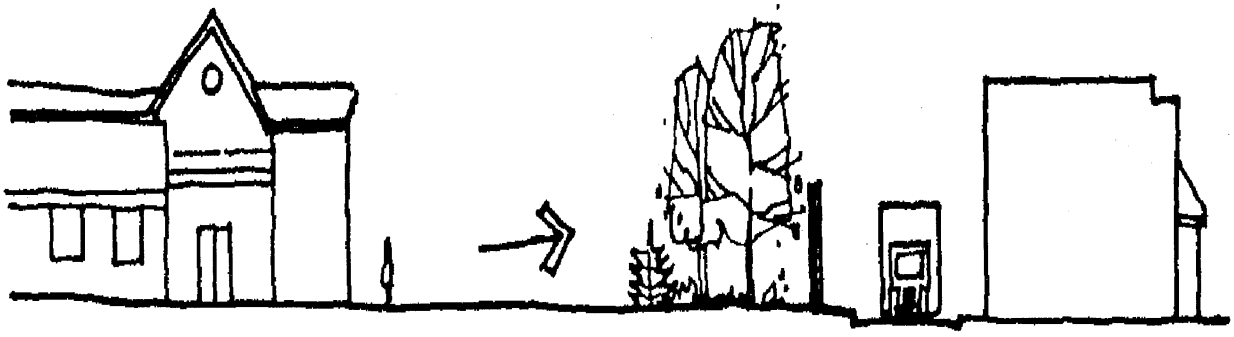
DESIGN GUIDELINES FOR COMMERCIAL AND INDUSTRIAL CORRIDORS

The City of Mentor, Ohio



Prepared for the City of Mentor
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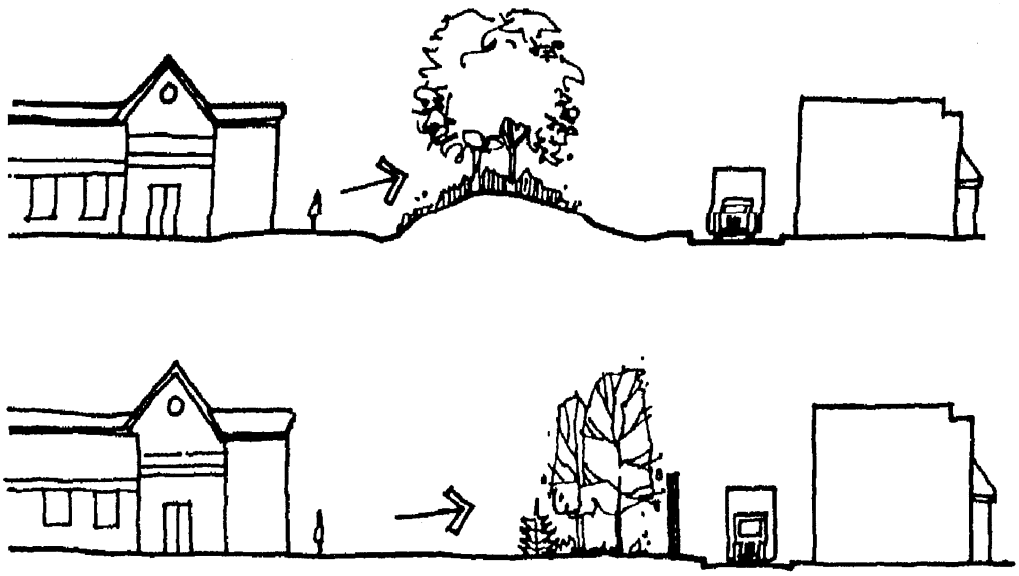


I. BACKGROUND

A. INTRODUCTION

The City of Mentor has a rich history of industrial, commercial, and residential development. Through the years the City has seen a variety of buildings, styles, and development patterns that has changed the face of the community as a whole. However, there is an emerging concern that the appearance and physical character of Mentor is in need of improvement and that a concerted effort to shape and direct its future should be undertaken. The long term view suggests the need for special care in planning for the future as inevitable growth and change occur.

B. DOWNTOWN THEME AND CHARACTER

Communities that are most often seen as appealing and memorable have a readily identifiable and distinctive character. This "character" often naturally evolves from predominant historic architectural style or other dominant feature such as topography or street pattern. There are numerous instances where a community chooses to arbitrarily select a "theme" which may or may not be an actual reflection of the historic qualities or distinctive characteristics of that community. The results are often an incomplete or superficial attempt to copy past styles or duplicate designs undertaken elsewhere. While this approach may have relevance, particularly in attracting tourists in the short term, it is apparent that most successful efforts develop concepts and tailor their solutions to reflect the natural diversity and evolution of the community while recognizing the distinctive qualities and individuality of the community.

What are these qualities and characteristics that are distinctive to the City of Mentor? While recognizing that Mentor never had a unifying theme and that the qualities that it did have, have continued to erode over the years, this study effort, in conjunction with the Comprehensive Plan Update, will begin to identify the characteristics that create the images of the City of Mentor and serve as the foundation to build on that character.

C. HISTORY OF ARCHITECTURAL REVIEW

Architectural review was established in the early 1960s "to promote and protect the public health, convenience, comfort, prosperity, and general welfare by regulating the exterior design of buildings and structures, to assure orderly and reasonable harmonious developments in the City and in each neighborhood..." Its goal was, and

still is, to enhance opportunities for good development and mitigate the undesirable consequences of development with regulatory standards and advisory guidelines that reflect the goals of the Comprehensive Plan and the role of Chapter 153: Architectural Control as a major implementation tool of the Comprehensive Plan.

Chapter 153.02 of the Mentor Code of Ordinances currently states that the "...superintendent of building and zoning inspection should review and act upon all applications for building permits..." It further states that all applicants have the right to appeal, if their application is refused, to an architectural board of review. The City of Mentor is not implementing this chapter of the Mentor Code of Ordinances and the Board of Architecture Review has not been used in at least 15 years. In lieu of an established and officially recognized Board of Architecture Review, the Planning Commission has been acting as the architecture review board. While the Planning Commission has assumed responsibility for reviewing projects, the members of the Commission have received no formal training in architectural design review. There are presently no architects on staff to review applications and make recommendations to the Commission.

This current method of architectural review has entrusted great power and latitude in the Planning Commission to grant architectural approval on applications in the City of Mentor. As a result, the design review process occasionally has been viewed by some members of the development community as punitive and reactive rather than positive and helpful.

Without the development and implementation of design standards, the Commission may continue to be perceived by some as a body that bases its decisions on personal tastes instead of objective criteria.

It is therefore the intent of this study effort, to address the following issues:

- Analyze and determine the existing community character.
- Develop the different types of design guidelines which have applications in Mentor.
- Determine the appropriate reviewing body and method of review.

II. HISTORICAL DEVELOPMENT OF MENTOR

After the Revolutionary War, conflicts needed to be settled in regard to ownership of western lands that were formerly under British control. Since Connecticut had suffered much destruction of its coastal towns during the war, it convinced the new central government to let it retain control of lands in its Western Reserve for compensation.

By the mid 1790s Connecticut sold the land (including the site of present day Mentor) to a private development company, the Connecticut Land Company. In 1796 the company surveyed the property that included Painesville Township, a five mile square. Within this area were a variety of Indian trails including one on a ridge of the lake plain which would later become Mentor Avenue. Around 1800, settlers began to build log houses in the area. By 1815, Mentor Township was established as a separate entity from Painesville and by 1819 Mentor had its first library.

By 1820, Mentor's population was 460 and there were four areas of settlement: one near Hopkins Road and Lake Shore Boulevard; one along Mentor Avenue; one near the intersection of Jackson Street and Hopkins Road; and one at Mentor Center on Mentor Avenue between Center Street and Jackson Street. During this era many of the early structures of the first settlements were replaced with more substantial dwellings that reflected national architectural styles such as Federal and Greek Revival. In addition, several of these styles were combined and altered to create what is now known as the Western Reserve style.

In 1833, the first Mentor Township Hall was built on Jackson Street and Mentor Center was developing with a variety of shops and residences. By the mid nineteenth century the Cleveland, Painesville, and Ashtabula Railroad was built through Mentor and in 1855 Mentor Village was incorporated. It contained approximately 3000 acres within the middle of the Township.

After the Civil War, Mentor grew with much of the country during the reconstruction era and various new industries broke ground in the community. In 1868 the Hart Nut and Washer Manufacturing Company was built on Station Street (presently the Perfect Match Restaurant and office complex). Other local industries of the late nineteenth century included a cheese factory, a carriage manufacturer, a slaughterhouse, as well as many of the area nurseries for which Mentor would become famous in the twentieth century. Mentor Village's population was 416 by 1870 and the Township had 1,250 residents.

In 1876, Mentor's most famous citizen moved to the community when U.S. Congressman James A. Garfield moved to town to purchase the Dickey Farm on Mentor Avenue. He was elected President of the United States in 1880 and ran much of his campaign from his Mentor residence. His term was cut short when he was assassinated in 1881. Today his house is the repository for his papers and is maintained as a National Historic Landmark by the National Park Service.

In 1891 a number of shipping and investment firms began to locate in Mentor to avoid the high taxes of Cleveland and by 1896 the Interurban streetcar line was extended to Mentor. This new line allowed for Cleveland commuters to live in Mentor and the agricultural village continued to grow. During this era private beach clubs and summer cottages were constructed along the shore of Lake Erie. It was during these boom years that several development schemes were proposed for the shore; none of which would ever reach its original plan. This was also the era of industrialists moving to Mentor to become gentlemen farmers and a number of large estates were constructed at this time.

In the late nineteenth and early part of the twentieth century, a number of civic improvements were undertaken including the installation of streetlights along Mentor Avenue, the paving of sidewalks and streets, as well as the expansion of the local school system. By 1920 the population of Mentor had grown to 2,112 and by 1926 the Interurban streetcar line closed, a victim of the increasing popularity of the automobile. Throughout this period Mentor and Lake County were known for their numerous nurseries which thrived until the urbanization of the 1960s. In fact, by 1940, Mentor was known as the "Rose Capital" of the nation.

In 1946, the Post World War II housing boom began and Mentor would never look back. Population exploded from under 5,000 in 1940 to 21,652 by 1960. This was the period of new freeways through Mentor and the coming of the Great Lakes Mall. The resulting pressures of post war growth resulted in the consolidation of Mentor Village and Mentor Township in 1962 to the City of Mentor.

By 1980, Mentor's population of 42,065 was double from twenty years earlier. During this period, the City followed an aggressive campaign to recruit large firms to the industrial park along the freeway and railroad. After the severe recession of the 1980s and the loss of many jobs, the city began a new successful strategy of recruiting medium and smaller firms to its industrial parks.

The result of this continuing growth, since World War II, has been that many older structures have been demolished and much of the rural character created by the nurseries has been replaced by suburban housing developments and commercial strip centers. The charm, historic character, and open space of Mentor now is rapidly becoming part of its past. The challenge of the future is to develop community design guidelines that can build on the past character as well as on sound physical planning principles. The goal is a new set of recommendations that can build on the positive aspects of the existing character and create a new level of quality in the appearance of Mentor.

III. VILLAGE CORE

A. LOCATION AND DESCRIPTION

Within the commercial district along Mentor Avenue there exists Old Mentor Village. This four block area represents the original historic core of the City of Mentor. Stretching from Center Street east to Jackson Street, Mentor Avenue contains older homes and commercial buildings; some dating back to the 1860s and earlier. The majority of the buildings were constructed in close proximity to the street, therefore, the Old Village Area has the potential to have a more "pedestrian-friendly" feel to it than the balance of the commercial zones, and, has great potential to be enhanced. Recent development in this zone does not conform to the scale and character of the older buildings. Building additions have been constructed that were not sympathetic to the original building. For example, there is a large car dealership and linear retail centers within this historic core. The majority of businesses have parking in front of their building and deep setbacks. Modern cobra head streetlights contribute to safety, but lack aesthetic appeal.

B. EXISTING ZONING

All properties in the Village Core are zoned B-2, General Business. The primary purpose of this district is to provide adequate areas for commercial activities along the City's highways. The district permits a wide variety of uses. There are no requirements for lot area and dimensions. Side and rear setbacks are established as part of site development review conducted by the Planning Commission. Side or rear setbacks to residentially zoned property is twenty feet. The front yard setback is thirty feet. The current parking setback is ten feet. This minimum depth encourages on-site parking in front of commercial establishments in the Village Core which detracts from the traditional character of the area.

TYPICAL COMMERCIAL BUILDINGS IN VILLAGE CORE.

C. DESIGN GUIDELINES

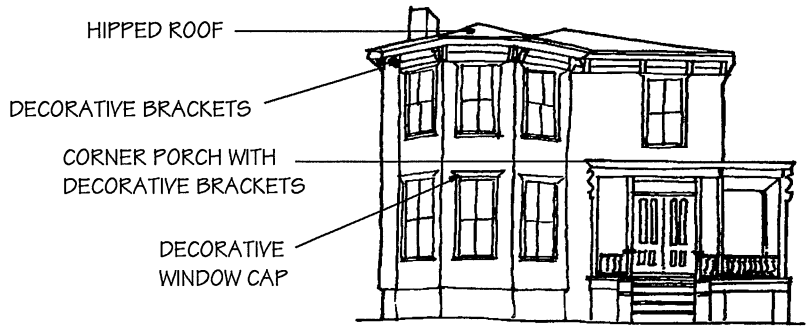
1. Architecture

Since the community wishes to retain, respect, and reinforce the remaining historic character of the Mentor Village Core, these following guidelines have been developed to insure that new construction relates to existing historic buildings in the district, instead of more contemporary architectural styles. Any new development proposed should include elevations (i.e. photographs, drawings, etc.) of adjacent buildings to assist in determining the relationship of the new building to its context.

a. Styles

Particular historical architectural styles are not recommended for new construction. It is desirable to relate the new design to its historic neighbors. In the Village Core there are two basic historic building types.

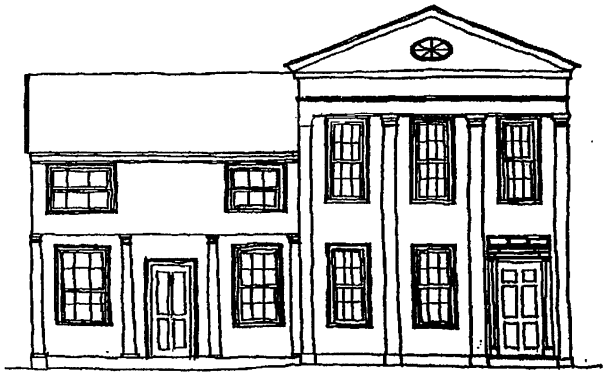
The typical commercial building is two to three stories in height, has a flat or shed roof that is not visible, and has a facade that is composed of three parts: a storefront, an upper floor with windows, and a decorative cornice at the top. These buildings are generally constructed of masonry. Most of these are located near the intersection of Mentor Avenue and Center Street. (Refer to the figure at the bottom of page 6).



ITALIANATE VERNACULAR

The second type of historic building in the Village Core is the historic residence, most of which date from the second half of the nineteenth century. The styles of these buildings may be Greek Revival or Italianate. Their common features include a setback from Mentor Avenue and a

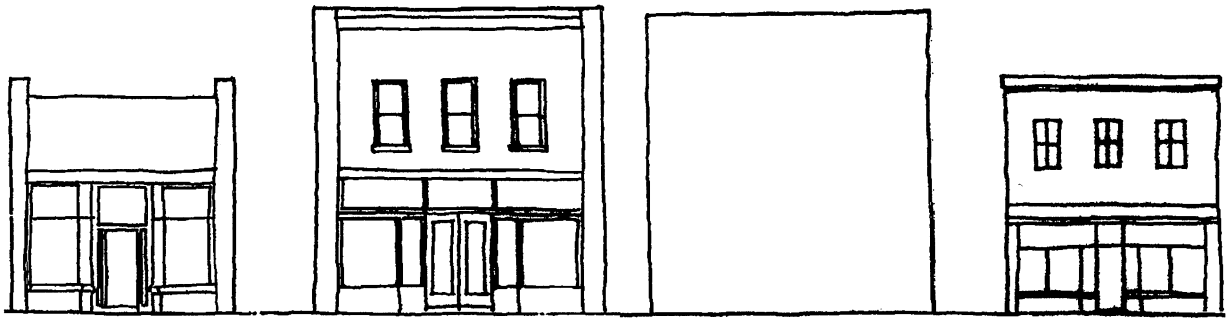
front yard, some type of entry porch, combinations of gable or hipped roofs, two stories, and frame construction with some brick examples. Windows are small scaled and contain sash with six-over-six, two-over two, or one-over-one panes. Decorative features vary and may include brackets, cornices, window caps, entry transoms, and sidelights as well as sawn millwork in gables or on porches.



GREEK REVIVAL

b. Height

The height limit in this area is thirty-five feet which is appropriate for new construction since that relates to approximately three stories. The height of new construction in the Village Core should be at least two stories to relate to the historic character of the area. Multi-story construction should provide retail stores at the ground level in order to preserve retail continuity and promote pedestrian activity; upper-stories can be used for offices and other non-pedestrian oriented businesses. One story buildings are not encouraged within the Village Core.



THE HEIGHT AND WIDTH OF NEW CONSTRUCTION IN THE VILLAGE CORE SHOULD RELATE TO THE NEIGHBORING HISTORIC BUILDINGS.

c. Width

There is much variety of building widths within the Core. New buildings, or their modules, should generally relate to the existing width of neighboring historic buildings. Commercial historic buildings generally have a facade module of approximately twenty-five to thirty feet. Most historic residences have widths of twenty-five to forty feet and may also have additions which lengthen that width.

d. Scale

The scale of most of the structures in the Village Core is small and human instead of large and monumental. The scale of new construction should relate to the village scale in order to strengthen this important design character of the area.

e. Orientation

The orientation of many of the historic structures in the Village Core is vertical (the proportion of the facade is taller than wide). Certain residences, with their additions, may have more of a horizontal orientation. New construction orientation should relate to the proportion of the neighboring historic structure.

f. Materials

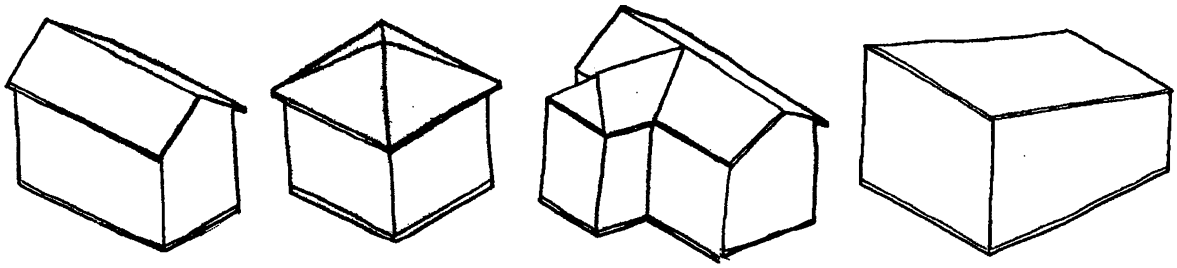
Brick and wood are the two most common materials used in historic structures in the Village Core and should be used to reinforce the historic character of the area. The use of artificial siding is not recommended in this district.

MOST BUILDINGS HAVE EITHER A VERTICAL OR HORIZONTAL EXPRESSION. NEW CONSTRUCTION SHOULD BE CONSISTENT WITH THAT OF ITS NEIGHBORS.

g. Roof Forms and Materials

The roof forms of the historic buildings vary in the Village Core. They include gable, hipped, and combinations of both on residential structures. Traditional commercial buildings in the area have shed roofs behind parapet walls and cornice lines. New construction in the area should use these roof forms depending on the location of the building and the roof forms of neighboring buildings. Note that the roof pitches of historic buildings are often steeper than modern construction. Shallow pitched roofs are not recommended in the Village Core. The roofs of the remaining historic structures in the Village Core have long since lost their original materials and most have been replaced by asphalt shingles. Metal and wood shingle roofs were also used in many of the older

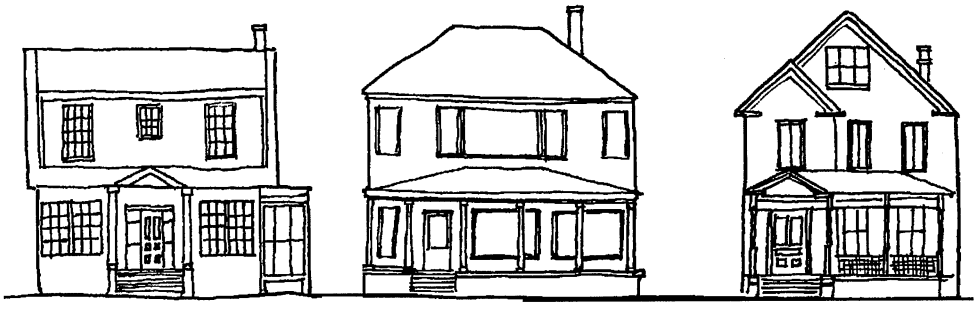
structures and both are appropriate to use in this area. Some textured asphalt shingles resemble wood or slate and may be appropriate.



FOR NEW CONSTRUCTION IN THE VILLAGE CORE, RESPECT THE ROOF TYPE AND MATERIALS OF NEARBY BUILDINGS.

h. Entrances and Windows

If the building is a typical commercial design, the entry should be part of the storefront that would contain display windows. Upper floors would contain a row of traditionally scaled windows. If the new construction is near historic residences, the entry would typically be from some sort of porch and the entrance could be articulated with a transom and sidelights. Overall, the total amount and size of openings in relation to the solid wall area, within these historic residences, is minimal in comparison with more recent structures. Windows in these buildings may have six-over-six, two-over-two, or one-over-one double hung sash. The size, type, and configuration of windows of new construction should relate to these historic examples in the Village Core.



THIS NEW BUILDING IN THE MIDDLE DOES NOT RESPECT THE EXISTING RATIO OF OPENINGS TO SOLID WALLS AMONG ITS NEIGHBORS.

BY MINIMIZING THE AREA OF OPENINGS TO SOLID WALLS, THIS STRUCTURE FIT IN PROPERLY AMONG ITS NEIGHBORS. THE ROOF STYLE ALSO ENHANCES THE RELATIONSHIP BETWEEN THE HISTORIC BUILDINGS.

i. Access for Disabled Persons

Commercial building entrances shall be designed to accommodate access for disabled persons. See the building code for more specific requirements.

j. Architectural Details

Architectural details vary considerably throughout the district depending on the period and style of the building. Details of historic houses may include columns, decorative railings, brackets on porches and cornices, bay windows, decorative caps or contrasting lintels over windows and doors, window shutters, and corbeled brick chimneys. Details of commercial structures may include decorative brick patterns or brick rows above the storefront and at the roof cornice line. New construction within the Village Core should relate in terms of details to older structures within the district.

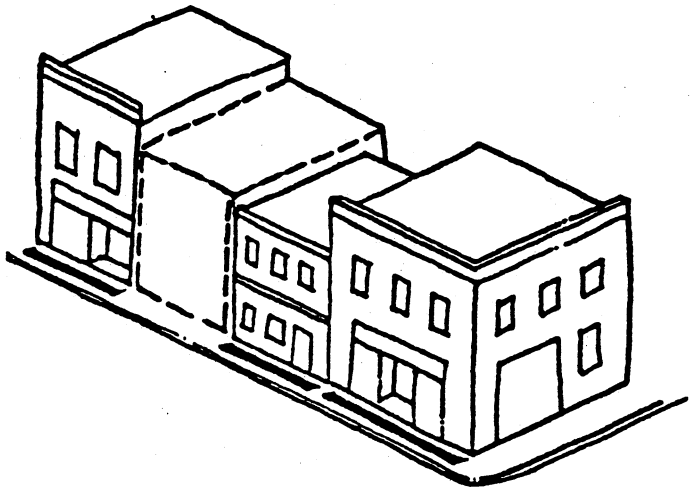
k. Utilities/Mechanical

Roof mounted mechanical units should be screened from the street and painted to match the color of the building.

2. Site Planning

a. Setbacks

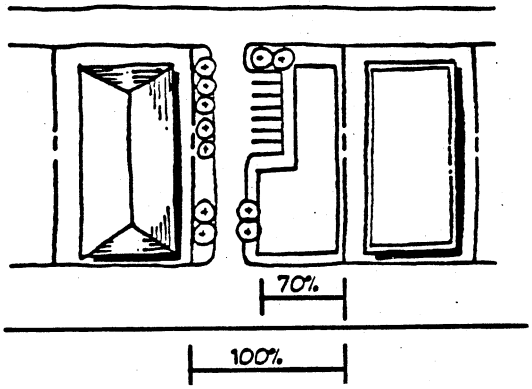
Locate new construction between 80 and 120 percent of the average setback distance from the street established by the existing adjacent historic buildings. If all of the buildings in the vicinity have the same **setback, respect that line.**



NEW STRUCTURES SHOULD ALWAYS RESPECT THE SETBACK LINE OF THE EXISTING BUILDINGS IN THE VICINITY.

b. Street Frontage

The portion of the street frontage occupied by the structure should be at least 70% of the parcel frontage. This is also intended to provide a more **urban "streetfront" and encourage linearity.**

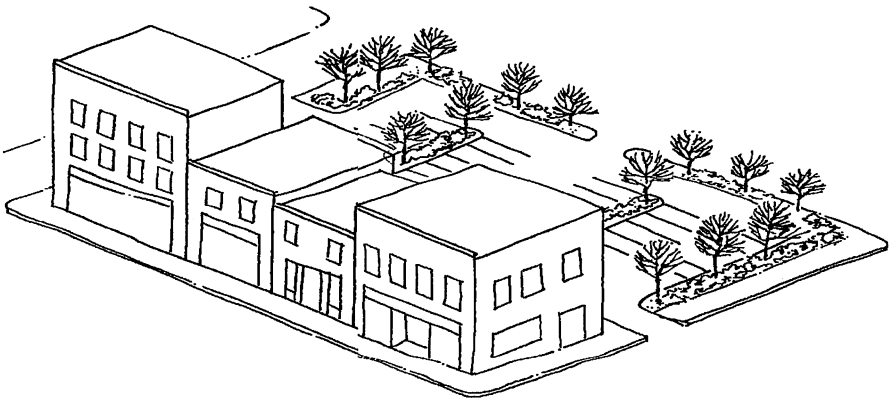


BY REQUIRING NEW CONSTRUCTION TO OCCUPY 70% OF THE PARCEL FRONTAGE, A MORE URBAN "STREETFRONT" IS CREATED.

c. Site Access

Access is to be from the front or side streets. More than one vehicular access point is discouraged. This is intended to encourage pedestrian use and visibility from Mentor Avenue.

d. Site Parking



THE URBAN "STREETSCAPE" IS PRESERVED BY PLACING PARKING IN THE REAR. THE ADDED LANDSCAPING CREATES A BUFFER TO THE STREET WHILE ALSO PROVIDING VISUAL RELIEF FROM LARGE EXPANSES OF PAVEMENT.

i. Parking should be located in the rear or sides. Parking is not recommended on any portion of the site parallel to and adjoining Mentor Avenue between the principal building and perpendicular to the street. Parking must be accommodated on-site, but can be combined to create common (public or private) lots.

ii. Only one curb cut is recommended per site.

iii. Avoid demolishing buildings for parking lots.

iv. Screen parking lots from streets and sidewalks with trees, walls, and landscaping.

v. Provide landscape islands in parking lots of fifteen or more parking spaces.

vi. Protect planting areas in parking lots from damage by vehicles.

vii. Provide water in parking lots for plant maintenance.

viii. Provide adequate lighting for security in evening hours that does not reflect on adjoining properties, if possible, and is appropriate to the scale of the building.

ix. Modify parking requirements in cases where a hardship is imposed on the property owner and where mitigation is included in the application.

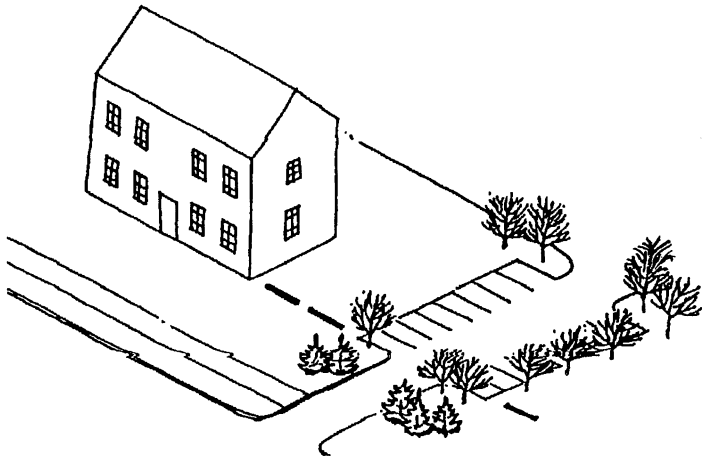
e. Site Landscaping

i. Open Space

A ten foot strip of open space is recommended along the frontage of the property. However, based on the surroundings, if adjacent buildings to the property are located substantially closer than ten feet from the right-of-way, this open space requirement should be waived. Buildings should then be encouraged to align with adjacent structures when they do not obstruct views for entering traffic.

ii. Perimeter of Parking Lot

Parking should be located behind the front setback line of the building and screened with a period decorative fence and/or landscape material.



WHEN PARKING LOTS ARE PLACED ON THE SIDES, THEY SHOULD BE SCREENED & PLACED BEHIND THE FRONT LINE OF THE BUILDING.

iii. Interior Landscaping

The interior of parking lots with fifteen or more parking spaces should be landscaped. Interior landscaping for parking lots with fewer than twenty parking spaces is optional.

All trees planted in landscaped areas should be at least three inches caliper. Shrubs used for buffering or screening should be a minimum 18" high. Trees and other landscape material should be controlled by pruning, trimming, or other suitable methods so that plant materials do not interfere with public utilities, restrict pedestrian or vehicular access, or otherwise constitute a traffic hazard.

All planted areas should be maintained in a relatively weed-free condition and clear of undergrowth.

All plantings should be fertilized and irrigated at such intervals as are necessary to promote optimum growth.

All trees, shrubs, ground covers, and other plant materials should be replaced if they die or become unhealthy because of accidents, drainage problems, disease, or other causes.

The owner, tenant, and their agent, if any, should be jointly and severally responsible for the maintenance of all landscaping in good condition so as to present a healthy, neat, and orderly appearance and should be kept free from refuse and debris.

All landscaped areas should be provided with a readily available water supply.

iv. To minimize the impact of the mechanical equipment on the appearance of the building and the community, window air-conditioning units or condenser elements should not be located on the front facades. Antennas should be located where they are not visible on the front facade. Mechanical equipment on the ground should be screened with a fence or plant materials or housed in a structure that is in harmony with the surroundings. Mechanical equipment attached to the side or roof of a building,

including heating vents, should be kept as low as possible, concealed by a parapet wall and/or painted to blend with the background. Electrical service should be underground or provided from the rear where possible.

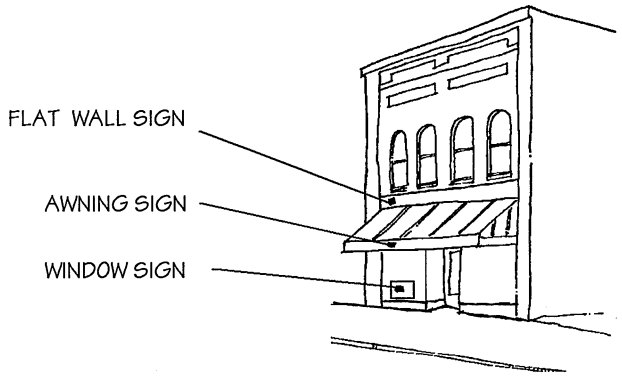
v. All trash dumpsters should be screened and located to the rear of the lots.

3. Signs

Many of the present signs in the Village Core do not contribute to the historic character of the area. Several of the signs are large, roof mounted and made of plastic. The following guidelines for signs are particularly important in creating the feeling of an intimate village atmosphere in this area of Mentor Avenue.

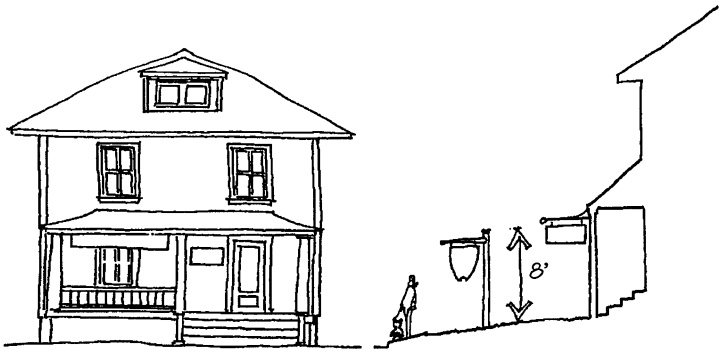
a. Location

i. On traditional commercial buildings, flat wall signs should be placed above the storefront, within the frieze of the cornice, on covered transoms, on the pier that frames display windows, on flat surfaces of the facade below the second floor windows, or in areas clearly designed as sign locations. Awning signs should be placed only on the valance of the awning.



SIGN LOCATIONS FOR TRADITIONAL COMMERCIAL BUILDINGS.

ii. On a free-standing building that is setback from the street, such as a historic residence, the location of the sign may be mounted on the wall of the building below the second floor windows. Freestanding signs may be set on posts and placed in front of the setback building. They should not be higher than eight feet.



SIGN LOCATIONS FOR A FREE-STANDING BUILDING.

iii. Signs mounted on the roof of a building are not permitted.

iv. Maintain clear site distance when locating signs.

b. Type

i. On a traditional commercial building, signs can be flat wall-mounted, painted on glass display windows, or project from over the storefront.

ii. On a free-standing building that is setback from the street such as a historic residence, signs can be flat wall-mounted or freestanding in front of the building.

c. Size

i. On a traditional commercial building the total area of the sign shall not exceed 1.5 square feet per 1.0 linear foot of building frontage. Window signs should not obscure any more than twenty-five percent of the window glass. Projecting signs should not exceed ten square feet in area and should be placed at least nine feet above the sidewalk, and should project no more than four feet from the building. (Note: the sign code does not permit projecting signs to exceed eighteen inches.)

ii. On a freestanding building that is setback from the street, such as a historic residentially styled building, the total area of all signs should not exceed thirty square feet and no single freestanding sign should exceed twenty square feet. Its height should not exceed eight feet.

d. Material

i. Use traditional materials such as carved wood, glass, gold leaf, raised individual metal or painted wood letters, and painted letters on wood, metal, or glass.

ii. Wall signs should not be painted directly on the wall of the building.

iii. Window signs should be painted or have flat decal letters.

e. Lighting

i. Incandescent lighting should be used to illuminate signs in the Village Core.

ii. Self-illuminated backlit plastic molded signs are not recommended.

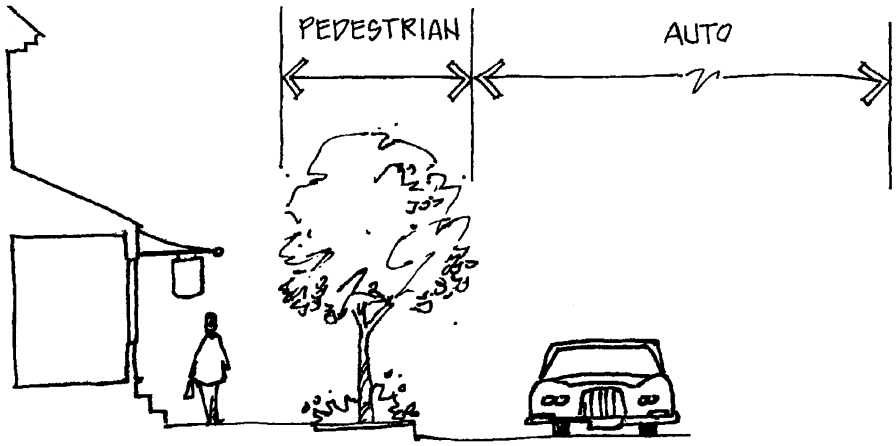
4. Streetscape

a. Streets

Potential conflicts between pedestrians and automobiles can be reduced by eliminating or avoiding large curb cuts through major sidewalks. Intersections can also be redesigned to accommodate pedestrians by widening sidewalks.

b. Pedestrian Sidewalks and Curbs

Among the most important functional concerns is the need to facilitate vehicular and pedestrian circulation. The widening of sidewalks and the removal of impediments, such as utility poles, can provide better pedestrian flow. Public improvements can also be used to define major paths between parking areas and downtown stores, to create pedestrian walkways through or along the edges of large paved parking lots and, in general, to separate shoppers from vehicular traffic.



A RAISED CROSSWALK AND LANDSCAPE EDGE DISTINGUISH THE PEDESTRIAN ROUTE FROM THE VEHICULAR.

i. Along Mentor Avenue, there should be clearly designated routes for pedestrians between the street, the parking area, and the main entrance along both sides of the street. A raised walkway is preferred, with crosswalks designated by pavers or scored concrete across vehicular lanes. Trees and other plantings should be provided along the walkway. Sidewalks should be provided along both sides of the street.

ii. Avoid excessive curb cuts for vehicular access across pedestrian ways. Where curb cuts are necessary, mark them with a change in materials, color, texture, or grade.

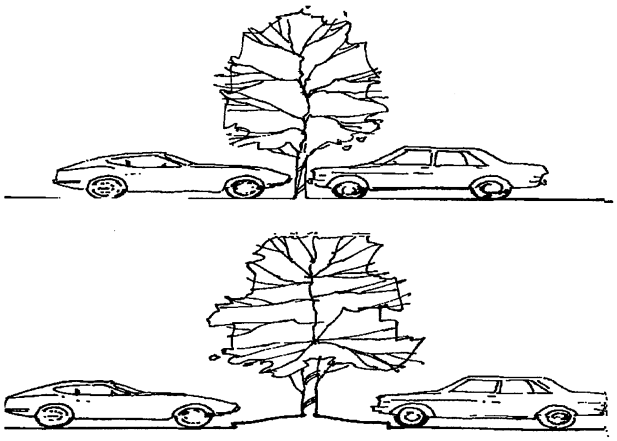
c. Street Trees and Planting

i. Create an edge on both sides of the street.

ii. Protect plantings from pedestrian and vehicular traffic.

iii. Select hardy plant species that require minimal maintenance.

iv. Do not demolish buildings to provide open areas for plantings.



PROTECT PLANTING AREAS IN PARKING LOTS FROM DAMAGE BY VEHICLES.

v. All plant growth in landscaped areas should be controlled by pruning, trimming, or other suitable methods so that plant materials do not interfere with public utilities, restrict pedestrian or vehicular access, or otherwise constitute a traffic hazard.

vi. All planted areas should be maintained in a relatively weed-free condition and clear of undergrowth.

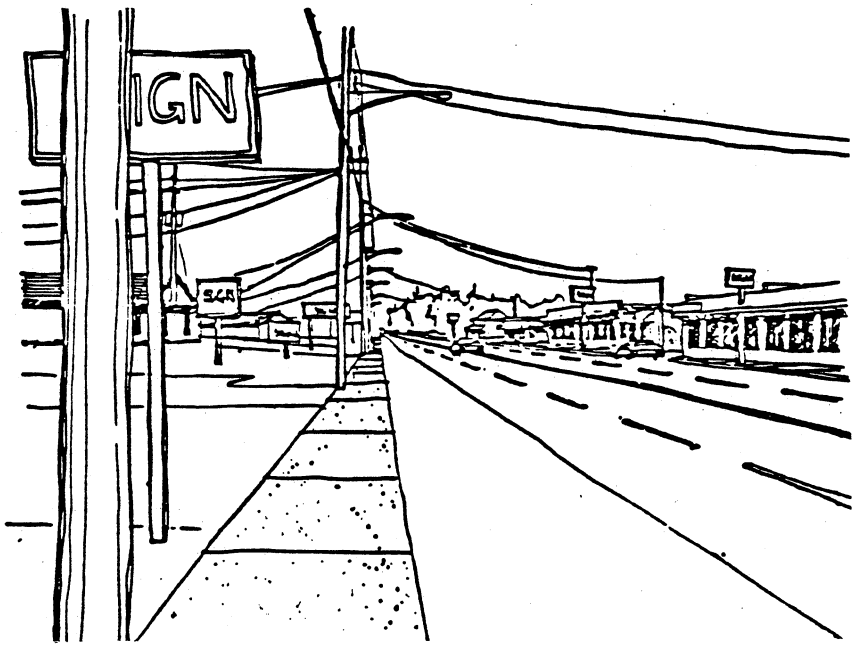
vii. All plantings should be fertilized and irrigated at such intervals as are necessary to promote optimum growth.

viii. All trees, shrubs, ground covers, and other plant materials must be replaced if they die or become unhealthy because of accidents, drainage problems, disease, or other causes.

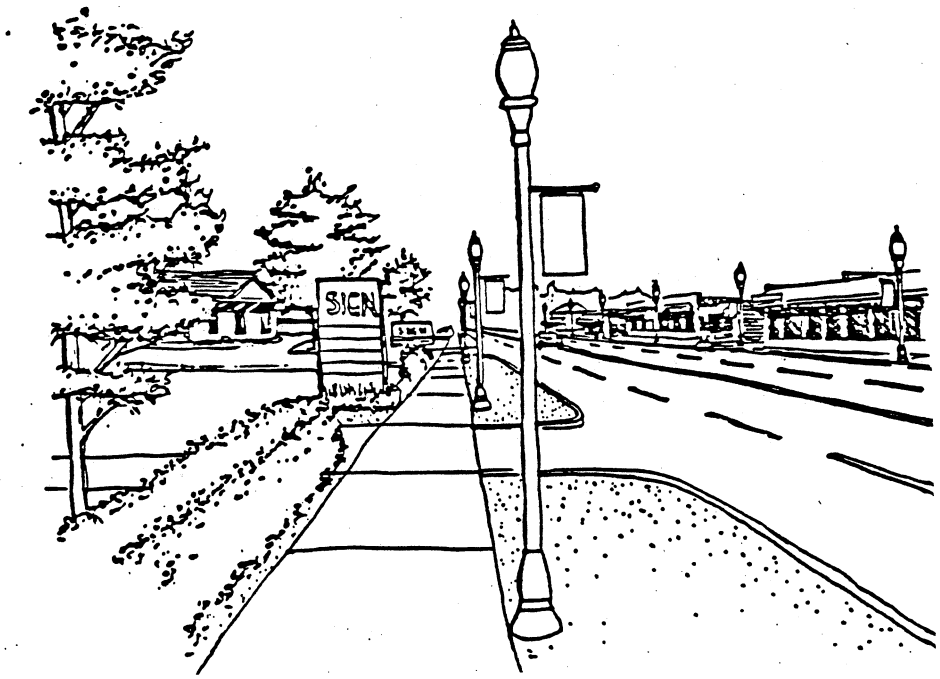
ix. Street tree plantings are to be in conformance with the Master Street Tree Plan.

d. Lighting

i. Use pedestrian-scaled light fixtures throughout the Village Core. Base the design on any historically styled fixtures that may have formerly been used in the district.



THE CORRIDOR IS MARRED BY OVERHEAD WIRES, UNATTRACTIVE STREET LIGHTING, DISTRACTING SIGNS, AND UNSCREENED PARKING LOTS.



THE APPEARANCE OF THE STREET CAN BE IMPROVED BY LOCATING UTILITIES UNDERGROUND, INSTALLING COMPATIBLE PUBLIC LIGHTING, CONTROLLING SIGNS, AND SCREENING PARKING LOTS.

ii. Provide adequate lighting at critical areas of pedestrian/vehicular conflict such as parking lots and crosswalks.

iii. Coordinate lighting in private parking lots to insure their compatibility with the City's fixtures.

iv. Consider lighting important facades and steeples to provide focal points for the district in evening hours.

v. Provide outlets on light standards for seasonal lighting and brackets for hanging banners and decorations for special events on the commercial corridor streets.

vi. Keep to a minimum the number of styles of light fixtures and light sources used in the district.

e. Fences On-Site

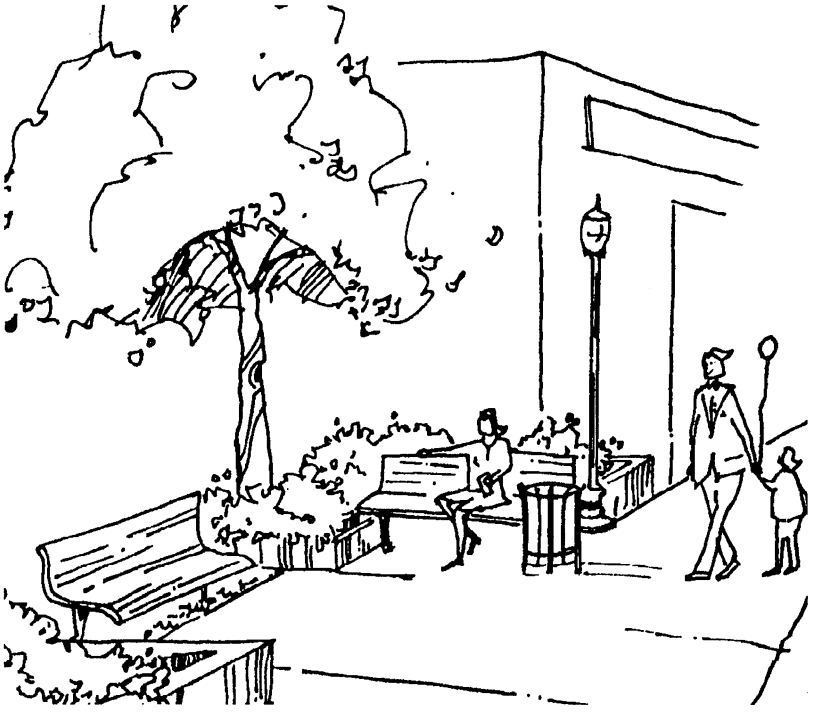
Where fences are used, they should be decorative and constructed of wood, iron, stone, or plant materials. These should not exceed three feet in height in the front yard. Chain-link or metal fences, concrete block, plastic fiberglass, or plywood fences are not permitted. Solid (privacy) wood fences are recommended only for screening rear yard parking, storage, or dumpsters.

f. Retaining Walls

Retaining walls should be of dry stone or masonry. Unfaced concrete or concrete block are not recommended.

g. Street Furniture

The City should attempt to integrate particular elements of the Mentor Avenue corridor. These elements include benches, trash receptacles, and planters. Many of these elements are currently being placed in the corridor. Painted metal and wood materials in traditional designs are recommended instead of contemporary designs and plastic materials.



STREET FURNITURE, SUCH AS BENCHES, TRASH RECEPTACLES, AND PLANTERS, ARE AMENITIES WHICH UNIFY THE STREET CORRIDOR.

h. Pedestrian Signals

i. Install pedestrian signals as needed. These would particularly be useful on Mentor Avenue where the vehicular traffic is heavy.

i. Utilities

i. All on-site utilities should be located underground or from the rear where feasible.

ii. Transformers should be located so that they are visually unobtrusive and concealed with landscape materials.

iii. Develop long-range plans to place existing utilities underground or along rear yards.

iv. Screen surface equipment.

IV. COMMERCIAL CORRIDORS
(Excluding Village Core)

A. LOCATION AND DESCRIPTION

The City of Mentor needs to continue demanding a more aesthetically pleasing and functionally operational pattern of roadside development. Mentor Avenue is a predominately auto-oriented street with numerous auto-related uses such as service stations, fast food restaurants, and establishments with drive-in functions. Mentor Avenue also contains free-standing office/commercial buildings (often with extensive parking in front), convenience stores, and large surface parking lots. Mentor Avenue contains all of the national franchises, chains, and large retail stores, making it indistinguishable from the next community.

Commercial development in Mentor generally consists of "strip" multi-tenant establishments along major roads through the City (i.e. Mentor Avenue, Center Street and the southern portion of Reynolds Road). There is no single unifying element or character to the development. These regions are highly auto-oriented, with little pedestrian activity in such corridors as Mentor Avenue. The commercial zones have a "wide-open" feel to them, with no visual or physical edge established. The architecture consists of a variety of styles, with many national chains and their signature architectural styles. Associated with the varying architecture is a broad palette of colors, ranging from the three primary colors to red-brick to "earth tones", along with a wide variety of building materials.

B. EXISTING ZONING

The majority of all properties located within the commercial corridors throughout the City of Mentor are zoned B-2, General Business. B-3, Interchange Service, is limited to I-90 at Reynolds Road (S.R. 306) and S.R. 2 at Reynolds Road. B-1, Community Services, while limited in area, is scattered throughout the City. The primary purpose of the B-2 district is to provide adequate areas for commercial activities along the City's highways in a manner which minimizes negative impacts on other districts. This district permits everything and emphasizes very little. Lot area and dimension are not regulated. Setbacks are only required from the front lot line. The minimum setbacks, thirty feet from the front and zero from the rear, encourage on-site parking on the front of the lot. These setback requirements also encourage the developer to push his building to the rear of the lot.

C. DESIGN GUIDELINES

1. General Corridor Development

The elements that make up a road corridor include all improvements from building facade to building facade. The elements also include a "zone of influence" which includes the individual building's perimeter, and, the front, side, and rear yards. Road corridors also include community entry corridors which are the primary entrances into the City of Mentor. These streets have a special place in the hierarchy of urban corridors due to their important role in conveying first impressions to visitors and in shaping community identity for local residents. In urban areas, they help to emphasize the boundaries between communities whose differences might otherwise go unnoticed. Entryways also provide information to motorists by directing them to areas of interest (i.e. places in Mentor listed on the National Register for Historic Places or Lake Erie) and by providing insights into the historical, cultural, and economic foundations of the area. In undertaking a concerted effort to improve Mentor Avenue (and other urban street corridors in Mentor) in the direction of a more visually appealing and distinctive urban street serving and supporting Mentor, the liabilities and assets related to the corridor must be effectively addressed.

The purpose of this division is to maintain the long-term function of major arterial roadways; to limit access and the number of conflict points and, thereby, reduce the need for additional crossover locations and traffic signals; to promote improved pedestrian and vehicular circulation; to encourage land assembly and the most desirable use of land in accordance with the Comprehensive Plan; to promote architectural continuity; to encourage designs which produce a desirable relationship between individual buildings, the circulation system, and adjacent areas; and to permit a flexible response to development of a variety of land uses and activities of high quality.

2. Architecture

a. Styles

There is a wide variety of architectural styles and building types within the commercial corridors of Mentor. They range from basic plain brick rectangles to ornate interpretations of historical styles. Since most

structures were erected within the past thirty years their style is what is known as International. This style refers to buildings that have minimal or no architectural details or decorations. Their function is expressed in their form. The result locally is usually a brick box with windows and doors placed functionally where they are most useful. Roofs are usually flat and covered with mechanical equipment. Other styles in Mentor's corridors reflect national building designs that relate to a particular retail chain and are not of any particular style.

i. No particular style is recommended for the commercial corridors since there is such variey now, however buildings that exhibit architectural detailing and articulation are highly recommended.

b. Height/Width

While most buildings in the commercial corridors are one story in height, there is tremendous variety in the width of these existing structures.

i. New construction should generally be one story in height, but decorative roof lines and front walls may create a higher facade if desired.

ii. The width of new structures should relate generally to the majority of the surrounding buildings.

c. Scale

There is tremendous variety of scale within Mentor's commercial corridors. There are small individual structures, large individual structures, attached long strip shopping centers, and large mall scaled buildings.

i. In general, the scale of new construction should relate to the majority of the surrounding buildings.

d. Orientation

i. While most new buildings are recommended to be horizontally oriented as are many of the existing buildings in the commercial corridors, clues should be taken from adjacent structures' orientation.

ii. A second aspect of orientation is how the major facade of a building relates to the street. It is recommended that in most cases the front facade should be parallel to the street while recognizing that there still may be the need for side or rear entrances to the building. These secondary elevations should also be designed as a facade if they serve as entrances.

e. Materials

i. Since brick is the most commonly used material in the corridors, this material is recommended for new construction and major rehabilitation.

ii. Secondary materials could include wood and cast stone for details and trim. Metal is also typically used in the corridor for window and door frames.

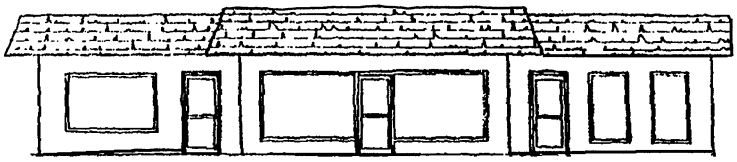
iii. Artificial siding (i.e. plastic, aluminum) is not recommended in commercial corridors for the primary building material.

f. Roof Forms and Materials

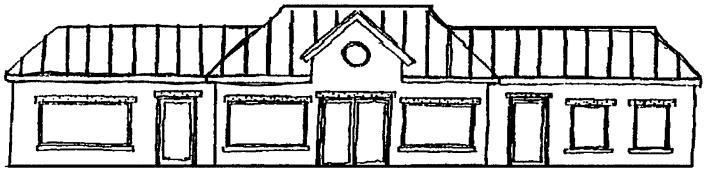
Currently most roof forms in the commercial corridors are flat and the materials are built-up composite roofs. Other forms include gable, hipped, and shed roofs, and other materials include metal, wood shingles, and asphalt shingles. False mansard roofs with shingles are often added to the facade of flat-roofed buildings. In order to breakdown the scale of large buildings and add visual interest to any new construction, there is a current trend in commercial strip architecture to add variety to the roof line in the new design beyond a mansard roof.

i. It is recommended to vary roof lines of new construction and rehabilitation to add visual interest and to break up the mass of the building.

ii. Built-up flat roofs and asphalt and metal are appropriate roof materials.



TYPICAL STRIP BUILDINGS MAY UTILIZE SIMPLE METAL FRAME WINDOWS, MANSARD ROOFS AND EXHIBIT LITTLE IN THE WAY OF ARCHITECTURAL DETAILING.



SHOWN HERE IS A BUILDING OF THE SAME SIZE AND MASSING AS THE BUILDING ABOVE THAT HAS BEEN EMBELLISHED WITH ARCHITECTURAL DETAILING.

g. Entrances and Windows

There is much variety in the entries and windows of commercial corridor buildings. Many have large areas of display windows combined with entrances. Most are metal frames with fixed glass inserts. Smaller structures may have more traditional window arrangements.

i. It is recommended to articulate windows and entrances with more visible trim, caps, brickwork, and decorative elements to add visual interest to new construction and rehabilitation in the corridors.

ii. Building entrances shall be designed to accommodate access for disabled persons. See the building code for specific requirements.

h. Architectural Details

Details on corridor buildings are generally minimal unless the structure is designed in some pseudo-historical style, usually colonial. Then the details may include small paned windows, plastic shutters, and columns. More recently constructed masonry buildings may have bands of contrasting bricks or a gable form over the entry as decorative elements.

i. In order to add visual interest and to relate to more recent new construction and remodeling, it is recommended to incorporate more architectural details and features than was typically done in the past.

ii. Details should be incorporated within the overall design and not simply attached to an existing unadorned brick box. They should relate to each other, be in scale with the building, and should not overwhelm the complete composition.

iii. Pseudo-historical styles with false elements are not recommended (such as early American colonial, wild west, or English Tudor).

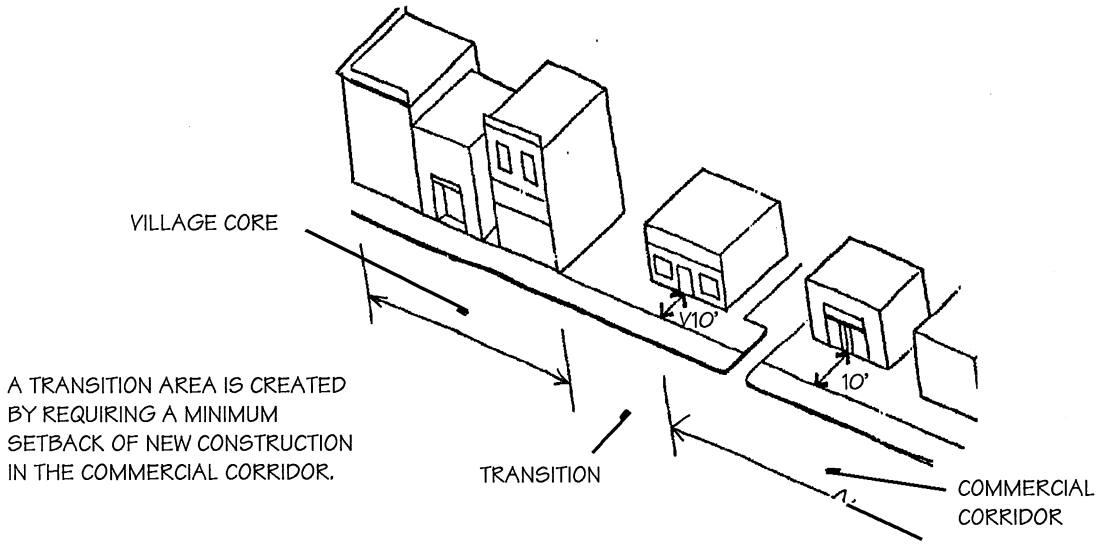
i. Mechanical

Roof mounted mechanical units should be screened and painted to match the color of the building.

3. Site Planning

a. Setbacks

The minimum setback for both buildings and parking should be ten feet from the inside edge of the sidewalk or property line (as applicable). This is intended to provide a transition into the Village Core.



b. Site Access

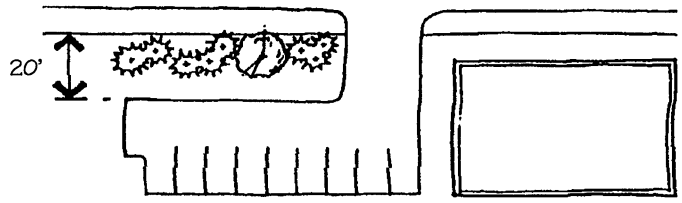
i. More than one vehicular access point is discouraged, except in the case of larger multi-tenant retail centers.

ii. Service for buildings should be provided in the rear.

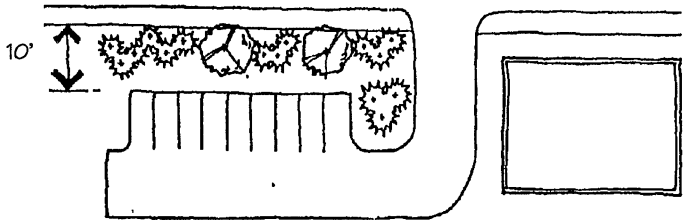
iii. Service trucks are permitted to access from the main street corridor provided such trucks have direct access to the rear of the building.

iv. An entranceway, whether to a parking area or interior roadway, should be accentuated by street trees as long as site lines for traffic are maintained. All entryways should be bordered by landscaping. After cars enter parking areas, landscaping should be reduced so that motorists can determine where different functional areas--visitor parking, pick-up or drop-off points, and building entrances--are located. The relationship between parking areas and the building's entrance should be direct and clear.

v. Vehicular entrances/exits to a site should be consolidated at a



A 20' SETBACK IS RECOMMENDED BETWEEN THE PROPERTY LINE AND THE PARKING AISLE.

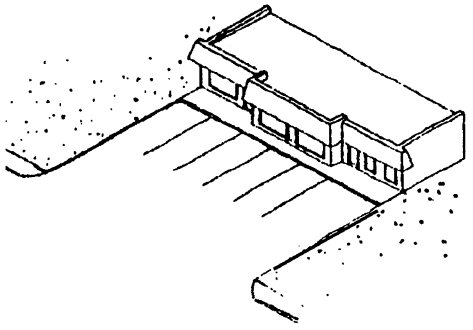


A 10' SETBACK IS RECOMMENDED BETWEEN THE PROPERTY LINE AND THE EDGE OF THE PAVEMENT.

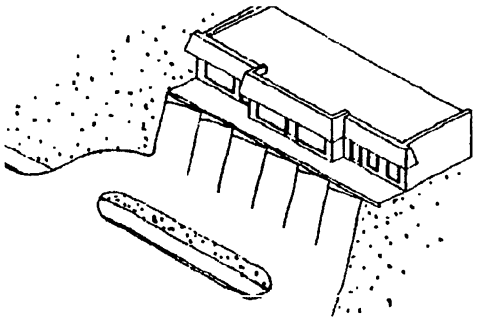
single location a sufficient distance away from the intersections

vi. If two or more lanes are provided in one direction of a two-way entrance, a planted median strip of at least six feet in width between incoming and outgoing traffic should be provided.

vii. Aisles intersecting with entrance drives should be spaced a minimum of twenty feet from the property line to allow for smooth turning movements.



AVOID UNCONTROLLED PARKING AND CURB CUTS WHICH SPAN THE FULL WIDTH OF THE LOT.



PARKING ACCESS CAN BE CONTROLLED BY LIMITING THE SIZE OF CURB CUTS AND DIRECTING TRAFFIC IN ONE OR TWO DIRECTIONS AS APPROPRIATE.

c. Site Parking

i. Parking is strongly encouraged to be located in the rear or sides of the buildings.

ii. No more than twenty parking spaces should be permitted in a continuous row (reduce visual impact of parking by breaking up the area into discrete islands or clusters of space).

iii. In large parking lots, the orientation of parking aisles must be planned for pedestrian safety. Orient driving aisles perpendicular to the stores or businesses they serve. This reduces the number of aisles pedestrians must cross.

iv. Both the driveway entrances and exits to parking lots should be located away from nearby street intersections. When these access points are close to intersections, they can easily be blocked, impeding the flow of traffic in the parking lot and increasing the hazards of street traffic. Parking lot design should minimize such traffic conflicts.

v. Entrances to larger multi-tenant retail centers should provide some "channelized" storage space so that cars entering a lot to park do not end up in queues out in the street.

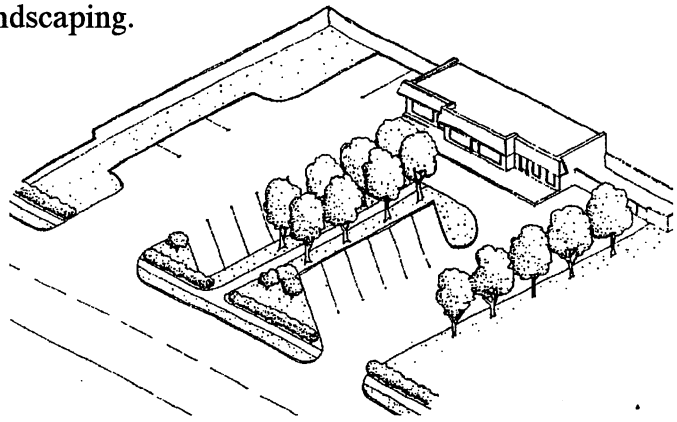
vi. Special paving materials or colors, in combination with traffic control signs, should be used to slow down traffic as it approaches the parking lot. Signs should be posted near entrances to warn pedestrians of entering and exiting traffic.

vii. Developers should consolidate parking lot entrances and exits where there are opportunities to do so. When the number of parking lot access points is kept to a minimum, it is easier to maintain safe and smooth traffic flow on adjacent streets and e easier to plan for pedestrian safety.

viii. In large parking lots, separate walkways should be provided for pedestrian safety. Walkways that ensure safe access from buildings to parking areas, adjacent properties and sidewalks along street right-of-way are also recommended. The walkways

should be integrated with existing sidewalks and pedestrian improvements. Sidewalks should be constructed of concrete, asphalt, stone, brick, tile, or other hard surface material and enhanced with landscaping to help distinguish them and give them an attractive appearance. Sidewalks must also be designed for handicap accessibility.

ix. Screen parking lots from streets and sidewalks with trees and landscaping.



LARGER PARKING AREAS CAN BE BROKEN-UP THROUGH THE USE OF PLANTING BEDS AND LANDSCAPED PEDESTRIAN WALKWAYS.

x. Protect planting areas in parking lots from damage by vehicles.

xi. Provide public water in parking lots for planting maintenance.

xii. Provide adequate lighting for security in evening hours.

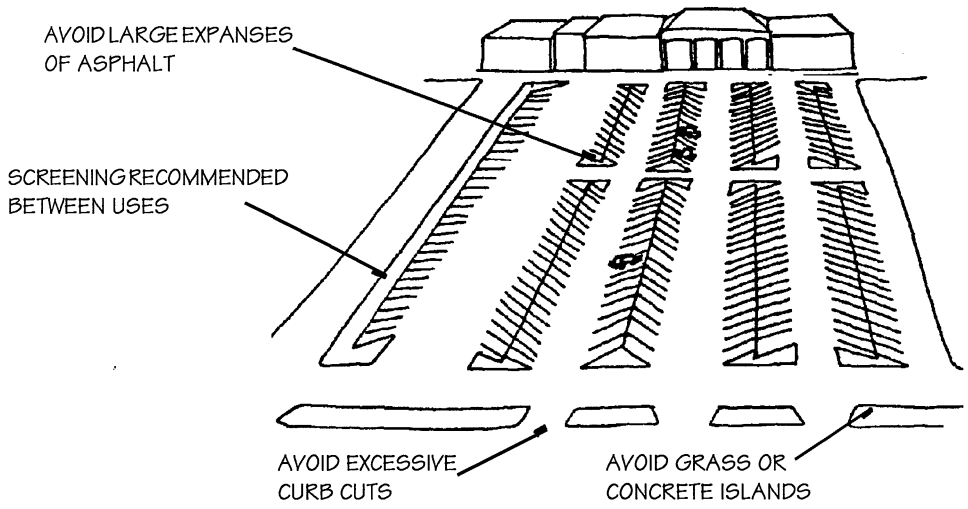
d. Site Landscaping

i. Planting Strip

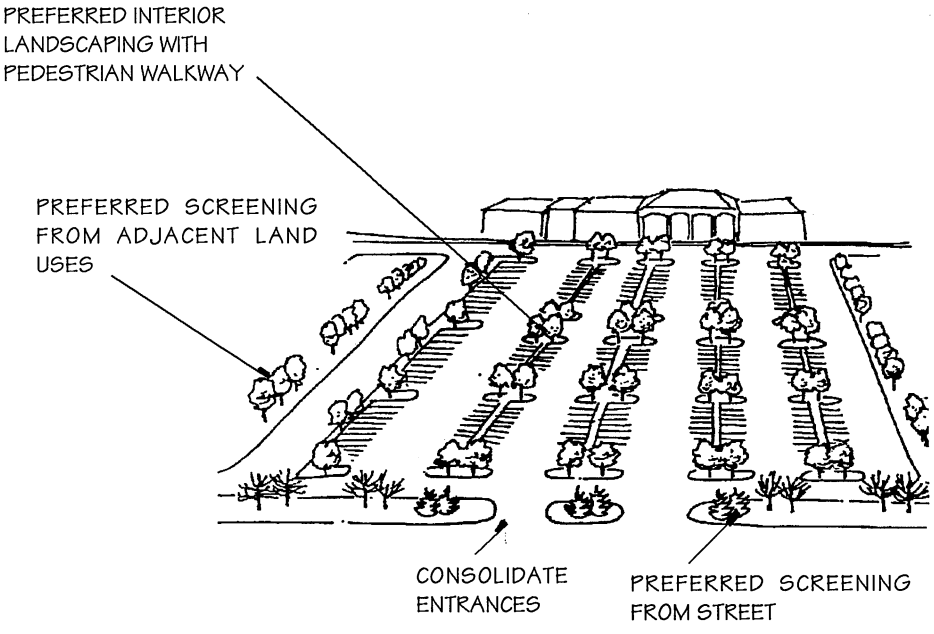
A ten foot planting strip is recommended along the street frontage between the parking and the property line.

ii. Screening

Non-deciduous shrubs, a minimum of 18" high, are recommended



AN EXPANSIVE, BARREN PARKING LOT DOMINATING THE VISUAL SETTING AND PRESENTING UNATTRACTIVE VIEWS FROM THE MAIN ROAD.



REDESIGNED PARKING LOT LAYOUT THAT PROVIDES PLANTING ISLANDS TO BREAK UP THE LARGE EXPANSE OF PAVING, AS WELL AS TO PROVIDE SCALE, SHADE AND AN AREA TO DEPOSIT SNOW DURING WINTER MONTHS.

to ensure screening all year round.

iii. Automobile Dealerships

Landscaping and screening is recommended around all areas used exclusively for the storage of vehicles intended for sale. It is recommended that one automoble display pad be permitted per 100 feet of road frontage. Display pads should not exceed three feet in height and should not be located closer than two feet from the sidewalk.

iv. Interior Landscaping

Landscaping is recommended in the interior of all parking lots with fifteen or more spaces. Landscaping is encouraged in parking lots with fewer than fifteen parking spaces.

All plant growth in landscaped areas should be controlled by species selection, pruning, trimming or other suitable methods so that plant materials do not interfere with public utilities, restrict pedestrian or vehicular access, or otherwise constitute a traffic hazard.

All planted areas should be maintained in a relatively weed-free condition and clear of undergrowth.

All plantings should be fertilized and irrigated at such intervals as are necessary to promote optimum growth.

All trees, shrubs, ground covers, and other plant materials should be replaced if they die or become unhealthy because of accidents, drainage problems, disease, or other causes.

The owner, tenant and their agent, if any, should be jointly and severally responsible for the maintenance of all landscaping in good condition so as to present a healthy, neat, and orderly appearance and should be kept free from refuse and debris.

All landscaped areas should be provided with a readily available water supply, if possible.

e. Detention

Stormwater detention facilities should be designed and sited to address aesthetics and engineering design concerns.

4. Signs

There is tremendous variety in the location, type, size, material, and lighting of existing signs in Mentor's commercial districts.

a. Location

i. In commercial corridors in general, signs should be located in front of the buildings near the street and outside the right-of-way as well as on the buildings themselves.

ii. Signs on buildings should fit within the architectural framework of the building's design.

iii. Roof signs are not permitted except as provided for in the zoning code.

b. Type

i. Free standing, wall mounted, and window signs are appropriate.

c. Size

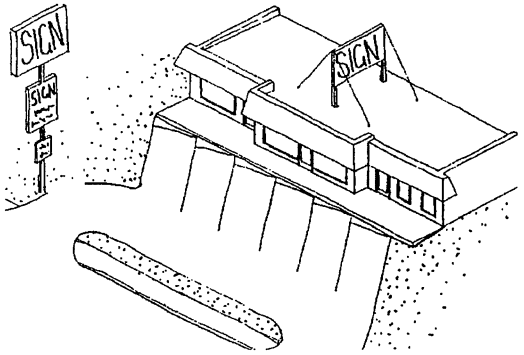
i. Free standing signs shall be limited to forty square feet and limited to eight feet in height. One free standing sign per site is permitted.

ii. Wall mounted signs should be no larger than two square feet per linear foot of the front facade of the building up to a limit of forty square feet per business.

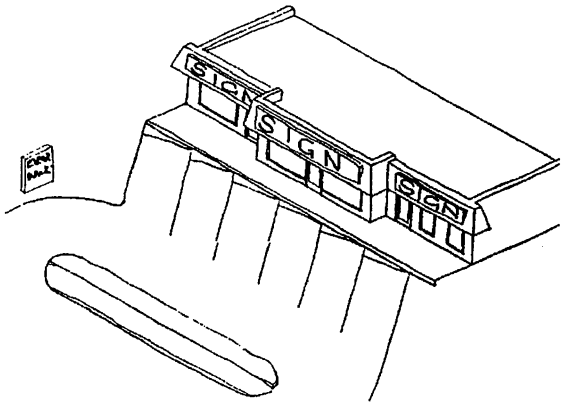
iii. Window signs should not cover more than twenty percent of the glass area.

d. Material

i. Signs can be made of wood, metal, or plastic.



POLE MOUNTED SIGNS AND LARGE ROOFTOP SIGNS, ALTHOUGH VISIBLE AT A DISTANCE, CAN GIVE A COMMERCIAL CORRIDOR A CLUTTERED APPEARANCE AND SHOULD BE AVOIDED.



MONUMENT SIGNS, LOCATED DOWN LOW AND CLOSE TO THE STREET, PROVIDE GOOD VISIBILITY TO MOTORISTS AND REDUCE CLUTTER. APPROPRIATE WINDOW SIGNS AND SIGNS MOUNTED ON THE FRONT OF THE BUILDING CAN ALSO BE EFFECTIVE.

e. Lighting

i. If signs are internally illuminated, it is recommended that the letters should be lit and the surrounding background should be dark.

ii. Signs may also be lit by external incandescent sources.

5. Streetscape

a. Streets

Potential conflicts between pedestrians and automobiles can be reduced by eliminating or avoiding large curb cuts through major sidewalks. Intersections can also be redesigned to accommodate pedestrians by widening sidewalks.

b. Street Paving

i. Avoid the cosmetic patching of surfaces when more substantial repair work is needed.

c. Pedestrian Sidewalks and Curbs

Among the most important functional concerns is the need to facilitate vehicular and pedestrian circulation. The widening of sidewalks and the removal of impediments, such as utility poles, can provide better pedestrian flow. Public improvements can also be used to define major paths between parking areas and stores, to create pedestrian walkways through or along the edges of large paved parking lots and, in general, to separate shoppers from vehicular traffic.

i. Along commercial corridors, there should be clearly designated routes for pedestrians between the street, the parking area, and the main entrance along both sides of the street. A raised walkway is preferred, with crosswalks designated by paint, pavers, or scored concrete across vehicular lanes. Trees and other plantings should be provided along the walkway. Sidewalks should be provided along both sides of the street, either as part of the street widening project or as part of individual redevelopments.

ii. Repair or replace sidewalks and curbs as needed, using materials that match adjacent materials in design, color, texture, and tooling.

iii. Use a consistent paving module that relates to the scale of the existing sidewalk and the scale of buildings.

iv. Avoid extensive variation in sidewalk and curb materials.

v. Avoid excessive curb cuts for vehicular access across pedestrian ways. Where curb cuts are necessary, mark them with paint or a change in materials, color, texture, or grade.

d. Street Trees and Planting

i. Create a landscaped edge on both sides of the street outside of the right-of-way.

ii. Maintain existing landscaping.

iii. Replace damaged or missing street trees with like species.

iv. Protect plantings from pedestrian and vehicular traffic.

v. Select hardy plant species that require minimal maintenance.

vi. Screen surface parking areas with appropriately sized plantings and trees so as to create an immediate landscape effect.

vii. Do not demolish buildings to provide open areas for plantings.

viii. All plant growth in landscaped areas should be controlled by pruning, trimming, or other suitable methods so that plant materials do not interfere with public utilities, restrict pedestrian or vehicular access, or otherwise constitute a traffic hazard.

ix. All planted areas should be maintained in a relatively weed-free condition and clear of undergrowth.

x. All plantings should be fertilized and irrigated at such intervals as are necessary to promote optimum growth.

xi. All trees, shrubs, ground covers, and other plant materials should be replaced if they die or become unhealthy because of accidents, drainage problems, disease, or other causes.

xii. Street tree plantings are to be in conformance with the Master Street Tree Plan.

e. Lighting

i. Provide adequate lighting at critical areas of pedestrian/vehicular conflict such as parking lots and crosswalks.

ii. Coordinate lighting in private parking lots to insure their compatibility with the City's fixtures.

iii. Consider lighting important facades and steeples to provide focal points for the district in evening hours.

iv. Provide outlets on light poles for seasonal lighting and brackets for hanging banners and decorations for special events on the commercial corridor streets.

v. Keep to a minimum the number of styles of light fixtures and light sources used in the district.

f. Fences and Walls

Where fences are used, they should be decorative and constructed of wood, iron, stone, or plant materials. These should not exceed three feet in height in the front yard. Chain-link or metal fences, concrete block, plastic fiberglass, or plywood fences are not recommended. Solid (privacy) wood fences are recommended only for screening rear yard parking, storage, or dumpsters. Retaining walls should be of dry stone or stone masonry. Log and railroad ties may be used on a limited basis provided that the horizontal method of construction is utilized. Unfaced concrete or concrete block are not permitted.

g. Street Furniture

Link particular elements of the street corridor in a coordinated plan. These elements include benches, trash receptacles, and planters.

h. Traffic and Pedestrian Signals

i. Install pedestrian signals as warranted.

i. Utilities

i. All on-site utilities should be located underground where feasible (under pavement when possible).

ii. Transformers should be located so that they are visually unobtrusive and concealed with landscape materials.

iii. Develop long-range plans to place existing utilities underground or along rear yards.

iv. Screen surface equipment.

V. INDUSTRIAL CORRIDOR

A. LOCATION AND DESCRIPTION

The majority of the industrial development within Mentor is located in a corridor of industrial zoned land that roughly bisects the City from east to west. State Route 2 is the northern border, and, the Norfolk and Western Railroad is the approximate southern edge. The development is generally clustered in small separated industrial parks on lots under five acres. The existing topography in the area is generally flat, so there is not much interest generated by the land form. Occasionally some effort has been made to save some of the existing vegetation, but all too often a site has been clear-cut of all vegetation before construction. The developments are all auto-access oriented, which is to be expected in an industrial park.

B. EXISTING ZONING

Four zoning classifications have been established for industrial/manufacturing uses. They are M-1, Light Manufacturing, M-2, Heavy Manufacturing, M.I.P., Industrial Park, and M.R.D., Research and Development. The purpose of the M-1 district is to provide locations for light manufacturing activities in a manner conducive to economic development and job creation. The M-2 district accommodates more intense industrial uses, specifically, those that exceed M-1 performance standards. The M.I.P. zoning district regulates aesthetics more than in the other industrial zoning districts. The buildings have more architectural character, as compared to buildings in other zoning districts, and the site layout has been given more thought. The M.R.D. zoning district has been established to provide appropriate locations for facilities suited to research and development of new products and processes. One site is zoned M.R.D .and is located south of I-90 between Garfield and Center Streets.

C. DESIGN GUIDELINES

1. Architecture

a. Styles

The style of most of the buildings within the industrial areas of Mentor are modern, unadorned masonry structures with flat roofs. Their designs naturally reflect, for the most part, their functional nature as industries, warehousing, and offices.

i. No particular styles are recommended, although more recent industrial construction has included more varied roof lines and more architectural detailing than earlier examples.

b. Height/Width

Industrial buildings are generally one story in height and their width and height varies with the functional requirements of the user.

i. It is recommended that industrial structures' height be one story. Widths will relate to size requirements of users.

c. Scale

i. It is recommended that the scale of industrial buildings be low and horizontal like most of the existing buildings. Dimensions range from medium to large in scale.

d. Orientation

i. It is recommended that the orientation of industrial buildings be toward the street parallel to the front property line. All building elevations that have entrances should be treated as facades (except loading docks on the rear).

e. Materials

i. It is recommended that the dominant material used on industrial buildings be masonry in general and brick in particular. Existing policy has encouraged earth tones and that recommendation should be continued.

ii. If painted metal panels are used in an industrial building, they should not be used on the office portion of the building and/or on the main facade facing the street. If used on sides and rear elevations, they should not occupy more than fifty percent of the wall and should be located above a brick base wall.

iii. Textured or split faced concrete block can also be used as a building material. Painted or unpainted cinderblock is not recommended to be used as a building material except on rear and/or expansion walls that are not visible from the right-of-way. The use of T-111 (plywood) and similar materials is discouraged.

f. Roof Forms and Materials

i. Most roofs of industrial buildings are flat built-up roofs which are appropriate.

ii. Mechanical equipment on roofs should be screened with a parapet wall.

g. Entrances and Windows

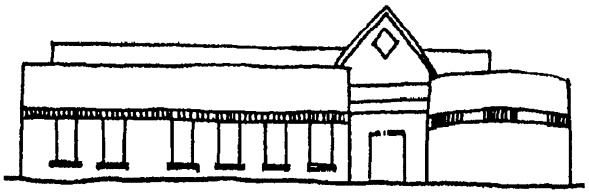
i. Entrances and windows should be placed in the main facade of the building.

ii. The main entrance should be articulated within the facade instead of just placing a door in a wall.

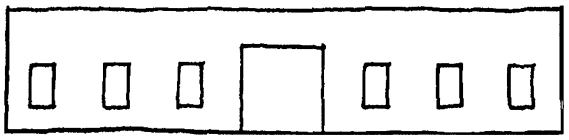
iii. Windows should be defined in the facade with surrounding trim, brick bands, cast stone lintels, or other features.

h. Architectural Details

i. While most industrial buildings have little architectural detailing, more recent examples have added such features as gable forms over entrances, decorative brick bands along the cornice and around openings, contrasting masonry lintels and sills, glass block walls at entries, and other details. This use of features is encouraged in new construction, particularly on the main facade and other major elevations of the building.



ENCOURAGE AESTHETIC BUILDINGS WHICH HAVE DECORATIVE FEATURES AND A DISTINGUISHABLE ENTRANCE.



AVOID BLAND BUILDINGS WHERE DOORS AND WINDOWS ARE PLACED WITHOUT ANY DESIGN CREATIVITY.

2. Site Planning

a. Setback

Parking areas in industrial districts should not be located between the right-of-way and the setback line provided, however, that the Planning Commission may permit limited parking in the setback provided that such parking has a minimum setback of thirty feet and is mounded and landscaped in conformance with a detailed plan approved by the Commission. The minimum building setback should be fifty feet.

b. Site Access

i. Multiple vehicular access points are discouraged.

ii. Aisles intersecting with entrance drives should be spaced a minimum of twenty feet from the property line to provide for smooth turning movements.

c. Service and Docking Facilities

i. Service and docking facilities should be located on the side or rear of the building.

ii. Service and docking facilities should be separate from the main circulation and parking functions.

iii. Trash containers should be located in appropriately screened service areas.

iv. All dumpsters should be screened on all sides exposed to street view and adjacent land uses. All dumpsters should be shown on the approved site plan.

v. Service and docking facilities should be easily accessible by service vehicles.

vi. When service and docking areas are not connected to the main building, the pad site service and docking areas should be screened from the remainder of the development and physically separated from the circulation aisles and parking areas serving the remainder of the site.

vii. Pad site service and docking areas should typically be screened by an extension of the building.

viii. Service and docking facilities should be screened from the remainder of the project, adjacent land uses, and major thoroughfares. Extended wing walls from the building may be used to screen service areas. When used, these walls may be of solid construction if lighted on both sides, or a minimum of 30% of open construction if lighted on only one side. A combination of landscaping and screening walls may also be used.

ix. Service areas should be screened from adjacent two-story residences or multi-story office developments. Continual maintenance should be provided for screening walls and landscaped screens.

d. Site Parking

i. The parking layout should maximize the amount of parking in the rear and side of the building.

ii. Separate service vehicle circulation from employee/customer circulation routes.

iii. No more than fifteen parking spaces should be permitted in a continuous row.

e. Site Landscaping

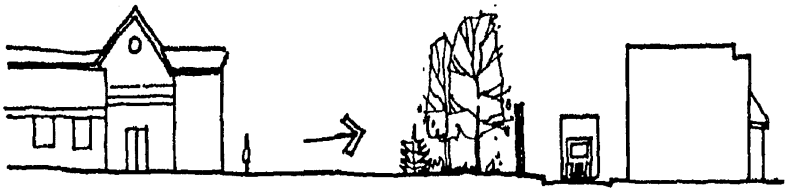
i. Buffering and Screening

A minimum fifteen foot wide landscape buffer is recommended along the street and adjacent to residential land uses.

Shrubs a minimum of 18" high are recommended to be a majority of non-deciduous to ensure screening all year round.

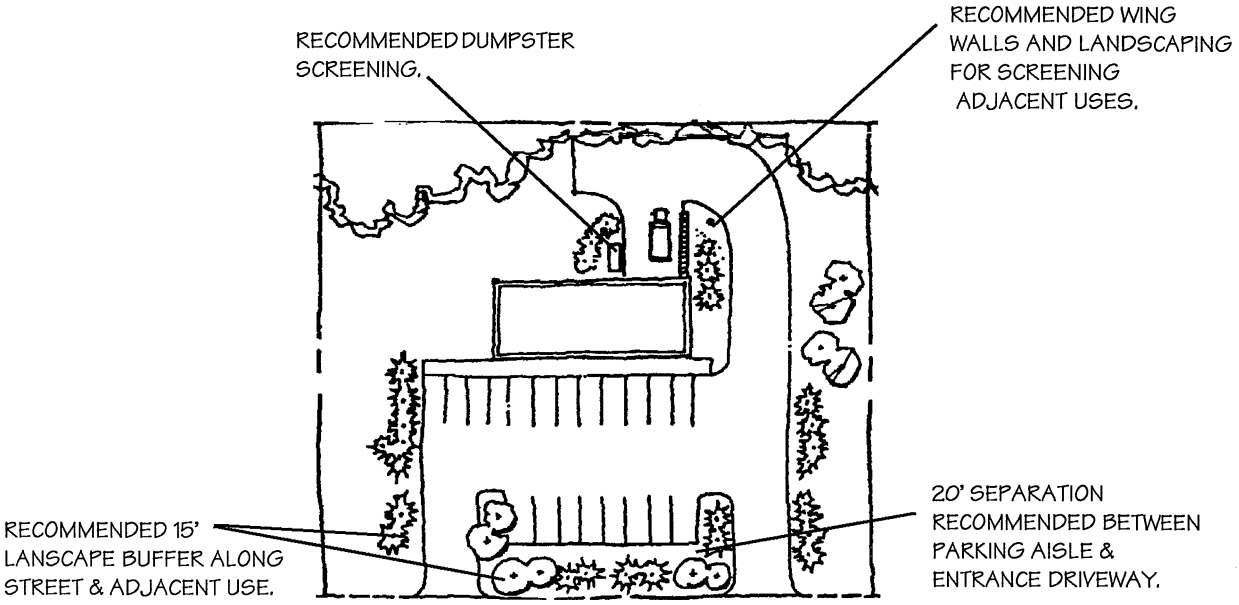
Architectural screens should be an extension of the development's architectural treatment and consistent in color and design.

NO SCREENING WALLS OR LANDSCAPING IS NECESSARY IF A NATURAL BUFFER EXISTS.



SCREENING WALLS & LANDSCAPING ARE PREFERRED WHEN THE EXISTING CONDITIONS PROVIDE NO VISUAL BARRIERS TO ADJACENT USES.

Screening walls should be constructed of low maintenance, high quality materials which are similar or consistent with the building facade material.



A landscaped area with tables and/or chairs would be desirable.

ii. Interior Landscaping

The interior of all parking lots with twenty or more spaces should be landscaped. No interior landscaping is required in parking lots with fewer than twenty parking spaces.

All plant growth in landscaped areas should be controlled by pruning, trimming, or other suitable methods so that plant materials do not interfere with public utilities, restrict pedestrian or vehicular access, or otherwise constitute a traffic hazard.

All planted areas should be maintained in a relatively weed-free condition and clear of undergrowth.

All plantings should be fertilized and irrigated at such intervals as are necessary to promote optimum growth.

All trees, shrubs, ground covers, and other plant materials should be replaced if they die or become unhealthy because of accidents, drainage problems, disease, or other causes.

Landscaping should be used in conjunction with screening walls when multi-story buildings abut an adjacent property where topography lessens the effect of a wall alone. The owner, tenant and their agent, if any, should be jointly and severally responsible for the maintenance of all landscaping in good condition so as to present a healthy, neat, and orderly appearance and should be kept free from refuse and debris.

f. Utilities/Mechanical/Outdoor Storage

i. Utilities should be underground from R.O.W. to building to reduce visual clutter. If overhead electrical service is provided at the street, similar services can be provided to the building.

ii. Locate utility metering within the designated service area.

iii. Locate mechanical equipment in the designated service area and screen from the project and adjacent land uses.

iv. Outdoor storage will only be permitted in designated service areas that are screened from the remainder of the project, adjacent land uses, and streets.

v. Roof mounted mechanical units should be painted to match building color and screened from the street.

vi. The location of mechanical equipment within the building or at the rear at ground level is preferred to rooftop mounting unless it is screened.

vii. Methods of screening buildings, utilities, and equipment include berming and/or vegetative planting, or wall and fences. Plant materials selected for screening should provide a hardy, dense screen throughout the year. Walls and fences should be located in close proximity to and made of materials compatible with, those of the adjacent building(s), and should be both solid and opaque. The design of walls in particular should be integrated with that of the building structure. If they are not of the same material as the building, they should be the same color or a complimentary color.

g. Detention

Stormwater detention facilities should be designed and sited to address aesthetics and engineering design concerns.

3. Signs

a. Location

i. Signs on industrial sites should be limited to one per site and ground mounted in front of the building or on the main facade of the building. Clear site lines should be maintained.

b. Type

i. Wall mounted or free standing is recommended.

c. Size

i. The size of an industrial sign should not exceed forty square feet.

d. Material

i. Materials may include metal, plastic, or wood.

e. Lighting

i. Lighting may either be an external incandescent source or internally lit.

4. Streetscape

a. Street Trees and Planting

i. Create a landscaped edge outside the right-of-way on both sides of the street.

ii. Maintain existing landscaping.

iii. Replace damaged or missing street trees with like species and in conformance with the Master Street Tree Plan.

iv. Protect plantings from vehicular traffic.

v. Select hardy plant species that require minimal maintenance.

vi. Screen surface parking areas with mature plantings and trees.

vii. All plant growth in landscaped areas should be controlled by pruning, trimming, or other suitable methods so that plant materials do not interfere with public utilities, restrict pedestrian or vehicular access, or otherwise constitute a traffic hazard.

viii. Street tree plantings are to be in conformance with the Master Street Tree Plan.

ix. All planted areas should be maintained in a relatively weed-free condition and clear of undergrowth.

x. All plantings should be fertilized and irrigated at such intervals as are necessary to promote optimum growth.

xi. All trees, shrubs, ground covers, and other plant materials must be replaced if they die or become unhealthy because of accidents, drainage problems, disease, or other causes.

b. Lighting

i. Provide adequate lighting at critical areas of pedestrian vehicular conflict such as parking lots and crosswalks.

c. Utilities

i. All on-site utilities shall be located underground unless required by the utility to be otherwise located. If overhead electrical service is provided at the street, similar service can be provided to the building.

ii. Place transformers so that they are visually unobtrusive.

iii. Develop long-range plans to place existing utilities underground.

iv. Screen surface equipment.