

Appendix "C" Standards:
(Rev. 07.06.10)

**CITY OF PERRY
DEVELOPMENT STANDARDS AND SPECIFICATIONS
DESIGN STANDARDS FOR LARGE RETAIL ESTABLISHMENTS**

The intent of these standards is to ensure that large retail building development contributes to the unique community character of Perry.

All other rules and regulations of the Perry Land Development Ordinance shall apply unless noted below.

3.01 LOCATION STANDARDS

- 1) Site must abut or have direct access to an arterial street.
- 2) Must be located in an area where city services can be provided efficiently.
- 3) Must be compatible with City of Perry's Comprehensive Plan.
- 4) The development cannot abut a residential street, have a private driveway into a residential street, or a street leading directly into a residential subdivision.

3.02 SIGN STANDARDS

All signs at large retail establishments shall meet the requirements of Section 106, except the following regulations shall apply:

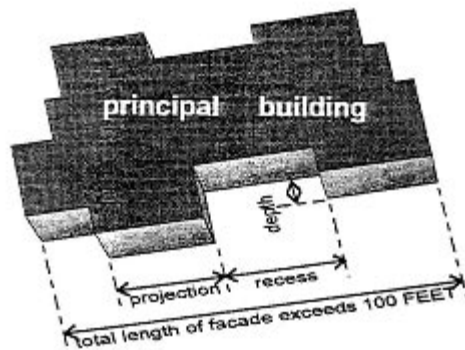
- 1). Large retail establishments shall be allowed one (1) freestanding sign per road frontage. Freestanding signs shall be subject to the following requirements:
 - (a) Parcels exceeding three acres shall be allowed a maximum aggregate sign area of two hundred (200) square feet for the entire parcel.
 - (b) Parcels less than three (3) acres but greater than 30,000 square feet shall be allowed a maximum aggregate sign area of one hundred fifty (150) square feet for the entire parcel.
 - (c) Parcels less than 30,000 square feet in size shall be allowed a maximum aggregate sign area of one hundred (100) square feet for the entire parcel.
 - (d) These limits shall not include the area of any wall signs or billboard signs located on the parcel.

- (e) These limits shall include the area of all freestanding signs on the parcel.
- (f) The only freestanding signs permitted at shopping centers shall be shopping center identification signs.
- 2) No freestanding sign shall be located within one hundred fifty feet (150') of another freestanding sign.
- 3) The maximum height of freestanding signs shall not exceed 20 feet.
- 4) Rooftop signs or sign structures shall not be permitted.
- 5) Mono-pole sign structures shall not be permitted.
- 6) Portable signs shall not be permitted.
- 7) All signs shall be subject to the same side yard setbacks imposed upon other buildings and structures in the same zoning district in which said signs are located.
- 8) Setbacks along road rights-of-way shall be a minimum of fifteen feet (15') from the curb or edge of pavement or on private property whichever is greater.

3.03 ARCHITECTURAL DESIGN STANDARDS

1) Facades and Exterior Walls.

A) Facades greater than one hundred (100) feet in length, measured horizontally, shall incorporate wall plane projections or recesses having a depth of at least three (3) percent of the length of the facade and extending at least twenty (20) percent of the length of the facade. No uninterrupted length of any facade shall exceed one hundred (100) horizontal feet. See Figure 1.



projections / recesses shall comprise at least 20% of facade length with a minimum depth of 3% of facade length

Figure 1 – Building Facades

- B) Ground floor facades that face public streets shall have arcades, display windows, entry areas, awnings or other such features along no less than sixty (60) percent of their horizontal length. See Figure 2.



Animating features such as these must total 60% of total facade length for any facade abutting a public street

Figure 2 – Ground Floor Facades

- 2) Small Retail Stores. Where shopping centers contain separately owned stores that occupy less than thirty-five thousand (35,000) square feet of gross floor area, with separate, exterior customer entrances, the street level façade of such stores shall be transparent between the height of three (3) feet and eight (8) feet above the walkway grade for no less than sixty (60) percent of the horizontal length of the building façade of such additional stores. Windows shall be recessed and should include visually prominent sills, shutters, or other such forms of framing.
- 3) Detail Features. Building facades must include:
 - A) A repeating pattern that includes no less than three of the elements listed below. At least one of these elements shall repeat horizontally. All elements shall repeat at intervals of no more than 30 feet, either horizontally or vertically.
 - i) Color change;
 - ii) Texture change;
 - iii) Material module change;
 - iv) An expression of architectural or structural bays through a change in plane no less than twelve inches (12”) in width, such as an offset, reveal or projecting rib. See Figure 3.

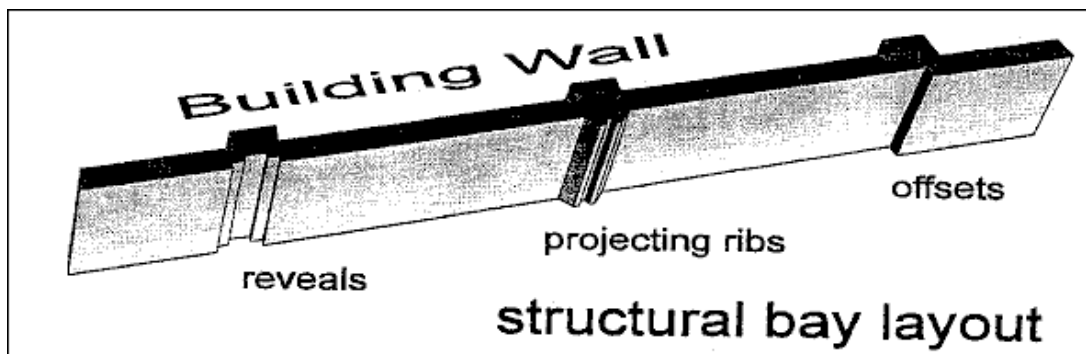


Figure 3 – Expression of Architectural or Structural Bay

- 4) Roofs. Roofs shall have no less than two of the following features:
- A) Parapets concealing flat roofs and rooftop equipment such as HVAC units from public view. The average height of such parapets shall not exceed fifteen (15) percent of the height of the supporting wall and such parapets shall not at any point exceed one-third (1/3) of the height of the supporting wall. (See Figure 4) Such parapets shall feature three-dimensional cornice treatment;

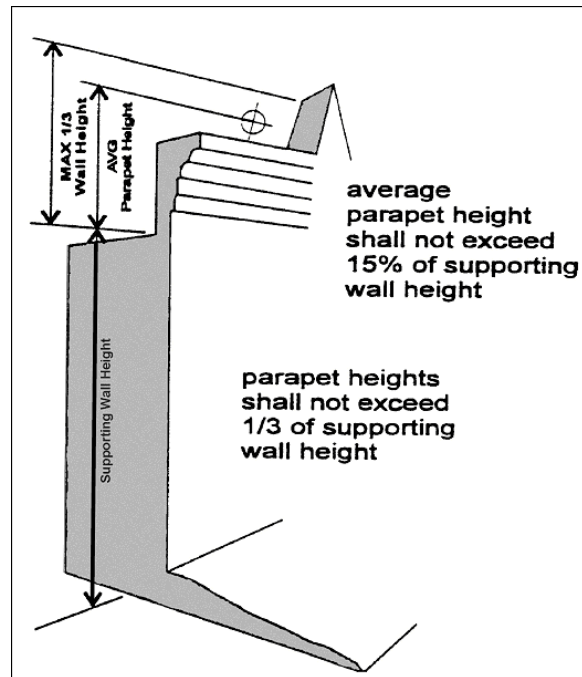


Figure 4 – Parapet Standards

- B) Overhanging eaves, extending no less than three (3) feet past the supporting walls;
- C) Sloping roofs that do not exceed the average height of the supporting walls, with an average slope greater than or equal to one (1) foot of vertical rise for every three (3) feet of horizontal run and less than or equal to one (1) foot of vertical rise for every one (1) foot of horizontal run;
- D) Three (3) or more roof slope planes.
- 5) Exterior Materials and Colors.
- A) Predominant exterior building materials shall be high quality materials, including, but not limited to, brick, sandstone, other native stone and tinted/textured concrete masonry units.

- B) Facade colors shall be low reflectance, subtle, neutral or earth tone colors. The use of high-intensity colors, metallic colors, black or fluorescent colors shall be prohibited.
 - C) Building trim and accent areas may feature brighter colors, including primary colors, but neon tubing shall not be an acceptable feature for building trim or accent areas.
 - D) Exterior building materials shall not include smooth-faced concrete block, tilt-up concrete panels or prefabricated steel panels.
- 6) Customer Entryways. Each large retail establishment on a site shall have clearly defined, highly visible customer entrances featuring no less than three (3) of the following:
- A) Canopies or porticos;
 - B) Overhangs;
 - C) Recesses/projections;
 - D) Arcades;
 - E) Raised corniced parapets over the door;
 - F) Peaked roof forms;
 - G) Arches;
 - H) Outdoor patios;
 - I) Display windows;
 - J) Architectural details such as tile work and moldings which are integrated into the building structure and design;
 - K) Integral planters or wing walls that incorporate landscaped areas and/or places for sitting.
- 7) Where additional stores will be located in the large retail establishment, each such store shall have at least one (1) exterior customer entrance, which shall conform to the above requirements.
- 8) All building facades which are visible from adjoining properties and/or public streets shall include materials and design characteristics consistent with those on the front. Use of inferior or lesser quality materials for side or rear facades shall be prohibited.

3.04 SITE DESIGN STANDARDS

- 1) Customer Entrances. All sides of a principal building that directly face an abutting street shall feature at least one customer entrance. Where a principal building directly faces more than two abutting public streets, this requirement shall only apply to two sides of the building, including the side of the building facing the primary street, and another side of the building facing a second street.
- 1) Parking.
- A) Parking Lot Orientation. No more than fifty (50) percent of the off-street parking area for the entire property shall be located between the front facade of the principal building(s) and the primary abutting street.
 - B) The minimum number of parking spaces shall be no less than 4 spaces per 1,000 square feet of gross floor area and no more than 6 spaces per 1,000 square feet of gross floor area.

- C) Parking areas adjacent to public or private streets must be screened from view by low masonry walls, fences, berms, and/or landscaping. These design elements must be installed at no less than 36" in height to properly screen vehicles within the parking area.
- 2) Building Site.
- A) Street setback. The setback shall be 40' on all sides that abut a public or private street.
 - B) Back and side setbacks. The minimum interior side and rear setback for any building facade shall be thirty-five (35) feet from the nearest property line. Where the facade faces abutting residentially zoned property, an earthen berm, no less than six (6) feet in height, containing at minimum evergreen trees planted at intervals of twenty (20) feet on center, or in clusters or clumps, shall be provided.
 - C) Inter parcel circulation. The site design must provide direct connections and safe street crossings to adjacent land uses. The direct connections between parcels shall be privately maintained unless otherwise agreed to by the developer and the city.
- 4) Pedestrian, bike and cart access
- A) Sidewalks at least eight (8) feet in width shall be provided along all sides of the lot that abut a street.
 - B) Continuous internal pedestrian walkways, no less than eight (8) feet in width, shall be provided from the public sidewalk or right-of-way to the principal customer entrance of all large retail establishments on the site. At a minimum, walkways shall connect focal points of pedestrian activity such as, but not limited to, street crossings, building and store entry points, and shall feature adjoining landscaped areas that include trees, shrubs, benches, flower beds, ground covers or other such materials for no less than fifty (50) percent of the length of the walkway.
 - C) Sidewalks, no less than eight (8) feet in width, shall be provided along the full length of the building along any facade featuring a customer entrance, and along any facade abutting public parking areas. Such sidewalks shall be located at least six (6) feet from the facade of the building to provide planting beds for foundation landscaping, except where features such as arcades or entryways are part of the facade.
 - D) Internal pedestrian walkways provided in conformance with part (B) above shall provide weather protection features such as awnings or arcades within thirty (30) feet of all customer entrances.
 - E) All internal pedestrian walkways shall be distinguished from driving surfaces through the use of durable, low maintenance surface materials such as pavers, bricks or scored concrete to enhance pedestrian safety and comfort, as well as the attractiveness of the walkways.
- 4) Public Spaces. Each retail establishment subject to these standards shall contribute to the establishment or enhancement of community and public spaces by providing at least two (2) of the following: patio/seating area, pedestrian plaza with benches, transportation center, window shopping walkway, outdoor playground area, kiosk area, water feature, clock tower or other such deliberately shaped area and/or a focal feature or amenity that, in the judgment of the appropriate decision

maker, adequately enhances such community and public spaces. Any such areas shall have direct access to the public sidewalk network and such features shall not be constructed of materials that are inferior to the principal materials of the building and landscape.

- 5) Outdoor storage and equipment areas.
 - A) Loading Docks and truck parking areas shall be screened from public view using building mass, freestanding walls and/or landscaping.
 - B) HVAC and other mechanical equipment shall not be located on the street side of developments or adjacent to public spaces. Equipment located on, beside or adjacent to any building or development, shall be fully screened from view of streets and adjoining property.
 - C) All trash containment devices, including compactors and dumpsters, shall be located and designed so as not to be visible from the view of public spaces, adjacent streets or adjacent properties.
 - D) Utility equipment and facilities associated with on-site electric, cable, telephone, gas or other similar utility shall be screened, to the greatest extent possible, with evergreen plantings or other acceptable alternatives.
- 6) Lighting.
 - A) An overall lighting program shall be developed that considers the illumination of sidewalks and other multi-use pathways using low-intensity fixtures that provide an even distribution of light while avoiding areas of immense shadows. The overall lighting program shall ensure that light is directed down and away from abutting properties.
 - B) Floodlights, spotlights or any other similar lighting shall not be used to illuminate buildings or other site features unless approved as an integral architectural element of the site plan. On-site lighting may be used to accent architectural elements and not be used to illuminate entire portions of buildings. Floodlights or other types of lighting attached to light poles that illuminate the site and/or buildings are prohibited.
- 7) Landscaping. Unless noted in this appendix, all provisions of Section 71 shall apply.

3.05 EXPANSION OF EXISTING LARGE RETAIL ESTABLISHMENT

No addition to an existing single tenant retail building with an area greater than 35,000 square feet or a shopping center with an area larger than 50,000 square feet which would increase the gross square feet of floor area of such building by fifteen (15) percent or more, and no addition to a building which would result in a single tenant retail building exceeding 35,000 square feet or a shopping center exceeding 50,000 square feet, shall be approved for construction or occupancy unless the entire large retail establishment affected by the new construction has been determined to be in compliance with the "Design Standards for Large Retail Establishments" contained in Appendix C, whether the existing large retail establishment or building was approved under prior law or under this Land Use Code. The fifteen (15) percent increase shall be calculated from the size of the establishment at the effective date.