

CITY OF ROCKFORD, MN



Development Guidelines

downtown commercial areas
2007



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City of Rockford Development Guidelines

Commercial Development Areas

Introduction

The City of Rockford has created this Guidebook to assist developers of property in understanding the City's goals and objectives for commercial development in downtown Rockford. These guidelines pertain to all properties within the Central Business District zoned C-O, Downtown Business. This book consists of text and graphic illustrations which communicate the City's expectations for both new developments and redevelopment of commercially zoned property within the downtown area.

The Guidebook is intended to accomplish two primary objectives: (1) Describe the general architectural character desired within the City's downtown commercial area, and (2) identify specific requirements which will be part of a proposed project's review. Toward this end, the book is divided into four parts. The first addresses architectural elements of projects in the district. The second describes the criteria for evaluating the streetscape components of a project. Thirdly, the Guidebook addresses signs. Finally, a glossary of terms is provided to lend a common understanding to the vocabulary used in Rockford's development review. Terms defined in the glossary may have meanings different than their common, everyday use.

Each of the first three parts of the Guidebook is presented

in a three column format. The first column identifies the element being addressed. For instance, "windows" is an element of architectural character. It may be important to refer to the glossary to understand the scope of the element. For each element, the second column will include one or more policy statements which describe the general goals of the City relating to that element. The policy statements are not specific code or ordinance language. Instead, they are designed to identify the City's approach to reviewing a project proposal. A project which complies with a policy statement will likely be viewed more favorably than one which does not. However, adherence to the overall character is the bottom line. Projects which achieve the character objectives may be able to overcome modifications to individual policy statements.

Column three lists regulations which are adopted as a part of the City's Building Code. These regulations are specific requirements of every project. The decision to establish regulations for the named elements reflects the City's belief that certain minimum standards are applicable to all projects in order to carry out the purposes stated in the Guidebook. They are listed here to permit a greater understanding of the district's architectural and story character.



Consistency with Other Plans and Codes

In some cases, the policies and regulations may differ from other plans, codes, and ordinances of the City. Because of the uniqueness of design planned for the downtown commercial area, this layering of regulations may result in concern over the most appropriate or applicable standard. The following procedure is to be used when confronting this issue:

1. The base zoning of the City defines the allowable land uses. All regulations from the zoning ordinance, as well as any of the City's other ordinances, still apply. Codes and ordinances, including Zoning Ordinances, are implementation tools for the City's Comprehensive Plan.
2. This Development Guidelines guidebook is a specific implementation tool of the Comprehensive Plan. Where the Guidebook differs from the other City ordinances, it is the City's intent that the Guidebook should control. Due to its greater detail, the requirements and recommendations of the Guidebook are defined as being "more restrictive" for purposes of applying multiple regulations.
3. The intent of the several policies and regulations which apply to development in the district to require adherence to a certain design style, while encouraging variation and creativity in the

application of the defined style. The use of the zoning technique of Planned Unit Development may allow greater flexibility, where a project can make a positive showing that it will fit more closely with the commercial district's character if the flexibility is granted.

General Objectives of the District

As a general guide to design in the C-O District, Rockford encourages extension of the Main Street environment. Much of the district's layout and purpose can be found in the Comprehensive Plan, from which these guidelines are founded. Developers of property in the district should be prepared to demonstrate adherence to these styles to the Architectural Review Committee. The City encourages the use of qualified architects and landscape architects in the pursuit of these objectives.

Process

All developers of property, including any new development, redevelopment exceeding 50 percent of the estimated market value (EMV) of the building as determined by the City, or new building of any type in the Central Business District of the Comprehensive Plan and C-O, Downtown Business District will be subject to the Design Review guidelines. The Design Review process must be



completed for projects requiring any type of City permit, including (but not limited to) building permits, sewer permits, or permits to work in the public right-of-way if the work affects the visible exterior of the building or grounds and exceeds 10 percent of the estimated market value of the property, as determined by the City. This process applies whether or not the project would require a zoning action or permit by the City. The City Council has designated the Planning Commission to sit as the Design Review Board.

Developers must submit plans and drawings to the City prior to the Planning Commission's next meeting in order to appear before the Planning Commission/Design Review Board. The submission date shall be the same as that required for other planning and zoning applications. Site and Landscape Plans should include all existing and proposed site elements. Architectural and Sign Plans should include elevations of all exposed sides. Perspective sketches are desirable. At least one of the submissions in the Design Review packet for Architecture should be in color.

Design Review must occur prior to or concurrently with other zoning reviews. The effect of the Design Review Board's work will be advisory to the Planning Commission's zoning review, and the City Council's review and approval of the project. Final Design Review permits may be granted only by the City Council.

A map of the districts that are subject to the guidelines listed in this guide book is shown to the right.



C-0 Downtown Commercial District



ARCHITECTURAL ELEMENTS



ARCHITECTURAL ELEMENTS

Issues

Policies

Regulations

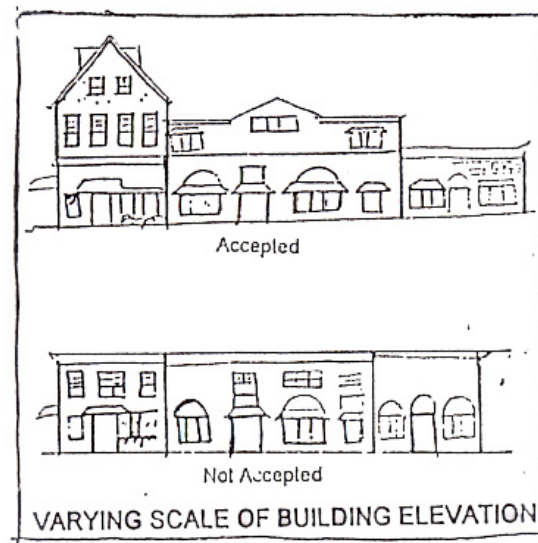
Unifying Design Concept

All buildings should be visibly organized by a clear design concept.

Similar or complementary forms are encouraged.

Building Placement

Varying scale of buildings should be encouraged.



ARCHITECTURAL ELEMENTS

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Composition and Detailing

Undulating facade shall be encouraged.

No building should have large areas of blank wall surface facing the street front.
Continuous stretch of a single facade discouraged unless the block has a single



Use of architectural elements to enhance building surfaces should be encouraged.
Building elements can include: setback of the upper floor and roof line; strong corner features, entrances, projection of windows, etc.



ARCHITECTURAL ELEMENTS

Issues

Policies

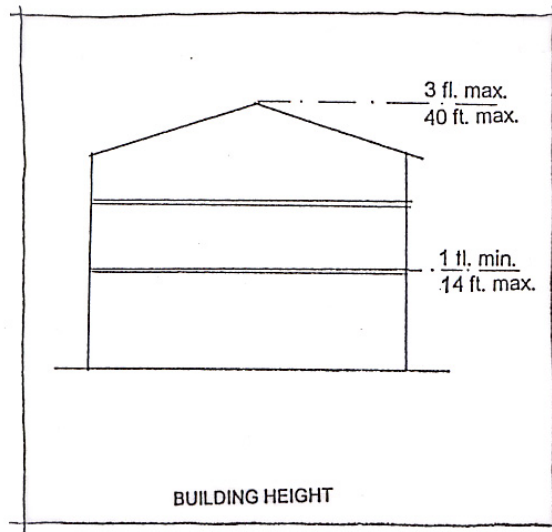
Regulations

Height

Minimum and maximum building height should be measured in numbers of floors.

Maximum base height shall be 14 feet.
In case of a single story, the top of the roof line shall not exceed 14 feet.

Maximum height of a three story shall not exceed 35 feet.



Street Front Entry/Doorway

All buildings should have a principal entry visible from the street and located at the front of the building.

No entry shall project beyond the right-of-way.

Door openings shall comply with building code standards.

Maximum width of a double door shall be six (6) feet.



ARCHITECTURAL ELEMENTS

Issues

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Regulations

Street Front Window

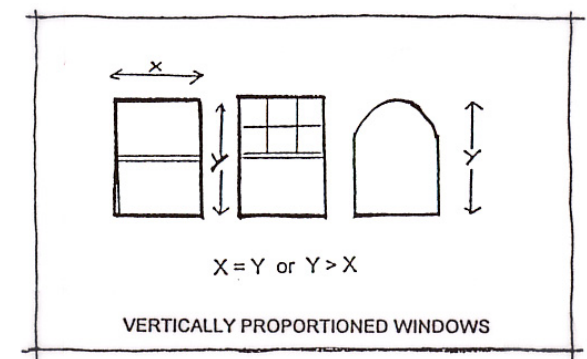
Window openings may be modulated to scale and proportion complementary to the architectural style.

Open porches, covered walkways, and canopy projection shall be no greater than five feet from the right-of-way.

Canopies shall be made of materials which meet the approval of the City.

A minimum eight (8) feet clear space shall be provided from sidewalk elevation to the lowest point of a canopy and/or suspended sign.

The height/width ration of windows shall be as follows:



ARCHITECTURAL ELEMENTS

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Awnings and canopies over windows are encouraged.

The maximum width of a single window pane shall not exceed four feet.



Percentage of glass area shall range from 30 percent to 50 percent of façade wall.

Windows and doors shall be glazed in clear glass with no more than 10 percent daylight reduction.

Window frame shall be constructed of metal.



ARCHITECTURAL ELEMENTS

Issues	Policies	Regulations
Rear Facade Entry/Doorway	Undulation in fenestration should be encouraged.	The maximum projection of the bay shall be two (2) feet. The projection of a bay at street level shall be maintained at a minimum setback of twelve (12) feet from the back of the curb.
	Display windows may be projected as a bay window.	
	Decorative lintels and opening heads encouraged.	
Rear Facade Window	A visible entry from the parking lot should be provided.	The varying door openings shall comply with building code standards.
	Width of the door should be determined by the purpose of its use.	
	Vertically proportioned windows should be encouraged.	The height/width ratio of windows shall be the same as the street window ratio.
	No building should have large areas of blank wall surface facing the parking lot.	Percentage of glass area shall be a maximum of 50 percent at base and shaft.
		No shuttering shall be provided to window openings.



ARCHITECTURAL ELEMENTS

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Window frame shall be constructed of metal.

Windows and doors shall be glazed in clear glass with no more than 10 percent daylight reduction.

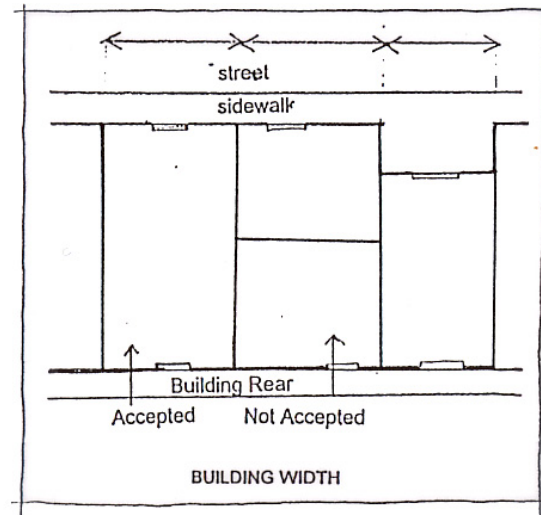
Bay Width

Bay width shall range between 20-24 feet.

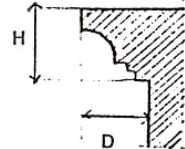
The open space shall be landscaped, used for seating or used as an exhibition space.

Building Subdivision

Front and rear subdivision of bay should not be encouraged.



ARCHITECTURAL ELEMENTS

Issues	Policies	Regulations									
Roofs	<p>Varying roof line to create a harmony in the skyline should be encouraged.</p> <p>Focus around strong architectural elements like dormer windows, chimneys, cornices encouraged.</p> <p>Ornamental/decorative style cornices encouraged on flat roofs.</p>	<p>Chimney height shall comply with building code requirements.</p> <p>If chimney is visible from street level, then it shall be made of brick only.</p> <p>The cornice height and width ratio shall be as follows:</p> <div style="text-align: center;">  <table> <thead> <tr> <th></th><th>Max</th><th>Min</th></tr> </thead> <tbody> <tr> <td>H</td><td>24"</td><td>9"</td></tr> <tr> <td>D</td><td>12"</td><td>6"</td></tr> </tbody> </table> <p>H = D, or H > D</p> <p>ROOF LINE DETAIL</p> </div>		Max	Min	H	24"	9"	D	12"	6"
	Max	Min									
H	24"	9"									
D	12"	6"									



ARCHITECTURAL ELEMENTS

Issues	Policies	Regulations
Roof Materials	<p>Roof materials should complement roof style.</p> <p>Color and material of cornice should complement the base and shaft of the facade.</p>	<p>No shingles on mansard roofs, including materials imitating cedar shakes.</p> <p>Mansard roofs shall be provided with metal roofing material.</p> <p>All metal roofing shall be weather treated.</p> <p>Roof or wall mounted mechanical equipment shall not be visible from sidewalk or adjacent street.</p> <p>Gutters shall be made of galvanized steel, copper or painted aluminum.</p>
Building Materials	<p>The use of durable building and finish materials should be encouraged.</p> <p>Materials that have an attractive texture, pattern or quality of detailing are encouraged.</p> <p>Buildings should be finished in aesthetically acceptable tones and colors, and complement the tones and colors of neighboring buildings.</p>	<p>Siding like brick, stone, terra cotta shall be used. Other similar materials may be acceptable upon approval of the City.</p> <p>Wood treatment shall be allowed at the base level only.</p> <p>All wood treatment shall be painted and weather proofed.</p>



ARCHITECTURAL ELEMENTS

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Franchise Design

When materials on the lower level must be different, integrate the upper and lower design with color and similar form where possible.

Franchise design should utilize materials, scale and style of the architectural standard guidelines stated above.

Creating a homogeneous sense of space even while each business could create its own special look within the parameters set by management and the area's design guidelines should be encouraged.



STREETSCAPE ELEMENTS



STREETSCAPE ELEMENTS

Issues

Policies

Regulations

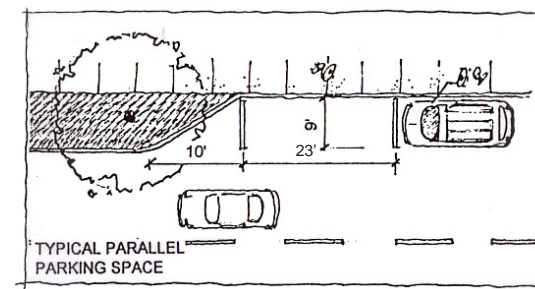
On-Street Parking

The City encourages on-street parking on Main Street and local streets within the commercial district.

Where on-street parking is allowed on local streets (as opposed to collector or arterial streets), the City encourages recessed parking bays apart from driving lanes.

All on-street parking to be parallel parking.

Parallel parking space dimension to be 9 feet by 23 feet.



Off-Street Parking

The City encourages off-street parking areas that are interspersed with significant planting areas.

Off-street parking areas should be set back and screened at the perimeter to keep focus on the buildings and pedestrian activity.

Parking areas should be designed to provide minimum walking distance to shopping entries.

20 percent of all parking areas must be devoted to landscaped open space.



STREETSCAPE ELEMENTS

Issues

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Vehicular Access

The City encourages layout and design that provides unity, easy identification and access of the commercial areas from major roadways.

Entry points on Main Street are to be easily seen and recognizable and have a 30 foot sight triangle distance as per City requirements, and other applicable highway department standards.

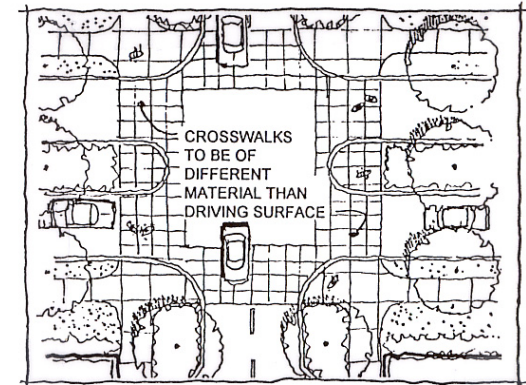
Pedestrian Access

The City encourages layout and design that provides easy identification and access of the commercial areas for pedestrian users.

Pedestrian/Vehicular Controls

Pedestrian crosswalks that promote safety and ease of crossing will be encouraged.

Crosswalks are to be identified with regular signage and alternative paving on street.



STREETSCAPE ELEMENTS

Issues

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Regulations

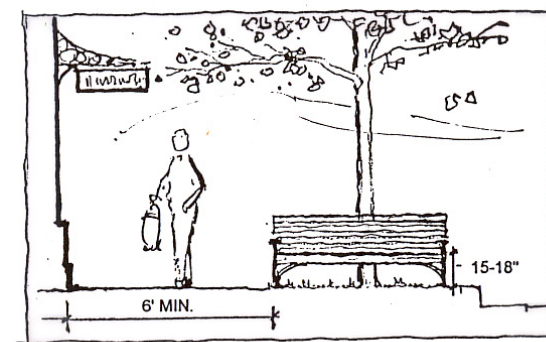
Open Space/Parks

Open space that provide relief from building mass shall be encouraged.

The utilization of open space elements and materials that are compatible with building and streetscape elements is encouraged.

Public seating that can adapt to uses by individuals will be encouraged.

Public seating shall allow for six foot walkway clearance.



Roadway Width

The width of roadway surface on local streets should be limited in order to provide a comfortable scale for the pedestrian.

Minimum two-way driving lane surfaces to be no less than 26 feet in width.



STREETSCAPE ELEMENTS

Issues	Policies	Regulations
Walkways	Walkway width should allow for space requirements for pedestrians as well as planting/ streetscape elements and sidewalk use by merchants.	Minimum setback from face of building to back of curb must be 12 feet. In areas where walkways do not front streets, walkways shall be 6 feet in width.
Paving	Walkway paving that utilizes textures/ materials which vary from other pavement areas, while being appropriate for the use is encouraged. Paving of open space entry or plaza areas should compliment the buildings and streetscape elements.	Pavement must fulfill its design purposes in all types of weather conditions that affect the site. Paved pedestrian areas shall utilize a paving pattern or material that is a natural material or approved as a natural representation.
Lighting	The City encourages well lit street areas that provide pedestrian/vehicular safety and encourages use at night. Street lighting should be of similar type and should be traditional in character.	Street lights along Main Street to be placed to provide a maintained minimum average of 1 foot candle along the sidewalk of these streets. Street lighting and lamps to be compatible to the existing City standard lighting.

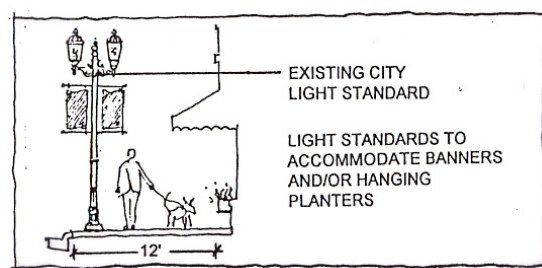


STREETSCAPE ELEMENTS

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Decorative lighting, general site lighting, pedestrian use lighting, and feature lighting shall have similar base, standards, and light fixture style lamping and finish.

Pedestrian lighting that is uniformly spaced at even intervals down all streets and walkways in the downtown area is encouraged.

Cohesive season and landscape lighting is encouraged within the streetscape design of the commercial areas.

Street trees shall have an approved power source to accommodate seasonal lighting.

Planters

The use of planter boxes and hanging planters is encouraged.

The use of freestanding planters and raised planter beds is encouraged.

Planters are not to encroach upon 6 feet walkway width.



STREETSCAPE ELEMENTS

Issues	Policies	Regulations
Furniture/Structures	<p data-bbox="762 285 1199 375">Individual seating areas interspersed throughout the commercial areas are encouraged.</p> <p data-bbox="762 513 1215 542">Outdoor eating areas are encouraged.</p> <p data-bbox="762 618 1272 740">Furniture elements should reflect the character of the built environment, be internally related between themselves, and not promote a cluttered appearance.</p> <p data-bbox="762 776 1268 898">The use of overhead structures that complement the overall streetscape and building design is encouraged (i.e., kiosks, awnings, pergolas and arbors).</p>	<p data-bbox="1381 285 1875 375">Outdoor seating to be easily maintained with a durable finish, vandal resistant and secured to the ground.</p> <p data-bbox="1381 415 1818 472">Seating to be from 15 to 18 inches in height.</p> <p data-bbox="1381 513 1860 570">Outdoor eating areas shall not encroach upon 6 foot walkway width.</p>
Planting	<p data-bbox="762 954 1224 1011">Trees and shrubs that can adapt to city conditions should be used.</p> <p data-bbox="762 1052 1251 1109">Individual planting areas outside of business and office space is encouraged.</p> <p data-bbox="762 1149 1245 1239">The use of similar species street trees to unify and delineate separate streets is encouraged.</p> <p data-bbox="762 1279 1251 1336">Plant material should be utilized to define and screen off-street parking areas.</p>	<p data-bbox="1381 954 1875 1011">An overall planting plan is to be approved by the City.</p>



STREETSCAPE ELEMENTS

Issues	Policies	Regulations
Fencing	Screen, regulatory and decorative fencing should be compatible with building materials and streetscape elements. Waste receptacle areas should be located within buildings.	All waste areas to be fully enclosed.



SIGN ELEMENTS



SIGN ELEMENTS

Issues	Policies	Regulations
Height	Signs which exceed the height of the buildings they serve should be discouraged.	Excepting area identification signs, signs shall not exceed the height of the building which they serve.
Placement/Location	<p>To the extent possible, public signs should be located and constructed in a manner considered visually compatible with the area.</p> <p>Signs should fulfill their intended purpose (readability) in a non-obtrusive, aesthetically pleasing manner.</p>	<p>A maximum of two (2) signs shall be allowed per business operation.</p>
Size (Area)	Signs which complement the scale of the building should be encouraged.	



SIGN ELEMENTS

Issues	Policies	Regulations
Materials	<p>The City encourages horizontal sign orientation. Vertical signs may be considered only where it is shown that such signs coordinate with the overall architectural theme.</p> <p>Signs should be constructed of natural materials considered compatible to prominent building materials.</p> <p>The use of plastic panel signs (backlit) should be discouraged.</p> <p>Signs should be aesthetically compatible with both the area and the building they serve.</p>	
Type Faces	<p>Creativity/inventiveness in message conveyance should be encouraged.</p> <p>Sign lettering should be of a scale considered compatible with the area and the building they serve.</p>	
Illumination	<p>Creative lighting which is not overpowering should be encouraged.</p>	<p>Signs should exhibit a sense of continuity. Signs shall be illuminated only by steady, stationary, shielded light sources directed solely at the sign, or internal to it, without causing glare for motorists, pedestrians, or neighboring premises.</p>



SIGN ELEMENTS

Issues	Policies	Regulations
		Illuminated signs, including neon signs, shall not produce more than one (1) foot candle of illumination four (4) feet from the sign.
	Signs utilizing flashing lights should be discouraged.	
Theme	Signs should exhibit a sense of continuity. Sign color should be used in a manner considered visually compatible with the area.	
Type	The use of area identification signs should be encouraged. Such signs should evoke the intended character of the subject area. Signs shared with off-premise advertising should be discouraged. The following sign types are not in character with the intent of the district: Portable signs, painted wall signs, roof signs, snipe signs.	Signs shall relate solely to the on-site business activity. The following sign types shall be prohibited: Painted wall signs, roof signs, snipe signs.



SIGN ELEMENTS

Issues

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Regulations

To a limited degree, the use of portable signs should be allowed.

Portable signs up to a maximum of 10 square feet in area and 4 feet in height may be located only upon the property of the business they serve. Such signs may only be displayed during business hours.

Existing signs considered inconsistent with the intent of these policies should be removed (razed) and/or reconstructed as necessary.

To a limited degree, the use of holiday signs should be encouraged.



GLOSSARY



GLOSSARY

Access: A way or means of approach to provide physical entrance to a property.

Aesthetic: The perception of artistic elements, or elements in the natural or man-made environment which are pleasing to the eye.

Aisle: The traveled way by which cars enter and depart parking spaces.

Architectural Control: Public regulation of the design of private buildings to develop, preserve or enhance the attractiveness or character of a particular area or individual buildings.

Asymmetric Balance: A dissimilar yet harmonious composition of numerous similar or complementary forms. The composition shall reflect the local context, site conditions or building function.

Awning: A roof-like cover that is temporary in nature and that projects from the wall of a building for the purpose of shielding a doorway or window from the elements.

Axial Symmetry: A formal organization which balances equal elements and features around a vertical plane common in classified revival and colonial style buildings.

Base of Facade: The most public part of the building, featuring a larger glass area and often emphasizing its horizontal dimension.

Bay: The modular width of an architectural unit.

Berm: A mount of earth, or the act of pushing earth into a mound.

Buildable Area: The portion of a lot remaining after required yards/setbacks have been provided.

Building Facade: The portion of any exterior elevation of a building extending from grade to the top of the parapet wall or eaves and the entire width of the building elevation.

Building Height: A distance to be measured from the mean ground level to the uppermost point on all roof types.

Building Line: A line measured across the width of the lot at the point where the principal structure is placed in accordance with setback provisions.

Bus Shelter: A small, roofed structure having from one to three walls, located near a street, and designed primarily for the protection and convenience of bus passengers.



GLOSSARY

Courtyard Organization: Grouping of buildings to help define usable outdoor space.

Easement, Drainage: An easement required for the installation of storm water sewers or drainage ditches, and/or required for the preservation or maintenance of a natural stream or water course or other drainage facility.

Facade: The main exterior face of a building exposed to public view or that wall viewed by persons not within the building.

Fenestration: The design and placement of windows in a building.

Floor Area, Gross: The sum of the gross horizontal areas of all floors of the building or portion thereof devoted to a particular use, including accessory storage areas located within selling or working space such as, activities to the production or processing of goods, or to business or professional offices. However, the floor area shall not include: basement or cellar floor area other than area devoted to retailing activities, the production or processing of goods, or to business or professional offices. The floor area of a residence shall not include the cellar area.

Footcandle: The unit of illumination when the foot is the unit of length.

Frontage: That boundary of a lot which abuts an existing or dedicated public street, watercourse or similar barrier.

Glare: The effect produced by brightness sufficient to cause annoyance, discomfort, or loss in visual performance and visibility.

Green Area: Land shown on a development plan, master plan or official map for preservation, recreation, landscaping or park.

Human Scale: Human scale suggests designing with the pedestrian in mind rather than the automobile. Human scale is derived from a building's architectural details and elements whose size people are familiar with.

Impervious Surface: Any material which reduces and prevents absorption of storm water into previously undeveloped land.

Island: In parking lot design, built-up structures, usually curbed, placed at the end of parking rows as a guide to traffic and also used for landscaping, signing or lighting.

Lot Coverage: That portion of the lot that is covered by buildings and structures.

Median Island: A barrier placed between lanes of traffic flowing in opposite directions.

Modulation: Modulation is the relationship of bays and building widths to building height. A module.



GLOSSARY

Off-Street Parking Space: A temporary storage area for a motor vehicle that is directly accessible to an access aisle, and which is not located on a dedicated street right-of-way.

On-Street Parking Space: A temporary storage area for a motor vehicle which is located on a dedicated street right-of-way.

Opacity: Degree of obscuration of light.

Open Space, Common: Land within or related to a development, not individually owned or dedicated for public use, which is designed and intended for the common use or enjoyment of the residents of the development and may include such complementary structures and improvements as are necessary and appropriate.

Open Space, Green: An open space area not occupied by any structures or impervious surfaces.

Open Space, Public: Open space owned by a public agency and maintained by it for the use and enjoyment of the general public.

Open Space Ratio: Total area of open space divided by the total site area in which the open space is located.

Park: A tract of land, designated and used by the public for active and passive recreation.

Parking Access: The area of a parking lot that allows motor vehicles in-gress and egress from the street.

Parking Area: Any public or private land area designed and used for parking motor vehicles including parking lots, garages, private driveways and legally designated areas of public streets.

Parking Bay: The parking module consisting of one or two rows of parking spaces and the aisle from which motor vehicles enter and leave the spaces.

Parking Space: A space for the parking of a motor vehicle within a public or private parking area.

Pavement: (1) Brick, stone, concrete or asphalt placed on the surface of the land; (2) That part of a street having an improved surface.

Perimeter Landscaped Open Space: A landscaped area intended to enhance the appearance of parking lots and other outdoor auto related uses or to screen incompatible uses from each other along their boundaries.

Plaza: An open space which may be improved and landscaped; usually surrounded by streets and buildings.

Porch: A covered entrance to a building, usually with a separate roof.



GLOSSARY

Polygon: A closed plane figure with four or more sides.

Principal Street: In the district, principal streets shall be Market Place Drive and Middle Street.

Public Areas: Public parks, playgrounds, trails, paths and other recreational areas and other public open spaces; scenic and historic sites; schools and other public buildings and structures.

Right-of-way: (1) A strip of land acquired by reservation, dedication, forced dedication, prescription or condemnation and intended to be occupied or occupied by a road, crosswalk, railroad, electric transmission lines, oil or gas pipeline, water line, sanitary storm sewer and other similar uses; (2) Generally, the right of one to pass over the property of another.

Screening: A method of visually shielding or obscuring one abutting or nearby structure or use from another by fencing, walls, berms or densely planted vegetation.

Setback: The minimum horizontal distance between a building and street, lot line, ordinary high mark or bluff line. Distances are to be measured from the most outwardly extended portion of the structure at ground level.

Shaft: One or more floors above the shop front, usually used for less public kinds of activities, featuring less window area than the ground floor and emphasizing its vertical dimension.

Sidewalk: A paved, surfaced or leveled area, paralleling and usually separated from the street, used as a pedestrian walkway.

Sight Triangle: A triangular shaped portion of land established at street intersections in which nothing is erected, placed, planted or allowed to grow in such a manner as to limit or obstruct the sight distance of motorists entering or leaving the intersection.

Sign Area: That area with the marginal lines of the surface which bears the advertisement or, in the case of messages, figures or symbols attached directly to the part of a building, that area which is included in the smallest rectangle or series of geometric figures which can be made to circumscribe the message, figure or symbol displayed thereon.

Sign - Area Identification: A freestanding sign which identifies the name of an office or business structure containing three (3) or more structures or an office or business structure containing three (3) or more independent operations.

Sign - Canopy: Any message or identification which is affixed to a projection or extension of a building or structure erected in such a manner as to provide a shelter or cover over the approach to any entrance of a store, building or place of assembly.



GLOSSARY

Sign - Flashing: Any sign which, by method or manner of illumination, flashes on or off, winks, or blinks with varying light intensity, shows motion, or creates the illusion of motion or revolves in a manner to create the illusion of being on-or off.

Sign - Holiday Signs: A holiday sign shall be defined as decorations and/or messages which recognize an official national, state or local holiday.

Sign - Illuminated: Any sign which is lighted by an artificial light source either directed upon it or illuminated from an interior source.

Sign - Marquee: A sign attached to a permanent roof-like structure projecting beyond a building or extending along and projecting beyond the wall of the building, generally designed and constructed to provide protection from the weather.

Sign - Maximum Height Of: The vertical distance measured from the grade to the top of such a sign.

Sign - Minimum Height Of: The vertical distance measured from the nearest finished grade to the lower limit of such sign.

Sign - Portable: A sign so designed as to be movable from one location to another and which is not permanently attached to the ground, sales display device, or structure.

Sign - Projecting: A sign, other than a wall sign, which is affixed to a building and which extends perpendicular from the building wall.

Sign - Roof: Any sign which is erected, constructed or attached wholly or in part upon or over the roof of a building.

Sign - Snipe: Signs affixed to trees, light or public sign poles.

Sign - Temporary: Any sign which is erected or displayed for a specific period of time.

Sign - Wall: A sign which is affixed to the exterior wall or a building and which is parallel to the building wall. A wall sign does not project more than twelve (12) inches from the surface to which it is attached, nor extended beyond the top of the parapet wall.

Sign - Wall Graphic: A sign which is painted directly on an exterior wall surface.

Sign - Window: A sign affixed to or inside of a window in view of the general public. This does not include merchandise on display.



GLOSSARY

Street Furniture: Man-made, above-ground items that are usually found in street rights-of-way, including benches, kiosks, plants, canopies, shelters and phone booths.

Transparent-Opaque: Addresses how easy it is for pedestrian passersby to see the activity within a shop. Transparent shops serve better to attract people into the shop, while opaque storefront represent a break in the retail continuity.

Undulation: Variation in the height and/or roof lines of a series of adjacent buildings, as well as variation in the horizontal relationship of adjacent building facades.

Usable Open Space: A required ground area or terrace area on a lot which is graded, developed, landscaped, equipped and intended and maintained for either active or passive recreation or both, available and accessible to and usable by all persons. Such areas shall be grassed and landscaped or covered with decorative paving only for a recreational purpose. Roofs, driveways, and parking areas shall not constitute usable open space. Storm water areas may be included in usable open space calculations if constructed and maintained as an amenity to the district.

Window Head: The upper horizontal cross member or decorative element of a window frame. The heads of windows are formed in a variety of ways; some are semi-circle, arches or triangular shapes. Some have bold and rich decorative moldings.

