

# City of Lewisville

I-35E Corridor Redevelopment Plan - Appendix

April 2012





This plan has been prepared by the PlaceMaking Group at Parsons Brinckerhoff and their subconsultants for the City of Lewisville, Texas.

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*The suggestions and recommendations made in this report are for the purposes of discussion and debate in regard to corridor redevelopment. Some of the ideas contained herein have regard to private and public lands. These ideas have been developed as a professional service without the full consultation of property owners.*

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# Land Use Typologies





### MIXED-USE RESIDENTIAL HIGH DENSITY LAND USE CHARACTERISTICS

*Density:* 30+ units per acre, 3-12 story buildings and 80 - 90% Site Coverage

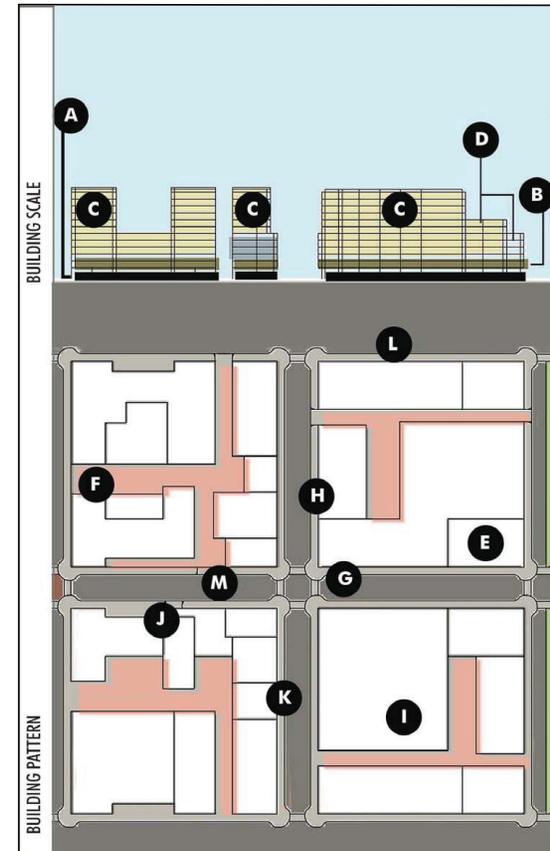
*Land Use Mix:* Ground floor retail or office uses encouraged, residential above, ground floor height of 16'

*Pedestrian:* Wide walks, logical connections and streetscape amenities

*Community Center:* Attractive public spaces and public gathering areas to create community

### MIXED-USE RESIDENTIAL HIGH DENSITY SITE CHARACTERISTICS

- A** Continuous ground-floor retail / office activates streetscape
- B** Structured parking levels
- C** Residential and office
- D** Building setbacks transition building heights
- E** Buildings oriented to street and street corners, 70% building facade transparency
- F** Alleys provide service access for buildings
- G** Accent paving on curb extensions and crosswalks
- H** On-street parking required except for timed loading zones
- I** Mixed-use parking garage with ground floor retail
- J** Urban plazas provide space for pedestrian amenities
- K** Minimum 12 foot sidewalk from curb to building face
- L** Small Block size promotes connectivity and maximizes street frontage
- M** Street width maximum 52 feet; with-on street parking



MIXED-USE RESIDENTIAL MEDIUM DENSITY

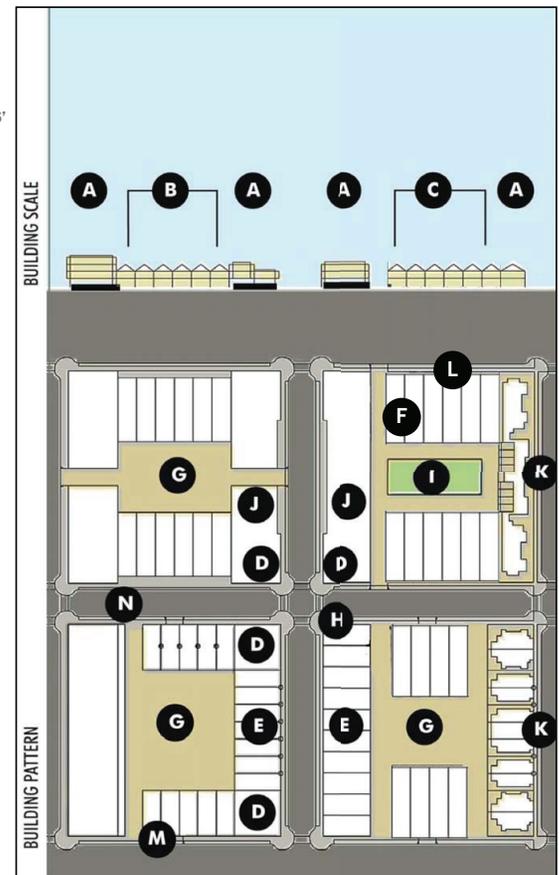


MIXED-USE RESIDENTIAL MEDIUM DENSITY LAND USE CHARACTERISTICS

- Density:* 12-20 units per acre, 2-5 story buildings and 70 - 80% lot coverage
- Land Use Mix:* Ground floor retail or office uses encouraged, neighborhood services, residential above and minimum ground floor height of 16'
- Pedestrian:* Wide sidewalks, convenient connections and community amenities
- Community Character:* Flexible community gathering spaces, civic land uses, street amenities and neighborhood services
- Complementary Adjoining Uses:* Mixed-use commercial medium density

MIXED-USE RESIDENTIAL MEDIUM DENSITY SITE CHARACTERISTICS

- A** Continuous ground-floor retail / office activates streetscape
- B** Single-family attached townhouses with attached parking in rear
- C** Single-family attached townhouses with attached parking in rear
- D** Mixed-use buildings / Ground floor retail oriented to street corners
- E** Residential units oriented towards streetscape allow more "eyes on the street" for enhanced security
- F** Alleys provide service access for buildings and provides a transition area for building scale and use
- G** Surface parking to the rear or side of building
- H** Curb extensions with stripped crosswalks
- I** Tot - lot / play area
- J** Reduced setback and similar architectural styles on either side of the block balance and unify streetscape
- K** Multi-family units with articulated facades complimentary to attached single family units
- L** Block circumference - 2,000 linear feet maximum
- M** 6 foot wide minimum sidewalk separated from curb with linear planting area suitable for trees and streetscape amenities
- N** Local street width: 38 feet maximum curb to curb.





### MIXED-USE COMMERCIAL HIGH DENSITY LAND USE CHARACTERISTICS

*Density:* 3-12 story buildings and 80 - 90% Site Coverage

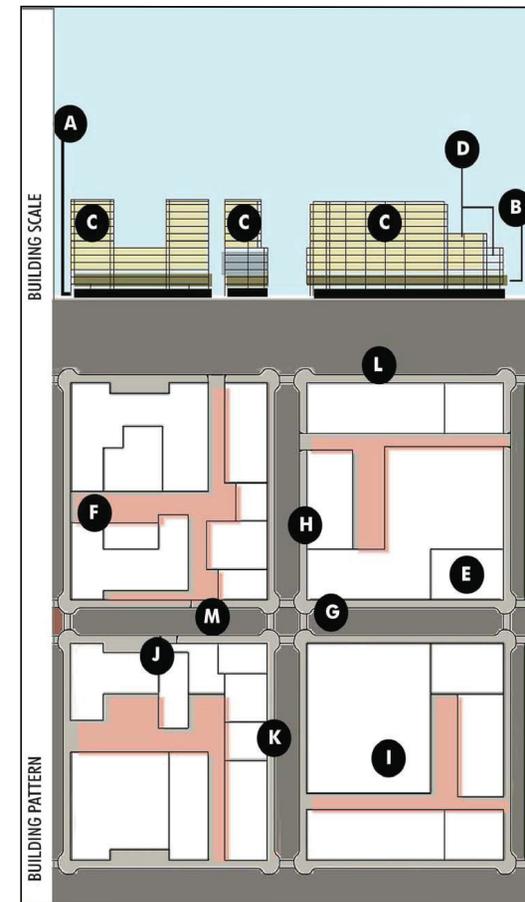
*Land Use Mix:* Encourage ground floor retail with office uses above, ground floor height of 16'

*Pedestrian:* Wide walks, logical connections and streetscape amenities

*Community Center:* Attractive public spaces and public gathering areas to create community

### MIXED-USE COMMERCIAL HIGH DENSITY SITE CHARACTERISTICS

- A** Continuous ground-floor retail / office activates streetscape
- B** Structured parking levels
- C** Retail and office
- D** Building setbacks transition building heights
- E** Buildings oriented to street and street corners, 70% building facade transparency
- F** Alleys provide service access for buildings
- G** Accent paving on curb extensions and crosswalks
- H** On-street parking required except for timed loading zones
- I** Mixed-use parking garage with ground floor retail
- J** Urban plazas provide space for pedestrian amenities
- K** Minimum 12 foot sidewalk from curb to building face
- L** Small Block size promotes connectivity and maximizes street frontage
- M** Street width maximum width 52 feet; with-on street parking



MIXED-USE COMMERCIAL MEDIUM DENSITY



MIXED-USE COMMERCIAL MEDIUM DENSITY LAND USE CHARACTERISTICS

*Density:* 2-5 story buildings and 70 - 80% lot coverage

*Land Use Mix:* Ground floor retail or office uses encouraged, minimum ground floor height of 16'

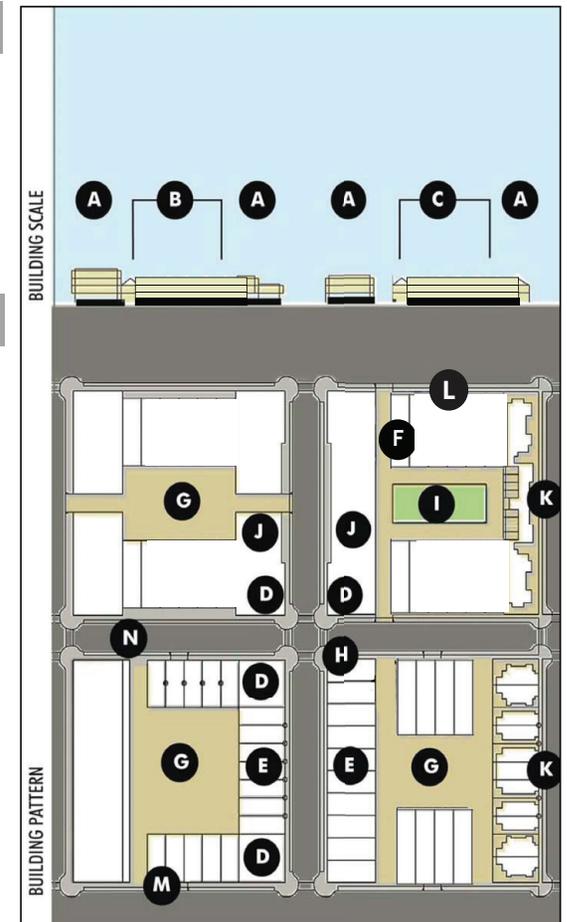
*Pedestrian:* Wide sidewalks, convenient connections and community amenities

*Community Character:* Flexible community gathering spaces, civic land uses, street amenities and neighborhood services

*Complementary Adjoining Uses:* Mixed-use residential medium density

MIXED-USE COMMERCIAL MEDIUM DENSITY SITE CHARACTERISTICS

- A** Continuous ground-floor retail / office activates streetscape / additional stories at corners helps to define intersections
- B** Less stories at mid-block allows sunlight to reach the street and provides variation along the building frontage
- C** Less stories at mid-block allows sunlight to reach the street and provides variation along the building frontage
- D** Mixed-use buildings / ground floor retail oriented to street corners
- E** Commercial units oriented towards streetscape allow more "eyes on the street" for enhanced security
- F** Alleys provide service access for buildings and provides a transition area for building scale and use
- G** Surface parking to the rear or side of building
- H** Curb extensions with striped crosswalks
- I** Landscaped area provides opportunities for public gathering
- J** Reduced setback and similar architectural styles on either side of the block balance and unify streetscape
- K** Multi-family mixed use units with articulated facades complimentary to mixed-use commercial units
- L** Block circumference - 2,000 linear feet maximum
- M** 6 foot wide minimum sidewalk separated from curb with linear planting area suitable for trees and streetscape amenities
- N** Local street width: 38 feet maximum curb to curb.



# Land Use Typologies

## OFFICE



### OFFICE LAND USE CHARACTERISTICS

**Density:** 4-14 story buildings and 50% Site Coverage

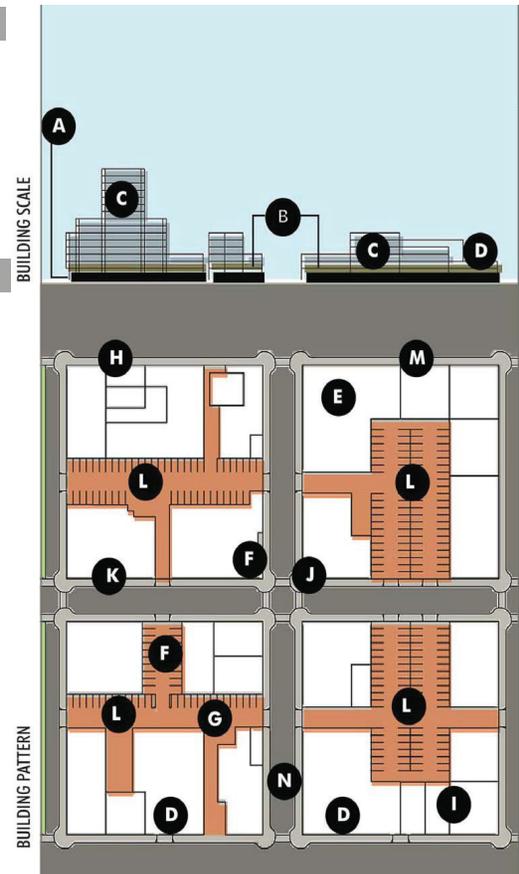
**Land Use Mix:** Primarily office and some ground-floor commercial

**Pedestrian:** Wide walks, logical connections and streetscape amenities

**Community Center:** Attractive public spaces and public gathering areas to create community

### OFFICE SITE CRITERIA

- A** Continuous ground-floor commercial / office activates streetscape
- B** Structured parking levels above ground floor or center of block
- C** Office
- D** Building setbacks transition building heights
- E** Buildings oriented to street and street corners, 70% building facade transparency
- F** Surface parking located at the interior of blocks
- G** Alleys provide service access for buildings
- H** On-street parking required except for timed loading zones
- I** Mixed-use parking garage with ground floor office uses
- J** Urban plazas provide space for pedestrian amenities
- K** Minimum 12 foot sidewalk from curb to building face
- L** Structured parking located at center of block, shielded by office buildings
- M** Street width maximum width 52 feet; with-on street parking



Entertainment / Retail



Belmar

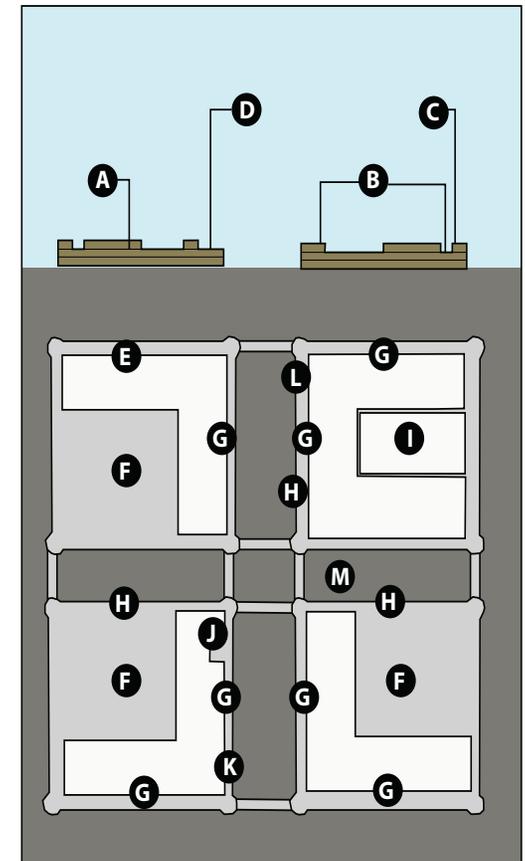


ENTERTAINMENT / RETAIL LAND USE CHARACTERISTICS

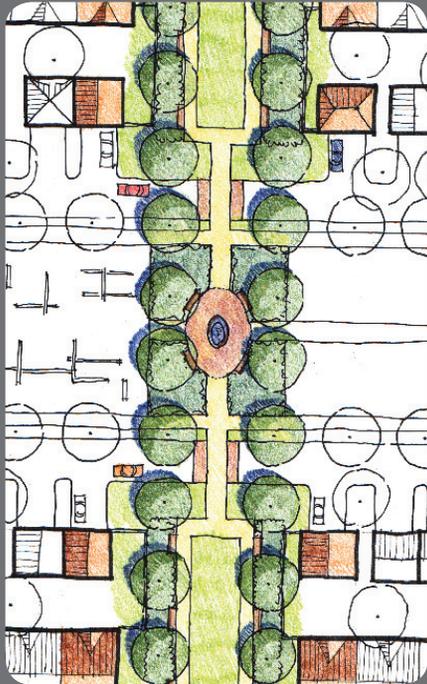
- Density:* 2-3 story buildings and 50% Site Coverage
- Land Use Mix:* Retail and commercial, with office on upper floors
- Pedestrian:* Wide walks, logical connections and streetscape amenities
- Community Center:* Attractive public spaces and public gathering areas to create community
- Complementary Uses:* Mixed-use commercial and mixed use residential

ENTERTAINMENT / RETAIL CHARACTERISTICS

- A** 2-3 stories of retail / entertainment uses
- B** Differentiated building heights provide for a more interesting streetscape and allows light to reach the street
- C** Maximum height at corners provides a visual reference for pedestrians and motorists
- D** Building setbacks transition building heights
- E** Buildings oriented to street and street corners on at least 2 sides of the block, 70% building facade transparency
- F** Surface parking located behind buildings away from primary street frontages
- G** Defining primary streets to front buildings and entrances allows for surface parking on secondary streets
- H** On-street parking required except for timed loading zones
- I** Parking structures should be located at the interior of blocks
- J** Urban plazas provide space for pedestrian amenities
- K** Minimum 12 foot sidewalk from curb to building face
- L** Develop streetscape characters that define the district as a destination and place
- M** Street width maximum width 52 feet; with-on street parking



Greenway



**Descriptions:**

Natural or limited landscaping. Typically smaller than a neighborhood park. Bordered at least 50% by streets or other public ways, at least 20 feet wide.



**Attributes:**

- Varies in size.
- Service area is generally linear within the 1/2 mile radius and links other urban parks or open space.
- Surrounding land uses are variable.
- Street access on at least two sides, preferably four sides.
- Not more than 50% of the site should have a slope greater than 4%.

Open Space

Landscape Buffer



**Descriptions:**

Native or ornamental plantings that help buffer incompatible land uses. Landscaped buffers contribute aesthetically, defuse noxious noise, and can address safety concerns. Plantings should also be used to soften hard edges along parking lots, driveways, highways and railways.

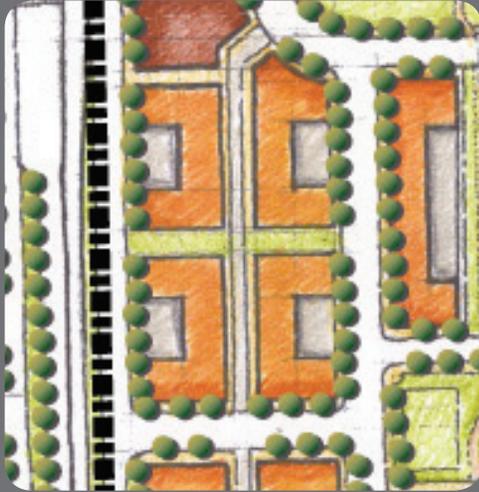


**Attributes:**

- Varies in size.
- Service area with a maximum 800 metre (1/2 mile) radius.
- Located near incompatible uses, barriers, and infrastructure.
- Not more than 50% of the site should have a slope greater than 4%.

## Open Space

### Private/Public Open Space



#### Descriptions:

Private and open spaces that offer aesthetic relief in higher density TODs. These spaces can be internal courtyards, pedestrian ways or plazas that not only serve the occupants but the general public as well. These spaces can be maintained by the City or by the adjacent development.



#### Attributes:

- Size under 0.5 acre approximately.
- Service area with a maximum 1/4 -1/2 mile radius.
- Located in primarily commercial, civic or residential areas.
- Street access on at least one side.
- Site has less than a 4% slope.

Open Space

Stormwater Garden Facility



**Descriptions:**

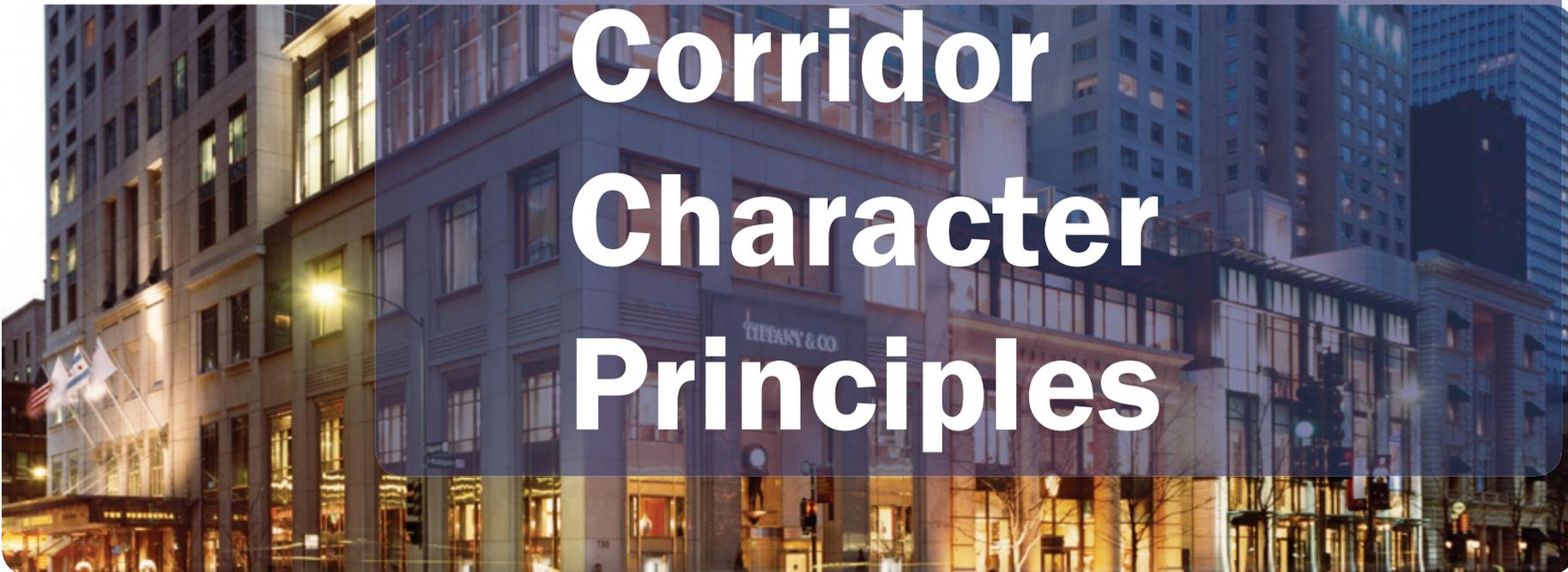
Natural or landscaped areas that are used to manage drainage. Can be day-lighted streams previously piped; incorporated into new development infrastructure; or used to buffer noxious uses from development.



**Attributes:**

- Varies in size.
- Service area with a maximum 1/2 mile radius.
- Surrounding land uses are variable.
- Public or limited access from adjacent uses.
- Not more than 50% of the site should have a slope greater than 4%.

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# Corridor Character Principles

## Corridor Character Principles

The following corridor character principles are intended to provide a thematic vision for public infrastructure along the corridor and its subareas. This section is organized to present intent statements for spatial elements contained within the corridor, followed by design principles for each of the character subareas. The principles should be used to provide guidance during the decision-making process when evaluating detailed concepts for proposed treatments within the corridor.

These principles were used in the development of the IH-35E Corridor Identity Plan, which adopted the three character zone designations and determined the appropriate limits for each within the corridor. The physical design elements for the corridor were then developed in terms of the aesthetic character which was then applied to typical interchange locations along the corridor. A vocabulary of common elements was established for the entire corridor, including lighting, banner poles, wayfinding, plantings, cross street gateway identifiers, pedestrian protection barriers, decorative crosswalk pavement and bridge abutment wall treatments. Unique character zone defining elements were developed for pedestrian paving patterns, custom retaining wall graphics, pedestrian protection wall forms and textures, and planting palette.

## The Corridor Experience

The eight-mile drive along the IH-35E corridor through Lewisville provides a range of experiences that can be interpreted in the physical design of the spatial elements throughout the corridor. This corridor contains modulation through topography, compression of the right-of-way in areas where the highway is depressed, and openness as the highway crests to expansive views of the region. On a smaller scale, the corridor passes under bridges which will serve as landmarks, and along a variety of walled conditions. Through the journey, the corridor also passes along watercourses and open spaces that are amenities to local neighborhoods. These experiences provide inspiration that can inform the design of elements at the scale of the entire corridor and at smaller neighborhood scales.



The eight-mile corridor contains unique character areas including water, urban and park.

## Unifying Character Theme

One of the most impressive natural resources along this corridor is Lake Lewisville. The lake is a psychological and physical place of respite and recreation, and is a regional attraction in the Dallas metropolitan area. During work sessions with the project's Advisory Committee, the lake was identified as the most recognizable asset to the city and the theme of water was proposed as a unifying theme for the corridor. The purpose of providing a unifying theme is to provide a consistent brand for the city and to inform drivers of the range of experiences and opportunities contained in this corridor.

## Subarea Character Themes

Due to the length of the corridor, the range of experiences it offers, and the character of its adjacent communities, subarea themes are proposed for the north, central and south portions of the corridor. Subarea themes will help to break down scale of the corridor and provide neighborhood identification.



Water should be a defining characteristic in the north section and used as a unifying theme.

### North-Water

The subarea themes for the north section of the corridor are water and recreation. Combined with the vacant parcels available for redevelopment along the corridor, the water theme could serve as an organizing element for future development. Lifestyle oriented development could reflect the unique attributes of living, working and recreating around water. The design elements along this northern reach need to come together to draw visitors off the highway thereby capturing greater market share.

- Gateways and landmarks should be focused at Garden Ridge Boulevard and Valley Ridge Boulevard, both primary entrances into the Lake area. Higher density nodal development should be focused around these gateways to draw in visitors.
- Water should be a defining characteristic in the treatment of walls, bridges, lighting and art. Species such as Sun Fish and Large Mouth Bass could be utilized as relief along retaining walls to remind visitors of the Lake Lewisville recreational amenity.

## Corridor Character Principles



The central section of the corridor is tied to Old Town Lewisville



Hebron Parkway could benefit from a gateway in the southern section

## Central-Urban

The theme of the Central section of the corridor ties to historic Old Town Lewisville. Though located approximately one mile from the center of Old Town, IH-35E currently has little relationship to Old Town and the medical uses in between. Design elements should be consistent with the historic architecture of Old Town.

- Gateways and landmarks need to be located at both South Mill Street and West Main Street to signify entrance into the historic heart of the community, tying newer land uses along the highway with the history of Old Town.
- Design treatments for walls, bridges, lighting, building architecture and art should emphasize the area's history. Brick and warm materials need to reflect the historic nature of Old Town.

## South-Park

The southern section of the IH-35E corridor will remain an important center of retail, hospitality and corporate office space. The theme for this area should focus on its location as a gateway and destination, and capitalize on its unique assets, such as Timber Creek.

- A gateway is needed at Hebron Parkway to distinguish this area as a center of activity and connectivity between uses east and west of the highway. This bridge could exhibit a unique architectural style, such as an arched truss bridge. Tall lighted elements along this bridge could denote this as a special area, and create a nighttime place, while preserving views north and south during the day.
- Due to the complexity of the intersection of SH-121 to allow for all necessary vehicle movements, this area will contain a high percentage of retaining walls. Special attention will be required to reduce the impact of the walls through a variety of surface treatments, including massing breaks, color changes, and texture variations. Additional surface treatments could include the incorporation of public art to display shallow relief images with colored material.

## Unifying character theme spatial elements

The experience and character of the corridor will be communicated through the design and treatment of its spatial elements. Following are design principles for the primary spatial elements that will be experienced throughout the corridor. Each of the spatial elements described below should be designed to complement the unifying theme and respective subarea themes along the IH-35E corridor.

Each spatial element is defined below. Intent statements describe how each element is characterized in the corridor. Principles are included that should be incorporated in the design of each element.

### A. Landmarks and gateways take the form of natural features and design elements and include bridges, intersection treatments, development form, and significant open space areas.

#### Intents:

- Landmarks identify and brand the City of Lewisville and its neighborhoods.
- Landmarks form a mental map for wayfinding purposes and can be created through natural or manmade means.
- Gateways identify particular areas within the city or particular neighborhoods.



Landmarks can enhance wayfinding



Gateways should be at least 8 feet tall

#### Principles:

- A1.** To achieve a consistent treatment where gateways are provided, gateways should be designed as elements that either span across a highway or path, or are symmetrical treatments located on each side of the highway right-of-way or path, and require users to either pass under or pass through.
- A2.** To promote the diversity that exists in Lewisville, landmark locations are identified within the primary catalysts of Subareas 2, 5 and 7.
- A3.** To diversify community image, landmark and gateway treatments should contain a minimum of three (3) exterior materials.
- A4.** To promote visual clarity, gateway treatments should be a minimum of eight-feet (8') tall at any dimension from the ground or base condition.
- A5.** To incorporate nodal development, landmarks and gateway treatments should be integrated with intersection design at identified nodes.

## Corridor Character Principles

**B.** Development Patterns describe how buildings, roads and open space are organized together in a particular area. These patterns contribute significantly to the character of the highway.

### Intents:

- Development is composed of compact centers, or nodes, of mixed use development.
- Environments are designed to be comfortable to pedestrians and bicyclists.
- Networks of transportation modes interconnect development and open space.
- Land use and transportation are intricately linked to create active, engaging places.

### Principles:

**B1.** To reduce sprawl, create development nodes that capture a higher number of vehicle trips accessing the corridor than traditional development.

**B2.** To promote active places, create centers of mixed-use developments near a variety of residential densities.

**B3.** To promote active places, site design for major projects should allow for increased densities over time.

**B4.** To reduce the occurrence of strip development, new development should be nodal in character and concentrate development along the highway at planned areas that are separated by open space.

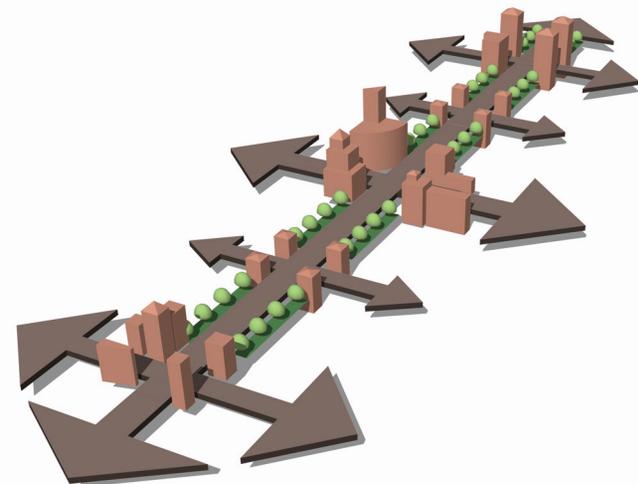
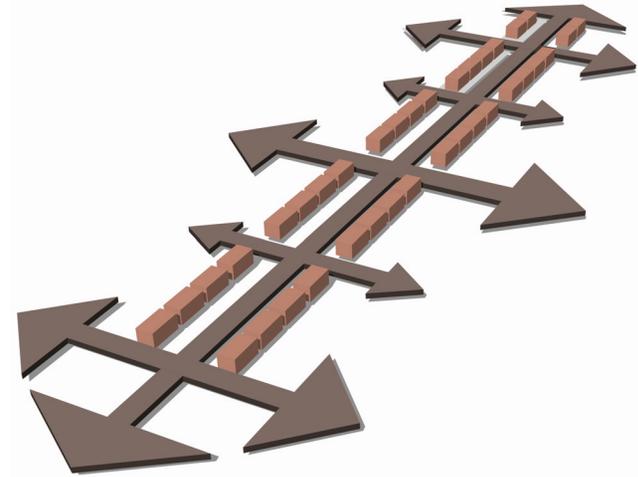
**B5.** To leverage transportation access, the tallest and densest development patterns should occur within 700 feet to one-quarter mile radius of planned nodes. Most nodes are situated at interchanges.

**B6.** To improve development character, parking locations should be less prominent and located to the rear of buildings or in parking structures.

**B7.** To promote active streets, pedestrian-oriented uses should be located on ground floors of buildings.

**B8.** To facilitate more active places, sidewalks should be wider in planned development nodes than in other lower density areas.

**B9.** To provide amenities for pedestrians, sidewalks should incorporate street trees, benches, kiosks and plazas.



Low-density development (top) and node development (bottom)

**B10.** To promote active streets, auto-oriented uses, including service stations and drive through facilities should be discouraged within one-quarter mile radius of planned nodes.

**B11.** To provide a pedestrian-friendly street network, street block sizes should not exceed 600,000 square feet.

**C.** Right-of-way treatments include bridges, walls, fencing, landscaping and lighting.



**Intents:**

- Right-of-way treatments embody the unifying and subarea themes described in this plan.
- Aesthetic treatments are visibly consistent for public and private lands when viewed from the corridor.

**Principles:**

**C1.** To improve aesthetic quality, bridges should contain a minimum of three (3) exterior materials, and include accent lighting in addition to standard lighting for safety.

**C2.** To improve aesthetic quality, no chain link fencing is allowed within direct view of the corridor or fifty-feet (50') outside the state owned right-of-way.

**C3.** To improve the aesthetic quality, fencing treatments should incorporate live, drought-tolerant vegetation, where direct transparency for safety is not required.

**C4.** To improve the aesthetic quality, landscape treatments, including flowering plants should be provided adjacent to identified gateways and landmark areas.

**C5.** To reduce a canyon effect in the corridor, vertical surfaces of walls should not exceed twenty feet (20') without a twelve inch (12") minimum horizontal break.

**C6.** To break down the scale of walls, patterns should be created that are a maximum of four feet (4') in any direction.

**C7.** To promote a pedestrian-oriented environment, pedestrian routes should be buffered from fast-moving traffic and expanses of parking.



A bridge integrating a gateway treatment and architectural pedestrian railing



Patterns can break down the scale of walls

## Corridor Character Principles

**D.** Natural Spaces along the highway are primarily passive in form, and include open space, pedestrian pathways, waterways, wetlands and stormwater drainage areas.

### Intents:

- Natural spaces complement and separate areas of nodal development and enhance the natural surroundings.
- Natural spaces represent interconnected systems and are organized to facilitate system-wide drainage.
- View corridors provide expansive views out of the corridor and identify landmarks when appropriate.



### Principles:

- D1.** To facilitate pedestrian connectivity, natural spaces should create linear systems, particularly east-west along the corridor.
- D2.** To maintain a sustainable landscape, only native plantings should be provided.
- D3.** To promote expansive views, low plantings should be provided in open spaces designated to frame long views.
- D4.** To improve water quality, native landscape materials should be utilized to provide primary filtration of stormwater prior to entering sewers.



Low plantings preserve expansive views



Native plantings maintain a sustainable landscape

**E.** Access locations include the locations of curb cuts and intersections on frontage roads, arterial streets and intersections within the corridor.

**Intents:**

- Frontage roads facilitate local circulation parallel to the highway and provide access to the local street system.
- Local streets provide the majority of access to private property along the corridor.



**Principles:**

- E1.** To promote access, street patterns should form an interconnected grid that simplifies access for all transportation modes.
- E2.** To improve multi-modal circulation, bridges should include pedestrian paths and bicycle lanes.
- E3.** To increase capacity of the frontage road system, curb cuts should be minimized.



Retaining walls with unique character and treatments.

## Corridor Character Principles

**F.** Nighttime treatments include the organization and design of safety lighting and accent lighting on spatial elements, including landmarks, key building and landscape treatments, bridge and wall treatments and open spaces.

### Intents:

- Corridor treatments should be designed for daytime and nighttime users.
- Effect lighting attempts to replicate the daytime experience for nighttime users.
- Lighting for safety is integrated with effect lighting and provides a consistent design theme.



### Principles:

**F1.** To improve the aesthetic quality, accent lighting should be included in right-of-way treatments.

**F2.** To express the design theme in each subarea, safety lighting should be incorporated with effect lighting.

**F3.** To promote walking during nighttime, pedestrian scaled lighting should be included on all walkways with one-quarter mile of defined nodes.



Pedestrian scale lighting promotes walking

## G. Street design includes both traffic and pedestrian zones.

### Intents:

- The traffic zone encompasses vehicular and bicycle movements, and can also include medians, crosswalks and on-street parking.
- The pedestrian zone includes all elements from the back of curb.



Traffic zones need to balance vehicular and bicycle modes

### Principles: Traffic Zone

- G1.** Vehicular lane width will vary based on the street type and traffic volume. On highways such as IH-35E, 12-foot lanes may be most appropriate. Arterials with heavier volumes of traffic may require 11 to 12 foot lanes. On local streets, 10 to 11 foot lanes are encouraged to help reduce speed and narrow the overall traffic zone width.
- G2.** Bicycles may be accommodated either through a wider outside lane or through a striped bicycle lane. Bicycle lane widths should be between four and six feet. When placed adjacent to on-street parking, an additional 1 to 2 feet of bicycle lane should be provided.
- G3.** Medians should provide refuge areas for pedestrians and include special planting, paving treatments, or public art installations at each end to create a visual amenity.
- G4.** Crosswalks should include inset materials or textures, including brick pavers or stamped concrete which provides visual amenity and functional traffic calming for intersections.
- G5.** On-street parking is typically 8 to 10 feet wide allowing for parallel parking adjacent to the vehicular lane. On-street parking is typically placed on corridors with lower speed limits and streets with active pedestrian and development to help calm traffic and serve surrounding land uses.

## Corridor Character Principles



### Principles: Pedestrian Zone

**G6.** Sidewalks on frontage roads and arterial streets are encouraged to be detached from the curb and setback from the street a minimum of eight feet (8'). Sidewalk widths should be a minimum of six feet (6') and can exceed twelve feet (12') depending on planned pedestrian activity. Sidewalks on local streets should be a minimum of six feet (6') and either be attached or detached depending on other amenities provided.

**G7.** Curb cuts should be subject to conditions specified by an access management strategy for arterial roads. Curb cuts are only encouraged at combined business entries and for parcels that cannot be accessed from a local road. Curb cuts on all streets should be designed to be as narrow as possible while providing for safe traffic movements and access.

**G8.** Street trees are encouraged within the amenity zone. The trunk should be setback from the street a minimum of three feet (3') to provide a clear area from the street and to allow the canopy to mature.

**G9.** Planter boxes can be located in the amenity area and provide a buffer along busy streets and create a more intimate pedestrian space. Planters can be seasonal or permanent.

**G10.** Lighting along sidewalks should be provided to indicate safe pedestrian pathways. Pedestrian scale lighting can be incorporated with traffic lighting poles or provided as independent elements.

**G11.** Benches/seating on arterials should be provided at bus stops and near intersections in green areas to provide an amenity for people waiting to cross the street or board transit. Additionally, seating is encouraged in green areas with access to public open space, or large parking areas.

**G12.** Bus stops should provide overhead shelter from sun, snow and rain and provide side shelter from wind and rain. Side panels should provide a high degree of transparency and be clear of visual obstructions.

**G13.** Bicycle racks along streets should be provided adjacent to active streets containing neighborhood serving businesses. When provided, racks should be located in the amenity zone.



Benches and sidewalk treatments contribute to street character



## Design Guidelines

These design guidelines are intended to enable the City to work together with the development and business communities in achieving the vision for IH-35E corridor. That vision includes four framework themes:

- Revitalizing the corridor will require enhancing the established character through multiple public and private realm improvements.
- Establishing memorable destinations will require creating authentic and diverse public places, while expanding the range of attractions and economic development opportunities that the corridor offers.
- Integrating the neighborhoods will require a mix of infill housing and services for local neighbors.
- Achieving a more accessible corridor will require improving the transportation system to minimize barriers and provide regional transportation alternatives.

The design guidelines are divided into two types: guidelines and standards. The Guidelines contained in this document are general statements describing ideal development along the corridor. The standards are basic requirements for any development or redevelopment along the IH-35E corridor. The use of these two types of statements is intended to give flexibility to the developer and/or applicant to respond and contribute to the corridor vision in advance of a submittal, to give the City of Lewisville a basis on which to make judgments so that its determinations are not arbitrary, and to give certainty to the City of Lewisville and its citizens that the corridor vision is met and that the quality described is maintained. The images in this section reflect examples from across the country, which exemplify the written standards.

As time passes and the city and its partners in the public and private sector advance in achieving the corridor vision, conditions along the corridor will change. The standards will be added to and amended over time. The guidelines and standards serve as a tool to ensure that the corridor vision and quality of corridor redevelopment remains consistently high.



Great places are defined in large part by great streets. Jane Jacobs said it well: “Streets and their sidewalks, the main public places of a city, are its most vital organs.”

# A. SITE PLAN

## A1 Building orientation

### Guidelines

- A1.g1 The front facades and main entries of buildings should be oriented toward streets and plazas.
- A1.g2 Building orientation should provide views of adjoining publicly accessible streets and open spaces in order to provide passive viewing for safety.
- A1.g3 Pedestrian activity should be encouraged through the incorporation of active uses such as retail, commercial and/or institutional uses at the ground level.
- A1.g4 Buildings should define the street or public open space.
- A1.g5 Buildings should be located to promote sun and sky exposure to public streets and plazas.
- A1.g6 Buildings should be sited to create active outdoor spaces where possible, such as outdoor restaurant seating where appropriate.

### Standards

- A1.s1 Buildings shall line a street at the Right Of Way or the build-to line to the greatest extent possible.
- A1.s2 Buildings shall use the full width of the lot for the primary structure and/or active outdoor space.

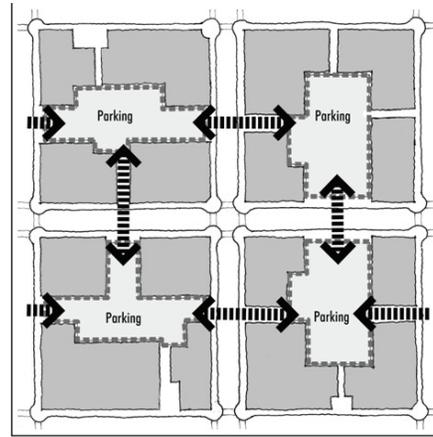


Facades and entries oriented toward street



Driveway across sidewalk identified by material change





## A2 Access and driveways

### Guidelines

- A2.g1 Access points, including alleys, and driveways should be located to promote the safe and efficient movement of vehicles, pedestrians and bicyclists.
- A2.g2 Uninterrupted pedestrian-ways should be maximized in order to improve walkability.
- A2.g3 The width of driveways and curb cuts should be minimized to reduce the overall impact of vehicular access across a sidewalk.
- A2.g4 Driveways and ramps to underground parking should be perpendicular or generally perpendicular to the street.
- A2.g5 Block frontages should have as few curb cuts as possible.
- A2.g6 Sharing of vehicle entries between two adjacent lots is strongly encouraged.

### Standards

- A2.s1 Developments shall provide access for service vehicles via alleys or parking lots.

## A3 Parking lot and structure location

### Guidelines

- A3.g1 Buildings should be located to minimize the visual impact of parked vehicles within lots and structures.
- A3.g2 Parking lot location should minimize the impact of parked vehicles on the continuity of active commercial, mixed use, and/or residential frontages.



Identify clear access points for parking

## Design Guidelines

- A3.g3 Parking lots and structures should be located to minimize the impact of vehicle noise and headlights from within parking lots and structures onto adjacent residential neighborhoods.
- A3.g4 Whenever possible, parking structures should be sited internally to the block so that parking structure street frontages are avoided. If internal siting is not feasible, then the parking structure should be oriented so that the shortest dimension fronts the street.
- A3.g5 If it is only feasible to orient the long dimension of a parking structure along a street, then the structure's street facade should exhibit the same high level of quality in its design, detailing and use of material as is provided in the adjoining commercial and/or mixed use buildings.
- A3.g6 Parking structures that are sited with exposed street frontage should orient the exposed frontage to commercial activities, rather than residential uses.

### Standards

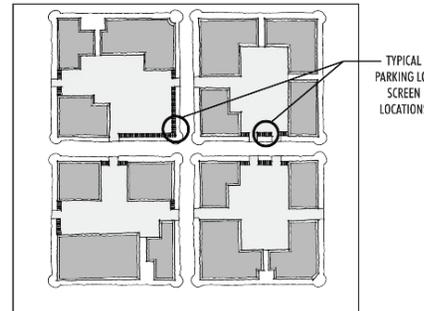
- A3.s1 Surface parking areas shall be located at the side or rear of buildings only.
- A3.s2 Parking structures with exposed street frontage shall not be oriented toward residential uses.



Active uses at street level of parking structure and high quality facade

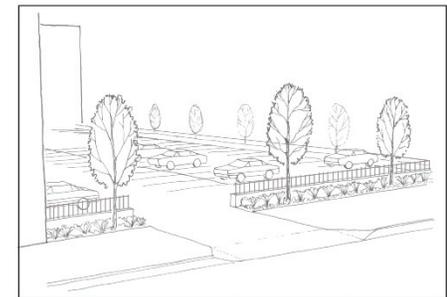


Parking structure with retail on ground floor, quality materials, and detail

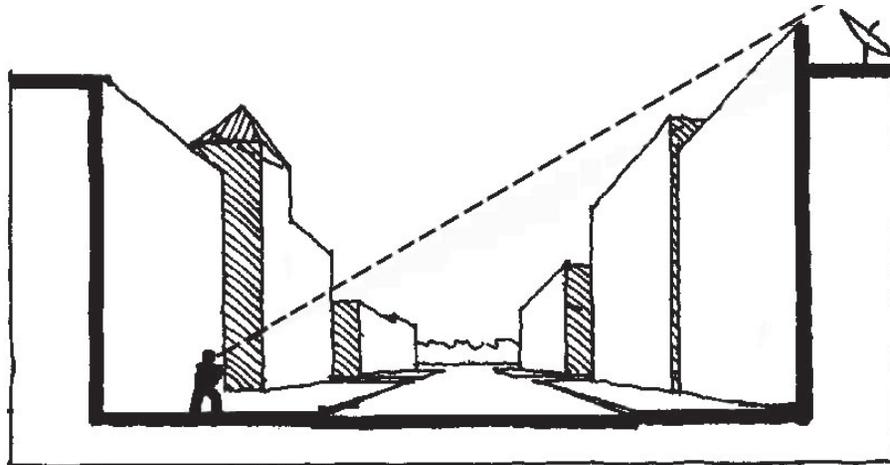


Parking lot screen

TYPICAL  
PARKING LOT  
SCREEN  
LOCATIONS



## A4 Utility location and screening



Utility screening

### Guidelines

- A4.g1 Service areas and utility pedestals should be located to minimize the visual impact of service areas, refuse storage and mechanical/electrical equipment on streets, public open spaces and adjoining development.
- A4.g2 Utility appurtenances should be located behind the sidewalk and out of the sidewalk amenity zone wherever possible. Where it must be in the tree lawn or amenity zone, such equipment should be centered on the tree line and aligned with but no closer than 42 inches from the face of curb. This includes switch boxes, telephone pedestals, transformers, meters, irrigation, and similar equipment.
- A4.g3 The use of alleys is encouraged to locate all mechanical, electrical, and utility equipment to the extent possible.

### Standards

- A4.s1 Service areas and refuse storage areas shall not front onto streets and public open spaces. Such areas shall be located to the rear or side of buildings, and screened from view from the street and/or public open space.
- A4.s2 Refuse storage and pick-up areas shall be combined with other service and loading areas.

## Design Guidelines

### A5 Pedestrian access

#### Guidelines

- A5.g1 Pedestrian entries to buildings should promote security on a street or public open space through frequent points of access and sources of activity.
- A5.g2 In general, ground floor uses with exterior exposure should each have an individual public entry directly located on a public sidewalk along a street, or on a sidewalk or plaza leading directly to a street.

#### Standards

- A5.s1 Primary building entrances shall be oriented toward streets, parks or pedestrian plazas.
- A5.s2 Each block face shall have multiple building entries. A building occupying an entire city block shall include more than one building entrance along each block face.
- A5.s3 All secondary building entries shall be well lit and directly connected to the street.



Primary building entrances oriented toward streets

## B Architecture

### B1 Building Character

#### Guidelines

- B1.g1 Building character should be creative and within a visually comfortable and familiar environment.
- B1.g2 Buildings should be designed to provide human scale, interest, and variety while maintaining an overall sense of relationship with adjoining or nearby buildings.
- B1.g3 Art integrated into building facades or forms, and/or specially designed architectural ornament is encouraged.

#### Standards

- B1.s1 All buildings shall be designed specifically for the context and character of the corridor. 'Iconic' corporate standard building design is encouraged at identified gateway and landmark locations.
- B1.s2 The majority of the building(s) of a development shall possess an architectural character that respects traditional design principles, such as:
  - Variation in the building form such as recessed or projecting bays;
  - Expression of architectural or structural modules and detail;
  - Diversity of window size, shape or patterns that relate to interior functions;
  - Emphasis of building entries through projecting or recessed forms, detail, color or materials;



Human scaled development with interest and variety



Variations of material, color, and texture



## Design Guidelines

- Variations of material, modules, expressed joints and details, surface relief, color, and texture to scale;
- Tighter, more frequent rhythm of column/bay spacing, subdividing the building façade into smaller, more human scaled elements.

## B2 Building Form

### Guidelines

- B2.g1 New development should create occasional special building forms that terminate views, create a unique skyline, and aid in way-finding.
- B2.g2 Building form should emphasize important components of a building, such as an entry, or a special internal space.
- B2.g3 Lower building heights or upper level stepbacks are encouraged on the south or east side of the street or public open space in order to provide more sun penetration to the ground level.
- B2.g4 Taller buildings adjacent to lower buildings shall establish scale relationships with lower, neighboring buildings through methods such as: compatible horizontal alignment of architectural features and fenestration, and height and form transitions from one building to another.

### Standard

- B2.s1 Building form shall employ a uniform level of quality on all sides of the building.



Example of upper level stepbacks



Emphasis on entry or special internal space



## B3 Building Facade

### Guidelines

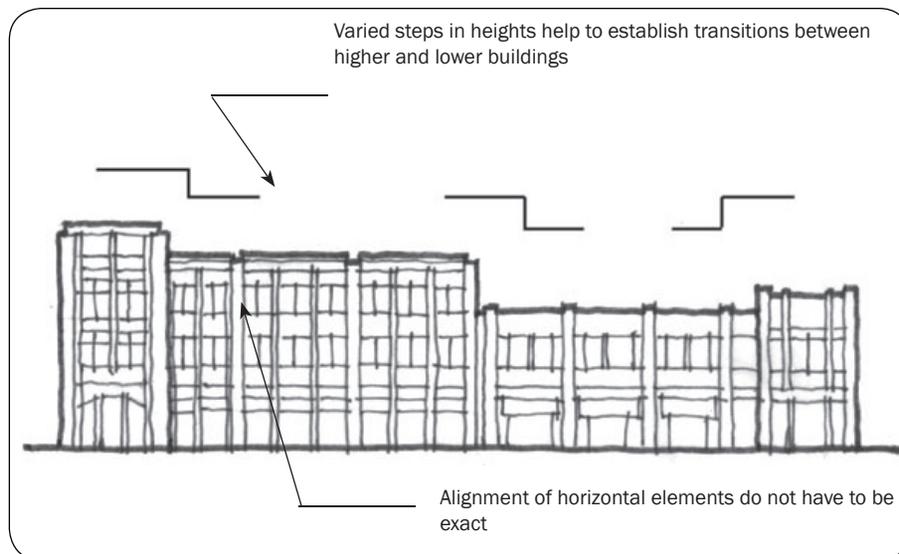
- B3.g1 Building facades should be designed to provide human scale and detail and to avoid large areas of undifferentiated or blank facades.
- B3.g2 Each building facade oriented to the street or public space should provide architectural variety and scale through the use of such elements as: expressions of building structure; patterns of window, door or other openings that provide surface variation through change of plane, change in color; change in texture; change in material module or pattern; art or ornament integral with the building.
- B3.g3 Primary building facades should include some elements that provide a change in plane that create interest through the interplay of light and shadow. Examples of such elements are:
- recessed windows, at least 3 inches;
  - recessed entries and doors;
  - projecting sills;
  - recessed or projecting balconies;
  - projecting pilasters, columns, bays;
  - projecting cornices, roofs.
- B3.g4 Each 'base' should be composed of the first floor or first two floors of the building.
- B3.g5 Each 'base' in its entirety should be designed to give the appearance of greater height than any single floor of the middle.



Varied steps in height



Vertical divisions in facade



Scale relationships

## Design Guidelines

- B3.g6 Each 'base' should have a greater level of transparency than the 'middle' or 'top'.
- B3.g7 The architectural treatment of the 'top' should be designed to create a sense of distinctly completing the dominant architectural theme of the 'middle' of the building. This architectural completion may be accomplished by such strategies as: change in the window rhythm, change in apparent floor height, setback, use of other materials, or a combination of these elements.
- B3.g8 Distinctive corner, entry treatments and other architectural features designed to interact with contextual features may be designed differently than the 'base', 'middle', and 'top'. This difference would allow the addition of vertical emphasis at significant architectural points along the building facade.
- B3.g9 The 'top' of buildings above four (4) stories may have a 'cap' set back above the lower stories, which is distinctive in shape and smaller than the previous floor.

### Standards

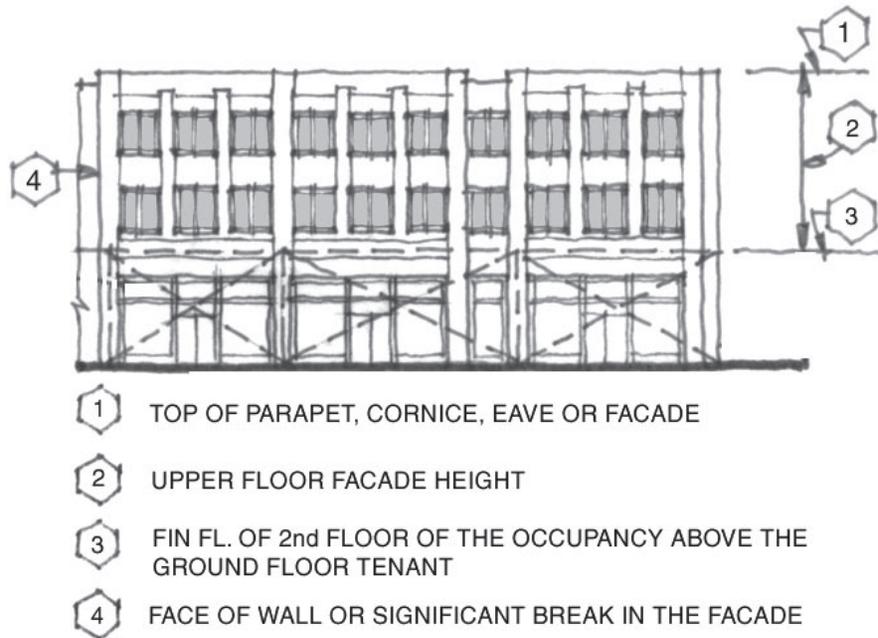
- B3.s1 The building facade shall generally have three vertical divisions: 'bases', 'middles', and 'tops'. In buildings of three stories or less in height, the 'top' may be comprised of an ornamental 'cap' or cornice rather than the articulation of an entire floor of habitable space.
- B3.s2 The design of 'roofscape' elements of tall buildings shall relate directly to the building walls.
- B3.s3 Building design shall create varied roof parapet and cornice lines in order to create interesting and human scaled skylines.



Vertical divisions in facade



## B4 Building transparency



Upper floor transparency



Building transparency



### Guidelines

- B4.g1 Where functionally appropriate, the ground floor, street-facing facade shall be made of transparent materials designed to allow pedestrians to view activities inside the buildings, retail goods for sale, or display lighted windows related to these activities.
- B4.g2 When transparency is not functionally appropriate, other means should be used to provide activity along the street-facing facade such as public art; architectural ornament or detailing; or material, texture, or color patterns.
- B4.g3 Buildings should incorporate a window or glazing-to-wall ratio that is sufficient to establish the visual solidity of the building form.
- B4.g4 Reflective glass should be used sparingly, if at all, to reduce glare, reduce the opacity or 'blankness' of the facade. Coated or tinted glass may be considered to reduce heat gain, particularly on west and south facades.
- B4.g5 Windows or glazing on upper levels should be sufficiently transparent to provide an awareness of internal activities when viewed from the street or public spaces.

### Standards

- B4.s1 Glass without coatings or tints shall be used for all retail glazing. In no case shall highly reflective glass be used.

## Design Guidelines

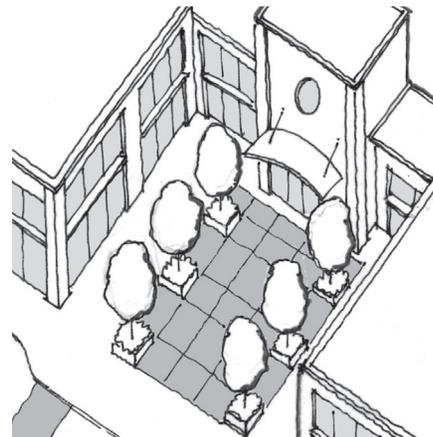
### B5 Building Entries

#### Guidelines

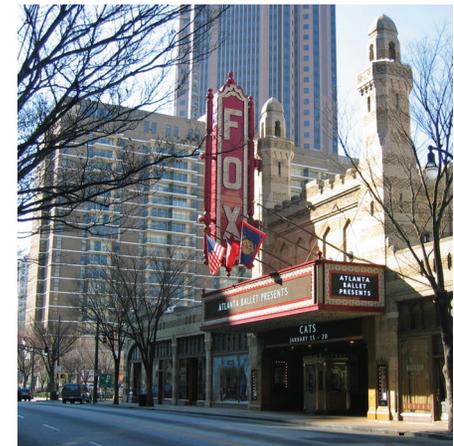
- B5.g1 For mixed-use buildings with residential units, one or more separate building entrances from the sidewalk should be used to provide access to the residential units.
- B5.g2 Detailed and elaborate entries should be used as another way to create street level interest and architectural variety.
- B5.g3 Major building entries should be emphasized through such design devices as changes in plane, differentiation in material and/or color, greater level of detail, enhanced lighting, ornament, art, and/or building graphics.
- B5.g4 Primary building entries should be oversized, and generally break the storefront/ground floor façade pattern.

#### Standard

- B5.s1 Each multi-story building shall have one clearly identifiable 'front door' that addresses the street. In addition to this 'front door,' a building occupying an entire city block shall include at least one other building entrance along each block face.



Emphasis on building entry



## B6 Building Materials

### Guidelines

- B6.g1 New development should use materials and colors that possess a comfortable and familiar character, convey a sense of quality and attention to detail, and are compatible with materials of adjacent buildings.
- B6.g2 New development should use lasting materials that weather well, need little maintenance, and resist vandalism.
- B6.g3 Materials and/or detailing at retail frontages should distinguish between the structural parts of a building (columns, walls and beams), and the infill parts of a building (wall panels, frames, windows and doors).
- B6.g4 Infill materials should have a non-structural appearance.

### Standards

- B6.s1 A significant portion of the facade facing a street or public open space (not including windows, doors and their framing systems), shall be composed of highly durable materials such as: brick, stone, cast stone, specially treated concrete masonry units, terra-cotta, and/or glass. All building materials shall be integrally tinted.
- B6.s2 Building materials shall maintain a uniform level of quality on all sides of the building.



High quality materials



## Design Guidelines

### B7 Parking Structures

#### Guidelines

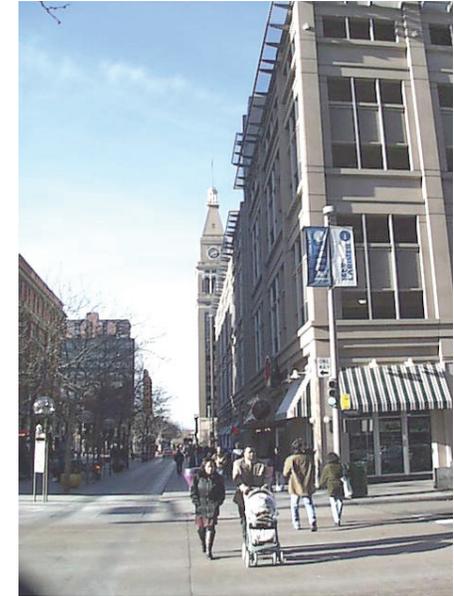
- B7.g1 The exterior of parking structures should be wrapped with mixed-use space in order to minimize the visual impact of parking on the pedestrian experience, and the street environment and to increase pedestrian activity and interest along the street by locating active uses at the street level of parking garages
- B7.g2 Garage facades visible from public streets and open spaces should be compatible in character and quality with adjoining buildings.
- B7.g3 Parking structures should create visually interesting facades that provide human scale and detail while avoiding large areas of undifferentiated or blank facades.
- B7.g4 Openings should be vertically and horizontally aligned.

#### Standards

- B7.s1 Street oriented facades shall conceal or effectively reduce the impact of parked cars and light sources from the exterior view for the full height of the structure.
- B7.s2 Multi-story parking structures (3 levels or more) with facades facing public streets shall provide commercial, live-work, residential and/or institutional space for not less than 50% of the garage's ground level street facing frontage, or the design and structure of the ground floor street frontage should be able to accommodate in the future one of the above listed uses.
- B7.s3 Sloping ramps shall not be visible within the street facade of any parking structure.



Retail wrap and compatible facade on upper stories of parking structure



Street facade of parking structure that screens parked cars



## B8 Building Lighting

### Guidelines

- B8.g1 Building lighting should accentuate important architectural components of the building, such as entries, towers or roof elements, or repetitive columns or bays, and include decorative lighting.
- B8.g2 Building lighting should provide indirect or direct lighting for adjoining sidewalks and open spaces.
- B8.g3 Primary building entries should be externally lit so as to promote a more secure environment at the door, emphasize the primary point of entry into the building, and provide sufficient lighting for efficient access into the building.
- B8.g4 Steps and/or ramps at or leading to a primary building entry should be illuminated sufficiently for safe access.

### Standard

- B8.s1 Entry lighting shall complement the building's architecture. Standard security lighting such as wallpacks shall not be allowed.



Lighting at building entries



## Design Guidelines

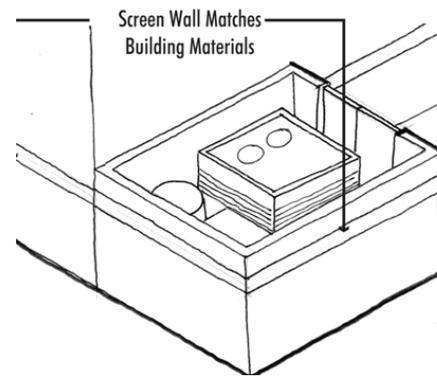
### B9 Rooftop design

#### Guidelines

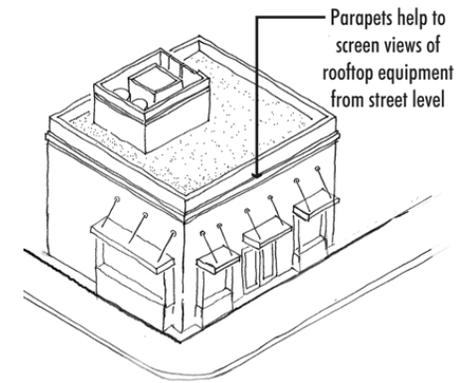
- B9.g1 Rooftop design should maintain the integrity of architecturally designed building tops and help create interesting and varied skylines.
- B9.g2 In mixed use development, if residential uses are located near mechanical equipment, care should be taken to mitigate the impacts of noise and odors.
- B9.g3 Antennae that extend over five feet above the roof line are encouraged to have screening techniques applied such as color and material to minimize visibility.
- B9.g4 Streetscape within the corridor area should not be cluttered by utility elements.
- B9.g5 Utility boxes should be located so that they do not obstruct pedestrian traffic or block sight lines at intersections.

#### Standards

- B9.s1 All roof mounted mechanical and electrical equipment, communication antennae or dishes shall be enclosed, screened, organized, designed and/or located as part of the architectural expression and shall not be visible from the public right of way. Any equipment shall be covered or screened to its full height.
- B9.s2 Switch boxes, transformers, electrical and gas meters, and other above ground utility elements shall be screened or located out of view from the street.



Screening of rooftop mechanical equipment



## C. LANDSCAPE

### C1 Perimeter Landscaping

#### Guidelines

- C1.g1 Perimeter landscaping design should create street and plaza spaces that join buildings, uses, pedestrian areas, and streets into a unified urban place.
- C1.g2 Perimeter landscaping should reinforce the pedestrian environment established in the adjoining street right of way.
- C1.g3 Perimeter landscaping should be designed to provide seamless transitions between buildings, uses, and open spaces that promote the mixing of commercial, residential, and institutional uses.
- C1.g4 Where a landscape perimeter area occurs between a building frontage and a street right of way, it should be designed to extend the pedestrian amenities of the street, such as increased walkway widths, areas for outdoor café/restaurant seating, increased sidewalk widths to allow window shopping out of the stream of pedestrian traffic, and space for the temporary display of a retailer's goods.
- C1.g5 Where space permits, planting in containers, raised planters, or cutouts in the paving is encouraged.

#### Standard

- C1.s1 Where a side setback landscape perimeter area occurs, it shall be designed to contribute to a pedestrian amenity zone such as a passageway, or contribute to a paved driveway or alley.



Perimeter landscaping design



## Design Guidelines

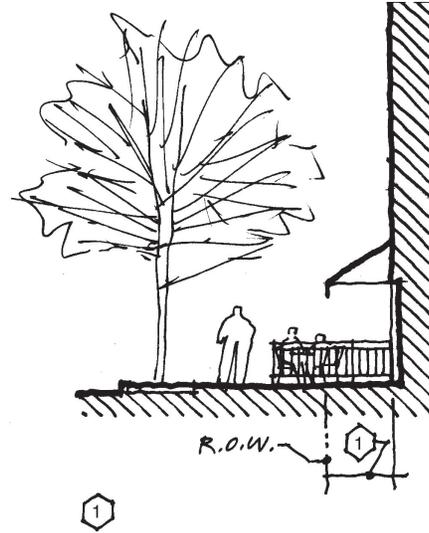
### C2 Internal courtyards, plazas and open spaces

#### Guidelines

- C2.g1 Internal courtyards, plazas, or open spaces should be designed to create useable open spaces, suitable for passive recreational activities such as informal play, reading, and sitting in the sun or shade.
- C2.g2 All open spaces accessible to the general public should be open a minimum of 12 hours per day.
- C2.g3 Private open space may be fenced with wrought iron, masonry or comparable decorative fencing or otherwise controlled for security.

#### Standard

- C2.s1 All public and private open space not used for recreation shall be attractively landscaped with plant material and hard surfaces.



Setback where outdoor seating occurs



Internal courtyards



## C3 Hardscape Design

### Guidelines

- C3.g1 Hardscape design should provide a quality of paving materials and patterns consistent with the quality of the surrounding architecture and open spaces and provide safe paving conditions for all persons.
- C3.g2 Hardscape design should create interest and variation within paved surfaces that includes but is not limited to public art, coloring, or materials.
- C3.g3 Special paving should be carefully chosen for structural capability and durability in the local climate. Uncolored concrete, colored concrete, brick, hydraulically pressed concrete unit pavers or stone is recommended.
- C3.g4 Special paving patterns and materials should be used to emphasize important building entries, provide interest and variation, and differentiate between sidewalks, plazas, medians, and crosswalks.

### Standards

- C3.s1 Sidewalks shall be separated or buffered from vehicle travel lanes by street/pedestrian lights, and/or street trees in grates or in a tree lawn.
- C3.s2 In transition areas, sidewalks shall be separated from the street by trees in tree lawns.



Variety in sidewalk paving materials



## Design Guidelines

### C4 Landscape: Trees and Plant Materials

#### Guidelines

- C4.g1 Landscaping should create a strong identity for each street and use quality plant materials that are located, sized, and provided in quantities sufficient to emphasize important streets.
- C4.g2 Landscaping should use plant materials that tolerate an urban condition.
- C4.g3 Trees should align parallel and perpendicularly across the street with each other whenever possible.
- C4.g4 Ornamental trees should not be used in a street right-of-way.
- C4.g5 Tree grates or planting cut-outs should be used in paved areas to prevent excessive soil compaction.
- C4.g6 Large tree pits that allow for a broader canopy are preferred over typical street trees.
- C4.g7 All tree lawns and street trees in cut-outs, tree pits, and grates should be irrigated with an automatic irrigation system. Drought tolerant turf or low, continuous ground covers should be used as the primary ground cover for continuous tree lawns.
- C4.g8 To the maximum extent feasible, topsoil that is removed during construction activity should be conserved for later use on areas requiring re-vegetation and landscaping.



Tree lawns in right-of-way





Pedestrian lighting that provides an identity



Alignment of pedestrian lighting



### Standards

- C4.s1 No artificial trees, shrubs, turf, or plants shall be used to fulfill the minimum requirements for landscaping.
- C4.s2 Tree lawns shall be a minimum of 6 feet in width, measured from the back of curb to the edge of the sidewalk.
- C4.s3 Street trees shall be centered within the width of the tree lawn.
- C4.s4 Street trees in tree grates shall be at least 2 feet 6 inches from the face of the curb. Tree grates shall be at least 24 sq. ft. with openings no more than 1/4 inch to 3/8 inch in width and should be designed to allow for tree trunk growth.

## C5 Street and Pedestrian Lighting

### Guidelines

- C5.g1 Lighting should provide a safe and secure environment for motorists, bicyclists, and pedestrians.
- C5.g2 Lighting should create an identity for the development and/or special streets.
- C5.g3 Lighting should enhance the quality of streets in the commercial core through the design of the light poles, bases, fixtures, and attachments.
- C5.g4 Street and/or pedestrian light poles should be aligned with and centered between street trees.

## Design Guidelines

- C5.g5 Where the light source is directly visible, the luminaries should be designed to incorporate elements to reduce glare, such as translucent, internal refracting surfaces to direct light down and away from adjoining private property; lower height poles; lower wattage or pole location.

### Standards

none in this section

## C6 Street Furniture

### Guidelines

- C6.g1 Seating should be durable, comfortable, attractive, securely anchored, and easy to maintain. Seating surfaces should be 16 to 18 inches high with a minimum depth of 16 inches for seats without backs and 14 inches for seats with backs.
- C6.g2 Where bus stops occur within tree lawns, a minimum of one 6-foot long bench should be placed on a concrete pad. Where a bus stop occurs on a wide attached sidewalk, a 6 foot long bench should be provided within the sidewalk's amenity zone.
- C6.g3 Trash receptacles should be conveniently located near benches and other activity nodes.
- C6.g4 Trash receptacles should relate in appearance and color to other street furniture. They should be firmly attached to paving to avoid vandalism. Covered tops and sealed bottoms should be included to keep the contents dry and out of sight at all times.



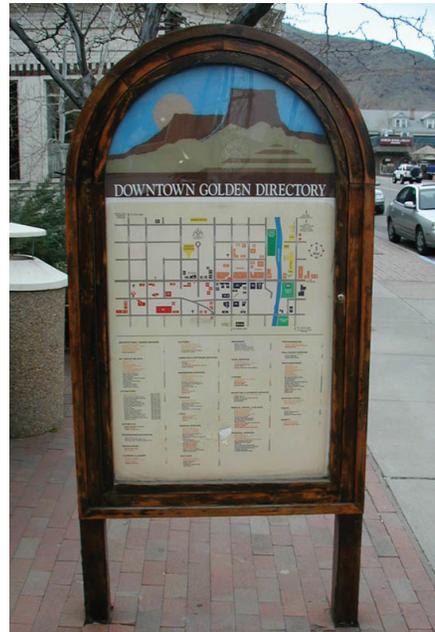
Consolidated newsracks



Durable and comfortable seating



Wayfinding signs



- C6.g5 Bicycle racks should be placed near entrances or gathering places, but out of pedestrian and bicycle traffic areas where they may create tripping or other safety hazards. If possible, locate racks where parked bicycles are visible from the inside of adjacent buildings.
- C6.g6 Newspaper racks and trash receptacles should be located at areas where high pedestrian activity is anticipated.
- C6.g7 Newspaper boxes should be clustered together and screened by specially designed railings. They should be located adjacent to pedestrian activity, but not so as to obstruct drivers' views at intersections, or car overhang/door swings at the curb.

### Standards

none in this section

## C7 Wayfinding Elements

### Guidelines

- C7.g1 Wayfinding should compliment and enrich the pedestrian experience and create interesting streets and spaces.
- C7.g2 Wayfinding information should be conveyed clearly and efficiently with high quality sign and graphic design.
- C7.g3 Information should be provided for events on-site as well as within the City.

## Design Guidelines

- C7.g4 To provide art, whimsy and contrast to the civic structure of the street furnishings, wayfinding elements should relate to local culture and flavor.
- C7.g5 Information kiosks and wayfinding elements should be located near pedestrian origin points such as parking structure stairs and elevators, public plazas and near entrances to public buildings.

### Standards

none in this section

## C8 Gateway Elements and Public Art

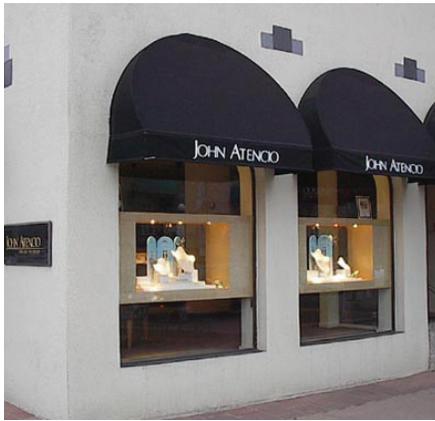
### Guidelines

- C8.g1 Public art should engage the community, and express community identity.
- C8.g3 Art should create experiences for the senses and opportunities for surprise, wonder, interest, contemplation, reflection, humor, interaction and play.
- C8.g4 Art should provide shade structures at appropriate locations, particularly on the north side of the street.
- C8.g5 Commissioned works should exhibit superior craftsmanship and design, and be fabricated of durable, low maintenance materials using proven technologies. A range of signature pieces should include integrated urban design elements, architectural detailing and interactive features.
- C8.g6 Art should be sited to create areas of emphasis within the urban fabric while supporting the social function of each space.



Public Art





- C8.g7 Selected artworks should include interactive elements allowing residents and visitors to walk through, play, sit on, and otherwise physically interact with the finished work.
- C8.g8 Artwork, where appropriate, should be integrated into infrastructure and site furnishings (i.e. hardscape/landscape elements, building facades, tree grates, wayfinding devices, seating, etc.).

**Standards**

- C8.s1 All plaza areas shall include public art.
- C8.s2 Artwork shall be designed and sited to correlate with surrounding activity patterns.

## D. Signage

### D1 General Criteria

**Guidelines**

- D1.g1 Signs should be located, sized, and designed for single or multiple uses so as to eliminate conflicts, predict the impact and effects of the signs on adjoining properties, avoid clutter and achieve the desired character of their application.
- D1.g2 In an effort to limit the variety of sign types used on a single building along the corridor, the following combinations should be considered:
  - One (1) wall sign per use; window signs limited to 10 percent of any window area; one (1) monument sign per building frontage, but awning signs, pole signs, or projecting signs are discouraged in this combination.

## Design Guidelines

- Window signs limited to 20 percent of the window area, awning signs, and one (1) projecting sign per use, but wall signs, pole signs, or monument signs are discouraged in this combination.
- One (1) wall sign per use, one (1) projecting sign per use if located or designed so as not to visually conflict, window signs limited to 10 percent of any window area, but awning signs, pole signs, or monument signs are discouraged in this combination.

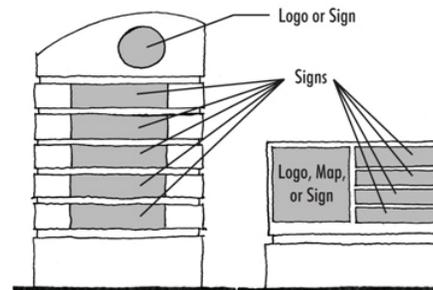
### Standards

- D1.s1 Rehabilitated buildings shall provide a sign plan showing locations, sizes, heights, and probable design and illumination of all sign types to be used on the building or its site.

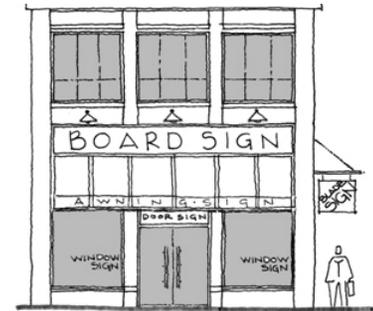
## D2 General Number and Location of Signs

### Guidelines

- D2.g1 Signs should be limited in number commensurate with the needs of the uses in the building.
- D2.g2 Signs should respect the architectural character and design of the building in their number and location.
- D2.g3 Sign clutter, where the number and size of signs dominate the storefront or façade of the building, should be avoided.



Signage examples



Awning sign



Projecting sign



Wall sign



Window sign

### Standards

- D2.s1 Wall, window, awning, and projecting signs shall not be allowed above the ground floor with the exception of the following with the discretion of the design review committee:
- Painted, face-lit wall signs;
  - Internally lit channel letter signs and/or logos;
  - Painted wall murals with a minor component for the identification of a business;
  - One unlit window sign per business;
  - The extension of a ground floor projecting sign;
  - The name of the building integrated into the material and/or design of the facade; In no case shall an internally lighted, cabinet type wall sign be allowed above the ground floor.
- D2.s2 Signs shall not be located within the residential portion of the facade of any mixed use building.
- D2.s3 A maximum combination of three sign types shall be used for any building frontage. Such sign types are: wall, projecting, ground, window, awning, marquee and arcade.

## D3 General Size and Height

### Guidelines

- D3.g1 The size of signs should be related to the location and speed of movement of the typical person viewing the sign.

### Standards

none in this section

## Design Guidelines

### D4. General Design and Illumination

#### Guidelines

- D4.g1 Signs should respect the architectural character and design of the building.
- D4.g2 Signs should be expressive of the activity, product, or use for which they are displayed.
- D3.g3 Signs should be compatible with existing residential uses.

#### Standards

- D4.s1 Materials for signs shall compliment the color, material and overall character of the architecture.
- D4.s2 Signs shall be constructed of high quality, durable materials. All materials must be finished to withstand corrosion. All mechanical fasteners shall be of hot-dipped galvanized steel, stainless steel, aluminum, brass or bronze.
- D4.s3 All conduits, transformers, and other equipment shall be concealed, and shall have UL ratings.
- D4.s4 Exterior lighting of signs shall be oriented down onto the face of the sign, not up from below to minimize night sky light pollution.
- D4.s5 Sign illumination shall not create objectionable glare to pedestrians, motorists, and adjoining residents.
- D4.s6 A business's corporate logo or typical sign design may be allowed by the design review committee. However, the design review committee shall retain complete control over the design, dimensions, location, number and type of the sign.
- D4.s7 Hand painted signs shall not be allowed, unless painted by a sign contractor specializing in hand painted or hand crafted signs.



Signs compliment color, material and character of architecture



Acceptable projecting wall sign



Wall sign with mounted letters

## D5 Wall Signs

### Guidelines

- D5.g1 Wall signs should be integrated with the architecture of the building.
- D5.g2 In general, wall mounted sign cabinets should be discouraged.

### Standards

- D5.s1 Wall signs shall be located within any sign areas clearly designed for signs on existing or proposed building facades.
- D5.s2 Lighted wall signs shall not be located at the top of a building's facade if the facade is higher than two stories and shall not directly face a residential neighborhood.
- D5.s3 Maximum wall sign size shall not be increased by an increase in sign height.
- D5.s4 No more than one wall sign shall be allowed per building.
- D5.s5 Wall signs shall not overlap, or generally conflict with important architectural features such as windows, cornices, belt courses, or other details.

## Design Guidelines

- D5.s6 Wall signs located on the side wall of a building that faces a side property line, alley, or parking area (including a side property line along a street), shall not be lighted above the ground floor.
- D5.s7 Wall signs shall be composed of individually mounted letters, logos or icons without sign backing panels, or letters/logos mounted on a backing panel.
- D5.s8 Phone/Fax numbers on all signs, with the exception of window signs, shall not be allowed.
- D5.s9 Neon signs, except those located in a window, shall not be allowed.



Appropriately scaled lighting and signage

## D6 Projecting Signs

### Guidelines

- D6.g1 Projecting signs should not be closer than 50 feet apart, and no more than 3 for 300 feet of street frontage.

### Standards

- D6.s1 Each use by right shall be limited to one projecting sign for each of that use's street frontage.
- D6.s2 Projecting signs shall not be located above the ground floor.
- D6.s3 All projecting sign structures on a building shall be located at the same height as the other sign structures.
- D6.s4 Projecting signs shall be located above or below non-signed awnings, but not in line with the awnings.



Desirable ground sign



Desirable window signs

- D6.s5 Projecting signs shall not be greater in size than 12 square feet per face or 24 square feet per sign.
- D6.s6 Projecting signs shall be externally lit. Internally lit sign cabinets are generally discouraged except where the sign face is composed of metal with back lit cut out letters or logos.

## D7 Ground Signs

### Guidelines

- D7.g1 Ground signs should be refined, creative and unique.
- D7.g2 'Designed' pole or post signs are encouraged when the vertical supports are integrated into the design of the sign.
- D7.g3 The design of a joint identification sign should be unified, uncluttered, easily readable, and of high quality. Ways to avoid a cluttered appearance are:
  - The sign text for most components is composed of the same type face and size.
  - The sign structure or frame is dominant enough or simple enough to visually organize varied components.
  - The sign has a clear hierarchy or importance in its components.

### Standards

- D7.s1 Only one (1) monument or per street frontage sign shall be allowed per building. The monument sign may also be a joint identification sign.
- D7.s2 Ground signs shall have no more than one sign cabinet or backing panel.
- D7.s3 If lighted, monument signs should be externally lit with a shielded or directed light source.

## D8 Window Signs

### Guidelines

- D8.g1 Window signs should emphasize a window's transparency and sense of openness to the interior.

## Design Guidelines

- D8.g1 Window signs should avoid clutter 1) within the text and graphic components of the window signs, and 2) in combination with the objects of view through the window.

### Standards

- D8.s1 Window signs shall generally be located in the lower or upper 25 percent of the window area. Window signs may be located in the middle portion of the window, but should not substantially obscure the activities or displays beyond the window.
- D8.s2 Window signs should not be larger than 10 percent of each window or door area, except that window signs may be as large as 20 percent of each window area if no wall sign is provided.
- D8.s3 Storefront window signs shall be limited to either the tenant's name or logo. Operating hours may be applied onto the glass, but shall be kept small, preferably on the windows next to the front door.
- D8.s4 Window signs on glazing shall be either silk screened, back-painted, metal-leafed, or sand-blasted onto the glass. Vinyl letters are not allowed.



## D9 Awning Signs

### Guidelines

- D9.g1 Awning signs should be carefully controlled so as not to become substitutes for wall signs or projecting signs

### Standards

- D9.s1 Each awning may have a sign printed on its valence.





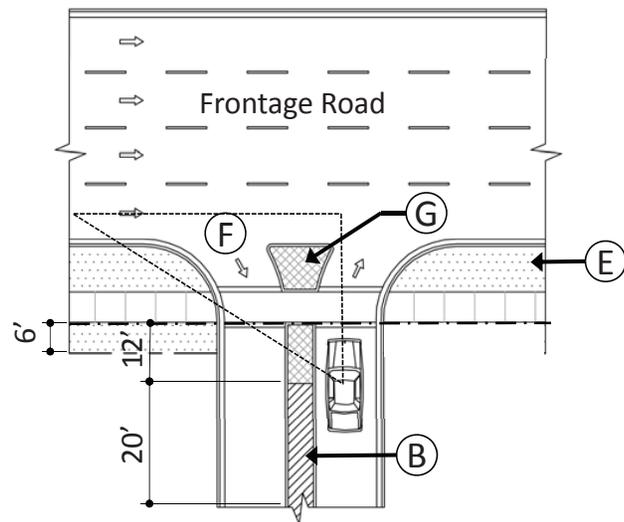
Desirable awning signs



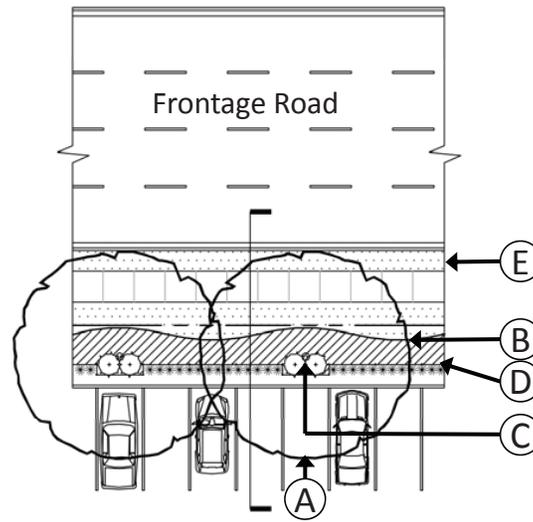
- D9.s2 Awning signs shall not be allowed above the ground floor. Awnings without signs may be allowed above the ground floor if they are compatible with the architecture.
- D9.s3 Awnings shall be consistent in color and visually balanced over the façade of the building.
- D9.s4 Standard residential type aluminum awnings shall not be used. Awnings shall be composed of non-combustible acrylic fabric.
- D9.s5 Back-lit translucent awnings with or without signs shall not be allowed. Shielded down lights within an awning that light only the paving under the awning may be acceptable.
- D9.s6 Entry canopies shall not be allowed if they extend more than 4 feet from the building face.
- D9.s7 Awning signs shall be located primarily on the awning valence that faces the street, not on a valence that is generally perpendicular to the street.
- D9.s8 If side panels are provided, such panels should not carry signs greater in area than 20 percent of the area of the awning sign panel.
- D9.s9 Text on awning valences shall not be greater than 8 inches high. A valence drop length shall be no greater than 12 inches.
- D9.s10 Awnings shall not extend vertically beyond a building's or storefront's individual bays.
- D9.s11 Awnings shall be composed of traditional forms, and compliment the window or bay within which it occurs. Straight, more steeply sloped awnings are preferred. Rounded 'barrel' awnings are discouraged. Rounded awnings designed to fit arched windows or bays are acceptable.

# E. Typical Right-of-Way Transition Typologies

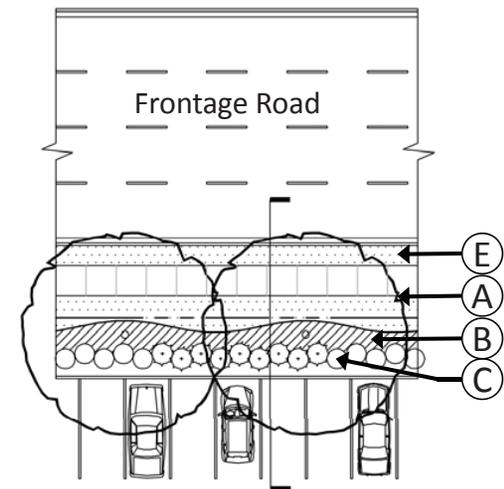
The following diagrams address the transition between the IH-35E frontage road and adjoining land use conditions including entry drives, screened parking lots (with and without fencing), open space and private development. Specific standards are shown on the diagrams.



**1: Typical Entry Drive Plan**

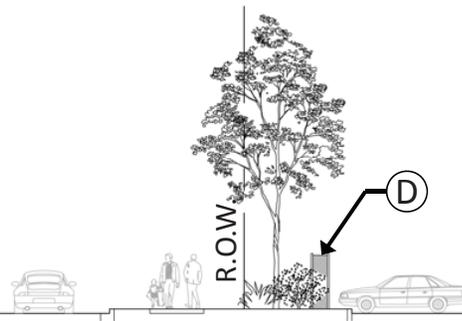


**2: Screened Parking Plan  
(Fence Option)**



**3: Screened Parking Plan  
(No Fence Option)**

- (A) CANOPY TREE (30' O.C.)
- (B) LOW PLANTINGS ( $\leq$  3' TALL)
- (C) SCREENING SHRUBS ( $\geq$  5' TALL)
- (D) 6' UNDULATING SCREEN FENCE
- (E) MOWED TURF
- (F) NO SHRUB / TREE PLANTINGS IN VIEW TRIANGLE or WITHIN 6' of RIGHT-OF-WAY (INBOUND SIDE)
- (G) DECORATIVE PAVING (STAMPED CONCRETE OR CONC. / BRICK PAVERS)

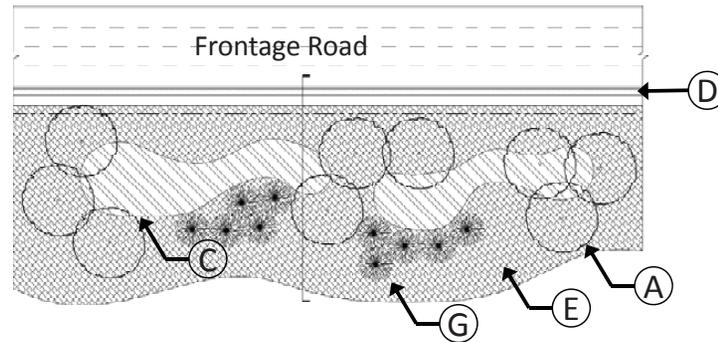


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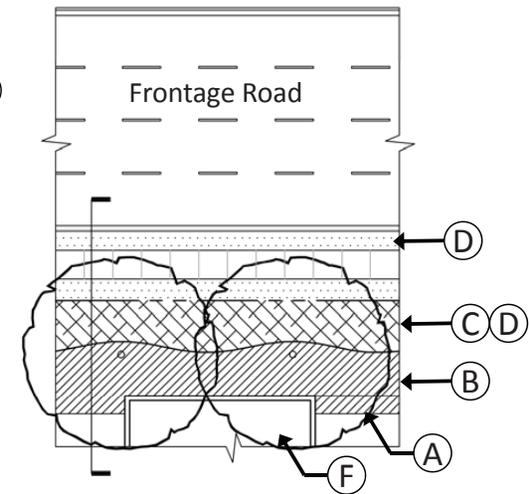


**Section**

- (A) CANOPY TREE (30' O.C.)
- (B) LOW PLANTINGS ( $\leq 3'$  TALL) – 25% OF SIDE YARDS AND 15% OF FRONT YARD SETBACK, MIN.
- (C) NATIVE SHRUB MASSES (40% EVERGREEN, 60% DECIDUOUS, 4'-10' TALL), 20'-40' WIDE X 75'-100' LONG
- (D) MOWED TURF
- (E) NATIVE GRASSES AND WILDFLOWERS
- (F) BUILDING
- (G) EVERGREEN TREE



**4: Open Space Planting Plan**



**5: Typical Development Planting Plan**



**Section**



**Section**

## Design Guidelines

### Trees

Plant Image	Common Name (Botanical Name)	Install Size	Minimum Spacing	Parks Area	Old Town Area	Lakes Area	Remarks
	Shumard Oak ( <i>Quercus shumardii</i> )	3" Caliper Size Minimum 30 Gallon Container or B&B 14'-16' Height	30' on center			X	Deciduous Tree – Full Sun, 40-60' height Tolerant of heavy clay soils, drought and urban conditions Exceptional fall color
	Bur Oak ( <i>Quercus macrocarpa</i> )	3" Caliper Size Minimum 30 Gallon Container or B&B 14'-16' Height	30' on center	X			Deciduous Tree – Full Sun, 60-80' height Drought Tolerant, adaptable to a wide range of soils
	Lacebark Elm ( <i>Ulmus parvifolia</i> 'Drake')	3" Caliper Size Minimum 30 Gallon Container or B&B 14'-16' Height	30' on center		X		Semi-evergreen Tree – Full Sun, 30-50' height Tolerant of drought and urban conditions Showy exfoliating bark
	Loblolly Pine ( <i>Pinus taeda</i> )	6'-8' Spread, 12'-14' Height 30 Gallon Container or B&B	20' on center	X	X	X	Evergreen Tree – Full Sun, 90-100' height Drought Tolerant, adaptable to a wide range of soils, recommend plant be used in groupings

# Shrubs

Plant Image	Common Name (Botanical Name)	Minimum Install Size	Minimum Spacing	Parks Area	Old Town Area	Lakes Area	Remarks
	Indigo Bush (Amorpha fruticosa)	3 gallon container 18-24" spread, 18-24" height	5' on center	X		X	Deciduous native shrub, 6-10' height & spread Drought Tolerant, adaptable to a wide range of soils
	Wright's Mexican Flame (Anisacanthus quadrifidus var. wrightii)	3 gallon container 18-24" spread, 18-24" height	4' on center	X		X	Deciduous shrub, Full sun – part shade, 3-5' height & 5' spread Drought Tolerant, adaptable to a wide range of soils Flowering (red)
	Autumn Sage (Salvia greggii)	3 gallon container 18-24" spread, 18-24" height	2' on center	X		X	Simi-evergreen native shrub, full sun, 2-3' height & spread Drought Tolerant, does not tolerate poorly drained clay soils Flowering (red)
	Mountain Sage (Salvia reglia)	3 gallon container 18-24" spread, 18-24" height	3' on center	X		X	Deciduous Shrub, Part Shade – Shade, 3-5' height Drought Tolerant, adaptable to a wide range of soils Flowering (red) July - October
	Edward Goucher Abelia (Abelia x grandiflora 'Edward Goucher')	3 gallon container 18-24" spread, 18-24" height	4' on center		X		Deciduous shrub, full sun – part shade, 3-5' height & spread Medium water requirement, but drought tolerant Flowering (lavender-pink)
	Indian Hawthorne (Raphiolepis indica 'Snow')	3 gallon container 18-24" spread, 18-24" height	4' on center		X		Evergreen Shrub, full sun, 3-4' height & 5-6' spread Drought Tolerant Flowering (white)
	Knock-Out Rose (Rosa sp. 'Knock-Out')	3 gallon container 18-24" spread, 18-24" height	3' on center		X		Deciduous Shrub, full sun, 3-4' height & spread Requires regular watering. Flowering (Pink)
	Texas Sage (Leucophyllum frutescens)	3 gallon container 18-24" spread, 18-24" height	4' on center		X		Deciduous shrub, 3-6' height, 4-6' spread Drought Tolerant, adaptable to a wide range of soils Flowering (lavender-pink)
	Possumhaw (Ilex decidua)	3 gallon container 18-24" spread, 18-24" height	10' on center			X	Deciduous shrub, full sun – part shade 7-15' height, 5-12'spread Provide one male plant for every 30 female plants Red berries.

## Design Guidelines

# Ornamental Grasses and Groundcovers

Plant Image	Common Name (Botanical Name)	Minimum Install Size	Minimum Spacing	Parks Area	Old Town Area	Lakes Area	Remarks
	Lindheimer Muhly (Muhlenbergia lindheimeri)	1 gallon, container	18" on center			X	Native Perennial Grass, full sun, 2-5' tall Drought tolerant, prefers well drained soils, , adaptable to a wide range of soils
	Indian Grass (Sorghastrum nutans)	1 gallon, container	18" on center	X			Native Perennial Grass, full sun – part shade, 3-8' tall Drought tolerant, prefers well drained soils, , adaptable to a wide range of soils
	Mexican Feather Grass (Nassella tenuissima)	1 gallon, container	12" on center			X	Native perennial grass, full sun – part shade, 1-3' tall Drought Tolerant, adaptable to a wide range of soils
	Pink Muhly Grass (Muhlenbergia capillaris)	1 gallon, container	18" on center			X	Native Perennial Grass, full sun, 2-3' tall Prefers moist sandy – sandy loam soil conditions Pink flowers in fall create stunning display
	Lily Turf (Liriope muscari 'Silvery Sunproof')	1 gallon, container	18" on center		X		Semi-evergreen perennial, full sun – shade 12-18" height and spread. Drought Tolerant, adaptable to a wide range of soils Flowering (lavender), blooms mid-summer - fall
	Spreading Juniper (Juniperus horizontalis 'Youngstown')	3 gallon container	3' on center		X		Evergreen groundcover, full sun, 1' height, 6' spread Drought Tolerant, adaptable to a wide range of soils
	Engelmann's Daisy (Engelmannia persistenia)	1 gallon, container	12" on center	X		X	Native perennial, 2' tall, full sun Drought Tolerant, adaptable to a wide range of soils Flowers (Yellow), blooms well even in drought conditions. Blooms March - July
	Purple Coneflower (Echinacea purpurea)	1 gallon, container	18" on center	X			Native perennial, 2-3' tall, full sun – part shade Drought Tolerant, adaptable to a wide range of soils Long lasting flowers (Purple) , Blooms April - September



# Glossary of Streetscape Terms

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# Glossary of Streetscape Terms

**Awning signs** Attached or printed on a canopy that protects people from the sun and the elements.

**Bike Lane** A portion of a roadway which has been designated by striping and pavement markings for the exclusive use of bicyclists.

**Bollards** A three to four foot tall post or column constructed of concrete, stone, or metal designed to separate pedestrian and vehicular traffic, define property lines, protect a work of public art, or otherwise for property protection, traffic control and pedestrian safety.

**Crosswalk** Portion of a roadway designated and marked for a pedestrian crossing, typically at intersections, but potentially at designated midblock locations

**Curb cut** A cut in the curb associated with a driveway to provide access for vehicles into a parking area, alley, or loading zone.

**Curb zone** The area from the inside of the curb to the sidewalk. This zone is where streetscape elements such as street trees, trash receptacles, bollards, news racks, benches, bike racks, and light fixtures should be located

**Gateway** A distinctive element which marks the entrance of a district.

**Grade Separation** The vertical separation of conflicting travelways with a structure, such as a pedestrian underpass or railroad bridge over a roadway.



Bollards



Crosswalk

## Glossary of Streetscape Terms



Kiosk



Refuge island in median

**Ground signs** Typically self supportive by a post or posts mounted into the ground.

**Intersection** The area where streets intersect one another that facilitates both pedestrian and vehicular movement.

**Kiosks** A display element for timely information to help pedestrians find their way, direction them to destinations, or provide information on activities.

**Median** The portion of the roadway which separates opposing traffic streams, preferably designated with curb, gutter, and trees.

**Pedestrian friendly** Design qualities that make walking attractive, including places people want to go and good facilities on which to get there.

**Pedestrian zone** The area of the sidewalk that must be kept clear for pedestrian movement, and free of all obstacles.

**Pedestrian lighting** Lighting that illuminates the sidewalk at a level that is consistent with pedestrian activities rather than vehicular activity.

**Projecting signs** Typically attached to a building and cantilever horizontally over the sidewalk.

**Public art** Art located in the public realm such as in a plaza or as a part of the streetscape.

**Public right-of-way** The composite public area dedicated exclusively to circulation-both physical and social-including the roadway and pedestrian area.

## Glossary of Streetscape Terms

**Refuge Island** A non traversable section of median or channelization device on which pedestrians can take refuge while crossing a street.

**Sidewalks** A walkway separated from the roadway with a curb, constructed of a durable, hard and smooth surface, designed for preferential or exclusive use by pedestrians.

**Signage** An informative public sign system that is incorporated into the corridor streetscape.

**Street furniture** Elements typically located in the public right of way for use by pedestrians such as benches, trash receptacles, and bike racks.

**Street trees** Trees located in a tree lawn or tree grate to provide an effective canopy over the sidewalk and portion of the street.

**Streetscape** The entire system of streets, sidewalks, landscaping, street furniture ,and open spaces, by which people circulate through and experience the corridor.

**Travelway** The section of the street in which vehicles and bicycles travel. It includes bicycle lanes, vehicle lanes, turning lanes, and medians.

**Tree grate** A metal covering for a tree pit in the sidewalk.

**Tree lawns** A landscaped strip between the back of curb and sidewalk in which street trees may be located.



Pedestrian light in the curb zone



Travelway



Street furniture

## Glossary of Streetscape Terms

**Wall signs** Typically flat signs fixed to a building facade.

**Window signs** Typically silk screened, back-painted, metal-leafed, or sandblasted onto a glass window.

**Wayfinding** A system of directional public signs that helps lead pedestrians and vehicles to destinations.

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