WKU GATEWAY TO DOWNTOWN BOWLING GREEN

DISTRICT DESIGN GUIDELINES

AUGUST 17, 2009

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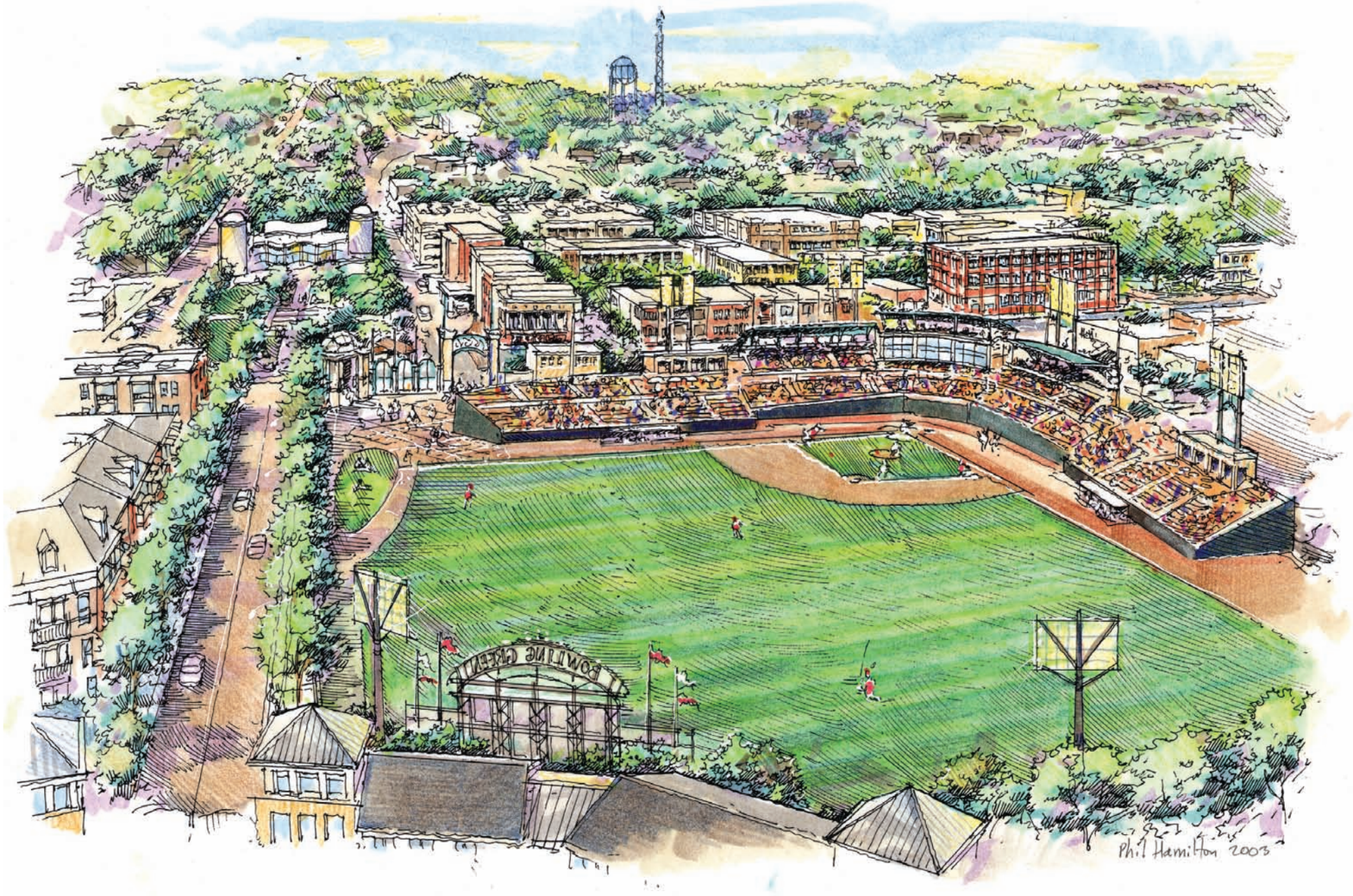

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Table Of Contents

DISTRICT REVITALIZATION

The Strategy:

From the City of Bowling Green, KY - District Revitalization Strategy, March 2002 written by RKG Associates:

Fundamental to this important planning effort is the historic context of Bowling Green's civic experience. As an established urban area, founded in the 18th century, the city has witnessed dramatic developments in American life and progress. Bowling Green has participated in many aspects of social, political, economic, and technological change that has shaped it over the past two hundred years. The city's physical setting today is a product of the dynamic nature of Bowling Green's history and civic experience. Historic actions that shaped the city's urban form must be carefully considered as a plan for its future is undertaken.

Since the Kentucky general assembly's creation of Warren County in 1797, and the Commissioners establishment of the first county courthouse in 1798, Bowling Green's urban framework has been centered on its principal civic feature, the courthouse. With the construction of a new courthouse in 1812 this focus continued. The layout of the city's urban street grid is based upon the prominence and civic focus of the courthouse and its functions. Courthouse Square, located at today's College Street and 10th Avenue, is contained within the city's principal axis, in a corridor of urban blocks that are created by College and State Streets and the avenues that intersect with them. This axis stretches from Western Kentucky University to Bowling Green's riverfront on the Barren River. The adjoining block of Fountain Square complements the prominent courthouse square and together these blocks represent the physical and cultural center of Bowling Green. Development of Bowling Green grew from this point outward on a grid pattern of streets, first surveyed in 1799.

From the city's history has emerged clear evidence of sound urban planning principles originally intended to provide Bowling Green with a lasting heritage of civic form and beauty. The city's physical layout, architecture, and topography offer a distinctive and promising setting for future vitality and growth. The District Revitalization strategy considers the city's historic achievements and the pattern of urban development that have stood the test of time. While considering these important references to the past and present, planning for the city's future offers unique opportunities for preserving, maintaining, and improving its urban setting.

The Vision:

The Concept Plan for the WKU Gateway to Downtown Bowling Green District envisions a vibrant mix of uses including civic, urban residences, offices, hotels, shops, and restaurants situated along pedestrian friendly streets intended to re-energize Bowling Green's downtown and create a true live, work, play district.

This plan creates a destination for local and regional activity that will bring together the residents of the community, students and staff of Western Kentucky University, and visitors of Bowling Green in a lively-pedestrian-oriented environment.

By combining a mix of uses, the District provides its residences with choices in housing, the opportunity to walk to neighborhood retail, and a cohesive sense of community where planning and architecture are seamlessly integrated. The use of these Design Guidelines will shape the character and establish a consistent level of quality urban design.

Images on this page are from the Bowling Green marketing video completed in 2007.

Mixed Use at College and 7th Avenue

Southern Kentucky Performing Arts Center (SKyPAC)

Ballpark Entry

Hotel

Ballpark

Circus Square

WKU GATEWAY TO DOWNTOWN BOWLING GREEN DISTRICT DESIGN GUIDELINES

1.1 INTRODUCTION TO THE GUIDELINES

The purpose of this Document...

The WKU Gateway to Downtown Bowling Green District Design Guidelines are provided as a guide to assist municipal officials, developers, architects, designers, builders, and contractors in understanding the comprehensive level of planning, design, and implementation that is required for new buildings and improvements. The vision for this area is a livable community of streetscapes, buildings, and site improvements that are based on time-tested, urban design and architectural design principles. While each building should stand on its own design merit, it is also necessary that each individual building or improvement contribute to the desired neighborhood character and to the creation of an enduring, livable downtown.

Each proposed building, including associated site improvements and landscaping, should be designed and reviewed for consistency with these Design Guidelines. The Design Guidelines provide design parameters for the urban and architectural form that will give the District its particular character and will enhance the livability of the public realm.

The guidelines and images are intended to illustrate a coherent, overall character for the entire District. While the images and elements described in the guidelines are not comprehensive in every regard, they are the minimum standard for reviewing new buildings and proposed site improvements. Furthermore, these are guidelines. The Design Review Committee (DRC) may allow variations so long as the design meets the objectives, design principles and intent of the guidelines.

Photo Source: Kentucky Library and Museum, Western Kentucky University, Bowling Green, Kentucky

Fountain Square 2008

Downtown 2008

Downtown 2008

Downtown 2008

Downtown 2008

1.2 URBAN DESIGN PRINCIPLES

Objectives:

WKU Gateway to Downtown Bowling Green District Objectives:

- Create a lively Live, Work, Shop, Play District
- Promote economic vitality through a mix of uses
- Provide choices in housing opportunities
- Support pedestrian connectivity and activate streets
- Establish architecture that compliments historic downtown's urban character

Design Principles

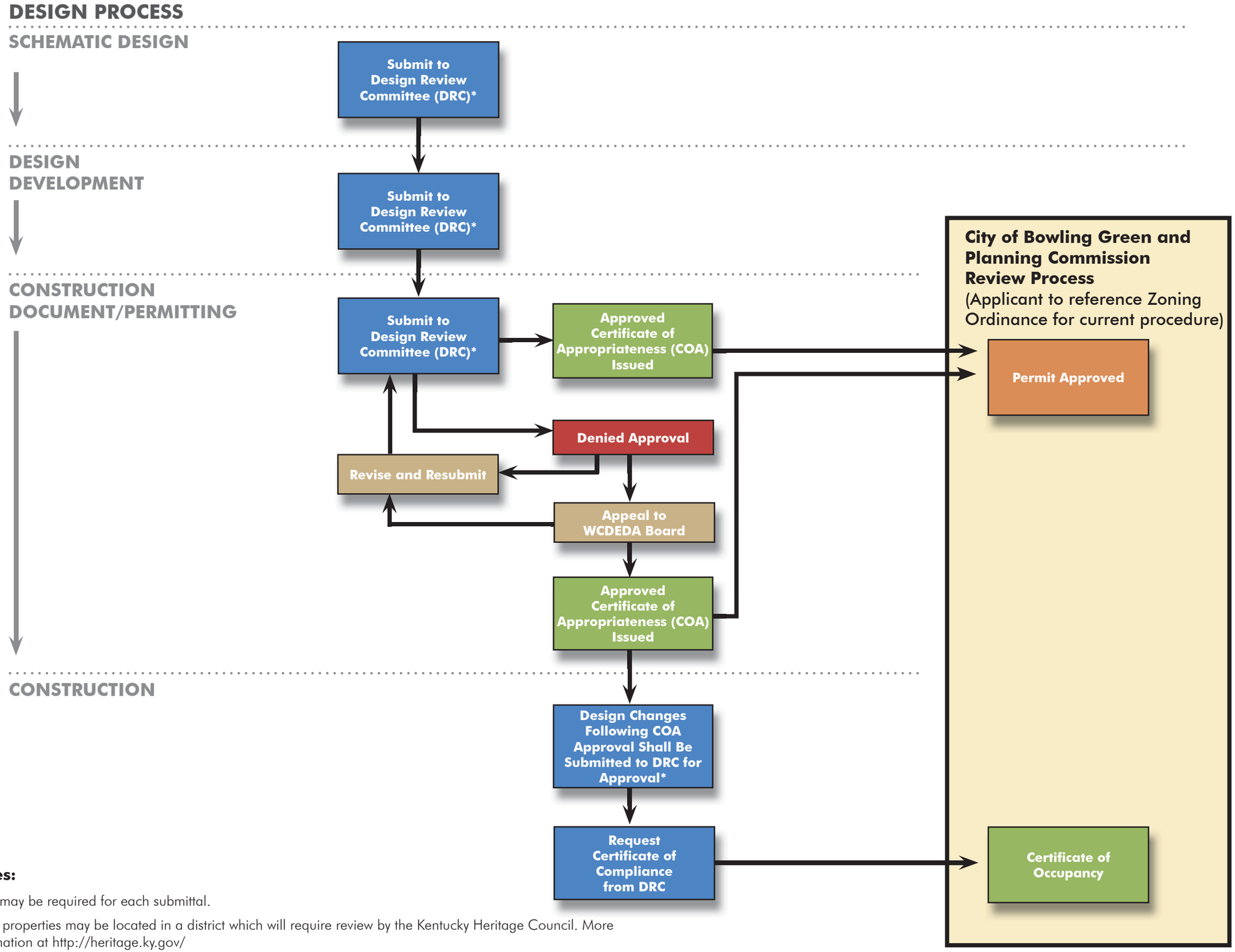
The key design elements that impact our perception of a city's identity is the quality of the streetscape. A well designed and maintained streetscape encourages civic pride and improves the image of the city as a whole.

The streetscape is a combination of all elements that interact with and occupy the public realm of the street. It includes the building setbacks, facades, storefront design, signage, parking, sidewalks, benches, trash receptacles, street lights, fountains, sculptures, plants, site furniture and even the street paving itself. Both the public infrastructure and private development should be designed and implemented to create streetscapes that enhance the quality of the space for all users.

Each individual building and group of buildings has a role to play in the creation of the overall character of a place. Some buildings occupy primary corner locations and should use elements to reinforce their special locations. Other buildings terminate important vistas and must react in a way that responds to their prominent locations. On the other hand, many buildings should quietly serve as simple background buildings which play the significant role of defining the space that makes up the public realm.

Individual elements such as bays, awnings and special signs serve to animate the space around them. Variations in materials, surface texture, and color also contribute to the life of the buildings and streetscape. Ground floors that are active, transparent, and interesting contribute to a vibrant urban environment. When incorporated thoughtfully, furnishings such as benches, trash receptacles, light fixtures, bollards, fountains, and public art combine to create a unified place.

1.3 PLAN REVIEW PROCESS



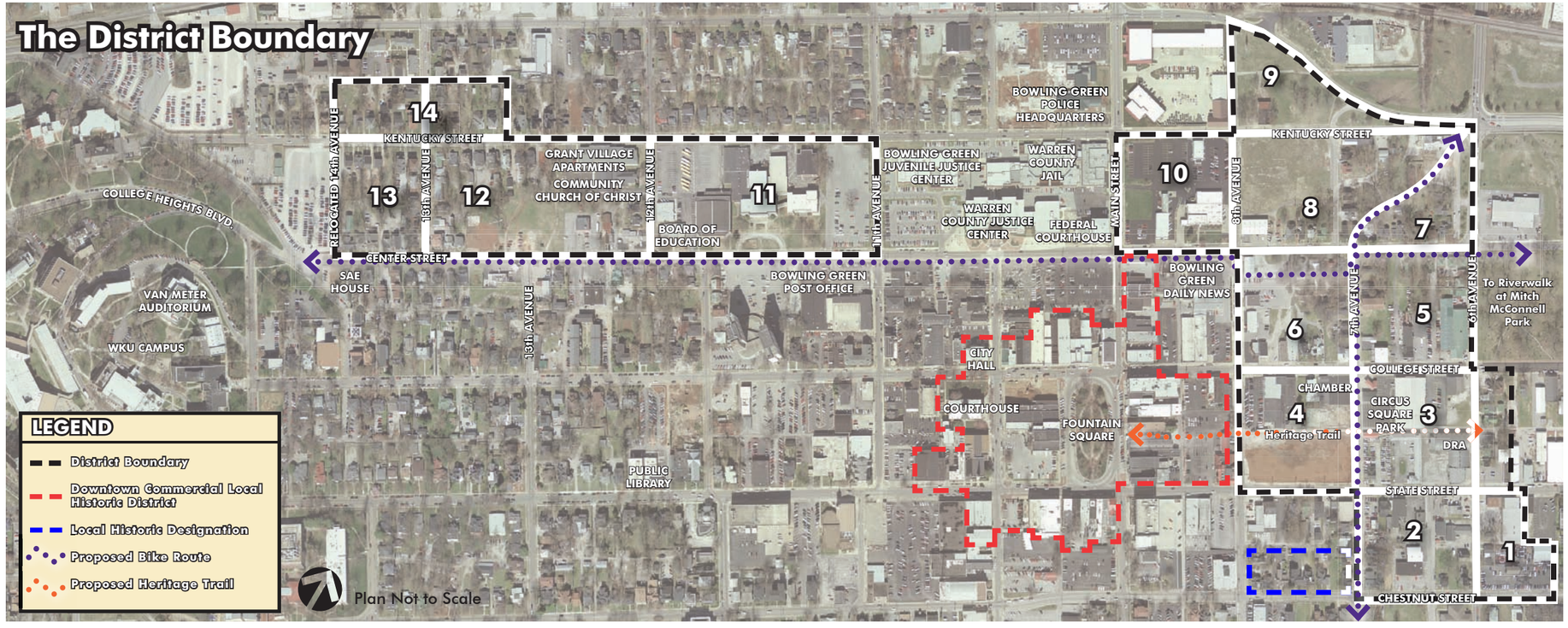
Notes:

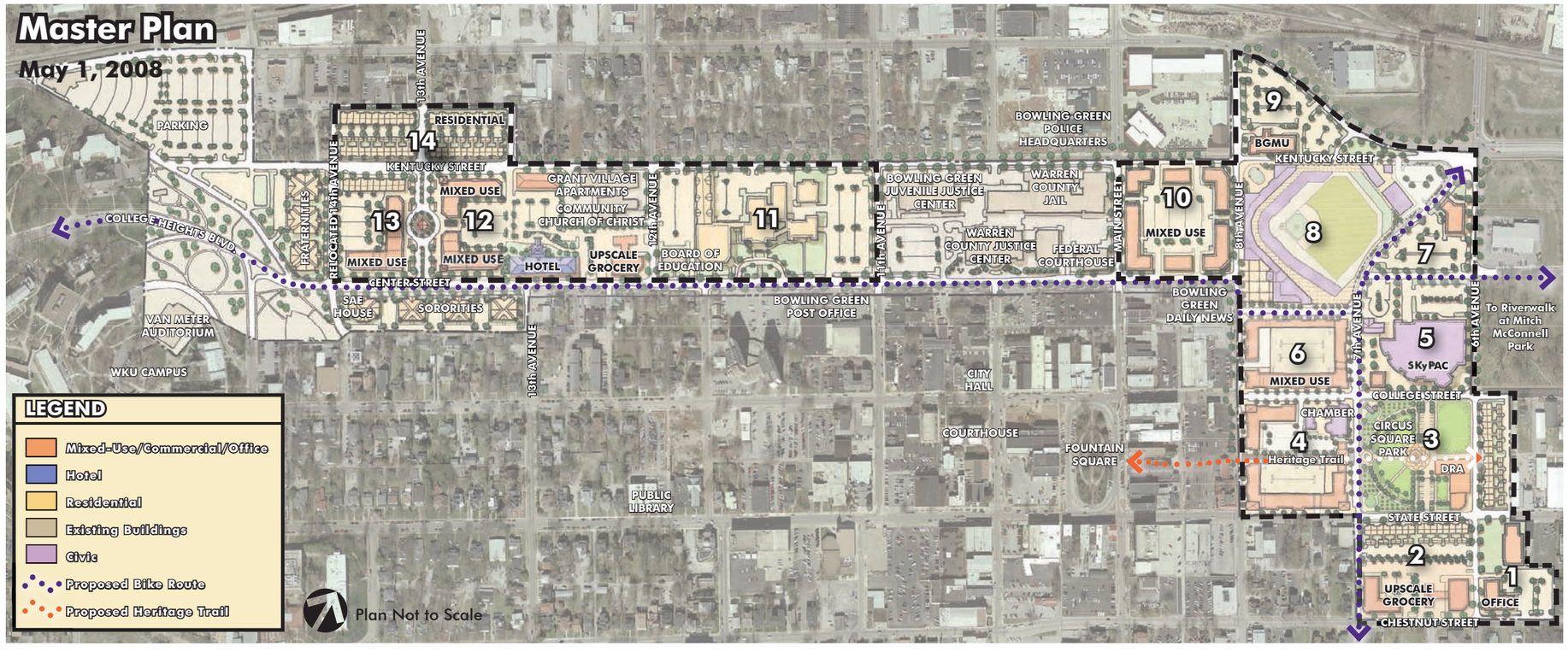
* A fee may be required for each submittal.

Some properties may be located in a district which will require review by the Kentucky Heritage Council. More information at http://heritage.ky.gov/

Design Review Committee (DRC): No fewer than five (5) members appointed by WCDEDA.

Certificate of Appropriateness is a certification that the proposed plans meet the intent of the Design Guidelines.





1.4 THE DISTRICT BOUNDARY AND MASTER PLAN

The District Boundary, where the Design Guidelines apply, is shown to the left. Note that each block is labeled by a number, and each block has Special Conditions (See Section 2 for the plan and table).

The Master Plan illustrates an example of each block as it may be developed. Generally, this plan complies with the Design Guidelines as set forth in this document. The Design Guidelines shall apply independently of the illustrated Master Plan to allow flexibility in building use and density as the District evolves over time. For example on the May 1, 2008 Master Plan, Block 10 shows individual buildings lining a surface parking lot; however, the Design Guidelines allow structured parking and a wrap of mixed-use liner buildings, which would create higher density and contribute to a larger tax base for the District. In either case, the Design Guidelines take precedence over this illustrated Master Plan.

1.5 HOW TO USE THE GUIDELINES

The Design Guidelines should be studied and understood prior to starting the design of a building and its site. The guideline format is intended to delineate the desired or "appropriate" character of elements that define the streets and public realm and the basic components that embody the community vision. "Inappropriate" character images have also been depicted to help explain the required character and related elements. The overall goal is the creation of a streetscape character and pedestrian oriented public realm that derive a simple, collective elegance and vitality from the massing, scale, and detail of the buildings, landscape and site design.

Step One: Become Familiar with Plan & Vision
The design parameters vary from block to block in the downtown area. By referring to the District Boundary Plan on Page 9, you will be able to identify the block for which your site is located.
"Special Conditions" apply to specific blocks and locations as indicated on Pages 12 &13 and will need to be considered as detailed plans evolve.

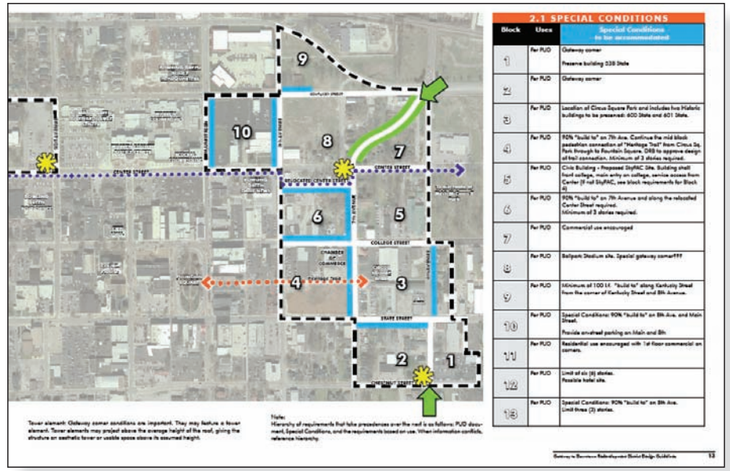
Step Two: Review Design Standards
The Design Guidelines provide general design standards based on use. Each use is listed with design standards including setbacks, heights, fenestration, etc.

Step Three: Review Site Planning Elements
Section 3 includes guidelines for streets, parking, open spaces/plazas, and service areas. Review the design standards for all of these elements when developing the site improvements. Parking and service areas will need to be handled in a manner that will not disrupt the streetscape and public spaces. Street sections are provided to illustrate the appropriate street, parking and sidewalk dimensions for key streets.

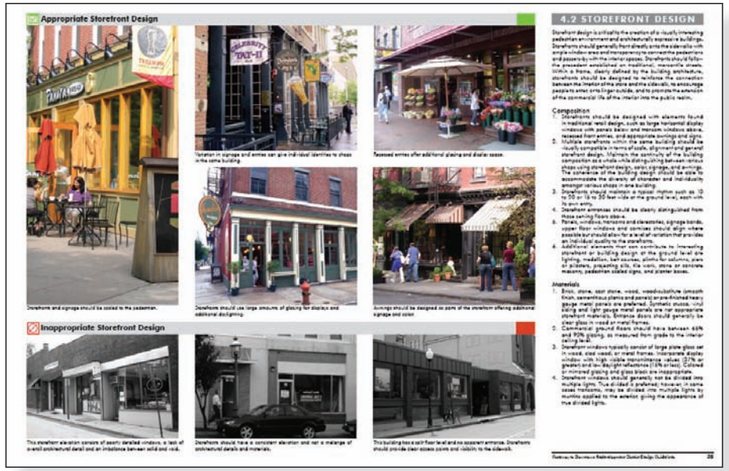
Step Four: Study Architectural Design Criteria
Section 4 outlines acceptable massing and scale, storefront design, materials, colors, windows and doors, roof and cornice forms; all of which are critical to the relationship between buildings and the public realm. These standards will reinforce coherent relationships between the buildings themselves and between the buildings, the streets, and public spaces. "Appropriate" and "Inappropriate" images of architectural elements, such as cornices, storefronts, and entries have been provided along with descriptions.

Step Five: Use Appropriate Streetscape Elements
Refer to Section 5 when designing and selecting appropriate streetscape elements such as signage, lighting, street furniture and landscaping.

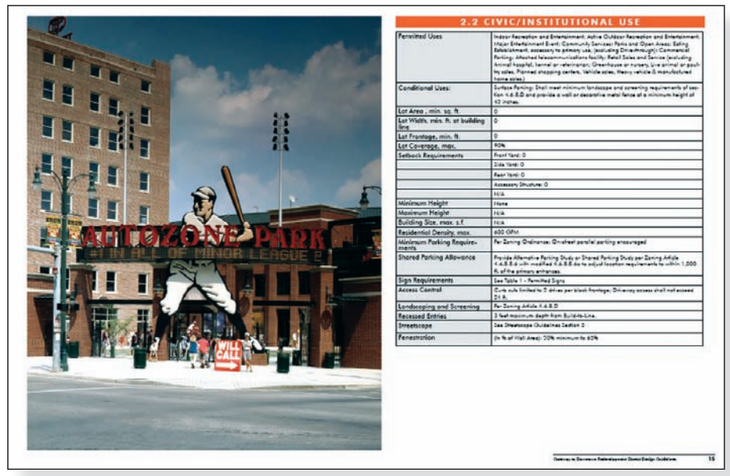
Step Six: Review and Complete Submission Forms
Prior to submittal, complete the Design Certification Form and Design Review Checklist. Projects should be submitted to the WCDEDA Design Review Committee (DRC) at the Schematic Design and Development Phases for review and comment by the DRC. Projects shall be submitted to the DRC for review and approval prior to obtaining a building permit.



Step One - Become Familiar with the Plan & Vision

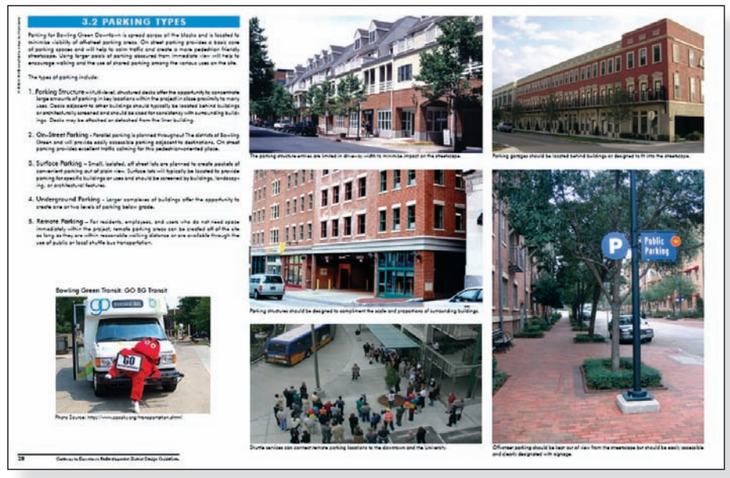


Step Four - Study Architectural Design Criteria

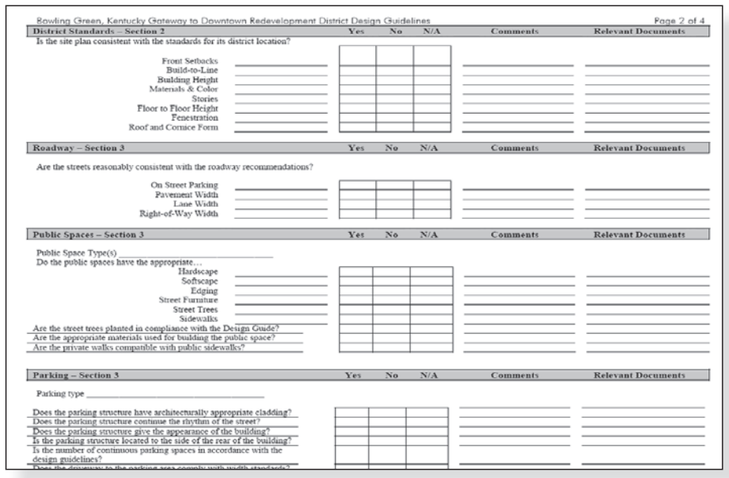


Step Two - Review Design Standards by Use

Step Five - Use Appropriate Streetscape Elements



Step Three - Review Site Planning Elements



Step Six - Review and Complete Submission Forms

Legend

- Main Gateway to the District
- Gateway Corner Condition
  See Definition Below
- Gateway Landscaping - See Definition Below
- 100% Property Frontage shall be building wall (exceptions: required sidewalks, pedestrian passageways, outdoor dining areas, and civic uses)
- 100% Property Frontage shall be building wall (exceptions: required sidewalks, access drives, surface parking upon review, pedestrian passageways, outdoor dining areas and civic uses)
- **Proposed Bike Route** (see www.warrenpc.org/greenways/exhibits.php for additional information)
- **Proposed Heritage Trail**

Note: When there is a conflict, the hierarchy of requirements that supersedes the next is as follows:

1. PUD Document (As approved by the City/County Planning Commission)
2. Special Conditions (this page)
3. The design requirements based on use (listed on the following pages)

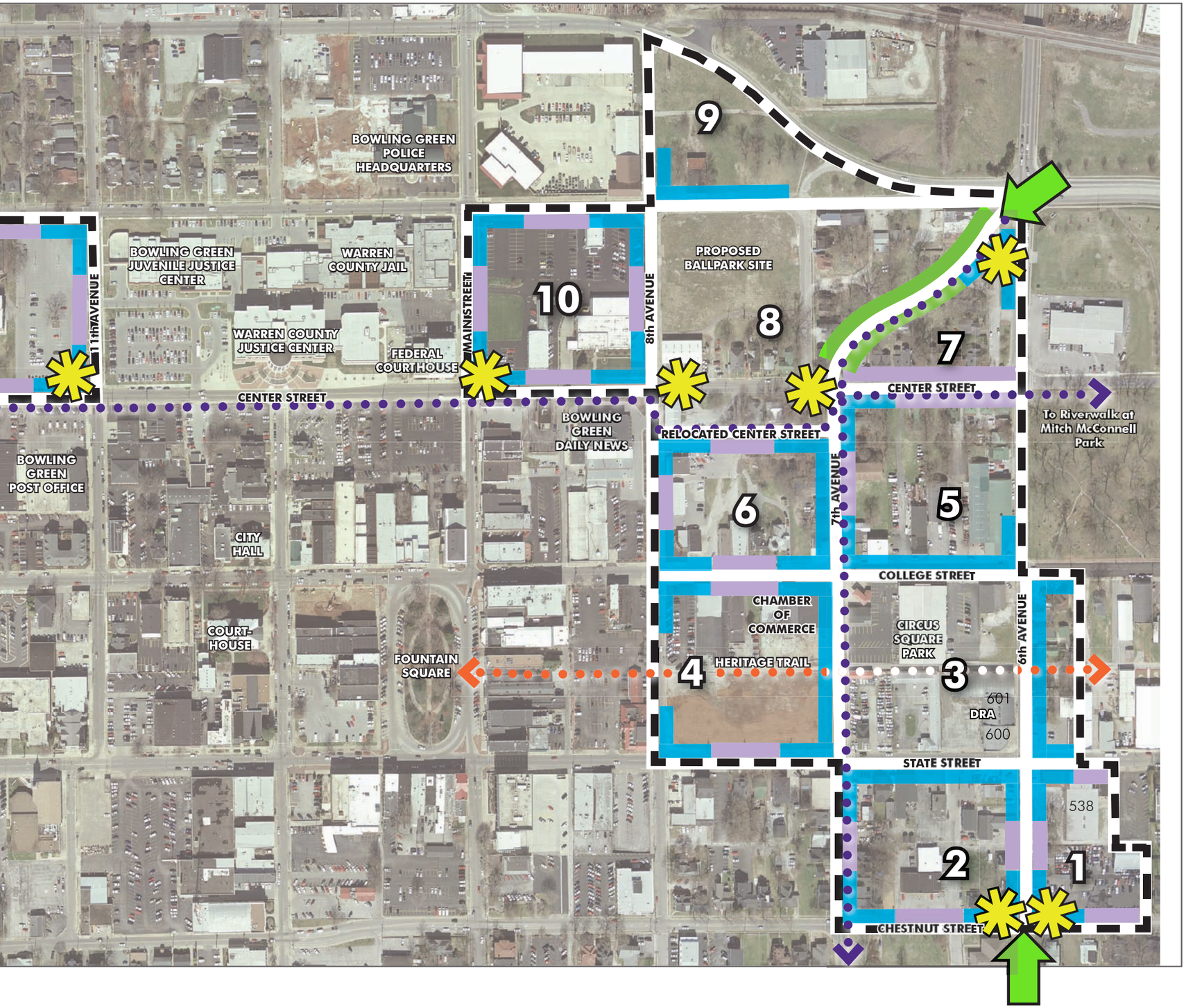
Definitions:

Gateway Corner: This special condition requires a prominent architectural feature, such as a tower element, to address an important vista or intersection corner in the District.

Gateway Landscaping: The vision for this stretch of 7th is a heavily landscaped zone with large canopy trees that line the street with shrub plantings, low walls, ornamental fencing, etc. The intent is to continue similar specialty planting design improvements found on Cemetery Road.

SPECIAL CONDITIONS PLAN

Plan Not to Scale



2.1 SPECIAL CONDITIONS BY LOCATION

Block	
1	• Gateway Corner • Preserve Historic building 538 State Street • Minimum Height: three (3) stories*
2	• Gateway Corner • Minimum Height: three (3) stories*
3	• Location of Circus Square Park and includes two Historic buildings to be preserved: 600 and 601 State Street
4	• Continue mid block "Heritage Trail" from Circus Square Park. • Minimum Height: three (3) stories*
5	• Proposed SKyPAC Site. Building shall front College, main entry on College, service access from Center (If civic use is not implemented, 100% property frontage shall be building wall on all sides with 3 stories minimum*) • Gateway Corner
6	• Minimum of 3 stories required*
7	• See Special Conditions Plan (this page) for location & definition of Gateway Landscaping. Plant design to be coordinated with Block 8 • Gateway Corner
8	• Ballpark site. Special gateway accents that create terminated vistas for both Center Street and 7th • See Special Conditions Plan (this page) for location & definition of Gateway Landscaping. Plant design to be coordinated with Block 7 • If civic use is not implemented, 100% property frontage shall be building wall on all sides with 3 stories minimum* • Gateway Corner
9	• Minimum of 300 linear feet of 100% property frontage shall be building wall along Kentucky Street from the corner of Kentucky Street and 8th Avenue
10	• Gateway Corner • Minimum Height: three (3) stories*
11	• Residential use encouraged with 1st floor commercial on corners. Infill is encouraged where surface parking lots exist adjacent to street or, at a minimum, surface parking lots should be screened • If the existing buildings are removed, 100% property frontage shall be building wall as shown • Minimum Height: two (2) stories*
12	• Limit of six (6) story height • Mixed use encouraged • Minimum Height: two (2) stories*
13	• Limit of six (6) story height • Mixed use encouraged • Minimum Height: two (2) stories*
14	• Limit of six (6) story height • Residential use encouraged with 1st floor commercial on corners • Minimum Height: two (2) stories*

* Minimum Heights may be reduced in certain circumstances upon review and recommendation by DRC

2.2 CIVIC/INSTITUTIONAL USE DESIGN STANDARDS

Civic/Institutional Buildings - Civic and Institutional buildings, unlike all other building uses in the Downtown, may be designed as iconic architecture. Civic buildings include but are not limited to, municipal buildings, churches, libraries, museums, schools, sport recreation facilities, and places of assembly. Civic buildings do not include retail buildings, residential buildings, or buildings with private offices; however, they may contain accessory uses such as gift shops, concessions stands, and related offices.

Downtown Bowling Green will be reactivated by various civic spaces and entertainment venues. The Ballpark, the Southern Kentucky Preforming Arts Center (SKyPAC), and Circus Square Park are three examples of civic land uses within the District.

Schermerhorn Symphony Center in Nashville, Tennessee

The Village Theater at Cherry Hill in Canton, Michigan

FedEx Forum in Memphis, Tennessee

AutoZone Park in Memphis, Tennessee

2.2 CIVIC/INSTITUTIONAL USE DESIGN STANDARDS

Lot Area , minimum s.f.	0
Lot Width, minimum ft at building line	0
Lot Frontage, minimum ft.	0
Lot Coverage, maximum	90%
Setback Requirements	Front Yard: 0 Side Yard: 0 Rear Yard: 0
Minimum Height	None
Maximum Height	None
Building Size, max. s.f.	None
Minimum Parking Requirements	Per Zoning Ordinance; On-street parallel parking encouraged and may count toward parking requirement.
Shared Parking Allowance	Provide Alternative Parking Study or Shared Parking Study per Zoning Section 4.6.8.E.6 with modified Section 4.6.8.E.6a to adjust requirements to within 1,000 ft of the primary entrances.
Sign Requirements	See Permitted Signs Table in Section 5.5 Signage Design
Access Control	Curb cuts limited to 2 drives per block frontage; Driveway access shall not exceed 24 ft.
Landscaping and Screening	Per Zoning Section 4.6.8.D of the joint City-County Zoning Ordinance and Design Guidelines Section 3: Site Planning Elements and Section 5: Streetscape Provide a wall or decorative metal fence at a minimum height of 42 inches to serve as screening where Vehicle Use Area (VUA) is located adjacent to any public right of way.
Recessed Entries	3 feet maximum depth from Build-to-Line.
Streetscape	See Design Guidelines Section 5: Streetscape
Fenestration	(In % of Wall Area): 20% minimum

2.3 MIXED-USE DESIGN STANDARDS

Mixed-Use Buildings – Mixed-use buildings provide a combination of residential, commercial and/or office. Ground floors are dedicated primarily to retail spaces with shops or restaurants that occasionally occupy second level or mezzanine spaces. Upper floors will be dedicated primarily to residential and/or office space. Mixed-use buildings will feature wider sidewalks, landscaping, cafe seating, and outdoor displays, which will create a pedestrian oriented environment. Mixed-use buildings are the primary contributor to daily vibrant pedestrian activity envisioned for Downtown Bowling Green. Single-use commercial buildings shall meet the standards of this section.

Pedestrian passageways provide connectivity from the middle of block.

☑ Appropriate Streetscape

Wider sidewalks and recessed bays allow room for outdoor seating and displays.

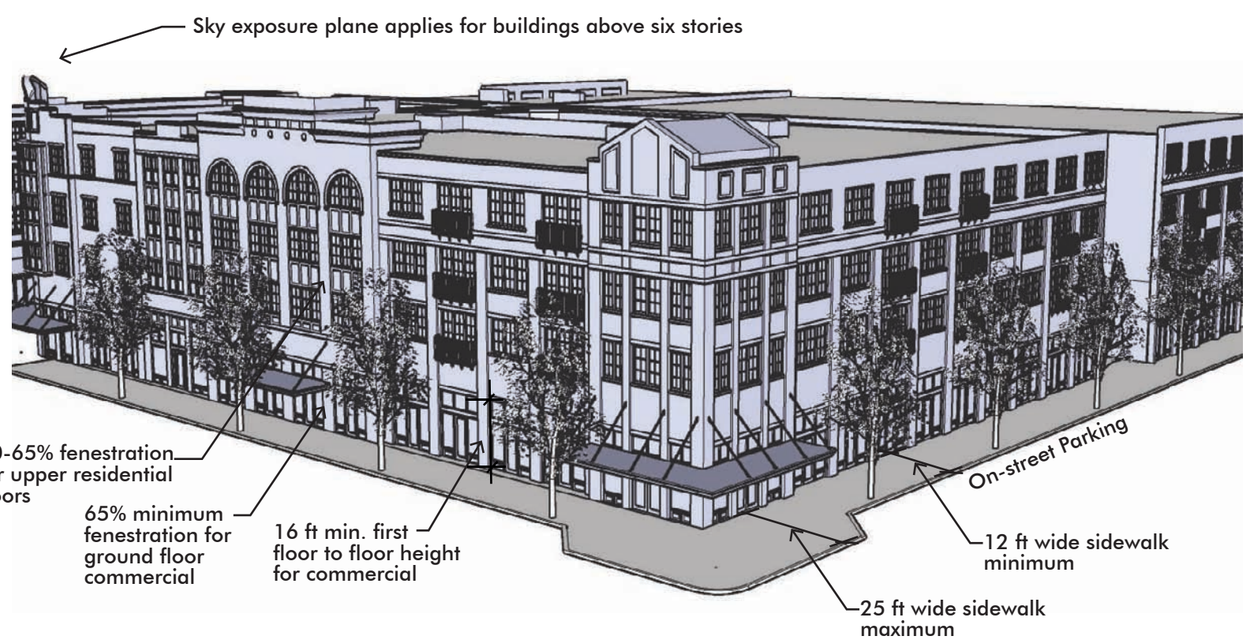
Variety in buildings, storefronts and sidewalk displays is encouraged.

Signs and benches add scale to the pedestrian realm.

Taller mixed-use buildings have the flexibility of having retail, office and/or residential on different floors.

This sidewalk provides a double row of trees and street furniture yet providing ample room for passersby.

Wide sidewalks along 'Shopping Streets' provide safe and active pedestrian corridors.



2.3 MIXED-USE DESIGN STANDARDS

Lot Area , minimum s.f.	0
Lot Width, minimum ft at building line	0
Lot Frontage, minimum ft	0
Lot Coverage, maximum	100%
Setback Requirements	Front Yard: Building shall be set back to achieve the following: - Minimum of 12 ft wide sidewalk where on-street parallel parking exists - Minimum of 20 ft wide sidewalk where on-street parallel parking does not exist - Maximum of 25 ft wide sidewalk is allowed Side Yard: 0 setback; 10' side setback when adjacent to single family residential Rear Yard: 0 setback; 25' rear setback when backing to single family residential
Minimum Height	2 story minimum* unless noted otherwise on Special Conditions by Location
Maximum Height	None; unless otherwise noted on Special Conditions by Location Sky exposure plane: 20 ft setback required at sixth story
Building Floor Height	Commercial use ground floor: 16 ft F.F.E. to F.F.E. minimum Residential use ground floor: 12 ft F.F.E. to F.F.E. minimum
Building Size, maximum s.f.	None
Min. Parking Requirements	Per Zoning Ordinance; On-street parallel parking encouraged and may count toward parking requirement.
Shared Parking Allowance	Provide Alternative Parking Study or Shared Parking Study per Zoning Section 4.6.8.E.6 with modified 4.6.8.E.6a to adjust requirements to within 1,000 ft of the primary entrances. Shared parking is encouraged.
Sign Requirements	See Permitted Signs Table in Section 5.5 Signage Design
Access Control	Curb cuts limited to 2 drives per block frontage; Driveway access may not exceed 24 ft. Joint access drives encouraged.
Landscaping and Screening	Per Zoning Section 4.6.8.D of the joint City-County Zoning Ordinance and Design Guidelines Section 3: Site Planning Elements and Section 5: Streetscape. Where Vehicle Use Area (VUA) is located adjacent to any public right-of-way, provide an opaque wall at a minimum height of 36 inches and maximum height of 42 inches to screen VUA in conjunction with required landscaping.
Fenestration	(In % of Wall Area) Ground floor retail/commercial = 65% minimum; Ground floor and upper floors residential = 20% minimum to 65% max.
Eave Projection	3 feet maximum
Passageways	Passageways are encouraged between and through buildings to provide pedestrian only access from interior parking to building fronts.
Streetscape	See Design Guidelines Section 5: Streetscape

* Minimum Heights may be reduced in certain circumstances upon review and recommendation by DRC

2.4 RESIDENTIAL USE DESIGN STANDARDS

Residential Buildings - In cases where commercial is not viable on the first floor or where a block transitions to a less intense use, residential buildings may be appropriate.

Residential buildings may feature a variety of multi-family and townhouse type dwellings that will benefit from their proximity to the mixed-use districts and the adjacent neighborhood. The streetscape should be reminiscent of in-town neighborhoods and may include stoops and front yard gardens. Smaller, two to four story townhomes may be combined with larger, multi-family buildings to create localized neighborhoods characterized by their shared streetscapes, courtyards, and residential amenities. Small public spaces and semi-private courtyards may be located along and just off of interior streets, enhancing the vitality and appeal of the public realm.

Articulation of façades and entries in the residential areas should contribute to an intimate streetscape character.

☑ Appropriate

Residential buildings may have small entry gardens that contribute to the residential quality of the streetscape.

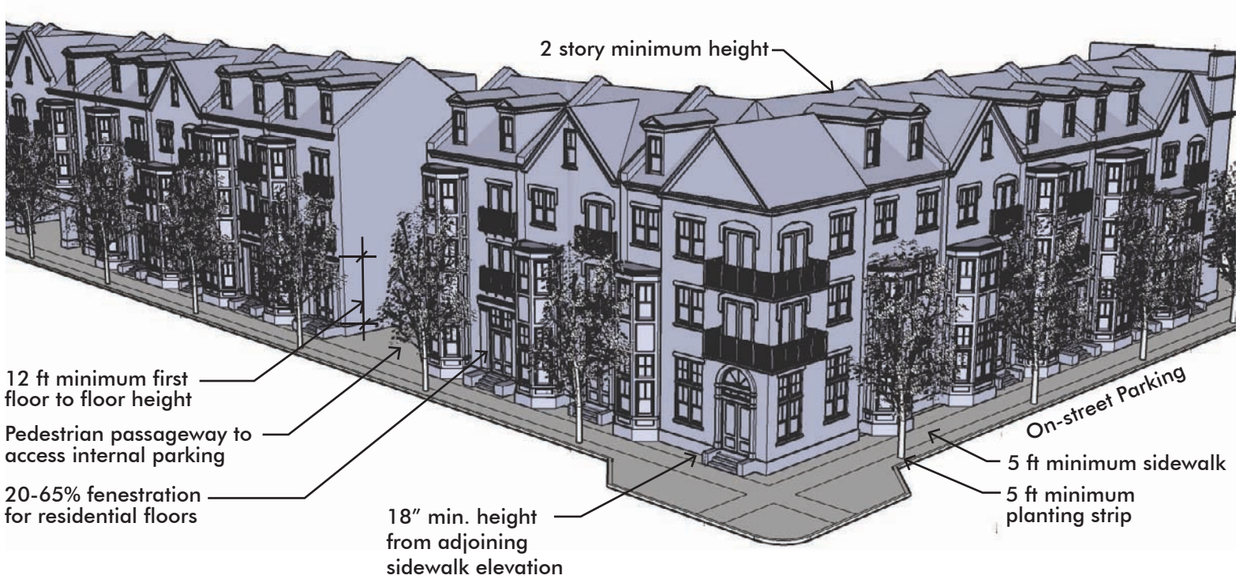
Bay windows, building offsets and landscape give variety to the street.

Simple massing and color repetition can create a beautiful streetscape.

⊘ Inappropriate

These multi-family buildings are inappropriate for the District because they are oriented toward parking lots instead of streets.

Inappropriate placement and screening of HVAC unit negatively impacts the character at streetscape and facade.



The raised foundation of these townhomes serves as a transition from the private to the public realm at the street level, and the projecting bays help to vary the massing of a long building.

2.4 RESIDENTIAL USE DESIGN STANDARDS

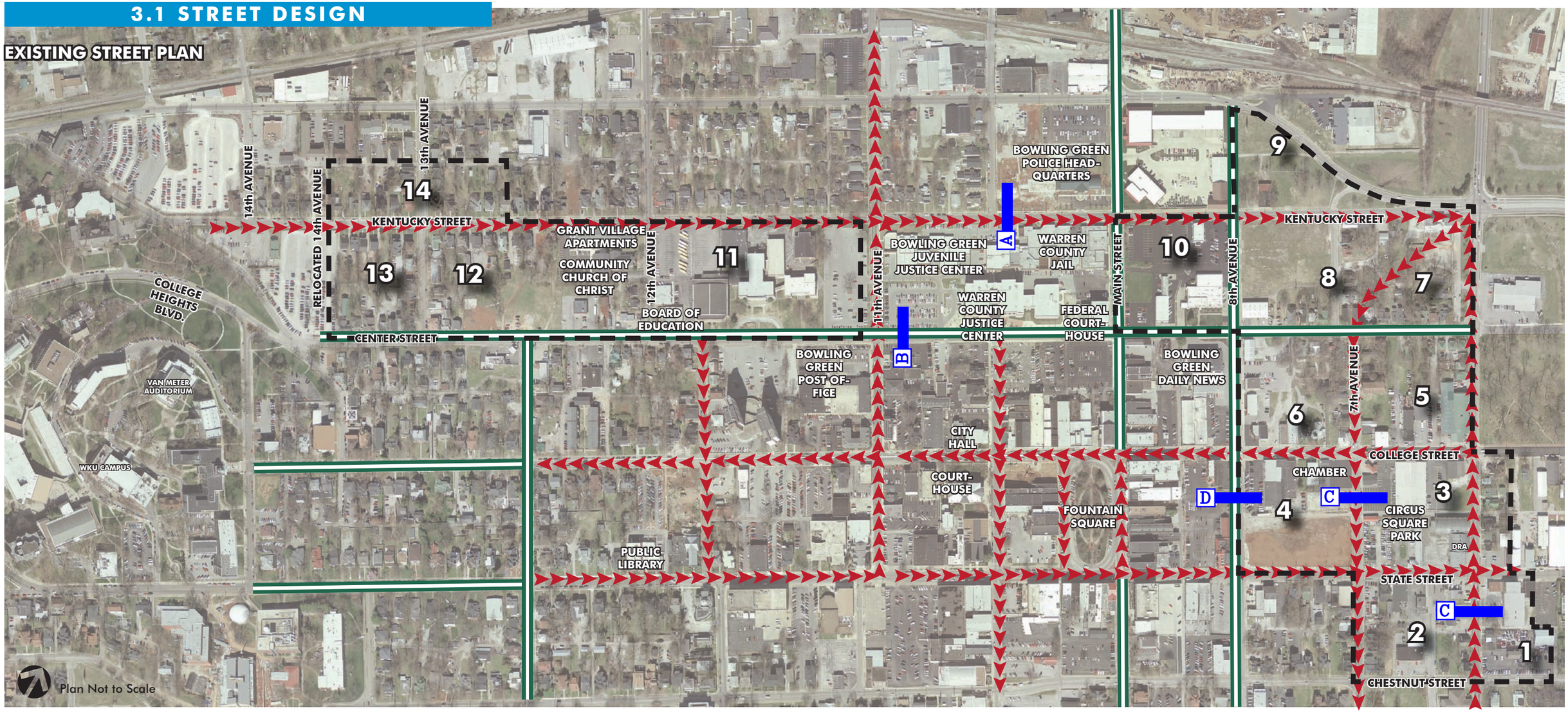
Lot Area , minimum s.f.	0
Lot Width, min. ft at bldg line	0
Lot Frontage, minimum ft.	0
Lot Coverage, maximum	85%
Setback Requirements	Front Yard: Building shall be set back to achieve the following: - Minimum of 5 ft front yard, 5 ft wide sidewalk and 5 ft wide planting strip where on-street parallel parking exists - Minimum of 5 ft front yard, 5 ft wide sidewalk and a combined total of 12 ft wide planting strip where on-street parallel parking does not exist - Maximum of 20 ft setback Side Yard: 0 setback; 10' side setback when adjacent to single family residential Rear Yard: 0 setback; 25' rear setback when backing to single family residential
Minimum Height	2 story minimum* unless noted otherwise on Special Conditions by Location
Maximum Height	None, unless noted otherwise on Special Conditions by Location Plan Sky exposure plane: 20 ft setback required at sixth story
Building Floor Height	Residential use ground floor: 12 ft F.F.E. to F.F.E. minimum
Building Size, maximum s.f.	None
Min. Parking Requirements	Per Zoning Ordinance; On-street parallel parking encouraged and may count toward parking requirement.
Shared Parking Allowance	Provide Alternative Parking Study or Shared Parking Study per Zoning Section 4.6.8.E.6 with modified Section 4.6.8.E.6a to adjust requirements to within 1,000 ft of the primary entrances.
Sign Requirements	See Permitted Signs Table in Section 5.5 Signage Design
Access Control	Curb cuts limited to 2 drives per block frontage; Driveway access may not exceed 24 ft. Shared access drives encouraged.
Landscaping and Screening	Per Zoning Section 4.6.8.D of the joint City-County Zoning Ordinance and Design Guidelines Section 3: Site Planning Elements and Section 5: Streetscape. Where Vehicle Use Area (VUA) is located adjacent to any public right-of-way, provide an opaque wall at a minimum height of 36 inches and maximum height of 42 inches to screen VUA in conjunction with required landscaping.
Eave Projection	3 feet maximum
Fenestration	(In % of Wall Area): 20% minimum to 65% maximum
Passageways	Passageways are encouraged between buildings to provide pedestrian only access from interior parking to building fronts.
Streetscape	See Design Guidelines Section 5: Streetscape
Stoop/Porch Height	18 inch minimum stoop/porch height from adjoining sidewalk elevation is required to provide visual privacy into living spaces and vertical separation between the public and private space.

* Minimum Heights may be reduced in certain circumstances upon review and recommendation by DRC

Section 3: Site Planning Elements

3.1 STREET DESIGN

EXISTING STREET PLAN



LEGEND

- Boundary
- Existing One way Street
- Existing Two way Street
- Section Cut

Street Design Principles and General Recommendations

Streets are important public spaces that influence people's experience as they walk, bike, or drive through the Downtown. The design of streets must balance the needs of pedestrians with those of the automobile. Designing streets to accommodate a diversity of users will create a dynamic environment in which retail, office, civic, and residential uses can all thrive.

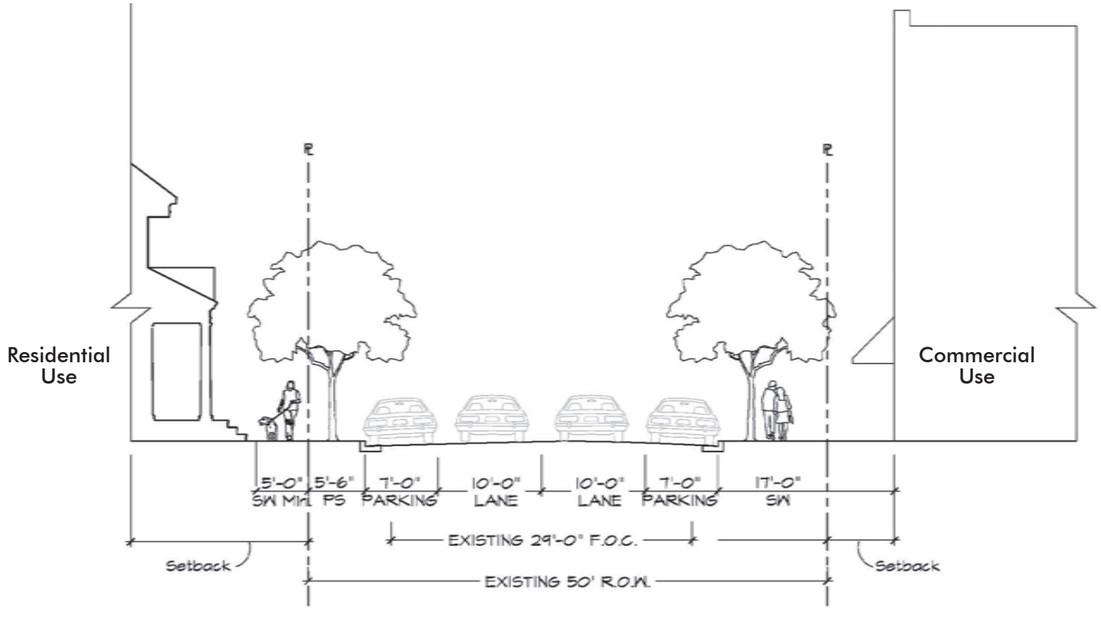
The existing streets vary in right-of-way width and face-of-curb to face-of-curb width. Where possible, streets should be two-way with on-street parking on both sides of the street in order to support retail and calm traffic. To help create great streets incorporate the following elements:

- On-street parking
- Narrow lanes
- Wide/appropriate sized sidewalks
- Street trees
- Street furniture
- Buildings that address the street appropriately

A Kentucky Street Existing Conditions

- Kentucky Street is currently one-way and typically has 5 ft sidewalks with a 2 1/2 ft planting strip on both sides with informal on-street parking on one side.

Kentucky Street Recommendation



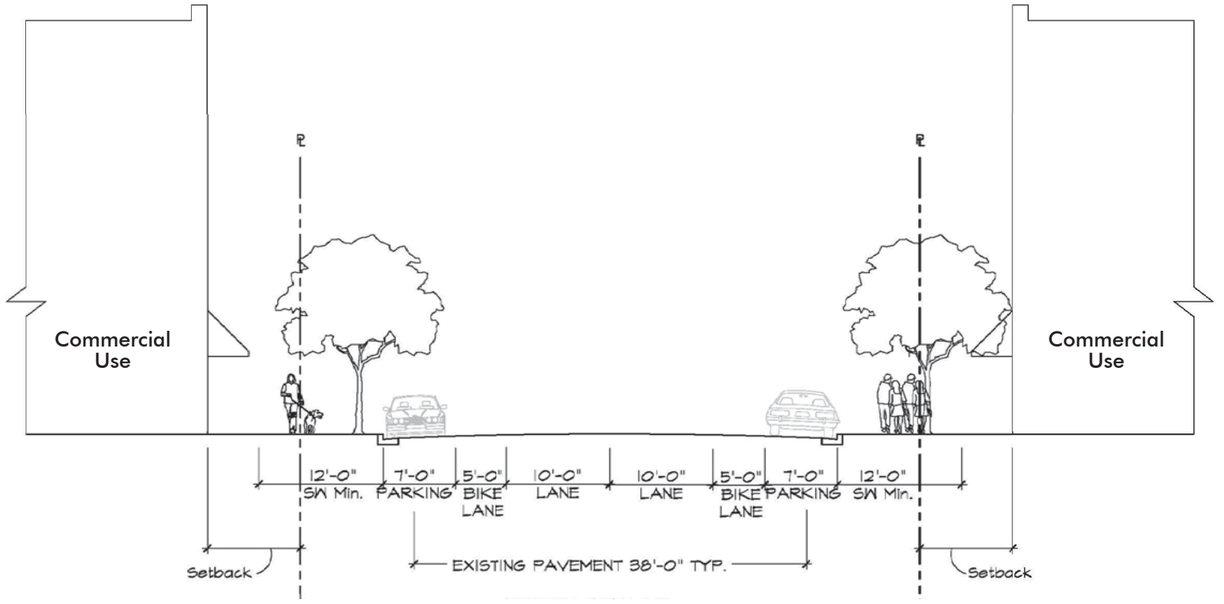
*Note: Dimensions are nominal and may vary.

B Center Street Existing Conditions

- Center Street is a two-way street with informal parking on one side. It lacks uniform rows of street trees and the sidewalks, on both sides, vary in width.

Center Street Recommendation

- Where Center Street narrows west of 12th Ave, continue bike lanes, with on-street parking optional, to WKU.



*Note: Dimensions are nominal and may vary.

EXISTING CONDITIONS

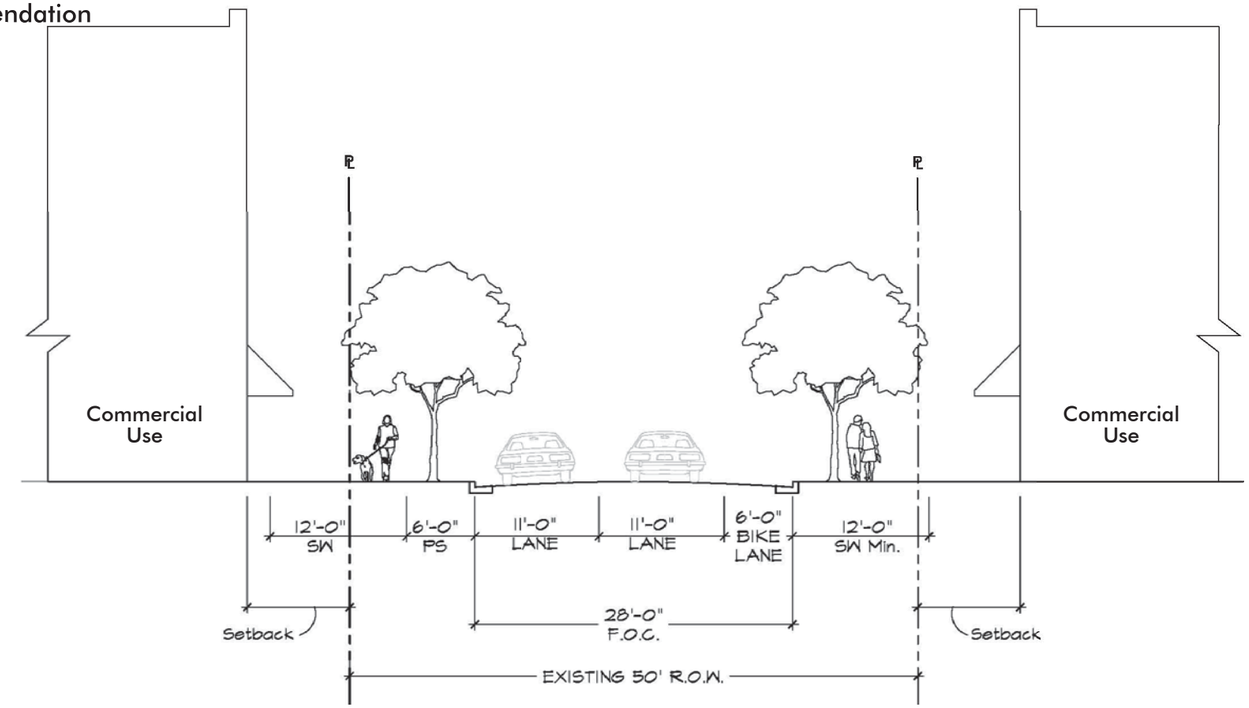
C 6th and 7th Avenues Existing Conditions

- 6th and 7th Avenues are a one-way main corridors into the Downtown. Photo below was taken along 7th Avenue.

RECOMMENDATIONS

6th & 7th Avenue Recommendation

- In effort to slow the high speed traffic on 6th and 7th Avenues, painted bike lanes, street trees, and pedestrian crosswalks with specialty paving is recommended.



*Note: Dimensions are nominal and may vary.

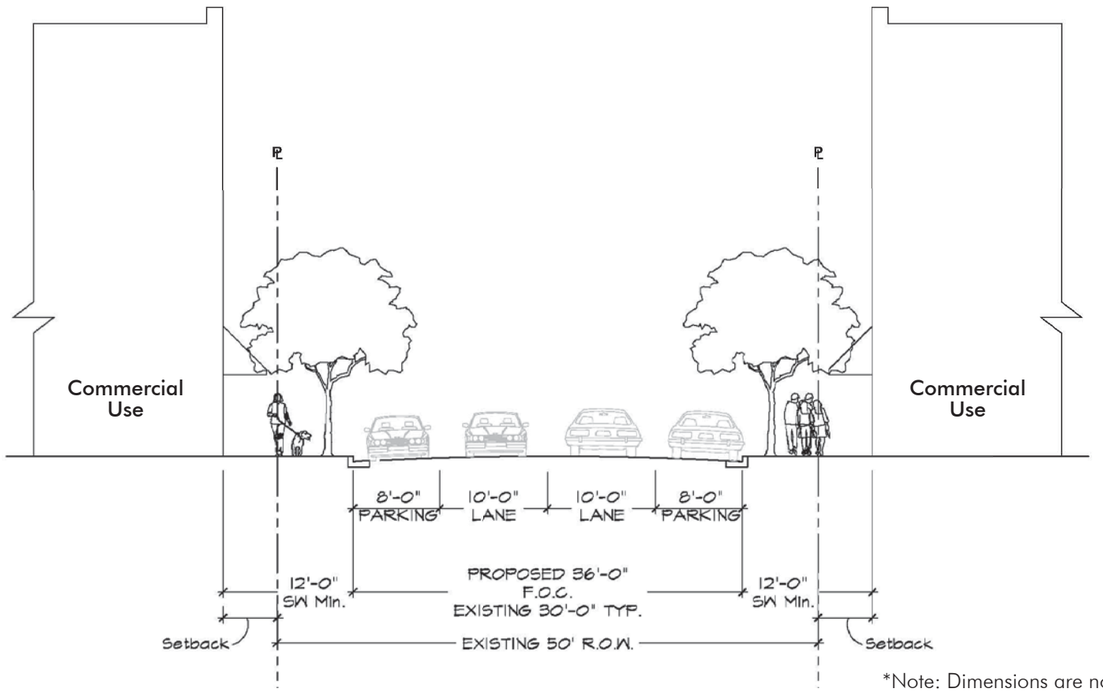
EXISTING CONDITIONS

D 8th Avenue Existing Conditions

- 8th Avenue is a two-way street with informal parking on one side. Similar to other streets in the District, it has many curb cuts, lacks street trees and has sidewalks that vary in width and need repair.

RECOMMENDATIONS

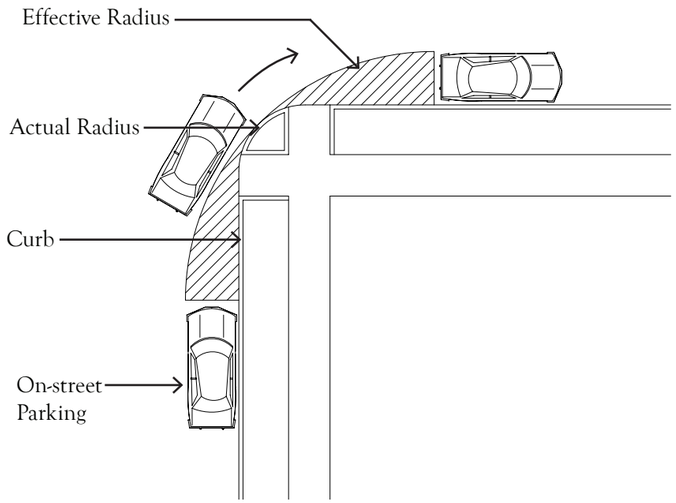
8th Avenue Recommendation



*Note: Dimensions are nominal and may vary.

Curb Radii

Curb radii shall be designed based on the minimum requirement of the associated vehicle usage. The minimum effective curb radii shall be at least 20 feet with a minimum actual radius of 5 feet. Effective radii may be reduced subject to approval of the Kentucky Department of Engineering.



Curb Bulbs at Intersections

Advantages:

- Clearly delineate on-street parking spaces
- Provide space for shade tree
- Enhance the aesthetic quality of the street
- Provide "traffic calming" by narrowing the perceived width of the lanes
- Create pedestrian friendly streets by reducing street crossing distance

Private developers should be responsible for the construction of the curb bulbs planned at the corners of their properties with the associated sidewalk replacement.

Transit Design

The Downtown shall include adequate right-of-way for potential future bus stops. Bus Stops may not be required during initial development and the reserved right-of-way may be utilized as parking or landscaping until the need for mass-transit is required.

Utilities

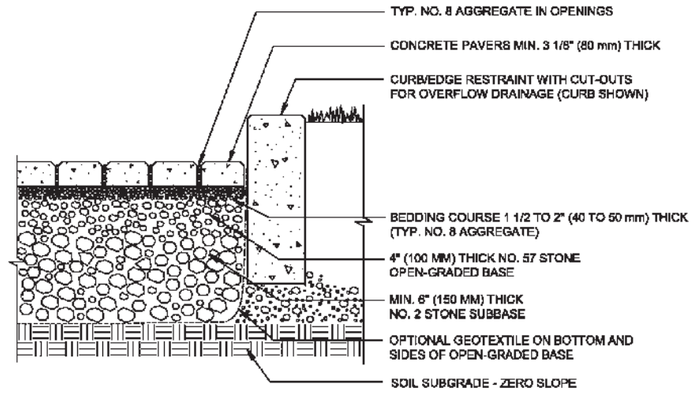
Electrical power and telephone services should be located underground, in alleys or on side streets.

Crosswalks

Textured crosswalks should be provided on all sides of each intersection. The crosswalks may be constructed of brick or concrete pavers. These pavers shall be sufficiently textured to avoid slippery surfaces and to help calm traffic.

Porous Pavement

In an effort to reduce stormwater and increase water quality, consider incorporating permeable pavement to meet strormwater goal as set forth in the Best Management Practices (BMP) Manual established by the Kentucky Stormwater Consortium.



Source: www.pavestone.com

Porous pavement used in on-street parking locations helps reduce stormwater and define drive lanes. Photo from Portland, Oregon.

3.2 PARKING TYPES

Parking for The District should be provided on all the blocks and located to minimize visibility of off-street parking areas. On street parking provides a basic core of parking spaces and will help to calm traffic and create a more pedestrian friendly streetscape. Using larger pools of parking obscured from immediate view will help to encourage walking and the use of shared parking among the various uses on the site.

The types of parking include:

1. **Structured Parking** – Multi-level, structured decks offer the opportunity to concentrate large amounts of parking in key locations within the project in close proximity to many uses. Decks adjacent to other buildings should typically be located behind buildings or architecturally screened and should be sized for consistency with surrounding buildings. Parking garages fronting streets should be lined on street level with commercial, residential, or office building uses. Parking garages offer shared parking opportunities.

2. **On-Street Parking** - Parallel parking is planned throughout The District and will provide easily accessible parking adjacent to destinations. On street parking provides excellent traffic calming for this pedestrian-oriented place. Consideration should be given to limited duration parking for on-street spaces.

3. **Surface Parking** – Small, isolated, off street lots are planned to create pockets of convenient parking out of plain view. Surface lots will typically be located to provide parking for specific buildings or uses and should be screened by buildings, landscaping, or architectural features.

4. **Underground Parking** - Larger complexes of buildings offer the opportunity to create one or two levels of parking below grade.

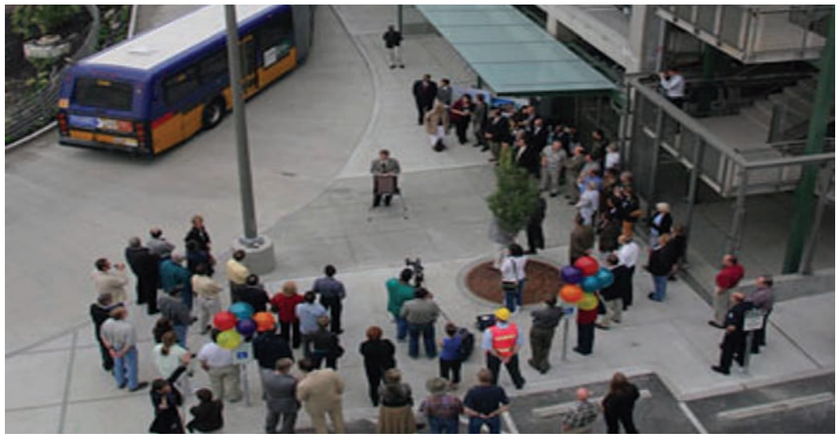
5. **Remote Parking** – For residents, employees, and users who do not need space immediately within the project, remote parking areas can be created off of the site as long as they are within reasonable walking distance or are available through the use of public or local shuttle bus transportation.

Bowling Green Transit: GO BG Transit

Photo Source: http://www.casoky.org/transportation.shtml

The parking structure entries are limited in driveway width to minimize impact on the streetscape.

Parking structures should be designed to compliment the scale and proportions of surrounding buildings.



Shuttle services can connect remote parking locations to the downtown and the University.

Parking garages should be located behind buildings or designed to fit into the streetscape.

Off-street parking should be kept out of view from the streetscape but should be easily accessible and clearly designated with signage. Defined on-street parking should be encouraged.

Appropriate Parking

Parallel parking can be re-introduced as a means of traffic calming and providing additional visible parking for retailers.

A combination of fencing and landscaping can screen a parking lot and hold the street edge.

On-street parking serves as traffic calming and protects pedestrians from busy roads.

Parking structure lined with commercial uses with appropriately designed entrance.

Parking entrances can be designed to match the scale and proportions of storefronts.

Inappropriate Parking

Parking decks should not dominate the streetscape.

Vast parking lots without landscaping create harsh environments and are not permitted.

The edge condition of this parking lot lacks sufficient landscaping and streetscaping to screen parked cars and maintain the sidewalk edge.

3.3 PARKING DETAILS

Structured Parking

In addition to providing for the placement of large numbers of critical parking spaces in central locations within the WKU Gateway to Downtown Bowling Green District, parking structures also allow for the efficient use of land on sites where space is at a premium. They also minimize the amount of impervious area necessary for large numbers of cars. Due to their size and mass, attention must be given to the aesthetic impact of these large structures on the project and surrounding buildings. Wherever possible, the mass of parking decks should relate to the surrounding buildings. Structured decks should seek to approximate mass and scale of the neighborhood buildings for consistency of building fabric and street edge. In cases where parking structures face other buildings within the site, liner buildings or architectural cladding should be considered as a means to disguise the elevations of the structure, provide scale, and maintain consistency with surrounding streetscapes. In project perimeter locations, landscaping may be used to screen garage elevations.

1. Exterior walls of parking garages visible from public streets within the project and across from other buildings should be concealed with liner structures or should have architecturally appropriate design and cladding facing the street.
2. Parking structures with street frontage across from other buildings should comply with all other standards for buildings constructed with this document.
3. Parking structures should be designed with ground floor uses compatible with neighboring areas in order to blend with surrounding structures and continue rhythm of storefronts along the street, where appropriate.
4. The treatment of parking structure façades facing streets should give the appearance of an occupied Mixed Use or Commercial building.
5. Exterior walls of parking structures on the project perimeter that are visible from surrounding areas should be well screened with landscaping or covered with architectural screening to mitigate the mass and character of the structure.

Parking Lots

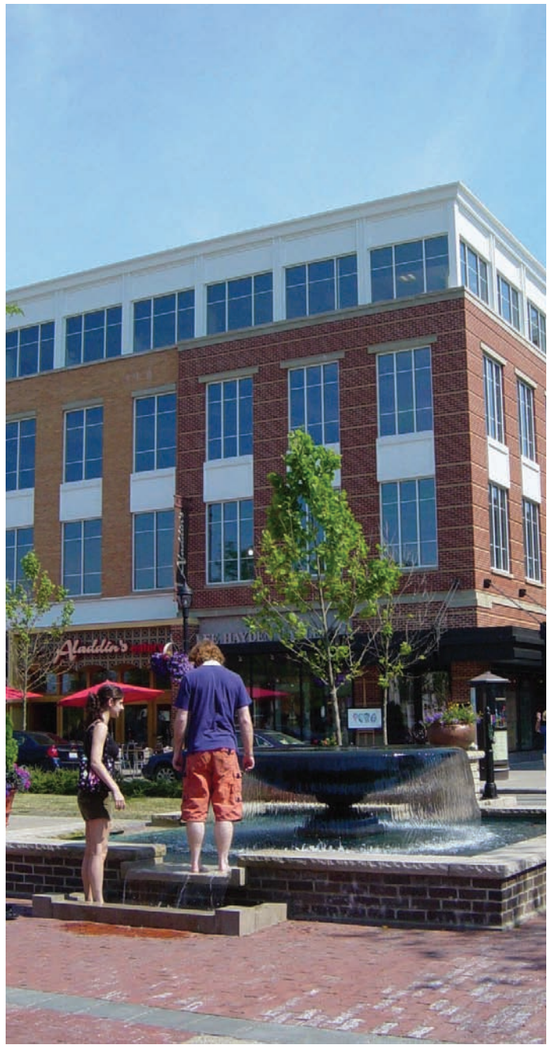
1. Parking lots should be located to the side or the rear of buildings and, where possible, be accessed from secondary streets.
2. Off-street parking should not occur in front of the primary façade or on corner locations.
3. Parking areas should be organized into a series of small bays delineated by landscape islands consisting of trees and shrubs separating them.
4. No more than 12 contiguous parking spaces should be allowed without a landscape feature. Landscape islands should have a minimum width of 8 feet and should be planted with shade trees.
5. Driveways to parking areas should be no more than 24 feet wide.
6. The perimeter of all parking lots should be visually screened through the use of walls, fences and/or landscaping, with an emphasis on any portions fronting a street.

3.4 PLAZAS/GATHERING SPACES

Each civic space should have at least 25% of its perimeter and a minimum of two sides directly adjoining a street. Civic plazas and gathering spaces should be clearly recognizable as public open space. Civic spaces located in the WKU Gateway to Downtown Bowling Green District should be surrounded with hardscaping and formal planting patterns to establish the edge and create outdoor rooms within the space. Site furniture should be provided and include shade, movable chairs, and sufficient lighting for safely.

Public Spaces should:

- Create a safe environment and accommodate various types of uses
- Respond to the microclimate (example: provide shade for sunny summer locations)
- Create interesting spaces that are proportional to the architecture
- Reflect the transcending historic character of Bowling Green



☑ Appropriate Art and Monuments

Activate plaza spaces with public art, which may include monuments, sculptures, fountains, mosaics, and murals.

Public Art should be sighted appropriately in public spaces to enhance the pedestrian experience. The artwork should enrich the Downtown, reveal community identity, and promote civic pride.

Landscape elements shall be used to indicate the entry to neighborhoods and parks within the community.

Civic art should be a key part of public areas in the most significant central spaces.

Sculpture in Fountain Square.
Photo by Jonathan Jeffery http://www.bgky.org/bgpr/ftsqpark.php

3.4 PLAZAS/GATHERING SPACES

Site Amenities
Site amenities that enhance safety and convenience and promote walking or bicycling as alternative means of transportation should be provided. Site amenities may include bike racks, drinking fountains, canopies and arcades, public art, and benches.

Pavers
Pavers may be used for sidewalks, ramps, open spaces, patios, landscape edging, decorative walls, retaining walls, mail boxes, stairs, plazas, and vehicle use areas including crosswalks, parking courts and driveways. Pavers may not exceed 75 percent coverage of an open space area.

Outdoor Seating
Outdoor seating is permitted as an accessory use to a restaurant, business, or operation serving food or beverages in an enclosed area; provided, however, such outdoor seating is located directly adjacent to the restaurant or food service establishment. The outdoor seating will not impede access of the general public to the enclosed portion or external public walkways of the restaurant. Benches may be allowed directly adjoining a business or institution for pedestrians.

Softening the Hardscape
The addition of landscaping materials is encouraged in areas of hardscape to soften the edges creating a pleasant environment for people using the spaces. The landscaping can be used along building frontages to break up a long linear plane, to create shade or as a focal point to introduce interest.

3.5 SERVICE AREAS

Service areas are an essential part of the operation of a downtown environment. Proper sizing and location of service areas must be combined with an architectural approach to the design of the facilities to ensure both proper operation and aesthetic sensibility in relation to their surroundings. The constraints of the downtown environment require an efficient use of space that warrants both sharing of facilities and the use of service areas in various locations that include the fronts of buildings. All aspects of building design should be considered, including architectural enclosures for service areas and signage for service vehicle access and operational procedures.

1. Loading docks, solid waste facilities, recycling facilities, and other service elements should be placed to the rear or side yard of the building in visually unobtrusive locations.

2. Screening should be achieved through the use of walls, fences, and/or landscaping.

3. Refuse containers and facilities should be hidden by an opaque wall or fence of sufficient height to screen the bin and any building appurtenances, but not less than 6 feet in height. Chain link fencing is prohibited.

4. Walls and fences should be constructed to match the architectural detail of the principal structure on the same block and contain a securable gate to minimize dispersal of refuse. Trash containers serving non-residential uses should not be located adjacent to residential property.

6. Businesses are encouraged to consolidate and share refuse areas and equipment.

7. Wherever feasible, refuse areas may be designated to permit sharing between adjacent buildings and include recycling.

☑ Appropriate Service Areas

Gates with buildings can provide screening for trash and utilities.

Rear entrances should be attractive but clearly secondary to the storefronts on streets and public spaces.

This service enclosure matches building material.

This service area is appropriately screened by the use of this stone wall and wooden gate.

This service area is well landscaped to provide an attractive and convenient access to the rear parking areas.

∅ Inappropriate Service Areas

Blank, windowless walls are discouraged.

Service areas should be located out of public view.

Dumpsters and other service items should not be visually prominent.

4.1 MASSING & SCALE

The overall scale and mass of the buildings that make up the District play a key role in providing the critical threshold of development needed to attract patrons, pedestrians, and activities. Buildings provide the perimeter walls for streets and public spaces and should be designed in a manner that is consistent with the nature of the spaces that they define. Buildings, collectively, should create a sense of harmony that reveals a shared focus of defining high quality, vibrant public spaces. In the downtown, the focus of building design should be on the whole rather than on individual buildings with a strong individual expression.

Massing

1. Buildings should give consideration to appropriate form and proportion as reflected in the tradition of vernacular, historic buildings. Generally, buildings should be rectangular, facing the street with the façade aligned with the front property line. Angled or non-rectilinear buildings, unless relating to the street alignment, are inappropriate.

2. The lowest two or three stories of a building should maintain a consistent line along the front setback except to provide recessed storefront entrances, a special corner feature, usable open space for outdoor dining, or to form a mid-block pedestrian passageway. If a building or a portion of the building wall is set back from the sidewalk, careful consideration should be given to maintaining the front line of the building wall at the sidewalk edge through the use of railings, columns, planters, or other architectural features.

Floor Heights

1. In order to emphasize the coherence of the streetscape, buildings should generally maintain a similar floor to floor height allowing for exceptions associated with different or special uses.
2. Generally, ground level floor heights in commercial areas should be 16 feet, and upper floors should have a minimum 12 foot floor-to-floor height. Standards are noted in the Section 2 of this document.

☑ Appropriate Façade Design - Massing & Scale

Well designed buildings should have a defined "base" (storefronts and belt course) and "cap" (cornice).

Consideration should be given to maintaining the front line of the building wall.

Larger buildings should establish a rhythm with variations in window/door trim and balconies for added visual interest. Wall offsets, breaks in roof/cornice line, and material changes give longer buildings distinct massing & vertical proportions.

⊘ Inappropriate Façade Design - Massing & Scale

The architectural elements and building massing do not follow the traditional building proportions found in the District.

This building façade is architecturally flat and lacks discernible features.

The vertical masses of this building is too chopped up with belt courses, horizontal banding, and inappropriate accent details.

Appropriate Storefront Design

Storefronts and signage should be scaled to the pedestrian.

Variation in signage and entries can give individual identities to shops in the same building.


Recessed entries offer additional glazing and display space.

Storefronts should use large amounts of glazing for displays and additional daylighting.


Awnings should be designed as parts of the storefront offering additional signage and color.

Inappropriate Storefront Design


This storefront elevation has an imbalance between solid and void and lacks necessary architectural details.

Storefronts should have a consistent elevation and not a mélange of architectural details and materials.


This building has a split floor level and no apparent entrance. Storefronts should provide clear access points and visibility to the sidewalk.

4.2 STOREFRONT DESIGN

Storefront design is critical to the creation of a visually interesting pedestrian environment and architecturally expressive buildings. Storefronts should generally front directly onto the sidewalks with ample window area and transparency to connect the pedestrians and passers-by with the interior spaces. Storefronts should follow the precedent established on traditional, mercantile streets. Within a frame, clearly defined by the building architecture, storefronts should be designed to reinforce the connection between the interior of the store and the sidewalk, to encourage people to enter or to linger outside, and to promote the extension of the commercial life of the interior into the public realm.

Composition

1. Storefronts should be designed with elements found in traditional retail design, such as large horizontal display windows with panels below and transom windows above, recessed front entries, and appropriate awnings and signs.
2. Multiple storefronts within the same building should be visually compatible in terms of scale, alignment, and general storefront design. Maintain the continuity of the building composition as a whole while distinguishing between various shops using storefront design, color, signage, and awnings. The coherence of the building design should be able to accommodate the diversity of character and individuality amongst various shops in one building.
3. Storefronts should maintain a typical rhythm such as 10 to 20 or 15 to 30 feet wide at the ground level, each with its own entry.
4. Storefront entrances should be clearly distinguished from those serving floors above.
5. Panels, windows, transoms and clerestories, signage bands, upper floor windows, and cornices should align where possible but should allow for a level of variation that provides an individual quality to the storefronts.
6. Additional elements that can contribute to interesting storefront or building design at the ground level are lighting, medallions, belt courses, plinths for columns, piers or pilasters, projecting sills, tile work, stone or concrete masonry, pedestrian scaled signs, and planter boxes.

Materials

1. Brick, stone, cast stone, wood, wood-substitute (smooth finish, cementitious planks and panels) or pre-finished heavy gauge metal panels are preferred. Synthetic stucco, vinyl siding, and light gauge metal panels are not appropriate storefront materials. Entrance doors should generally be clear glass in wood or metal frames.
2. Commercial ground floors should have between 65% and 90% glazing, as measured from grade to the interior ceiling level.
3. Storefront windows typically consist of large plate glass set in wood, clad wood, or metal frames. Incorporate display windows with high visible transmittance values (37% or greater) and low daylight reflectance (15% or less). Colored or mirrored glazing and glass block are inappropriate.
4. Storefront windows should generally not be divided into multiple lights. True divided is preferred.

4.3 MATERIALS

The visual appeal of building materials has a tremendous impact on the perception of any building. High-quality, robust and tactile finish materials project feelings of warmth, permanence, and quality. Inconsistent or inferior materials can make buildings look 'cheap' or 'flat' lacking depth created by using quality materials.

1. Durable materials are especially critical at the street level where pedestrian contact will be considerable.
2. Brick, limestone, and wood siding are prevalent as building materials throughout the area and should serve as a precedent for the use of similar materials within the project.
3. The relationship and use of materials, textures, details, and color of a new building's principal façades should be visually compatible with historic buildings in the downtown. As the District is redeveloped, new buildings in the District must be similar to their adjacent buildings as well.

Appropriate Materials

Appropriate materials Include:

1. Façade materials: brick, stone, stucco, pre-cast concrete (for sills, lintels, caps, and accent elements in brick façades), and siding (in wood or fiber-cement).
2. Windows: wood, vinyl-clad wood or aluminum, anodized aluminum.
3. Doors: wood, anodized aluminum.
4. Trim: wood, synthetics (to appear and be painted as wood).
5. Visible roofing: standing seam metal, zinc, architectural asphalt shingles, slate and high-quality synthetic slate, and wood shake (for smaller residential buildings).
6. Stucco is allowed only on a masonry brick or core-filled concrete block wall.

Inappropriate Materials

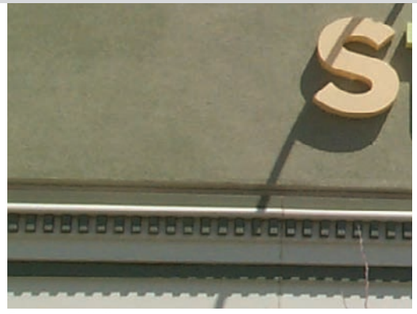
Inappropriate materials include:

1. Façade: vinyl or aluminum siding, corrugated fiberglass, unfinished concrete block, concrete, glass block, tile, coarsely finished or "rustic" materials.
2. Windows: steel, "shiny" aluminum.
3. Vinyl siding is prohibited.
4. Roll roofing, bitumen, plastic, and fiberglass roofs.

Appropriate Façade Design - Materials

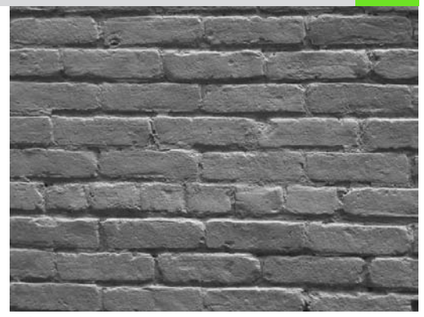
Walls

Brick - Walls and hardscape elements



Stucco - Wall

Wood or Cementitious Fiberboard - Wall



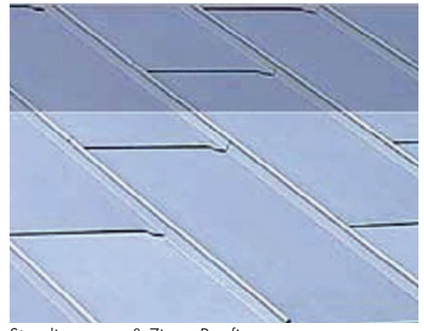
Painted Brick - Wall

Roofs

Asphalt Architectural Shingles Roofing

Slate \ Synthetic slate - Roofing

Painted Galvanized Metal - Roofing

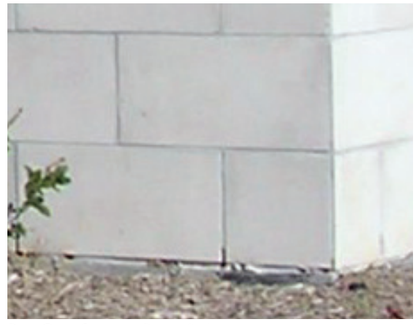


Standing seam & Zinc - Roofing

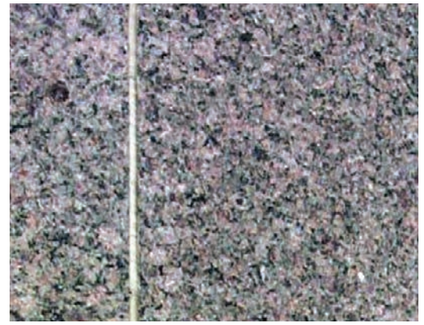
Elements

Glazing - Loft office and apartments

Wood Panels & Trim - Storefronts



Pre-Cast Stone - Base & Accents



Granite & Precast - Walls & Accents

Inappropriate Façade Design - Materials

The eave condition with exposed seam ends is inappropriate.

Stucco window trim often lacks the correct proportions and looks superficial to the façade.

Divergent brick styles and patterns detract from this window.

This building uses too many different materials in one single façade.

☑ Appropriate Façade Design - Colors

Awnings and signage should be colorful to add visual interest.

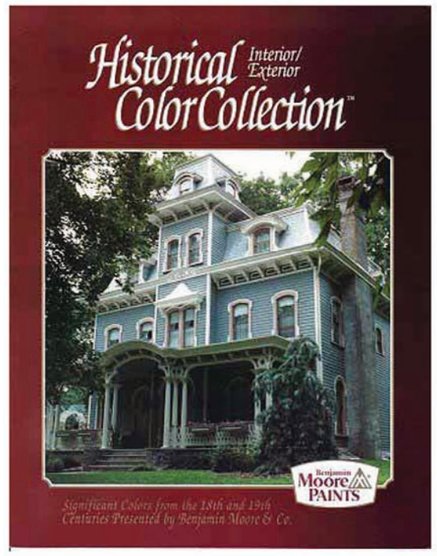
Awning, door and cornice trim should be painted to compliment the building.

Accent colors are permitted for doors, window sashes, architectural accents and trim.

4.4 COLORS

Paint color schemes should be compatible, natural colors that enhance the coherence of the streetscape rather than accentuating the individuality of each of the buildings. Color schemes should be in keeping with traditional palettes, which are typically derived from indigenous earth tones, such as ochre, sienna, umber, and terra cotta, and used with traditional paint mixing techniques. Traditional variations reflect the availability of local materials. Brighter, traditional colors are encouraged if used to enhance the quality and cohesiveness of the public realm.

1. Painted buildings should use complementary, natural colors with no more than three colors to the façade. The building colors should typically include a base color, complementary trim, and accent color for doors and shutters.
2. Body colors should be earth tones with complementary trim colors (reds, creams, tans, whites, grays, dark greens, and black). Alternatively, some pastels (non-earth tones, whites, grays and grayish greens) may be used on a limited basis.
3. Window, door, and cornice trim should be painted a highlighting color complimentary to the body (whites, creams, deep blues, greens, reds, and blacks, and grays).
4. Accent colors are permitted for awnings (typically green, blue, yellow or red canvas), doors, window sashes, architectural accents and trim, and should match the body and trim colors.
5. Color schemes should be compatible and complementary with nearby buildings.



Reference historic paint palette guides by major paint manufactures, such as Benjamin Moore Paints, for examples.

4.5 WINDOWS & OPENINGS

1. Windows should be architecturally compatible with the design, materials, colors, and details of a building.
2. Windows should generally be vertically proportioned with the exception of those types of windows that are traditionally configured differently, such as clerestory windows.
3. Multiple windows, bay/box windows, and dormers should only be used if appropriate to the scale, massing, and façade design of a building.
4. Where buildings are located on corners, the window style and details should be consistent on all the façades facing the streets.
5. Windows should be framed with wood, vinyl-clad wood or aluminum, or anodized aluminum (for storefronts).
6. Windows should be rhythmically spaced in a pattern compatible with the form of the building.
7. Upper floor windows should be vertically aligned and smaller than the display windows of the ground floor. Windows divided with muntins help reduce the scale of large windows. True divided windows are preferred.
8. The upper levels of the front façades should have 20-65% openings with up to 80% allowable at the penthouse level.
9. Windows, especially ones in masonry buildings, should be recessed in their openings and not flush mounted with the exterior of the wall, and should appear as individually "punched" through the wall rather than as adjacent windows separated by frames.
10. Blank, windowless walls are discouraged. Where a blank wall is necessary, it should be articulated by blank window recesses trimmed with frames, sills, and lintels, or by using recessed or projecting display window cases if the building is occupied by a commercial use. Pilasters, water tables, and cornices may also be used to articulate blank walls. Intensive evergreen landscaping may also be appropriate in certain cases.

☑ Appropriate Façade Design - Windows & Openings

Ground floor storefronts should be more transparent but upper floors should typically have 20% - 40% openings.

Balconies and windows should form a rhythm of solids and voids across a façade.

Windows can be used to create a consistent design vocabulary and muntins help reduce the scale of large windows.

Windows and doors should align one over another and reinforce the vertical proportions of the building.

Bay windows can be used to create depth to a building façade.

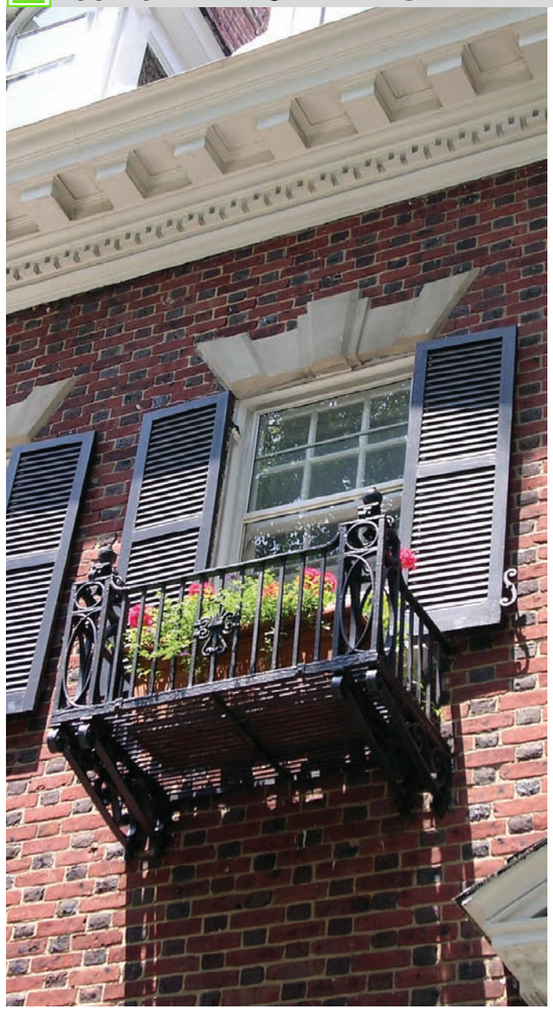
∅ Inappropriate Façade Design - Windows & Openings

Window and door proportions and styles should match.

Windows should be architecturally compatible with the design, material colors, and details of a building.

The proportion of windows to façade in this image is inappropriate and quantity of windows is insufficient.

Appropriate Façade Design - Windows & Balconies



Small, yet well designed, balconies offer opportunities for flower boxes and additional ornamentation to the façade.

Balconies and windows should form a rhythm of solids and voids across a façade.

Simple canopies and transoms can give variety to the windows.

Shutters should be sized to match the window opening.

Balconies will offer additional living space opening to streets and public spaces.

Inappropriate Façade Design - Windows & Balconies

Shutters that do not match the window size are inappropriate. Shutters sized for a single window should not be used on double windows.

The scale, proportion, and mixing of elements are all inappropriate for windows.

Window heads and trims should not be overscaled.

4.6 WINDOW DETAILS

Window Openings

1. Windows in this District should reflect the historic character of Bowling Green's Fountain Square buildings. Operable, single pane casement windows as well as French doors are also appropriate for residential use. If windows or door openings are to have further dividing members, such divisions should be true divided light. Interior grilles alone or grilles set between the panes of double glazing alone are not appropriate.
2. Glazing should be clear or slightly tinted glass (not opaque nor highly reflective).
3. Metal screens or bars should not cover window openings.

Shutters

1. Where appropriate to the design of a building, paneled or louvered shutters should be provided on all windows visibly exposed to a street or common open space.
2. Shutters should be sized to match the actual window dimensions.
3. Single shutters should not be used on double or larger windows.
4. Shutters should either be operable or appear to be operable through the use of non-visible fasteners that create a slight projection where the shutter is affixed to the outer edge of the window.
5. Shutter style should match the window and architectural style of the building.

Balconies

1. Upper floor bays and balconies may encroach into the right-of-way per the District standards.
2. The use of flower boxes and planters are encouraged on shallow balconies as well as the deeper balconies.
3. Deeper balconies are intended to be usable and may have simple awnings or canopies.
4. Balcony railings should be designed for transparency so that the planar quality of the street wall is not diminished by the balcony.

4.7 ROOF & CORNICE FORM

Cornices and Parapet Walls

1. Provide articulation and detailing where the roof meets the wall, including cornices or rakes. Moldings, brackets, and finials can be special elements added to the cornice.
2. Parapets are a distinguishing characteristic of downtown areas. Flat roofs must have a parapet wall on the building's front and sides.
3. In larger commercial buildings, extended parapets, projecting cornices, pitched or slope roofs, or decorative moldings of 10 inches or more would be appropriate to give the roof/ cornice area proper visual weight and proportion to the building.
4. Important architectural features, such as cornice lines, should be used where possible to enhance relationships between buildings and give coherence to the street wall.

Roof Shape

1. Traditional main street roofs throughout the United States are typically "flat" (sloped 1-in-12 or less) with parapet walls along the street edge that conceal the roof shape. However, many traditional, colonial buildings throughout this region were also characterized by sloped roofs, including gable, hipped, gambrel, and shed roofs with and without dormers. In order to enhance the diversity of neighborhoods and architectural forms within the downtown, roofs within the project should draw upon both historical precedents.
2. Flat roofs behind parapet should be configured and sloped appropriately for proper drainage. Sloped roofs should have slopes between 4-in-12 and 12-in-12. Domed roofs should adhere to traditional forms and proportions. False gables are inappropriate.
3. Sloped roof heights from eave to peak should not exceed the height from grade to eave (the roof should not be taller than the building wall supporting the roof).
4. In general, architectural solutions should be used to conceal mechanical equipment, particularly in rooftop applications.

Roofing Materials & Color (See Materials & Color sheets for more information)

1. If visible, roofs should be constructed of standing seam metals (painted aluminum & steel, zinc, copper), slate or imitation slate, or architectural asphalt shingles. Solar panels may be placed on sloped or flat roof tops. In visible locations, solar panels should have an architectural correspondence to the shape of the roof.
2. Visible roof materials should be muted in color (dark reds, browns and earth-tones, natural metal colors including aluminum, dark anodized aluminum, zinc, tin and lead). White, bright, non-fading and high-intensity colors, multicolored and bright metal finishes are inappropriate on visible rooftops. Colors should be considered in the context of heat island effect. On visible, sloped roofs, any colors lighter than absolute black will help to alleviate this effect. On flat roofs, material surfaces should be reflective colors or, preferably, landscaped roofs consisting of appropriate plants.

Mechanical Equipment

1. The form of the roof or cornice should hide mechanical equipment and roof penetrations, such as plumbing stacks and vents, from view from streets and sidewalks.
2. Downspouts on public façades should be metal (with leader boxes) and oriented so as to not discharge water in a manner that hinders pedestrian areas and should be considered in the stormwater management strategy for the site.
3. Vents, grilles, and louvers required on buildings façades for mechanical systems should be architecturally integrated into the façade design.

☑ Appropriate Façade Design - Roof & Cornice Form

Cornice overhangs may utilize brackets for additional detail.

Longer roof lines should be broken by offsets and changes in roof form.

Cornices should act as a substantial cap as well as create shade and shadow on the building.

∅ Inappropriate Façade Design - Roof & Cornice Form

Cornice lines should be consistent or step gradually.

This cornice does not provide a proper "cap" to the building. The dentils and cornice profile are improperly detailed and poorly proportioned.

"Stage set" parapet walls are discouraged. Corners to return 18 inches minimum.

Section 5: Streetscapes

5.1 LIGHTING DESIGN

Site lighting is a key part of the articulation of the public realm. Lighting fixtures not only provide for the safety and accessibility of the outdoor spaces at night but are a key aspect of the street furnishings that give scale and dimension to the streetscape. Fixtures should be selected for lighting capacity as well as for architectural detailing that will lend a sense of quality and articulation to the public realm. To the maximum extent possible, they should be consistent throughout the project.

1. Site lighting should be pedestrian-scaled and architecturally compatible with lighting installed in adjoining areas.
2. Lighting should be limited to the amount and intensity necessary for safety, security and to complement architectural character. Lighting that would spill onto, or interfere with, the character of the surrounding neighborhoods is not permitted.
3. Traditionally styled fixtures or appropriately scaled contemporary fixtures are recommended. Lighting should be in the form of gooseneck fixtures attached to the façade, or by means of accent pendants or sconces and should be coordinated with the building design to be in keeping with the style of architecture.
4. 'After-hours' lighting which illuminates the front of the storefront while contributing to a comfortable nighttime pedestrian experience is encouraged.
5. Fixtures used for architectural lighting, such as façade, feature, and landscape lighting, should be aimed or directed to preclude light projection beyond immediate objects intended to be illuminated. Shield or arrange light sources to minimize unnecessary glare for pedestrians and cars.
6. Visible fluorescent bulbs, exposed exterior neon lighting, colored bulbs (except for seasonal decoration) and internally lit awnings are inappropriate.
7. "Washing" the entire building façade is inappropriate.
8. Electric boxes, transformer utilities, and conduits should be concealed from view.
9. Attached building or wall pack lighting should be screened by the building's architectural features and contain a thirty-five (35) degree cut-off shield.
10. Ground-oriented, pedestrian-scale lighting should be considered as an alternative to pole-mounted fixtures along pedestrian walkways.
11. No luminaries should have any blinking, flashing or fluttering lights or other illuminating device which has a changing light intensity, brightness or color, nor is any beacon light permitted, except those required for fire alarm and/ or emergency systems.
12. Metal halide, color-corrected mercury vapor and color corrected high-pressure sodium lamps are preferred. Low-pressure sodium is prohibited.

☑ Appropriate Lighting Design

Ceiling hung fixtures are appropriate on porches and arcades

Fixtures should be coordinated with the design and signage of the building.

Light fixtures should be consistent with signage and storefront style and materials.

Light fixtures can be used as both an architectural feature, and a means of illuminating the public space.

Illuminating a display window helps give light to the street.

∅ Inappropriate Lighting Design

Light fixtures should have a relationship to rhythm and elements of façade.

Wall-pack and flood lights are not appropriate on front façades of buildings.

All wiring and conduits should be hidden from view.

☑ Appropriate Street Furniture Examples

Pole Lighting: Solitaire Luminaire by KIM Lighting

Benches: Scarborough Bench by Landscape Forms:

Trash Receptacles: Scarborough Receptacle by Landscape Forms

Bollards: Annapolis Bollard by Landscape Forms

Uplighting: Bronze Light-Vault LTV750 / LTV50 series by KIM Lighting

Bike Rack: 36" Loop Double-stack capability by Wabash Valley

5.2 STREET FURNITURE

Street Furniture:

Pedestrian lighting, bollards, bike racks, bus stop shelter, directional signage, and benches are all part of the street furniture that help to make the streetscape friendly to all users. Well designed and located bus shelters with clear signage should help to reinforce the use of public transportation. Bike racks and storage areas help to make the District friendly to bikers. Benches should provide respite for pedestrians in key locations. Directional signage should help to clarify movement through the downtown, including to and from garage access points.

Specifications of Appropriate Examples:

Lighting: Solitaire Luminaire 150w Metal Halide, 14'-0" pole with black powder coat finish by KIM Lighting: sale@kimlighting.com

Benches: Scarborough Bench 8'-0" length - metal black powder coat finish by Landscape Forms: 800.521.2546

Trash Receptacles: Scarborough Litter Receptacle - metal black powder coat finish by Landscape Forms: 800.521.2546

Bollards: Annapolis Bollard - 6" diameter, black powder coat finish, with or without light, removable via keyed lock, made by Landscape Forms. Solar powered bollards are available in this series.

Uplighting: Bronze Light-Vault LTV750 / LTV50 series accent or wall wash 70w Metal halide, flush with grade by KIM Lighting

Bike Rack: 36" Loop Double-stack capability by Wabash Valley or equal with black powder coat finish. Locally made bike racks of equal quality and detail is encouraged.

Downtown Signalization: Contact the City of Bowling Green Public Works and Planning Department for the signalized intersection pole requirement and specification.

Note: The images to the left illustrate appropriate examples of street furniture for the Gateway to Downtown Redevelopment District.

5.3 STREET TREES

Tree species are an essential component of the streetscape design. All landscaping shall be installed and meet the quality requirements outlined in the American Standard for Nursery Stock. Plant materials that can survive on normal rainfall or that require minimal irrigation are recommended. Highly invasive non-native plant species are not permitted due to their aggressive growth characteristics. For purposes of creating an overall planting design, the following tree recommendations are listed below:

Canopy Trees

Where possible, use large trees, which will create canopies and make a major impact in shaping an urban forest or park-like setting. Abundant foliage casts generous shadows and large trees will denote the most important streets and the boundaries of the development.

Street trees should be planted approximately 40 ft on center and be a minimum of 3 inch caliper upon time of planting. Street trees must be maintained and replaced if dead. Street trees type, exact cultivar, and placement must be coordinated as blocks are developed.

East-West Streets (Kentucky Street)
- Red Maple (Acer Rubrum)

East-West Streets (Center Street)
- Willow Oak (Quercus Phellos)

East-West Streets (From the list below, select and coordinate with existing developments along the street.)
- Ginkgo (Ginkgo Biloba - male cultivar only)
- Green Ash (Fraxinus pennsylvanica)
- Sweetgum (Liquidambar styraciflua)

North-South Avenues (From the list below, select and coordinate with existing developments along the street.)
- Zelkova (Zelkova serratta)
- Hop-Hornbeam (Ostrya virginiana)
- Kentucky Coffee tree (Gymnocladus dioicus, male cultivar)

Small Flowering Trees

Small flowering trees may be used under overhead lines in lieu of large canopy trees as noted above. Smaller trees may also be used in addition to canopy trees where smaller planting strips occur. The addition of flowering trees adds interests and color to the streetscape.

- Redbud (Cercis canadensis)
- Cherries (Prunus Spp.)
- Serviceberry (Amelanchier canadaensis)
- Saucer Magnolia (Magnolia x soulangiana)

Note: Avoid the bucket effect: when planting trees, provide noncompacted soil for roots to extend beyond the placement of the plant.

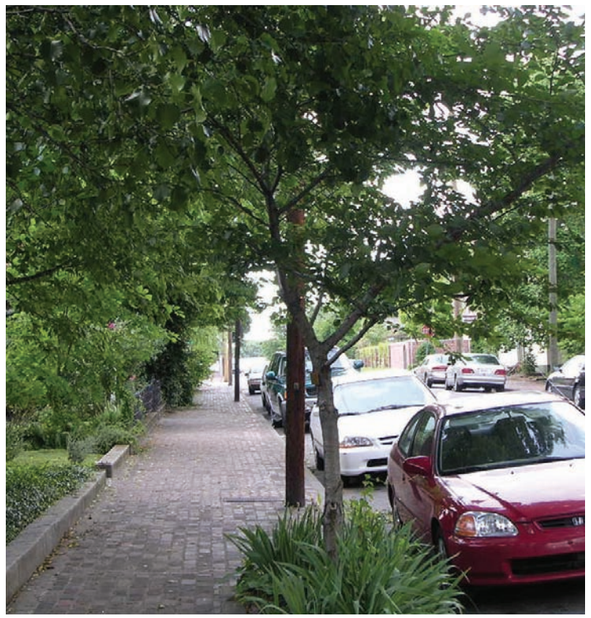
☑ Appropriate Street Trees

Ornamental planters and hanging pots are encouraged along streets.

Where possible, provide additional landscape areas to encourage the growth of larger shade trees.

Canopy trees provide shade and create a more comfortable and desirable experience for shoppers.

Small Flowering Trees such as the Saucer Magnolia provide fragrance and seasonal color to the urban environment.



Trees should be used in sidewalk planting wells and planting strips.

Coordinate street tree planting with street lighting and other utilities.

Appropriate Public Space Details

Hardscape

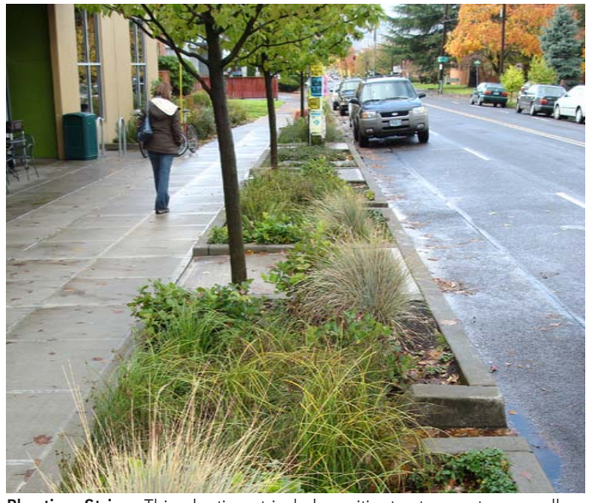
Concrete - Typical sidewalk pavement is concrete with joints at regular intervals.

Brick Banding may be used for board accents. Image shown is from Fountain Square.

Brick Pavers - For use at intersections, plazas areas, and for use in parks to denote special gathering spaces.

Softscape

Concrete Sidewalks and Planting Strip - Sidewalks in Residential areas may be plain brushed finish concrete.



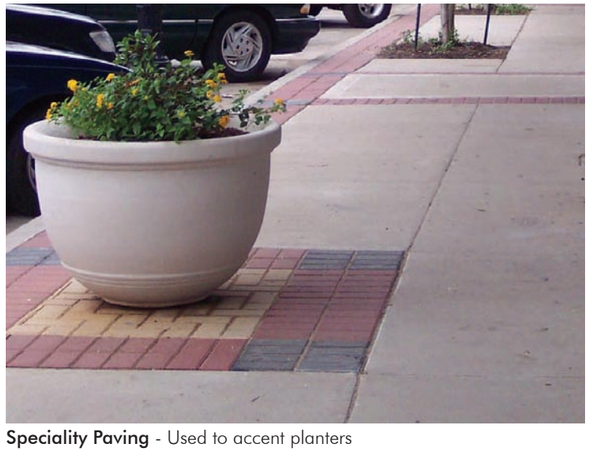
Planting Strip - This planting strip helps mitigate stormwater as well as enhance the streetscape.

Planting Bed - Public Spaces should include planting areas that provide year-round interest.

Edging

Granite - Curbing and planters

Low Planter Wall - Used to separate semi-private from public sidewalks



Speciality Paving - Used to accent planters

5.4 SIDEWALK DETAILS

Unique public space and special sidewalk treatments (both public and private) help to create a sense of identity and design cohesion. Uniform standards for sidewalks and other paved areas (such as using consistent brick and paver accents) can help direct pedestrians from internal parking areas to the streetscapes and public spaces. Properly maintained parks, plazas, and sidewalks promote a safe, clean, and accessible environment that is inviting to pedestrians. Street trees, street furniture, and paving surfaces are the design components that determine the character of the public realm. Outdoor living spaces, which are inviting and interesting, are essential to the identity of the downtown and main street concept.

Public space requirements include:

1. Public sidewalks must have a continuous clear passage width of five feet. In designated locations, public sidewalks may be separated from the edge of public streets by placement of an outdoor terrace area between the street and public sidewalk. The requirement for an unimpeded five foot public path remains in effect.
2. Street Trees: Street trees and tree grates should be placed outside of the five foot zone of clear passage but within the right-of-way of the public sidewalk area. In areas of high pedestrian and commercial activity, tree wells should be covered with decorative grates or permeable pavers in order to maximize uninterrupted pedestrian pathways. Where ample passage is provided, tree planting areas may be treated as planting beds to soften the landscape.
3. Materials: Concrete, stone, concrete pavers, brick pavers and metal grates are acceptable materials for the sidewalks and plaza spaces. Public sidewalks and outdoor terraces in general must be constructed from high quality, durable materials designed for high volumes of pedestrian traffic and regional weather extremes. Sidewalks should be designed for ease of use and regular maintenance. Where pavers are used in sidewalks, concrete or highly stabilized base materials should be used to minimize unevenness of surfaces and collection of dirt.
4. Private walks: Private walks from parking areas or between buildings should be compatible with public sidewalk treatments and should be located at sensible points to facilitate movement between these areas and the public spaces.

5.5 SIGNAGE DESIGN

Signs are impermanent elements of the building but can be used to reinforce the architectural style of the building and express the presence of a retail establishment. Good sign designs will enliven and enrich the streetscape experience for pedestrians without detracting from the spatial coherence and quality of the streets and public spaces.

Sign Standards

1. The purpose of this Section is to provide a unified sign character in the District. These standards are intended to regulate the number, location, size, height, and illumination of on-premise signs.

2. In order to demonstrate the appropriateness of signage proposed for installation in all or a particular phase of the District, a Sign Plan shall be prepared and submitted for review through the prescribed Review Process and for review by the Warren County Planning Commission in all instances where a Detailed Development Plan is necessary under the local zoning ordinance. The Sign Plan shall indicate all the signage types to be used and their respective placement and installation criteria on a site plan and or building elevation(s). The Plan shall include dimensioned general elevations and plan perspectives and a computation of the total allowable sign area for each type of sign.

3. All on-premise signs shall conform to the sign standards contained in the Permitted Signs Table, and related notes for each specific sign type. Signage not conforming to these standards shall not be permitted unless otherwise authorized in the Review Process.

4. The sum of all sign faces on a freestanding sign shall not exceed twice the maximum permitted sign area as set forth in Permitted Sign Table and related notes. The Sign Table provides the maximum number of signs, sign area, and location of signs permitted.

5. No Temporary or Permanent sign shall be installed in such a way as to obstruct sidewalks or paths of ingress or egress.

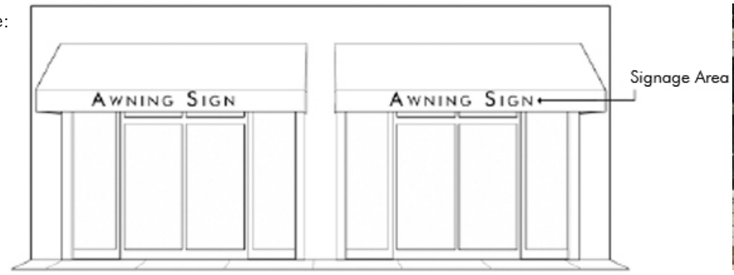
PERMITTED SIGNS TABLE

Permanent						
Type	**Maximum Amount**	**Maximum Sign Area**	**All Land Uses Except Civic/ Institutional**	**Civic/Institutional**	**See Notes**	**Other**
Awning Signage	1 per awning	10% of awning face	Ground floor level only	Permitted	1	Illuminate only with direct surface lighting (no backlighting)
Building Directory, Wall Mounted	1 per building entrance	8 sf	At building entrance Building wall	Permitted	3	
Building Marker	1 per building	3 sf	Building wall	Building wall	2	No commercial message
Illuminated Window Signs	1 per ground floor tenant	2 sf	Inside of window	Not permitted	4	Neon tube lighting only; cabinet-type sign not permitted; no commercial message or logo
Marquee Sign	1 per building	250 sf	Permitted for specified uses	Permitted	5	Changeable copy permitted
Menu Sign	1 per ground floor restaurant tenant	8 sf	At building entry	Permitted at concessions	6	Allowed only for restaurants, cafés, and concessions
Parking and Directional, On-Site	Parking – 2 per parcel	Parking – 8 sf Directional – 20 sf	Permitted	Permitted	7	No commercial message; Placement should be close proximity to entrance drives
Parking and Directional, Off-Site	2 per parcel	20 sf	Completely freestanding	Permitted	7	No commercial message;
Projecting Sign	1 per ground floor tenant	6 sf per side for total of 12 sf	Minimum 8 feet above ground	Minimum 8 feet above ground	8	Changeable copy Prohibited
Suspended Sign	1 per ground floor tenant	6 sf	Under canopies and overhangs	Under canopies and overhangs	9	Area over 2 sf counted as part of overall allowed signage
Wall Signs	1 per ground floor tenant	1 sf per 1.5 times length of the wall the sign is attached to for primary sign (see note 11)	Parallel to building face	Permitted	10	May not project more than 18 inches. Located on ground floor only
Window Sign	Ground Floor Only	25 percent of gross glass area on any one side of building	Windows on front facade only	Permitted	11	Indoor signs located within 2 feet of window are considered window signs
Outfield Stadium Signs and Scoreboard	See note 13	See note 13	Not Permitted	Permitted	12	See note 13
Temporary						
Event Banners	See note 14	50 sf	Not Permitted	Permitted	13	No commercial message
Street Banners	1 per street light pole	10 sf	Permitted	Permitted	"	No commercial message; street banner shall be mounted securely with an appropriate top and bottom bracket to the light pole.
Sandwich Board	1 per restaurant or café	10 sf per side; 2 feet width; 60 inch height limit measured from sidewalk	In area of storefront	Permitted; limited number allowed around entrance and plazas	14	Limited applications; Sandwich board shall not obstruct sidewalk or means of egress

Notes:

1. **Awning Signs** shall be allowed, provided that:
   a. On a single-occupant property one awning sign may be allowed.
   b. Awnings shall be mounted in locations that respect the design of the building, including arrangement of bays and openings.
   c. On a multi-occupant property one awning sign may be allowed over each occupant entrance in lieu of other wall signs.
   d. The maximum area of an awning sign shall not exceed ten percent of the total awning face front and side area.
   e. Awning signs may be illuminated only with direct surface lighting and not with any form of backlighting.
   f. The sign shall contain not more than one piece of information and may include the logo within the allowable sign area.
   g. Awning signs shall be permitted over each ticket booth at the Baseball Stadium provided the awning signs shall not exceed 10 percent of the total awning fact front and side area and shall not be backlighted.

Example:



2. **Building Marker** signs shall be allowed, provided that:
   a. Such signs shall not exceed 3 square feet in area.
   b. Such signs shall contain no logo or commercial message.
   c. Such signs shall be made of permanent material, such as bronze or masonry, and be permanently affixed to the building wall.
   d. Such signs shall not exceed one on any single building.

Example:

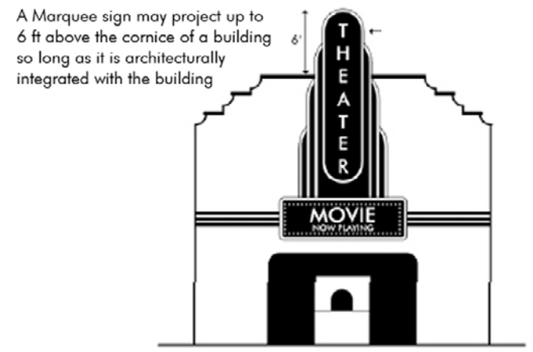
3. **Building Directory, Wall Mounted -** Signs identifying the occupants of a building, including upper story business uses shall be permitted for buildings with multiple tenants, provided that the following standards are met:
   a. The sign shall be located next to the principal entrance and no higher than head height of adjacent entry door.
   b. The sign shall not project outward from the wall more than 6 inches.
   d. Wall mounted directory signs within the District shall not exceed 8 square feet in total sign area.
   e. The sign shall not be illuminated separately.

4. **Illuminated window signs** shall be allowed provided that:
   a. Such signs shall not exceed 2 square feet in area and shall be placed on the inside of a window.
   b. Such signs shall contain no logo or commercial message.
   c. Such signs shall be neon tube lighting only and shall not be a cabinet-type sign.
   d. Such signs shall not exceed one per tenant.

5. **Marquee Signs** - In addition to permitted wall signs, marquee signs with changeable copy shall be allowed at theaters, baseball stadium, community playhouses, and amphitheaters. A marquee sign shall not project more than 6 feet above the cornice of a building provided that it is architecturally integrated with the building. The maximum sign area for a marquee sign shall be 1½ square feet of sign area for each linear foot of building frontage not to exceed a total sign area of 250 square feet unless otherwise permitted by the Review Process.

In the case of a freestanding marquee-style structure serving the baseball stadium, the marquee shall not exceed a maximum sign area of 250 square feet unless otherwise permitted in the Review Process. The baseball stadium shall be permitted to have a secondary marquee sign at the secondary entrance to the stadium provided, the secondary marquee shall not exceed a maximum sign area of 200 square feet unless otherwise permitted in the Review Process.

Example:



6. **Menu Sign** shall be allowed only at the entrance to a restaurant or café, provided that:
   a. Such signs shall not exceed 8 square feet in area and 4 feet in height.
   b. There shall be no more than one such sign per business.
   c. The color of such sign shall compliment the main building or other signage for the project.

Example:

7. **Parking and Directional Signs** - Off-site, freestanding parking and directional signs are allowed to communicate directional information, provided they meet the following requirements and standards. Suitable uses for off-site parking and directional signs shall include, but not be limited to, public parking, civic buildings, public and private schools and universities, baseball stadium, hospitals, conference centers, and points of interest.

Off-site directional signs shall be completely independent, freestanding structures and not attached to any other structure, nor shall any structure, including other signs, be attached to an off-site directional sign. Off-site directional signs may be located in the following areas:

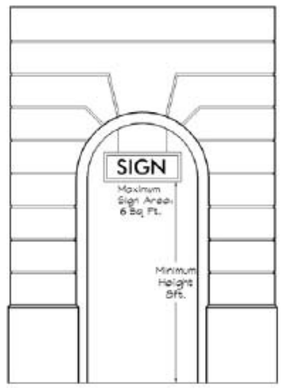
   a. On a parcel abutting the parcel identified on the directional sign.
   b. On a parcel subject to a recorded document insuring ingress and egress to the parcel identified on the directional sign
   c. Within 50 feet of a point of ingress.
   d. Not in a public right-of-way or public easement (unless the sign is providing directions to a public facility including, but not limited to, recreation facilities, school, library, etc.)
   e. The maximum sign area per sign shall not exceed 20 square feet.
   f. The maximum number of off-site directional signs shall not exceed 2 per parcel.
   g. Off-site directional signs shall not contain a commercial message.

5.5 SIGNAGE DESIGN

8. **Projecting Signs** attached to a building in a perpendicular fashion shall be acceptable as part of the permitted signage. The number of such signs shall not exceed one per first floor tenant provided that:
   a. The sign area of the signboard shall not exceed 6 square feet per side and 12 square feet in total signage.
   b. The height of the top edge of the signboard or bracket shall not exceed the height of the wall from which the sign projects.
   c. No element of the sign shall hang lower than 8 feet above the ground or pedestrian walkway.
   d. Since projecting signs may extend over the public right-of-way, they shall be mounted and attached to buildings in a secure manner. The sign, brackets and mounting devices shall be maintained in good repair for both safety and appearance. Conceal method of installation.
   e. Neither the signboard nor the bracket shall project more than 36 inches from the wall.
   f. Projecting signs may be illuminated indirectly; internal illumination is prohibited. All indirect lighting or spot lighting shall require complete shielding of all light sources so as to illuminate only the face of the sign and prevent glare from off-site.
   g. All lettering and graphics shall be permanent; changeable copy is prohibited.
   h. The sign shall contain not more than one piece of information and may include a corporate logo within the allowable sign area.

9. **Suspended Signs** shall be allowed under canopies or along pedestrian arcades, provided that:
   a. Such signs shall not exceed one per tenant space in a multi-tenant building.
   b. Where multiple tenants occupy a single tenant space, the tenants shall be limited to one suspended sign containing not more than two pieces of information and may include the logo of one or more tenants within the allowable sign area.
   c. Such signs shall not exceed 6 square feet in area.
   d. Such signs shall not be individually illuminated.
   e. The sign shall contain not more than two pieces of information and may include the logo within the allowable sign area.

Example:



10. **Wall Sign** - Shall be permitted for non-residential and mixed-use structures provided:
   a. One sign per business per street frontage; in the case of a corner lot having frontage upon two streets, the business shall be permitted to have one secondary wall sign installed on the façade facing the secondary street with a maximum permitted sign area not to exceed the lesser of 50 percent of the maximum of the primary wall sign or 1 square foot per 1.5 times the length of the wall the sign is attached and the sign contains not more than one piece of information excluding the logo.
   b. One wall mounted sign is permitted on the front wall and shall not exceed 1 square foot per 1.5 times the length of the wall the sign is attached.
   c. One additional wall sign may be installed on a rear wall, provided, there is a rear facing entrance through which patrons can gain access to the business and the sign shall not exceed the lesser of 50 percent of the maximum area of the front wall or 1 square foot per 1.5 times the length of the wall the sign is attached. A sign placed on a rear wall shall contain only one piece of information excluding the logo. A wall sign on a rear wall facing a residential use shall not exceed the lesser of 25 percent of the maximum area of the front wall or 1 square foot per 1.5 times the length of the wall the sign is attached.
   d. A wall sign shall not cover or partially cover a required wall opening.
   e. Wall signs shall be installed on first floor wall only.
   f. Wall signs shall be separated a minimum of 3 feet along the same wall face.
   g. Wall signs shall not exist with projecting signs on the same wall of the business.
   h. A wall sign shall not be internally illuminated.
   i. Wall Signs for Theaters, Amphitheaters, and Community Playhouses are allowed to have the following additional wall signage:

      (1) Changeable copy signs on a marquee or on the front wall of the building in the form of poster boxes shall be permitted.
      (2) A theater may install one or more back-lighted or internally illuminated “poster boxes”, provided such boxes:
         (a) Shall not exceed 36 by 54 inches each in area.
         (b) The top of such boxes shall not be more than10 feet above ground.
         (c) Such boxes shall be permanently mounted to a wall.
         (d) The maximum number of poster boxes permitted shall correspond to the number of theaters or stages within the theater, amphitheater or community playhouse.
         (e) The sign area within poster boxes shall not be counted against the total wall sign area allotment.
         (f) Poster boxes shall be measured individually without regard for the spaces between the individual boxes.

   j. All wall signs, except building markers, shall be subject to the maximum area limitation on wall signs.
   k. The total number of wall signs shall be limited to one on single tenant and multi-tenant buildings that share a common principal entrance.
   l. No wall sign shall project above the highest point of the building wall on which it is affixed
   m. On a single occupancy building, all signage or message elements, except for poster boxes, marquee signs, logos and wall signs on theaters on any single wall, shall be considered parts of the same sign and shall be measured by a rectangle surrounding all of them.
   n. On a multi-occupancy building, each occupant with a separate individual outside entrance serving the general public may have a separate wall sign. Corner tenants with a door or window on their side walls and tenants with a separate outside entrance serving the general public where such entrance is in a different exterior wall from any other entrance for which such tenant shall be allowed one additional wall sign provided. However, in the case of a multi-occupant tenant located on a corner of a multi-occupancy building having frontage upon two streets, the business shall be permitted to have one secondary wall sign installed on the façade facing the secondary street with a maximum permitted sign area not to exceed the lesser of 50 percent of the maximum of the primary wall sign or 1 square foot per 1.5 times the length of the wall the sign is attached and the sign contains not more than one piece of information excluding the logo.
   o. On a multi-occupancy building serving primarily office uses, there may be signs on one wall of the building. provided, however, in the case of a multi-occupant tenant located on a corner of a multi-occupancy building primarily containing office uses having frontage upon two streets, the office shall be permitted to have one secondary wall sign installed on the façade facing the secondary street with a maximum permitted sign area not to exceed the lesser of 50 percent of the maximum of the primary wall sign or 1 square foot per 1.5 times the length of the wall the sign is attached and the sign contains not more than one piece of information excluding the logo.
   p. Conditions above shall not apply to changeable copy signs for a theater, which shall be subject to the requirements of marquee signs, above.
   q. Single tenant buildings may have one additional wall sign provided the following conditions are met:
      (1) Any single tenant building proposed to have one additional wall sign meets all the design guideline requirements
      (2) At least two of the building sides have been designed to appear as a multi-tenant structure composed of at least two individual “storefronts” each (in addition to the principal entrance if located upon the same side)
      (3) Each “storefront” shall include the following elements at a minimum:
         (a) A facade which projects above and outwards from the primary building wall plane.
         (b) The inclusion of vertical and horizontal design elements.
         (c) The inclusion of different surface materials and textures so as to distinguish the storefront from the remainder of the building wall.
         (d) The inclusion of windows (whether false or otherwise) to give the appearance of an individual storefront.
         (e) There shall be no more than one wall sign per individual “storefront” along a building wall.

Wall Sign Example:

11. Window Signs shall be allowed only on the front façade window glass of ground floor, non-residential properties provided that they cover no more than 25 percent of the gross glass area on any one side of the building and they are not separately illuminated. Any sign either hung within 2 feet of a window or attached to a display located within 2 feet of a window shall be considered a window sign.

12. Outfield Stadium Signs and Scoreboard: The following guidelines shall apply to stadium outfield signs and scoreboards for the Baseball Stadium.

a. Outfield advertising signs and banners may be placed along the outfield fence around the perimeter of the baseball stadium provided such signage conforms to the following:
   1) The stadium outfield fence and/or wall facing 7th Avenue and Central shall provide a uniform structural mounting frame to accommodate advertising signs and banners to establish a desirable pattern and rhythm for signage around the perimeter of the stadium.
   2) The outfield advertising sign or banner facing toward the interior of the stadium shall not be limited as to the number of pieces of information contained on the sign or banner.
   3) The outfield advertising sign or banner facing 7th Avenue and Central shall be limited to one (1) piece of information or graphic representation. A logo shall be considered for the purposes of this provision as a single piece of information.
   4) Outfield advertising signs and banners may be illuminated indirectly; internal illumination is prohibited.

b. The baseball stadium shall be permitted to have a primary scoreboard and other secondary scoreboards

13. Event Banners shall be permitted to display announcement of special events including games at the baseball stadium. Special Event Banners shall be permitted to be placed seven (7) days prior to event and must be removed within two (2) days following the event. No Special Event Banner shall remain in place for more than ten (10) days unless otherwise permitted through the Review Process

14. Sandwich Board Sign: One sandwich board sign shall be permitted for each restaurant or café
   a. The total area of the signboard shall not exceed 10 square feet per side.
   b. Any sandwich board sign shall not exceed 2 linear feet in width, with a maximum height of 60 inches. Within these specified maximum dimensions, creative shapes that reflect the theme of the business are encouraged (i.e., ice cream shops may display a sign in the shape of an ice cream cone).
   c. The sign must be constructed of materials that present a finished appearance. Rough-cut plywood is not permitted. The sign lettering should be professionally painted or applied; a "yard sales" or "graffiti" look with hand painted or paint stenciled letters is not permitted, however, chalkboard signs shall be permitted. The written message of the sign should be kept to the minimum necessary to communicate the name of the business or a special message of the business.
   d. The sign shall be located within the storefront area of the restaurant installing the sign and its location shall not interfere with pedestrian or vehicular circulation.
   e. The sign shall be removed at the end of the business day.

Sandwich boards shall be permitted at the entrances and within the plazas of the baseball stadium provided each sandwich board conforms to the following:

   a. The total area of the signboard shall not exceed 10 square feet per side.
   b. The total number of sandwich boards shall not exceed one outside each primary and secondary entrance and an additional two within the primary and secondary plaza of each entrance into the baseball stadium.
   c. Any sandwich board sign shall not exceed 2 linear feet in width, with a maximum height of 60 inches. Within these specified maximum dimensions, creative shapes that reflect the theme of the baseball stadium are encouraged (i.e., baseball themes).
   d. The sign must be constructed of materials that present a finished appearance. Rough-cut plywood is not permitted. The sign lettering should be professionally painted or applied; a "yard sales" or "graffiti" look with hand painted or paint stenciled letters is not permitted, however, chalkboard signs shall be permitted. The written message of the sign should be kept to the minimum necessary to communicate the activities within the baseball stadium.
   e. The sign shall be located near the primary or secondary entrance to the baseball stadium and its location shall not interfere with pedestrian or vehicular circulation.
   f. All sandwich signs shall be removed at the end of the business day.

Example: