

FINAL

**WEST RACINE ACCESS CORRIDOR
SUPPLEMENTAL EVALUATION CRITERIA:**

(To be utilized in addition to criteria expressed in Section 114-642)

Adopted CPC 12/10/03

Amended CPC 09/13/06, CC 09/19/06

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WEST RACINE ACCESS CORRIDOR SUPPLEMENTAL EVALUATION CRITERIA

1. BUSINESS USES AND ACTIVITIES

- a) **Basic Concept** - Shifting market conditions mean that it should be expected that uses and activities in subject and surrounding buildings will change over time.
- b) **Targeted Uses** - Focus on higher intensity retail goods and services, but allow for occasional interspersing of institutional, office, or residential uses (in upper levels).
- c) **Activity in Buildings**- Retail goods, services or restaurants should be located on the ground floor (street level). Additional businesses, offices, and restaurants may be located on upper floors.
- d) **Service access** - Should be located to the rear of buildings and designed with landscaping, screening, and features that match the surrounding architectural features and site conditions.

2. CIRCULATION

- a) **Linkages** - Create continuous linkages designed for pedestrian, bike, and vehicular movements.
- b) **Mixed Traffic** - Where possible, allow for a mixture of vehicles both service and customers (except for frequent semi-truck deliveries that should be made to the rear of buildings).

3. BUILDINGS DESIGN

- a) **Position and Spacing** - Should be fronted on property lines with no spaces or small spaces between each building.
- b) **Building alignment** - Relationship to the street shall be parallel or perpendicular, rather than oblique or diagonal, to at least one street front.
- c) **Façade Alignment** - Front facades shall be parallel to the street with the major roof ridges either parallel or perpendicular to at least one street front.

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d) **Façade Design** –

- **Rhythm** - Strong presence with corresponding alignment of fenestration and ornamentation.
- **Interaction** - Encourage large windows at ground levels that allow people to see activities and goods inside.
- **Compatibility** - Side and rear facades shall be compatible with overall building design concept.
- **Visual Interest** - Blank walls and monotonous elevations shall be avoided unless the wall is obscured from view.
- **Tri-Formed Design** - All facades shall express base, middle and top articulation. Base facades should include elements such as doors, windows, textures, projections, awnings and canopies, ornamentation, etc. which help relate the façade to the human scale.
- **Design Enhancement** – Utilize natural materials and special features to define entrances, corners and links to other buildings and public spaces.
- **Entryways** - Front entries for general public use are required, but other additional side or rear entries are permissible.

e) **Complementing or Creating Public Spaces** – use buildings to form public spaces by emphasizing the shape of plazas with appropriately scaled design details and windows to enhance pedestrian travel.

4. **STREETSCAPE**

- a) **Definition** – Design street entrances and exits in the commercial area to give the driver and pedestrian a strong sense of a distinct public place.
- b) **Continuity** – Reinforce continuity with street lights, paving patterns, street signage, furniture and landscaping.
- c) **Sense of Place** – Include the use of public art or strong visual elements in the corridor to establish a sense of place and develop a desired character of the area.
- d) **Activity** - Designs should encourage street level pedestrian activity.

5. **SIGNAGE**

New signage should be traditional in character to complement the architecture of the buildings in the neighborhood.

- a) **Signboards** - A flat signboard with hand painted or raised lettering is the most appropriate type of sign for older commercial buildings. These signs should be placed in the narrow band above the storefront called the sign zone and be externally lighted.
- b) **Awning Signs** - Awning signs have lettering on the edge flap or “skirting” of the awning. Lettering on the main part of the awning is generally not permitted.
- c) **Display Window Lettering** - Another common type of storefront signage is lettering that is painted on or etched into the interior side of display windows and glazed entry doors. These signs should consist of only lettering and/or a logo, should not cover more than 1/5 of the area of the glass panel, and should not obscure the display area.

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- d) **Hanging Signs** - Hanging signs are signs that project from building's wall and are supported by metal brackets. These signs are sometimes made in the likeness of objects or symbols associated with a particular type of business. These signs should project no more than five feet from the face of the building, and should not obscure the signage of other nearby businesses. The signs and brackets should be designed to complement the architecture of the building and mounted in the mortar joints of masonry buildings. All projecting signs should be hung within the base zone of the building or parallel to the second story windows, and be externally lit. Internally lit and moving projecting signs are generally not permitted.
- e) **Transom Signs** - A transom sign is made of leaded glass letters that are built into the transom above the storefront display window or door. These can be illuminated at night with backlighting or illuminated from the glow of interior store lights. These signs can be made today by leaded glass crafts workers and can be made "as easy to remove" panels that can be changed when tenants change.
- f) **Neon Signs** - Neon signs first became popular in the late 1920's and 30's, and are seeing a renaissance in popularity today. There are many neon sign artists who can design new signage that will complement an older storefront. Exterior neon signs are most appropriate for post 1920's commercial buildings, while neon signs that are mounted within a display window can be successfully adapted for use on all types of commercial structures.
- g) **Yard & Sidewalk Signs** - When appropriate, permanent yard signs as well as portable sidewalk signs ("sandwich boards") displayed during business hours can also be used.
- h) **Sign Content** - No matter which type of sign is chosen, they should include only the formal name of the business, the nature of the business, and the address. There should be no advertising of brand names, credit card, service club affiliations, etc. This information detracts from the readability of the primary message of the sign.
- i) **Integration** - Signs, awnings and façade treatments shall be integrated with the building's architectural character and building arcade.
- k) **Prohibitions**
Signs shall not be painted directly onto any wall, roof, or structural element of a building.
- Signs shall not be located above the bottom of the second floor windows.
 - Projecting signs shall not extend more than five feet from the building.
 - Free standing signs (accept gateway monument signs or temporary signs).
6. **PARKING**
- a) **Location** - On street parking should be provided whenever possible. Otherwise, parking should be located to the rear of buildings or in mid-block courtyards.
- b) **Integration** -
- Parking areas shall be hard surfaced, public spaces with shared, visually integrated parking and pedestrian areas that create visual distinctions to illustrate the intended flow of vehicular and pedestrian traffic.

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- Parking patterns shall match and reinforce the geometry of building and site conditions.
 - Design parking areas with other architectural features and public space elements of the street.
 - Parking areas should be viewed as a continuation of the street areas.
- c) **Differentiation** – Utilize materials that provide a clear differentiation between the travel zones, parking and pedestrian zones.
- d) **Enhancements** – Decorative lighting and other visual amenities should be used to reinforce the design of the public places.
- e) **Shared Facilities** - Shared parking and cross access connections should be encouraged.
- f) **Bicycles** - Bicycle parking may be shared between uses and should be centrally located, easily accessible, and visible from streets or parking lots.
7. **LANDSCAPING**
- a) **Definition of Place-** Landscaping should be used to reinforce the geometry of the public space and signify entrances and exits to the commercial area.
- b) **Site Planning Consideration -**
- ◆ Plantings should be placed on the ends or perimeter of the green spaces to allow activity to occur in the middle.
 - ◆ All buffer areas, site perimeters and remaining portions of a site not devoted to driveways, parking areas, or paved work areas should be landscaped.
 - ◆ Create significant landscapes such as groves and gardens between buildings that encourage active use.
8. **COLOR PALATE**
- a) Exterior color schemes shall be selected by the project applicant from the 1,082 tones found in the approved Sherwin Williams “COLOR” palate, or its industry equivalent. The approved palate may be reviewed at the office of the Department of City Development (the “Department”). Approved paint treatments from the Sherwin Williams “COLOR” palate are as follows:
1. Body, trim, window, door and accent colors shall be selected from the 280 tones described as “Fundamentally Neutral” and the 560 tones described as “Color Options”, or their industry equivalent.
 2. Trim and accent colors only may also be selected from the 94 tones described as “Essentials” and 148 tones described as “Energetic Brights”, or their industry equivalent.
9. **COLOR SELECTION GUIDANCE**
- a) In all cases, paint shall be applied in a professional, complete and workmanlike manner.
- b) Paint colors shall be viewed as a reversible finish. Building owners are encouraged to select colors appropriate to the style and period of the building construction. Monotonous color schemes, lacking in contrast, are discouraged and transitions of color are encouraged.

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- c) Related color schemes such as monochromatic (different values of a single color), neutral (gray, taupe, tan or gray-beige), or analogous (colors close to one another on the color wheel such as blue and blue-violet) are appropriate.
- d) Contrasting color schemes such as opposites (colors opposite each other on the color wheel), split complement palettes (colors adjacent to true colors such a yellow and yellow-orange), or triad palettes (three colors spaced in fairly equal increments on the color wheel) are appropriate.

10. SECURITY

- a) Exterior and interior security measures such as grating, bars, mesh or roll down and accordion gates are prohibited on street façades.