Introduction
This section outlines certain topics or aspects discussed in the comprehensive plan in more detail.

Plan Details

- Amending & Adopting the Comprehensive Plan...............3.3
- Amending & Adopting a Zoning Ordinance..........................3.4
- Landscaping Ordinances..................................................3.5
- Effective Sign Ordinances .............................................3.13
- Great Main Street Components .......................................3.23
- Small Business Incubator .............................................3.24
- Housing Resource Center..................................................3.26
- Park Development Guidelines .........................................3.28
- Street Design Guidelines ..............................................3.34
After the necessary public hearings, the plan commission may adopt the plan by resolution and present it to the city council. The council, in turn, may, by resolution, adopt it, reject it, or suggest amendments to it. If the plan is rejected or changes have been suggested, the plan returns to the plan commission. The commission then makes whatever changes are needed or desired and resubmits. If the commission decides that the council’s changes are appropriate, it need do nothing, allowing the amendments to take place automatically within 60 days. If the commission reaffirms its original position, the council’s action to amend or reject stands only if confirmed by another resolution on the legislative body. If there is no request for amendment, the plan can then be officially adopted by the council and filed with the County Recorder.

Indiana Code 36-7-4-500 series governs the procedures for adopting or amending a comprehensive plan.

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**Amending & Adopting the Comprehensive Plan**

![Diagram of the process]

Figure 3.1
Adoption of a Comprehensive Plan
It is best that a professional revise a zoning ordinance due to the complexities involved and substantial legal implications of land use decisions.

Following the revision of the ordinance, the plan commission holds public hearings to gather public input. After further revision, the Plan Commission can recommend the ordinance to be adopted by the City Council. The Council can either adopt it or recommend revisions. If the council fails to act within 90 days, the ordinance is automatically approved. If revisions are necessary, it is sent back to the plan commission, and the process repeats itself.

Indiana Code 36-7-4-600 series governs the procedures for amending and adopting a zoning ordinance.
Louisiana State University Model Landscape Ordinance

Any community wishing to establish a landscape ordinance (Green Law), is committed to the improving that community through long term environmental improvements. A landscape ordinance in a community certifies that the community feels that its important to protect, preserve and promote nature in the city. Keeping nature in the city is a means of protecting the public health, safety and welfare of the citizens of that community. A healthy environment is an indication of a healthy community.

The model landscape ordinance which follows has been prepared to assist ordinance writers in the preparation of a community landscape ordinance. The Model Landscape Ordinance contained herein is abbreviated for clarity. Each community wishing to use this model ordinance should adapt it to circumstances found in that community. A small municipality may want to shorten it while a larger city may want to add special provisions to it.

Current laws, customs, political constraints, public policies and citizen needs may influence the direction that the ordinance will take in any community. Any city or town wishing to enact an ordinance should consult with an attorney and a landscape architect for assistance. The first step for a community might be to establish a “Landscape Ordinance Advisory Committee” who can review the attached Model Landscape Ordinance for applicability.

Model Landscape Ordinance Outline

The Model Landscape Ordinance was developed with the use of the Green Law Database housed in the School of Landscape Architecture at Louisiana State University. The database contains ordinances from throughout the country that were reviewed for usefulness and applicability to the southern gulf coast states where climate and land form are consistent.

The Model Landscape Ordinance below affects real property within incorporated areas of a community. The Ordinance provides rules, regulations, controls and procedures for the protection, preservation and modification of nature in the city. It primarily pertains to vegetation and landscaping but special provisions are contained with the Model for dealing with drainage, aquifer recharge, flood control, air quality improvements, sun control, shade protection or any other natural resource that the community feels is important to its well being, health and safety.

The following outline has been developed for the Model Landscape Ordinance following many months of research into similar laws.
Section 1-Short Title
(this section of the ordinance identifies the law and places it in context of some other community code. Most landscape ordinance are contain within zoning ordinances, subdivision regulations or general municipal codes of regulations)

Section 2-Purpose, Intent and Definitions
(It is the purpose of this section to declare the purpose and intent of the ordinance and how it has a bearing on the health, safety and welfare of the community. Definitions are given to clarify the meaning of certain terms and technical language contained within the law.

Section 3-Applicability Of Landscape Ordinance
(This section describes how the law applies in the community. Generally, landscape ordinances apply to specified zoning districts that are defined within the community’s Zoning Ordinance. For example, in some communities the landscape ordinance applies only to commercial districts while in others they apply to all, from residential to industrial.)

Section 4-Land Clearing and Modification
(It is the intent of this section to protect the natural resources of the community by requiring that a building permit and land clearing permit by acquired prior to the start of construction or modification to land areas.)

Section 5-Site and Landscape Design Standards
(Within this section of the ordinance are minimum site design and landscape design standards that the community feel are important to protect the public health, safety and welfare of the community. Typical standards address plant and unique natural resource preservation, landscape zone dimensions, plant installation standards and requirements, storm water retention and recharge, irrigation, air cleansing, site distances, maintenance, plant material standards, recommended plant species.)

Section 6-Landscape Maintenance
Maintenance is an important concern to all living things, particularly plant materials in their first year of establishment. To ensure that newly planted vegetation survives and serves the purpose of the ordinance and to be neat, healthy and orderly, it is intent of this section of the ordinance to specify certain minimum maintenance standards of watering, pruning, fertilizing and plant care. In some instances communities require the posting of bonds to insure the survival of the plant material.)

Section 7-Landscape Plan Required
(This section describes the preparation of the landscape plan which is used by the community to evaluate compliance with the terms of the landscape ordinance. Language within this section describes what is to shown on the plan, what dimensions, quantities and calculations are necessary, and drawing standards and conventions so that drawings can be read with clarity. Often this section requires that the person preparing the plan be trained in a professional l
engineering, architecture or landscape architecture course and be licensed in conformance with appropriate state law and insured for public liability protection.

Section 8-Alternative Compliance And Landscape Credit
(Alternative compliance refers to betterment of the requirements of this ordinance. In addition because all sites are different there needs to be a procedure for encouraging a innovative, unique, and site specific landscape design that exceeds these minimum requirements. Alternative compliance will provide a mechanism to exceed these minimum standards, develop a point standard system, and set minimum qualifications of the person designing the landscape plan.)

Section 9-Permit Application Procedures
(This section of the ordinance describes the procedure for seeking the required permit, payment of fees, and public review policy.)

Section 10-Enforcement, Penalties and Appeals
(It is the purpose of this section of the ordinance to describe the enforcement procedures to be followed to insure compliance with the provisions of the law. Penalties for violations of the law and a procedure for appeals for any aggrieved party seeking redress is given. The community generally designates enforcement officials and offices having jurisdiction.)

Section 11-Administrative Guidelines
(Each community will have special administrative procedures that they will follow to help the public interpret the ordinance. Administrative guidelines can be devised to assist with the administration of this ordinance.)

Section 12-Conflicts
(This section of the ordinance addresses conflicts between this ordinance and other ordinances within the community.)

Section 13-Severability
(Severability provisions are usually included to sever and remove any part of the ordinance that may prove to be unconstitutional or in conflict or violation of other applicable laws.)

Section 14-Effective Date
(This is the date that the law goes into effect.)
Standard Landscape Ordinance Definitions

Access way. A paved area intended to provide ingress and egress of vehicular traffic from a public right-of-way to an off street parking area. Pompano Beach, Florida.

Administrative Standards: The set of rules, procedures and requirements set forth in a landscape ordinance associated with making permit application, assembling materials for public review, meeting the requirements of the landscape ordinance, seeking approvals, enforcement, conducting site inspections and filing reports. Louisiana State University.

Buffering. The use of landscaping (other than mere grass on flat terrain), or the use of landscaping along with berms, walls or decorative fences that at least partially and periodically obstruct the view from the street, in a continuous manner, of vehicular use areas, parking lots and their parked cars, and detention ponds. Austin, Texas.

Buildable Lot Area. That portion of a lot or parcel excluding the required yards, easements and areas within future right-of-way width lines in accordance with Chapter 13. Mesa, Arizona.

Comprehensive Landscape Ordinance: Very sophisticated ordinances that regulate not only landscaping but land alteration, tree protection, tree removal, storm water management, erosion control, ground water recharge and land clearing. These generally are accompanied with a Landscape Design Manual which provide technical design standards. Louisiana State University.

Detention. A temporary storage of a determined quantity of water with a release rate that is either fixed or variable. Shreveport, Louisiana.

Foundation Area. The ground area immediately adjacent to a building on all sides thereof. Foundation areas extend a minimum of four (4) feet in all directions from the foundation to the building. Bartlett, Illinois.

Heavy Vehicle Loading Area. A paved area designed to accommodate the maneuvering, loading and unloading, and parking of commercial vehicles having a length of twenty-seven (27) feet or greater. Garland, Texas.

Hydrozone. A portion of the landscaped area having plants with similar water needs that are served by one irrigation valve, or a set of valves with the same schedule. National City, California.

Island. In road and parking area design, a raised planting area, usually curbed, and placed to guide traffic, separate lanes, limit paving (impervious surface), preserve existing vegetation and increase aesthetic quality. East Windsor, NJ.

Land Clearing: shall mean those operations where trees and vegetation are removed and which occur previous to construction of buildings, road right-of-way excavation, utility excavation, grubbing, and any other necessary clearing operation. Southfield, Michigan.
Landscaping. Defined as any combination of living plants, such as trees, shrubs, vines, ground covers, flowers or grass; natural features such as rock, stone, bark chips or shavings; and structural features, including but not limited to, fountains, reflecting pools, outdoor art work, screen walls, fences, or benches......Colorado Springs, Colorado.

Landscaping Ordinance: A public law, requiring public review and approval of a permit, often contained within a zoning ordinance or land development code that regulates landscape design, landscaping, and landscape installation and maintenance......Louisiana State University.

Landscape Plan. The preparation of graphic and written criteria, specifications, and detailed plans to arrange and modify the effects of natural features such as plantings, ground and water forms, circulation, walks and other features to comply with the provisions of this ordinance......Baton Rouge, Louisiana.

Landscaped Street Yard. The area of a lot which lies between the street right-of-way line and the actual front wall of the building, parallel to the street, until such imaginary extensions of such front building wall line intersects the side property lines. In determining the actual building wall line of the building for the purposes of this Section, steps and unenclosed porches shall be excluded, but such building wall line shall follow and include the irregular indentations of the building......Durham, New Hampshire.

Loading Areas. An area which contains trash collection areas of dumpster type refuse containers, outdoor loading and unloading spaces, docks, outdoor shipping and receiving areas, outdoor bulk storage of materials or parts thereof, and outdoor repair areas of any service stations, safety equipment, inspection stations, or dealers......Lafayette, Louisiana.

Off Street Parking and Other Vehicular Use Area: Is any area, excluding public rights-of-way, used for the purpose of driving, maneuvering, parking, storing or display of motor vehicles, boats, trailers, mobile homes and recreational vehicles, including new and used automobile lots, and other parking lot uses, excluding minimum parking requirements for single family residences......Maitland, Florida.

Parking Lot Island. An area of ground within the boundary of any parking lot which has curbing adjacent to all paved areas. Planting islands are used for traffic control and provide space for landscaping which helps screen and shade parking lots......Dupage, Illinois.

Perimeter Landscape Strip. Is a landscaped area which separates the vehicular use area from adjoining property and/or public right-of-way. Its purpose is to enhance the visual appearance of the site and to provide screening of the vehicular use area and certain other activities from the public right-of-way and abutting property......Little Rock, Arkansas.
Registered Landscape Architect: Means a person who holds a license to practice landscape architecture as defined in and in accordance with state law. Tampa, Florida.

Retention Area: An area designed and used for the temporary or permanent storage of storm water runoff, which may be either dry or wet. Wet retention areas must be at least one half acre in size with an average width of not less than one hundred (100) feet with a minimum depth of eight feet below ground water level with maximum side slopes of four to one (4:1) to a point five (5) feet below water level. North Miami Beach, Florida.

Sight Triangle. The area on either side of an access way at its junction with a street forming a triangle within which clear visibility of approaching vehicular or pedestrian traffic shall be maintained. New Orleans, Louisiana.

Sign Monument Zone: An area of a site dedicated or permitted to the erection of a sign or sign cluster usually less than six (6) feet in height often lighted and planted with low brightly colored seasonal flowers. Louisiana State University.

Street Tree Planting Area. The street tree planting area is the area of a development site which lies between the street right-of-way line and the edge of the street curb parallel to the street. This land is publicly owned but is often used for street tree planting and maintenance. Louisiana State University.

Street Wall. Any building wall fronting on a street. Corpus Christi, Texas.

Street Yard. The street yard is the area of a lot which lies between the street right-of-way line and the actual front wall line of the building, as such building wall line extends from the outward corners of the building, parallel to the street, until such imaginary extensions of such front building wall line intersects the side property lines. Austin, Texas.

Tree Protection Zone. The area around a tree corresponding to the drip line or ten (10) feet in all directions from the trunk. Hilton Head Island, SC.

Vehicular Use Areas. All areas subject to vehicular traffic including accessways, driveways, loading areas, service areas, and parking stalls for all types of vehicles. This definition does not include covered parking structures or underground parking lots. San Diego, California.

Yard, Waterfront. A waterfront yard is the yard adjacent to waterways fifty feet or more in average width adjoining the yard, with width measured from the mean high-water line. As used in this Code, waterfront property is hereby defined as property abutting open water, bays, bayous, wetlands, lakes, canals, aquatic conservation areas, aquatic preservation areas and similar waterways. Tampa, Florida.
Registered Landscape Architect: Means a person who holds a license to practice landscape architecture as defined in and in accordance with state law. Tampa, Florida

Retention Area: An area designed and used for the temporary or permanent storage of storm water runoff, which may be either dry or wet. Wet retention areas must be at least one half acre in size with an average width of not less than one hundred (100) feet with a minimum depth of eight feet below ground water level with maximum side slopes of four to one (4:1) to a point five (5) feet below water level. North Miami Beach, Florida.

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Yard, Waterfront. A waterfront yard is the yard adjacent to waterways fifty feet or more in average width adjoining the yard, with width measured from the mean high-water line. As used in this Code, waterfront property is hereby defined as property abutting open water, bays, bayous, wetlands, lakes, canals, aquatic conservation areas, aquatic preservation areas and similar waterways. Tampa, Florida.
Figure 3.3
Diagram of various terms used in many landscape ordinances.
Graphic based on diagram provided by Green Laws Project at Louisiana State University.
### Suitable Landscape Tree Species

<table>
<thead>
<tr>
<th>Common Name</th>
<th>Scientific Name</th>
<th>Usage</th>
<th>Tree Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crabapple</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Zumi Crabapple</td>
<td>Malus “Zumi”</td>
<td>Downtown</td>
<td>Small</td>
</tr>
<tr>
<td>Snowdrift Crabapple</td>
<td>Malus “Snowdrift”</td>
<td>Downtown</td>
<td>Small</td>
</tr>
<tr>
<td>Dogwood</td>
<td>Cornus Florida</td>
<td>Site Interior</td>
<td>Small</td>
</tr>
<tr>
<td>Golden Rain Tree</td>
<td>Koelreuteria Paniculata</td>
<td>General</td>
<td>Small</td>
</tr>
<tr>
<td>Smoke Tree</td>
<td>Cotinus Coggygria</td>
<td>General</td>
<td>Small</td>
</tr>
<tr>
<td>Hardy Rubber Tree</td>
<td>Eucommia Ulmoides</td>
<td>General</td>
<td>Small</td>
</tr>
<tr>
<td>Hawthorn</td>
<td>Crataegus Lavellei</td>
<td>Site Interior</td>
<td>Small</td>
</tr>
<tr>
<td>Lavelle Hawthorne</td>
<td>Crataegus Phaeonopyrum</td>
<td>Site Interior</td>
<td>Small</td>
</tr>
<tr>
<td>Washington Hawthorne</td>
<td>Crataegus Phaeonopyrum</td>
<td>Site Interior</td>
<td>Small</td>
</tr>
<tr>
<td>Magnolia</td>
<td></td>
<td>Site Interior</td>
<td>Small</td>
</tr>
<tr>
<td>Maple</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paperbark Maple</td>
<td>Acer Griseum</td>
<td>General</td>
<td>Small</td>
</tr>
<tr>
<td>Arnur Maple</td>
<td>Acer Griseum</td>
<td>General</td>
<td>Small</td>
</tr>
<tr>
<td>Japanese Maple</td>
<td>Acer Palmatum</td>
<td>General</td>
<td>Small</td>
</tr>
<tr>
<td>Pear</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bradford Pear</td>
<td>Pyrus Calleryana “Bradford”</td>
<td>Downtown</td>
<td>Small</td>
</tr>
<tr>
<td>Chanticleer Pear</td>
<td>Pyrus Calleryana “Chanticleer”</td>
<td>Downtown</td>
<td>Small</td>
</tr>
<tr>
<td>Faurier Pear</td>
<td>Pyrus Calleryana “Faurieri”</td>
<td>Downtown</td>
<td>Small</td>
</tr>
<tr>
<td>Redbud</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eastern Redbud</td>
<td>Cercis Candensis</td>
<td>General</td>
<td>Small</td>
</tr>
<tr>
<td>White Redbud</td>
<td>Cercis Canadensis “Alba”</td>
<td>General</td>
<td>Small</td>
</tr>
<tr>
<td>Amur Cork Tree</td>
<td>Phellodendran Amurense</td>
<td>General</td>
<td>Medium</td>
</tr>
<tr>
<td>Golden Chain</td>
<td>Laburnum Anagyroides</td>
<td>General</td>
<td>Medium</td>
</tr>
<tr>
<td>Hedge Maple</td>
<td>Acer Campestre</td>
<td>Site Interior</td>
<td>Medium</td>
</tr>
<tr>
<td>Hop Hornbeam</td>
<td>Ostria Virginiana</td>
<td>General</td>
<td>Medium</td>
</tr>
<tr>
<td>Hornbeam</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>American Hornbeam</td>
<td>Carpinus Caroliniana</td>
<td>General</td>
<td>Medium</td>
</tr>
<tr>
<td>Upright European Hornbeam</td>
<td>Carpinus Betulas “Fastigiata”</td>
<td>General</td>
<td>Medium</td>
</tr>
<tr>
<td>Mountain Ash</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Densehead Mt. Ash</td>
<td>Sorbus “Alnifolia”</td>
<td>General</td>
<td>Medium</td>
</tr>
<tr>
<td>White Beam Mt. Ash</td>
<td>Sorbus “Aria”</td>
<td>General</td>
<td>Medium</td>
</tr>
<tr>
<td>European Mt. Ash</td>
<td>Sorbus “Aucuparia”</td>
<td>General</td>
<td>Medium</td>
</tr>
<tr>
<td>Sassafrass Tree</td>
<td>Sassafrass Albidum</td>
<td>General</td>
<td>Medium</td>
</tr>
<tr>
<td>Ash</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hesse European Ash</td>
<td>Fraxinus Excelsior “Hessei”</td>
<td>General</td>
<td>Large</td>
</tr>
<tr>
<td>Marshall’s Seedless Ash</td>
<td>Fraxinus Excelsior “Marshall’s Seedless”</td>
<td>General</td>
<td>Large</td>
</tr>
<tr>
<td>White Ash</td>
<td>Fraxinus Americana</td>
<td>General</td>
<td>Large</td>
</tr>
<tr>
<td>Black Walnut</td>
<td></td>
<td>Waterways/Greenways</td>
<td>Large</td>
</tr>
<tr>
<td>Blood Good London Plane Tree</td>
<td>Pataucus Acerifolia “Bloodgood”</td>
<td>General</td>
<td>Large</td>
</tr>
<tr>
<td>Sycamore</td>
<td>Platanus Occidentalis</td>
<td>General</td>
<td>Large</td>
</tr>
<tr>
<td>Sweet Gum</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Festival Sweet Gum</td>
<td>Liquidambar Styraciflua “Festival”</td>
<td>General</td>
<td>Large</td>
</tr>
<tr>
<td>Moraine Sweet Gum</td>
<td>Liquidambar Styraciflua “Moraine”</td>
<td>General</td>
<td>Large</td>
</tr>
</tbody>
</table>

Figure 3.4

*Landscaping species table.*
The ordinance below is an excerpt of a model sign ordinance published by the American Planning Association for small communities. The excerpt below provides definitions of signs, permitted and not permitted signs, and restrictions placed upon permitted signs. It does not include sections relating to the sign permitting process, sign review plans, nonconforming signs, and enforcement. The full model ordinance is located in the report Sign Regulation for Small and Midsize Communities by Eric Damian Kelly and Gary J. Raso (Planners Advisory Service report number 419, published by the American Planning Association in 1989).

1.1 Purposes

The purposes of these sign regulations are: to encourage the effective use of signs as a means of communication in the city; to maintain and enhance the aesthetic environment and the city’s ability to attract sources of economic development and growth; to improve pedestrian and traffic safety; to minimize the possible adverse effect of signs on nearby public and private property; and to enable the fair and consistent enforcement of these sign restrictions. This sign ordinance is adopted under the zoning authority of the city in furtherance of the more general purposes set forth in the zoning ordinance.

1.2 Applicability — Effect

A sign may be erected, placed, established, painted, created, or maintained in the city only in conformance with the standards, procedures, exemptions, and other requirements of this ordinance.

The effect of this ordinance as more specifically set forth herein, is:

• To establish a permit system to allow a variety of types of signs in commercial and industrial zones, and a limited variety of signs in other zones, subject to the standards and the permit procedures of this ordinance;
• To allow certain signs that are small, unobtrusive, and incidental to the principal use of the respective lots on which they are located, subject to the substantive requirements of this ordinance, but without a requirement for permits;
• To provide for temporary signs without commercial messages in limited circumstances in the public right-of-way;
• To prohibit all signs not expressly permitted by this ordinance; and
• To provide for the enforcement of the provisions of this ordinance.

1.3 Definitions and Interpretation

Words and phrases used in this ordinance shall have the meanings set forth in this section. Words and phrases not defined in this section but defined in the zoning ordinance of the city shall be given the meanings set forth in such ordinance. Principles for computing sign area and sign height are contained in Section 1.4. All other words and phrases shall be given their common, ordinary meaning, unless the context clearly requires otherwise. Section headings or captions are for reference purposes only and shall not be used in the interpretation of this ordinance.
Animated sign: Any sign that uses movement or change of lighting to depict action or create a special effect or scene.

Banner: Any sign of lightweight fabric or similar material that is permanently mounted to a pole or a building by a permanent frame at one or more edges. National flags, state or municipal flags, or the official flag of any institution or business shall not be considered banners.

Beacon: Any light with one or more beams directed into the atmosphere or directed at one or more points not on the same zone lot as the light source; also, any light with one or more beams that rotate or move.

Building marker: Any sign indicating the name of a building and date and incidental information about its construction, which sign is cut into a masonry surface or made of bronze or other permanent material.

Building sign: Any sign attached to any part of a building, as contrasted to a freestanding sign.

Canopy sign: Any sign that is a part of or attached to an awning, canopy, or other fabric, plastic or structural protective cover over a door, entrance, window, or outdoor service area. A marquee is not a canopy.

Changeable copy sign: A sign or portion thereof with characters, letters, or illustrations that can be changed or rearranged without alternating the face or the surface of the sign. A sign on which the message changes more than eight times per day shall be considered an animated sign and not a changeable copy sign for the purpose of this ordinance. A sign on which the only copy that changes is an electronic or mechanical indication of time or temperature shall be considered a "time and temperature" portion of a sign and not a changeable copy sign for the purposes of this ordinance.

Commercial message: Any sign wording, logo, or other representation that, directly or indirectly, names, advertises, or calls attention to a business, product, service, or other commercial activity.

Director: The planning director of the city or his or her designee.

Flag: Any fabric, banner, or bunting containing distinctive colors, patterns, or symbols, used as a symbol of a government, political subdivision, or other entity.

Freestanding sign: Any sign supported by structures or supports that are placed on, or anchored in, the ground and that are independent from any building or other structure.

Incidental sign: A sign, generally informational, that has a purpose secondary to the use of the zone lot on which it is located, such as "no parking," "entrance," "loading only," "telephone," and other similar directives. No sign with a
commercial message legible from a position off the zone lot on which the sign is located shall be considered incidental.

Lot: Any piece or parcel of land or a portion of a subdivision, the boundaries of which have been established by some legal instrument of record, that is recognized and intended as a unit for the purpose of transfer of ownership.

Marquee: Any 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.

Marquee sign: Any sign attached to, in any manner, or made a part of a marquee.

Nonconforming sign: Any sign that does not conform to the requirements of this ordinance.

Pennant: Any lightweight plastic, fabric, or other material, whether or not containing a message of any kind, suspended from a rope, wire, or string, usually in series, designed to move in the wind.

Person: Any association, company, corporation, firm, organization, or partnership, singular or plural, of any kind.

Portable sign: Any sign not permanently attached to the ground or other permanent structure, or a sign designed to be transported, including, but not limited to, signs designed to be transported by means of wheels; signs converted to A- or T-frames, menu and sandwich board signs; balloons used as signs; umbrellas used for advertising; and signs attached to or painted on vehicles parked and visible from the public right-of-way, unless said vehicle is used in the normal day-to-day operations of the business.

Principal building: The building in which is conducted the principal use of the zone lot on which it is located. Zone lots with multiple principle uses may have multiple principal buildings, but storage buildings, garages, and other clearly accessory uses shall not be considered principal buildings.

Projecting sign: Any sign affixed to a building or wall in such a manner that its leading edge extends more than six inches beyond the surface of such building or wall.

Residential sign: Any sign located in a district zoned for residential uses that contains no commercial message except advertising for goods or services legally offered on the premises where the sign is located, if offering such service at such location conforms with all requirements of the zoning ordinance.

Roof sign: Any sign erected and constructed wholly on and over the roof of a building, supported by the roof structure, and extending vertically above the highest portion of the roof.
**Roof sign, integral:** Any sign erected or constructed as an integral or essentially integral part of a normal roof structure of any design, such that no part of the sign extends vertically above the highest portion of the roof and such that no part of the sign is separated from the rest of the roof by a space of more than six inches.

**Setback:** The distance from the property line to the nearest part of the applicable building, structure, or sign, measured perpendicularly to the property line.

**Sign:** Any device, fixture, placard, or structure that uses any color, form, graphic, illumination, symbol, or writing to advertise, announce the purpose of, or identify the purpose of a person or entity, or to communicate information any kind to the public.

**Street:** A strip of land or way subject to vehicular traffic (as well as pedestrian traffic) that provides direct or indirect access to property, including, but not limited to, alleys, avenues, boulevards, courts, drives, highways, lanes, places, roads, terraces, trails, or other thoroughfares.

**Street frontage:** The distance for which a lot line of a zone lot adjoins a public street, from one lot line intersection said street to the furthest distant lot line intersecting the same street.

**Suspended sign:** A sign that is suspended from the underside of a horizontal plane surface and is supported by such surface.

**Temporary sign:** Any sign that is used only temporarily and is not permanently mounted.

**Wall sign:** Any sign attached parallel to, but within six inches of, a wall, painted on the wall surface of, or erected and confined within the limits of an outside wall of any building or structure, which is supported by such wall or building, and which displays only one sign surface.

**Window sign:** Any sign, pictures, symbol, or combination thereof, designed to communicate information about an activity, business, commodity, event, sale, or service, that is placed inside a window or upon the window panes or glass and is visible from the exterior of the window.

**Zone lot:** A parcel of land in single ownership that is of sufficient size to meet minimum zoning requirements for area, coverage, and use, and that can provide such yards and other open spaces as required by the zoning regulations.
1.4 Computations.

The following principles shall control the computation of sign area and sign height.

1.4.1. Computation of Area of Individual Signs

The area of a sign face (which is also the sign area of a wall sign or other sign with only one face) shall be computed by means of the smallest square, circle, rectangle, triangle, or combination thereof that will encompass the extreme limits of the writing, representation, emblem, or other display, together with any material or color forming an integral part of the background of the display or used to differentiate the sign from the backdrop or structure against which it is placed, but not including any supporting framework, bracing, or decorative fence or wall when such fence or wall otherwise meets zoning ordinance regulations and is clearly incidental to the display itself.

1.4.2. Computation of Area of Multifaced Signs

The sign area for a sign with more than one face shall be computed by adding together the area of all sign faces visible from any one point. When two identical sign faces are placed back to back, so that both faces cannot be viewed from any point at the same time, and when such sign faces are part of the same sign structure and not more than 42 inches apart, the sign area shall be computed by the measurement of one of the faces.

1.4.3. Computation of Height

The height of a sign shall be computed as the distance from the base of the sign at normal grade to the top of the highest attached component of the sign. Normal grade shall be construed to be the lower of (1) existing grade prior to construction or (2) the newly established grade after construction, exclusive of any filling, berming, mounding, or excavating solely for the purpose of locating the sign. In cases in which the normal grade cannot reasonably be determined, sign height shall be computed on the assumption that the elevation of the normal grade at the base of the sign is equal to the elevation of the nearest point of the crown of a public street or the grade of the land at the principal entrance to the principal structure on the zone lot, whichever is lower.

1.4.4. Computation of Maximum Total Permitted Sign Area for a Zone Lot

The permitted sum of the area of all individual signs on a zone lot shall be computed by applying the formula contained in Table 1.5B, Maximum Total Sign Area, to the lot frontage, building frontage, or wall area, as appropriate, for the zoning district in which the lot is located. Lots fronting on two or more streets are allowed the permitted sign area for each street frontage. However, the total sign area that is oriented toward a particular street may not exceed the portion of the lot's total sign area allocation that is derived from the lot, building, or wall area frontage on the street.
1.5. Signs Allowed on Private Property With and Without Permits

Signs shall be allowed on private property in the city in accordance with, and only in accordance with, Table 1.5A. If the letter “P” appears for a sign type in a column, such sign is allowed without prior permit approval in the zoning districts represented by that column. If the letter “S” appears for a sign type in a column, such sign is allowed only with prior permit approval in the zoning districts represented by that column. Special conditions may apply in some cases. If the letter “N” appears for a sign type in a column, such a sign is not allowed in the zoning districts represented by that column under any circumstances.

Although permitted under the previous paragraph, a sign designated by an “S” or “P” in Table 1.5A shall be allowed only if:

The sum of the area of all buildings and freestanding signs on the zone lot conforms with the maximum permitted sign area as determined by the formula for the zoning district in which the lot is located as specified in Table 1.5B;

The size, location, and number of signs conform with the requirements of Tables 1.5C and 1.5D, which establish permitted sign dimensions by sign type, and with any additional limitations listed in Table 1.5A;

The characteristics of the sign conform with the limitations of Table 1.5E, Permitted Sign Characteristics, and with any additional limitations on characteristics listed in Table 1.5A.

A KEY TO TABLES 1.5A THROUGH 1.5E

On the tables in this model ordinance, which are organized by zoning district, the headings have the following meanings:

<table>
<thead>
<tr>
<th>RS</th>
<th>Residential, Single-Family Detached District</th>
</tr>
</thead>
<tbody>
<tr>
<td>RT</td>
<td>Residential, Townhouse District</td>
</tr>
<tr>
<td>RM</td>
<td>Residential, Multifamily District</td>
</tr>
<tr>
<td>RMH</td>
<td>Residential, Manufactured Housing District</td>
</tr>
<tr>
<td>INS</td>
<td>Institutional Uses Permitted in Residential Zoning Districts</td>
</tr>
<tr>
<td>NB</td>
<td>Neighborhood Business District</td>
</tr>
<tr>
<td>PB</td>
<td>Regional Business District (includes shopping center uses)</td>
</tr>
<tr>
<td>CB</td>
<td>Central Business District (downtown)</td>
</tr>
<tr>
<td>HB</td>
<td>Highway Business District</td>
</tr>
<tr>
<td>BP</td>
<td>Business Park District (commercial PUD)</td>
</tr>
<tr>
<td>LI</td>
<td>Light Industrial District</td>
</tr>
<tr>
<td>GI</td>
<td>General Industrial District</td>
</tr>
</tbody>
</table>
### TABLE 1.5A. PERMITTED SIGNS BY TYPE AND ZONING DISTRICT

<table>
<thead>
<tr>
<th>Sign Type</th>
<th>ALL RS</th>
<th>ALL RT</th>
<th>ALL RM</th>
<th>INS</th>
<th>RMH</th>
<th>NB</th>
<th>RB</th>
<th>CB</th>
<th>HS</th>
<th>BP</th>
<th>LI</th>
<th>GI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freestanding</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>N</td>
<td>N</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td>Building</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Building Marker*</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
</tr>
<tr>
<td>Building Sign*</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
</tr>
<tr>
<td>Identification*</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
</tr>
<tr>
<td>Marquee*</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>N</td>
<td>N</td>
<td>N</td>
</tr>
<tr>
<td>PHOTOGRAPHIC</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>N</td>
<td>N</td>
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</tr>
<tr>
<td>Residential*</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>N</td>
<td>P</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
</tr>
<tr>
<td>Roof, Integral</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
</tr>
<tr>
<td>Stripper*</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
</tr>
<tr>
<td>Temporal*</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
</tr>
<tr>
<td>Window</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>N</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flag*</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
</tr>
<tr>
<td>Flagpole*</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
</tr>
</tbody>
</table>

*P = Allowed without sign permit
*S = Allowed only with sign permit
*N = Not allowed

---

a. This column does not represent a zoning district. It applies to institutional uses permitted under the zoning ordinance in residential zoning districts. Such uses may include, but are not necessarily limited to, churches, schools, funeral homes, and cemeteries.

b. No commercial message allowed on sign, except for a commercial message drawing attention to an activity legally offered on the premises.

c. No commercial message of any kind allowed on sign if such message is legible from any location off the zone lot on which the sign is located.

d. Only address and name of occupant allowed on sign.

e. May include only building name, date of construction, or historical data on historic site; must be cut or etched into masonry, bronze, or similar material.

f. No commercial message of any kind allowed on sign.

g. If such a sign is suspended or projects above a public right-of-way, the issuance and continuation of a sign permit shall be conditioned on the sign owner obtaining and maintaining in force liability insurance for such a sign in such form and such amount as the Director may reasonably from time to time determine, provided that the amount of such liability insurance shall be at least $500,000 per occurrence per sign.

h. The conditions of Section 1.15 of this ordinance apply.

i. Flags of the United States, the state, the city, foreign nations having diplomatic relations with the United States, and any other flag adopted or sanctioned by an elected legislative body of competent jurisdiction, provided that such a flag shall not exceed 60 square feet in area and shall not be flown from a pole the top of which is more than 40 feet in height. These flags must be flown in accordance with protocol established by the Congress of the United States for the Stars and Stripes. Any flag not meeting any one or more of these conditions shall be considered a banner sign and shall be subject to regulation as such.

j. Permitted on the same terms as a temporary sign, in accordance with Section 1.15, except that it may be freestanding.

Commentary: This table is illustrative only. It is more complex than will be necessary for many communities because many communities will be able to group more zoning districts together or to eliminate entire sign types by prohibiting them. A community adopting this model ordinance should modify this table to meet its own ends.
### TABLE 1.5B. MAXIMUM TOTAL SIGN AREA PER ZONE LOT BY ZONING DISTRICT

<table>
<thead>
<tr>
<th>ALL RS</th>
<th>ALL RT</th>
<th>ALL RM</th>
<th>INS</th>
<th>RMH</th>
<th>NB</th>
<th>RB</th>
<th>CB</th>
<th>HB</th>
<th>BP</th>
<th>LI</th>
<th>GI</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>8</td>
<td>8</td>
<td>8</td>
<td>8</td>
<td>8</td>
<td>8</td>
<td>8</td>
<td>8</td>
<td>8</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>4%</td>
<td>6%</td>
<td>10%</td>
<td>8%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>

The maximum total area of all signs on a zone lot except incidental, building marker, and identification signs, and flags shall not exceed the lesser of the following:

<table>
<thead>
<tr>
<th>Minimum allowed Total Space Used</th>
<th>8%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage of Ground Floor Area of Principal Building</td>
<td>8%</td>
</tr>
<tr>
<td><a href="#">Upper Half of Street Frontage</a></td>
<td>8%</td>
</tr>
</tbody>
</table>

---

**Commentary:**

The imposition of a maximum total sign area limit on each property is one of the most important aspects of sign regulation from an aesthetic perspective. The actual formula or area limit can be changed to meet local needs, but the imposition of some maximum limit is very important. Some communities use a formula based on the lot area or floor area of the principal building as the principal limit, whereas the formula based on street frontage is the principal limit in this table for typical uses. The relationship among various numbers in this table is more significant than the exact numbers; for example, in most communities, it is clearly desirable to allow less total signage in a neighborhood business district than in other districts, and highway-oriented businesses usually have the greatest signage needs in relation to building area.

---

- **a.** This column does not represent a zoning district. It applies to institutional uses permitted under the zoning ordinance in residential zoning districts. Such uses may include, but are not necessarily limited to, churches, schools, funeral homes, and cemeteries.
- **b.** Flags of the United States, the state, the city, foreign nations having diplomatic relations with the United States, and any other flag adopted or sanctioned by an elected legislative body of competent jurisdiction, provided that such a flag shall not exceed 60 square feet in area and shall not be flown from a pole the top of which is more than 40 feet in height. These flags must be flown in accordance with protocol established by the Congress of the United States for the Stars and Stripes. Any flag not meeting any one or more of these conditions shall be considered a banner sign and shall be subject to regulation as such.

---

**Commentary:**

The imposition of a maximum total sign area limit on each property is one of the most important aspects of sign regulation from an aesthetic perspective. The actual formula or area limit can be changed to meet local needs, but the imposition of some maximum limit is very important. Some communities use a formula based on the lot area or floor area of the principal building as the principal limit, whereas the formula based on street frontage is the principal limit in this table for typical uses. The relationship among various numbers in this table is more significant than the exact numbers; for example, in most communities, it is clearly desirable to allow less total signage in a neighborhood business district than in other districts, and highway-oriented businesses usually have the greatest signage needs in relation to building area.
### TABLE 1.5C. NUMBER, DIMENSIONS, AND LOCATION OF INDIVIDUAL SIGNS BY ZONING DISTRICT

<table>
<thead>
<tr>
<th>Freestanding</th>
<th>ALL RS</th>
<th>ALL RT</th>
<th>ALL RM</th>
<th>INS</th>
<th>RMH</th>
<th>NB</th>
<th>RB</th>
<th>CB</th>
<th>HB</th>
<th>BP</th>
<th>LI</th>
<th>GI</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Height (feet)</strong></td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>12</td>
<td>5</td>
<td>12&lt;sup&gt;b&lt;/sup&gt;</td>
<td>20&lt;sup&gt;c&lt;/sup&gt;</td>
<td>12</td>
<td>36</td>
<td>12</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td><strong>Number Permitted</strong></td>
<td>1</td>
<td>1</td>
<td>NA</td>
<td>1</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td><strong>Building</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Wall Area (percent)</strong></td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>

*a. This column does not represent a zoning district. It applies to institutional uses permitted under the zoning ordinance in residential zoning districts. Such uses may include, but are not necessarily limited to, churches, schools, funeral homes, and cemeteries.*

*b. Maximum sign height is 12 feet, and minimum setback is five feet; however, in no case shall the actual sign height exceed the actual sign setback from any adjacent lot that is zoned and used for residential purposes. For example, if the sign is setback seven feet from such a lot, it may be no more than seven feet high.*

*c. Maximum sign height is 24 feet, and minimum setback is five feet; however, in no case shall the actual sign height exceed the actual sign setback from any adjacent lot that is zoned and used for residential purposes. See example in Note b.*

*d. In addition to the setback requirements on this table, signs shall be located such that there is at every street intersection a clear view between heights of three feet and 10 feet in a triangle formed by the corner and points on the curb 30 feet from the intersection or driveway.*

*e. Lots fronting on two or more streets are allowed the permitted signage for each street frontage, but signage cannot be accumulated and used on one street in excess of that allowed for lots with only one street frontage.*

*f. The percentage figure here shall mean the percentage of the area of the wall of which the sign is a part or to which each such sign is most nearly parallel.*

**Commentary:** Some communities may want to eliminate some or all of the criteria in this table. Like Table 1.1A, it has been designed to cover a variety of circumstances. The most important standards are the height and setback limits and the limit on the number of freestanding signs; number rather than size of freestanding signs is the greatest contributor to streetscape clutter. Area limits on individual signs and on the percentage of a particular wall that can be covered can be eliminated, relying simply on maximum area limits for lots, as defined in Table 1.5B. The clear-sight-triangle condition in Note d should be modified to match other, similar local ordinances affecting fences, buildings, and landscaping.
### TABLE 1.5D. NUMBER AND DIMENSIONS OF CERTAIN INDIVIDUAL SIGNS BY SIGN TYPE

<table>
<thead>
<tr>
<th>Number Allowed</th>
<th>Maximum Sign Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vertical Clearance</td>
<td>From Sidewalk or Private Drive or Parking</td>
</tr>
</tbody>
</table>

No sign shall exceed any applicable maximum numbers or dimensions, or encroach on any applicable minimum clearance shown on this table.

**Freestanding**

- Building Marker: 1 per bldg. (4 sq. ft) NA NA
- Identification: 1 per bldg. NA NA
- Marquee: 1 per bldg. 9 ft 12 ft
- Projecting: 2 per bldg. 9 ft 12 ft
- Residential: 1 per zone lot NA NA
- Roof, Integral: 2 per principal bldg. NA NA
- Temporary: See Section 1.14 NA NA
- Window: 25% of total window area NA NA

**Miscellaneous**

- Banner: NA NA
- Flag: NA 9 ft 12 ft
- Portable: NA 20 sq. ft NA NA

a. Permitted on the same terms as a temporary sign, in accordance with Section 1.15, except that it may be freestanding.

**Commentary:** Some communities may want to eliminate some or all of the criteria in this table. Like Table 1.5A, it has been designed to include a variety of possible circumstances. The vertical clearance requirements on this table are important for safety reasons.

### TABLE 1.5E. PERMITTED SIGN CHARACTERISTICS BY ZONING DISTRICT

<table>
<thead>
<tr>
<th>ALL RS</th>
<th>ALL RT</th>
<th>ALL RM</th>
<th>INS</th>
<th>A</th>
<th>D</th>
<th>S</th>
<th>H</th>
<th>B</th>
<th>P</th>
<th>L</th>
<th>G</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allowed without sign permit</td>
<td>Allowed only with sign permit</td>
<td>Not allowed</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- **Artificial**
- **Changeable Copy**
- **Illumination, Internal**
- **Illumination, External**
- **Pylon**

**Commentary:** Most communities will want to allow different combinations of sign characteristics in different zoning districts. A table like this serves that purpose well.
## Great Main Street Components

1. **Gateway**
   - node of entry
   - landmark
   - town information board

2. **Parking/Service**
   - landscaped
   - safe
   - clearly identified

3. **Retail/Activity Area**
   - commercial activity
   - sales
   - fairs/events
   - offices/housing

4. **Town Square/Civic Center**
   - park/public plaza
   - civic events
   - displays

5. **Market Plaza**
   - farmer's market
   - town market

6. **Building ReUse**
   - housing
   - offices
   - public meeting space

7. **Wall Graphics**
   - historic image

8. **Streetscape**
   - sidewalk cafe
   - information kiosk
   - rest areas/furniture
   - lighting & plantings

9. **Facade**
   - restoration
   - paint-up/fix-up

10. **New Development**
    - housing
    - retail

---

**Figure 3.5**

Components of a great Main Street.

*Source: Urban Design Small Town Primer, 1979.*
Purpose of Business Incubation

Business incubation is intended to guide emerging businesses through the first year of business. Most business starts fail in the first year because entrepreneurs, people with great product or service ideas, are not always good managers, financiers, accountants, and the like. Business incubators help to remedy these problems to help businesses survive the startup phase of their venture.

Incubators are important to supporting entrepreneurship and small business development. Small businesses comprise 90% of all employers and employ 52% of private workers.

Incubation helps businesses reduce the costs of establishing a business. In return, most graduates remain in the community and are likely to survive and add jobs.

Incubator Features

An incubator features flexible, affordable space, generally below market rent. Ideally, several startup businesses can be located in one facility to share clerical and accounting services as well as office equipment such as computers, copiers, and fax machines. An important function of an incubator is to provide advice on management and accounting to the fledgling business owners. Often this function is associated with a university or business school that is able to provide competent assistance at a low cost. Location in a business incubator is meant to be temporary. It is hoped that the enterprises will become full-fledged businesses and move into their own location, making room for the next new business in the incubator.

Issues

In order to be successful, incubators must be run like businesses. They should have a mission, business plan, and maintain accurate financial records.

Incubators are often governed by a Board, but must be managed by an Incubator Manager. The Board needs to represent the leadership of the community, have connections to it, and represent business, finance and assistance providers. The Board members should be active supporters of business incubation, but should not micromanage the daily affairs of the incubator.

Cost

Many incubators have startup costs of just over $1 million, and as such can expect a 4 to 5 year break even period. Cost obviously determines on the incubator facility and services offered. Wall-less incubators are a cost effective approach, where services, technical assistance, and business education are provided at a central location, but firms find their own locations.
Funding

Although many incubators are funded through local business or civic groups, there is a State program targeted to incubators. The Indiana Small Business Incubator Fund is set up under Indiana Code IC 4-4-18 and is administered by the Indiana Small Business Development Center. The fund is a revolving fund for the purpose of providing grants, loans, and loan guarantees to assist incubator programs. Any political unit, not-for-profit organization, or for-profit group may apply for funding to establish an incubator. Awards are based on the economic impact of the incubator, conformance to local economic development plans, and the geographic location of the incubator (in order to evenly distribute programs throughout the State). There are currently incubator programs in South Bend, Elkhart, Bloomington, Madison, and Evansville. Funds can be used for:

- The acquisition and leasing of land and existing buildings.
- The construction or rehabilitation of buildings or other facilities.
- The purchase of equipment and furnishings.
- The payment of operating expenses of the incubator during the first twenty-four months of its operation.

Grants are only available to “economically disadvantaged” areas, but loans and loan guarantees for fifty percent of the total project cost or $500,000 (whichever is lesser) are available. Interest rates are one percent less than the average municipal bond rate, and interest can be deferred for up to two years.
Case Study: LaVista, Nebraska

Crestview Village Neighborhood Networks Center in La Vista, Nebraska opened in a converted three-bedroom unit in February 1997. The center is equipped with seven computers, some with Internet access, which were donated from both Catholic Health Initiatives and the Department of Housing and Urban Development (HUD). A Resident Services Coordinator was hired to work with residents and develop the center. The Center had a $10,000 budget, 75 resident volunteers and currently has a staff of two. The center has partnered with a local community college, local school district, Family Services, county extension, Chamber of Commerce and the local police department to provide educational programs in GED, adult literacy, computer skills, job placement, independent living skills, homework tutoring, budgeting, healthy life styles, social and volunteer support, and senior social activities. The following programs are offered by the Center:

Employment programs
- Job skills training
- Job postings, search or placement services
- Career fairs
- Job partnerships with businesses

Education
- Educational programs for youth and adults
- After school tutoring/programs
- English as a Second Language (ESL)
- Technology literacy (e.g., Internet training, how to use basic software, how computers work)
- Educational software packages

Social Services
- Senior activities/services
- Youth activities/services

Health Care Programs
- Health Fairs
- Health Education Activities
- Health Services

Case Study: Hattiesburg, Mississippi

The following list identifies goals, strategies and key players involved in the establishment of an NRC.

The City of Hattiesburg is a growing community in southeastern Mississippi. In 1992, the U.S. Conference of Mayors selected Hattiesburg as the winner of its “Livable Cities Award” for cities with a population of 100,000 or less. The City’s mission is to improve the living conditions for all of its citizens.
The City has done many things to improve the quality of life for its residents. It recently constructed a new library and a convention center is now being built. It has a small but well-maintained and recently improved zoo. The City created the Neighborhood Improvement Program (NIP) in order to coordinate the resolution of issues among the local government, residents, neighborhood associations, and businesses. The NIP has seven objectives: (1) to improve public safety and reduce the fear of crime; (2) to provide better service; (3) to promote proactive problem solving, prevention, and action; (4) to coordinate activities and the use of available community resources; (5) to improve communication within City government and between the City and residents; (6) to educate and prepare city employees and residents for increased participation and involvement; and (7) to disperse civic responsibility and authority while improving the accountability of city government.

The NIP established six committees to develop civic activities such as Litter Day, Christmas Tree and Phone Book Recycling, Tree Planting, Neighborhood Watch and Night Out Against Crime, a Speakers Bureau, special events, training, and festivals.

Initially, with city government officials present, residents were afraid to speak out, so the City hired an NIP Coordinator to serve as a liaison between City Hall and neighborhood organizations.

Contact

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Figure 3.6
Hierarchy of parks, their sizes and typical facilities.

<table>
<thead>
<tr>
<th>Types of Parks</th>
<th>Distance from People</th>
<th>Adequate Size (acres)</th>
<th>Facilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mini-Park</td>
<td>Less Than 1/4 mile</td>
<td>One</td>
<td>Open Rest Space Play Area</td>
</tr>
<tr>
<td>Neighborhood Park</td>
<td>1/4 to 1/2 mile</td>
<td>5 to 10</td>
<td>Passive and Active Recreation</td>
</tr>
<tr>
<td>School-Park</td>
<td>Determined by school location</td>
<td>Variable</td>
<td>Passive and Active Recreation</td>
</tr>
<tr>
<td>Community Park</td>
<td>1/2 to 3 miles</td>
<td>30 to 50</td>
<td>Passive and Active Recreation, Organized Functions</td>
</tr>
<tr>
<td>Natural Resource</td>
<td>Variable</td>
<td>Variable</td>
<td>Passive Recreation</td>
</tr>
<tr>
<td>Greenways</td>
<td>Variable</td>
<td>Variable</td>
<td>Passive Recreation, Connection between parks</td>
</tr>
<tr>
<td>Sports Complex</td>
<td>Community oriented</td>
<td>40 to 80</td>
<td>Organized Sporting Events, Youth Programs</td>
</tr>
</tbody>
</table>

Mini-Park

Description: The smallest park classification and is used to supply green space and recreation opportunities to isolated or few citizens. The mini-park serves both passive and active recreation needs. Passive opportunities include picnic areas and sitting areas. Active recreation is served by open space for physical activities and play equipment.

Location: The use of the park depends on demographics and population density. The park serves as opportunity to address specific needs of the community. When located in a residential area, the park should not be further than ¼ mile from the residents. The park should coordinate with transportation ways like sidewalks, minor streets, and connection trails.

Size: Typical size for this form of park is 2500 square feet to one acre. Parks that are less than 5 acres are normally considered mini-parks. These size requirements should fluctuate based on the population surrounding the facility.

Site Selection: Servicing a specific need, ease of access from the surrounding area, and linkage to the community pathway system are the key components in selecting a proper site. The site should be suitable for the intended uses of the park. The park should have suitable soils and positive drainage. The sites are normally fairly level, but topographical form should follow the intended uses.
Vegetation should be used for aesthetic beauty and the park should be adjacent to other park components, notably greenways.

Parameters: Given the size of the parks, they are not intended for programmed activity. There are no specific guidelines for the type of facilities that should be included. Community demand should determine these items. Site lighting should be included for security and parking is not typically provided.

**Neighborhood Park**

**Description:** The park should be developed for both passive and active recreation and should specifically serve the surrounding people. The park should accommodate a wide variety of age groups including children, adults, elderly, and special populations. The design should reflect the special character of the neighborhood.

**Location:** The neighborhood park should be centrally located and serve a ¼ to ½ mile radius. The distance should not be interrupted by heavily traveled roads or physical barriers. Ease of access is the key factor when locating a neighborhood park. A good location is next to an elementary school.

**Size:** Density and demographics are the determining factors for the size of the neighborhood park. Five acres is considered to be acceptable but is the minimum size to adequately supply enough space for the different activities on the site. Seven to ten acres is generally considered optimal.

**Site Selection:** Ease of access, central location, and availability of community pathways are the major criteria to follow when selecting site. The site should be able to support both active and passive recreation. A site with inherent aesthetic qualities is appropriate for selection instead of developing an empty or vacant site. The park site should be selected before a new subdivision development is platted on a large parcel of land. The park should be part of the development process. The site should be level and have suitable and well-drained soils. A piece of land within a flood plain should only be considered if the facility will lie above the 100 year flood elevation.

**Parameters:** The development of site facilities should be in collaboration with the potential users of the site. Programmed activities should be avoided unless used randomly by youth teams. Recreation facilities for both forms could possibly include the following activities.
### Community Park

**Description:** The purpose of the community park is to serve large sections of the community or several different neighborhoods. The parks allow for activities that do not fit within a neighborhood park. The park should be developed for passive and active recreation.

**Location:** The community park should serve a ½ to 3-mile radius within the community. The park should be easily accessible to all groups of people and all modes of transportation. It should reside along or be serviced by arterial streets, major collector roadways and community pathways. The location of the park can be influenced by other forms of parks and should be strategically placed to best serve the community.

**Size:** Demographics, population density, and recreation demand will determine the park size. The optimal size is 20 to 50 acres, but the size should be based on the area needed for the different facilities.

**Site Selection:** Ease of access, geographically centered, and relationships to other parks are the key components to selecting a site. The site should be able to accommodate a variety of passive and active recreation facilities. The site should have suitable soils, positive drainage, varying topography, and different types of vegetation. A site should only be considered if the facilities will lie outside of the 100 year flood plain area.

**Parameters:** The development of site facilities should be in collaboration with the potential users of the site. Both active and passive recreation should be accommodated. Programmed activities should be considered within the design of the facilities. Recreation facilities for both forms could include the following activities.

<table>
<thead>
<tr>
<th>Active</th>
<th>Passive</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Play equipment</td>
<td>• Trails</td>
</tr>
<tr>
<td>• Courts (basketball, tennis, etc.)</td>
<td>• Picnic areas</td>
</tr>
<tr>
<td>• Playfield</td>
<td>• Sitting areas</td>
</tr>
<tr>
<td>• Open space</td>
<td>• “People watching” areas</td>
</tr>
</tbody>
</table>

The site should be split 50% for passive facilities and 50% for active facilities. The site should have 7 to 10 off street parking spaces and adequate lighting is needed for security.
Active
- Large Play equipment
- Swimming areas
- Courts (basketball, tennis, etc.)
- Open space

Passive
- Extensive internal trails
- Large picnic areas
- Individual and group sitting areas
- “People watching” areas
- General open space
- Large gathering facility/amphitheater

The park should include adequate parking based on the overall size and activities occurring in the park.

Sports Complex

Description: The sports complex allows for programmed activities that include adult and youth leagues. The facility allows larger and fewer sites to be placed throughout the community.

Location: The complex should be placed to serve the community in the best way possible. The area should be located adjacent to nonresidential land uses. The site should be readily accessible to major thoroughfares of the community. The trail system should also have access to the facility.

Size: The size of the facility should meet the need of the community based on population and population trends. The area should also have adequate space for spectator seating. Minimal of complexes should exist so the facility should be a minimum of 40 acres with the optimal level being 80 to 150 acres.

Site Selection: The major criteria for selecting a site for a sports complex is a fairly level topography and well-draining soils. Natural vegetation should be included along the perimeter of the site and in areas where fields are not existent. A site near other parks or greenways is a desirable criterion. Also, access to public facilities must be considered to suffice for on site facilities.

Parameters: The facilities that should be included in the complex are as follows:
- Ball fields,
- Soccer fields,
- Football fields,
- Courts (basketball, tennis, etc.),
- Play equipment,
- Internal connection trails,
- Picnic areas,
Natural Resource Area

Description: Natural resource areas are lands set aside for preservation of significant resources, landscapes, open space, and aesthetics.

Location: Determined by resource availability and opportunity.

Size: Determined by resource availability and opportunity.

Site Selection: Resource quality is the key component when determining the site of the area. Areas that display unique resources and landscapes should first priority. These areas should also be linked with community pathway.

Parameters: Development should be kept to a level that preserves the resources in the area. Also, elements such as nature viewing and study should be the main components of development. Greenways should pass through the area.

Connector Trails

Description: The connector trail is used to bring together existing facilities throughout the city. Connector trails are usually located along existing roadways or along drainageways. The trail is meant to accommodate all forms different pedestrian traffic.

Parameters: To develop a connector trail, follow these basic steps:
- Prepare a comprehensive park and trail system plan that defines the trail route,
- Establish standards that must be followed when building the trail.
- Decide which trail type will fit and benefit the community. There are two types of connector trails.
  1. Separate paths for walker and cyclists. This trail would lie in the shoulder of the right of way of a local street.
  2. Designed for lighter use such as a link to a housing development.
### Greenways

| Description: | The greenway serves a number of functions that serve the community. The greenway ties parks together, allows for pedestrian movement, and enhances property values. |
| Location: | Greenways typically follow natural streams and man-made portions are created as part of the development. A greenway is an opportunity for the public to have access to passive recreation so the path should be located near residential areas of development. |
| Width: | Resource availability will determine the width of the path. In residential areas the path could have a right of way as little as 25 feet. Along natural features 50 feet is considered the minimum and 200 feet is the optimal width. |
| Site Selection: | Resource availability and the overall trail plan will determine the land used for the greenway. |
| Parameters: | The types of recreation intended for the greenway are pedestrian activities like walking, jogging, bicycling, and skating. |
**Street Design Guidelines**

Source: Creating Livable Streets: Street Design Guidelines for 2040, Metro Regional Services, 1997 Portland, Oregon

**Design Issue: Street Connectivity**

Street patterns in most suburban communities are disconnected. They are designed primarily to isolate land uses and for easy auto movement within a hierarchy of streets from cul-de-sacs to major arterials. Collector streets and cul-de-sacs branch off of the major arterial network, with few, if any linkages in between. This pattern forces all trips, whether by car, foot or bicycle, onto the arterial street system without regard for their ultimate destination. Consequently, few streets, other than the arterial, allow a pedestrian to walk to a nearby lunch spot or a transit station. Given this framework – the inaccessibility of the arterial network to pedestrians and the circuitous nature of the route – driving is automatically more convenient than walking. Thus, congestion and ever wider through streets are becoming the norm even in the newest developing communities.

In contrast, an interconnected internal street system that provides linkages to local shopping and recreation destinations, as well as between adjacent developments, allow local trips to stay off the arterial network. Streets that converge at nodes and transit stops provide pedestrians with the option for walking for some trips in a safe and comfortable environment. Those who choose to drive may exit to the arterial system or find a shorter and more direct route to a nearby destination on local streets. With an interconnected street system that provides multiple routes to local destinations, any single street will be less likely to be overburdened by excessive traffic. Thus, streets should be designed to keep through trips on arterial streets and provide local trips with alternative routes.

**General Considerations**

- Plan for local and regional travel routes. Throughways allow for efficient conveyance of long-distance travel, but act as barriers to pedestrians, so they should not pass through or separate core commercial areas from employment districts.

- Encourage the use of traffic calming devices to discourage speeding and through traffic cutting through local neighborhoods. Local street widths and corner curb radii should be as small as possible for pedestrian accessibility, while providing for legitimate safety and emergency vehicle considerations.

- Create a pedestrian scale block pattern to maximize the convenience for pedestrians.
Decisions to increase connectivity in existing neighborhoods and communities should follow a comprehensive evaluation of the potential impacts (intrusion and economic), and a public outreach effort.

**Design Guidelines**

- Provide direct routes to local destinations, such as activity center nodes, recreation facilities and shopping centers.
- Distribute travel within districts among several connector streets (minor arterials and collectors) that lead to the arterial system and more significant destinations.
- Connecting street intersections on regional streets (local, collector, and major driveways) generally should be spaced at about 12 to 14 per mile in more intensely developed areas with pedestrian activity. Signalized intersections should be spaced between 600 to 2,600 feet apart, depending on the intensity of the adjacent land use and access requirements. Full access unsignalized intersections and driveways should be spaced no more than 600 feet apart, and limited access intersections and driveways should be spaced about 300 to 400 feet apart. While this guideline presents specific dimensions, the spacing of intersections in new design or in retrofitting existing streets is a complex issue with many design, operations, and environmental factors to consider. Comprehensive study of any proposed access concept is required.
- Consolidate major driveways of large development projects at ideal 1/8- to 1/4- mile intervals. Align driveways on opposite sides of street.

**Design Issue: Travel Lane Width**

Travel lane width is a function of the use of the lane, the type of vehicles served and the vehicle speed. Travel lane width is also determined by the location of the travel lane within the travelway. Outside curb lanes require a wider width to accommodate turning trucks and buses, and reduce the effect of adjacent obstructions such as parked vehicles. See Figure 3.8.

**Design guidelines**

- Regional street travel and turning lane widths vary from a minimum of 11 feet to 14 feet. The preferred width of travel and turning lanes is 11 feet.
- Provide a preferred and minimum 11-foot-wide outside curb lane where speeds are lower than 40 mph (12 feet, if all other desirable design elements can be accommodated). Provide a preferred 13-foot-wide (minimum 11 foot) outside curb lane where speeds are 40 mph or higher, or where truck and transit vehicle volumes are high.
- Provide 11 to 12-foot-wide inside travel lanes at any speed.
- The preferred turning lane width on regional streets is 11 feet.
- On streets without curbs, the width of the street needs to accommodate a minimum 5-foot-wide bicycle lane.
### Table: Recommended Street Widths

<table>
<thead>
<tr>
<th>Traffic Function</th>
<th>Width Range</th>
<th>Preferred Design Width</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bike lanes (two-way)</td>
<td>6'-0&quot; to 8'-0&quot;</td>
<td>5'-0&quot;</td>
</tr>
<tr>
<td>Adjacent to expanded shoulder</td>
<td>-</td>
<td>6'-0&quot;</td>
</tr>
<tr>
<td>Adjacent to on-street parking</td>
<td>-</td>
<td>6'-0&quot;</td>
</tr>
<tr>
<td>Adjacent to high-speed traffic, or high use</td>
<td>-</td>
<td>6'-0&quot;</td>
</tr>
<tr>
<td>Travel lanes (two-way)</td>
<td>9'-0&quot; to 12'-0&quot;</td>
<td>11'-0&quot;</td>
</tr>
<tr>
<td>Travel lanes, 25 MPH</td>
<td>-</td>
<td>11'-0&quot;</td>
</tr>
<tr>
<td>Travel lanes, 30 - 40 MPH</td>
<td>-</td>
<td>11'-0&quot;</td>
</tr>
<tr>
<td>Travel lanes, greater than 40 mph</td>
<td>-</td>
<td>12'-0&quot;</td>
</tr>
<tr>
<td>Cash lane, 40 mph or significant freight/less traffic</td>
<td>11'-0&quot; to 14'-0&quot;</td>
<td>13'-0&quot;</td>
</tr>
<tr>
<td>Significant levels of freight traffic</td>
<td>-</td>
<td>12'-0&quot;</td>
</tr>
<tr>
<td>Merge, acceleration and deceleration</td>
<td>-</td>
<td>11'-0&quot;</td>
</tr>
<tr>
<td>Transit lane - Exclusive</td>
<td>11'-0&quot; to 12'-0&quot;</td>
<td>12'-0&quot;</td>
</tr>
<tr>
<td>Turn lane</td>
<td>6'-0&quot; to 10'-0&quot;</td>
<td>11'-0&quot;</td>
</tr>
</tbody>
</table>

**Notes:**
- Based on speed of street or parking widths, such as not included.
- Shoulders do not have traffic.

### Figure 3.8

**Recommended street widths.**

**Source:** Creating Livable Streets: Street Design Guidelines for 2040.

### Design Issue: On-Street Parking

On-street parking is permitted and provided on many of the best streets. Proportionately, parking is provided on more good streets than not. At today's car ownership levels on-street parking cannot by itself meet all of the demand created by adjacent land use. Nevertheless, on-street parking:

1. supports local economic activity of merchants, by providing access to local uses, as well as visitor needs in residential areas
2. increases pedestrian safety by providing a buffer for pedestrians from automobile traffic
3. increases pedestrian activity, in general, on the street. Since people rarely find parking in front of their destination, they walk, providing more exposure to ground floor retail and increasing opportunities for social interactions
4. increases local economic activity by increasing the visibility of storefronts and signs to motorists parking on street
5. supports local land use by reducing development costs for small business by reducing needs for on-site parking
6. provides space for on-street loading, increasing the economic activity of the street and supporting commercial uses
On-street parking is included as a higher priority design element in all of the regional street design types. This priority reflects the document’s emphasis on high intensity commercial areas. However, in lower intensity areas and along many corridor segments, on-street parking is not necessary to serve adjacent land use. The additional width may be used for other desirable design elements, such as increasing the landscaped pedestrian buffer strip or median width.

General Considerations

- Provide on-street parking as a buffer between pedestrians and moving vehicles on streets and boulevards.
- Use on-street parking for local land-use access.
- Reduce development costs for small business by permitting parking to be provided on street.
- Provide on-street parking to increase the activity and vitality of the street.
- Provide on-street parking for passenger and freight loading and unloading zones.
- Use on-street parking to reserve right of way for ultimate street widening or turn lanes. However, it is desirable to avoid removing on-street parking to increase capacity in dense commercial areas such as town centers and main streets.
- Minimize on-street parking lane width to reduce the curb-to-curb width of a street.
- On-street parking decreases the capacity of the adjacent travel lanes between 3 percent and 30 percent depending on the number of lanes and the frequency of parking maneuvers.
- Balance through traffic and local access requirements when deciding on where to provide on-street parking.
- On-street parking should be primarily parallel parking on regional streets.
- Use metered parking to manage parking limits, supporting short-term parking while discouraging long-term parking.
- Provide the level of on-street parking for planned, rather than existing, land-use densities to avoid future retrofit.
- If more parking is needed, consider public or shared parking structures, or below grade structures under adjacent land uses.

Design guidelines

- The preferred on-street parking lane width for parallel parking is 7 feet. Where right of way exists, the maximum width is 8 feet.
- Avoid diagonal parking on streets with bicycle lanes or a high volume of bicyclists.
- Ensure that pedestrians waiting to cross the street are visible to motorists by prohibiting on-street parking adjacent to crosswalk or curb return if necessary, or extending curb to equal the width of the on-street parking lane.
Prohibit on-street parking on regional streets with speeds of 45 mph or greater.

Extend sidewalks or curb at transit stops equal to width of on-street parking lane to increase pedestrian accessibility to transit.

Design Issue: Sidewalks

Sidewalks are the fundamental pedestrian element in street design. Sidewalks provide visual – as well as physical – access to adjacent land uses and transit facilities. Sidewalks are typically designed to minimum widths and can become crowded with public and private kiosks, benches, newspaper racks, trash cans, bus shelters, cafe tables and chairs. Figure 3.9 provides a summary of sidewalk functional widths. For each sidewalk function is a range of widths in feet. Figures 11 through 18 provide design examples for sidewalks widths ranging from 5 feet to 15 feet, including transit facilities. Each example indicates how the design of a sidewalk can be divided into separate functional clearances. Narrower sidewalks overlap functional clearances, and wider sidewalks provide adequate space for each function. For each case, a continuous, relatively straight line clearance of 5 feet is provided to meet ADA requirements for wheelchairs.

General Considerations

• Establishing an active pedestrian environment is vital to the function of a regional street within commercial areas.

• Provide adequate width for all sidewalk uses, including loading and unloading of people from on-street parking, walking traffic, window shopping traffic, bicycle parking and use of street furniture. Think of the sidewalk as divided into separate functional clearances as shown in Figure 3.9. Sidewalks wider than 10 feet accommodate more intensive pedestrian traffic and use of the sidewalk by local merchants and residents.

• Provide pedestrian-scaled lighting to provide a separation from street traffic and spatial definition that is human scale.

• Consider special paving treatments to separate the pedestrian realm from the travelway realm at intersection crossings.

• Provide continuous sidewalk improvements along major arterial streets. Close gaps between pedestrian connections.

• Provide pedestrian and sidewalk improvements on all new and redevelopment street projects.

Design Guidelines

• Provide a minimum 5-foot clear zone along sidewalks conforming to the ADA minimum passing space for a wheelchair. ADA requires a wheelchair passing space every 200 feet on a walkway.

• The preferred width of a sidewalk is 12 to 15 feet in commercial areas with storefronts close to the street. The minimum width of a sidewalk in these areas is 8 feet wide.

• Sidewalk widths of greater than 12 feet provide space for pedestrian...
amenities, for local business activity to spill out onto the sidewalk and for leisurely walking pace without vehicle traffic dominating the pedestrian realm.

- Ensure sidewalks are continuous. Close gaps with standard design concrete sidewalks or provide temporary asphalt sidewalks during interim period.
- Ensure minimum sidewalk width for pedestrian through traffic is not obstructed with street furniture, utility poles, traffic signs or trees.
- Avoid combining sidewalks and bikeways unless designed as a specific multi-use path separated from the street with a preferred 12-foot width (10-foot minimum).

<table>
<thead>
<tr>
<th>Sidewalk Function</th>
<th>Minimum Width Range</th>
<th>Sidewalk Width in Feet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pedestrian path clearance from building wall</td>
<td>1'-8&quot;</td>
<td>0</td>
</tr>
<tr>
<td>Pedestrian path clearance from curb</td>
<td>1'-6&quot; to 2'-0&quot;</td>
<td>1</td>
</tr>
<tr>
<td>Pedestrian path clearance from street trees</td>
<td>1'-6&quot;</td>
<td>2</td>
</tr>
<tr>
<td>Single pedestrian through traffic</td>
<td>1'-10&quot; to 3'-0&quot;</td>
<td>3</td>
</tr>
<tr>
<td>Bus traffic curbside clearance for street furniture</td>
<td>2'-0&quot;</td>
<td>4</td>
</tr>
<tr>
<td>Street furniture zone</td>
<td>2'-0&quot; to 3'-0&quot;</td>
<td>5</td>
</tr>
<tr>
<td>Wheelchair movement clear width</td>
<td>2'-8&quot; to 3'-0&quot;</td>
<td>6</td>
</tr>
<tr>
<td>Window shopping zone width from storefront</td>
<td>3'-0&quot;</td>
<td>7</td>
</tr>
<tr>
<td>Clear distance width between bus bench and curb</td>
<td>3'-0&quot;</td>
<td>8</td>
</tr>
<tr>
<td>Planing strip width for trees</td>
<td>3'-0&quot; to 4'-6&quot;</td>
<td>9</td>
</tr>
<tr>
<td>Clear distance between bus shelter and curb</td>
<td>3'-0&quot; to 4'-6&quot;</td>
<td>10</td>
</tr>
<tr>
<td>Two-way pedestrian through traffic</td>
<td>3'-8&quot; to 4'-0&quot;</td>
<td></td>
</tr>
<tr>
<td>Minimum ADA sidewalk (5'-0&quot; wide required every 200')</td>
<td>4'-0&quot;</td>
<td></td>
</tr>
<tr>
<td>Practical ADA sidewalk (wheelchair turning circle)</td>
<td>5'-0&quot;</td>
<td></td>
</tr>
<tr>
<td>Bus zone with bench width</td>
<td>5'-0&quot;</td>
<td></td>
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<tr>
<td>Bus zone with bus shelter</td>
<td>7'-8&quot;</td>
<td></td>
</tr>
<tr>
<td>Minimum ADA bus drop-off clear zone</td>
<td>8'-0&quot;</td>
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Figure 3.9
Recommended sidewalk specifications.
Design Issue: Street Trees

Street trees are indispensable to the attractiveness, comfort and safety of street design. Street trees, along with the overall width of the street, are a primary element in providing a sense of safe separation from traffic. Without street trees, a wide regional street is dominated by vehicles and appears barren. Street trees increase the desirability of pedestrian activity, as well as enhance the status of the street and adjacent property values. Street trees serve several functions:

1. street trees separate and define the boundary between the pedestrian realm and the travelway, reducing the impacts of the volume and speed of traffic on pedestrians and the adjacent land use
2. street trees provide tranquility to the street, slowing the pace and intensity of street activity, enhancing the well being of pedestrians and motorists
3. street trees provide shade in the summer and allow sunlight in the winter
4. street trees can reduce the automobile scale of wide regional streets to human scale
5. street trees provide identity to a street, orientation of the street within the system of streets within a city, and provide status and prestige to addresses along the street
6. street trees can reinforce the design and hierarchy of the regional street system

General considerations

- Provide continuous and uniformly and closely spaced tree plantings to create a continuous canopy along the length of and across the width of the street. Tree spacing should connect to form a continuous canopy over the street. A minimum spacing as low as 12 feet is possible, depending on the tree species.
- Plant street trees within the center median. Trees planted within the median reduce the perceived width of the street.
- Plant street trees in planting strips in areas with less intensive pedestrian and commercial activity, or tree wells with tree grate in areas with more intensive pedestrian and commercial activity.
- Street trees need regular maintenance.
- Street trees do not need to be one species. Tree species can alternate to provide variety.
- Deciduous trees are preferable. They provide summer shade and allow winter sun.
- Plant street trees in narrow sidewalk conditions, those with 8 feet or less, between on-street parking spaces in treewells adjacent to the curb in the street.
- Use treewells, with tree grates, for street tree plantings on sidewalks.
- Select tree species whose canopy does not encroach into pedestrian headroom or into tall curbside vehicles such as trucks and buses.
Design guidelines

- For trees planted in tree wells with tree grates, the minimum planter area is 3 feet by 3 feet.
- Space street trees as low as 12 feet depending on the species. Space larger species between 15 to 25 feet.
- Permit tree planters within on-street parking lanes. Provide a minimum of 1-2 feet between planter and curb to allow for drainage unless not permitted by local street cleaning policy.
- Either maintain a high tree canopy or end the row of trees in median prior to bay taper (if applicable) to maintain sight distance and permit space for traffic control devices on median nose. Extend planting of median trees to the intersection if median width permits and median not required for traffic control devices. Ensure good maintenance of trees to avoid reduction in sight distance.
Introduction

Given the importance in preserving Attica's historic Downtown and the desire for building renovation and infill development, the following guidelines are important. They provide suggestions for improving buildings as well as important issues to think about.

**Downtown Design Guidelines**

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**Building Components**

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A community's identity and character are critical components of its quality of life and economic vitality. The design of small towns should celebrate and improve the quality of the physical environment in relation to the social, economic, ecological, political and historic driving forces that give it its unique character. This unique character goes far beyond the design and appearance of individual buildings and landscapes. It arises from the heritage of the community and its people. The enhancement and design of small towns involves:

1. Understanding what you have;
   • What makes the community look the way it does?
   • What are the things that have influenced, and are influencing the character of the community?
   • Where do you take visitors?
   • Where do you not take visitors?
   • What makes the community unique?

2. Deciding what you want;
   • What’s important to the community?
   • What are we willing to do?
   • What will be the impact of the changes?

3. Taking action; and
   • What are the community’s priorities?
   • Who’s going to do it?
   • What can we do when?
   • Does the community have the resources it needs to get the job done?

4. Getting the job done.

When asked, most people who live in small towns will say they do so, to a great extent, because of the community’s small town character and charm. Some of the things that give a small town its character, identity and charm include:

**Architectural Compatibility**

A community will benefit visually from a consistency of architectural character. While much of a community’s character comes from the often eclectic variety of buildings there should be a compatibility (but not uniformity) of architectural styles. While being sensitive to the basic style and character of the community, the buildings should also reflect the continuing development of the community. Each community, or district within a community, should find its own unique combination of elements, character and features. This helps to give the community or district its identity. While it is important to avoid cute “themes,” establishing a clear character (i.e. gas light district, turn-of-the-century village, etc.) helps maintain and promote the visual quality of the community. Some of the key points to consider in examining the architectural compatibility of small towns include:

• A consistency of roof style and height;
• All buildings should follow the same orientation (narrow, wide, square, etc.);
The proportion (height and width) and scale (relative size) of buildings should be the same across the entire district. This not only helps define the visual character of the district, but also helps define the district itself;
• There should be a distinct and characteristic rhythm (spacing) of building openings (windows and doors);
• The general massing and details of the buildings in the district should be consistent;
• Each building should have a clear and characteristic entrance;
• In order to establish a clear edge, all buildings should have a similar setback from the curb; and
• They should utilize similar materials, colors and textures. New buildings should be of compatible materials and textures. New and renovated buildings should preserve basic architectural details.

**Gateways**

The first impressions of a community are lasting ones. The community should have a distinct entrance, or gateway. Each individual district should also have a clear boundaries and entrances.

By focusing on infill development in the downtown and maximizing density, the sprawl along corridors leading into town can be minimized and the need for costly services, traffic congestion and visual clutter can be greatly reduced.

**Density and Infill Development**

A community gains much of its character from its density of buildings and activities. Whenever possible, new development should locate in the downtown district. Upper floors should be utilized as offices and/or apartments. This helps bring life and vitality to the downtown and avoids the missing teeth that are all too often a part of small towns.

Vacant lots should be developed as community gardens or vest pocket parks until appropriate uses can be found for the space. Discourage the temptation to make them into parking lot.

**Open Space**

While density of buildings and activities is important to the visual quality of a community, open space is important as well. Activities need places to happen. The spaces should provide for a variety of events and relaxation. Larger spaces can be home to community events and recreation while small places can provide for relaxation. Community gardens can be a great way to bring citizens together and be a positive addition to the visual character of the community as well.

**Parking**

Parking (or the lack of it) is often mentioned as a problem in small town downtowns. In reality, it rarely is. If the destination is of quality and the path is well designed, most people don’t mind the slight walk. In fact, most downtown
shopping areas have closer parking than do the large suburban shopping malls. While on-street parking is important to businesses' success, the majority of parking should be in lots behind the storefronts, or in non-prime building lots in or near downtown. Lots should be well landscaped and well lit to be a positive addition to the community.

**Signage**

It is important for businesses to inform customers of their location. The types, size, location and character of signs should be consistent and well designed. A well-designed signage system can be an effective part of a community's visual character and an important marketing resource for the businesses as well. Wayfinding is also important in a community. A well-designed system of information signs clearly directing visitors is an important part of community character and design.

**Sidewalks and Alleys**

Not only are sidewalks and alleys important circulation elements, they are critical design elements as well. The importance of well-maintained sidewalks and alleys goes without saying. The character of these very public places is a major factor in the visual character of the community. They should be pleasant places to walk, and convey to the patrons a sense of security.

**Street Furniture**

Seating, lighting, newspaper racks, waste containers, flower boxes, etc. are all important ingredients in a community's visual character. Like all other aspects of small town design, street furniture should be compatible with the design of the buildings and spaces and not a design afterthought.
Basic Considerations

Why Make Improvements to My Building?
There are numerous great reasons to make improvements to your building. Making improvements to your building can...

1. extend the life of the structure;
2. enhance the appearance, thus improving the market image of the business or businesses which operate in it. A “tired” looking building is far less likely to attract new clients or customers to the businesses;
3. reduce the energy consumption, thus reducing the operation/overhead costs to the businesses;
4. increase the income generation from a building via increasing rent/lease rates. In some downtowns, building owners have been able to renovate the upper stories into elderly or studio apartments;
5. result in receiving tax credits on the amount of money invested in the structure. Buildings which are listed on the National Register of Historic Places are eligible for income tax credit. Most buildings in downtown Attica are eligible for listing on the National Register;
6. improve the overall character of the downtown and the community. Upon improving the overall character of a downtown, improved vitality is sure to follow.

What Type of Improvements Should I Make?
There is not a standard answer for each building, but in general, the following rules should apply...

1. Focus first on structural damage or deterioration. Deteriorated stone or brick, collapsing roof structure, and leaky roofs are examples of structural damage;
2. Second, maintenance items should be attended to. Items such as tuckpointing, painting, re-glazing windows and weatherproofing are considered maintenance items;
3. Finally, if the building is structurally sound and in good repair, consider cosmetic improvements. Some enhancements may include: replacing single pane windows with thermal insulated windows; cleaning exterior brick and stone; replacing or repairing architectural details which have been removed, are damaged, or are deteriorated; or adding or replacing an awning.
The Past and Present Condition of Buildings

Many buildings are altered over time, for many reasons. The drawings below illustrate how this can happen. Sometimes alterations made to buildings are very beneficial. Other times these alterations are damaging to both the structure and character of the building as well as the integrity of the downtown.

Buildings can be described on a scale between the "original design" and "significantly altered." The drawings below illustrate buildings on both ends of the continuum.

The position on the continuum will determine what redevelopment or improvement options are best suited for a building.

Step 1: Original Design
Step 2: Minor Alterations
Step 3: Storefront is Lost
Step 4: Significantly Altered
Original Design or Minimally-Altered Buildings

<table>
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<tr>
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<th>DON'T</th>
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| - Maintain the historic fabric of the building (i.e. maintain the original stone or brick).  
- Spruce up a “tired” look; Add color selectively by painting the building’s details, window trim, or cornice.  
- Add a cloth awning which complements the storefront or upper story windows, where appropriate.  
- Maintain the original façade design and signage. | - Cover up or alter architectural details such as the cornice, decorative hoods above upper story windows, or clerestory windows.  
- Paint or stucco-coat the original brick and mortar. Once a historic structure is painted or covered with stucco it usually can never be reversed without substantially damaging the integrity of the brick.  
- Substitute modern metal and tinted windows or doors for the original ones.  
- Use large signage or excessive neon lighting. |
Original Design
Note the parapet sign board and original cloth awnings.

Existing Condition
This building is still close to the original design and possesses much potential for restoration.

Improvement Potential
With the reintroduction of cloth awnings (replacing the existing awnings) this building’s aesthetic appearance will be greatly enhanced. Signage can be added via the cloth awnings.
Substantially-Altered Buildings

Buildings that have been significantly altered have a variety of options for improvements. Those options range from reconstructing the original façade to disguising it to reduce the impact to the overall Downtown character. Some examples of how this can be done are illustrated below.

<table>
<thead>
<tr>
<th><strong>DO</strong></th>
<th><strong>DON'T</strong></th>
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<tbody>
<tr>
<td>Investigate the potential for removing the materials covering the original façade.</td>
<td>Use large, protruding signage.</td>
</tr>
<tr>
<td>Restore original façade, if possible.</td>
<td>Continue altering the architectural style.</td>
</tr>
<tr>
<td>Add or enhance elements which may reflect the scale, patterns, and lines of neighboring buildings.</td>
<td>Use materials and colors that are not in character with original materials and colors.</td>
</tr>
<tr>
<td>Add an awning to add color and help disguise the substantial alterations.</td>
<td>Use bold, eye-catching color or materials.</td>
</tr>
<tr>
<td>Add color selectively to complement colors used by neighboring structures.</td>
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</tbody>
</table>

To the right are examples of significantly altered buildings. These buildings can significantly deteriorate the aesthetic quality of a downtown. When possible, these buildings should be renovated to again reflect the character of neighboring buildings.
New construction/infill in Downtown can have a good or bad result. Buildings that are constructed to match or reflect the context are positive additions to a historic downtown. New buildings that ignore height, width, scale, building lines, rhythm, and the indigenous materials used by surrounding buildings generally are not good neighbors in Downtown.

**DO**

- Use materials that match or complement patterns, color, and appearance of surrounding buildings.
- Match the sizes, scale and rhythm of the windows and storefronts of neighboring buildings.
- Use signage that is not overpowering.

**DON'T**

- Introduce materials that are not already found in buildings Downtown.
- Use exotic shapes or patterns that will disrupt visual continuity.
- Try to imitate historic styles without professional assistance and thorough investigation of the scale, materials, proportions, and characteristics of that style. Some historic styles, such as Colonial, Federal, and Beaux Arts are usually not appropriate in a downtown.

*Infill & New Construction*

**Out-of-character infill**

**In-character infill**
Encourage similar proportions to existing buildings.

All buildings should be on the same vertical plane (distance to the curb). Irregularities in this pattern detract from the downtown's overall cohesiveness.

Roof patterns should conform to or accentuate existing facades and roof patterns.
A storefront is often the heart of a business' identity. It acts as an invitation, and therefore its design and its relationship to the pedestrian and street are very important. Because of these reasons it is often the most frequently changed component of a building's façade. Though change is positive and necessary for maintaining an image, there are some traditions that should be considered when altering a building's storefront.

The storefront, historically, was built into the façade, whereas many of today's storefronts appear to be applied to the front of the building as additions. This interrupts the historic pattern established by the openings. The following guidelines apply to storefronts:

1. Storefronts of adjacent buildings should be of similar proportions, scale, and height.
2. The pattern of storefronts creates a very strong relationship between the buildings on a street and the pedestrian. Traditionally, it is appropriate to slightly recess the storefront at the sidewalk edge. A storefront that is pushed back into the building more than a few inches, however, isolates the first floor from the street.
3. Storefronts of the era when many Midwest downtowns were built were composed largely of windows with a recessed entry. This was a functional solution to allow natural light to penetrate as far as possible into the building. The design also allowed for visual access from the sidewalk deep into the building, giving the pedestrian a chance to view merchandise without entering the store.
4. Storefront windows usually consist of an upper band of transoms, the large display windows, and a lower base of wood, masonry or some other material.
5. Usually the door in the recessed entry also had a vision panel. Recessing the door emphasizes the entry and is a way to provide shelter for customers when going in or out. It also lessens the hazards of opening a door directly onto the sidewalk and must be done to meet many codes.
6. Display windows and transoms are appropriate places for subtle painted signs. Decoration of the storefront should be carefully considered, as the design may detract the customer's attention from merchandise. Loud patterns, colors or signs will not make it easy for the customer to look through the storefront.
7. When choosing materials for your storefront, consider first those that are indigenous to the buildings along the street. They should be simple and inconspicuous so that the emphasis is on the entry and the relationship of the sidewalk to the interior is strong.
8. Avoid using materials in nontraditional applications—variations in the overall pattern may negatively isolate the building.
Existing condition and context of these buildings.

Minor Improvements
- Paint Trim
- Add Awning
- Reglaze Windows
- Uncover Windows

Significant Improvements
- Reintroduce clerestory windows
- Clean exterior surfaces
- Remove paint from stone
- All items from minor improvements above
Existing condition and context of these buildings.

Minor Improvements
- Paint trim & details
- Add awnings
- Reglaze windows
- Repaint buildings already painted
- Uncover windows

Significant Improvements
- Reintroduce cornice
- Clean exterior surfaces
- Reintroduce hoods over windows
- Reintroduce clerestory windows
- All items from minor improvements above
Existing condition and context of this more modern building.

Minor Improvements
- Introduce a light colored awning to make building more inviting.
- Repaint trim around windows.
- Add a door with more character.

Minor improvements to this block greatly enhances the block's overall appearance. These changes include adding awnings and repainting the trim of several of the buildings.

Major improvements to this block could include removing modern glass and restoring the facade of one of the buildings, while replacing the clerestory windows in others.
Doors are a very important design feature of a storefront. Doors are not only for a person to walk through, but also add character and identity to the storefront. Doors serve also as an insulator from weather and can provide light.

When choosing a door, consider the following:

1. Use a door that imitates the original. If the original door has been removed find a historic photo to base your decision, if possible.
2. Avoid “slab” doors. These doors not only do not fit the character of downtown buildings, they are uninviting to the customer as well.
3. Doors with windows are generally more inviting. People naturally tend to avoid entering spaces they cannot see into.
4. The door should be made of materials that look compatible with the rest of the facade.
5. Doors for external stairway entrances (secondary doors) should have less detail to avoid drawing attention to them.
6. If you choose an aluminum and glass door, select one that has a dark finish rather than a reflective one.

Maintenance note: All original doors in good repair should be kept. New hinges and hardware can be added to make the more operable and secure. Wood doors should be kept well-sealed with a varnish or paint.

Appropriate Doors

Inappropriate Doors
**Decorative Elements**

These building details are very unique and should be preserved. Most downtowns are rich with such details.

Decorative elements, or details, add visual interest and character to the streetscape. These can be in the form of carved ornaments, moldings, stained glass or painted graphic elements. Care should be taken not to introduce too much detail into a building façade, as this may result in visual clutter.

The typical details found in many Midwestern downtowns are brick, stone, and metal.

- **Brick:** many building facades have incorporated decorative brickwork. If brick must be replaced at any time, it is important that the craftsmanship and pattern of the existing masonry be respected. This includes coursing, brick shape or design, and pointing.

- **Stone:** stone details can be very elaborate or simple accents to other elements.

- **Metal:** metal is used frequently in cornices and bracket details.

In restoring the details of Downtown buildings, you should:

1. Uncover any original elements that are hidden by inappropriate additions or alterations. For example, cast iron columns are decorative structural elements that are often covered by storefront modernizations are likely to still be in place.

2. Many times, pieces of decorative elements are removed for an alteration such as a modern sign, or pieces simply deteriorate. It is important to protect and preserve existing decorative elements, as reproduction of details can be costly. However, it is recommended that missing elements be replaced to match existing if possible. It is the collection of details that creates a building’s character and enhances the overall streetscape.
A building's color can have the single most significant effect on its appearance. Buildings that are painted using complimentary colors are inviting. On the other hand, buildings that have been painted with single, bland colors will have the opposite effect. Additionally, paint that is peeling or in bad condition makes a building unattractive. Below are some things you should consider when painting a building.

1. Look at your neighbor's properties to select a color that will not clash with its surroundings or duplicate the scheme of another building. Being a good neighbor is important in building a clear identity for Downtown.
2. The weather and sun will fade and damage paints. To ensure longevity of your paint, use top quality paint, properly prepare the surfaces, and select colors that are less likely to fade.
3. If you are not good at selecting colors that match or work well together, consider consulting with someone who is. Consulting with someone may make a considerable difference between a bland building and an exciting one.
4. Consider using colors that were used at the time the building was built. Most major brand paint companies have specific palettes for historic buildings. White paint was generally not used in the periods in which most buildings in Midwestern Downtowns were built.
5. Do not paint details or trim in dark colors.
6. Once a brick building has been repainted, it generally should always be repainted versus restoration back to the original brick.
7. Repoint brick before painting, if necessary.
8. Reglaze (reputty) windows before painting.
9. Remove all peeling and loose paint.
10. Consult a paint specialist to determine the best paint for the surface you are painting.

Painting & Color

When painting windows or architectural details, use medium to light shades versus dark colors as shown here. Lighter colors highlight details better.

This building is in great need for repainting and probably tuckpointing. To prevent structural damage this problem must be taken care of immediately.
Awnings serve numerous purposes and should be considered by building owners as a wise addition to their structures. Benefits include:

1. Protect merchandise, interiors, and furnishings from sun damage.
2. Provide shade and shelter from elements for customers and pedestrians.
3. Reduce heat loss and heat gain.
4. Help establish a pedestrian scale—encourage street activities.
5. Can be operable or fixed and are available in a variety of styles.
6. Variety of materials, including canvas, plastic and vinyl. Canvas is traditional material, but requires maintenance, while vinyl is durable.
7. Provide opportunity to add color to building.
   • To decide on a color, consider colors that will contribute to variety and diversity of street.
   • If building is rich in detail, use a subtle color for awning.
   • If building has fewer architectural details, use a bright color to enliven façade.

Follow the same guidelines when considering a pattern in the awning.

8. Provide an effective space for signage, as advertising on awnings is encouraged. Signage on awnings should be used primarily for identification and be limited to simple designs.

9. Awnings should be weather resistant and vandal resistant, and:
   • Consider durability against wind damage, color fastness (resistance to sun-bleaching), retardant to deterioration caused by rain and snow.
   • Certain colors are more likely to fade than others. In general, dark colors tend to fade faster.

10. Can be used to “hide” inappropriate storefront alterations.

Inappropriate awnings:

1. Metal, flat awnings on historic buildings.
2. Backlit cloth, vinyl, or plastic awnings.
3. Permanently constructed awnings.
4. Shake or shingle mansard awnings.
Many businesses have benefited greatly by introducing a side or rear entrance. The advantage of a side or rear entrance is that customers, clients, owners, tenants, and employees can park behind the building, utilizing typically wasted space. Rear entrances, whether they are used frequently or not, improve the overall character of the building.

Nice rear entrances also make alleys feel safer for pedestrians who usually are frightened to walk in an alley. More often now, parking areas are being developed behind buildings. Adding a rear or side entrance will cater to the people parking in these spaces and can also increase fire safety.

The following are guidelines on how to improve or add a rear or side entrance.

1. Remove all garbage and debris away from the entrance.
2. Place a small sign by the door along with an open/closed sign.
3. Consider placing a small awning over the doorway to communicate that the door is operable and in use.
4. Windows or loading docks near entrances should not be boarded up. This condition will indicate that the rear or side door of the building is not operable.
5. Creating a window display in windows along side the entrance will help indicate its purpose as an entrance.
6. For reasons of security, cash registers or counters should be located so both doors can be monitored.

An example of a rear entrance improvement. By adding a flower box, a door with a window, and cleaning up the appearance of the back side of the building, this entryway becomes inviting to the patrons.
The character of the rear side of buildings can greatly reduce the aesthetic quality of the entire Downtown.
Signs are used to draw attention to a business and to help develop the identity and image of that business. In a historic Downtown, signs should be selected wisely to complement the building and to avoid a clustered or cluttered appearance. In general, signs in Downtown should follow these guidelines.

1. Use the smallest sign necessary to convey your message.
2. The sign should not dominate the façade. The shape and scale of the sign should complement the building.
3. Determine who you want to see your sign. If you want to attract pedestrians consider window signs, signs hanging from the entry, and signs above the doorway. Use awning signs and wall mounted signs to attract vehicular traffic.
4. Use materials that reflect and compliment the buildings materials.
5. If you use neon, it should be used carefully as to not be overpowering.
6. Backlit plastic signs are not encouraged in the Downtown area.
7. Keep your message simple. Signs are generally a part of a complex visual environment.
8. Avoid flashy colors such as fluorescent.

Signage

This sign, painted on the building, is appropriate as long as the sign does not significantly detract from the building or use bright colors.

Awning signs are effective for attracting vehicular attention.

Wall signs that are thematic are the most attractive and fitting in Downtown. Thematic signage is a good alternative for attracting vehicular attention, but should also not be flashy.

Window signs are a great way to attract pedestrian traffic.
The protective skin of most Downtown buildings is brick. It is very important to maintain a building's masonry skin, as neglect can lead to accelerated deterioration of the structure resulting in very costly damage. Locating problems with masonry does not require a trained eye; the most serious problems include mortar deterioration and brick decay. On the other hand, the origin of the problem and its proper remedies may require the opinion of a professional. Often damage to mortar or to masonry units is caused by water infiltration. It is imperative that masonry be properly drained, including adequate flashing and weeps, to prevent water from standing on flat surfaces, in a wall, or in decorative features. Building owners should inspect bricks and mortar for signs of water infiltration. If the mortar has become soft, usually because of age, it will allow water to seep into the brick. After this occurs, the protective outer covering of the brick will deteriorate, requiring replacement of the brick. Failure to do so can result in the compromising of the structural integrity of the wall. When making repairs to deteriorated masonry:

1. Care should be taken to avoid obvious patching. The color, configuration, size of mortar joints and coursing of the existing masonry should be matched as closely as possible. Repointing brick is often all that is required, but the same attention should be given to duplicating the old mortar strength, composition, color and texture. After patching or repointing is recommended that surface treatments to repel water be applied.

2. If a masonry facade has historically been painted, the paint should not be removed from the masonry, nor should the type or color of the paint be radically changed. The paint will act as a protective coating for the masonry and removing it may cause damage to the brick.

3. Cleaning masonry is only recommended when necessary to halt deterioration to the brick or to remove heavy soiling. If masonry is painted, and is still in good condition, cleaning is acceptable, eliminating the periodic maintenance of repainting. If masonry is dirty, microorganisms can multiply on the masonry, damaging it over time. The decision to clean masonry is not easy, so seeking advice is recommended.

4. The process of cleaning is very technical and requires a professional. Many methods are available, but not all are appropriate for all masonry. The wrong method can accelerate deterioration. Some appropriate methods available include simple water and detergent cleaning and chemical cleaning.

5. Sandblasting to remove soil and paint from masonry is highly discouraged and unacceptable, as it considerably damages the masonry and mortar. If a cleaning will be done, take care in selecting a contractor with a good reputation. Require that a test patch be executed and allowed to weather for several months before commencing with the project. Consider the effect that cleaning may have in areas that have been patched.