ On 36th Street West curbless parking is required to accommodate special events.
- ◆ On Town Center Drive, on-street parking shall be designed to accommodate "closed street" events or periods of increased pedestrian use. Temporary surface parking lots may be located adjacent to Bridgeport Way between the sidewalk and buildings on the east side of Market Place. Conditions regarding the length of time temporary parking lots are permitted and any required improvements shall be included in the Design Review Permit.

Structured Parking

Structured parking that takes advantage of the topography is preferred in the Town Center Overlay.

Standards

- ◆ Structured parking shall not be visible from Town Center Drive or Bridgeport Way, except at entrances.
- ◆ Entrances to structured parking shall be the minimum size to permit reasonable entry and shall be consistent with the building façade design.
- ◆ Any elevation of a parking structure visible from an adjacent street or a residential zone shall have a solid decorative parapet wall of not less than forty-six (46) inches high and shall utilize materials and colors consistent with the surrounding buildings.
- ◆ On walls facing a residential zone, planter boxes supporting vines and other vegetative screening materials shall be attached to the exterior of the structure.
- ◆ If not abutting a street, structured parking facilities shall be provided with adequate access from public streets via a private drive and/or access easements.
- ◆ Provide high ceilings and ample lighting at pedestrian entrances to elevate safety and comfort.

Guidelines

- ◆ Provide enough clearance and appropriate curve radius in structured parking to facilitate delivery, maintenance and emergency vehicle routes.

- ◆ At least seventy-five (75) percent of the area occupied along the street level façade of any parking structure that is immediately adjacent to a sidewalk or street right-of way should be developed for active office or retail uses.

Loading

Standards

- ◆ The minimum dimension of loading spaces shall be as follows:
 - Regular size space 10' x 25'.
 - Large space 10' x 50'.
- ◆ The calculation of the minimum number of off-street loading spaces shall be in conformance with the following schedule:
 - ◆ Office Uses or portion of building devoted to office uses:
 - 0 – 49,999 square feet (sf) 0 spaces
 - 50,000 – 149,999 sf 1 regular space
 - 150,000 – 249,999 sf 2 regular spaces
 - 250,000 sf and up 3 regular spaces
 - ◆ Retail Uses with the following Tenant size:
 - 0 – 9,999 sf 0 spaces
 - 10,000 – 49,999 sf 1 regular space
 - 50,000 – 99,999 sf 1 regular space and
 - 1 large space
 - 100,000 sf and up 2 large spaces
 - ◆ Restaurant Uses with the following Tenant size:
 - 0 – 9,999 sf 0 spaces
 - 10,000 sf and up 1 regular space
- ◆ Loading spaces that are adjacent and accessible to several buildings or tenant spaces, including buildings and tenant spaces on separate lots, may be used to meet the loading requirements for the individual buildings or tenants provided that: i) the number of spaces satisfies the requirements for the combined square footages for the buildings or tenants in question, and ii) an agreement evidencing the right of tenants to share the loading spaces shall be provided to the City.
- ◆ Loading and service areas shall be located and designed to minimize visibility from streets, public spaces and semi-public spaces. Loading areas shall be underground or recessed to hide them from view.
- ◆ Use walls and/or landscaping to screen views of loading areas.
- ◆ Install attractive loading dock doors so that when not in use loading docks do not present an eyesore.
- ◆ Reductions in loading requirements may be allowed in vertical mixed use buildings depending on the type of uses, the availability of shared loading facilities and the ability to front load the building.

Chapter VII Streetscapes

General Requirements

The purpose of this chapter is to provide for the coordinated provision of functional and aesthetically pleasing transportation and related facilities within the Town Center Overlay area. The streetscape is comprised of streets, sidewalks and all features located within the street, sidewalk or right-of-way.

Standards

- ◆ Streetscapes shall be designed at a pedestrian scale to promote a feeling of comfort and security.
- ◆ Streets shall be designed to promote multiple modes of transportation.
- ◆ Pedestrian circulation shall be facilitated via wide sidewalks, walkways, well-defined crossings and utilization of on-street parking.
- ◆ Streetscapes shall be designed to encourage visual interest.
- ◆ Sidewalks shall include a pedestrian zone directly adjacent to storefronts and an amenity zone for roadside features, located adjacent to the street edge.
- ◆ All roadside features, except as otherwise noted, shall be located in the sidewalk amenity zone.
- ◆ Building and site features shall not project into the pedestrian zone within the vertical area eight feet above sidewalk grade, except as specifically allowed by these standards. In no case shall projections reduce the width of the pedestrian zone to less than the minimum required.
- ◆ Roadside features located adjacent to parallel parking lanes shall be setback a minimum of thirty (30) inches from face of curb/edge of street.
- ◆ Roadside features shall be designed and placed to minimize visual obstruction of adjacent building signage, windows and entries.

Guidelines

- ◆ Unique elements of the streetscape should catch people's attention as they move down the street.

Street Paving

The intent of this section is to provide for decorative pavers, stamped and or colored concrete or asphalt to designate special use areas along streets including gateways, crosswalks and key intersections.

Standards

- ◆ Streets shall be paved with an all weather material such as asphalt or concrete, except at key intersections, gateways and crosswalks.
- ◆ Key intersections, gateways and crosswalks, as specifically identified in other sections of this Title and/or as shown on the adopted Master Plan, shall be constructed of stamped concrete or asphalt, or brick or asphalt pavers.
- ◆ Painted stop bars are required at all crossings and intersections.

Sidewalks & Curbs

The intent of this section is to provide for safe and attractive sidewalk and curbs on Town Center streets. Wide, attractive sidewalks provide ample room for pedestrians to stroll, pass, linger and enjoy streetscape amenities

Standards

- ◆ Sidewalks shall be comprised of a pedestrian zone and an amenity zone. Specific sidewalk dimensional requirements for each street within the Town Center Overlay area are contained in Chapter VIII Town Center Streets.
- ◆ Vertical curb and gutter shall be installed on all streets unless curb less parking is specifically required or allowed.
- ◆ Except as otherwise allowed sidewalks shall be constructed of a simple, uniform style of concrete.
- ◆ Special corners, entries and other amenity areas as specifically identified in other sections of this Title and/or as shown on the adopted Master Plan shall be constructed of subtle colored, patterned, scored, sandblasted or stamped concrete, pavers, bricks or similar materials.

Guidelines

- ◆ A subtle color, material or pattern change should be incorporated into the amenity zone to distinguish the separation from the pedestrian zone.
- ◆ Complicated patterns, sharp color contrasts and bright colors should be avoided except when used in artwork or for accents.

Street Lighting

The intent of this section is to provide for aesthetically pleasing and adequate lighting for both pedestrians and drivers. Streetlights create ambiance and a safe and welcoming environment.

Standards

- ◆ Streetlights shall provide both vehicular and pedestrian lighting. Lights shall provide the level of illumination specified in Title 13 of the city Municipal Code for collector arterials. The standard model utilized shall pole OA 355-13-DG-R1-3-NG Manufactured by W.J. Whatley Co. and luminaire K118-LAR-III-100 (MED)-MH-240(MT)-K18-GR manufactured by King Luminaire. 16 foot tall poles shall be utilized on Bridgeport Way. When an exception is granted all streetlights shall be of the same model.
- ◆ Streetlights shall be designed with the capability to turn off selected lights during energy shortages.
- ◆ Streetlights shall be located at the same distance from the street edge along the length of the entire street.
- ◆ Luminaries shall be translucent or glare-free.
- ◆ Diffusers and refractors shall be installed to reduce glare, and light pollution, particularly adjacent to residential areas.

Street Trees and Landscaping

The intent of this section is to provide for ample vegetation within the streetscape. This section promotes Core Value I "Respect for and Sustainability of the Environment" as identified in Chapter I of this Title.

Standards

- ◆ Street Trees shall be provided in accordance with Chapter VIII, Town Center Streets.
- ◆ Street trees shall have a minimum diameter of 5 inches measured at 24 inches above grade at time of planting.
- ◆ Landscaping in Courtyards and Plazas shall include:
- ◆ Canopy-type deciduous trees or spreading evergreen trees planted in clumps or strips with a mix of living evergreen and deciduous ground covers and low shrubs. Up to 50 percent of the shrubs and ground cover and 100 percent of the trees may be deciduous.. There shall be at least one tree per 250 square feet of courtyard and one tree per 1,250 square feet of plaza area.
 - The area, which is not planted with trees shall be planted with shrubs and living ground cover chosen and planted to attain a coverage of 90 percent within three years of planting. Shrubs shall be planted at a density of five shrubs per one hundred square feet of that portion of the landscape area, which is not planted in groundcover. Lawn may be used for up to seventy-five percent of the required ground cover.
 - Landscaping located within public rights-of-way shall be approved by the Public Works Department, prior to planting, as part of the review of landscape plans required by Section 19.65.200. Landscaping in the public right-of-way shall be in accordance with UPMC 13.15.520.
- ◆ Particular care shall be used in tree selection and placement to avoid visual obstruction of adjacent retail signage, windows and entries.
- ◆ If mixing species, different species shall be alternated in a regular pattern. Regular spacing is encouraged, but spacing may be altered where necessary to minimize visual obstruction of adjacent retail uses.
- ◆ Trees shall be planted a uniform distance, from the curb/edge of street.
- ◆ Street trees shall be placed in pits tree grates, large planters or pots or planter strip sections. Root barriers are required pursuant to the Public Works Code.
- ◆ Planter strips shall be permanently irrigated per UPMC 13.20
- ◆ Landscaped area shall include shrubs and groundcover sized and irrigated in accordance with UPMC 19.65.
- ◆ Potted plants shall not be placed anywhere that impedes pedestrian or vehicular traffic, but may function as a separation between pedestrians and vehicles.
- ◆ Pots shall be of a uniform type.
- ◆ Tree grates shall be designed reflect local art, history or wildlife.
- ◆ Tree grates shall allow for tree growth.
- ◆ Tree grates shall be ADA approved.

- ◆ Electrical outlets shall be provided within the tree grate area to allow for lighting opportunities.

Guidelines

- ◆ Potted plants may be used in addition to landscape planting areas to compliment the surrounding streetscape by adding color and variety.
- ◆ Large pots are preferred to fixed boxes to allow for maintenance or service access.
- ◆ Larger trees are preferred and may be used to reduce the number of trees required provided the overall diameter of required trees added together is not reduced.

Special Effects Lighting

The intent of this section is to provide for special effect lighting that helps create an inviting and safe environment. Special effects lighting provides emphasis on architectural features, highlights vegetation and celebrates seasons.

Standards

- ◆ Special Effects lighting shall be utilized in plazas to highlight required art or water features.
- ◆ *Effect lighting shall be used to highlight trees and other roadside features, buildings and site features as specifically identified in other sections of this Title and/or as shown on the adopted Master Plan.
- ◆ Lighting shall be shielded, as necessary, to avoid glare to pedestrians, vehicles and adjacent sites.
- ◆ *Outlets or fixtures for effect lighting shall be installed in tree grates or otherwise integrated in an unobtrusive manner.

Street Furniture

The intent of this section is to provide for functional and attractive street furnishings. Street furnishings, including benches, chairs and tables, are an important element of the streetscape providing pedestrian comfort and convenience.

Standards

- ◆ Street furniture shall be provided in accordance with Chapter VIII, Town Center Streets.
- ◆ Benches shall be Victor Stanley, Classic Style, SC 138 in VS New Teal. Other street furniture shall be complimentary to the above style. When an exception is granted all furniture shall be a common model unless a unique type is integral to storefront design.
- ◆ Street furniture shall be comfortable, durable, easy to clean and vandalism/graffiti resistant to the greatest extent possible.
- ◆ Up to 25% of required seating may be provided by incorporating a bench into a planter box by widening planter and wall edges to provide seating.

- ◆ Café and restaurant seating if located on a public sidewalk shall meet the following:
 - A right-of-way permit shall be required.
 - The minimum pedestrian zone shall be maintained.
 - The seating shall not visually obstruct adjacent retail uses.
 - The seating does not displace other publicly beneficial amenities.

Guidelines

- ◆ Seating should be grouped together as much as possible and should be placed at busier pedestrian nodes and gathering points.
- ◆ Seating should be oriented to take advantage of attractive views.
- ◆ Street furniture should be oriented to maximize the feeling of comfort and security for both users and passing pedestrians.

Art Work

The intent of this section is to provide for artwork that reflects the values, culture and history of the northwest and the City of University Place, compliments building design and adds to our sense of place.

Standards

- ◆ Art work in publicly owned places shall be consistent with the City Public Art policy.
- ◆ Art work shall be located within the Town Center Overlay area as specifically identified in other sections of this Title and/or as shown on the adopted Master Plan.
- ◆ Permanent art pieces shall not be located on a stage or similar area designated for performing arts functions.
- ◆ Permanent artwork shall:
 - Be made of durable, weatherproof materials; and
 - Not interfere with pedestrian circulation or cause a traffic hazard; and
 - Be designed to avoid physical hazards to the public who come in contact with it.

Guidelines.

- ◆ Art should reflect the values, culture and history of the northwest and the City of University Place. Themes to consider include, Orchards, Timber, Mining, Vikings, Canoe Making, and wildlife such as bear, deer, salmon and waterfowl.
- ◆ Appropriately scaled art pieces or sculptures should be located in the streetscape and in plazas and courtyards where they do not visually obscure adjacent retail uses.
- ◆ Art pieces should be "accessible" physically and intellectually.
- ◆ Local sources of art should be considered.
- ◆ Artwork may be part of a collection, or a single piece.
- ◆ Artwork may include water, seating, planting, decorative architectural elements or plaza space as part of the design.

Water Features

The intent of this section is to provide for water Features with designs that reflect the community's values or heritage, allow interaction with water and serve as focal points in plazas and courtyards.

Standards

- ◆ Water features shall be located within the Town Center Overlay area as specifically identified in other sections of this Title and/or as shown on the adopted Master Plan.
- ◆ ***Where required water features shall allow people to interact with the display using at least one of the following:**
 - Allow for ample pedestrian circulation on all sides.
 - Provide seating as part of the water feature design using a low wall.
 - Promote physical contact with water.
- ◆ Where required water features shall be a minimum of 25 square feet and maintain a minimum constant or intermittent re-circulating flow of 300 gallons per hour.

Guidelines

- ◆ Water features should be designed to reflect the community's core values, an appreciation of nature, education and the arts.
- ◆ Water features should be located in key public areas such as the Town Square or at street corners, where they help attract attention and draw in pedestrians.
- ◆ Design water features that are attractive as art objects when water flow must be discontinued during times of drought.

Drinking Fountains

The intent of this section is to provide for drinking fountains, which are convenient amenities adding to pedestrian comfort.

Standards

- ◆ Drinking fountains shall be provided in accordance with Chapter VIII, Town Center Streets.
- ◆ Developments with 50,000 or more square feet shall provide a minimum of one drinking fountain for dogs.

Guidelines

- ◆ Drinking fountains should provide interest.
- ◆ Drinking fountains may be integrated into building frontages or provided as freestanding features.
- ◆ Drinking fountains may be located in a courtyard, plaza or along the street.

Transit Facilities

The intent of this section is to promote multi-modal transportation options through public transit opportunities within the Town Center Overlay area. Public transit is a key component of sustainable mixed-use type development.

Standards

- ◆ Placement and design of transit facilities shall be coordinated with Pierce Transit. Transit facilities shall be designed and constructed to represent a common style throughout the Town Center unless an exception is granted.
- ◆ Streets where transit is expected to operate shall be built to arterial street standards, in order to withstand continuing transit vehicle use.

Guidelines

- ◆ Transit facilities should be located in close proximity to pedestrian crossings
- ◆ Transit patron waiting facilities should be covered for weather protection.
- ◆ Transit stops should be convenient for pedestrians to facilitate their use and placed to be safely and efficiently served by transit vehicles.

Outdoor Kiosks

The intent of this section is to provide for functional and attractive kiosks. Kiosks serve to provide, information, direction, or are used for sale of retail goods or food.

Standards

- ◆ Kiosks from which merchandise or food is sold shall be attended.
- ◆ Kiosks shall be constructed of quality materials.
- ◆ Kiosks shall be well illuminated.
- ◆ All sides of a Kiosk shall have a finished look.

Guidelines

- ◆ Kiosks that provide information or directory assistance may be attended or unattended.
- ◆ Kiosks should be accessible from all sides.
- ◆ Kiosks should be located in areas of high pedestrian traffic.
- ◆ Kiosks should be positioned to complement and respect other street furnishings such as benches and lighting.
- ◆ Kiosks are not required to be fixed and may be mobile to allow for flexibility in public areas.

Trash and Recycling Receptacles

The intent of this section is to provide for functional and attractive trash and recycling receptacles. Trash and recycling receptacles, include both streetscape and large facilities. Streetscape receptacles are attractively designed matching other street furnishings, whereas large facilities are screened from view.

Standards

- ◆ Streetscape receptacles shall be Victory Stanley Ironsites Series, SD-42, with side gate in VS New Teal. When an exception is granted all receptacles shall be the same model unless integral to storefront design.
- ◆ Ash urns shall be Victory Stanley Ironsites Series, S-20, in VS New Teal. When an exception is granted all urns shall be the same model unless integral to storefront design.
- ◆ *Recycling receptacles shall be of a similar style as the above referenced trash receptacles. Design of recycling receptacles shall be acceptable to the local refuse service provider.
- ◆ *Streetscape receptacles shall be located at convenient locations especially at intersections and in the proximity of kiosks or restaurants where takeout food is sold or consumed.
- ◆ Streetscape waste and recycling receptacles shall be permanently attached, have sealed bottoms and sufficient tops to keep contents dry and concealed from view and be designed for easy collection and service.
- ◆ Streetscape trash and recycling receptacles shall be durable, easy to clean and vandalism/graffiti resistant to the greatest extent possible.
- ◆ Location of trash and recycling facilities shall be coordinated with the local refuse service provider.
- ◆ Recycling receptacles shall be located in conjunction with at least 50% of all trash receptacles. Recycling receptacles shall accept glass and metal (aluminum) recyclable materials.
- ◆ Large-scale trash and recycling collection sites, including dumpsters shall be screened by a fence or wall at least as high as the receptacle and constructed of the same materials or given a similar finish as the building they serve.
- ◆ Trash and recycling receptacles shall be maintained in a sanitary condition, and shall be emptied when full.

Guidelines

- ◆ Trash and recycling receptacles should blend with surroundings and be visually unobtrusive.
- ◆ Restaurants with outdoor seating should provide additional streetscape trash receptacles near seating.

Newspaper Racks

The intent of this section is to allow newspaper racks that are functional and attractive. Newspaper racks provide a convenient way to purchase a newspaper or collect advertisements. However, they can interfere with pedestrians and cause litter.

Standards

- ◆ Newspaper racks color and design shall be compatible with and aesthetically compliment other streetscape amenities such as benches and waste receptacles.
- ◆ Newspaper racks shall accommodate more than one news print selection.
- ◆ Newspaper racks shall be painted in accordance with Appendix A.
- ◆ Newspaper racks shall be placed to minimize the physical and visual impact on the streetscape.
- ◆ Newspaper racks shall be secured by bolting to the ground or a building. Chains are prohibited.

Utility Accessories

The intent of this section is to provide for functional and visually attractive utility accessories, including, utility boxes, meters, manhole covers and fire hydrants.

Standards

- ◆ New utility lines shall be underground.
- ◆ Utility accessories shall be uniform in design and color though out a development and shall:
 - *Blend in with surroundings to minimize visual and physical impact;
 - *Be readily accessible and placed so as not to obstruct pedestrian movement; and
 - *Be coordinated with other streetscape accessories.
- ◆ Utility accessory design and construction must be approved by the Public Works Department.

Handrails and Fencing

The intent of this section is to provide for functional and attractive handrails and fencing.

Standards

- ◆ Handrails shall be installed where necessary for safety or where desired for aesthetics.
- ◆ Low fencing or rails (36 inches or lower) shall be permitted where it provides a sense of enclosure in a larger open area, where it separates distinct areas and where it does not obstruct pedestrian mobility.

- ◆ Handrails and fencing shall be designed to complement the architectural style of adjacent buildings.
- ◆ Solid, slat and plastic fences are prohibited.
- ◆ Chain link fences are prohibited, except when approved for public safety applications.

Guideline

- ◆ Metal is the preferred material.

Bollards

The intent of this section is to provide for functional and attractive bollards. Bollards are an attractive way to provide semi permanent separation of uses.

Standards

- ◆ Bollards shall be uniform in design and color through out a development unless integral to a specific storefront or restaurant design.
- ◆ Bollards shall be set back from parking lanes to allow movement of car doors.
- ◆ Bollards shall be utilized where necessary to physically separate vehicles from pedestrians.
- ◆ Bollard color and design shall be similar and aesthetically complement other streetscape elements including but not limited to street furniture and streetscape waste receptacles

Guidelines

- ◆ Removable bollards may be utilized where service vehicles need periodic access and for street closures in the event of festivals or community events
- ◆ Bollards may be chained together to ensure pedestrian safety or define areas for public functions.

Bicycle Racks

The intent of this section is to provide for functional and interesting bicycle racks.

Standards

- ◆ Bicycle Racks shall be Dero's Bike Bike Rack or Mad Biker Bike Rack. When an exception is granted all bike racks in a development shall be of uniform design or theme consistent with the development design or function.
- ◆ Bicycle racks shall be permanently mounted and located adjacent to areas with potential high bicycle traffic volumes.
- ◆ Bicycle racks shall allow the frame and at least one wheel to be locked.
- ◆ Bike racks shall be integrated into overall streetscape design.

Outdoor Payphones and Emergency Phones

The intent of this section is to provide for safe and attractive pay and emergency phones. Most pay phones are located inside to reduce the chance of vandalism. Phones located outside should compliment the streetscape.

Standards

- ◆ Outdoor pay and emergency phones shall be uniform in design and color through out a development unless integral to a specific storefront or restaurant design.
- ◆ Ample lighting shall be provided around exterior pay and emergency phones to discourage vandalism.
- ◆ Outdoor phones shall be designed to complement the architectural style of adjacent buildings.

Guidelines

- ◆ Phone booths should be attached to building frontages rather than free standing.

Mailboxes and other Miscellaneous Features

The intent of this section is to provide direction for mailbox location, reduce street clutter and allow for the inclusion of miscellaneous street features.

Standards

- ◆ Mailboxes shall be located in coordination with the U. S. Postal Service.
- ◆ All mailboxes shall be located inside buildings unless otherwise required by the U.S. Postal Service.
- ◆ When located outside a building, mailboxes shall be designed and integrated with building design.
- ◆ Other miscellaneous features typical to the streetscape environment shall be permitted subject to approval of the director. Examples include cash - machines, street speakers and parking meters.

Guidelines

- ◆ Mailboxes should be located in lobbies or common rooms.
- ◆ Mailboxes should be grouped to the greatest extent possible.

Chapter VIII Town Center Streets

There are five types of streets in the Town Center Overlay:

- 1. Major Arterial: Bridgeport Way**
- 2. Primary Retail Street: Town Center Drive**
- 3. Secondary Street: East Road, West Road, 37th (west of Bridgeport Way)**
- 4. Access Road: 37th Street (east of Bridgeport Way)**
- 5. Connector Road: 36th Street**

The purpose of this chapter is to identify the unique requirements for each street type.

Major Arterial: Bridgeport Way

Bridgeport Way carries the highest volume of vehicular traffic through the Town Center. The envisioned streetscape is a pedestrian friendly and highly visible retail street. Wide sidewalks and on-street parking provide a secure shopping environment separated from vehicular traffic. Streetscape amenities are designed to allow high visibility to passing motorists, who are provided parallel parking opportunities on both sides of the street.

Bridgeport Way West shall be improved consistent with the cross section shown in figure 1. The location of the street shall be as depicted on the adopted Master Plan, unless modified by the Director. Minor modifications may be made where such changes are consistent with the overall vision of the Town Center.

Standards

- ◆ The 16-foot sidewalk on Bridgeport Way shall be comprised of an 8 to 11 foot pedestrian zone and a 5 to 8 foot amenity zone.
- ◆ Street trees shall be spaced at 30 feet on center.
- ◆ Each development shall install a minimum of one street furniture feature, excluding café seating, within the right-of-way or street. For each 100 feet of street frontage one additional street furniture feature is required. Street furniture features shall provide seating for a minimum of three people. If a development occupies both sides of the street this requirement applies to both sides.
- ◆ Each development shall install a minimum of one outdoor publicly accessible drinking fountain along the street frontage. This requirement shall be waived if it results in outdoor publicly accessible drinking fountains located closer than 500 feet to each other.
- ◆ .
- ◆ Decorative street and sidewalk paving shall be installed at the intersection of Bridgeport Way and 36th Street.
- ◆ Roadside features such as streetlights, bike racks, trash and recycling receptacles, drinking fountains, phone booths and newspaper racks shall be of a consistent color and design along the street.

Guidelines

- ◆ Art features may be located within the amenity zone.
- ◆ Raised planter sections (2-3) feet high should be considered to further buffer pedestrians from Bridgeport Way.

Primary Retail Street: Market Place

Market Place is envisioned as the heart of the Town Center. This street is very pedestrian friendly and attracts a high volume of foot traffic. Vehicular traffic travels along Market Place at slow speeds enhancing the pedestrian environment and allowing drivers to recognize the inviting atmosphere.

Town Center Drive shall be improved consistent with the cross section shown in figure 2. The location of the street shall be as depicted on the adopted Master Plan, unless modified by the Director. Minor modifications may be made where such changes are consistent with the overall vision of the Town Center.

Standards

- ◆ The 16-foot sidewalk on Town Center Drive shall be comprised of an 8 to 11 foot pedestrian zone and a 5 to 8 foot amenity zone.
- ◆ Town Center Drive shall include curbless sections to allow for special events and flexible" parking.
- ◆ Bollards shall be installed in curbless sections to delineate the edge of the travel way.
- ◆ Street trees shall be spaced at 30 feet on center.
- ◆ Street trees shall feature effect lighting, either as plighting or string lighting.
- ◆ Each development shall install a minimum of one street furniture feature, excluding café seating, within the right-of-way or street. For each 75 feet of street frontage one additional street furniture feature is required. Street furniture features shall provide seating for a minimum of three people. If a development occupies both sides of the street this requirement applies to both sides.
- ◆ Each development shall install a minimum of one outdoor publicly accessible drinking fountain along the street frontage. This requirement shall be waived if it results in outdoor publicly accessible drinking fountains located closer than 500 feet to each other.
- ◆ Decorative street and sidewalk paving shall be installed at the intersections of Town Center Drive with 36th Street and Bridgeport Way.
- ◆ Roadside features such as streetlights, bike racks, trash and recycling receptacles, drinking fountains, phone booths and newspaper racks shall be of a consistent type along the street.

Guidelines

- ◆ Café seating and tables are encouraged in the sidewalk amenity zone in front of restaurants.
- ◆ Speakers may be built into the Town Center Drive streetscape.

Secondary Street: Larson Lane/Drexler Drive / 37th Street on the West Side of Bridgeport Way

Larson Lane, Drexler Drive and 37th Street on the west side of Bridgeport Way are envisioned to provide mixed-use opportunities as well as circulation within the Town Center. Larson Lane provides multiple access points to underground parking. Although sidewalks are not as wide as those on Bridgeport and Market Place, each road provides pedestrian and vehicular mobility and shopping opportunities.

Larson Lane, Drexler Drive and 37th Street on the west side of Bridgeport Way shall be improved consistent with the cross section shown in figure 3. The location of the street shall be as depicted on the adopted Master Plan, unless modified by the Director. Minor modifications may be made where such changes are consistent with the overall vision of the Town Center.

Standards

- ◆ The 12-foot sidewalk on Drexler and Larson Roads shall be comprised of a 7-foot pedestrian zone and a 5-foot amenity zone.
- ◆ Street trees shall be spaced at 30 feet on center.
- ◆ Each development shall install a minimum of one street furniture feature, excluding café seating, within the right-of-way or street. For each 100 feet of street frontage one additional street furniture feature is required. Street furniture features shall provide seating for a minimum of three people. If a development occupies both sides of the street this requirement applies to both sides.
- ◆ Roadside features such as streetlights, bike racks, trash and recycling receptacles, drinking fountains, phone booths and newspaper racks shall be of a consistent type along the street.

35th Street

35th Street fronts the Town Center on the north side. While not entirely located within Town Center, this street provides the entry point for visitors arriving from the north. This road should be improved consistent with the internal streetscapes of the Town Center.

Standards

- ◆ The sidewalks, parking lanes, street lights, street trees and other roadside features required on Bridgeport Way shall be continued along 35th Street where abutting the Town Center Overlay area.

Market Square:

Market Square is envisioned to be a unique street and open space. Two lanes of travel are separated by a rectangular Town Square. This road serves as a gateway to the Town Center and provides a pick-up/drop-off location for visitors. The Town Square provides a gathering place for residents and visitors as well as a location for special community events.

Market Square shall be improved consistent with the cross section shown in figure 4. The location of the street shall be as depicted on the adopted Master Plan, unless modified by the Director. Minor modifications may be made where such changes are consistent with the overall vision of the Town Center.

Standards

- ◆ The 16-foot sidewalk on 36th Street shall be comprised of an 8 to 11 foot pedestrian zone and a 5 to 8 foot amenity zone.
- ◆ Market Square shall include curbless parking to facilitate special events and "flexible" parking.
- ◆ Bollards or other roadside features shall be used to separate curbless parking areas from sidewalk areas.
- ◆ Street trees shall be spaced at 38 feet on center.
- ◆ Each development shall install a minimum of one street furniture feature, excluding café seating, within the right-of-way or street. For each 75 feet of street frontage one additional street furniture feature is required. Street furniture features shall provide seating for a minimum of three people. If a development occupies both sides of the street this requirement applies to both sides.
- ◆ Each development shall install a minimum of one outdoor publicly accessible drinking fountain along the street frontage. This requirement may be waived if it results in outdoor publicly accessible drinking fountains located closer than 500 feet to each other.
- ◆ Within Town Square, a minimum of one street furniture feature is required per each 1,000 sf of area. Street furniture features shall provide seating for a minimum of three people.
- ◆ Market Square shall be paved of decorative materials.
- ◆ A prominent water feature shall be located within Town Square.
- ◆ A minimum of twenty five (25) percent of Town Square shall be landscaped.
- ◆ Trees, art and water features shall be treated with effect lighting.
- ◆ Roadside features such as streetlights, bike racks, trash and recycling receptacles, drinking fountains, phone booths and newspaper racks shall be of a consistent type along the street.

Guidelines

- ◆ Art features should be located within Town Square.
- ◆ Speakers may be built into the Town Square and the Market Square streetscape.

ACCESS ROAD: 37TH STREET on the East Side of Bridgeport Way

37th street on the east side of Bridgeport Way is primarily intended to be an access and circulation street. This street provides ingress/ egress to the public safety building, access to the underground parking and circulation within the Town Center. This portion of the street provides sidewalks, but is less elaborate in design and is not intended to facilitate a high volume of pedestrian traffic.

37th Street shall be improved consistent with the cross section shown in figure 5 (portion east of Bridgeport Way). The location of the street shall be as depicted on the adopted Master Plan, unless modified by the Director. Minor modifications may be made where such changes are consistent with the overall vision of the Town Center.

Standards

- ◆ 37th Street shall have sidewalks ranging in width from 6 to 8 feet.
- ◆ Street trees shall not be required on portions of 37th street located under other facilities.
- ◆ Street lighting shall be adjusted to provide adequate lighting along subsurface portions of 37th Street. Wall mounted lights may be utilized as appropriate.

Guidelines

- ◆ The 37th street right-of-way width may be expanded as necessary to allow a turn lane at the intersection with Bridgeport Way.

Chapter IX Signs

Signs in General

Distinctive, finely crafted signs enhance the aesthetics of the Town Center and improve pedestrian and motorist safety

Standards

- ◆ All signs installed on buildings or in the public right-of-way shall be constructed and installed per the City Sign Code (UPMC Chapter 19.75) except as provided here.
- ◆ All signs shall be pedestrian in scale and integrated into the building and storefront design.
- ◆ Use of durable high quality materials is required.
- ◆ Temporary seasonal, decorative window paint is permitted pursuant to time limits allowed within UPMC 19.75.

Guidelines

- ◆ Signs should be compelling, informative and consistent in order to create a sense of place.
- ◆ Signs should distinctly identify the tenant.
- ◆ Sign design should be creative.
- ◆ Consider floor signs at store entrances.

Sign Lighting

Lighting adds a significant impact to a sign's message. Sign lighting can make an area attractive or uninviting.

Standards

- ◆ Backlit letter, channel letters and external up or down lighting are allowed.
- ◆ Exposed neon is not permitted.
- ◆ Backlit sign backgrounds are prohibited
- ◆ Raceways shall be hidden.
- ◆ Signs or graphics identifying a tenant on glass is permitted.

Free Standing Signs

A freestanding sign is supported on a structure used exclusively for the support of the sign or for a group of signs, including pedestal, pylon, pole and monument signs.

Standards

- ◆ Freestanding signs are prohibited, except along Bridgeport Way, provided the commercial use occupies a building that fronts Bridgeport Way and the portion of the façade where the sign is located is sufficiently set back to

locate the sign and allow not interfere with pedestrian movement or sight distance.

Wall Signs

Wall signs are erected against the wall of a building or other structure with the sign face parallel to the plane of the wall. Examples of wall signs include a marquee, a painted sign or a sign supported by a fence.

Standards

- ◆ The area of all wall signs shall be less than or equal to 15% of the façade occupied by the use.
- ◆ When a wall sign is located on a building, it shall be located only on a wall where public access is provided.
- ◆ Signs on awnings or on windows are considered wall signs.
- ◆ Signage is prohibited on the awning head sheet.
- ◆ Signs on awnings may be no greater than 66% of the valance (the vertical awning face).

Guideline

- ◆ Signage be should be used judiciously to avoid cluttering the streetscape.

Projecting Signs

Projecting signs are signs aligned perpendicular to the building façade.

Standards

- ◆ Projecting signs shall clear the sidewalk by a minimum of eight (8) feet.
- ◆ A projecting sign shall not be larger than twenty (20) square feet, except when located on the ground floor over the right-of-way, where it shall not be larger than six (6) square feet.
- ◆ Projecting signs shall not project over four (4) feet from the building.
- ◆ Projecting signs shall not exceed the height of the tenant space occupied in the building.

Guidelines

- ◆ Projecting signs should be creative and incorporate merchandise into the sign structure.

Temporary Signs

A temporary sign is any sign, banner, pennant, valance or advertising display constructed of cloth, canvas, light fabric, cardboard, wallboard or other similar materials, with or without a frame, intended to be displayed for a limited time only. Holiday decorations and other special events are considered temporary

Standards

- ◆ No more than one (1) real estate sign is permitted for each use type in a building per building street frontage.
- ◆ Real estate signs shall be located on the ground floor near the entrance.
- ◆ Real Estate signs are not permitted in the window of a residential unit.
- ◆ Except Political signs, temporary signs shall not be free standing.
- ◆ One (1) new residential development wall sign is permitted per street frontage.
- ◆ Inflatable dirigibles are not permitted.

Directional and Incidental Signs

Develop a distinctive style for directional signs in the Town Center and to specific destinations, including government offices, the library, to public parks, parking structures, transit facilities, residential areas and businesses.

- ◆ Signs intended to direct motorists toward Town Center facilities shall be located at gateways.

Guidelines

- ◆ Directional and incidental signs need to be understood by the vast majority of the population, including non-English speaking people. The use of internationally recognized symbols should be considered as an effective way to identify features to all pedestrians.
- ◆ All directory signs shall be of a uniform design consistent with the Town Center Vision, the architecture of buildings and other streetscape elements.
- ◆ Signs can be flat with a single-face surface or be multi-dimensional.
- ◆ To avoid a cluttered appearance and increase effectiveness, minimal signage should be provided.