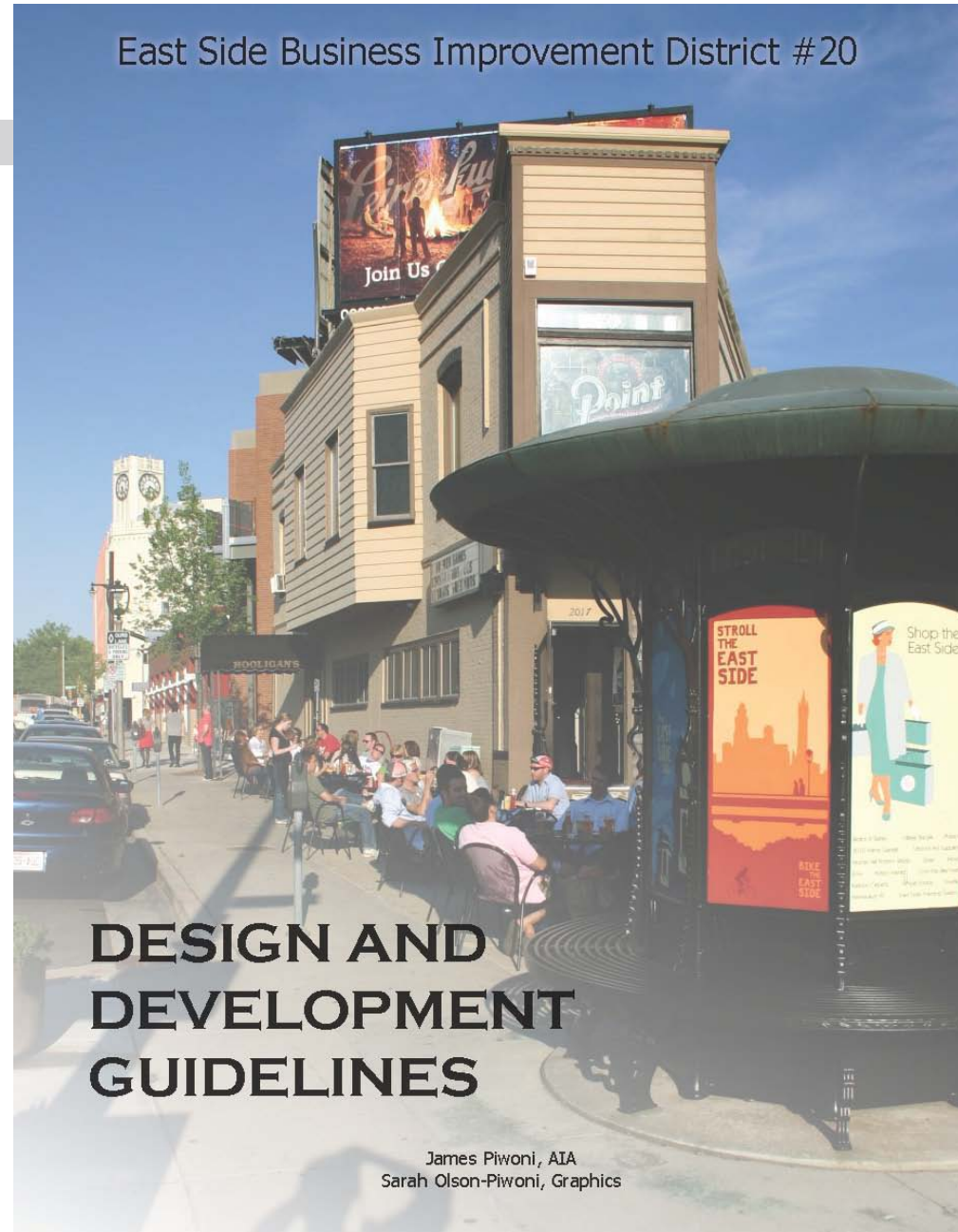


BID Objectives?

- ❑ Prepare a tool(s) to assist the BID in managing physical change within the District.
- ❑ The tool should set expectations for future projects.
- ❑ Determine the most effective mechanism for applying the tool(s).
- ❑ Implement a process to add value to the District over time by monitoring development activity, to enhance the business district's image.



What do the Design Guidelines cover?



- ❑ Urban Design
- ❑ Architectural Expression
- ❑ Pedestrian Experience

Urban Design - The Street As A Room



Urban Design - A Living Street



Urban Design - Visual Interest



Urban Design - Noticeable Relationships



Urban Design - Many Buildings & Shops



Urban Design – Urban Sustainability



II-BUILDING TYPE STANDARDS

I. Purpose:

This Chapter identifies the Building Types allowed within Business Improvement District #20, and provides design standards for each type, to ensure that proposed development is consistent with the District’s goals for building form and urban character, within the BID area. The types are organized by land use intensity from potentially most intense (Commercial Block) to least intense (Raised Rowhouses).

II. Applicability:

Each proposed building shall be designed in compliance with the standards of this Chapter for the applicable building type, except for public and institutional buildings, which because of their unique disposition and application are not required to comply with these building type requirements. Buildings to be constructed on a parcel identified on the federal, state or local list of significant historic resources shall not be placed or constructed so as to result in a modification of the historic resource, unless alterations conform to the United States Secretary of Interior’s official Standards for Treatment of Historic Properties.

III. Allowable building types by street.

Each proposed building shall be designed as one of the types allowed by the following table for the applicable street within the District.

Table II

Building Type	Street within the District										
	North	Prospect	Farwell	Oakland	Murray	Cramer	Thomas	Greenwich	Maryland	Kennilworth	Ivanhoe
A. Commercial Block	Yes	Yes	Yes	Yes	No	No	No	No	Yes	Yes	Yes**
B. Mixed Use	Yes	Yes	Yes	Yes	Yes	No	No	No	Yes	Yes	Yes
C. Liner Building	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
D. Stacked Dwelling	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes
E. Courtyard Housing	Yes*	Yes**	Yes**	Yes**	No	Yes**	Yes*	No	No	No	No
F. Rowhouse	No	No	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No
G. Raised Rowhouses	No	No	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No

* North side of street only.

** West side of street only.



A



B



C



D



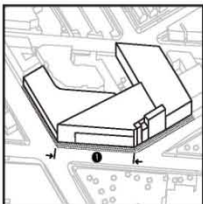
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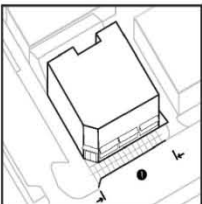
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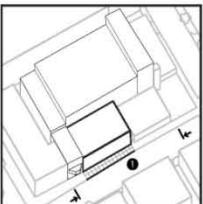
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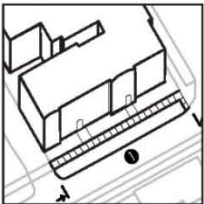
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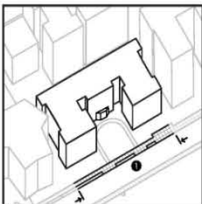
B



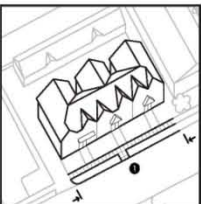
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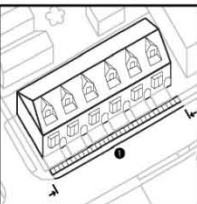
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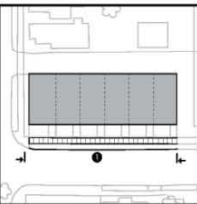
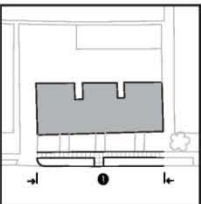
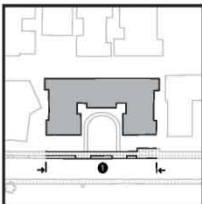
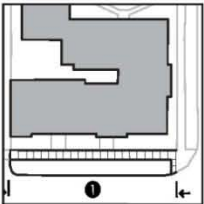
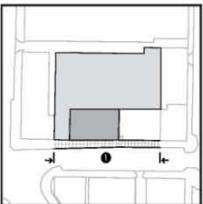
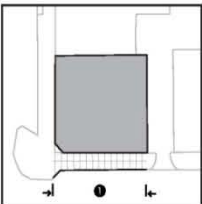
E



F



G



Commercial Block (CB)



Mixed Use (MU)



Liner Building (LB)



Stacked Dwellings (SD)



Courtyard Housing (CH)



Rowhouses (RR)



Raised Rowhouses (RR)



ARCHITECTURAL STANDARDS

I. Intent:

In preparing these guidelines, it was determined that a framework is necessary with which to both express architectural objectives within the project area and a set of clear guidelines that provides the District and future applicants a basis for proposing and reviewing development proposals. These standards are not intended as a prescription but rather as a framework that appropriately represents salient characteristics evident in this entertainment district for design exploration and application in projects within BID #20. It is expected that the District will use them through a formal design review process, assisted by a consulting architect versed in these matters.

II. Applicability:

Each building shall be designed in compliance with the guidelines of this Chapter, subject to the review and approval of the Architectural Review Board.

III. Guidelines and Requirements:

Architectural objectives reference the Urban Design Principles identified in the first section. Then guidelines are presented accordingly with examples selected from the BID District, other midwestern cities and national or international locales. These architectural characteristics deserve design consideration, continued use and interpretation.

MEETING THE GROUND



ROOF & SKY SILHOUETTE



PROJECTED ELEMENTS



MASSING



DRESSING THE BUILDING



SITE AND VEGETATION



WALL
OPENINGS



Wall Openings

Massing



Dressing the Building

Meeting the Ground



Sky and Roof Silhouette

Projected Elements



Site and Vegetation



IV - FRONTAGE TYPE STANDARDS

I. Purpose:

This Chapter identifies the frontage types allowed within Business Improvement District #20, and for each type, provides a description, a statement as to the type's intent and, design standards, to ensure that proposed development is consistent with the District's goals for building form, character, and quality within the BID area.

II. Applicability:

The provisions of this Chapter work in combination with the Building Types and street locations as identified on Section introduction page II.

III. Allowable Frontage Types by Building Type:

Each Building Type in the Table below identifies optional Frontage Types allowed. This Chapter then provides standards for each of the Frontage Types.

Table IV

Building Type	Frontage Type					
	Arcade	Storefront	Forecourt	Terrace	Stoop/Porch	Auto/Parking
A. Commercial Block	Yes	Yes	Yes	Yes**	No	Yes***
B. Mixed Use	Yes	Yes	Yes	Yes**	No	Yes***
C. Liner Building	Yes	Yes	Yes	Yes**	Yes*	Yes***
D. Stacked Dwelling	No	No	No	Yes	Yes	Yes***
E. Courtyard Housing	No	No	Yes	Yes	Yes	Yes***
F. Rowhouse	No	No	No	Yes	Yes	No
G. Raised Rowhouses	No	No	No	Yes	Yes	No

* Rowhouse Building Types (Stoop/Porch), not allowed on North, Prospect, Maryland, Kennilworth or Ivanhoe.

** Allowed only where sidewalk slopes significantly along street frontage line.

*** On secondary street only if no alley. On primary street only where alley and secondary street not adjacent.

A. ARCADE



B. STOREFRONT



C. FORECOURT



D. TERRACE



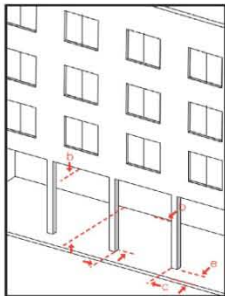
E. STOOP/PORCH



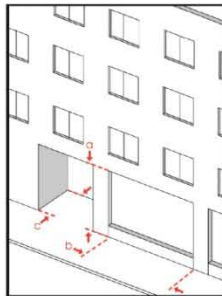
F. AUTOS/PARKING



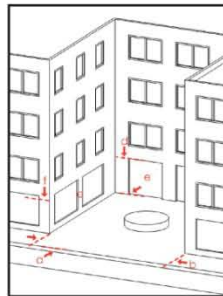
A. ARCADE



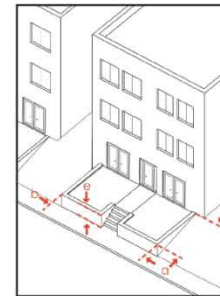
B. STOREFRONT



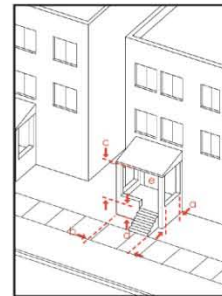
C. FORECOURT



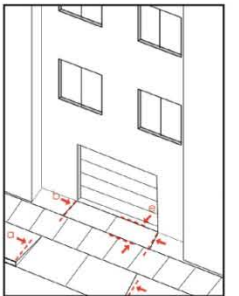
D. TERRACE



E. STOOP/PORCH



F. AUTOS/PARKING



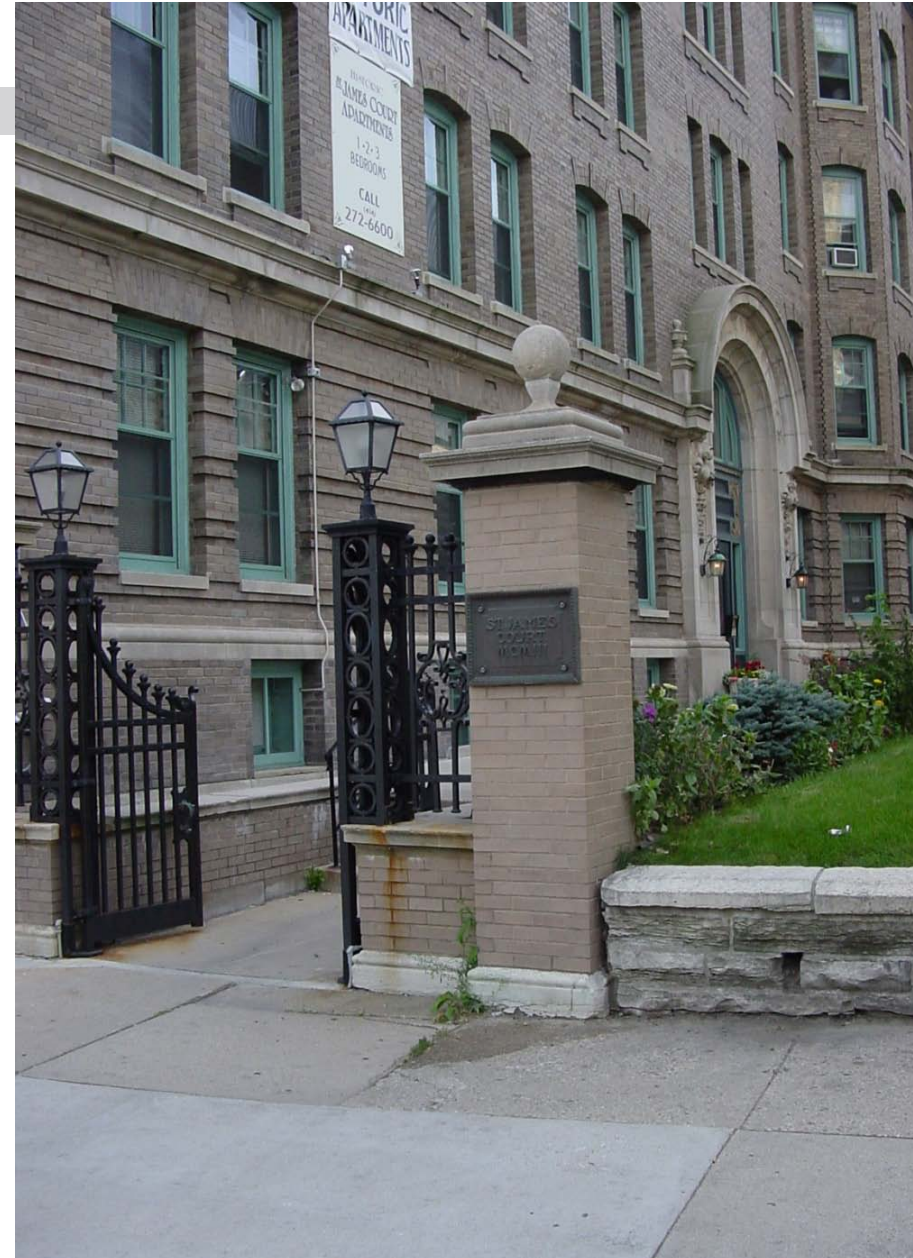
Storefront

Arcade



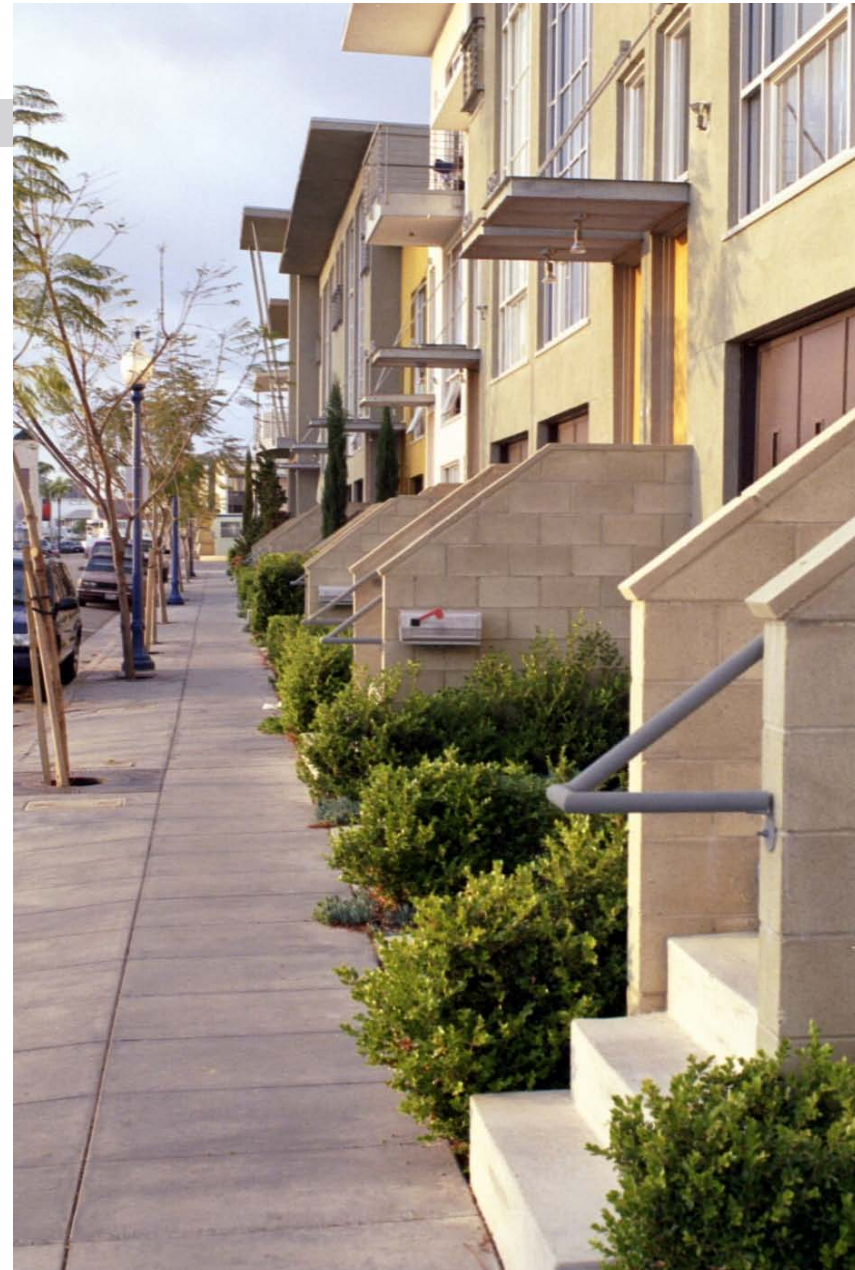
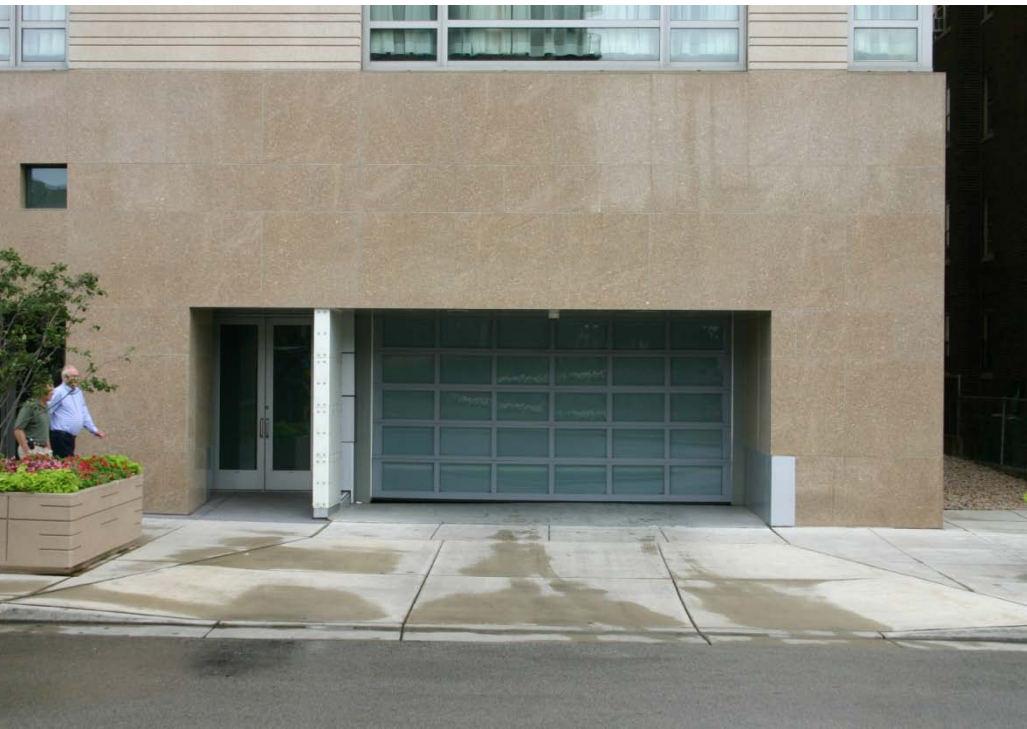
Forecourt

Terrace



Stoop / Porch

Autos / Parking



STREET EDGE GUIDELINES

I. Intent

The street edge is the pedestrian zone. This is critically important in urban retail and entertainment environments. It must provide a comfortable, pleasant experience. The best of these convey exhilaration and excitement to visitors. Of course the ground floor tenant mix is crucial but the environment created can help to attract complimentary businesses contributing to a critical mass, an image and an associated buzz. These guidelines bring the Urban Principles and Architectural Standards to bear where the environment can be touched and seen close up. The concepts here again challenge the Architect and the Development team to create engaging design solutions that contribute to the overall visual environment going beyond merely building "space for rent". These guidelines are meant to work in a consistent way with the previous design sections herein. They are akin to spicing in cooking that brings out the full flavor of the District for pedestrians to savor.

II. Applicability

Each building or renovated element shall be designed to fit into the District by responding to the design issues in this Chapter, subject to the review and approval of the Architectural Review Board.

III. Guidelines and Requirements

These Street Edge Guidelines bring to bear the urban concepts of Living Street, Visual Interest and Fine Grain Context to where people experience them most. They extend the quantitative aspects of the Frontage Standards to qualitative concerns defined for special consideration in the following sections.



Signs



Visual Access / Display



Color



Entrance Elements



Windows



Architectural Detail



Public Art / Amenities



Lighting



Maintenance

Entrance Elements

Windows



Signs

Architectural Detail



Visual Access & Display



Color



Public Art / Amenities



Lighting

Maintenance

