

JACKSON

Citywide Design Guidelines



Chokwe Lumumba, Mayor

**Adopted
August 13, 2013**

Table of Contents

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I. INTRODUCTION ***1***

A. City of Jackson's Vision	1
B. Purpose of the Citywide Design Guidelines	2
C. Scope of the Design Guidelines	4
D. Applicability of the Design Guidelines	5
E. Development Types and Patterns	6
1. Commercial/Office	6
2. Industrial/Warehousing	7
3. Institutional	7
4. Residential Areas	8
5. Mixed-use Activity Nodes	9

II. DESIGN PRINCIPLES FOR DEVELOPMENT ***10***

A. Preserve and Enhance the Natural Character	10
B. Preserve and Respect Jackson's History	11
C. Enhance the Circulation and Connectivity	12
D. Consider the Contextual of Development	13
E. Maintain a Visual Harmony	14
F. Encourage a Diverse of Architectural Character	15
G. Restrain Communications	15
H. Reduce the Impact of the Utilitarian and Parking	16

III. SITE GUIDELINES ***17***

A. Site Character/Compatibility	17
B. Building Placement	19
C. Access and Circulation	21
1. Project Entry Design	21
2. Vehicle Circulation	22
3. Pedestrian Circulation	23
4. Planning Ahead for Cyclists	25
5. Planning Ahead for Transit	26
6. Loading and Service Areas	27

Table of Contents

D. Parking	28
E. Landscaping	30
1. General	30
2. Preservation for Existing Natural Features	32
3. Street and Site Perimeter Landscaping	33
4. Entryway Landscaping	34
5. Building Foundation Landscaping	35
6. Parking Lot Landscaping	36
7. Fences, Walls, Berms, and Screening	37
8. Open Space	40
9. Site Amenities	41
10. Public Art	43
F. Stormwater Management	44
G. Lighting	46
1. General Lighting Guidelines	46
2. Architectural Lighting Guidelines	47
3. Light Source Shielding	48
4. Light Fixture Height	48
5. Decorative Architectural Lighting of Buildings, Arbors, Landscaping, and Similar Features	49
6. Sports Lighting	49
7. Fixture Style	50
8. Energy Efficient	50
H. Visual References	51

IV. BUILDING GUIDELINES 57

A. Massing and Scale	57
B. Building Orientation	63
C. Architectural Style and Building Elements	65
1. Architectural Style	65
2. Façade Composition	67
3. Openings	70
4. Storefronts	72
5. Roofs	73
6. Materials, Texture, and Color	74
7. Details	76
D. Visual References	78

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Table of Contents

V. SIGN GUIDELINES 83

A. Design Objectives	83
B. General Guidelines	84
C. Sign Legibility	85
D. Proportions	86
E. Colors	86
F. Contrast	87
G. Illumination	87
H. Materials	88
I. Sign Visibility	89
J. Types of Signs	90
1. Monument Signs	90
2. Wall Signs	91
3. Projecting Signs	92
4. Window Signs	93
5. Awning Signs	94
6. Under Canopy Signs	94
7. Free-way Adjacent Signs	95
8. Directional Signs	96
9. Gas Station Signs	97
10. Multi-Tenant Signs	98
K. Visual References	99

VI. APPENDIX 103

A. References	103
B. Site Design Checklist	105
C. Building Design Checklist	106
D. Signage Design Checklist	107
E. Recommended Plant List	109

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I. INTRODUCTION

During the summer of 2012, the Mayor of Jackson, Harvey Johnson, Jr. asked the Department of Planning and Development to initiate the creation of Citywide Design Guidelines to reinforce a common identity for the City, to clarify expectations about desired design quality, to present general priorities and core design principles and to create an exciting live-work-play environment that meets the City's vision. The Land Use Division of the Department of Planning and Development has identified and researched inappropriate and appropriate developments and design articulation over the City and other cities and have made recommendations that will guide public and private development and redevelopment efforts for future development through Citywide Design Guidelines and completed compiling the Citywide Design Guidelines in summer of 2013.

A. CITY OF JACKSON'S VISION

"I AM JACKSON" captures the spirit of all dedicated citizens. It recognizes that each one of us is a part of Jackson. We have individual needs, wants and desires but we also have an individual responsibility not only to ourselves but to our families, neighbors and all Jacksonians. "I am Jackson" celebrates individual differences and diversity with pride and commitment to our community. Together all of us are Jackson. We are Jackson! This is the unifying statement of the community as well as we all strive to become better people in a better place.

All citizens working together For A Better Revitalized Inclusive Community so that we can create a community of unique richness and depth.

Led by the Mayor of Jackson, Harvey Johnson, Jr., and the City Council, Jackson established in 2001 its vision for future development through a public planning process that resulted in the following Goals of the Comprehensive Plan.

Jackson Character Imagery



Historic Charm and Character



Jackson City Hall



Outdoor Plaza



Quality Streetscapes

- Quality physical growth and development
- Strong neighborhoods
- Reliable, cost effective and equitable community facilities, services and infrastructure
- Enhanced quality of life and community image
- Exceptional and diverse cultural and educational experiences
- Effective community oriented leadership and partnerships
- Improved race relations
- Safe and healthy citizenry, and
- Inclusive strategic economic opportunity

Of these goals, those that relate specifically to the design of the physical environment and its impacts form the basis for the Citywide Design Guidelines and the Design Principles contained in this document.

B. PURPOSE OF THE CITYWIDE DESIGN GUIDELINES

Named Jackson, in honor of then Major Andrew Jackson, the City was founded in 1822 and the layout for Jackson was inspired by Thomas Jefferson and created by Peter Vandorn. Jackson was a small community through the 1800's. As the state capital, Jackson experienced turbulent times during the Civil War and became the largest city in the state in 1944. The 1980 census counted over 200,000 residents for the first time. The growth in local employment, greater variety in housing types, and revitalization of downtown provides many opportunities to make Jackson, Mississippi's largest city, a regional center for education, employment, entertainment, culture and government, a vibrant city with strong quality of life. In the future, the design of new development and redevelopment will play a particularly important role in creating a distinct, high-quality image for the City while promoting public safety and building healthy communities.

Jackson Character Image



Mississippi State Capitol



Eudora Welty House



Old and New Together



Urban Park

The Citywide Design Guidelines aim to create a community connected with a full understanding of the role that architectural form, detail appearance, streetscapes and signage play in creating and reflecting the values of diverse, viable, economically successful, human-scale, and ecologically communities. A sense of distinction between areas can reinforce the balance of places that make up the community. This distinction can be achieved through site planning, architectural design, and signage design, which are addressed in the Guidelines.

The Citywide Design Guidelines is intended to reinforce a common identity for the City of Jackson, clarify expectations about desired design quality, to help ensure objectivity, consistency, and predictability during the design review process and to create opportunities to attract residential, commercial and institutional projects that will stimulate the economy and create an exciting live-work-play environment for the City. These Design Guidelines present general design priorities and core design principles that can be adapted to individual circumstances of site and building design. Not every case and circumstance can be anticipated, nor is the goal to prescribe the design of every development in the City. These Design Guidelines may be interpreted with some flexibility in the application to specific projects. The intent of these Design Guidelines is not to limit growth or development within the City of Jackson or to restrict creative design solutions but to encourage quality, well designed development that reinforces the vision of Jackson as a better revitalized inclusive community.

The Guidelines are not designed to produce immediate results. Like the Master Plan, it provides a framework for the future. The process is intended to ensure that site plans are reviewed efficiently by the Site Plan Review Committee, resulting in high quality development that contribute to the City's overall aesthetics and function.

Jackson Character Image



Pearl River



Governor's Mansion



Planetarium



Convention Center

C. SCOPE OF THE CITYWIDE DESIGN GUIDELINES

The Citywide Design Guidelines outline the City’s expectations regarding design and the planning of developments underlying the premise that every project should achieve its full potential in design, response to site conditions, contextual setting, and design influences associated with the region. All new construction and major reconstruction of commercial, industrial, institutional and multi-family will be subject to the requirements of the Design Guidelines.

The Site Plan Review Committee is responsible for reviewing the design of all structures, sites, and development proposals as defined by Article XII-A Site Plan Review of the City of Jackson Zoning Ordinance.

Single-family detached residences and their related accessory structures are exempt from design review; however, the Jackson Zoning Ordinance and in some cases, a Planned Unit Development may contain design requirements that warrant design review by the Site Plan Review process.



Mississippi Museum of Art

Jackson Character Imagery



Street Corner



Urban Streetscape



Diversity of Architecture



Mississippi’s Children’s Museum

D. APPLICABILITY OF THE DESIGN GUIDELINES

The Citywide Design Guidelines will be utilized during the City’s development review process to implement high design quality. The Jackson’s Comprehensive Plan defines the community vision and establishes a framework to guide decision-making about land use, transportation, and community facilities. Both the Jackson Zoning Ordinance and the Citywide Design Guidelines are implementing tools of the Comprehensive Plan and are applicable to new projects or improvements to existing projects as defined in the Site Plan Review Process.

The Citywide Design Guidelines should be used as a starting point for the creative design process and should not be looked upon as the only solution for the design. The Guidelines will provide the property owner and project architects in the early stages of planning and design with a clear understanding of the design elements that are desired for development projects in the City of Jackson, to address the questions of “What am I allowed to do?” and “What is the City looking for?” City staff will use the Guidelines in assisting applicants and their representatives with project processing. The Guidelines will provide the City of Jackson Site Plan Review Committee, Planning Board, City Council, and other review bodies with a basis for evaluating an application’s quality of design, to address the questions of “Does it meet the City’s criteria?” and “What will it look like and how will it function?”

Throughout the document the word “should” is used to denote that these are recommended Guidelines and not mandatory standards. However, the Site Plan Review Committee encourages compliance in order to facilitate the review of development projects.

Jackson Character Imagery



Living Downtown



Urban Life



Culture



Entertainment



“The most important competition in North America”
—The New York Times

E. DEVELOPMENT TYPES AND PATTERNS

This section describes the general characteristics of the development to which these Guidelines apply. The categories are based on the Jackson Comprehensive Plan, adopted by the City Council in March 2004, and are organized around the following five general development types.

1. Commercial/Office

In Jackson, the current pattern and trend for commercial development is primarily along transportation corridors such as Interstate 55 and I-20/US Highway 80, and other major highways and arterials. Commercial and office uses are also concentrated in the Regional Centers and mixed-use neighborhood districts throughout the City. With these trends, downtown Jackson has remained an office center primarily supporting government and financial entities. The future growth of the Commercial/office will continue to be focused along the major arterials, highways and interstate, regional centers, office parks and downtown area.



Commercial



Commercial



Office



Commercial



Office

2. Industrial/Warehousing

Industrial location has not changed dramatically over time. The preferred location is well served by convenient transportation access and historically industrial uses have tended to be located near rail lines. With new industrial development technologies, clean manufacturing and warehousing, new industrial development has been able to locate in planned business and industrial parks that are along or convenient to rail, roadway and air transportation corridors and facilities at the edge of cities, such as the Northwest Industrial Park, the Greater Jackson Industrial Park, Hawkins Field Industrial Park and the Jackson-Evers International Airport.



Industrial

3. Institutional

In Jackson the largest institutional uses are governmental and medical. These institutional uses are primarily located in two areas. The downtown area contains the government sector and the Hospital/Medical District area contains the primary hospitals and medical research facilities. Other institution, such as Jackson State University and other colleges and institutional campuses are scattered throughout the City. Another important institutional element in the community is “places of worship”, which are scattered in the neighborhoods throughout the City.



Institutional



Institutional



Institutional



Institutional

4. Residential Areas

Jackson has experienced a pattern of residential development moving away from the central portions of Jackson, primarily to the north and south in the past decades. However, a new trend to live within the urban core with the downtown revitalization and infill development emerged in recent years. Traditional residential development has been predominately single family in nature with multi-family units being located near or adjacent to commercial development. These residential areas should be protected from the encroachment of non-residential areas that may have a negative impact on residential property values. The Design Guidelines do not pertain to single-family homes and developments with the exception of the review of common open space, landscape screening areas and facilities that serve the entire development and Planned Unit Developments. All types of multi-family housing and mixed use developments are reviewed under these Guidelines.



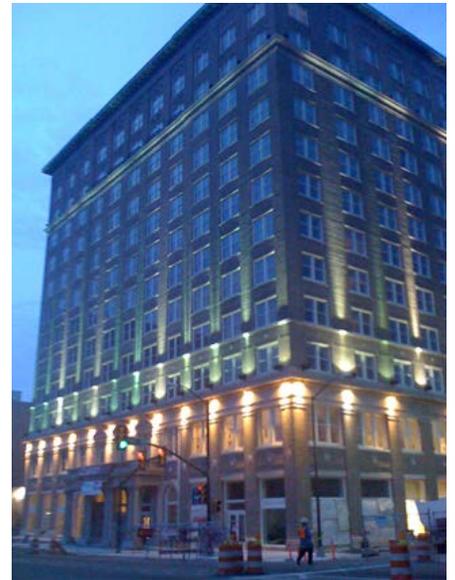
Multi-family Residential



Club House in Residential Development



Apartments Building



Lofts in Mixed-Use Building

5. Mixed-Use Activity Nodes

The mixed-use activity node creates highly concentrated clusters of commercial, employment and higher density residential uses at key locations in Jackson. The intensity/density and mixture of land uses at these nodes would create a number of destinations within the community that could be supported by transit and automobile travel around the City. Within the activity nodes the various land uses and activities would be connected in a pedestrian friendly environment. The nodes established in existing residential neighborhoods, would be strengthened through rehabilitation and infill development. Areas within and surrounding Downtown, Metro Center, Medical Mall, Old Capitol Green, Countyline Rd., Jackson State University and North State Street would continue serving as major regional mixed-use activity nodes over the City.



Downtown Mixed-Use Development



Metro Center Mixed Use Study



Old Capitol Green Mixed-Use Study



Jackson State University Mixed-Use Development



Baptist Hospital Extension Mixed-Use Development



North State Street Mixed-Use Development

II. DESIGN PRINCIPLES FOR DEVELOPMENT

The following are the main design principles of the Citywide Design Guidelines. They are explained in this section and form the basis for the recommendations made in the Design Guidelines.

A. PRESERVE AND ENHANCE THE NATURAL CHARACTER

The natural features of the Jackson area, including the Pearl River, woodlands, wetlands, specimen and heritage trees, fields, farmland, and historic heritage are an integral part of Jackson’s image and character. It is important for new development within Jackson to preserve and enhance Jackson’s natural character through site plans that incorporate development that maintains and creates open spaces while preserving natural topography and vegetation.

Incorporating design solutions and materials to preserve natural resources will aid in stabilizing the environment’s ecological balance and provide citizens a pleasant outlet for recreation and socialization to make continued development sustainable in the long run.



Preserve and Enhance Natural Character



Downtown Jackson along Pearl River



Tree Preservation



Incorporate Natural Features to Development



Preserve Downtown Park to Add Interest to the Environment

B. PRESERVE AND RESPECT JACKSON'S HISTORY

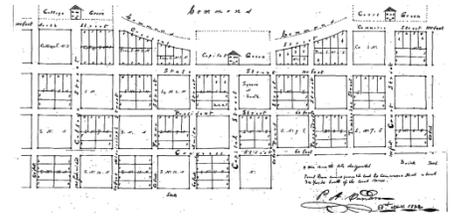
Jackson's historic districts and Downtown area have recognizable identity and character, which are unique in creating Jackson's city character and sense of place.

Created by Peter Vandorn in 1822, Jackson's downtown plan is notable for its checkerboard pattern of green parks and development blocks. Over time, historic buildings developed and a more memorable City is created by using distinctive streetscape vocabulary as well as special features including public art within this thoughtful framework to serve as a downtown core and strengthen the sense of place.

The new development and infill development should reinforce Jackson's identity as Mississippi's Capital City and protect and strengthen Jackson's inventory of historic districts and properties through respectful use of scale, materials, and landscape qualities.



Preserve and Respect Jackson History



Peter Vandorn Plan, 1822



Preserve and Respect Jackson History



Preserve and Respect Jackson History



Preserve and Respect Jackson History



Preserve and Respect Jackson History

C. ENHANCE THE CIRCULATION AND CONNECTIVITY

The character of a place is defined by the appearance of the gateways, corridors, and intersections. A considerate design along corridors and at intersections adds visual interest to a community and can help organize city’s structure and revitalize urban centers. Effective pedestrian and vehicular circulation between and among developments can be achieved by connecting uses with clear and attractive pathways. The usability and connectivity of the pedestrian environment can be strengthened by enhancing access to transit, adjoining development, the public realm of the street, and/or open space features. A durable, safe, and attractive streetscape to withstand the test of time, to celebrate the unique heritage and distinctive neighborhoods, to reinforce a sense of place and economic vitality, and to promote visual continuity of quality streetscape components throughout the City is considered in an effort to enhance desirable destinations for visiting, working, playing and living.



Pedestrian Path



Vehicle Pedestrian Circulation



Pedestrian Crossing and Street
scape Design



Pedestrian and Vehical Separation with Streetscape



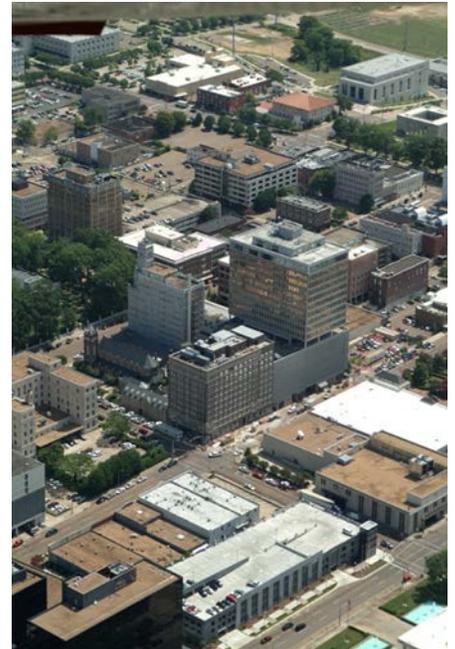
Pedestrian and Vehicle
Circulation Design

D. CONSIDER THE CONTEXTUAL OF DEVELOPMENT

The development of the City of Jackson includes an integrated pattern of a variety of land uses, including a broad mix of housing and commercial opportunities and each development cannot be singled out from its surrounding natural and built environment. The response of a new development to its neighbors' site plan and character is a key component of compatible development. The new development should respect the scale and development character of adjoining sites and work to mitigate the negative visual and functional impacts that arise from the scale, bulk, and mass inherent to larger development.



New Addition Matches the Old Building



Respect the Contextual of Development



Proposed New Development Respect the Existing Character



Proposed Rehabilitations Reflect the Contextual Architectural Character

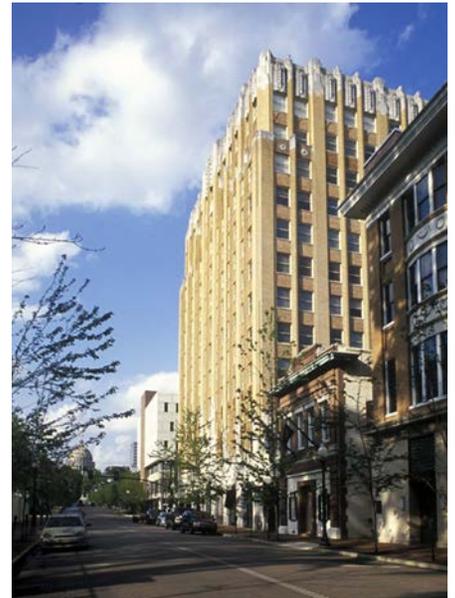
E. MAINTAIN A VISUAL HARMONY

Respect the relationship between the human experience and the built and natural environment to maintain a visual harmony. Humans interact with their environments based on their physical and sensory dimensions, capabilities and limits. When components in the built environment are ordered in human scale, people will feel comfortable. In modern architectural development, commercial buildings are designed to serve automotive scale, which results in people’s reaction to move through such a place quickly. It is important to enhance the human scale of development where people interact with the architecture and outdoor pedestrian areas.

Buildings scaled to human physical capabilities can be achieved through steps, doorways, railings, work surfaces, seating, shelves, fixtures, walking distances, and other features that fit well to the average person.



Maintain Human Scale Entrance



Street Level Human Interaction



Buildings Scaled to Human Physical Capabilities through Columns, Doorways, Street Trees and Pedestrian Walkway.



Use Landscaping, Hard Surface and Architectural Feature to achieve Human Scale

ENCOURAGE A DIVERSE ARCHITECTURAL CHARACTER AND RESTRAIN COMMUNICATIONS

F. ENCOURAGE A DIVERSE ARCHITECTURAL CHARACTER

The City of Jackson has experiencing a diversity architectural forms and styles during its development. It is important that the design of individual buildings responds to the unique characteristics and constraints inherent to different users, specific sites and associated contexts, while providing enough visual linkages to the existing setting to create a cohesive overall effect.



Encourage A Diverse Architectural Character

G. RESTRAIN COMMUNICATIONS

An effective sign should do more than attract attention; it should clearly communicate its message and direct visitors safely and effectively to their destination. Distinct signage will help establish and reinforce the City’s commitment to creating unique and memorable places, and clarify the City’s expectations for well-designed, consistent signage that is pleasing in appearance and promotes a high-quality environment. Considerations, such as size, utility, lettering style, color, and illumination, are very important in designing an attractive, functional sign.



Diverse but Compatible



Signs with Landscaping



Encourage A Diverse Architectural Character



Clear and Effective Communication

H. REDUCE THE IMPACT OF THE UTILITARIAN AND PARKING

The screening of elements such as electrical equipment, waste storage areas, loading docks, and other appurtenances from public streets and pedestrian areas allows the image of the City to be formed by the appearance of its buildings, public spaces, and landscaping, not by views of these utilitarian elements. Similarly, reducing the impact of vehicle parking will improve the aesthetics image of the streetscape and can be achieved through a variety of design arrangement and techniques to make them more attractive and comfortable for pedestrians.



Use Landscaping to Screen Utilities



Use Landscaping to Screen Utilities



Service Area Screen



Use Design Elements and Landscaping to Screen Utility



Use Landscaping to Screen Parking

III. SITE GUIDELINES

Site planning involves the spatial organization of activities on a site including site character, the placement and orientation of buildings, landscaping, parking, pedestrian and vehicular circulation, stormwater management, and lighting. These building and site design elements must be considered within the broader context of the City’s design principles for its streets and public spaces. Crime prevention through environmental design is encouraged in developing the site plan by designing the placement of physical features, activities and people in such a way as to maximize visibility and foster positive social interaction among legitimate users of private and public space. All these approach will ensure that new development is integrated with its surroundings and added to the attractiveness and livability of Jackson.



Crime Prevention Considered in Building Layout and Design

SITE CHARACTER/COMPATIBILITY

Buildings and landscaping employing the highest degree of quality provide a direction for new development. When the scale, materials, and architectural character blend with what is already established and is considered of the highest quality, the City is continuously woven together. Buildings should generally be oriented close to the street to provide interesting architectural and building mass, use natural systems and features of the site and its surroundings to offer a character and clear sense of place to the advantage of the site and project.



Employ Site Feature to a New Development

- 1. Site Analysis.** Incorporate on-site habitats and landscape elements including existing trees or vegetation into project design and connect those features to existing networks of public spaces and habitats wherever possible. Consider relocating significant trees if retention is not feasible.
- 2. Flood Zone.** Reserve 100-year flood zone for green space or public space use to the maximum extent possible.



Existing Trees & Public Space



Include Natural Water Feature

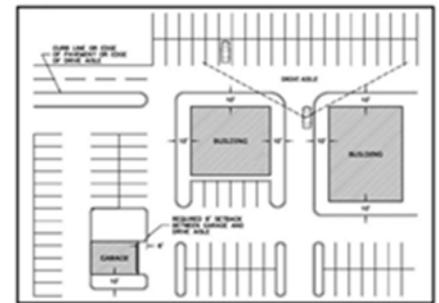
3. **Natural Feature.** If the site includes any natural water features, consider ways to incorporate them into project design as elements of authentic place making and project identity.
4. **Site Drainage.** Consider using project drainage systems as opportunities to add interest to the site through water-related design elements. Features such as rain gardens, green roofs, fountains of recycled water, and/or water art installations can create movement and sound, air cooling, focal points for pedestrians, and habitats to manage on-site storm water and allow reuse of potable water for irrigation.
5. **Building Feature Preservation.** Buildings that possess unique qualities, such as cultural significance, unusual or identifiable architectural styles, or significance, should be preserved and incorporated into development proposals.
6. **Commercial developments** are required to incorporate onsite parking to minimize negative impacts on the street and adjacent uses.
7. **The internal site vehicular circulation system** shall be designed to minimize conflicts between inbound and outbound traffic and incorporate safe pedestrian paths of travel.
8. **Safe Vehicle and Pedestrian Connection.** As applicable, safe vehicular and pedestrian connections shall be provided between commercial buildings, centers and adjacent commercial uses.
9. **Separation of Non-residential and Residential Uses.** Non-residential uses shall be separated from residential uses as necessary to maintain a pleasant living environment for residents. This shall be achieved with masonry walls, fences, heavy landscaping, or other architectural features.



Rain Garden



Art Modern Style Building



Site Vehicular Circulation



Masonry Separation Wall

10. Open Space. When commercial buildings abut open space or residential projects, the rear setback area shall be landscaped to be functionally and/or visually combined with the residential open space where possible. Uses may include open vegetated areas, picnic areas, planting beds, bio retention areas, naturalistic water features, and similar features.



Open Space Design

11. Driveway Access Location. Driveway access points and internal circulation should be located as far away as possible from residential properties, parks, and other sensitive uses.

12. Parking Lots. Parking should be located primarily at the side or rear of the building, with minimal parking in front. Parking lots should be screened to minimize their appearance in most districts.



Parking Lot Located on the Side of the Building and Screened with Fence and Shrubs

13. Arrangement of Appurtenance. Loading and service areas, trash enclosures, outdoor storage areas, mechanical equipment, rooftop equipment, utility meters and other similar features should be located as far as possible from the street and adjacent properties and properly screened from view.



Mechanical Equipment Screened

B. BUILDING PLACEMENT

Building placement is a critical element for creating the kind of new development envisioned for Jackson. Proper building placement helps establish an architectural presence at important intersections by framing the corners. It can help define the street edge along corridors and create spaces for parking and for pedestrians to congregate. If designed properly, building placement can create continuity between developments.

1. Building Setback. Refer to the Zoning Ordinance for minimum setbacks for each zoning district.

2. Incorporate Natural Resource. Take advantage of natural ventilation, sunlight or shade available onsite where possible.



Buildings along Street Edge

- 3. Building Orientation.** Orient buildings to the public streets with the building mass maximized along the street edge to create a sense of enclosure, reduce the apparent width of the street to a more human scale and minimize walking distance between the public sidewalk and building.
- 4. Streetscape Consideration.** Identify opportunities for the project to make a strong connection to the street. Consider the qualities and character of the streetscape—its sidewalk, parking, landscape strip, travel lanes, and other amenities—in siting and designing the building.
- 5. Large Development.** Provide breaks in large developments and building masses to allow pedestrian connections between developments and consider human scale design.
- 6. Public Space in Building Setting.** If the building’s program of uses includes any space or amenities for public gathering, maximize their use by considering the following:
 - i. A location at the crossroads of high levels of pedestrian traffic;
 - ii. Proximity to nearby or project-related shops and services; and
 - iii. Amenities that complement the building design and offer safety and security when used outside normal business hours.
- 7. Corner Site.** Use a corner site to greatest advantage. Corner sites can serve as gateways or focal points. Consider using a corner to provide extra space for pedestrians and a generous entry(ies), or build out to the corner to provide a strong urban edge to the block.
- 8. Corner Building.** Site buildings at the corners of major intersections; where appropriate, mark these intersections with special architectural features on corner buildings.



Streetscape Section



Pedestrian Connections and Building Masses



Corner Providing Seating



Use Canopy to Mark Corner

9. Building Siting. Use changes in topography, site shape, and existing vegetation or structures to help make a successful fit with adjacent properties; for example siting the greatest mass of the building on the lower part of the site or using an existing stand of trees to buffer building height from a smaller neighboring building.

10. Commercial sites shall incorporate a “Main Street” with sidewalks and angled parking to promote pedestrian activity.

11. Service areas shall be architecturally integrated into the building, at the sides or rear, out of the circulation pattern and screened from view.

12. Coordinate Future Development. Where site plans are presented for a portion of a property, the applicant should show how the plan has been designed to accommodate future buildings, access roads, sidewalks, esplanades, drainage, utilities, signage, and preserved open space in a coordinated fashion.



Fit the Site Topography



Commercial Sites with Sidewalks and Angle Parking

C. ACCESS AND CIRCULATION

Properly functioning circulation systems are beneficial to property owners, tenants, and customers and contribute to the overall success of a commercial development. It is important for entries and exits, parking lots, and pedestrian pathways to allow customers and delivery vehicles to navigate through the site easily and safely.

1. Project Entry Design

- i. When Possible, A **main entry drive** shall extend from the public street to the front cross aisle and shall:
 - Include minimum five (5) foot wide sidewalks from the street to the front cross aisle;
 - Not contain any parking stalls; and Feature a prominent form of entry monumentation that consists of walls, berms, art, water features; or structures.



Entry from Street with Connection of Sidewalk



Entry with Public Art

- ii. **Shared Access.** Entrances to abutting commercial properties should be combined wherever feasible to minimize curb cuts and provide for more efficient traffic flow.

2. Vehicle Circulation

- i. **Access.** Site plan should avoid unnecessary driveway entrances. Driveway entries shall align with existing or planned median openings and adjacent driveways. Reciprocal access drives are encouraged to link adjacent properties. Access drives on side streets are encouraged to maintain efficient traffic flow on major roadways.
- ii. **Internal Traffic Flow.** The development plan should clearly delineate internal traffic patterns for both vehicles and pedestrians. Parking space, directional arrows, crosswalks, and other markings on the ground should be delineated with pavement paint or other suitable material to ensure safe circulation. Appropriate signage must also be provided. Internal connections should provide safe, direct access while discouraging vehicle shortcuts.
- iii. **Vehicle Movement.** The parking lots and driveways must be designed for sufficient movement to avoid conflict with vehicular traffic in the street. The development plan should provide for safe pedestrian and vehicle movement within the site and between abutting properties.
- iv. **Delivery and loading operations** shall be designed and located in a way that mitigates circulation impacts to internal traffic flow and adjoining residential neighborhoods.
- v. **Service Drives.** Service drives should be separated from internal walkways, parking areas, or pedestrian use areas by landscaped islands, grade changes, or other methods to minimize pedestrian contact.



Shared Driveway Entrance



Internal Traffic Flow are Delineated with Pavement



Delivery and Loading Located at the Rear of the Building



Service Drive is Separated from Parking with Landscaping

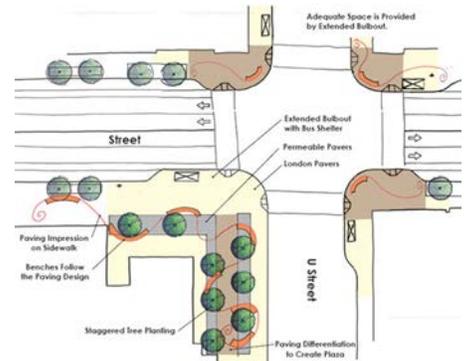
- vi. **Drive-Through.** Where such uses are allowable, access routes leading to or from takeout windows or other drive-through should minimize conflicts with pedestrian circulation routes. Motorists should be made aware of pedestrians through signage, lighting, raised crosswalks, changes in paving, or other devices. The site plan should be designed to prevent queuing in parking lots or other area which would cause congestion or unsafe conditions.
- vii. **Traffic Calming.** Traffic calming measures should be included where appropriate to discourage speeding within the site and between abutting properties. Measures may include speed tables, on-street parking, raised crosswalks, vertical curbing, curvilinear road alignment, roadside plantings, neck-downs, curbed islands, and signage.

3. Pedestrian Circulation

- i. **Pedestrian Access.** Developments should provide easily identifiable pedestrian access to building entrances and key areas within the site from the street, sidewalk, parking areas, and bus stops.
- ii. **The Building Connections.** The area between buildings should be designed with the pedestrian in mind. Landscaping and pedestrian scaled elements such as awnings or overhead trellises should be integrated into the elevation. The passageway should be safely lit.
- iii. **Pedestrian walkways** should be safe, visually attractive, and well defined by landscaping and lighting, and the design shall minimize the need for a pedestrian to cross parking aisles and landscape islands to reach building entries.



Drive-Through Design



Use Textured Paving and Bulb-out Corners



Identifiable Pedestrian Access to Building Entrance

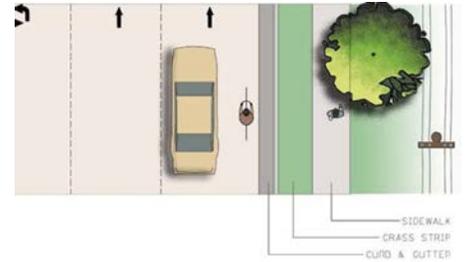


Pedestrian Pathway between Buildings

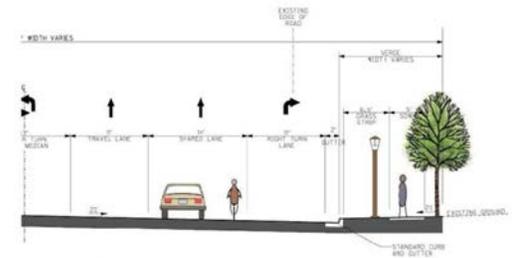
- iv. **Coordination with Landscaping.** Areas adjacent to walkways should be landscaped with trees, shrubs, flower beds, ground covers, or other such materials for year-round interest. Walkways in parking lots should be coordinated with landscaped islands to provide visual relief, shade, and scale to the pedestrian.
- v. **Vehicle and Pedestrian Separation.** Separate sidewalks from vehicular traffic by providing a landscape zone or other physical and psychological barriers such as on-street parking, street trees in grates or planters, or street furniture.
- vi. **Crosswalk Design.** Design crosswalks to highlight their visibility using techniques such as slightly raising them, making them wider, constructing them with textured paving, and by using bulb-out corners that reduce their length.
- vii. **Curb Cuts.** Excessive curb cuts for vehicular access across pedestrian ways shall not be allowed. Where curb cuts are necessary, mark them with a change in materials, color, texture or grade.
- viii. **Paving Materials.** Ensure that new paving materials are compatible with the character of the area. Cobblestones, scored concrete with broom finishes, colored, exposed aggregate concrete, and brick or unit pavers are examples of appropriate materials.
- ix. **Handicapped accessibility** for each site shall comply with the ADA Standards for Accessible Design.



Sample of Pavement Material



Separate Sidewalks from Vehicle Traffic by Providing a Landscape Zone



Separate Sidewalks from Vehicle Traffic by Providing Street Furniture



Crossing Design

4. Planning Ahead for Cyclists

- i. **Plan.** Consider existing and future bicycle traffic to and through the site early in the process so that access and connections are integrated into the project along with other modes of travel and the design of the bicycle traffic must comply with the current long range transportation plan.
- ii. **Access Design.** Facilitate connections to bicycle trails and infrastructure around and beyond the project. Design cycling access points so that they relate to the street grid and include information about connections to existing trails and infrastructure where possible. Also consider signage, kiosks, building lobbies, and bicycle parking areas, where provided, as opportunities to share cycling information.
- iii. **Routes Design.** Design bicycle routes appropriately for the location and the expected amount of traffic. Bicycle paths may be separated from vehicular traffic completely, they may be designated within the vehicular roadway, or they may share the road with cars, depending on the type of road and the amount of car and bicycle traffic.
- iv. **Bike Amenities and Parking.** If amenities such as bike racks and storage, shower facilities, and lockers are provided for cyclists, choose locations that maximize weather protection, security, and safety. Provide bicycle parking facilities and locate them in highly visible areas close to buildings, pedestrian paths, and well lit areas.



Bick Racks Aside Building Entrance



Bicycle Routes



Consider Bicycle Route Design



Bicycle Parking Close to Building

5. Planning Ahead for Transit

- i. **Transit Stop Location.** Consider how a transit stop adjacent to or near the site may influence project design. Provide opportunities for placemaking, and/or suggest logical locations for building entries, retail uses, open space, or landscaping. Take advantage of the presence of transit patrons to support retail uses in the building.
- ii. **Transit Stop Design.** If a transit stop is located onsite, design project related pedestrian improvements and amenities so that they complement any amenities provided for transit riders. Consider the proximity of transit queuing and waiting areas to other pedestrian gathering spaces, aiming for enough room to accommodate all users.
- iii. **Visibility.** Similarly, keep lines of sight to approaching buses open and make it clear through location and design whether project-related pedestrian lighting, weather protection, and/or seating is intended to be shared by transit users.



Transit Stop Design



Transit Stop Design



Bus Stop with Bike Parking



Bus Stop Design



Bus Stop Designed to Allow for Clear View of Approaching Buses

6. Loading and Service Areas

- i. **Location.** Loading facilities should be located as far as possible from the street, pedestrian areas and adjacent properties and should not be located in areas visible from any adjacent public or private street, unless screened appropriately.
- ii. **Service Access.** Service and loading areas should be located and designed for easy access by service vehicles, for convenient access by each tenant, and to minimize circulation conflicts with other site uses and public circulation.
- iii. **Noise Measures.** Noise attenuation measures shall be incorporated into the design and construction of loading and delivery facilities where noise producers such as refrigeration delivery vehicles may be expected.
- iv. **Service and roll-up doors** should be painted to match the building or trim.
- v. **Screening.** Service areas should be screened to minimize visibility from sensitive viewpoints such as public and private roadways, main entrances, abutting neighborhoods, public open spaces, and pathways in these situations. Service areas should be screened with architectural elements such as walls or fences. Screening may be further enhanced with evergreen trees, shrubs, and earth berms.



Loading Facilities on the Back of the Main Building



Painted Roll-up Doors to Match the Building



Screen Service Areas from Public View



Service Area Screened with Wall and Landscaping

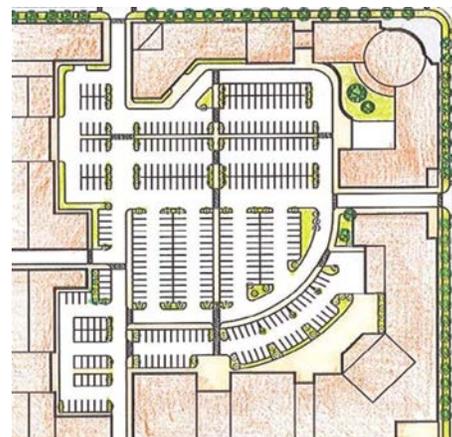


Screened Service Areas from Public View

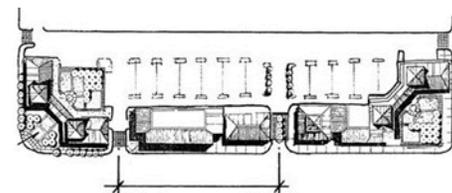
D. PARKING

Parking areas should be convenient and easily maneuverable by motorists and pedestrians. Parking areas should be landscaped to minimize summer glare and heat buildup and to reduce the negative visual impact associated with large areas of paving.

- 1. ADA Compliance.** All properties shall comply with the Americans with Disabilities Act (ADA), building code requirements, and City standards for ramps and street corners/crossings. Handicapped accessible routes should be provided to connect the building and the street.
- 2. Siting.** Parking lots for commercial development should avoid locations next to residential properties, churches, schools, and similar uses. Where such land use conflicts are unavoidable, the lot should be screened with evergreen trees, earth berms, fences, or shrubs.
- 3. Orientation.** Parking lots should be designed as part of the overall plan for the site, and coordinated with the circulation plan, building entrances, lighting, landscaping, and service areas.
- 4. Buildings in Existing Parking Lots.** The development of smaller commercial buildings on out-parcels is strongly encouraged to break up the scale of large parking areas.
- 5. Scale.** Consider breaking large parking lots into smaller lots with no parking area containing more than fifty (50) spaces, and/or provide attractive landscaping or fencing as a screen.
- 6. Share.** Consider designing parking areas to serve multiple uses and provide shared parking when feasible to reduce parking lot area.
- 7. Curb Cuts.** The number and width of curb cuts should be the minimum necessary for effective on and off site traffic circulation. Whenever possible, curb cuts should be combined with adjacent entrances.



Breaking Large Parking Lots into Small Lots with Landscaping



Minimize Curb Cuts



Screen Parking Lots Using fence and Landscaping



Building in Parking Lots

- 8. Pedestrian.** Accommodate pedestrian needs within parking areas by providing clear pedestrian paths and crossings from parking spaces to main entrances and to the street. Avoid interfering with appropriate pedestrian access and connections to adjoining development.
- 9. Design at-grade parking structures** so that they are architecturally compatible with the rest of the building and streetscape.
- 10. Detached Parking Structures.** Design any detached parking structures to be architecturally compatible with their setting. Special attention shall be given to scale, massing, façade composition and materials.
- 11. Reduce the visibility of garages** in multi-family and attached housing; do not allow a garage to become the primary architectural feature when a development is viewed from the street.
- 12. Screen.** Screen parking lots from streets, parks, pedestrian spaces, and from adjoining development using low fences or walls, berms, and/or evergreen plantings.
- 13. Landscaping.** Canopy trees should be used in parking areas to reduce the impact of large expanses of paving and to provide shade, as well as to reduce glare and heat buildup. These trees should have a thirty (30)-foot to forty (40)-foot canopy potential and be sized at four (4) to five (5) feet minimum with no tree grates on public property at the time of installation.
- 14. Parking Materials.** All off-street parking spaces and access areas shall be surfaced with Portland cement concrete, asphaltic concrete paving or permeable paving to the standards established by the City including but not limited to the City’s Stormwater Management and Site Development Manual.



Pedestrian Access and Connection in Parking Lot



Parking Structure Compatible with Setting



Canopy Trees on Parking Area



Permeable Parking Pavement

E. LANDSCAPING

Landscaping plays an important role to frame and soften structures, to define site functions, to enhance the quality of the environment, to tie together the character of a development, to reinforce connections between neighborhoods and to screen undesirable views. Landscaping shall complement or to be compatible with the landscaping of the surrounding area.

1. General

- i. **Site.** All landscape site design must comply with the City's Landscape Ordinance.
- ii. **Location.** Landscaped areas shall be located along site boundaries, within parking areas, along unlined drainage or storm water management structures and retention areas, around buildings, and at building entries. Landscape areas shall incorporate a multi-tiered planting design system including:
 - Grasses and ground covers;
 - Shrubs; trees and
 - Hardscape such as decorative vertical structures, boulders, benches, and fountains.
- iii. **Variety.** Open space and landscaped areas shall be covered with a variety of trees, shrubs, ground cover, and sod, or with materials like mulch, not exposed gravel or rock. Plant materials should exhibit some seasonal color and interesting texture to create a distinctive, yet low maintenance environment.
- iv. **Ground Covers.** Appropriate groundcovers include turf grass, ornamental grasses, perennials, low-growing evergreens and flowering shrubs. Mulch may be used directly under plantings to preserve soil moisture. However, it should not be used as the primary groundcover.



Landscaped Areas Define Parking



Landscape Areas with Trees, Shrubs and Ground Cover



Open Space Landscaping Design



Variety Landscaping for Open Space

- v. **Trees.** Trees should be planted in locations where their root development and branching patterns will not interfere with window displays, signage, underground or overhead utilities, streets, and sidewalks. Fruit-bearing trees should be avoided in pedestrian parkways and ADA path of travel areas to maintain clear pathways.
- vi. **Plants Species.** Choose plants that will emphasize or accent the design, create enduring green spaces, and be appropriate to particular locations taking into account solar access, soil conditions, and adjacent patterns of use. Use species from the recommended tree list included in the Site Plan Review application that will thrive under local conditions. Plants to be avoided include those with poisonous fruits, large thorns, or invasive growth patterns.
- vii. **Landscape Plans.** Select plants that upon maturity will be of appropriate size, scale, and shape to contribute to the site as intended. It may be necessary to create a landscaping plan for various stages of plant maturity, such as 5, 10, and 20 year plans in order to ensure the landscaping will perform and function as needed over the life of the project. The plan should be accompanied by a simple narrative that describes the design intent, the plantings, maintenance, tree protection, and other relevant features of the plan.
- viii. **Irrigation.** Underground irrigation is encouraged in front setbacks, public spaces, and other highly visible areas. It should be designed to prevent overflow or flooding onto walkways or parking lots.



Trees Planted on Sidewalks



Trees Planted Incorporating Building Design



Use Local Species



Landscaping Design with Selection of Trees, Shrubs, and Seasonal Flowers

2. Preservation of Existing Natural Features

- i. **Existing mature trees and other vegetation** shall be preserved and incorporated into landscape plans.
- ii. **The existing topography and vegetation** shall be preserved intact as much as possible to minimize disruptions in drainage and natural environment.
- iii. **Preservation of existing live natural trees**, between the principal building and the public street right-of-way, can be credited towards the tree planting requirements of the Landscape Ordinance.
- iv. **Tree Protection.** The landscape plan should show how existing trees and vegetation will be protected during construction. As a general rule, no construction activity should be allowed within the drip line (outer edge of the tree canopy). This includes grading, compaction, utility installation, stockpiling of construction material, or movement of vehicles.



Preserve Mature Trees



Preservation of the Existing Trees



Trees Enlighten the Courtyard

Minimum Plant Size Requirement at Installation

Street Trees

Minimum 1 ¾ “caliper for arterial streets

Minimum 1 ¼” caliper for collector and minor arterial streets

Deciduous and Evergreen Trees

Minimum 1 ¼” caliper

Ornamental Trees

Minimum ¾ “- 1” caliper

Upright Shrubs

Minimum 12” high

Spreading Shrubs

Minimum 12” spread

Multi-Cane Trees

Average size of cane ¾ “- 1”

(Do not include gallon or container sizes on landscape plan)

3. Street and Site Perimeter Landscaping

- i. **Area within the Non-paved Street Right-of-Way Abutting Private Property.** According to the City’s Landscape Ordinance, owners are encouraged to landscape and to maintain the area within the non-paved street right-of-way abutting their land, provided, however:
 - Although the City shall adhere to a general policy of preservation of any such landscaping, the City shall not be responsible or liable in the event any landscaping is required to be removed.
 - Any landscaping in a street right-of-way shall not impede or obstruct visibility of any vehicles.
 - Any underground sprinkler systems, planters, or other permanent structures placed in the right-of-way shall require a license agreement with the City.
 - No landscaping shall be placed in an area of right-of-way or where a Capital Improvement Project has been funded for such location, unless and until such project has been completed.
- ii. **Sidewalk & Street Landscaping.** Sidewalks should be set back a minimum of five (5) feet from the curb to provide a landscape area between the pedestrian space and vehicular traffic. Street trees should be planted between the curb and the sidewalk to visually define streets, to enhance the pedestrian environment, and to increase pedestrian comfort and safety.
- iii. **Roadside Plantings.** A minimum planting area within ten (10) feet is required for planting street trees. Where this is not possible, street trees should be planted behind the sidewalk. Trees and other landscaping planted at intersections should preserve a clear area for sight lines.

Best Practice for Mulching

Use organic mulches made from plant material rather than inorganic materials like gravel, rock, or plastics.

Mulching should cover as much of a plant’s root zone as possible. For plants in beds, mulch the entire bed. For individual plants, mulch an area that extends at least three to six feet from the base of the plant.

Do not pile mulch against the base of a plant or tree trunk; pull the mulch away from the base one to two inches.

Recommended mulch depth depends on the mulch material and soil conditions. Generally, a uniform depth of 2 to 3 inches is appropriate.



Sidewalk with Street Trees



Street Trees Planted Behind Sidewalk

- iv. **Streetside Trees.** The required trees within planter strips may be installed in a linear fashion or informal groupings. Linear plantings may be appropriate along roadways to create a boulevard effect, using large spreading deciduous trees to define the edge of the travelway, provide shade for pedestrians, and add scale to commercial corridors. Informal groupings may be appropriate in areas where existing vegetation has already established a particular rhythm and pattern to the streetscape.

4. Entryway Landscaping

- i. **Requirement.** All entries to developments shall be highlighted with ornamental shrubs, ground cover, and small trees of special detail, color, scale, and variety in addition to the required street tree landscaping.
- ii. **Design.** The design of entryway landscape features should respond in scale to the entry and buildings and in plant material to the rest of the site to reinforce the character of the development.
- iii. **Visual Clearance.** Landscaping at corners of intersections and driveways should be carefully designed so as not to block sight lines or create a safety hazard for vehicles and pedestrians.
- iv. **Accent Plantings.** The installation of special planting beds is encouraged in appropriate areas for visual accents in the landscape. These may include daylily beds, butterfly gardens, bog gardens, fragrant gardens, shade gardens, yellow foliage gardens, early blooming gardens, texture gardens, etc.



Entryway to the Development with Landscaping



Entryway Highlighted with Planting



Entryway Highlighted with the Planting Beds



Planting Beds Installed to Accent the Entryway

5. Building foundation Landscaping

- i. **Design.** Buildings shall be softened with landscaping and pedestrian amenities. Building foundation landscaping shall be designed to respond in scale to the building and in plant material to the rest of the site.
- ii. **Foundation & Wall Plantings.** Planting beds are recommended along exposed building edges, foundations and uninterrupted walls. Plantings should be installed a minimum of 18 inches from the wall to allow proper root zone development. Plantings should provide either a formal pattern or a naturalistic blend of heights, colors, and varieties.
- iii. **Location.** For conventional building types set back from the road, walkways along these buildings shall be separated from the building by a landscape area of at least five (5) feet, and preferably an equal width, although wider landscape areas are encouraged for taller buildings and wider walkways. Use ornamental plants and ground covers with evergreen plantings as a backdrop. Berms are also appropriate.
- iv. **Layout.** Ornamental plants and ground covers with evergreen plantings as a backdrop or trees, shrubs, and ground cover shall be provided in any combination of pots, raised planters, hanging baskets, window boxes, espalier, trellis structures or cable systems, tree pits, or tree wells, to serve as foundation landscaping at building entrances, active commercial storefronts, and other buildings built to the back of the sidewalk.



Building Foundation Landscaping



Landscaping to Soften Building



Building Foundation Landscaping



Building Foundation Landscaping with Ornamental Plants

6. Parking Lot Landscaping

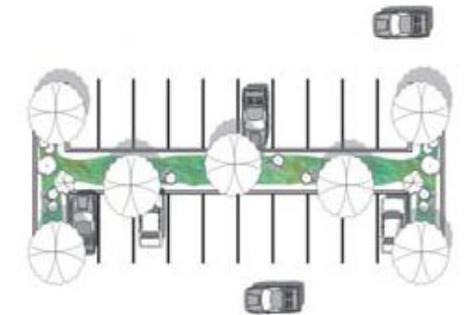
- i. **Landscape Ordinance Compliance.** New project site design and parking lots must comply with the City’s Landscape Ordinance.
- ii. **Undesirable Plant Materials.** High-maintenance trees that may damage automobiles with dripping sap, messy fruit, or hard seeds should not be used in or around parking lots.
- iii. **Location of Trees.** Trees in parking lots should be planted in informal groups, straight rows, or irregular groupings as space permits, or concentrated in certain areas.
- iv. **Parking Aisles.** Separate parking aisles with medians planted with shade trees and evergreen plantings along the length of the island. Avoid isolated islands of single trees; instead, provide landscaped tree aisles between every other row of cars.
- v. **Perimeter parking lot landscaping** shall be provided for all parking lots to screen parking from view from streets, public areas, and adjacent uses. The use of berms, landscaped hedges, or low walls, or a combination of these techniques is effective screening methods.
- vi. **Landscaped Median.** Parking blocks (of 50 spaces or less) should be separated by a landscaped median that contains a pedestrian path. The minimum width for a median is fifteen feet.



Combination of Landscaping at Building Entrance



Parking Lot Landscaping



Separate Parking Aisles with Medians Planted with Shade Trees



Landscaped Median in Parking Lot



Screen Parking with Fencing and Landscaping from Street View

- vii. **Safety and Visibility.** All parking lot landscaping should take into consideration the safety and visibility of pedestrians and vehicles. Keep hedges, walls, and groundcover low enough for safe visibility by pedestrians throughout parking areas, and from within cars, especially at entrances.
- viii. **Landscaping Protection.** Landscaping within parking areas should be protected from encroaching vehicles by concrete curbing or raised planting areas.



Raised Planting Areas and Curbs to Protect Parking Area Landscaping

7. Fences, Walls, Berms, and Screening

- i. **Appropriateness.** The need for buffers and appropriate sizes and types should begin at the sketch plan review and should be in compliance with the City’s Zoning Ordinance. All parking lots shall incorporate screening at the street periphery. Fences, walls, and screens should be located and designed to maintain a clear vision zone as required by the City’s Zoning Ordinance. Fences and walls should be minimized along public streets.
- ii. **Design.** Buffers and screens should be considered an integral part of the Site Plan. Stone walls, plantings, fencing, landforms, etc. used for buffers should be similar in form, texture, scale, and appearance to other landscape elements. Structural measures (e.g., screening walls) should be related to the architecture in terms of scale, materials, forms, and surface treatment.
- iii. **Maintenance.** Buffers should be maintained throughout the life of the project in a condition that assures continual year-round effectiveness. Where plantings do not survive, or grow to a point where they no longer serve as effective buffers, they should be replaced to meet the intent of the approved plan. Walls, fencing, or other forms of screening likewise should be maintained in good condition.



Court Yard Fencing Complementing Project Architecture



Simpler Ornamental Fencing for Viewing the Building from the Street



Low Fencing Design

- iv. **Fencing.** Where fencing or other architectural elements (e.g., screening walls) is installed in a highly visible location, it should be treated as an architectural element, matching the form, style, color, or detailing of the adjacent building.
- v. **Masonry Walls** should be constructed by experienced masons using native stone or brick. Walls should be an integral part of the landscape design and should relate to the form, texture, and style of the building.
- vi. **Earth Berms** used to screen parking lots and add visual interest to the planter strip should be designed as an integral part of the grading plan. Side slopes should not exceed 3:1 slope (one foot of grade change over a distance of three feet). Transitional grading should be used to avoid abrupt changes in grade.
- vii. **Combinations.** Combining plantings, berms, fencing, and walls will often result in an economical, attractive way to meet the buffer requirements and create a distinctive landscape. Where combination buffers are proposed, they should be shown on the Landscape Plan with spot elevations and enough detail to allow the Site Plan Review Committee to assess their appearance and effectiveness.
- viii. **Heights.** Fences and walls should be constructed as low as possible in human scale while still performing screening, noise attenuation, and security functions.
- ix. **Expense.** When walls or fences stretch longer than fifty (50) feet, use designs with texture and modulation to provide a regular rhythm without being monotonous to avoid a stockade appearance. Plantings and street trees should be used in conjunction with a wall or fence to break up a long expanse.



Fencing Matches the Architectural Detail of the Building



Brick Fencing Matches the Building

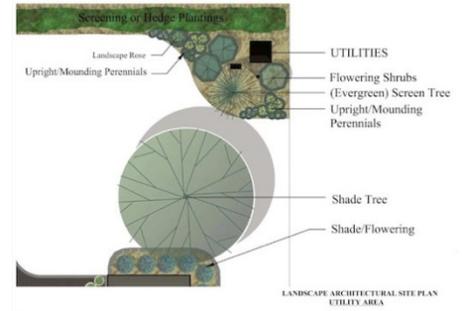


Combinations of Fencing and Plants to Create an Outside Space



Use Columns to Break Long Expense of Fencing

- x. **Screening.** Utility and mechanical equipment (e.g. electric and gas meters, electrical panels, and junction boxes) shall be screened from the view of public streets and neighborhood properties.
- xi. **Conceal.** Mechanical equipment shall be concealed by building elements that were designed as an integral part of the building design, unless local utilities prohibit this practice.
- xii. **All trash enclosures and garbage bins** shall be screened from public view to the greatest extent possible and shall be architecturally integrated into the design of the structure with using landscaping or fencing around trash to provide screening and deter graffiti.
- xiii. **Trash Enclosure Location.** Trash enclosures shall be located away from sensitive uses, such as residences or schools, to minimize nuisance for adjacent property owners.
- xiv. **Shopping Carts Screening.** Outside shopping carts storage area if adjacent to the building shall be screened with landscaping or building elements from public view.



Use Landscaping to Screen Utilities



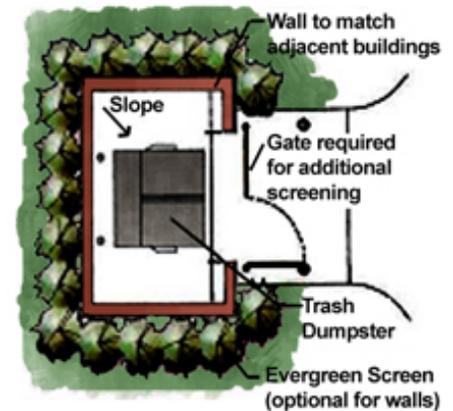
Properly Screened Utilities



Shopping Carts Screening Wall



Integrate the Brick Wall to Mask the Utility



Trash Dumpster Screen Design

8. Open Space

- i. **Concept.** Develop an open space concept in conjunction with the architectural concept to ensure that interior and exterior spaces relate well to each other and support the functions of the development whenever possible.
- ii. **Plan.** Plan the size, uses, activities, and features of each open space to meet the needs of expected users, ensuring each space has a purpose and function. Leave no “leftover” open spaces.
- iii. **Change.** Respond to environmental conditions, seasonal and daily light and weather shifts, matching uses with appropriate conditions. Plan for changing needs over time.
- iv. **Combine with Other Activities.** Site and design project related public open spaces to connect with, or enhance, the uses and activities of other nearby public open spaces where appropriate. Look for opportunities to support positive uses and activities on adjacent properties and/or the sidewalk.
- v. **Multifamily Open Space.** Incorporate common and private open spaces in multifamily projects for use by all residents, and design them to encourage interaction. Some examples include areas for gardening, children’s play, barbecues, resident meetings, and crafts or hobbies. Consider having parking/access courts to serve multiple uses.
- vi. **Enhance Natural Areas.** Consider an open space design that retains and enhances on-site natural areas and connects to natural areas that may exist off-site and may provide habitat for urban wildlife. If the site contains no natural areas, consider an open space design that offers opportunities to create larger contiguous open spaces and corridors in the future with development of other public or private projects.



Open Space Related to the Building



Open Space with Seasonal Arrangement



Sharing of Open Space



Common Open Space in Apartment Complex

9. Site Amenities

- i. **Planning.** Where outdoor use areas are provided, they should be located in highly visible locations and sized to fit the anticipated uses. The design should be a collaborative effort between architect, landscape architect, engineers, artists, and other design professionals.
- ii. **Design.** Create attractive outdoor spaces well-suited to the uses envisioned for the project. Use a combination of hardscape, water features, and plantings to shape these spaces and to screen less attractive areas as needed. Use a variety of features, such as planter green roofs and decks, group of trees, and green trellises along with more traditional foundation plantings, street trees, and seasonal displays.
- iii. **Materials.** Outdoor use areas should be constructed of high quality, easily maintained materials. All elements within the space should be coordinated with the architecture and site elements to achieve a unified look. The use of decorative paving is encouraged for sitting areas, pedestrian plazas, courtyards, building entrances, or other designed open spaces to add color, texture, and/or pattern and enliven public areas.
- iv. **Outdoor furniture and fixtures** should be compatible with the project architecture and should be carefully considered as integral elements of the project.
- v. **Seating** is an important amenity that should be encouraged to be provided throughout the Downtown Regional Center. Seating in the public right-of-way shall coordinate with other streetscape furnishings.
- vi. **Bollards** shall be used to separate pedestrians from vehicular traffic areas. Bollard design shall coordinate with other streetscape furnishings.



Open Space Connecting Natural Areas



Outdoor Space Design



Use Distinctive Paving to Enliven Public Space



Modern Outdoor Fixtures Matching Contemporary Building

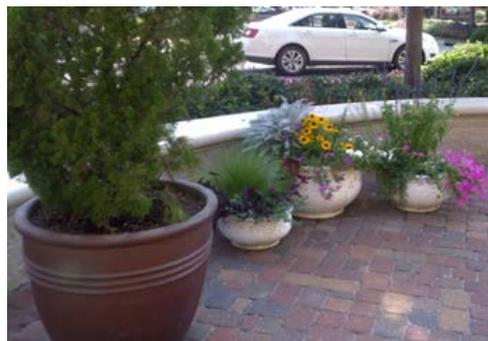
- vii. **The design of trash receptacles** should be compatible with other site and building elements.
- viii. **Irrigated pots and planters** shall be durable and have color tones that complement the adjacent structures and be located where pedestrian flow will not be obstructed.
- ix. **Kiosks or directions** could be provided near the pedestrian entrances of commercial centers to assist visitors in way finding. The design should be compatible to the setting and environment.
- x. **Newspaper racks** shall be consolidated into a single unit to reduce visual clutter. The rack shall be attractive on all sides and properly anchored.
- xi. **Bicycle racks** shall be selected that are durable and visually subdued.



Seating Provided in Public Space



Bollards Designed to Match Gate



Planters Complement Structures



Bollards Designed with Landscaping



Kiosks for Wayfinding



Trash Receptacles Compatible with Building Elements

10. Public Art

- i. **Components.** Public art is encouraged as a component of major commercial, office and institutional projects. The public art should include a wide range of artist-designed components in publicly accessible indoor areas and outdoor areas and could include fountains, doorways, signage, murals, sculptures, architectural features and landscape elements in addition to traditional art approaches.
- ii. **Site Design.** Public art shall be incorporated as an integral part of site design rather than a stand-alone object.
- iii. **Setting.** The setting of public art shall be considered in its design; likewise, the impact of physical space and nearby structures on public art shall be considered.
- iv. **Freestanding pieces of art or sculpture** shall not obstruct a pedestrian path or create a traffic hazard.
- v. **Material.** Public art shall be constructed using durable materials and finishes.



Single Unit Newspaper Racks



Durable Bicycle Rack



Public Arts Considered in Landscaping Design



Integrated Painted Electric Box as Public Art



Metal Public Art

F. SORMWATER MANAGEMENT

To comply with the City’s requirements and State Stormwater Management requirements, treatment basins, infiltration basins, rain ponds, or other measures might be required to maintain the quality of stormwater runoff. All stormwater management areas should be treated as integral and attractive parts of the landscape.

- 1. Location.** Where stormwater treatment basins or other related facilities are required, they should be located in the least visible portion of the site. Where visible, they should be graded to conform to natural contours and planted to integrate them into the natural landscape.
- 2. Design.** Stormwater treatment basins should generally be patterned after naturalistic landforms, avoiding hard geometric shapes. Side slopes should be landscaped with appropriate plantings to reduce erosion and screen the basin. Landscaped islands can be effective in breaking up the mass of a treatment pond while increasing habitat opportunities.
- 3. Grading.** Abrupt changes in grades and steep side slopes (steeper than 3:1) should be avoided. Transitional grading should be used to blend all earthworks into the natural contours of the land where possible.
- 4. Structures.** Man-made drainage structures (e.g., culverts, manholes, and outfalls) that are visible from roadways or residential neighborhoods should be screened with vegetation to reduce their visibility and integrate them into the landscape.
- 5. Planting Design.** Plantings used in stormwater treatment ponds should be designed by a qualified professional familiar with the growing requirements of wetland species.



Stormwater Management Facility can be Designed as a Natural Attraction in the Landscape



Grading Blends with the Natural Contours



Drainage Structures Integrated into Landscape



Stormwater Basin with Planting

- 6. Shared Basins.** Wherever appropriate, treatment basins should be designed to be shared by abutting properties to minimize the amount of land area devoted to stormwater management.
- 7. Rip-Rap.** Where ground protection is necessary in highly visible locations (e.g., at spillways and culverts), it should be constructed of hand-placed rock or geo-grid, rather than coarse rip-rap. The use of coarse crushed rock in visible roadside ditches is discouraged.
- 8. Detention Areas.** Where site run-off requires detention areas, the areas should be designed as a public amenity, be maintainable and be aesthetically pleasing to the public view. Use storm water retention ponds to create new park-like settings or natural areas within a development by creating pathways around the ponds and adding landscaping to enhance the park-like setting.
- 9. Bioretention Cells.** Encourage the use bioretention cells or rain garden, which is a depressed areas with porous backfill (material used to refill an excavation) under a vegetated surface. These areas often have an underdrain to encourage filtration and infiltration, especially in clayey soils. Bioretention cells provide groundwater recharge, pollutant removal, and runoff detention and are an effective solution in parking lots or urban areas where green space is limited.
- 10. Green Parking Design.** Green parking techniques include: setting maximums for the number of parking lots created; minimizing the dimensions of parking lot spaces; utilizing alternative pavers in overflow parking areas; using bioretention areas to treat stormwater; encouraging shared parking; and proving economic incentives for structured parking.



Stormwater Ditch Intergrated with Landscaping Design



Incorporate Rocks with Plants



Retention Pool Design



Bioretention Cell Design

G. LIGHTING

Lighting plays an important role and can reinforce an image within a site or along a corridor, or at an intersection when coordinated between sites. Lighting serves to illuminate parking areas and pedestrian paths to increase site safety and may be used to highlight architectural features or landscape details and features such as entries, signs, canopies, plantings and displays.

1. General Lighting Guidelines

- i. **Design.** Design project lighting based upon the uses on and off site, taking care to provide illumination to serve building needs and safety while avoiding off-site light glare and light pollution.
- ii. **Light Pollution Control.** Factor the protection of adjoining neighboring uses into the lighting plan design, specifically verifying that the proposed lighting will not negatively impact residential properties or create dangerous conditions due to glare on adjacent roadways.
- iii. **Coordinate with Landscaping Design.** The lighting plan should coordinate with the landscape plan, avoiding conflicts between trees/landscape material and light fixtures.
- iv. **Safety Considerations.** As a security device, lighting shall be adequate to delineate path of travel but not overly bright. The design and placement of plantings, buffers, screen walls, fencing, and other landscape elements should be coordinated with the lighting plan to eliminate dark spots and potential hiding places.



Lighting Design



Lighting to Serve the Building Only



Lighting Design Coordinates with Landscaping



Pedestrian Path Lighting

2. Architectural Lighting Guidelines

- i. **Consistent with Architectural Style.** Lighting should be designed to be consistent with the architectural style of the building and landscape themes of the site.
- ii. **Pole and Fixture Design.** The location and design of lighting should complement adjacent buildings, pedestrian amenities, and site elements. Poles and fixtures should be proportionate to the buildings and spaces they illuminate. Light poles should be a neutral color and should match other site elements. Anchor bolts are to be concealed with a matching cover.
- iii. **Accent Lighting.** Avoid using accent lighting that is too bright and draws too much attention to the building. Reasonable levels of accent lighting to accentuate architectural character are recommended.



Lighting Design Consistent with Architectural Style



Light Poles Match Site Elements



Lighting Consistence with Architectural Style



Architectural Character is Accented through Lighting



Lighting Used to Reflect the Contemporary Architectural Character

3. Light Source Shielding

- i. **Proper Shielding.** Lighting sources shall be shielded, diffused or indirect from neighboring properties, sidewalks, pathways, driveways, or public right-of way in such a manner as to prevent spot lighting, glare, or light spillage to pedestrians and motorists.
- ii. **Under Canopy Light Fixtures.** Light fixtures proposed under canopies, such as a gasoline station canopy, an entrance canopy, a bank or restaurant drive through should be fully recessed within the bottom of the canopy. Drop fixtures are discouraged.
- iii. **All flood light lamp sources** must be shielded by using “barn doors”, glare shields, fixed hoods, or grid louvers.
- iv. **Lights used for illuminating a sign** must be aimed and shielded so that direct illumination is focused exclusively on that sign.
- v. **Security lighting fixtures** shall not project above the fascia or roofline of the building.
- vi. **Landscape Lighting.** Landscape lighting should be properly sited, aimed, and shielded so that light is directed only onto the selected tree or shrub. Indirect landscape lighting (uplighting and washes) is encouraged over high branch-mounted floodlights aimed toward the ground.

4. Light Fixture Height

- i. **Building-mounted light fixtures and the free-standing light fixtures** must be in proportion with the building and may not exceed the building height.
- ii. **Light Poles on Pedestrian Areas.** Pedestrian areas are required to be lit with appropriately scaled poles and luminaries that are typically ten (10) to fourteen (14) feet to complement the roadway and parking lot lighting, as well as the other elements of the streetscape.



Lighting Recessed in Canopy



Lights Concentrating on Sign Only



Free Standing Light be in Proportion with the Building



Pedestrian Lighting Pole of Appropriate Height

- iii. **Ground-oriented, pedestrian-scale lighting** may be used as an alternative to standard pole-mounted fixtures along pedestrian paths to parking lots and other destinations.

5. Decorative Architectural Lighting of Buildings, Arbors, Landscaping, and Similar Features

- i. **Illuminated tubing or strings of lights** outlining property lines, rooflines, or wall edges of buildings, and string lighting, added to arbors, pergolas, between buildings over pedestrian ways and outdoor seating areas are considered decorative lighting. This provision excludes holiday lighting.
- ii. **Any decorative architectural lighting** must be selected, located, aimed and shielded so that direct illumination is focused exclusively on the building façade, plantings, and other intended site feature and away from adjoining properties and public street right-of-way.

6. Sports Lighting

- i. **Glare Control.** If sports lighting is proposed, it shall be furnished with glare control with the lighting fixtures mounted and aimed so that illumination falls within the primary playing field and immediate surroundings. No direct light illuminations may be directed off site.
- ii. **Height.** The mounting height of outdoor sports field and outdoor performance area lighting fixtures shall be no adverse effects on surrounding properties.



Ground Pedestrian Lighting



Building Façade Lighting Focused on Building Only



Height of Sports Lighting



Sports Lighting within Sports Field

7. Fixture Style

- i. **Retain Historic Lighting.** Retain and refurbish existing traditional or historically-styled light fixtures where possible.
- ii. **Selection.** Lighting fixtures for each commercial project shall be from the same family of fixtures with respect to design, materials, color, and color of light.

8. Energy Efficient

- i. **Lighting Technology.** Use the latest lighting technology to minimize the brightness of lighting, e.g., use high-pressure sodium, yellow vs. bright white.
- ii. **High Efficiency Lighting.** Low-voltage/high efficiency lighting should be used in the landscape whenever possible.
- iii. **Energy Saving Devices.** Wherever practicable, lighting design should include the installation of timers, photo sensors, and other energy saving devices to reduce the overall energy required for the development and eliminate unnecessary lighting. The use of light-emitting diode (LED) lights is also strongly encouraged for efficiency.



Retain Historic Lighting



Lighting Fixtures Match Other Fixtures of the Same Building



LED Lighting for Accenting the Building



Solar Lighting

INAPPROPRIATE EXAMPLES



Landscaping should be Applied to Soften the Building and Develop a Pedestrian Environment



Parking Lots should be Properly Screened



Corner Building with No Architectural Features



Uneven Sidewalk

APPROPRIATE EXAMPLES



Foundation Landscaping and Street Trees Create a Good Quality of Streetscape



Parking Lot Screened with Fencing and Landscaping



Use Corner Site to Provide Generous Entry



ADA Compliance is Considered in Public Open Space Design

INAPPROPRIATE EXAMPLES



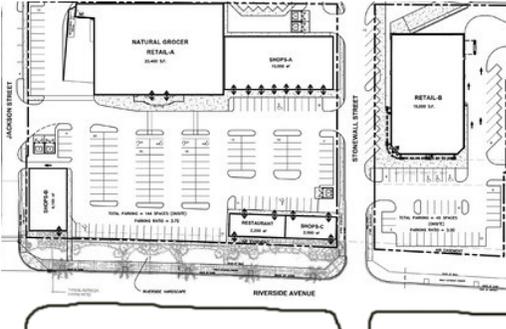
No Traffic Calming Provided along Main Street



Utility is Visible from Public View



Service Area Visible from Public



Buildings not Orientated to Public Street

APPROPRIATE EXAMPLES



Traffic Calming with on-street Parking and Neck-Downs



Utility Properly Screened with Landscaping



Service Area Located in the Rear of the Building and Properly Screened



Buildings Orientated to Public Street to Create a Sense of Enclosure

INAPPROPRIATE EXAMPLES



Cluttered Corner Site



Two Curb Cuts for Access to the Street



Parking Lot without Pedestrian and Vehicle Separation

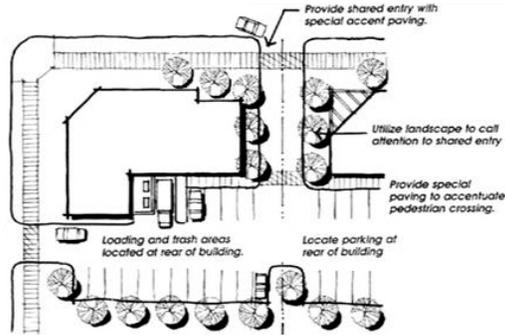


Parking without Landscaping and no Pedestrian Path

APPROPRIATE EXAMPLES



Public Space Provided in Building Setting



Shared Access Drive to Abutting Commercial Properties



Parking Lot with Landscaping and Median



Parking with Providing Pedestrian Walk Connecting to the Building

INAPPROPRIATE EXAMPLES



Parking Garage not Properly Articulated



No Mature Trees Preserved on the Site



Building Entryway without Landscaping



Building without Foundation Landscaping

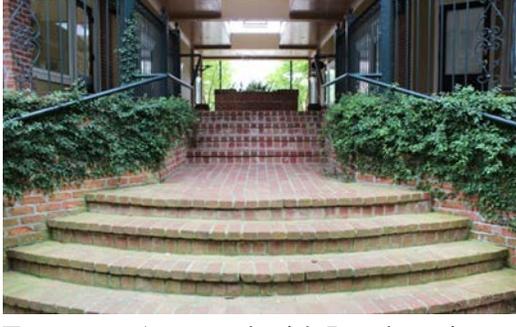
APPROPRIATE EXAMPLES



Parking Garage Compatible with the Setting



Well Preserved Existing Mature Trees



Entryway Accented with Landscaping



Planting Beds and Shrubs Installed to Soften the Building Edge

INAPPROPRIATE EXAMPLES



Inappropriate Fencing along the Street



No Screen for the Garbage Dumpster



No Common Open Space



Bollards Design not Compatible with Building

APPROPRIATE EXAMPLES



Fence Layout Used to Create Rhythm along the Street



Utility Screened with Fencing and Wall matching the Building



Common Open Space Shared with Multi-buildings



Bollards Design Matches the Building Style

INAPPROPRIATE EXAMPLES



Retention Ponds should be Designed as Public Amenity



Accent Lighting is too Bright

APPROPRIATE EXAMPLES



Retention Pool with Fountain



Lighting Designed Consistent with the Architectural Style of the Building



Use Reasonable Levels of Accent Lighting to Accentuate Architectural Character

IV. BUILDING GUIDELINES

The architectural design of a building should positively respond to Jackson’s general background as a historic urban community and to the immediate surrounding area. In addition, special care should be taken to achieve compatibility of infill development and new larger buildings next to small scale buildings.

A. MASSING AND SCALE

Arrange the mass of the building taking into consideration the characteristics of the site and the proposed uses of the building and its open space. Special situations such as very large sites, unusually shaped sites, or sites with varied topography may require particular attention to where and how building massing is arranged as they can accentuate mass and height. Many techniques suggested in these Guidelines provide tools for allowing large development while reducing their perceived massiveness. While the footprint of new commercial development may remain large, human scale can be retained through creative massing and organization of building forms and through other techniques including landscaping and berms.

- 1. Use building mass appropriate to the site.** Place buildings of the greatest footprint, massing, and height in the core of commercial or office developments where the impact on adjacent uses is the least.



Place the greatest footprint building in the core



Building Mass Appropriate to the Site



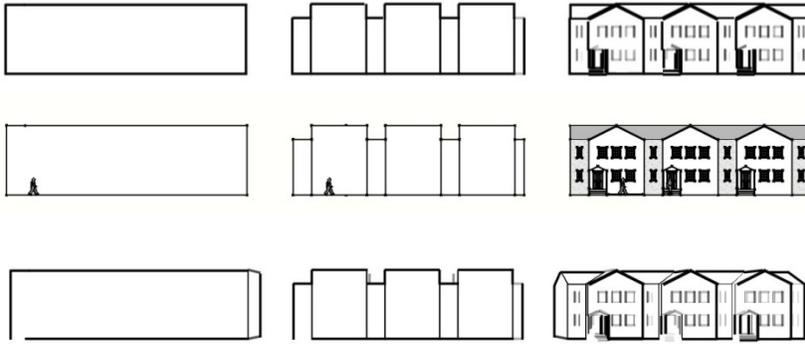
Use Colors to Break the Mass



Tower Adds Interest while Breaking up Mass



Break up Building Mass with Individual Storefronts



The above diagrams illustrate how architectural elements and materials can break a massive building down to a human

2. **Consistent.** The scale and mass of a new development should be consistent with neighboring developments without overwhelming through disproportionate size or design that is out of character.
3. **Human Scale.** Buildings and site elements should be designed and detailed to human scale. Incorporate architectural features, elements, and details that are of human scale into the building facades, entries, retaining walls, courtyards, and exterior spaces in a manner that is consistent with the overall architectural concept.
4. **Break Large Scale.** The use of a large, single building mass should be avoided: break up the front of a large building by dividing it into individual bays of 25 to 40 feet wide, which is a human-scaled dimension that improves a pedestrian experience. The use of flat front façade is not permitted.
5. **Variation.** Use variation in materials, textures, patterns, colors and details to break down the mass and scale of the building.
6. **Secondary Architectural Elements.** Use secondary architectural elements to reduce the perceived mass of larger projects. Consider creating recesses or indentations in the building envelope; adding balconies, bay windows, porches, canopies or other elements; and/or highlighting building entries.



Architectural Details and Color Change Break Down the Mass



Architectural Features and Colors Break down the Mass and Scale

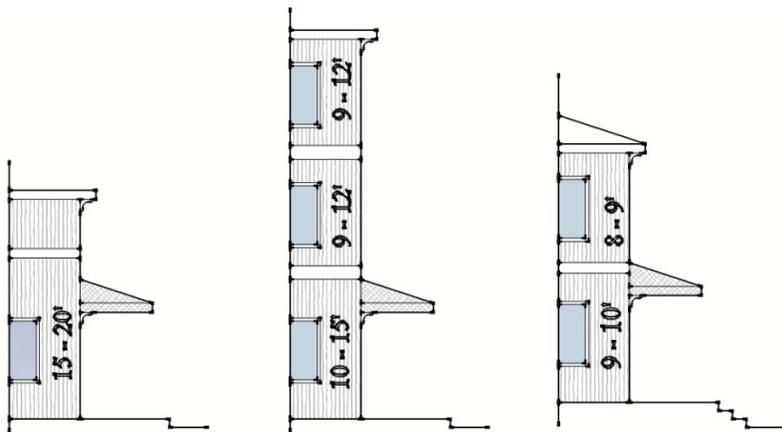


Long Buildings should be Broken up with Articulation



Use Recesses to Reduce the Apparent Height

7. Articulation Techniques. Use building articulation techniques to reduce a building's massing; water tables, string courses, cornices, material changes and patterns, and fenestration can reduce the apparent mass of a large building. Floor-to-floor heights of a building can have an impact on the mass of a building. For instance, typical ceiling heights in a residence are 8 or 9 feet. First floors of office buildings or retail shops can range from 10 to 15 feet, where upper floors that include residential or office uses are generally 9 to 12 feet in height. Big-box retailers may have floor to ceiling heights exceeding 15 to 20 feet. When actual or implied floor-to-floor heights exceed these dimensions on the exterior, a building may begin to read more massive than human-scaled. When articulating large buildings, keep these dimensions in mind. Note that the screening required for mechanical units, vents, satellite dishes and other rooftop equipment will also add to the height/massing of the building.



Traditional floor to floor heights should be maintained for human scale, as illustrated here normal use for residential (right), commercial/office (middle), and retail use (left).



Use Landscaping to Soften and Reduce the Mass



Detail Patterns and Material Change to Reduce the Mass



Fenestration to Reduce the Mass



Combination of Architectural Design, Material Changes, and Open space arrangement to reduce the Mass

8. Transition to Lower Density Areas. When making transitions to lower density areas, modulate the mass of the building to relate to smaller buildings. Reduce height near lower density uses.



Modulate the mass of building to lower density area



Break up massive buildings by changing up building and roof form, material, and adding architectural elements and details



A Parking Structure Softened by Architectural Detail and Material



Soften the Building Mass with Porch and Fenestration



Institutional Building is Compatible with Neighboring Residential Uses

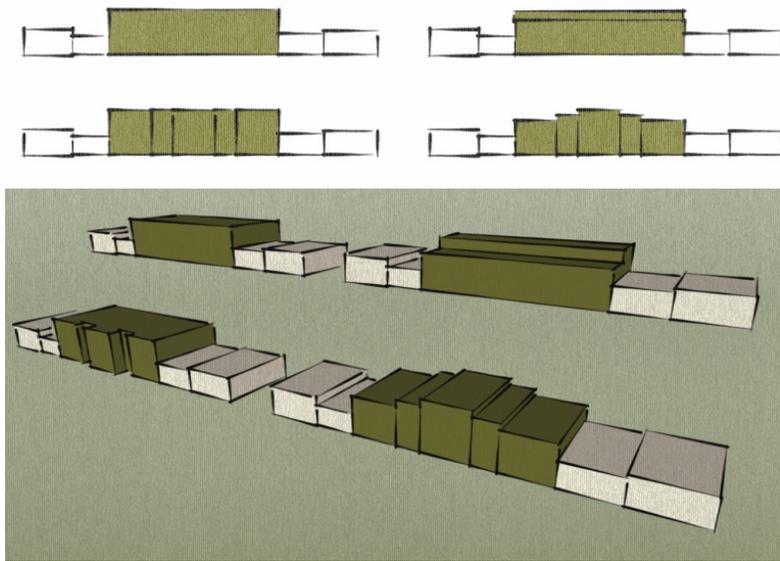


Illustration of visual impacts of large buildings can be reduced through technics and increase compatibility



Use design elements to avoid large blank wall



Using architectural detail and elements to break the mass to human scale



Historic Governor's Mansion Contains a Monumental Scale Portico



Incorporate Architectural Features, Colors, Textures, Patterns to Break Down the Mass



Use Colors, Textures, and Intersections to Break the Mass



Coordinate Color, Roof Form, Signs to Create Small Scale Building

9. Freestanding Accessory Structures. Where freestanding non-habitable structures are allowed (e.g., ATMs, garages, service stations, canopies, storage units, recycling sheds, trash enclosures, cart corrals, utility buildings) they should meet the same design standards as the principal building(s) on the site. The design of freestanding structures should be coordinated with the principal building through repetition of architectural forms, materials, colors, and detailing.

10. Renovation and Addition. Renovations should retain any distinctive architectural features or examples of skilled craftsmanship. Where such features occur, similar details should be incorporated into the addition where possible.



Freestanding Structure is Compatible with the Building Environment



Addition Retains Distinctive Architectural Features



Renovated Store Front Retains Architectural Feature



Renovation Keeps the Distinctive Architectural Features and Craftsmanship



Renovation Retains Distinctive Architectural Features

B. BUILDING ORIENTATION

Building orientation refers to the direction of prominent entrances and “front” facades of a building. The entrance facade will be the most prominent elevation of a building.

- 1. Main Entrance/Façade Orientation.** Buildings shall be sited so that their main entrances are facing the street on which they are located. If a building does not have street frontage, it should be oriented to any public space or its most visible side from the public realm. Buildings should respect the orientation of neighboring buildings and neighboring developments.



Building main entrance shall face the street, large parking fields shall be located in the rear of buildings to provide a pedestrian friendly setting along the street front.

- 2. Focal Points.** Corner locations offer opportunities to create dynamic focal points in the streetscape. These can take the form of distinctive architectural elements, signs, sculpture, lighting, or landscaping. Where they are used, focal points should be visually related to the building as a whole, providing an accent without overwhelming it.
- 3. Street Corner.** When located on or near street corners, the building should be designed to establish a strong tie to the street frontage.



Primary Façade shall be Oriented towards the Street



Buildings Oriented to the Street with Rear Parking

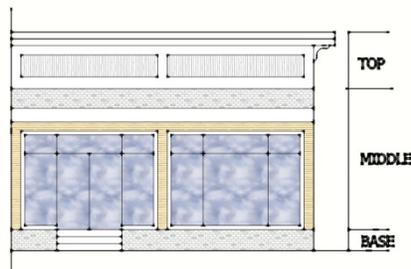


The Primary Entrance is at Street Corner



Corner Entrance Creates Focal Point

4. **Building Entry Identification.** Design entries to be obvious, identifiable, and distinctive with clear lines of sight and lobbies visually connected to the street. Scale and detail them to function well for their anticipated use and also to fit with the building of which they are a part, differentiating residential and commercial entries with design features and amenities specific to each.
5. **Building Entry Articulation.** Building entrances should be designed to reflect their hierarchy within a building or development and should be articulated with architectural elements such as columns, pilasters, arches, or detail such as special moldings. Include entry features such as porches, porticoes, arcades, or canopies and changes in massing, wall planes, or roof forms; and/or landscaping features such as planters or benches.
6. **Visible Secondary Façade.** If building entrance is located on the primary façade, the other secondary facades visible from the street should be articulated with design elements to prevent blank wall.
7. **Design Elements.** Use design elements to achieve a successful fit between a building and its neighbors, such as:
 - i. Echoing aspects of neighboring buildings through architectural style, roof line, fenestration, color or materials.
 - ii. Creating a well-proportioned base, middle and top to the building in locations where appropriate.



Main Entrance Facing the Street



Street Corner Building Design



Building with Obvious Entrance



Articulate Entrance with Arch



Use Design Elements to Fit Neighbors

C. ARCHITECTURAL STYLE AND BUILDING ELEMENTS

Jackson is unique in its predominate status of the Capital City and its development embracing diversity of architectural styles accumulated through its history. A sense of place is built respecting historic properties, architectural details, and building elements, all of which together to create an image of an urban Capital City.

1. Architectural Style

The establishment of design themes, or specific architectural styles or ideas, is appropriate to give a distinctive character to a specific area, such as a commercial development, a residential neighborhood, or a major intersection.

- i. **Compliance.** Comply with Design Guidelines for Historic Districts and other adopted Design Guidelines.
- ii. **Reflection of Tradition.** Strive for design and materials that reflect the architectural traditions of the region and of Jackson.
- iii. **Proportion.** Architectural and site details and proportion shall be authentic to the architectural style of the building.
- iv. **Theme.** The establishment of a design theme for a large commercial center or a major intersection with a common palette of materials, colors, building and roof forms, and architectural features can create a coordinated and inviting mix of buildings and spaces.
- v. **Avoid Cookie Cutter.** The use of “cookie-cutter” architectural design should be avoided. Cookie-cutter design utilizes the same architectural details on multiple buildings within a development with no variation for added interest.



Queen Ann Style Historic Home



Italian Renaissance Revival Home



Neoclassical Revival Historic Home



Colonial Revival Historic Home



Tudor Revival Historic Home

- vi. **Design of National Franchises.** Franchises must also meet these guidelines and blend with Jackson’s character. New franchise’s designs shall be modified as needed to follow the guidelines in this document.
- vii. **Franchise Styles.** Uniform architectural forms are discouraged. Unique buildings designed to the specific site are strongly encouraged. Buildings that are stylized to the point where the structure is a form of advertising are not acceptable.
- viii. **Coordination of Site Features.** Applicants should provide the Site Plan Review Committee with illustrations that demonstrate how site features and accessory structures will be coordinated with the principle building. These include dumpster screens, storage buildings, refrigeration lockers, vending machines, playground equipment, signage, and lighting.



Bungalow Style Historic Home



Design and Material Reflect Jackson’s Downtown Commercial Character



National Franchise Stylized to Site Character



Apply Design Themes for Commercial Buildings



National Franchise Designed to Fit into Site Character



Building Design Reflects the Theme of the Development

2. Façade Composition

Design building facades—including alleys and visible roofs—considering the composition and architectural expression of the building as a whole. Ensure that facades are attractive and well-proportioned through the placement and detailing of all elements, including bays, fenestration, and materials, and any patterns created by their arrangement.

- i. **Blank Walls.** Avoid large blank walls along visible facades wherever possible. Where expanses of blank walls, retaining walls, or garage facades are unavoidable, include uses or design treatments at the street level that have human scale and are designed for pedestrians.
- ii. **Depth.** Add depth to facades where appropriate by thoughtfully incorporating balconies, canopies, decks, or other secondary elements into façade design.
- iii. **Proportion.** All buildings facades shall be proportionally divided using architectural elements including windows and entries in conjunction with porches, arcades, and awnings.
- iv. **Architectural Features.** Building facades should incorporate architectural features, change in elevation, insets and projections to discourage monotonous facades, long straight-line building fronts, plain box shapes, and barren exterior treatment.



Architectural Detail and Proportion Respect Architectural Style



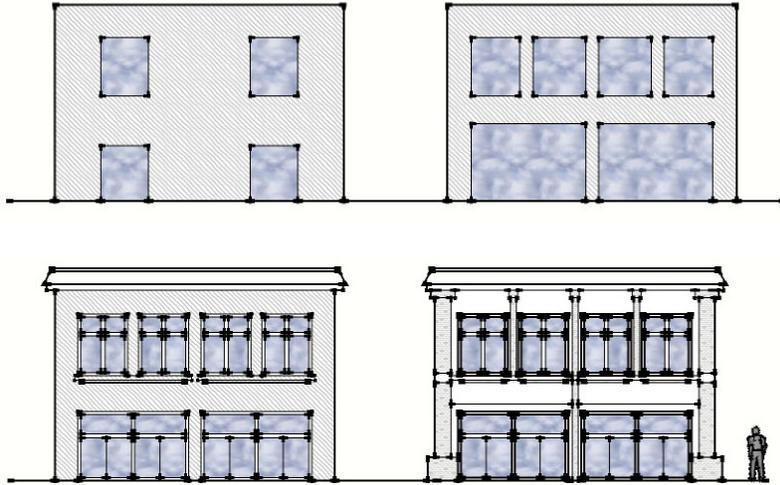
Balconies Add Depth to Facades



Facades Proportionally Divided Using Architectural Elements



Use Architectural Features to Create Interest



The transformation of a two-story façade through both horizontal and vertical articulation and architectural elements



Avoid Blank Wall through Use of Architectural Details



Canopy Adds Depth to the Street Level of the Building



Architectural features, change in elevation, insets and projections are incorporated to discourage monotonous facades



Façade is Proportionally Divided Using Architectural Elements



Architectural Features are Incorporated for Façade Design

- v. **Long building facades** should incorporate vertical elements that create a rhythm of bays generally between 25 and 40 feet wide. These bays can be articulated by pilasters, piers, differentiation in material, texture, or color, or by variation in the wall plane. The addition of porches or covered walkways can also be used to articulate facades.
- vi. **Facade Treatment.** The facade of the upper floor(s) should be visually related to the ground floor through repetition of design elements, e.g., color, materials, window treatment, and detailing that will unify the structure and help frame the ground floor.



Long Building Façade is Broken into a Rhythm of Bays



Architectural Features to Discourage Long Line Building Front



Long Building Façade Incorporates Vertical Design Elements



Upper Floor Façade is Visually Related to the Ground Floor through Design Elements



Use Architectural Features to Break Long Façade Design

3. Openings

The relationship of solids (walls) to voids (openings) as well as the number, size, and proportion of openings in a wall has an effect on how a building relates to a user.



This series of diagrams illustrates that different proportion of openings reflect different character of a building



Solids and Voids Emphasize Building's Character



Proportion of Openings is Consistent with the Mixed-use Building



Window Groupings Create a Hierarchy of Importance on the Building



Solids and Voids Reflect the Use of the Building

i. **General Guidelines**

- **Openings.** Use a proportion of openings (vertical, horizontal, or square) that generally is consistent with the style and context of the building and with the rest of the development.
- **Windows.** Use special windows, window groupings, and a mixture of large and small windows to create a hierarchy of importance on a building, particularly around entrance.
- **Glass.** On small scale commercial buildings, large expanses of glass should be broken into small window panes.
- **Entries.** All entries accessible to the general public should be pronounced and easily recognizable.
- **Upper floor entries** at the street frontage should have a distinct design that complements the main building frontage.
- **Stairways** should be designed as an integral part of the overall architecture of the building and should complement the building's mass and form.



Storefront Glass is divided into Small Window Panes on Small Scale Commercial Building



Entrance is Pronounced and Easily Recognizable



Stairway Matches the Second Floor Railings



Stairway Design Compatible with Architectural Style

ii. **Storefronts**

Doors and display windows are often referred to as the “storefront system.” Together they establish the visual relationship between the interior of the shop and the sidewalk.

- **Legibility and Flexibility.** Design storefront such that their primary functions and uses can be readily determined from the exterior, making building easily to access and understand. At the same time, design flexibility into the building so that it may remain useful over time even as specific programmatic needs evolve.
- **Display Windows Location.** Storefronts or large display windows should be used at the street level on the main façade and secondary elevations, especially on facades oriented to pedestrian areas, on all commercial buildings, including large scale big-box developments.
- **Display Windows Design.** Storefronts and display windows shall be designed as an integral part of the building’s character, and should reflect the architectural style of the building. Storefronts should vary in width for individual retail establishments and should have architectural interest.
- **Visibility.** Maximize visibility into the building interior and merchandise displays. Consider fully operational glazed wall-sized doors that can be completely opened to the street, increased height in lobbies, and/or special lighting for displays.
- **Transparency.** For retail structures, any facade that faces street should have display windows, entry areas, or other transparent features along 40% or more of its horizontal length. As an alternative, other architectural elements may be used to provide scale and visual interest to the front facade.



Display Windows at Street Level



Display Windows at Street Level



Display Windows at Street Level

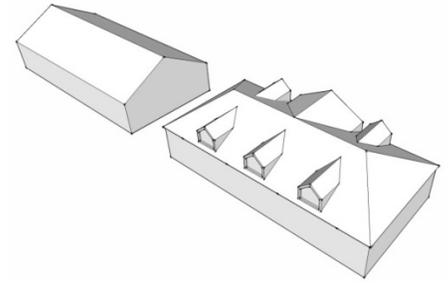


Storefront and Display Windows Reflect Architectural Character

4. Roofs

The design of a roof can have a significant impact on the character and scale of a building. Roof forms should be used to distinguish various building forms and help to break up the massing of the building.

- i. **Form.** Roof form should complement the roof forms of neighboring developments to soften transitions between uses and intensities to use.
- ii. **Flat or low-pitched Roof.** Buildings with flat or low-pitched roofs shall incorporate parapets or architectural elements to break up long horizontal roofline.
- iii. **Mass.** Avoid a visible monolithic expanse of roof on large-scale buildings. Break the roof mass with elements such as gables, dormers, or parapets. Scale these features to the scale of the building.
- iv. **Roof Lines.** Variations in rooflines, detailing, and building heights should be included to break up the scale of connected linear buildings.
- v. **Feature.** Consider using a special roof feature at a gateway or a prominent corner or to highlight entry bays on larger structures.
- vi. **Material.** On roofs that are visible, use quality materials such as standing seam metal, architectural shingles, tile, slate or synthetic slate, which are durable, easy to maintain, and repairable in manner that is consistent with the original finish.
- vii. **Screen.** Rooflines shall be designed to screen roof mounted mechanical equipment. All screening shall be constructed consistent with the materials of the building.
- viii. **Rooftop access** shall be provided internally; the utilization of external ladders should be avoided. Paint existing external ladders to match the colors of the wall against which they are located.



Avoid long expanses of the same roof form



Break the Roof Mass with Changes in Roof Forms



Parapets Used to Break Up Horizontal Roofline



Special Roof Feature at a Corner to Highlight Entry Bays

5. Materials, Texture, and Color

Coordinating materials within a development can tie buildings of different sizes, uses, and forms, while contrasting materials or textures within a large building may add visual interest and reduce its scale. New structures shall be compatible with their neighbors in regard to exterior building materials, particularly when adjacent structures are substantially in compliance with the Guidelines.

i. Materials & Texture

- **Quality.** Choose materials that are high in quality, durable, and that offer texture. Use materials and texture changes to help reduce the mass and provide visual interest and variety—avoid monotony.
- **Character.** Consider the character of the building as expressed in the form, scale, and materials of the building, and strive for a fine-grained scale of “texture” particularly at the street level and other areas where pedestrians predominate.
- **Durable.** Materials that are highly resistant to damage, defacing, and general wear and tear, such as precast concrete, stone masonry, brick, and commercial grade ceramic tile, should be used at the base of the building.
- **Material changes** shall occur at intersecting planes, preferably at the inside corners of changing wall planes or where architectural elements intersect, such as a chimney, pilaster, projection, or fence line.



Material and Texture Changes to Avoid Monotony



Fine Grained Scale of Texture is used at the Pedestrian Level



Different Texture of Brick is used at the Pedestrian Level



Material Changes Occur Where Architectural Elements Intersect

ii. **Colors**

Color is an integral element of the overall design. Brick, stone, and concrete have an inherent color created by nature or during the manufacturing process. Other surfaces will get their color from applied materials such as paint.

- **Palette.** Create a coordinated palette of colors for each development. This palette shall be compatible with adjacent conforming developments as well as corridor or intersection themes.
- **Harmonious.** Colors used on exterior facades should be harmonious. Contrasting colors are encouraged to accentuate details.
- **Tone.** Use muted earth tone tints of colors such as reds, browns, tans, grays, and greens. Avoid primary colors or bright accent colors, stark contrast colors, and fluorescent paints.
- **Blend.** Choose colors that blend with and complement the overall color schemes on the street.
- **Accent.** Bright, intense colors shall be reserved for minor accent trim; with body of the building a more muted color.
- **Numbers.** The numbers of colors should be limited and individual details, such as brackets, should not be painted with an additional accent color.



Coordinated Colors



Use Bright Color to Accentuate Details



Use Muted Earth Tone Tints of Colors



Building Colors Coordinate with Each Other



Variations in Color Add Interest

6. Details

Architectural details are very important tools to create human scale and architectural character. Techniques include highlighting foundations, lintels, sills and cornice with contrasting materials and breaking up the mass of the building with bands at floor levels or projections at entries. These techniques are only a few of the ways to transform a large building into one of human scale. Consider the façade design of all buildings; even service buildings should have attractive facade.

i. General Guidelines

- **Elements.** Use articulated elements such as cornices, belt courses, water tables, bay divisions, variations in wall plane and additional roof features to create interesting design.
- **Street-Level.** Include human-scaled elements such as columns, pilasters particularly at street level and on facades with a pedestrian and /or street focus.
- **Coordination.** Avoid oversized decorative elements and minimize mixing details from different architectural styles and eras.
- **Shadow Creation.** Architectural elements, such as overhangs, trellises, projections, awnings, insets, material, texture, and color, shall be used to create shadow patterns that contribute to a building's character.
- **Blank Walls.** Mitigate blank walls by providing visual interest and architectural details.



Architectural Details Create Interesting Design



Architectural Details Create Interesting Design



Use Architectural Element Design to Create Shadow Patterns



Mitigate Blank Wall by Providing Architectural Details

ii. Awnings

Awnings are architectural elements and should complement the architecture of the façade. Awnings should not obscure important architectural details by crossing over pilasters or covering second story windows.

- **Historical Awnings.** Folding or retractable awnings were historically common on shop fronts and should be preserved and restored if possible. Awnings are most useful on south facing facades where they provide sun protection for windows and merchandise.
- **Multiple awnings** on a single building should be consistent in size, profile, and location.
- **Awnings on Multi-tenant Buildings.** On multi-tenant buildings the awnings can vary in color and details but should be located at the same height and have a similar profile to preserve the architectural lines of the building.
- **Materials.** Many materials are appropriate for awnings. Traditional canvas is best for historic buildings, but glass or metal may be appropriate as part of modern storefronts. Vinyl or plastic materials that are shiny or translucent are discouraged as are odd shaped awnings that do not relate to the building architecture.
- **Colors.** The choice of colors should be coordinated as part of an overall color scheme of the building and surrounding developments.



Historical Awning should be Preserved or Restored



Multiple Awnings on a Single Building are Consistent in Size, Profile and Location



Awnings of Multi-tenant Buildings



The Red Color Enlightens the Building and Coordinates with the Planters

INAPPROPRIATE EXAMPLES



A Massive Building with No Detail



Building Mass not Consistent with Neighboring Developments



Building Addition without Considering the Existing Architectural Style and Scale

APPROPRIATE EXAMPLES



Mass Broken with Architectural Design



Building Mass Consistent with Neighboring Developments



Building Detailed to Human Scale with Architectural Elements and Entry Design



Building Detailed to Human Scale with Architectural Elements and Material Change

INAPPROPRIATE EXAMPLES



Freestanding Trash Enclosure not Coordinated with Main Building



Infill Development should Complement Existing Architecture Character



Corner Building not Properly Accented

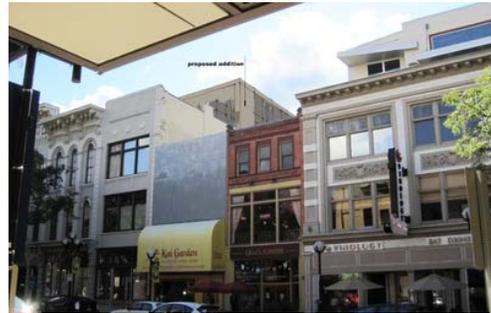


Building Entry not Clearly Identifiable

APPROPRIATE EXAMPLES



Freestanding Trash Enclosure Matches the Main Building



Addition Reflects Existing Architectural Features



Corner Building Creates a Focal Point



Building Entry Articulated through Architectural Elements and Landscaping

INAPPROPRIATE EXAMPLES



Visible Secondary Façade Should be Articulated with Design Elements



Unified Design not Consider the Local Character



Large Blank Walls along Visible Façade



Monotonous Façade

APPROPRIATE EXAMPLES



Visible Secondary Façade Design Continued with the Same Architectural Elements



Unique Building Design Fit into the Local Character



Columns and Change of Materials to Break Blank Wall



Architectural Features Incorporated to Discourage Monotonous Façade

INAPPROPRIATE EXAMPLES



Stairways not Designed as an Integral Part of the Building Architectural Character



Storefront Blocked by Signage



Long Expense of the Same Roof Form



Roof Mounted Mechanical Units Should be Screened

APPROPRIATE EXAMPLES



Stairway Integrated into the Building Design



Maximized Visible Merchandise Display



Roof Mass Broken with Architectural Elements



Rooflines Designed to Screen the Mechanical Units

INAPPROPRIATE EXAMPLES



Poor Quality Material Used on the Street Level



Building Colors not Compatible with Adjacent Buildings



Bland Building Design



Awnings do not Relate to Existing Architectural Character

APPROPRIATE EXAMPLES



Durable Material Used at the Base of Commercial Building



Contrasting Colors Accentuates Building Details



Human Scaled Elements Included at Street Level with Pedestrian Focus



Awnings Match the Building Detail

V. SIGN GUIDELINES

Various types of signs are found throughout the community. Signs on privately owned sites are primarily designed to attract and direct customers and visitors to these properties. While commercial corridors, shopping centers, big box retail establishments, commercial planned developments, and office parks all need signs or sign systems, the City’s goal is to regulate them in a content neutral manner in order to maintain an overall attractive community, both aesthetically and economically.

Anyone planning a sign in the City of Jackson is strongly encouraged to consider the character of the proposed sign, not only in and of itself, but also in terms of the effects a sign will have upon the character of the surrounding area. Jackson’s sign requirement ensures that signs are well designed, pleasing to appearance, and provide incentive and latitude for good design. For complete information about Jackson’s Sign Regulations and sign permit requirements, please see the Jackson Sign Ordinance.

A. DESIGN OBJECTIVES

1. **Signage Plan.** The signage plan including the design, location, color, materials, contents, and type of lighting for each proposed sign should be submitted as part of the Site Plan application. It should be developed by a design professional experienced in commercial signage or environmental graphics. The applicant should resubmit the plan to the planning staff for a development review, if the building’s tenant is unknown at the time of application.
2. **Creativity.** Encourage creative and well-designed signs that contribute positively to Jackson’s visual environment, expression of local character, and development of a distinctive image.



Downtown Banner Signs



Sign with Graphics



Creative Signage



Sign Complements the Building

3. **Compatibility.** Signs should be designed to achieve a high level of visual compatibility with the building(s) and surroundings through the use of similar detailing, form, color, lighting, and materials.
4. **Design.** The shape of the sign should complement the architectural features on the building. Simple geometric shapes are preferred for all signage. Signs should be detailed to complement the building.



Sign Complements the Building

B. GENERAL GUIDELINES

These guidelines are intended to provide basic information regarding Jackson’s expectations for signage throughout the City. Considerations, such as size, utility, lettering style, color, and illumination, are very important in designing on attractive, functional sign.



Signs Complement Architecture

1. **Material.** All signs and components shall be kept in good repair and in a safe, neat, clean and attractive condition and must be weatherproof and made of enduring materials so as not to become a hazard due to disrepair, damage or inclement weather.
2. **Design.** Signs should reflect and complement the architecture and design theme of the building or site, and should not “stand alone” as an overt attempt to gain the pedestrian’s or motorist’s attention and should be proportional to the building on which they are placed.
3. **Street Numbers.** The principal site identification sign should contain the street address in a prominent location at the top of the sign to facilitate wayfinding and 911 emergency response. The street number should be at least 11” in height.



Sign in a Safe, Neat, Clean Condition



Sign Proportional to the Building

C. SIGN LEGIBILITY

An effective sign shall do more than attract attention; it shall clearly communicate its message. Usually, this is a question of the readability of words and phrases. The most significant influence on legibility is lettering.

1. **Clear.** The text and information on a sign should be easy to understand and read, without being visually obtrusive or overpowering.
2. **Intricate typefaces shall be avoided.** Simple typefaces communicate the message most clearly.
3. **Crowding letters, words, or lines shall be avoided.**
4. **The number of lettering styles** shall be limited to increase legibility. No more than two lettering styles for small signs are recommended.
5. **Shape.** Signs are too narrow or oddly shaped shall be avoided as they make the signs confusing and hard to read.
6. **Reflective.** Signs with highly reflective or shiny surfaces are generally discouraged.



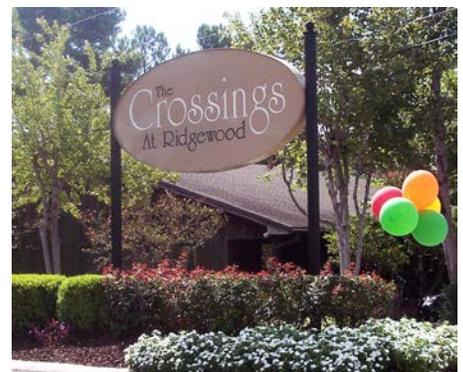
Sign with Clear Information



Legible Sign with One Lettering Style



Clear Directional Sign



Legible Sign with Simplicity in Materials, Forms, and Lettering

D. PROPORTIONS

Signs shall be sized well to fit with the building and respect the architectural style and obtain an appropriate proportion to be compatible with adjacent land uses and respect the signs of adjacent businesses.

1. **Width:** Generally, the width of the sign copy should not exceed two-thirds the width of the wall, fascia, or surface to which it is attached.
2. **Margins:** The recommended minimum margin is one-fifth of the height of the surface to which the sign copy is attached.
3. **Reveals:** A maximum of 6” in depth is allowed unless the sign is mounted on a particularly massive building surface.



Signage Proportional to Building



Sign with Accents of Several Colors

E. COLORS

In general, sign colors shall blend with the building and storefront colors by selecting from complementary color ranges. The use of muted colors in the same hue family may be required in place of brighter standard corporate colors.

1. **Limit the number of colors on any sign.** While small accents of several colors may make a sign unique and attractive they should not compete with the legibility of the sign.
2. **Color or color combinations** that interfere with the legibility of the sign copy shall be avoided.
3. **Neon signs** are allowed but shall be well designed to have exceptional design quality, attractiveness, and compliance with the entire building architecture.
4. **Bright fluorescent colors** are strongly discouraged. They are distracting and do not blend well with other background colors.



Sign with Limited Colors



Sign Colors Contrast with Background

F. CONTRAST

Color and contrast are the most important aspects of visual communication and can be used to catch the eye or to communicate ideas or feelings.

1. **Effective.** Light colored letters and images shall be placed on a dark, contrasting colored background to produce the most aesthetically pleasing and effective signs.
2. **Background.** Background colors of walls and fascia should provide a compatible and distinct contrast with the sign.



Signage with Contrasting Colors

G. ILLUMINATION

There are two methods of illuminating signs: internal with the light source inside the sign and external with an outside light directed at the sign.

1. **Light Source.** The selected light source shall emit warm light, similar to daylight. Spot, track, overhang, or wall lamps are all acceptable light sources. Light shall not shine directly in the eyes of pedestrians, cyclists, or motorists.
2. **Light Level.** The illumination level on the vertical surface of the sign should be bright enough to provide a noticeable contrast with the surrounding building or landscape without causing undue glare or reflection.
3. **Shield.** Light shall be shielded to prevent spillover onto the right-of-way or into adjacent residential properties.
4. **Mounting Systems.** Light fixtures and mounting devices should be selected to provide adequate support for the weight of the sign and to complement the color and design of the sign and the architecture.



Sign Spot Light Concentrates on the Sign



Signage Lighting without Spillover



Light Fixture Complement to Sign

H. MATERIALS

Signage shall be comprised of natural design materials that serve to unify the City and convey a message of quality.

1. **Compatibility.** Sign materials shall be compatible with the building façade upon which they are placed.
2. **Legibility.** Sign materials shall contribute to the legibility of the sign. For example, glossy finishes are often difficult to read because of glare and reflections.
3. **Durability.** Sign materials shall be durable.
4. **Inappropriate Materials.** Plastic and acrylic materials are not appropriate materials for sign copy materials.
5. **Reflective Materials.** Unfinished materials, highly reflective materials that will be difficult to read are inappropriate.
6. **Natural Materials.** Natural flagstone, rock, stone, river rock, brick, woods and siding, and limited areas of plaster are appropriate materials for signs.
7. **Painted wood and metal** are appropriate materials for signs. Weathered metals and wood are also encouraged.
8. **Concrete or fiberglass** may be used in place of wood within the site design when structural integrity is in question, but the element shall be made to appear like natural materials to the fullest extent possible.



Sign Material Compatible with Building Façade



Painted Wood Sign



Metal Sign



Sign Material Complements the Building



Sign Material Matches the Façade Design

I. SIGN VISIBILITY

Signs shall be clearly visible and easily read to provide identity and for safe passage of pedestrians and vehicles.

1. **Free of Obstructions.** Signs shall be free of obstructions (i.e., landscaping) when viewed from different angles.
2. **Monument signs** shall be large enough to be viewed when landscaping reaches full growth.
3. **Clear Vision Zone.** Signs shall not obstruct the clear vision zone as defined in the zoning ordinance.
4. **Size.** Signs shall be sized for sufficient visibility and business identification without becoming a dominant part of the landscape or interfering with vehicular movement along public streets.



Sign Free of Obstructions



Sign Free of Obstructions



Sign Sized for Sufficient Visibility



Ground Sign with Vegetation



Ground Sign with Vegetation

J. TYPES OF SIGNS

The following guidelines are addressed for different types of signs:

1. Monument /Ground Signs

A ground sign is a free-standing sign permanently affixed to the ground and not attached to any building. Ground signs shall have no subordinate or dependent appendage.

- i. **Base.** A monument sign shall have a solid architectural base that supports the sign and is comprised of a concrete base covered with authentic, natural materials.
- ii. **Architectural Elements.** Architectural elements such as columns, pilasters, cornices, trellises, and similar details shall provide design interest and frame the sign panel.
- iii. **Compatibility.** Sign materials and colors shall match or be compatible with the materials and colors found on the primary building.
- iv. **Proportion.** Signs shall be in proportion to the size of the area where they are located. In areas where the restricted sidewalk/landscape easement is narrow, smaller signs are appropriate. Design elements of the sign (e.g., base, sign panel area, and roof-like features) shall be in proportion with one another.
- v. **Freestanding signage** shall identify and accentuate building entries.
- vi. **Lighting.** Where possible, landscape up-lighting shall be used to illuminate entry signs avoiding glare and spillover onto adjacent areas.
- vii. **Concealing.** Electrical transformer boxes, raceways, and conduits shall be concealed from view.



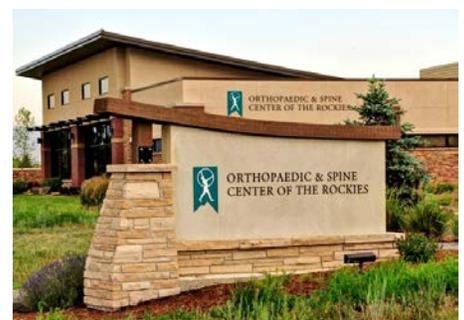
Monument Sign



Sign with Architectural Elements



Illuminated Ground Sign



Signage Matches the Principle Building

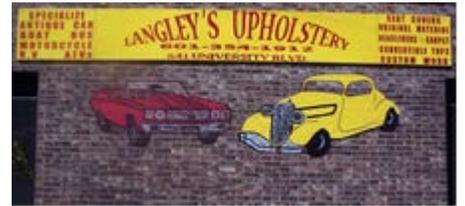
2. Wall signs

Wall signs are attached parallel to or painted on a wall surface.

- i. **Location.** Wall signs should not obscure architectural details or sit in front of windows on upper floors.
- ii. **Information.** Business name and logo are appropriate for a wall sign, but not extraneous information such as the business address, website address or phone number.
- iii. **Illumination.** Externally illuminated signs with shielded spotlights are allowed for wall signs as long as the light is confined to the sign.
- iv. **Graphics.** Sign copy and graphics (i.e., logos) applied to a panel or board may consist of individual letters and graphics carved into the surface of the wood panel, or letters and graphics applied directly onto the panel surface (i.e., painted).
- v. **Concealing.** Electronic raceways and other conduits and connections shall be concealed from view.



Building Mounted Sign



Painted Wall Sign



Sign Complements the Building



Sign Carved into the Surface



Wall Sign with Graphics

3. Projecting Signs

Any sign affixed to a building or wall in such a manner that its leading edge extends more than one foot beyond the surface of the building.

- i. **Materials.** High quality materials, such as wood, metal, or non-glossy fabrics shall be used, while plastics shall be avoided.
- ii. **Compatibility.** The projecting sign design shall support the character of the building. Simple round or square horizontal supports with capped ends, painted black or white, are generally acceptable. However, more decorative approaches may be desirable when appropriate to the sign and/or architectural character of the building.
- iii. **Complementary.** Projecting signs shall be affixed in a way complementary to the building’s architectural details.
- iv. **Lighting.** Sign lighting with shielded spotlights shall be provided, utilizing high quality fixtures such as cylinder spots or decorative fixtures. Exposed standard spot and flood light bulbs shall be avoided. Design light supports should complement the design and building façade.



Projecting Sign



Projecting Sign Complimentary to Architectural Details



Projecting Sign with Illumination

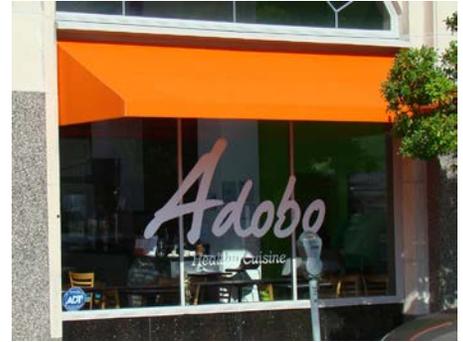


Projecting Sign Matches Window Frames

4. Window Signs

Windows signs are those signs located within a window/storefront of a business. Windows signs are either permanent materials affixed to a window or text or graphics etched or painted directly on the window surface.

- i. **Display.** Window signs shall be displayed on the inside of the glass or in close proximity to the window intended to be viewed by persons outside of the building.
- ii. **Image.** Graphic logos and images along with special text formats are encouraged to add personality and interest.
- iii. **Material.** High quality materials and application methods shall be used such as paint or vinyl film applied to the inside face of the window, or wood or metal panels with applied lettering.
- iv. **Permanent paper signs** with no craftsmanship placed in windows are not allowed.



Window Signage



Window Signage with Graphic Logos



Door/Window Sign with Clear Information



Window Signage



Window Signage

5. Awning Signs

An awning sign is on or attached to an awning that is supported from the exterior wall of a building. Awning signs will often be viewed from passing vehicles, and the amount of information that can be effectively conveyed is limited.

- i. **Location.** Signs shall be placed on awning front valances (the flat vertical surface of awnings) for easy visibility.
- ii. **Illumination.** If illumination is needed, shielded and attractive directional spotlights shall be used on the awning's sloped face.



Awning Signage



Awning Signage

6. Under Canopy Signs

An under canopy sign is any sign attached to the underside of a projecting canopy.

- i. **Material.** High quality materials, such as wood or metal shall be used; shiny plastic or fabric shall be avoided. Exposed edges shall be finished. Signs shall be suspended with metal rods, small scale cable or hooks.
- ii. **Orientation.** Hanging signs shall be oriented to pedestrian traffic so that they will be visible to pedestrians on the side walk. If multiple hanging signs are placed along a business frontage, they shall be mounted with their bottom edge the same distance above the sidewalk, and shall be of similar size and shape.
- iii. **Mounting.** Canopy lighting shall be flush mounted.



Canopy Sign on Building Frontage



Under Canopy Sign

7. Freeway-Adjacent Signs

The following guidelines apply to any signs intended to be viewed by freeway motorist.

- i. **Base.** The sign shall be supported by a solid architectural base comprised of authentic, natural materials (e.g., stone, brick, etc.).
- ii. **Architectural Elements.** Architectural elements such as columns, pilasters, cornices, trellises, and similar details shall be provided on the sides and top to frame the sign panel and add design interest.
- iii. **Proportion.** Signs shall be in proportion to the size of the area where they are located. The various design elements of the sign (e.g., base, side supports, sign panel area, and roof-like features) shall be in proportion with one another.
- iv. **Lighting.** Lighting shall be focused, directed and arranged to minimize glare and light spillover.
- v. **Maintenance.** Signs may be double sided or the backs of all signs shall be suitably finished and maintained.



Sign with Architectural Elements



Sign with Graphics



Uncoordinated Cluttered Freeway Signs



Signs Suitable Finished for Maintenance

Directional Signs

Directional signage plays a critical role in helping people move easily through a mall, regional shopping center, or other attractions.

- i. **Clear.** Signs shall be located so as not to block the pedestrian realm. Directional signage on private properties shall be conspicuous, easy to read, and convey clear messages.
- ii. **Image.** Symbols and logos in the place of words shall be used, wherever appropriate. Pictographic images will usually register more quickly in the viewer’s mind than a written message.
- iii. **Legibility.** Overly intricate typefaces and symbols shall be avoided. Typefaces and symbols that are hard to read reduce the sign’s effectiveness.
- iv. **Maps.** Maps shall correspond to the building layout, provide markers to indicate where the person is currently located and identify areas using color and memorable graphics.
- v. **Illumination.** Business directional signs shall be easily read during the day and evening. Illumination of some type may be necessary at night.
- vi. **Location.** Placement of kiosk and electronic bulletin boards shall be obvious. Directories shall be provided near the vehicular and pedestrian entrances to assist visitors in orienting themselves.
- vii. **Complementary.** Kiosks shall complement the architecture style of the surrounding buildings and shall be consistent with other streetscape furnishings.



Directional Signage for Business



Directional Kiosk Signage

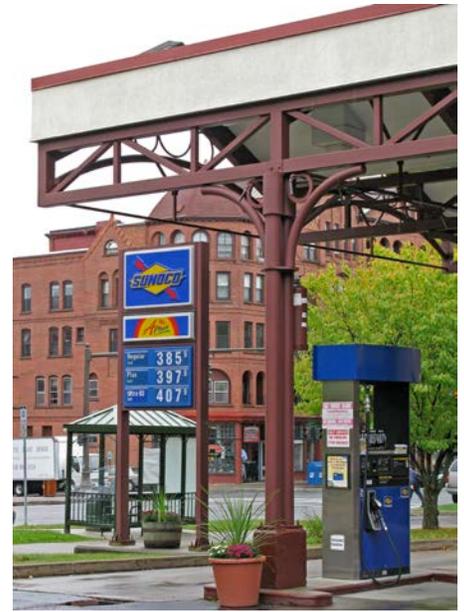


Directional Signage

9. Gas Station Signs

The purpose of the following guidelines is to provide guidance to the development, review, and consideration of gas station signage.

- i. **Compatibility.** Signage shall be architecturally integrated with the building and surrounding neighborhood in size, shape and lighting so that they do not visually compete with architecture of the building and design of the sight. Signs shall be integrated such that they become a natural part of the building façade.
- ii. **Identity.** Signage shall maintain and strengthen a recognizable identity and character.
- iii. **Flexibility.** Signage design shall provide flexibility to respond to unique conditions and constrains inherent to specific areas within the community.
- iv. **Visibility.** Safety, operational, and product labeling signs shall be scaled for the visibility of the immediate user only.
- v. Signage shall minimize negative impacts on adjacent uses.
- vi. Temporary, portable signs, billboards, revolving signs and roof signs are prohibited.



Gas Station Sign Reflects the Building Character



Gas Station Signage with Landscaping



Gas Station Signage with Landscaping



Gas Station Sign Compatible with the Building

10. Multi-Tenant Signs

Multi-tenant signs reduce the need for excessive individual signs that would otherwise clutter a façade or entrance or the landscape. Multi-tenant signs should clearly indicate the building address and list tenants in an orderly, legible manner.

- i. **Hierarchy of Signs.** A hierarchy of signage should be established to facilitate wayfinding and minimize site clutter. Multi-tenant properties on major roadways should be identified by a simple identification sign in a highly visible location.
- ii. **Identification Signs.** Multi-tenant buildings or multi-buildings sites should have one identification sign conveying an overall identity for the property. This sign should be located near the main entrance to reinforce circulation patterns and minimize visual clutter.
- iii. **Street Numbers.** The main identification sign for multi-tenant properties incorporate the street address into the sign to facilitate wayfinding and 911 emergency response.
- iv. **Compatibility.** The design of multi-tenant signs should be coordinated with the design of the principle building(s) in terms of color, materials, detailing, and style.
- v. **Color Consistency.** Multi-tenant signs should conform to a simple color and graphic palette in order to minimize the confusion and clutter of the sign. In general, multi-tenant signs should have no more than three colors.



Multi-Tenant Signage



Multi-Tenant Signage



Multi-Tenant Signage

INAPPROPRIATE EXAMPLES



Sign Design not Compliant with the Building



Signs do not Consider Overall Context



Cluttered Building Signs



Sign Blocked by Landscaping

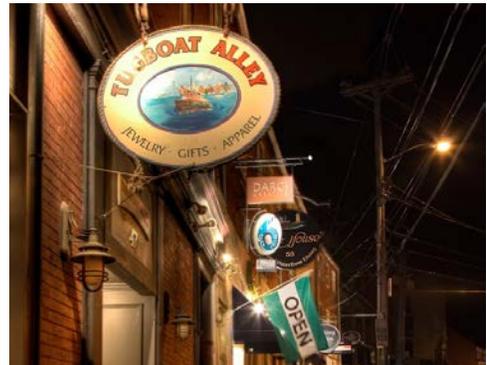
APPROPRIATE EXAMPLES



Sign Design Compliant with the Building



Signs Fit with Development



Signs Coordinated with the Building Character



Sign Free of Obstruction

INAPPROPRIATE EXAMPLES



Ground Sign without Landscaping



Wall Sign with Extraneous Information and not Proportional to the Building



Projecting Sign in Need of Maintenance



Window Sign with no Craftsmanship

APPROPRIATE EXAMPLES



Ground Sign Matches the Building



Wall Sign with Appropriate Information and Complements the Building



Projecting Sign Compliments the Building



Address the Building with Window Sign and Canopy Sign, and Projecting Sign

INAPPROPRIATE EXAMPLES



Awning Sign with too Many Colors and Wording



Poor Quality under Canopy Signs



Freeway Adjacent Sign without Architectural Design and Lack of Maintenance

APPROPRIATE EXAMPLES



Awning Sign Highlights the Building



Under Canopy Sign Matches the Building



Freeway Adjacent Sign Design with Architectural Character

INAPPROPRIATE EXAMPLES



Directional Signs that do not Convey Clear Message



Gas Station Sign not Integrated to the Site



Multitenant Sign not Compatible with the Design of Buildings



The Exposed Neon Signs

APPROPRIATE EXAMPLES



Directional Sign Highlights the Contemporary Design of the Building



Gas Station Sign with Landscaping



Multitenant Sign with Address and Tenants



Sign with Illumination

VI. APPENDIX

The appendix includes a bibliography, a site design checklist, a building checklist, a signage checklist and a recommended plant list with pictures. If you need more information on a topic, the bibliography or internet resources with identified websites provide a starting point and the checklists will provide summarized information for you to prepare your package. The Jackson Planning and Development Department and the Site Plan Review Committee can help you with technical questions.

A. REFERENCES

This Citywide Design Guidelines was drafted and compiled by the Land Use Division of Jackson Planning and Development Department with references to other cities' best practices suitable to Jackson's cultural and physical environment. Other cities' Design Guidelines were used as references and internet resources were selected and merged as samples as well as complying with Jackson's own regulations. Previous publications of the City were also reviewed. Field researches of Jackson's own development were conducted to bring appropriate and inappropriate samples to improve Jackson's image for future development. With the guidance of these design guidelines, the developers and residents of the City will together make Jackson a more sustainable place to work, live and enjoy.

Books

Richard Hedman with Andrew Jaszewski, *Fundamentals of Urban Design*. American Planning Association Press, 1984

Ray Gindroz, Donald K. Carter, Paul Ostergaard, Rob Robinson, and Barry J. Long, Jr., *the Urban Design Handbook*, Urban Design Associates, 2003

Other Cities Practice

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Collierville Design Guidelines, 2011, Collierville, Tennessee

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City of Naperville Southwest Area Commercial Design Guidelines, 2006, Naperville, Illinois

City of Pleasant Hill Non-Residential Citywide Design Guidelines, 2008, Pleasant Hill, California

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Design Standards Ordinance for DeSoto County, 2006, Hernando, Mississippi

Lynnwood City-wide Design Guidelines, 2001, Lynnwood, Washington

Seattle Design Guidelines, 2010, Seattle, Washington

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City of Jackson Comprehensive Plan, 2004, Jackson, Mississippi

City of Jackson Development Manual, 2006, Jackson, Mississippi

City of Jackson Landscape Ordinance, 2005, Jackson, Mississippi

City of Jackson, Mississippi Urban Design Plan, 1992, by Hammer, Siler, and George Associates

City of Jackson Sign Ordinance, 2003, Jackson, Mississippi

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City of Jackson Subdivision Ordinance, 2006, Jackson, Mississippi

City of Jackson Zoning Ordinance, 2006, Jackson Mississippi

From Frontier Capital to Modern City, A History of Jackson, Mississippi's Built Environment, 1865-1950, by The Jaeger Company, Gainesville, Georgia

Jackson Strategic Downtown Plan, 2004, City of Jackson and Cooper Carry, Inc.

B. SITE DESIGN CHECKLIST

1. Site Character & Compatibility

- Incorporate on site habitats and landscape elements
- Consider flood zone, natural feature, site drainage, and building feature preservation
- Safe vehicle and pedestrian connections
- Nonresidential uses separated from residential uses
- Driveway access points
- Loading and service areas

2. Building Placement

- Solar exposure and natural ventilation
- Orient buildings to the public streets
- Using corner site
- Fit the site topography
- Consider human scale design
- Commercial sites with sidewalks to promote pedestrian activity
- Service area be integrated into building design

3. Access and Circulation

- Entry with sidewalk/steps from street
- Shared driveway entrance
- Pedestrian pathway between buildings
- Delineate internal traffic patterns for vehicles and pedestrians
- Minimize Drive-through conflicts with pedestrian circulation
- Apply traffic calming techniques
- Plan ahead for transit
- Consider bicycle route design
- Loading and service area design

4. Parking

- Comply with ADA standards
- Break large parking lots into small lots
- Minimize curb cuts
- Provide clear pedestrian paths and crossings
- Detached parking structures design
- Screen garage and parking lots
- Parking lots materials

5. Landscaping

- Location and variety of landscaping
- Use local species
- Preserve mature trees and nature features
- Street and site perimeter landscaping
- Entryway landscaping
- Building foundation landscaping
- Parking lots landscaping

6. Fences, Walls, Berms & Screening

- Consider appropriateness, design and maintenance
- Fencing, masonry walls, earth berms, and combinations
- Low fencing design in human scale
- Use architectural elements to break long expense of fencing
- Integrate brick wall/fence to mask utility

7. Open Space

- Respond to environmental conditions
- Incorporate common and private open spaces
- Open space with seasonal arrangement
- Incorporate hard surface areas
- Consider site amenities design
- Incorporate public art

8. Stormwater Management

- Consider the location, design, grading, structures and planting design
- Shared treatment basins are encouraged
- Highly visible ground protection design
- Detention areas design
- Encourage bioretention cells or rain garden
- Encourage green parking design

9. Lighting

- Minimize light pollution
- Coordinate lighting with landscape plan
- Adequate lighting to delineate travel path
- Consistent with architectural style
- Light poles and fixture design
- Retain historical lighting
- Sports lighting with glare control
- Consider energy efficient design

C. BUILDING DESIGN CHECKLIST**1. Building Mass & Scale**

- Appropriate to the site
- Consistent with neighboring developments
- Division of large façade to human scale
- Use architectural skills reducing mass
- Modulate the mass of transitional buildings

2. Building Orientation

- Orient to street or public space
- Corner building tie to street frontage
- Hierarchy of entry design
- Compatibility with its surroundings

3. Architectural Style

- Comply with city design guidelines
- Reflect the architectural tradition
- Detail authentic to the architectural style
- Establishment a design theme
- Blend with Jackson's character

4. Façade Composition

- Avoid large blank walls
- Using architectural elements
- Incorporate architectural features
- Create a rhythm of bays for long facades

5. Openings

- Openings consistent with the style
- Create a hierarchy of importance
- Entries be pronounced
- Stairways as integral part of design

6. Storefronts

- Legibility and flexibility of storefront design
- Large display windows at street level
- Have architectural interest
- Maximize visibility to merchandise display

7. Roofs

- Complement roof forms of neighboring
- Architecture elements for flat or low-pitched roof
- Highlight entry bays
- Quality roof material
- Screen roof mounted equipment
- Rooftop access

8. Material & Texture

- Avoid monotony
- Strive for fine-grained texture
- Use of quality materials on visible sides
- Material changes smoothly

9. Color

- Coordinated color palette
- Harmonious colors on exterior facades
- Muted earth tone tints of colors
- Blend with the overall themes
- Limit number of colors

10. Details

- Use articulated elements
- Include human-scaled elements
- Avoid oversized decorative elements
- Create shadow patterns
- Mitigate blank walls

11. Awning

- Preserve and restore historically awnings
- Multiple awnings on a single building be consistent
- Coordinate multi-tenant building awnings
- Appropriate awning materials
- Coordinate awning colors

D. SIGNAGE DESIGN CHECKLIST

Besides the following checklist for signage, please also refer to the Jackson Sign Ordinance for sign permit requirements.

1. Sign Legibility

- Easily readable text and information
- Simple typefaces
- Avoid crowding letters, words, or lines
- Limit number of lettering styles
- Avoid too narrow or oddly shaped
- Avoid highly reflective or shiny surfaces

2. Proportions

- Not exceed two-thirds width of wall
- Minimum margin one-fifth of the height
- Maximum of 6" in depth reveals

3. Colors

- Limit the number of colors
- Color combinations not interfere with the legibility of the sign
- Well-designed neon signs are allowed
- Discourage bright fluorescent colors

4. Contrast

- Light colored letters on dark background or vice versa
- Daytime visibility
- Background color compatible and contrast with the sign

5. Illumination

- Select incandescent light over fluorescent lights
- Avoid direct light pollution
- Shielded lights

6. Materials

- Compatible with the building façade
- Contribute to the legibility of the sign
- Durable

7. Sign Visibility

- Free of obstructions
- Not obstruct the clear vision zone
- Sized for appropriate visibility and business identification

8. Monument/Ground Signs

- Have a solid architectural base
- Architectural elements to provide design interest
- Sign material and colors compatible with the primary building
- Proportion to the size of the area
- Design elements proportion with one another
- Illuminate entry avoid spillover onto adjacent areas
- Accessories concealed from view

9. Wall Signs

- Not to obscure architectural details
- Not to put extraneous information
- Appropriate graphics types

- Arrange lighting to minimize glare and light spillover
- Double sided or backs suitably finished and maintained

10. Projecting Signs

- High quality materials
- Design support the building character
- Complementary to the building architectural details
- Sign lighting with shield spotlights

11. Window Signs

- Displayed on the inside of the glass
- Add personality and interest with graphic logos and images
- High quality materials

12. Awning Signs

- Placed on awning front valences for easy visibility
- Shielded and attractive directional spot lights illumination

13. Under Canopy Signs

- High quality materials
- Hanging signs be orientated to pedestrian traffic
- Flush mounted canopy lighting

14. Freeway-Adjacent Signs

- A solid architectural base
- Provide architectural elements
- Be in proportion to the size of the area located
- Design elements of the sign be in proportion with one another

15. Directional Signs

- Not to block pedestrian realm
- Use pictographic images
- Avoid intricate typefaces
- Maps correspond to building layout
- Directional signs be easily read during the day and evening
- Obviously placement of kiosk and electronic bulletin
- Kiosks complement architectural style and streetscape

16. Gas Station Signs

- Architecturally integrated with the building and neighborhood
- Recognizable identity and character
- Flexibility to unique conditions and constrains
- Minimize negative impacts on adjacent uses
- Scaled detail operational information
- Prohibit temporary, portable signs, billboards, revolving signs and roof top signs

17. Multi-tenant Signs

- Clearly indicate the building address and list tenants in an orderly, legible manner

E. RECOMMENDED PLANT LIST

Jackson, Mississippi is located on the edge of USDA plant zone 7b and 8a. As such, plants should be able to tolerate temperatures as low as minus 15 degree Fahrenheit. Sustainable plants refer to native and/or naturalized plants that perform well with little or no spraying, fertilization or supplemental watering. The following list is not totally inclusive of all sustainable plants, but is a list of plants commonly available at most nurseries and garden centers. Any plants used that are not found on this list will be considered upon review of the landscape plan.

TREES



Acer rubrum
Red Maple



Cercis canadensis
Eastern Redbud



Cornus florida
Flowering Dogwood



Fraxinus pennsylvanica
Green Ash



Ginkgo biloba
Ginkgo



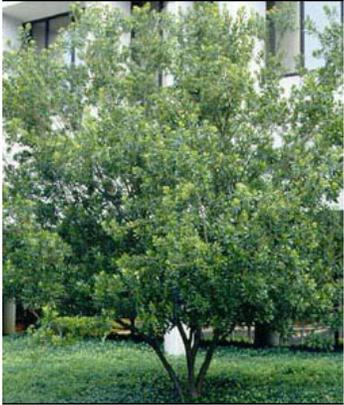
Lagerstroemia indica
Crape Myrtle



Magnolia x soulangiana
Saucer or Oriental Magnolia



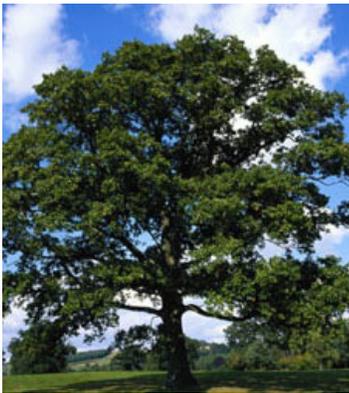
Magnolia species
Magnolia



Myrica cerifera
Wax Myrtle



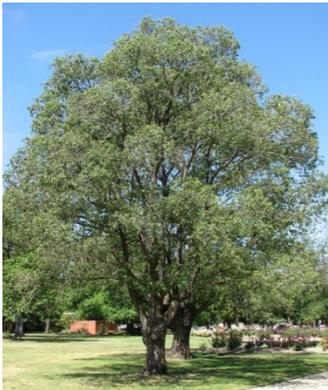
Pinus taeda
Loblolly Pine



Quercus species
Oak



Taxodium distichum
Bald Cypress



Ulmus species
Elm

SHRUBS



Abelia species
Abelia



Aspidistra elatior
Cast Iron Plant



Aucuba japonica species
Aucuba



Azalea/rhododendron species



Berberis thunbergii
Japanese Barberry



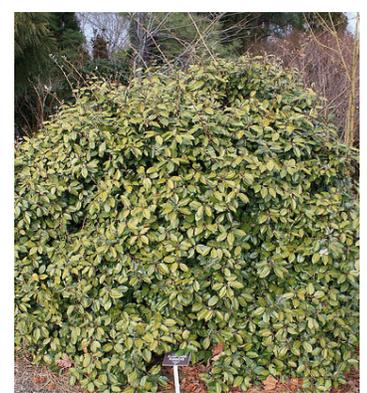
Buxus microphylla
Japanese Boxwood



Camellia species



Chaenomeles speciosa
Flowering Quince



Elaeagnus pungens
Elaeagnus



Euonymus species
Winged Euonymus Shown



Fatsia japonica
Fatsia



Forsythia x intermedia
Forsythia



Gardenia species



Hydrangea quercifolia
Oakleaf Hydrangea



Ilex species
Dahoon Holly



Ilex cornuta species
Chinese Holly



Ilex crenata species
Japanese Holly



Ilex decidua
Possumhaw Holly



Ilex vomitoria
Yaupon Holly



Jasminum floridum
Florida Jasmine



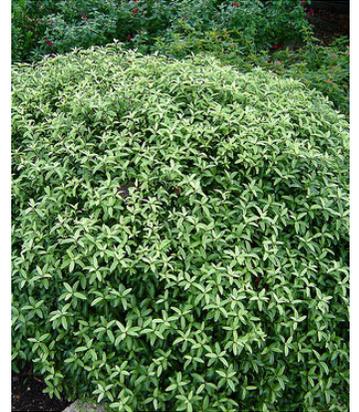
Mahonia bealei
Leatherleaf Mahonia



Nandina domestica
Nandina



Osmanthus fragrans
Sweet Olive



Pittosporum species
Pittosporum



Raphiolepis indica
Indian Hawthorne



Sabal minor
Dwarf Palmetto



Spirea species



Viburnum species
Viburnum



Yucca species
Yucca

FLOWERS/ORNAMENTAL GRASSES/GROUND COVERS/VINES



Cortaderia selloana
Pampas Grass



Hemerocallis fulva
Daylily



Iris species
Iris



Lantana species
Lantana



Liriope species
Liriope



Trachelospermum species
Jasmine

JACKSON CITYWIDE DESIGN GUIDELINES

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