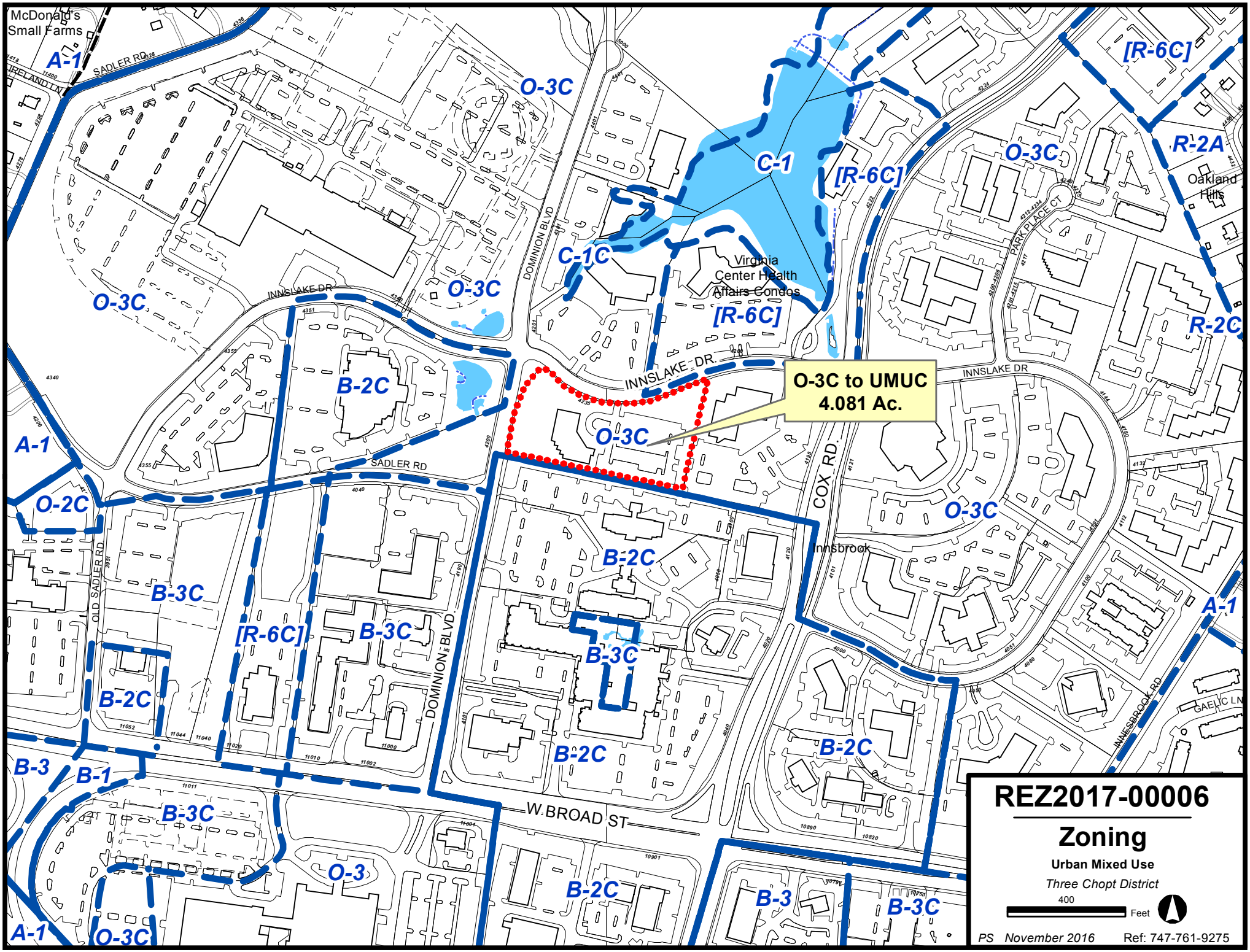
McDonald's
Small Farms
A-1
SADLER RD
IRELAND LN
O-3C
C-1
[R-6C]
R-2A
Oakland
Hills
C-1C
Virginia
Center Health
Affairs Condos
PARK PLACE CT
INNSLAKE DR
DOMINION BLVD
R-2C
B-2C
O-3C to UMUC
4.081 Ac.
INNSLAKE DR.
A-1
SADLER RD
O-2C
COX RD.
Innsbrook
OLD SADLER RD
B-3C
[R-6C]
B-2C
DOMINION BLVD
B-3
B-1
W BROAD ST
O-3
A-1
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B-3
B-3C
INNESBROOK RD
GAELIC LN
REZ2017-00006
Zoning
Urban Mixed Use
Three Chopt District
400
Feet
PS November 2016
Ref: 747-761-9275

COMMONWEALTH OF VIRGINIA

COUNTY OF HENRICO

John A. Vithoulkas
County Manager

April 18, 2017

WAM Associates, LLC
6641 W. Broad Street, Ste. 101
Richmond, VA 23230

Re: Rezoning Case REZ2017-00006

Dear Sirs:

The Board of Supervisors at its meeting on April 11, 2017, granted your request to conditionally rezone from O-3C Office District (Conditional) to UMUC Urban Mixed Use District (Conditional) Parcel 747-761-9275 containing 4.081 acres located at the southeast intersection of Innslake Drive and Dominion Boulevard, described as follows:

Beginning at a point on the south line of Innslake Drive at its intersection with the east line of Dominion Boulevard; thence, leaving the east line of Dominion Boulevard, along the south line of Innslake Drive the following four courses: S 38°23'50" E, 13.54' to a point; thence along a curve to the left having a radius of 363.23' and an arc length of 429.73', to a point; thence N 73°49'00" E, 100.00' to a point; thence along a curve to the right having a radius of 600.65' and an arc length of 24.50' to a point; thence, leaving the south line of Innslake Drive, S18°34'07" W, 395.55' to a point; thence N 71°25'53" W, 599.68' to a point on the east line of Dominion Boulevard; thence along the east line of Dominion Boulevard the following three courses: N 18°44'16" E, 168.11' to a point; thence along a curve to the right having a radius of 275.00' and an arc length of 160.06' to a point; thence along a curve to the right having a radius of 25.00' and an arc length of 39.06' to the point of beginning, containing 4.081 acres of land.

The Board of Supervisors accepted the following proffered conditions, dated February 15, 2017, which further regulate the above described property in addition to all applicable provisions of Chapter 24, Code of Henrico (Zoning Ordinance):

1. **Urban Design Guidelines.** The Property shall be developed in general conformance with the concept plan, illustrations and information set forth in the "Innsbrook Urban Mixed-Use District Urban Design Guidelines" (the "Urban Design Guidelines") dated October 12, 2016 (see case file), revised January 27, 2017 and filed herewith, which illustrations and information are conceptual in nature and may vary in detail. If not in general conformance with the foregoing, deviations may be approved in any subsequent Plan of Development, subdivision approval or any variations permitted by the Director of Planning upon the Director finding that the variations are generally in keeping with the spirit and concept of the Urban Design Guidelines.

2. **Architectural Review Committee.** All development on the Property shall be subject to approval of an Architectural Review Committee established by the Innsbrook Owners' Association to review and approve development of all structures on the Property in general conformance with the Urban Design Guidelines prior to plans being submitted to the County. Such approval shall accompany any submittal for rezoning and/or Plan of Development submitted to the County for review.

3. **Overall Density.** There shall be no more than 350 residential units developed on the Property.

4. **Internal Circulation.** The Property shall provide vehicular circulation among adjacent properties as determined at the time of Plan of Development. Copies of applicable cross access agreements, if agreed to by the adjacent property owner, shall be provided to the County upon execution.

5. **Prohibited Uses.** The following uses shall be prohibited on the Property:

a. automotive filling and service stations including towing service;
b. billiard, bagatelle, video game or a bingo parlor, unless accessory to a permitted use;
c. flea markets or antique auctions;
d. billboards;
e. recycling facilities;
f. funeral homes, mortuaries, crematories and/or undertaking establishments;
g. dance halls;
h. truck stops;
i. gun shop, sales and repair;
j. sign painting shops;
k. theaters;
l. communication towers;
m. adult businesses as defined by Section 24-3 of the Henrico County Code;
n. establishments whose primary business is check cashing and/or the making of payday loans as defined and regulated by Sections 6.2-2100 et seq. and 6.2-1800 et seq. of the Code of Virginia (the foregoing shall not preclude banks, savings and loans or similar financial institutions that are not regulated by the foregoing Virginia Code sections);
o. restaurants with drive-thru windows, not to exclude, however, restaurants with dedicated parking spaces for the pick-up of carry-out food nor restaurants whose primary business is the sale of specialty coffees or other non-alcoholic beverages or pastry;
p. car title loan operations;
q. fuel pumps associated with permitted uses; and
r. motels or motor lodges.

6. **Severance.** The unenforceability, elimination, revision or amendment of any proffer set forth herein, in whole or in part, shall not affect the validity or enforceability of the other proffers or the unaffected part of any such proffer.

7. **Mixture of Uses.** There shall be a minimum of 28,000 square feet of office and/or retail development on the Property, which square footage may include administrative and accessory uses in an office building or a mixed-use building for the benefit of multifamily dwellings.

The Planning Department has been advised of the action of the Board of Supervisors and will revise its records.

Sincerely,

John A. Vithoulkas
County Manager

pc: James W. Theobald, Esquire
Director, Real Estate Assessment
Tiffany S. Hinton, Ph.D., Dir. Research and Planning – Schools
Police, Special Services

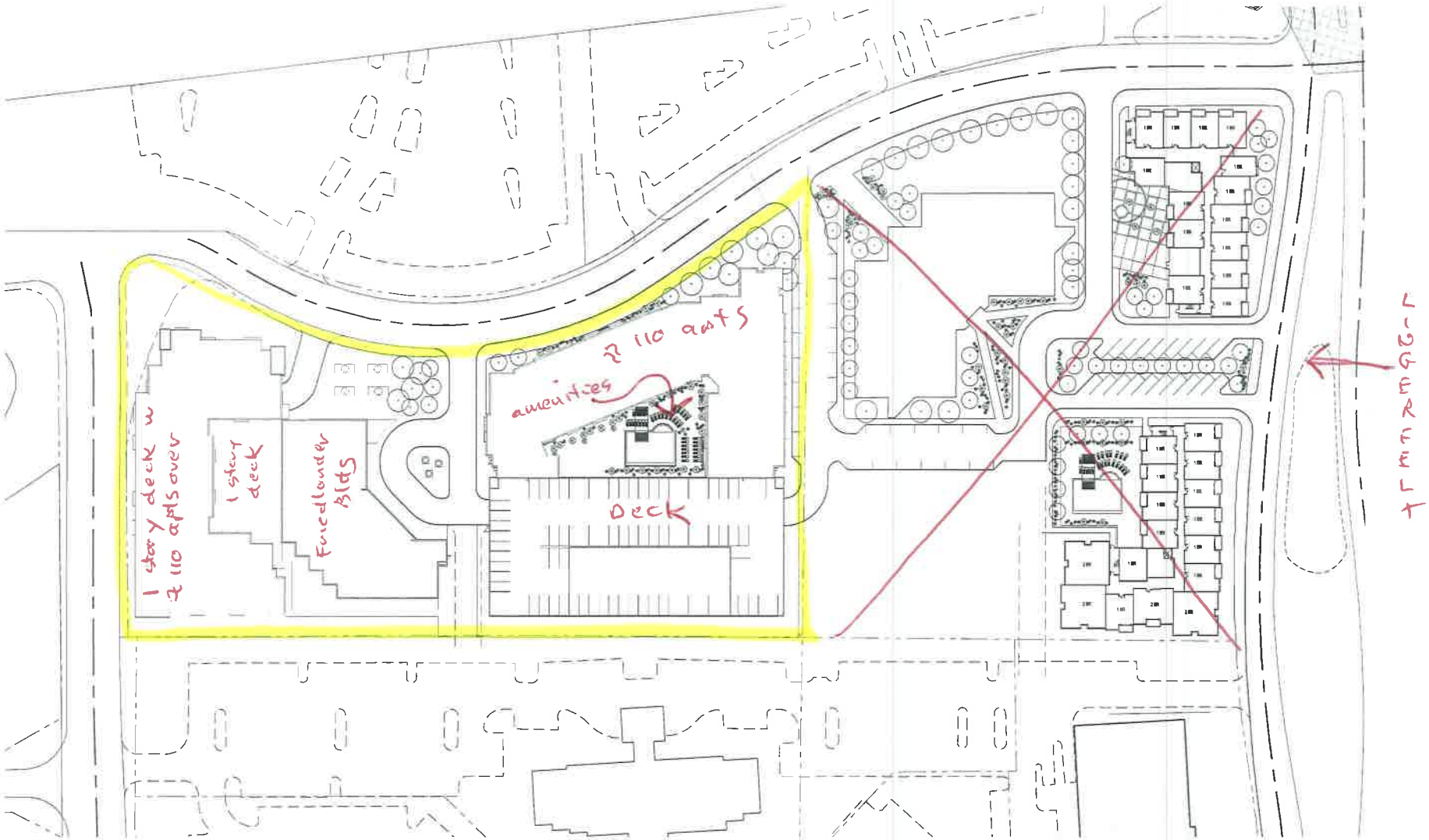
SITE PLAN

Innsbrook VA | Innslake Mixed Use - Marchetti

160927

saunders +crouse ARCHITECTS

Saunders + Crouse Architects © 2016



REZ2017-00006

CONCEPTUAL SITE PERSPECTIVE

Innsbrook, VA | Innslake Mixed Use - Marchetti

160906

saunders +crouse ARCHITECTS

REZ2017-00006

CONCEPTUAL PERSPECTIVE

Innsbrook, VA | Innslake Mixed Use - Marchetti

160927

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Saunders + Crouse Architects © 2016
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REZ2017-00006

CONCEPTUAL PERSPECTIVE

Innsbrook, VA | Innslake Mixed Use - Marchetti

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REZ2017-00006

INNSBROOK next
Land use plan for tomorrow.

Innsbrook
Owners Association

Innsbrook Urban Mixed-Use District

URBAN DESIGN GUIDELINES

CURRENT AS OF JANUARY 27, 2017

REZ2017-00006

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I. *Introduction*

The Innsbrook Urban Mixed-Use District is to be developed as a high-quality, pedestrian-oriented, mixed-use environment. The Innsbrook Urban Mixed-Use District will transform the existing Innsbrook Corporate Center from a suburban office park that is now inhabited primarily during weekday daytime working hours, into a vibrant, urban community. This environment will provide the backdrop for a rich and vital urban experience for residents, employers, workers, and visitors alike. Weaving together a variety of uses, the Innsbrook Urban Mixed-Use District will have places for both the routine aspects of everyday life and the occasional grand, celebratory public events of civic display. This will be a neighborhood to live in, work in, play in, celebrate, and remember.

The streets and blocks of the Innsbrook Urban Mixed-Use District form an easy, comprehensible network for the organization of public life. Frequent intersections provided by a gridded street pattern offer the public numerous options and alternative routes, creating the basis for easy and efficient communication throughout the district. The streets are narrower, slowing vehicular traffic and, consequently, more pedestrian-friendly. While designed to accommodate vehicular movement, they are detailed to encourage pedestrian usage.

Sidewalks constitute the basic armature for successful urban areas; they are the lifeblood of a community. They are to be provided with street trees and, potentially, lighting, seating, and other street furniture in commercial areas. These elements both buffer the pedestrian from vehicular traffic and enrich the public walk. The sidewalks will be regularly inhabited with pedestrians as they traverse to places of business, nearby shops, restaurants, and entertainment venues in the course of their daily lives. Sidewalk cafés can further enliven the pedestrian experience.

The architecture is to be designed to offer a variety of visual experiences. Fronting on the public sidewalks, buildings will frame the street, with main entries generally accessed directly from the public way. Buildings are designed as a composition to engage open space and unify the urban fabric.

Open spaces and landscaped areas will be linked together to create a network of public plazas, parks, and courtyards. Such open spaces will engage the lakefront whenever possible to maintain public enjoyment of the water. Street trees and plants will typically buffer pedestrians from vehicular traffic, provide shade to pedestrians, and visually frame special points of interest. Amenities could include esplanades, gardens, pools and other water features, sculptures, and other items.

Signage throughout the district is to provide order and visual clarity. A variety of signage types, each appropriately scaled for its purpose and location, will contribute to the maintenance of a pleasant and harmonious environment.

The placement, size, shape, material, color, and lighting for the signs will be coordinated to complement the overall character of the surrounding environment.

These design standards are intended to promote a rich and varied urban environment, encouraging the design of streets, streetscapes, buildings, landscaping, and signage to contribute to the development of an exciting urban lifestyle.

ARCHITECTURAL REVIEW COMMITTEE

The Innsbrook Owners Association has a long established Architectural Review Committee whose purpose is to review all building designs and construction documents to ensure harmonious development in conformance with the Innsbrook Covenants. At the December, 2010 Annual Meeting, the property owners of Innsbrook expanded the role of the Architectural Review Committee to review and approve proposed zoning cases and plans of development for the types of projects specifically covered by these Design Guidelines. These Design Guidelines may be modified from time to time by the Innsbrook Architectural Review Committee to reflect changing market conditions for urban Mixed-Use development, unique property, and/or site conditions or for other reasons deemed to be in the best interest of the Innsbrook Owners Association.

II. *Street Design Standards*

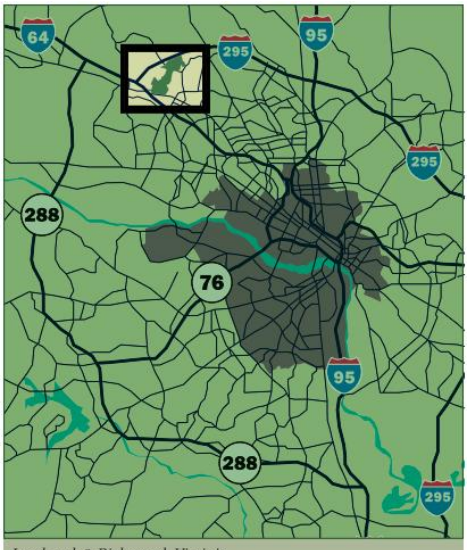
Innsbrook looking South from Nuckols Road: Existing (Left) & Proposed (Right) Conditions

LOCATION AND ACCESS

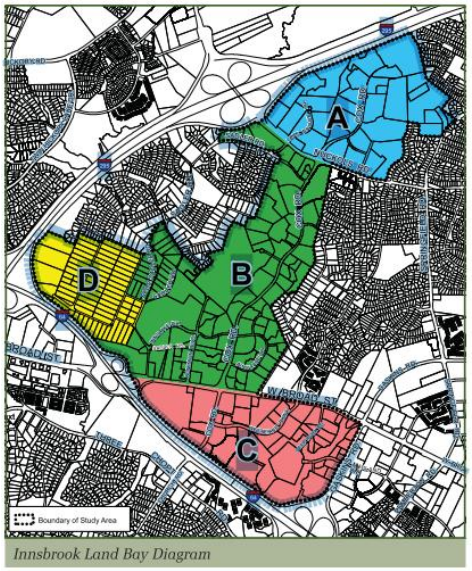
The Innsbrook Urban Mixed-Use District encompasses all of the Innsbrook Corporate Center and is located within Henrico County Land Bay A and Land Bay B as shown in the Innsbrook Area Land Use Study adopted by the Board of Supervisors on September 14, 2010, and as indicated in the diagram below right.

GENERAL LAYOUT

The Innsbrook Urban Mixed-Use District is to be organized along a gridded network of streets which interface with the existing lake network. Existing broad expanses of surface parking lots are to be replaced with buildings that incorporate vertically integrated parking structures. This allows for a dramatic increase in building density, while simultaneously providing adequate parking for the new and existing uses. By integrating a mix of building uses, shared parking will permit reduced parking ratios, preserving and enhancing open space.

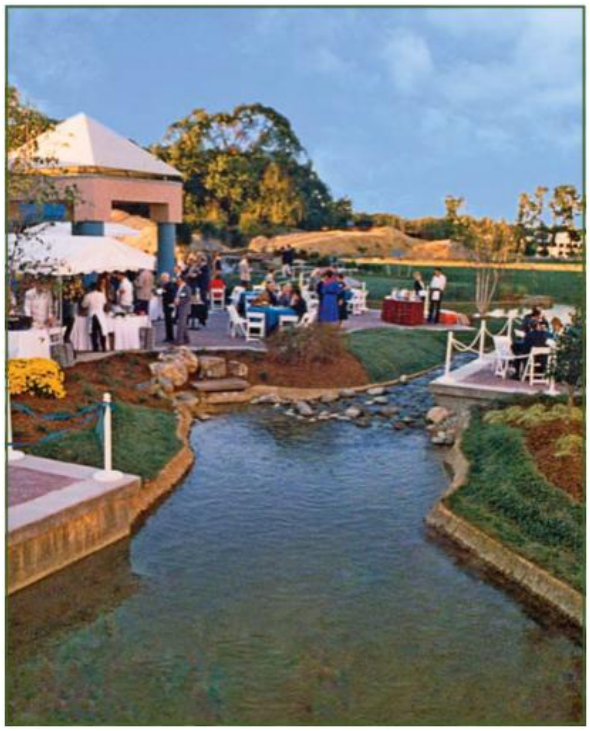


Innsbrook & Richmond, Virginia



Innsbrook Land Bay Diagram

STREETS AND BLOCKS



A. Existing Arterial and Collector Streets

Located Northwest of Richmond, Innsbrook has immediate access to I-295 to the North and I-64 to the South. Cox Road is a four-lane divided arterial connecting the Innsbrook Urban Mixed-Use District with Nuckols Road to the north and Broad Street to the south. Existing secondary collector streets within the Innsbrook Corporate Center which currently tie into Cox Road will be maintained in the Innsbrook Urban Mixed-Use District, but additional streets will be added, in order to establish a street hierarchy and create an urban-scale street grid system.

B. Existing Waterways

New streets and proposed buildings will be arranged to reinforce the existing Innsbrook lake system. The existing lakefront recreational areas form an urban central park system and should be maintained and enhanced as much as possible. Mixed-use buildings with ground floor retail and restaurant uses arranged along the lakefront walking paths will create a lively, pedestrian pathway overlooking the lakes.

C. New Streets

The existing street network will be extended and further refined through the insertion of new streets into the existing collector road structure. Existing office building locations may be maintained, although the surface parking lots which currently serve them will be supplanted by new parking structures. These will serve both the existing buildings and the new proposed buildings. The new streets will work in conjunction to form the constitutive pattern of blocks for the district. They will sub-divide the former surface parking and open lots into street blocks, creating parcels of land appropriately sized for the development of multi-building, pedestrian-oriented streets typical of urban environments. The newly formed blocks are intended to be of limited extent, approximately 250 to 400 feet in length, and capable of being walked around in about 10 minutes. In areas where larger blocks have been maintained, pedestrian plazas, vehicular parking access roads, and/or walks will be utilized to limit the perceived extent of the street blocks.

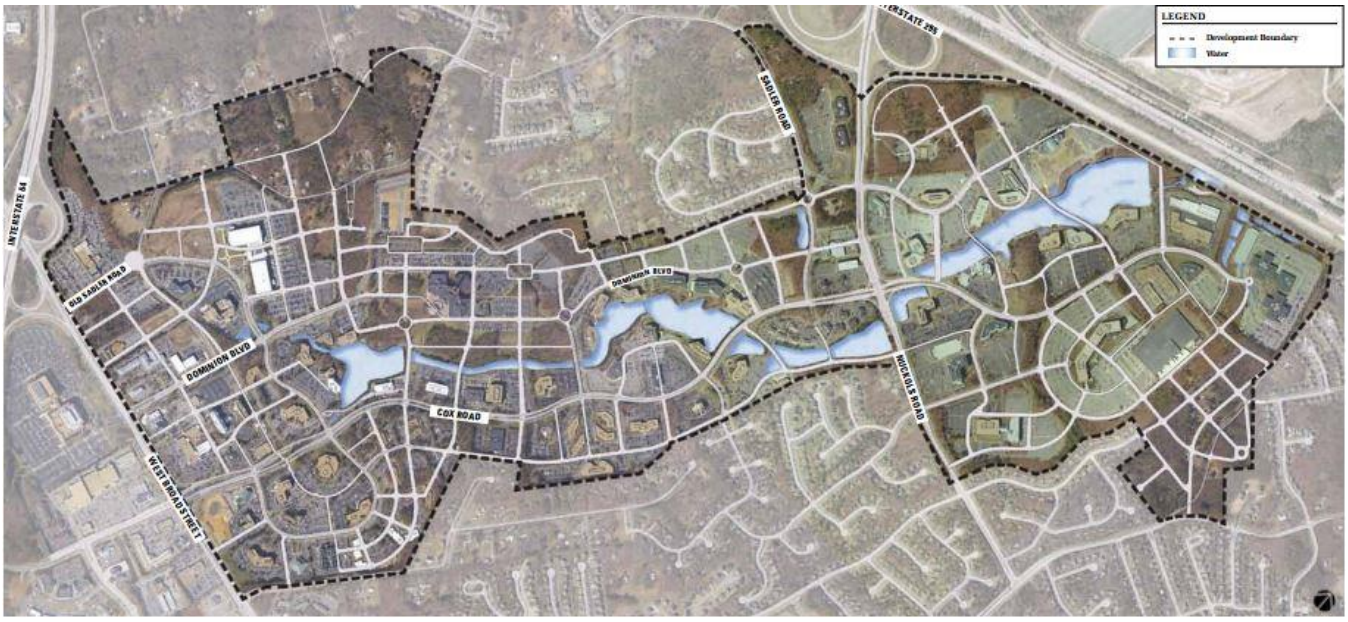
II | STREET DESIGN STANDARDS

D. The Street Grid Network

Collectively, these newly created streets will form an interwoven street network in the form of a "grid" running parallel and perpendicular to Cox Road and the lake system.

The newly inserted street system, in conjunction with the existing surrounding streets, will work together to form the nexus of the public domain; they will provide the connective tissue for inhabitants, workers, and visitors alike. Yet in addition to gathering the population along its network, the street system also serves to quickly and efficiently disperse vehicular traffic, providing options and alternative routes for traffic to flow in a multitude of directions away from the primary collector roads.

The street layout and the building architecture must work together to form a cohesive whole. Streets which terminate at architectural elements should be treated so as to enhance the overall community's character and foster an iconic architectural image.



Example of a Master Plan and Road Grid for Innsbrook Urban Mixed-Use District. Tertiary streets, pedestrian plazas, and walks may be incorporated as required to create smaller walkable blocks.

E. Street Hierarchy

The new streets within the Innsbrook Urban Mixed-Use District will provide an additional level of hierarchy to the existing streets in this area. The new streets should be both narrower and more pedestrian-oriented. These narrower street widths, designed to slow the flow of traffic, provide for a single lane of traffic in each direction together with parking along each side, allowing for the safe interaction of vehicular use and pedestrian activity.

II | STREET DESIGN STANDARDS

F. Rotary Intersections

Where appropriate, especially at unique geometrical conditions, roundabouts should be considered as an alternative to signalized intersections. Roundabouts typically shorten vehicle stacking, and may provide for increased intersection efficiency. By lowering travel speeds and presenting fewer conflict points, they also provide for enhanced safety. Roundabouts offer aesthetic benefits, shortening the perceived length of streets by providing locations for the display of public amenities, whether fountains, sculptures, or other special elements. Yet, special attention needs to be given to the route of pedestrian and bicycle circulation around the rotary.

II | STREET DESIGN STANDARDS

PARKING DISTRICT

A. Off-Street Parking - Surface

Surface parking is permitted within the Innsbrook Urban Mixed-Use District and where provided should be integrated into the urban fabric. Landscaping is also encouraged to screen the lot from view and integrate it into the overall urban context. The layout of parking lots including ingress and egress points should complement the overall design of the master plan as approved by the Architectural Review Committee. From a design viewpoint, major routes through the lot should be regarded as the equivalent of streets. Larger parking lots should be demarcated to establish a clearly recognizable movement system. The streetscape areas adjacent to these routes should generally be provided with pedestrian walks sufficient to accommodate the resulting pedestrian traffic.

B. Off-Street Parking – Structured

While it may initially be possible to increase density solely through the provision of surface parking, with expansion and growth over time, structured parking will be required to provide adequate spaces for the facility requirements, as proposed. These structures should be conveniently located, and also serve to organize the locations of delivery, trash pickup, and loading areas. Developed as required, they should be dispersed throughout the property to provide for a maximum pedestrian travel distance of 1,000 feet from parking space to anticipated destination.

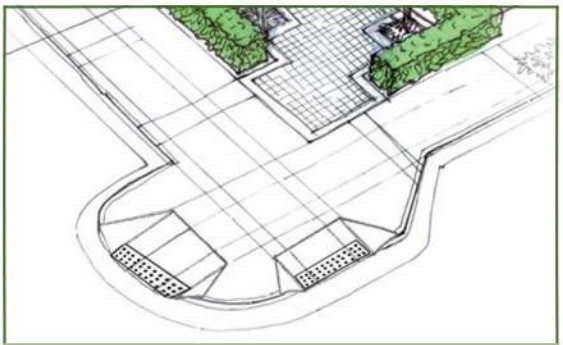
C. On-Street Parking

On-street parking should be provided throughout the narrower connecting streets in the Innsbrook Urban Mixed-Use District. On-street parking spaces shall be clearly delineated by pavement markings and signage where appropriate. Signage and pavement markings shall also clearly identify loading spaces where they occur. Turning radii at street intersections should be held to a maximum of 20'-0" to maintain necessary space for pedestrian activity on the corners and to allow sufficient space for buildings to front along the street. Turning radii may be further reduced, where required. At intersections requiring maneuverability of larger delivery trucks and fire equipment, a roll down curb may be provided. Bulb-outs and extensions of the sidewalk paving into the street at intersections may be used to define the parking areas and to shorten the distance across streets, making street crossings safer and more pedestrian-friendly. On-street parking should have time limits to best serve transit visitors.

Roll-down curbs provide for increased maneuverability of larger vehicles.

D. Shared Parking Facilities

In a mixed-use development, parking facilities are used twenty-four hours a day, albeit with different users sharing the same facility at different times throughout the course of the diurnal cycle. During the day, the structure serves area businesses and shoppers visiting retail operations while, at night, the structure provides parking for visitors to entertainment venues, and restaurants, as well as for area residents. The maximum number of parking spaces shall be calculated on the basis of a parking analysis. All other uses shall be provided for in that maximum number. Other uses will share the spaces provided office and retail and will not require additional parking spaces. At time of plan of development, a shared parking study shall be submitted showing that the actual number of



Bulb-outs both contain the on-street parking areas and shorten the length of pedestrian crosswalks.

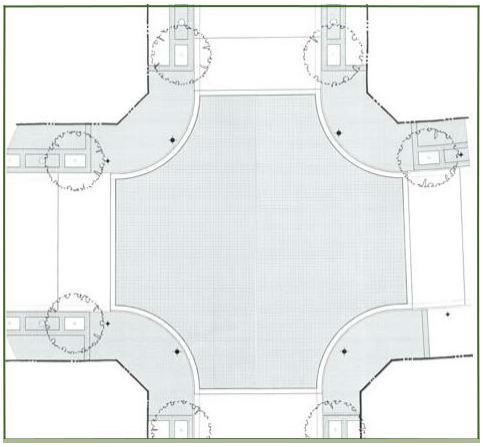
parking spaces provided per use group works. Parking structures shall be sited and signed so as to attract vehicular drivers. All parking facilities are to be ADA compliant. Wherever practical, bicycle racks should be considered to encourage alternate forms of transportation.

E. Alternative Forms of Transportation

In a mixed-use development, consideration should be given to all forms of transportation. Bicycle lanes and bike racks should be provided for alternative transportation needs. Wider multiple use travel lanes could also be provided in the public rights of way of Cox Road and Highwood Parkways to provide transportation routes for both vehicles and bicycles. Speed limits in secondary streets should be set so as to enable safe bicycling activity. Building amenities such as showers and locker rooms are also encouraged. As they are defined, care should be exercised to protect public transportation transit corridors and stations. Planning of the transit corridor will require close coordination with the development as it occurs. In the event technology advances, creating reasonable accommodations for electric vehicle charging stations should also be considered.

CROSSWALKS AND SPECIAL PAVED AREAS

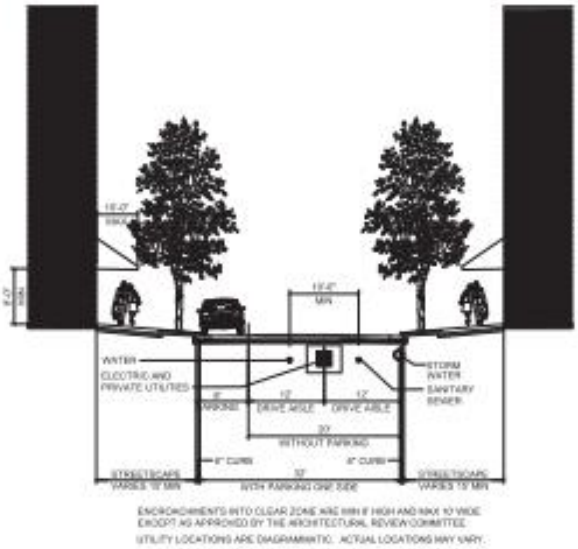
Crosswalks at intersections highlight the presence of the pedestrian in the street environment. Pavement markings shall be used to identify sidewalk locations. Alternate materials may be provided as identification at pedestrian crossings and vehicular drives. Textured patterns slow traffic so that pedestrians can more easily and safely traverse the walk. The entire roadbed may also be raised up to the level of the public walk to allow for an uninterrupted field of paving throughout the intersection. In addition, specially designated streets may be paved with alternate materials reflecting brick or stone patterns. Electric crosswalk signals should be provided where required for pedestrian safety.

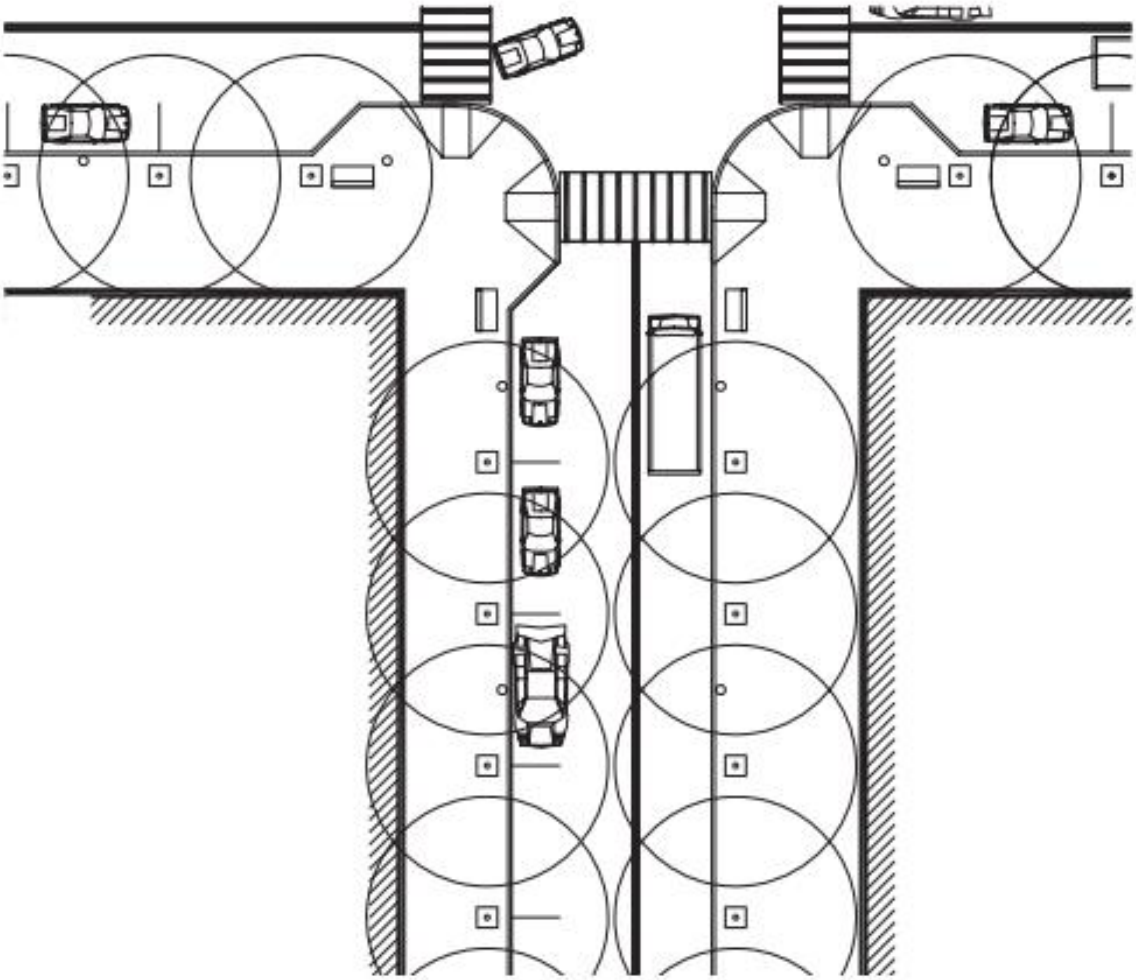


STREET SECTION

The street sections on the following pages are examples of the typical street proportions and characters of private roads which could be utilized by new projects within the Innsbrook Urban Mixed-Use District.

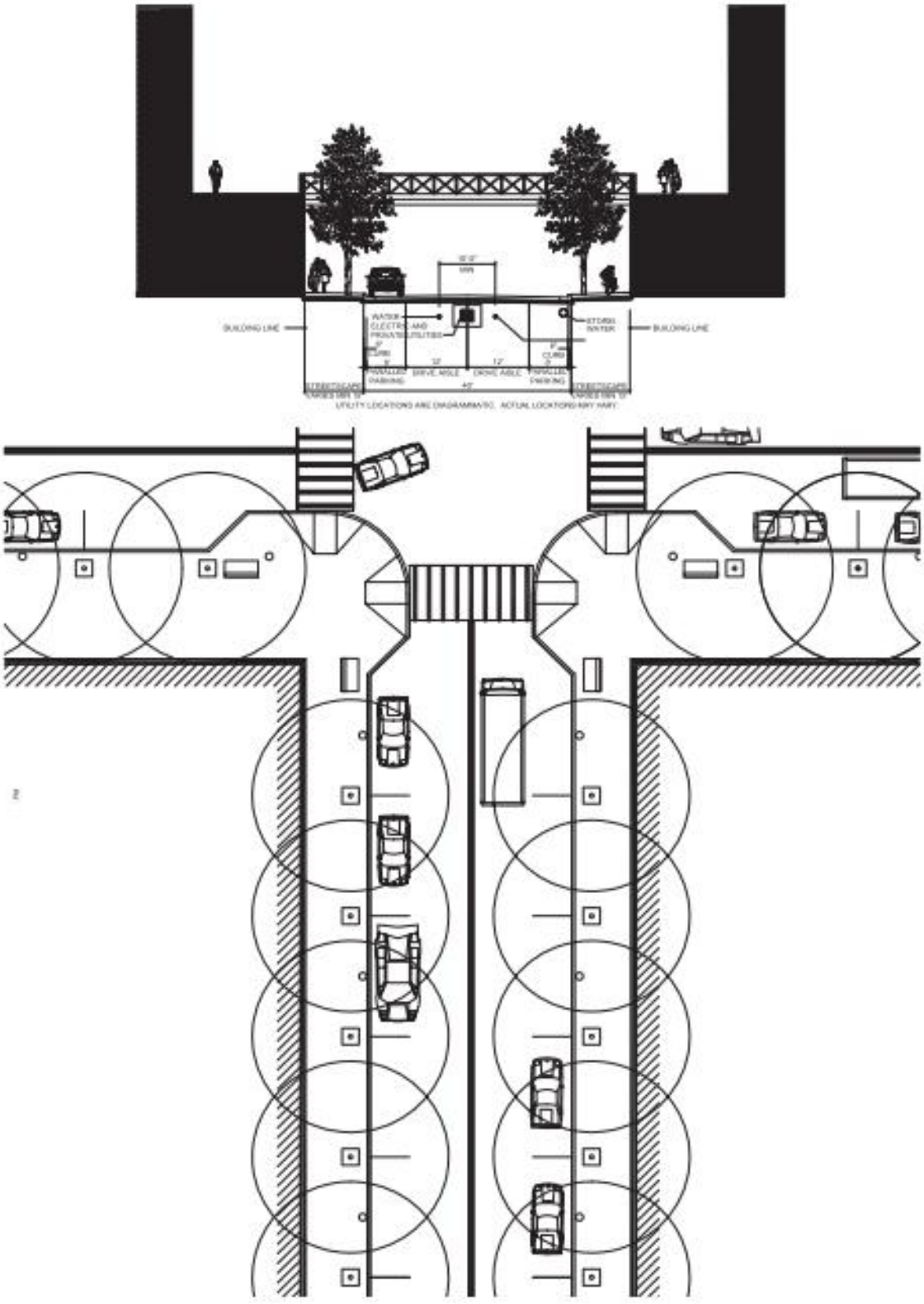
II | STREET DESIGN STANDARDS





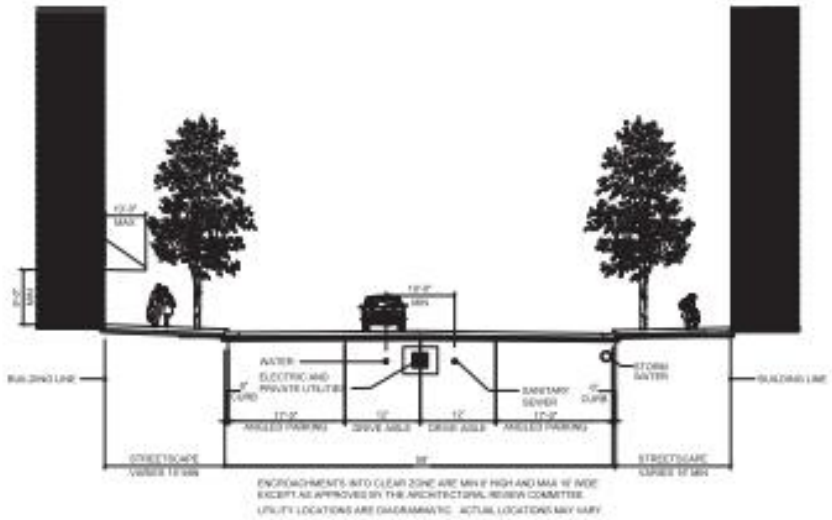
TYPICAL STREET SECTION - TYPE 'A'
TWO WAY TRAFFIC WITH OR WITHOUT PARALLEL PARKING

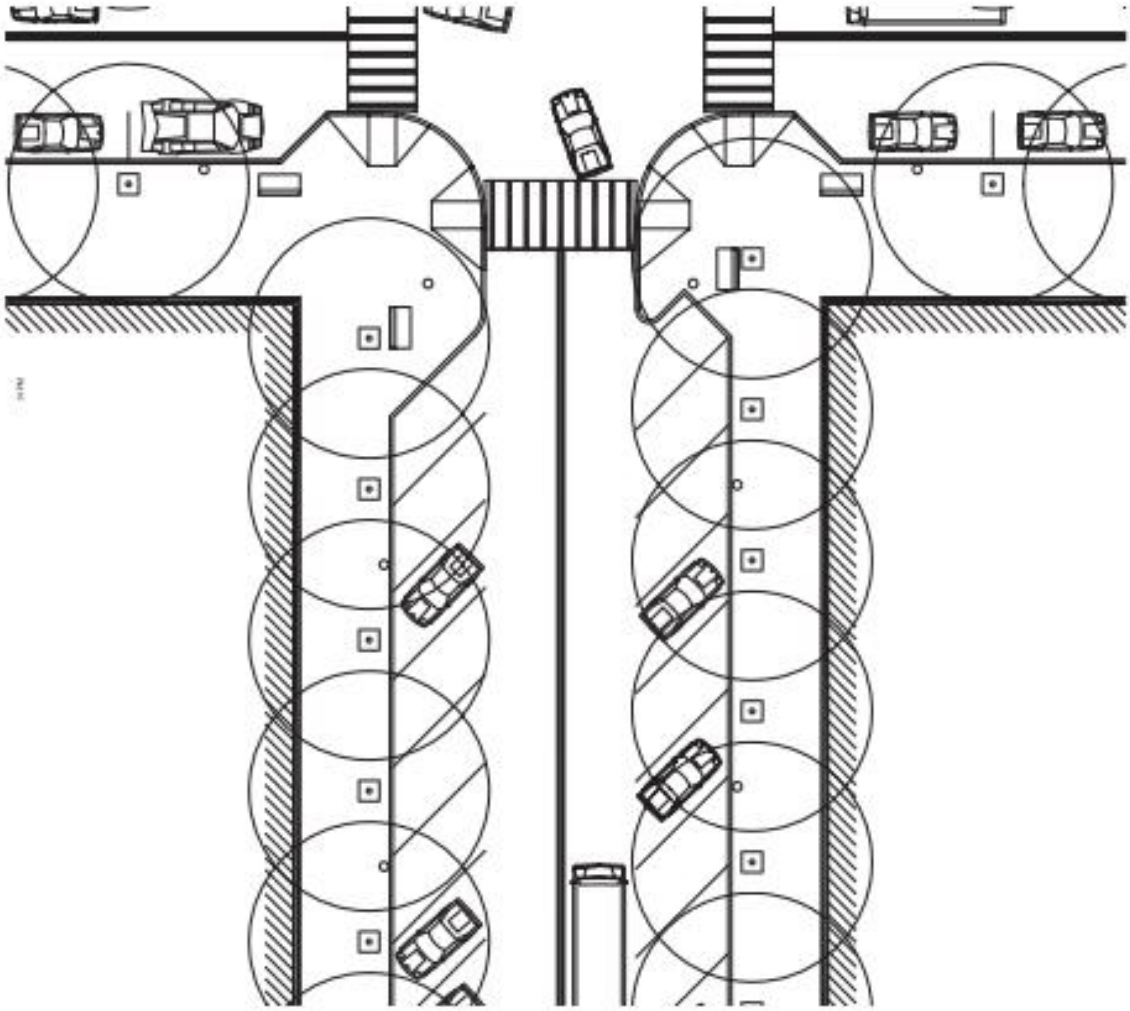
II | STREET DESIGN STANDARDS



TYPICAL STREET SECTION - TYPE 'B'
TWO WAY TRAFFIC WITH PARALLEL PARKING ON BOTH SIDES

II | STREET DESIGN STANDARDS





TYPICAL STREET SECTION - TYPE 'C'
TWO WAY TRAFFIC WITH ANGLED PARKING

III. *Streetscape Material Standards*

STREETSCAPES

A. Narrative

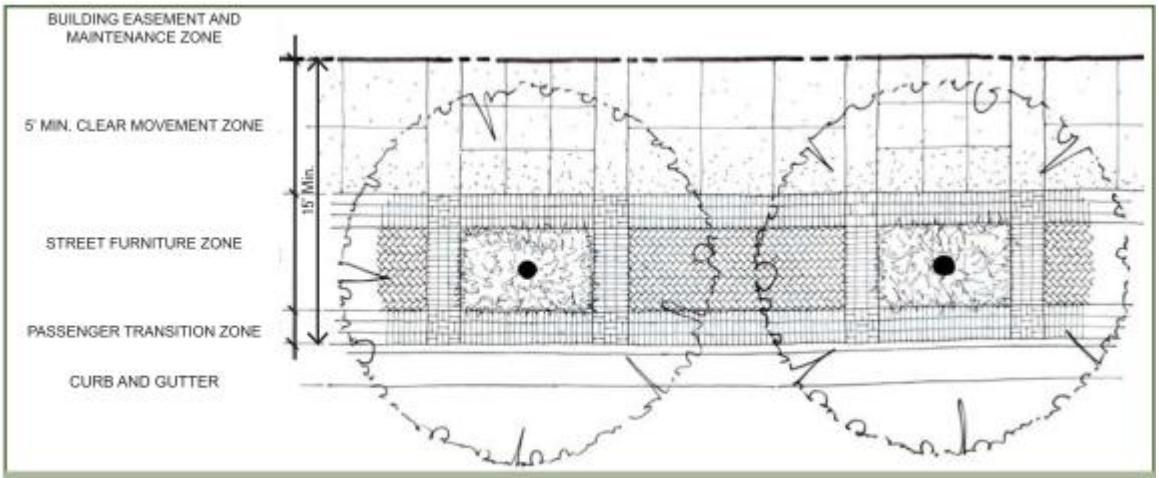
The success of a mixed-use district lies in the constant use of its sidewalks and the various pedestrian ways provided along its parks and through its plazas. The Innsbrook Urban Mixed-Use District urban scape environment will utilize streetscapes, pocket parks, and plazas for pedestrian movement. Continuous pedestrian activity means ongoing opportunity for the interaction and exchange of people with each other and with the shop owners and service providers who own and operate the street level shops or the employers and employees who work in the office spaces above. A vibrant mixed-use district has many of the basic activities of daily life placed within walking distance of each other, and provides a continuous stream of walks and routes linking together the various elements of the neighborhood.

B. Standards

1. Provide the streetscape as a continuous space with a clear division of four (4) fundamental spatial zones:

   - **The Building Easement and Maintenance Zone**
   - **The Clear Movement Zone**
   - **The Street Furniture Zone**
   - **The Passenger Curb Zone**

The total width should be a minimum of 15 feet. The typical layout of these zones within the overall streetscape is illustrated in the Sidewalk Zones Diagram below.



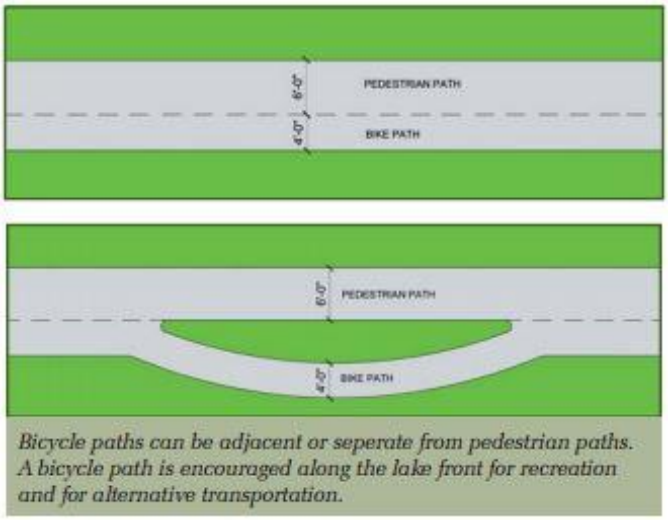
Sidewalk Zones Diagram

III | STREETSCAPE MATERIAL STANDARDS

a. **The Building Easement and Maintenance Zone** is the easement / encroachment area where private property owner elements may extend into the streetscape area. Through zoning regulations, the building easement and maintenance may be deemed an easement or an encroachment. Along mixed-use and commercial streets, building foundations typically project into this zone below grade, while transitional elements (ramps, stairs, etc.) as well as decorative accoutrement (e.g., flower boxes) project into this zone above grade. Along residential streets, transitional elements such as porches and stoops, together with balconies and bay windows, typically project into this zone.

b. **The Clear Movement Zone** is the minimum width of the pedestrian path that must remain open and unobstructed. In commercial areas, the minimum width should be 5'-0'. Along residential streets, the minimum width should be 5'-0'. For multi-purpose paths (those which are intended for bicycles as well as pedestrians) the width should be 10'-0".

c. **The Street Furniture Zone** typically contains many of the pedestrian-oriented amenities of the sidewalk. These include kiosks, directories, lighting, seating, flagpoles, banners, and waste receptacles. Street furniture elements should be visually coordinated, predictably distributed, and neatly displayed in an orderly manner. Street furniture may not project into the passenger transition zone.



Bicycle paths can be adjacent or seperate from pedestrian paths. A bicycle path is encouraged along the lake front for recreation and for alternative transportation.

As a standard, all street furniture zones should have trees as their main component. If street trees cannot be accommodated, other landscaping should be provided. Tree grates and the reduction in tree well size required to accommodate a tree grate should only occur as the last option to retain trees along a street. If an alternate street tree area is not available, provide proper plantings for the available area. See Landscape Design Guidelines for further information on-street trees.

d. **The Passenger Transition Zone** is the area directly behind the back of the curb allowing for passenger movement between the sidewalk and the automobile. It falls between the street furniture and the curb, and is meant to give space to vehicular passengers getting in and out of automobiles within parallel parking spaces.

III | STREETSCAPE MATERIAL STANDARDS

2. In general, providing the (4) fundamental zones of a streetscape may be accomplished with a variety of means. While the standard pattern, as illustrated in the Sidewalk Zones Diagram, may be typical, it is not intended to eliminate options and variations. Variations in streetscapes are certain and necessary, as different types of streets serve different purposes, requiring unique and individual design. A variety of options may be anticipated:

   a. A street, or portion thereof, may have street furniture placed directly adjacent to the building, in the building easement and maintenance zone. This may be expected in areas which have sidewalk cafes and / or outdoor dining, or when a building entry is set back from the street to accommodate an entry plaza.

   b. A street, or portion thereof, may have an arcade or colonnade providing covered passage along a portion of the sidewalk. This covered passage may extend out towards the sidewalk and occupy the street furniture zone.

   c. A street, or portion thereof, may have diagonal parking, street trees provided in tree islands along the block, street lighting provided from wall sconces affixed to the building, and a clear movement zone provided from the back of the curb to the building. This prototype is typically found in dense, commercial areas.

   d. A street, or portion thereof, may have a continuous landscaped verge, occupying the street furniture zone as well as the passenger transition zone.

   e. A street, or portion thereof, along the streetscape may become an extension of a building entry plaza extending across all of the streetscape zones. This is typically found at the entrances to theaters, conference halls, hotels, and other buildings with a high volume of public use.

   In each case, however, while accommodating the variations required for a vibrant community life, the required clear movement zones must be maintained.

3. The width of the streetscape (i.e., the strip of land between the back of the curb line and any building elements) should typically be 15'-0" minimum. This area may be a continuous planted verge along some roads, or a continuous sidewalk along some streets depending upon the purposes of the street and the adjacent buildings. Typically, however, this 15'-0" dimension immediately behind the back of the curb will contain both plantings as well as hardscape features. For a description of typical streetscape zones, see the Sidewalk Zones Diagram.

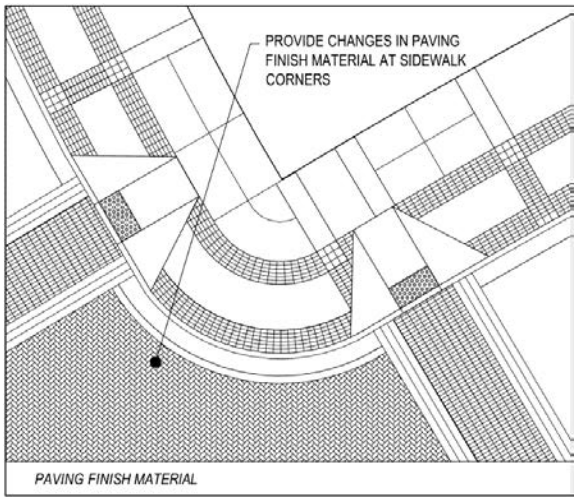
4. Finish patterns should emphasize the zones of the sidewalk, and should particularly distinguish the edge of the streetscape as it adjoins the street, visually marking this area of transition.

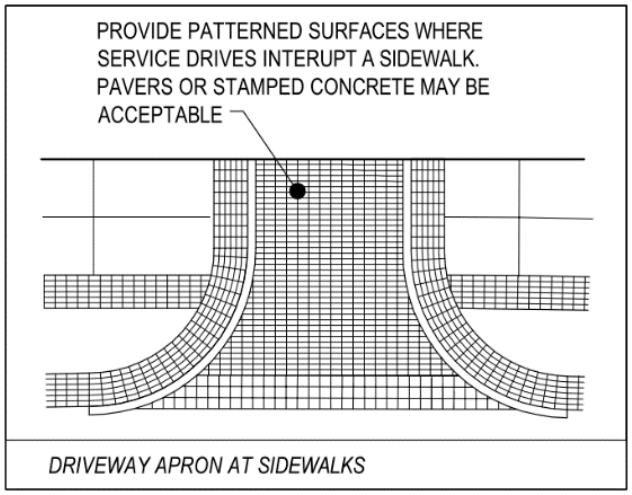
III | STREETSCAPE MATERIAL STANDARDS

5. Finished surfaces of sidewalks should be of brick, concrete, or stone, or an appropriate combination of these materials. The clear movement zone should consist mostly of slip-resistant surfaces and textures. Various methods of finishing concrete provide for slip-resistant surfaces. Compliance with the current ADA guidelines for sidewalks and crosswalks is required throughout the district.

6. At special intersections and as an optional design, sidewalk street corners may be laid as an uninterrupted field of brick in a herringbone pattern. The finish materials and pattern of the sidewalk should be maintained through the area of the curb ramp. The use of "two curb ramp crosswalks" is encouraged to provide for a safer pedestrian environment.

7. At service entry drives, which cross a sidewalk or other pedestrian path, the paving material should continue across the drive to reinforce the clear movement zone and highlight the pedestrian way. However, a distinguishing band of material should clearly highlight the edge of the drive, visually demarking the transition from the sidewalk to the crossing driveway. The apron of these entry drives would typically be concrete.





8. Services such as car washes and bank drive throughs must be designed for compatibility with pedestrian activity. Preferably such functions should be integrated within the design of the overall block or, where required, be accessed from secondary vehicular alleys.

III | STREETSCAPE MATERIAL STANDARDS

PEDESTRIAN WAYS

A. Standards

1. Pedestrian ways through parks and plazas should orient the pedestrian to significant destinations, while connecting to other public ways. Pedestrian ways shall comply with the current ADA Guidelines.

2. Along pedestrian ways, recesses resulting from building setbacks along the sidewalk should be enhanced as special urban places. The recesses may become pocket plazas, landscaped gardens, or seating areas.

3. Pedestrian paths or trails through parks and landscaped or natural areas should be a minimum of 6'-0" wide. Bicycle trails through parks and landscaped or natural areas should be a minimum of 4'-0" in width. Multi-purpose pathways, those which are intended for shared-use by bicyclists and pedestrians, should be a minimum of 10'-0" wide.

4. Pedestrian pathways and trails that extend through parks and landscaped or natural areas should be provided with seating and lighting along walkways and at places of interest. Provide openings to views along pedestrian ways, with seating areas at the viewing points. Provide pedestrian scale lighting sufficient to illuminate the walkway and any seating areas.

ARCADES AND COLONNADES

A. Standards

1. Arcades/colonnades may be extended over sidewalks as a shading alternative to street trees. If proposed, the required clear movement zone must be maintained. Yet, the necessity of a clear movement zone should not prohibit the leasing of space within the arcade/colonnade.

2. The interiors of arcades should be adequately lit to provide the pedestrian with a continued sense of security and safety. The lighting from decorative fixtures attached to the building may be used to supplant street lighting if it is supplied in sufficient quantity. Similarly, planters and other landscaping may be used to supplant the street trees.

III | STREETSCAPE MATERIAL STANDARDS

OUTDOOR PLAZAS

A. Standards

1. Outdoor plazas may be located to highlight a main entrance to a major building or to provide a series of outdoor spaces to accommodate pedestrians. Typically, plazas are pedestrian-oriented open spaces with decorative paving, lighting, and additional street furniture. Plazas may include sculpture, fountains, and/or additional landscaping.

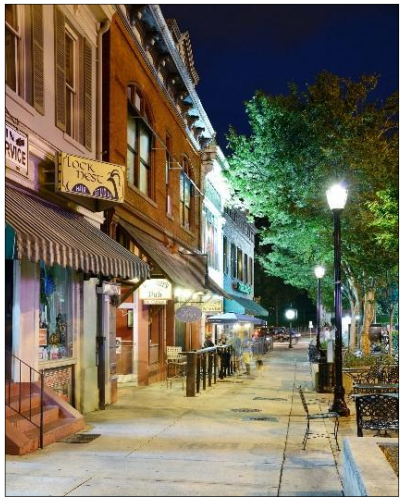
2. Outdoor plazas should not restrict or in any way interfere with the clear movement zone of the sidewalk. Plaza paving patterns, however, should be able to extend into the sidewalk area upon approval of the Architectural Review Committee.

3. Durable surface finishes for plaza paving shall be provided. The materials selected, colors, patterns, and finishes should coordinate with the adjoining architecture.

OUTDOOR LIGHTING

A. Narrative

Lighting extends the use of a district beyond the daylight hours and into the evening, providing for the continued use of the streets and public spaces throughout the diurnal cycle. Lighting provides a sense of security and safety for the pedestrian, giving a sense of continuous habitation and oversight. This makes it a prerequisite to consistent pedestrian activity throughout the evening hours. A well-lit environment establishes the basis for the vitality of evening activities promoting public attendance, whether they are theatrical performances, concerts, dining, or late-night shopping. Lighting reactivates urban spaces for evening use, and allows the district to be a nighttime destination point. The adequacy of outdoor lighting is vital to securing the ongoing vibrancy of a mixed-used district. Street lighting practices which minimize the use of energy and reduce glare are encouraged.



III | STREETSCAPE MATERIAL STANDARDS

B. Standards

1. Provide lighting for the pedestrian along the street at the sidewalk, within plazas, and along pedestrian ways and access routes within parks, as well as in landscaped gardens and natural areas. Provide signalized traffic lighting in conjunction with the development of vehicular routes and traffic patterns. Develop the design and selection of building-mounted decorative fixtures in coordination with both the street lighting and the individual buildings. Provide lighting that both enhances the character of the district and subtly reinforces the distinct aspects of its neighborhoods.

2. Maintain outdoor lighting at a pedestrian scale that supplies adequate illumination for both pedestrian use of the sidewalk and street, and vehicular use of the street.

3. Lighting at the sidewalk along local streets in the Innsbrook Mixed-Use District should maintain a pedestrian scale. A total height (pole and light fixture) of 14’-0” is preferred. Pole and fixture design should be complementary. A consistent street fixture should be provided throughout the district.

4. Building-mounted fixtures will vary from building to building, but should be complementary to the overall character of the district as well as its individual buildings.

5. The lighting of selected building facades should contribute and reinforce the overall sense of building organization, massing, and façade treatment throughout the Innsbrook Mixed-Use District. The light sources which illuminate building facades should be located, aimed, and shielded such that light is directed only onto the building façade and not onto adjoining properties. Light fixtures should not be directed toward adjacent streets or roads. The use of shields and baffles are recommended to help mitigate light spread.

6. In plazas, pocket parks, and along pedestrian pathways, consider the use of low-level outdoor lighting integrated into plaza walls, stair side-walls and/or risers, and even seat- walls. The lighting levels provided should illuminate changes in elevation such as steps, ramps, and steep embankments.

7. Bollards may also be internally lit, reinforcing the visual separation of vehicular and pedestrian routes.

III | STREETSCAPE MATERIAL STANDARDS

OUTDOOR FURNITURE

A. Narrative

Street furniture establishes the actual "making" of a place, contributing the physical elements of human habitation along the street. The provision of street furniture "accessorizes" the public space, refining the identity of a place. Street furniture typically includes seating, lighting, bollards, trash receptacles, bicycle racks, mail boxes, newspaper boxes, and poles for signs, flags, and banners. Street furniture promotes pedestrian street life with amenities and conveniences which encourage the ongoing and regular use of sidewalks and pedestrian ways. It humanizes the scale of the street, placing everyday pedestrian elements within the context of the urban environment.

B. Standards

1. Street furniture should not restrict the width of the clear movement zone of the sidewalk, whether placed in the designated street furniture zone, under an arcade, or in the easement/ encroachment zone.

2. Coherent compositions of street furniture that utilize unifying elements should be used throughout the Innsbrook Mixed-Use District. An understandable order for pattern for the location of these elements should be provided, foreshadowing the location of these elements to the pedestrian. Furniture style, material, and colors should complement each other to produce cohesive arrangements and designs.

3. Environmental factors such as sunlight, shadow, glare reflection, wind, and rain should be considered in the placement of seating areas.

4. Seating areas should be considered at plazas, parks, landscaped and natural areas, viewing points, and points of special interest as well as at transit stops, entrances to major buildings, and at the entry points to parking structures, eating facilities and vendor kiosks. Seating areas should be coordinated with the locations of bicycle racks. Seating areas should not obstruct building entrances and should not restrict clear movement zones. Care should be taken to ensure that seating areas are sufficiently illuminated.

5. Individual benches should have intermediate armrests for individual seating on the bench.

6. Bicycle racks should be provided at grade level in parking structures, at plazas, and at or near the entrances to major buildings for workers and visitors alike. Bicycle racks can be readily accommodated in the recess spaces of buildings adjacent to the entrances. In addition, bicycle racks should be provided along trails and at major destination points. Bicycle racks should not obstruct building entrances and should not restrict clear movement zones.

7. Bicycle racks should be of hardened steel that can withstand hacksaws and hammers. They should be securely anchored

in concrete foundations or mechanically attached with bolts that cannot be readily removed. Care should be taken to ensure that bicycle racks are sufficiently illuminated.

8. Public trash receptacles should be distributed throughout the Innsbrook Mixed-Use District. Visible and conveniently located for pedestrians, receptacles should be placed at corners, in plazas, and possibly at mid-block locations along lengthy streets. Public trash receptacles should be located in proximity to restaurants, outdoor dining facilities, vendor kiosks, public gathering areas, and areas designated to hold scheduled public events.

9. Public trash receptacles should consist of an outer decorative shell and a replaceable, impact-resistant liner. The receptacle should coordinate with other street furniture – particularly street lights – in terms of material, color, and finish.

10. Bollards may be metal or textured concrete, stone, or a combination of these materials. While bollards are typically permanent, they may be removable where they are intended for intermittent use, such as in multifunctional spaces.

11. Sign poles, such as stop and advisory signs, should be of a uniform size and form and should be capped. The edge of the walk should conceal the anchorage.

12. Street furniture should be designed for long-term use and shall be of a durable material and finish. All exposed metals should be coated or otherwise treated to withstand oxidation/corrosion, abrasion, and damage from airborne salts. Maintenance will be required at regular intervals to keep the furniture items looking kempt. All street furniture should be set plumb and level.

OUTDOOR DINING AND SIDEWALK CAFES

A. Narrative

Outdoor dining/cafes are seasonal social gathering areas when weather permits. They provide safe, comfortable places where people can stop to rest, view, socialize, and relax while they dine. They are encouraged when possible and where space permits. Successful outdoor dining areas activate and energize the street, attracting more people to participate in the life of the street, to see and be seen. A staple of the street life of contemporary culture, outdoor dining areas and sidewalk cafes assist in maintaining an active street scene. Their ability to regularly attract people throughout the day and evening assists in the promotion of adjoining shops and businesses.

B. Standards

1. Locate outdoor dining areas and cafes to take advantage of views, such as parks and plazas, as well as along streets with larger streetscape widths. In addition, outdoor dining areas and cafes should be considered for interior court spaces.

III | STREETSCAPE MATERIAL STANDARDS

2. Typically, outdoor dining areas and sidewalk cafes front along the restaurant of an adjacent building and should not extend beyond the length of the lease space.

3. The design of outdoor dining areas and sidewalk cafés should be compatible to the architecture of the "parent" or "host" building. They should also be designed to complement the character of the street context.

4. No element affiliated with an outdoor dining area/sidewalk café, whether perimeter railings, fencing, plantings, menu board, or other item, may obstruct the width of the required clear movement zone.

5. Canopies, awnings, or table umbrellas are encouraged and may be used to provide shading and screening for the diners.

6. Exterior flooring other than sidewalk materials may be used at outdoor dining areas set back from the established right-of-way. Paint, grass, artificial turf, carpet, platforms, and any interior finish materials or treatments should not be allowed.

7. The design of perimeter railings or fencing should complement the concept and materials of the restaurant's exterior and the context of the adjoining public realm. Railings and posts may be of metal, wood, and/or stone. Landscaping elements should also be complementary with the adjacent structures.

8. Fencing may be designed and constructed for permanent or temporary/seasonal installation. If the fencing is to be left in place during the off-season, it must be maintained in a kempt fashion. Temporary posts and railings are not permitted to be stored within public view.

9. Except for wall sconces or bracketed light fixtures, all other furnishings, amenities, accessories, and service items should be removed from the outdoor café area off season. When stored, any outdoor café items or furnishings should be concealed from public view.

Acceptable fence and railing options for outdoor cafes

III | STREETSCAPE MATERIAL STANDARDS

UTILITY SERVICES

A. Narrative

Utility services should be located under the sidewalk adjoining the curb where practical. This will provide a sidewalk clear of unsightly elements impinging upon the flow of pedestrian traffic while also maintaining a means of access to them. In situations where this is not practical, they should at least be concealed within the architectural design.

This will also minimize the disruption to both pedestrian and vehicular flow during service and maintenance operations.

B. Standards

The Architectural Review Committee shall maintain and regulate standards for the location, design, and detailing of all utility connections, including, but not limited to:

1. Transformers
2. Building generators
3. Dumpster enclosures
4. Electric, gas, or other meters
5. Telecommunication equipment
6. Security Cameras

IV. *Architectural Design Standards*

Building Site Placement

A. Statement of Intent

1. Locate and orient the buildings so that a balanced environment is created for the comfort, visibility, and accessibility of both the pedestrian and the automobile.

2. Ensure build-to lines and allowable building setbacks provide adequate circulation routes with sidewalk space at the street for expected pedestrian densities and intended amenities.

3. Promote greater pedestrian traffic at the street by providing a street of adjacent buildings.

4. Promote mixed-usage of both the buildings and the street blocks.

5. Promote sufficient levels of massing and density to achieve an intensified level of pedestrian activity.

6. Provide the means for increased densities at the block while promoting light, air, and movement at the street.

7. Use building street façades to define a more pedestrian-intimate experience on primary streets at street level.

IV | ARCHITECTURAL DESIGN STANDARDS

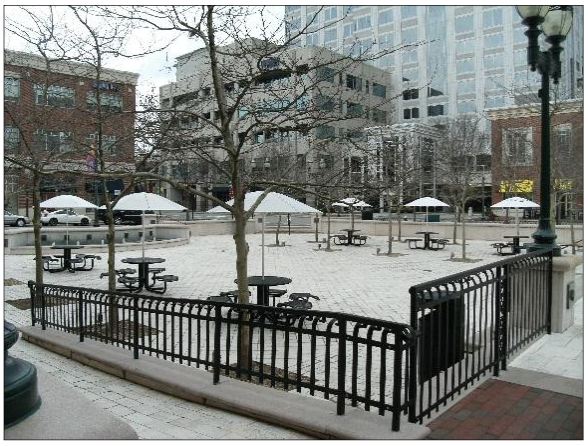
B. Narrative

Building site placement is a critical element in determining how people will use the public space to get from one place to another. Its development follows from the layout of streets and blocks, in this case a grid framework of pedestrian-oriented blocks. Building site placement is essential in framing the space of a street and providing a sense of enclosure. Yet the siting of buildings also determines how accessible private spaces are from the public realm, encouraging frequent exchange between inside and outside, and enhancing pedestrian activity.

Building site placement is also one of the initiating factors of the character of a place. A consistent placement of adjoining buildings at the edge of the right-of-way gives the public realm a pedestrian sensibility; street-walls (the vertical plane resulting from a contiguous line of buildings) are created, providing a more intimate urban form. Places are more easily accessible to pedestrians, and crossing the street feels safer because vehicles move more slowly in an environment that brings pedestrians and vehicles closer together. The details of everyday objects take on greater significance in this environment, as they are more readily observed. In other words, pedestrian oriented environments establish public space as the backdrop of daily human activity and experience.

The Innsbrook Mixed-Use District unites commercial, retail, cultural, entertainment, and residential uses within a single district. Street-walls and building frontages should be designed to invite pedestrian use of the plazas and sidewalks. Framed primary pedestrian streets and plazas will convey a sense of protection, safety, and security while providing spaces for public enjoyment.

C. Standards



1. Building frontages should tend to align along the street at the property line or front onto the surface parking lot. Of course, building setbacks are allowed to accommodate outdoor dining, plazas, landscaping and other amenities.
2. Consider the placement and form of buildings at corners and how both factors may promote pedestrian activity.
3. Locate the district's major building structures at walkable distances from each other (1/4 mile) and distributed throughout the district. Orient their major entrances to local streets.
4. Locate smaller shops, businesses and retail services in the field of the block between major office buildings and parking structures and between other significant destinations within the district.
5. Parking structures and lots should not be clustered but dispersed at walkable distances along the length of the Innsbrook Mixed-Use District. Such placement will reduce the traffic volume within the village by providing easy vehicular access and exit to major traffic corridors. Diffused placement will also encourage drivers and their passengers to take a short walk past stores and restaurants on the way to their intended destinations.
6. For long blocks or buildings with open interior courts, coordinate the location of openings with regard to climatic conditions; sunlight, prevailing winds, etc.
7. For ease of access, multiple building entrances should be provided wherever compatible with building uses.

8. Surface parking may be provided where required to service the district. It should be carefully implemented so as to complement the overall surrounding character and screened from view with landscaping.

ARCHITECTURAL MASSING

A. Statements of Intent

1. Present a unified form for the Innsbrook Mixed-Use District at both grand and human scales.
2. Highlight the significance for the Innsbrook Mixed-Use District as seen from a distance while maintaining its human scale and approachability at the street.
3. Provide for greater densities while safeguarding the provision of light, air, and views at the street.
4. Distinguish major buildings and parking structures within the district as destination points from the more pedestrian-oriented walking environment.
5. Create an architectural character which is respectful of and complements its surrounding context.

B. Narrative

A coherent and legible urban form results from the orchestrated placement of building masses throughout an area. Building massing simultaneously presents an overall image of a district when viewed from a distance, and involves an orderly arrangement of buildings within the district, one that allows for sun, air, and light to filter to the street level. Building masses derive not only from the programmed use of the spaces within, but also from the physical constraints of the site (zoned height limitations and required setbacks). Implicit massing relationships suggested by the adjoining context may also influence the massing of buildings.

The overall visual impression of building masses is further refined and brought into human scale through articulations of the building façade. The articulation of the façade transforms buildings from abstract volumes into backdrops for human activity. The greatest level of detail is both required and provided at the building's ground level. For it is here, at the street level, where the conduct of daily life is experienced.

C. Standards

1. Develop a coherent system of coordinated building masses. Integrate differing volumes by using similar and/or complementary materials and a coordinated system of horizontal datum lines. Provide building forms that step down to the street within a block. Conversely, massing should step back from the build-to line with increasing heights.

2. Locate buildings of smaller mass within the field of the block between major buildings and parking structures. Locate buildings of greatest mass along arterials, within the interior of the block, and stepped back from the street.

IV | ARCHITECTURAL DESIGN STANDARDS

3. Relate building massing both to frame and reinforce view corridors and to establish gateways. Design forms for each block that create a coherent mass which presents the area as unified when viewed from a distance.

4. Maintain an adequate provision of light, air, and views at the street. Consider the relationship of building heights at the block to the impact of solar access at the street. Consider daylight factors and access to light for businesses and stores located at or near the ground level.

5. Organize buildings to control the impact of shadows both on the other buildings and on the street, as well as to mitigate against the impact of wind currents and downdrafts.

6. Buildings may be defined in terms of their height:

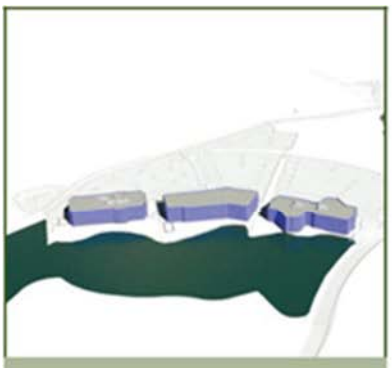
   a. A low-rise building is any building less than 35'-0" in height, measured above the grade plane.

   b. A mid-rise building is any building between 35'-0" and 75'-0" in height, measured above grade plane. Parking structures may be mid-rise buildings.

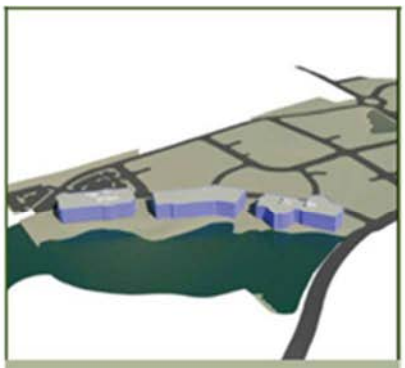
   c. A high-rise building is any building greater than 75'-0" in height, measured above the grade plane. No part of the building or any approved vertical attachment should exceed the height limits established for air navigation safety. Building setbacks may be considered for the increasing heights of the building to allow additional daylight to reach the street. Parking structures may be incorporated into high-rise building structures both as a means of conjoining parking and vertical development and as a means of visually screening parking structures and incorporating them into the streetscape. As much as possible, retail uses should be maintained at grade.

D. Example

The illustrations below indicate one possible scenario for the redevelopment of an existing property within the Innsbrook Urban Mixed-Use District. These images do not intend to show actual designs for this area, but rather exemplify the general massing, density, and open space provisions that would apply to all areas of the UMUD.



Existing Massing



Existing with Urban Grid

Example of Full Build-Out

IV | ARCHITECTURAL DESIGN STANDARDS

Existing Aerial

Example of Full Build-Out

Highwoods Parkway – Existing

Highwoods Parkway – Full Build-Out

IV | ARCHITECTURAL DESIGN STANDARDS

BUILDING FORM

A. Statements of Intent

A cohesive urban vision can be maintained as the district develops over time by taking a form-based approach to the desired outcome. Building form will be regulated within the Innsbrook Mixed-Use District through the establishment of several acceptable building lot typologies. These Building Lot Types will be used as a pattern book to help developers and designers visualize appropriate building forms for various uses. The Building Lot Types will also provide diagrams for building setbacks and lot coverage. While the examples below attempt to document the building typologies that will likely become part of the Mixed-Use District, other Building Lot Types may be deemed to be acceptable if approved by the Architectural Review Committee.

B. Standards

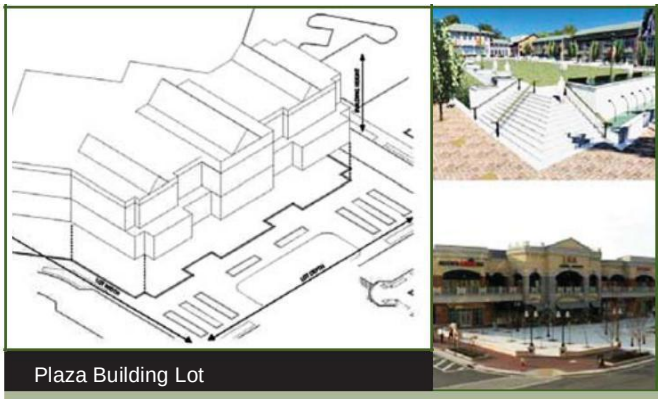
1. Building Lot Types

   a. Retail-Residential Building Lot:
   A lot located and designed to accommodate commercial and service uses on the ground floor occupying most of the lot, and multiple dwellings on the upper floors, step-ping back from the floor level below in order to create balcony and roof terraces for the residential units.

   b. Plaza Building Lot:
   A lot located and designed to accommodate commercial uses on all floor levels, arranged in front of a public plaza. Building steps back on the second floor level in order to create terraces for outdoor dining overlooking the plaza.

Retail-Residential Building Lot

Character Examples – Note: Roof configurations and massing may vary



Plaza Building Lot

Character Examples – Note: Roof configurations and massing may vary.

   c. Mixed-Use Building Lot:
   A lot located and designed to accommodate commercial and service uses on the ground floor occupying most of the lot, and business uses on the upper floors.

   d. Lined Building Lot:
   A lot located and designed to accommodate commercial and service uses on the ground floor occupying most of the lot, and business uses on the upper floors.

IV | ARCHITECTURAL DESIGN STANDARDS

Mixed-Use Building Lot

Character Examples – Note: Roof configurations and massing may vary.

Lined Building Lot

Character Examples – Note: Roof configurations and massing may vary.

e. Multi-Family Building Lot:
A lot located and designed to accommodate multiple dwelling units on the upper floors, with multiple levels of parking below the building, at, above, or below grade level.

f. Office Building Lot:
A lot located and designed to accommodate office uses on all floor levels, with parking provided by adjacent surface parking or parking deck.

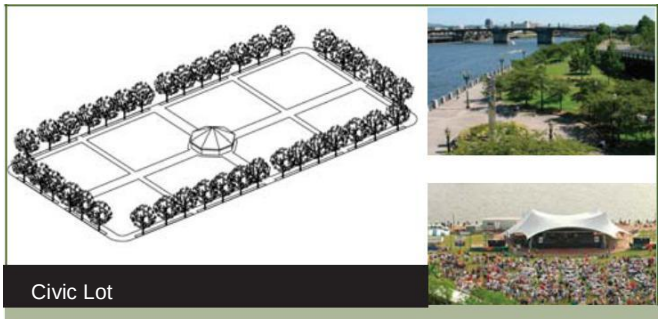
g. Civic Lot:
A lot located and designed to accommodate recreation areas, common areas, and open space. These areas will be privately owned and maintained, but will be available for use by the general public. Buildings, or structures of one story in height for public use may be acceptable within a civic lot, subject to the approval of the Architectural Review Board.

Multi-Family Lot

Character Examples – Note: Roof configurations and massing may vary.

Office Building Lot

Character Examples – Note: Roof configurations and massing may vary.



Civic Lot

Character Example – Note: Roof configurations and massing may vary.

IV | ARCHITECTURAL DESIGN STANDARDS

h. Townhome Building Lot:
A lot located and designed to accommodate a residential building with common (party) walls on both side lot lines and a private garden to the rear.

i. Parking Lot:
A lot located and designed to accommodate surface parking use only.

j. Lot Coverage Ratio Table:
A lot Coverage Ratio Table providing dimensional requirements applicable to each proposed Lot Type shall be included as part of the Rezoning Package submitted to the Architectural Review Committee and demonstrating compliance in the Plan of Development submittal. The table shall include all setbacks and lot coverage ratios applicable to the property by property type.

Lot Coverage Table

Lot Type	Lot Area (min. / max. in sf)	Lot Width (min. / max. in feet)	Frontage Percentage (min. / max.)	Lot Coverage by All Buildings (max.)	Yards: Street (min / max.)	Yards: Side (min.)	Yards: Rear (min.)	Height (min/max. in stories; max in feet): Within 150' of Innsbrook Park boundary if adjacent to existing single family residential development	Height: Between 150' to 300' of Innsbrook Park boundary adjacent to existing single family residential development	Height: Buildings beyond 300' of Innsbrook Park boundary if adjacent to existing single family development
Retail Building Lot (Single Use)	no min. / no max.	100 / 500	70% / 100%	100%	0 / 25	0	0	1 / 2 stories; 45'	1 / 3 stories; 80'	TBD
Retail-Residential Building Lot	no min. / no max.	100 / 500	70% / 100%	100%	0 / 25	0	0	2 / 4 stories; 45'	2 / 8 stories; 80'	
Plaza Building Lot	no min. / no max.	100 / 500	70 / 100%	75%	20 / 100	0	0	1 / 4 stories; 45'	2 / 8 stories; 80'	
Office Building Lot (Single Use)	no min. / no max.	100 / 500	70% / 100%	100%	0 / 25	0	0	1 / 3 stories; 45'	1 / 7 stories; 80'	
Multi-Family Building Lot	no min. / no max.	100 / 500	70% / 100%	100%	0 / 25	0	0	2 / 4 stories; 45'	2 / 8 stories; 80'	
Lined Building Lot	no min. / no max.	100 / 500	70% / 100%	100%	0 / 25	0	0	2 / 4 stories; 45'	2 / 8 stories; 80'	
Mixed-Use Building Lot	no min. / no max.	no min. / 500	70% / 100%	100%	0 / 25	0	0	No. of stories varies; 45'	No. of stories varies; 80'	
Townhome Building Lot (see note 4)	no min. / no max.	no min. / 500	70% / 100% (see note 4)	90%	0 / 25	0	20	2 / 4 stories; 45'	2 / 5 stories; 60'	
Civic Lot	no min. / no max.	no min. / no max.	not applicable	10%	not applicable	not applicable	not applicable	1 story; 20'	1 story; 20'	
Parking Lot and Parking Deck	no min. / no max.	no min. / no max.	not applicable	0%	not	not	not	not applicable	not applicable	

Notes:

1. Building heights may be adjusted to reflect roofline variation not to exceed 25% of the lineal frontage of the building and not more than 10' in additional height.
2. Lots containing existing buildings shall be exempt from compliance with the above requirements, until such a time that the existing building is demolished and the lot is redeveloped.
3. Yard setback requirements shall be measured from the building lot line at the edge of the sidewalk.
4. Exceptions to the yard setback may be allowed where design considerations provide for unique, urban style features, such as sidewalk cafes, building entrances, plazas and similar desirable design features. The intent is to create a unique urban landscape and not to restrict design creativity.
5. The Architectural Review Committee reserves the right to waive any of the requirement contained in this table in the event of hardship or the opportunity to create unique urban design.

IV | ARCHITECTURAL DESIGN STANDARDS

C. Layout and Orientation

The primary entrance of every building must directly face a street or civic space. Depending on the lot's location and shape, the building may face multiple streets. In such cases, it is generally preferred that the primary building entrance face the primary street. For lots facing multiple streets, designation of the primary street shall be up to the Architectural Review Committee.

D. Forecourts

A portion of the building's primary façade may be set back up to 20 feet further from the street than the primary façade's, if this space is constructed as a forecourt or pedestrian entryway that is open to the sidewalk.

FAÇADE TREATMENT

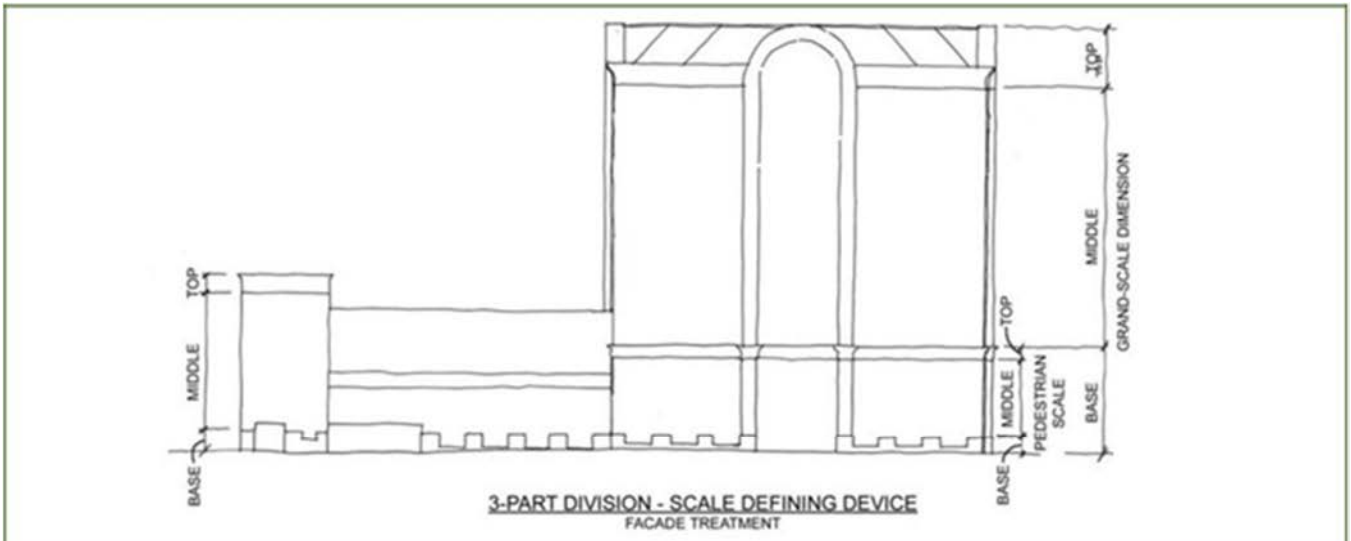
A. Narrative

Building facades frame a street. In so doing, they put shops and architectural elements directly adjacent to the pedestrian's path, and well within the street level cone of vision. As such, additional features and greater detailing of the facade should be provided at the street level for the interest and comfort of the pedestrian. In addition, buildings should provide a visual, and perhaps structural, framework for the orderly presentation of street level businesses and shops. This sense of rhythm will both modulate and syncopate pedestrian travel along the street, providing discrete visual fields of focus.

In general, if a street's built environment is to remain of interest to the pedestrian, architectural forms and features need to be bold enough and clear enough to make the whole building easily comprehensible. Within the close view the pedestrian has from the street, however, the provision of detail and the layering of its presentation is essential to invite repeated daily viewing from passersby.

These standards are not meant to eliminate contemporary building designs, like those with glazed façades that extend unbroken from the street to the sky above. What they do encourage, however, is the considered placement of such dramatic designs or other less articulated and detailed structures. Their placements should serve as accents to the urban field rather than become the field itself.

IV | ARCHITECTURAL DESIGN STANDARDS



The urban building façade should be visibly divided into three parts – a top, middle, and base. This ordering device allows the pedestrian to determine a sense of scale within his context. Studies have found people feel more comfortable and less alienated in spaces from which they can measure its size and their place within it.

B. Standards

1. Provide coordinated building compositions that use a very readable system of building divisions. The ease with which a consistent human scale can be seen or sensed along the urban sidewalk will determine the comfort level and sense of security for the pedestrian at the street.

2. Provide designs that express a base, middle, and top. This provides a visual order to the building, particularly for high-rises. These simple divisions allow the pedestrian to understand the building scale in relation to himself/herself – a component of human comfort.

3. Provide façade designs that allow the base to visually anchor the building to the ground. The expressed height of the base should be proportional to the overall height of the building. The vertical extent of the base lets the pedestrian understand the relative heights of the buildings along the street.

4. Horizontal projections (base, belt courses, frieze panels, cornices) and other linear elements should continue visually from one adjoining building to another. This will provide the greatest sense of enclosure and comfort to the pedestrian.

5. Linear bands need not align precisely; variation can occur - coursings can step up or down, projecting elements can be reversed, and even new lines can be added. Variations will occur, within the field of a single building or along the span of a street block, though the sense of continuity should be maintained.

IV | ARCHITECTURAL DESIGN STANDARDS

6. Provide façade treatments with the greatest amount of detail and refinement at the street. A variety of the following features should be incorporated into each building façade design:

    - Recesses or projections.
    - Overhangs.
    - Peaked or articulated roof forms.
    - Raised corniced parapets.
    - Fine architectural detailing at the building's grade level.
    - Arcades.
    - Arches.
    - Canopies or porticos.
    - Parapets over entryways.
    - Display windows.
    - Integrated landscaping, including the use of planters, and/or seating at recessed areas.

7. Façade design should vary along the street block, as opposed to presenting a single face for the block along all or great extents of the street.

8. Building corners should address their street corners with principal entrances, chamfered or curved building corners, or other means that distinguish the building at the corner from the field of the building facade. Towers, turrets, bay windows, or other devices are encouraged as a means of articulating street corners. However, it is not the intention of the guidelines that every corner has a strong "attention-getting" device.

9. Buildings should have their principal pedestrian entrances along local streets rather than along collectors or arterials.

10. Design the exteriors of parking structures to visually integrate with their surroundings. Design parking structures façades so that the sloping floors of the interior ramp are hidden from view.

11. Dominant exterior building materials (exposed to view on public rights-of-way) should be brick, natural stone, architectural metal, architectural concrete, glass, and cementitious siding for some residential buildings. Secondary or accent exterior building materials should be anodized aluminum, stainless steel, copper, bronze, brass or painted steel. Mortar and caulking colors should be compatible with the predominant material. Provide durable materials at the ground floor to ensure and maintain a high quality built environment.

IV | ARCHITECTURAL DESIGN STANDARDS

12. As development progresses and blocks develop, attention should be given to exposed building elevations intended to be concealed by future phases. Paint or other forms of treatment are recommended to provide a temporary finish while such areas are exposed to view. Such treatments are subject to review and approval by the Innsbrook Architectural Review Committee.

13. The maximum amount of glazing should be provided at the first and second levels to provide a sense of continuous human presence and of ongoing habitation and activity.

14. Integrate rooflines and articulate prominent roof tops. The tops of flat-roofed buildings should be visually articulated, with projections providing visual interest and shadow lines.

15. Rooftop equipment should be screened or concealed from public view. Rooftop amenities such as garden terraces, restaurants, or recreational courts and pools that also conceal mechanical and other equipment are encouraged. Rooftop equipment should be neatly organized, taking into account views onto the roof from the other adjacent structures. The roof should be considered as the "fifth facade."

16. Development which is committed to providing amenities such as fitness centers and swimming pools are encouraged.

STOREFRONTS AND GRADE-LEVEL SPACES

A. Statements of Intent

1. Provide the pedestrian with an inviting urban environment that encourages daily movement, evening activities, social gatherings at the street, and the viewing of shops and businesses.

2. Emphasize the importance of the pedestrian by providing direct access and multiple primary entryways from the sidewalk to the street level and at above-grade businesses.

3. Provide the pedestrian with a sense of safety and security along the full length of the street with transparent glass storefronts, particularly at the first two or three stories.

B. Narrative

Grade-level businesses have a reciprocal relationship with pedestrians – each needs the other. Transparent storefronts and direct access at grade makes them both aware of each other's existence and also signals that there is a constant opportunity for meeting and exchange between them. With transparency, communication is easy; without it, products cannot be seen and spontaneous interest cannot develop. Ideally, glazing at the street forms a continuous rhythm of openings and entrances that maintain the interest of the pedestrian. When that transparent line becomes opaque, however, it should be of limited extent and designed to maintain a sense of rhythm.

When storefronts and grade level spaces provide opportunities for pedestrians to view interesting merchandise or to view daily commercial and business activity, the public will explore the street.

IV | ARCHITECRUAL DESIGN STANDARDS

C. Standards

The Innsbrook Architectural Review Committee shall maintain and regulate standards for storefront and grade-level exterior construction, including but not limited to:

1. Customer entrances should be clearly defined and highly visible. Provide primary entry from the street entries into the building from the street where appropriate.

2. Portions of the storefront at the building line may be set back to further articulate grade-level spaces and to provide opportunities for additional pedestrian amenities. Seats, landscaping, and other pedestrian conveniences must remain out of the clear movement zone of the sidewalk. Building setbacks offer possible locations for these amenities as well as for bicycle racks.

3. Provide a pattern of transparent glazing at both grade and second floor levels to increase visual communication between inside and outside and to increase the pedestrian's sense of safety. Consider integrating transparency into building entryways located near storefronts.

4. To the greatest extent possible, maintain glazing at the street level as an uninterrupted pattern. Where it must be broken, minimize the amount of opaque wall surface between window segments.

5. Grade level businesses should provide loading and trash collection access ways placed between storefronts. However, trash collection, service, and loading areas should be, to the greatest extent possible, screened from public view.

6. Grade-level businesses and storefronts should provide features and pedestrian-oriented amenities at the street, such as display windows, awnings, etc.

7. Exterior lighting at the storefront or grade-level business along its full length is encouraged. Where lighting is provided, fixtures should be attached to the façade with the bottom of the fixture at no less than 8 feet above finished grade.

IV | ARCHITECTURAL DESIGN STANDARDS

RESIDENTIAL BUILDINGS & FRONTAGES

A. Statements of Intent

1. Residential uses are encouraged throughout the Innsbrook Mixed-Use District. Building forms and façades that are both urban and residential are recommended. Likewise, mixed-use residential buildings, with retail space below residential units, are encouraged

2. Building frontages and entrances are encouraged to be at or near the sidewalk.

3. The use of intermediate spaces between the public and private realms, such as porches and balconies, is recommended.

4. Encourage design that provides the resident with a sense of privacy and the pedestrian with a sense of security resulting from visual oversight of the street by residents.

B. Narrative

Urban centers require residents to bring them to life creating an animated community throughout the day and night. The continuous use of the streets, shops, restaurants, walks, and bike trails by residents - and by those who visit – creates a comfort and interest that attracts newcomers and assures return visitors. Nothing draws people to a place like an active community. Continuous use communicates that a place has already established itself as a safe environment, as well as one that invites repeated exploration and promises new features to discover.

Residential portions of the Innsbrook Urban Mixed-Use District should be designed to feel like a neighborhood that is safe and secure, yet has access to all the amenities and features an urban environment makes possible. Porches and balconies serve as “transition” elements between the private residences and the public street. Off-street parking, either in parking structures or hidden from view behind surrounding buildings, reinforce the pedestrian-oriented character of the street.

In addition, small landscaped plazas may be provided at principal entrances and corners where people can relax and observe in comfort and shade. All of these features reaffirm that residents belong in an urban environment, and that their homes can be inviting, safe and comfortable, with an urban sensibility.

C. Standards

1. The design and scale of the architectural façade and the provision of its details and features, particularly at grade and second levels, should be residential. Provide a select combination of features, including porches, balconies, recessed entries, bay windows, trim and window detailing, brick patterning and belt courses, articulated corners, and cornice detailing.

2. Provide an ordered, human-scaled system of architectural elements on the building’s face. Windows and doors should tend to align, and a sense of rhythm and pattern should be present.

3. Principal residential building entrances should be highlighted and made distinct from any adjoining store and business fronts.

IV | ARCHITECTURAL DESIGN STANDARDS

4. The ground floor should be elevated above finished grade to achieve a greater sense of privacy and security from the street for the resident.

5. Consider articulating or emphasizing building corners with quoins, medallions, patterned brick, or stonework.

6. Parking for residents may be made available in the parking courts enclosed by residential perimeter block apartment buildings, in the parking structures throughout the Innsbrook Mixed-Use District, or as is available on the street.

CANOPIES AND AWNINGS

(Note: see outdoor dining section for additional information.)

A. Statements of Intent

1. Protect the pedestrian from rain, wind, glare, direct sunlight, and reflections. Utilize systems that are multifunctional and multi-seasonal.

2. Incorporate architectural design elements to the street that serve as visual cues to the pedestrian about nearby shops and business services.

3. Ensure that awnings and canopies complement their architectural context and are appropriate for both the individual building and the entire street, while still providing establishments with the opportunity for individual expression.

B. Narrative

The architecture along the street frames the public domain, while its detailing acknowledges those who walk along its length. The optimal street environment allows continuous communication to occur between the inside and outside, and its detailing encourages such exchanges. Awnings and canopies are accents or exclamation points to architectural statements, and mark thresholds between inside and outside and the transition from public to private. They therefore should communicate on two levels: as a definer of the public realm, and as an expression of the establishment's individuality. They dramatize the context of the urban space as well as entice the passersby into the shops and businesses they enhance.

C. Standards

1. Weather protection features such as awnings, canopies, porticos and entry elements should be provided at building entrances. Canopies typically refer to elements extending perpendicular from a main building entry towards the street. Awnings typically refer to elements which extend over and shade storefront windows of commercial businesses. Awnings may also be used as decorative architectural features, such as in the mid-height floor windows of a hotel.

IV | ARCHITECTURAL DESIGN STANDARDS

2. Canopies should frame entrances. Posts which support a canopy should not interfere with the clear movement zone of the sidewalk. Consider the design of other methods of structural support, such as cables or rods attached to the building and extended out to hold the canopy from above.

3. A series of awnings provided along an establishment's facade should maintain a consistent design.

4. Awnings may be located at grade and second level windows. The width of an awning would typically match the width of the building's opening for the window. Other locations for awnings may be considered, but are subject to review and approval.

5. Canopies and awnings should be of fire-resistant material, or of metal and/or glass treated to withstand oxidation, corrosion, and deterioration from airborne salts. Awning fabrics will vary, and the basis for selection should include color retention and durability.

6. Awnings can be of various forms and sizes, but should not extend more than 4 feet from the face of the building and should not be lower than 8 feet above finished grade.

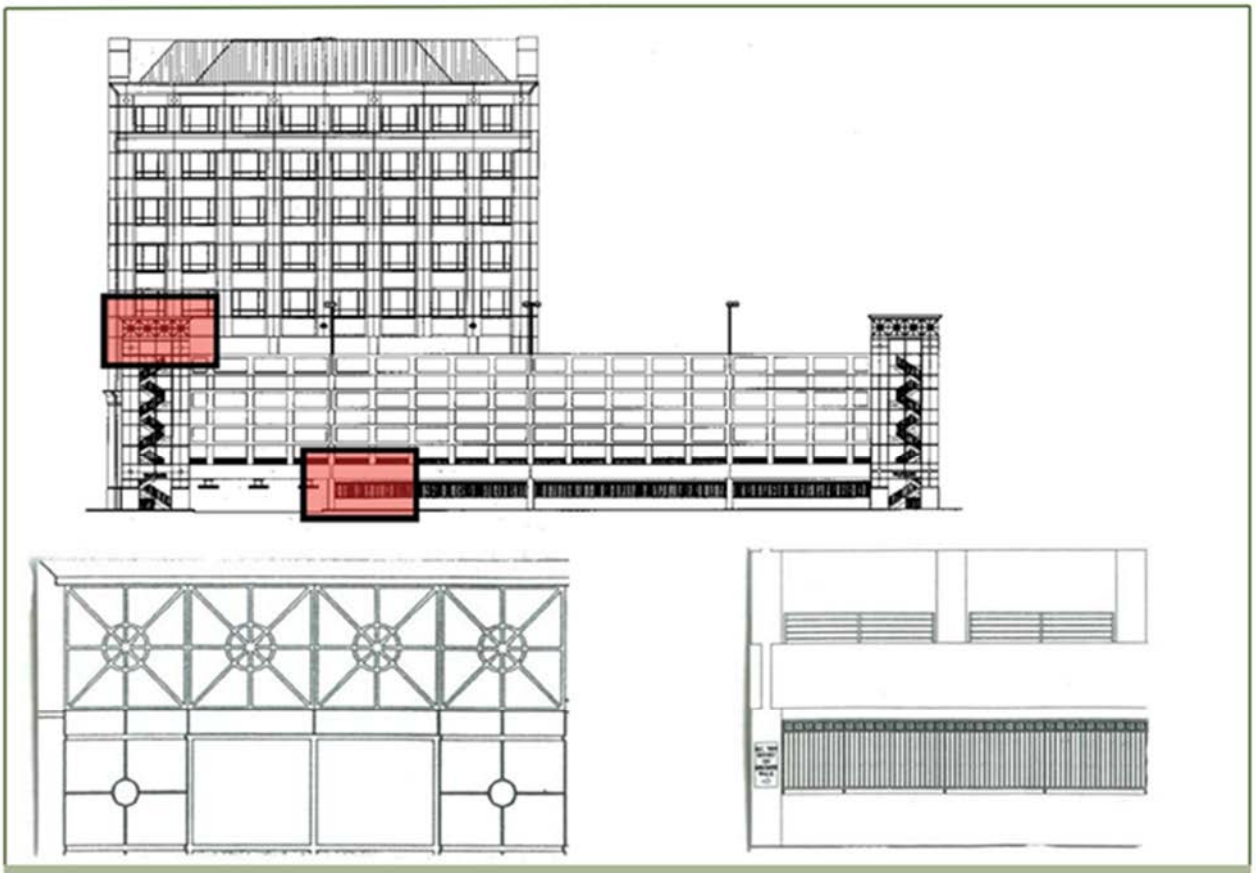
FENCE AND RAILINGS (AND TEMPORARY BARRICADES)

A. Narrative

Fencing in urban contexts should work with the spatial definition of the street as well as complement the adjacent architecture. It can also be used to conceal service and loading areas as well as reduce the negative impact of noise and wind on an important open space. Fencing can also convey a sense of protection and privacy.

A railing should express the character of the architectural façade to which it is attached. Railings may be located at parapets, at balconies, or act as accents over fenestration. Metal railings should be appropriately protected from deterioration, with colors and finishes that complement the architectural façade. Railing design brings scale and detailing to the building's facade and establishes a finer visual amenity at the street.

IV | ARCHITECTURAL DESIGN STANDARDS



Decorative and functional railings at a parking structure. One acts as a cornice, the other secures grade-level interior space.

In the Innsbrook Urban Mixed-Use District, fencing may be of metal, masonry, a combination of both, or any other materials approved by the Architectural Design Committee. Metal fencing design is developed through a selection of picket styles and their repetition between posts, as well as through the detailing of the posts and various connection points. Its overall height, the thickness of the pickets, and their regular spacing will convey its particular sense of enclosure.

The design of a masonry “fence,” or screenwall, is articulated through the choice of its brick patterning and the coordination of its colors and textures. The location and emphasis of shadow lines can also be used as a design element when the placement of brick projections is considered.

Temporary barricades, on the other hand, are used at street entrances to allow only short-term alterations of its function as a vehicular passageway. They play no permanent role in the routine life of the street, but they are critical in allowing the community to periodically claim their public realm for certain special or festive occasions.

IV | ARCHITECTURAL DESIGN STANDARDS

B. Standards

1. Railing design is typically the manipulation of metal bars into new or traditional forms that are then applied as features of the architectural facade. When placed in succession along a length of a façade, they create a pattern. In the Innsbrook Mixed-Use District, those forms and patterns may be innovative or traditional, as well as referential to the area's historical importance.

2. Railing design may use metal bars that vary from ¾ of an inch to 2 inches or greater. Bar thickness should be determined by the level of refinement desired in the design and the distance or height from which it will be viewed. For any continuous fencing, metal color finishes should be coordinated and complementary to their architectural context.

3. Exposed metal should be treated to withstand oxidation, corrosion, and deterioration from airborne salts in coastal environments. Fencing may be of metal, stone, masonry, or an approved combination thereof. Metals should be bronze, brass, stainless steel, steel painted of a color or colors which are compatible with finishes of adjacent buildings, or other approved materials.

4. Metal fencing and gates typically are made up of horizontal rails that attach to thicker metal posts. This basic framework provides an adequate structure that can then easily support a variety of picket designs and panels.

5. Metal fence posts may be 1-4 inches thick of square or round tubing that may be steel or aluminum. They are typically set in concrete footings. Metal fence rails may be 3/4"-1" thick of square or round tubing or solid bars that may be steel or aluminum.

6. Consider maintenance access when selecting the location or placement of fencing and railings. It should remain easy to reach all sides that require periodic paint or coating applications, mortar replacement, anchoring, inspection, and cleaning.

7. Drainage along the bases of metal fencing and screen walls should be provided so that unintended surface water does not collect behind these elements.

LOADING & TRASH COLLECTION AREAS

A. Statements of Intent

1. The visual screening of loading and trash collection will assist to maintain the street space as an environment for pedestrian comfort and safety.

IV | ARCHITECTURAL DESIGN STANDARDS

2. In intensely developed areas, building service functions should be concealed from view, preferably with either internal truck docks or screened service courts. At a minimum, landscape shielding should conceal service areas from major views, while maintaining materials delivery and trash collection points as functional and accessible spaces.

3. Minimize curb cuts and service access points along building frontages.

4. Minimize the linear frontage of service areas along the street and maximize the amount of storefront space.

B. Narrative

Locating loading and trash collection areas within and/or along the block should be designed to maintain a high quality public realm for pedestrians in the Innsbrook Urban Mixed-Use District. Distributing the minimum number of service access areas around the perimeter of the block should help to maintain the building line as continuous and unbroken at the street. The less separated one store, one office, one entrance or glazed window is from another, the more continuous will be the pedestrian experience.

Where possible, internal docks are preferred. A single service area located within the block should be accessible to the commercial, retail, and residential tenants. Otherwise, loading and trash collection areas adjacent to multiple buildings should be provided to allow the best use of shared service facilities. The streetscape remains hospitable and the most efficient use is made of the building's total square footage.

C. Standards

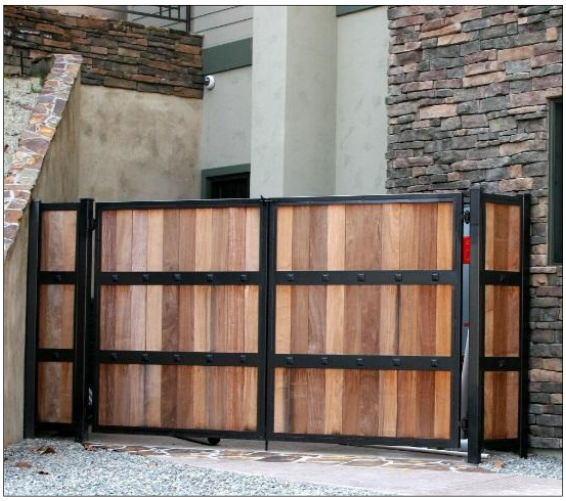
1. Conceal loading and trash collection areas within the building or within the interior or "back" of the block.

2. Disperse or consolidate service areas as deemed best to minimize service area frontage along the street.

3. Avoid or minimize service access into buildings from primary pedestrian streets within the district. Where exceptions must occur, provide screen walls or other devices to minimize the impact of the service court along the street.

4. Link internal service areas to each other with corridors and to the floors above with service elevators.

5. Provide recessed, automatic roll-up service door systems with unobtrusive materials or subdued, durable paint finishes on the exterior face. Metal surfaces should be coated or otherwise treated to withstand oxidation, corrosion, and other deterioration from airborne salts.



6. The loading and trash collection spaces within the building should be arranged so that no maneuvering directly incidental to entering or leaving a loading space will be on any public street, alley, or walkway.

IV | ARCHITECTURAL DESIGN STANDARDS

7. Each loading and trash collection space should have maneuvering areas with adequate and direct access to the street and adequate vertical clearance.

8. Loading and trash collection areas and entrances should be provided and maintained with a concrete surface.

9. Loading and service areas should be provided with drains and wash-down facilities.

10. On-street parking should have time limits to best serve transient visitors, loading/unloading conditions, and bus stops.

V. *Landscape Design Standards*

TREE & PLANTING RECOMMENDATIONS

A. Introduction

Trees and plants serving as a buffer between the sidewalk and the street encourage regular pedestrian use of the sidewalk. The summer sun becomes less glaring with a leafy tree canopy, the vehicular traffic becomes less intrusive to the pedestrian with a buffer of green placed between them, and the environment becomes more appealing for a comfortable walk to a nearby destination.

A quick glance at the trees and plants lining an urban street reveals the variety of purposes they serve. Some act as buffers, keeping pedestrians at a safe distance from traffic. Others provide much desired shade on hot summer days. Still others frame points of interest along the streetscape, or call attention to a particular entrance to a building. Some may even provide a pleasant place to sit while enjoying a lunch from the neighborhood deli. In general, plants and trees enhance the street environment, reinforcing the public realm of the street as a place for the pedestrian, and as a place for social interaction within an urban setting.

A well-planned urban landscape encourages individuals to walk rather than drive when traveling distances of a quarter-mile or less. Pocket parks linked by continuous street landscaping make the street feel more comfortable. Extended throughout and between districts, street landscaping allows pedestrians to feel that the sidewalk is a realm of the pedestrian.

Streetscape, open space landscape and hardscape areas, as well as parking lots and lakefront improvements shall be landscaped in a manner approved by the Architectural Review Committee.

V | LANDSCAPE DESIGN STANDARDS

B. Standards

1. Street trees and plants selected should be appropriate for the street conditions they are placed within. Consider whether or not trees and plants will be in shade or sun most of the day, or at what times of the day they will be impacted by direct sun or shadow. Consider varying tree types or strategies on north and south sides of the same street. Consider varying tree species per street or block to avoid widespread tree blight in the future.

2. In the street furniture zone of the sidewalk, provide trees spaced at regular intervals and centered in tree wells. The spacing should not be less than 25 feet on center and not more than 40 feet on center. Tree species proven to be appropriate for streetscape applications should be used. Trees shall also be placed so as not to interfere with utility connections.

3. Coordinate alignment between trees on both sides of the street and maintain that alignment as much as possible. Street tree intervals may be interrupted by vehicular access ways, utility access locations, street furniture requirements, or the approved highlighting of special building signage or façade aspects.

4. Shrubs or other low plants may be used in place of street trees when tree canopies will block a view to a special building façade, architectural feature, sculpture, or signage. The alternative planting should be coordinated with the feature being highlighted.

5. Between street tree wells, provide ground cover plants or shrubs that are capable of withstanding dry or drought conditions. Maintain ground cover year-round. Otherwise, the tree well becomes a depository for litter and degrades the appearance of the sidewalk and the adjacent businesses.

6. Soil conditions should be considered in the selection of tree well sizes. For more clay-based soils, a 5-ft. x 8-ft. or 5-ft. x 6-ft. tree well is recommended. In soil conditions more favorable to growth, tree well sizes may be reduced, but should not be less than 5-ft. x 5-ft.

7. Tree grates should be limited to sidewalks where conditions contribute to a narrow clear movement zone. ADA-compliant grates for such conditions shall be utilized. Grates should be installed on ledges so that a minimum of 6 inches of air space is maintained between the bottom of the grate and the top of the graded soil in the tree well.

8. The caliper of a planted tree should be dictated by the size of the tree well and soil conditions. A tree with a caliper not less than 3 1/2” should be placed in 5-ft- x 5-ft. tree wells due to the reduced area prepared for the tree root system. Trees with a caliper not greater than 3”- 3 1/2” should be placed in 6-ft. x 6-ft. or 6-ft. x 8-ft. tree wells.

V | LANDSCAPE DESIGN STANDARDS

9. Ornamental trees should be planted no further than 12 feet on-center. They may be used to highlight special features of the urban landscape. They may also be used to provide color and variety to the landscape. Ornamental tree usage at street intersections can supplement regular street tree plantings on roadways with medians, greens, roundabouts and squares.

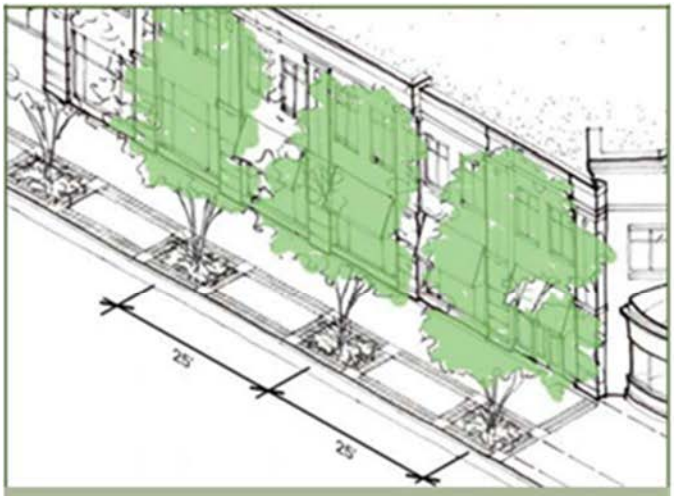
10. All utility lines, particularly lateral sanitary sewer lines, should be designed so they will not interfere with tree well locations.

11. Irrigation should be provided where required.

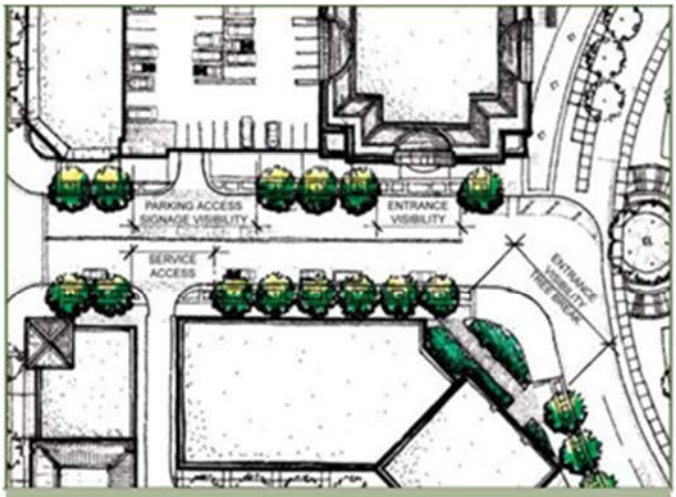
12. Development should occur so as to best maintain Innsbrook's natural landscaping features and growth as an urban central park system.

Open space diagram.

V | LANDSCAPE DESIGN STANDARDS



The preferred spacing of street trees is 25 feet on center.



The line of street trees may need to be broken where parking access, critical signage, major hotel and theatre entrances, and arcades need to be seen from the street.

URBAN PARK LANDSCAPING

A. Narrative

Urban parks, plazas, and squares should provide Innsbrook Mixed-Use District with a variety of public gathering places. They should be linked by tree-lined pedestrian walkways and furnished with a range of seating types, water features, planting schemes, recreational opportunities, and attractive lighting. Parks, landscaped plazas, and squares should harmoniously blend the fabric of Innsbrook Mixed-Use District with nature and the public realm. They should be safe, comfortable, and interesting.

Landscape plazas should have numerous entrances and exits, be free of high hedges and walls, offer a variety of seating, and directional choices. They should provide opportunities for lavish flower and shrub beds, as well as provide for relaxation and neighborly conversations in a tree-shaded environment. Timely security checks and daily maintenance will assist in the creation of safe places for the community.

Open space should be provided to include such uses as community parks, picnic areas, a variety of passive recreation areas, pet parks, tot lots, and open lawns and shall be designed in a manner approved by the Innsbrook Architectural Review Committee.

V | LANDSCAPE DESIGN STANDARDS

PLANTERS

A. Introduction

In an urban environment, planters offer the opportunity for vegetation in spatially constricted areas. Planters bring an aesthetically pleasing element to the public realm and provide an urban environment encouraging and inviting to pedestrian travel. Planters offer an opportunity to present vegetation together with architectural detailing. They both add character to, and unify the character of, the public realm, enlivening the urban experience.

Planters are, in fact, a clear indication of the significance of pedestrian activity in urban environments. They allow plants to act as sunscreens as well as wind buffers. They may serve to delineate special features within the streetscape such as entry points or small seating areas. They may also be used to provide privacy for outdoor diners, separating eating areas from travel paths.

Planters need to be selected for their association with a given context as well as their appropriateness for the plants they are intended to support. Plants and their containers need to be compatible, i.e., the container (and liner, if used) needs to be of a construction, volume, form, and size to ensure the healthy life of the plant.

In summary, for planters to be a successful addition to the urban context, they must work on three levels: they must complement the architectural context in form, detailing, color, and materials; they must be appropriate to the plants they will contain; and they must be properly maintained for their continued enhancement of the public realm. Planters and their placement shall be approved by the Innsbrook Architectural Review Committee.

B. Standards

1. Planters, or the plants they contain, should not extend into the clear movement zone of the sidewalk. See the streetscape guidelines for clear movement zone widths.

2. Planter locations should coordinate with other functions at the sidewalk, pedestrian way, public plaza, and setback areas along building frontages. Planters outside the sidewalk's street furniture zone should be encouraged at the following locations in the public realm: storefronts, perimeter railings of outdoor cafes and dining areas, plazas, and building entrances.

3. Container or planter gardens may be utilized in outdoor cafes to define their outer boundaries, to soften the "feel" of the space, and to provide visual interest and enjoyment for the café's patrons as well as passersby.

4. Planter design, material, and construction should be appropriate for the plants they contain and sustain the plant for its expected life. Planters should provide for adequate drainage, and conversely, be able to retain adequate water amounts, depending on the requirements of the plant.

V | LANDSCAPE DESIGN STANDARDS

5. Planter design, materials, size, and form should complement their contexts and be of a scale appropriate to their environment. Planter shells or outer decorative covers should be stone, freeze-proof clay, decorative finished concrete, metal, select woods, or appropriate combinations thereof.

6. Recommended select woods are teak, cedar, and ipé. They are to be stained, oiled, and/or clear-coated and are to be maintained with periodic refinishing. Painting of selected or approved wood for planters might also be considered.

7. Planters that are plastic or obviously plastic in nature are prohibited. Planters of composite materials appropriate to the urban environment may be approved by the regulating authority.

8. The establishment owning and providing the plants and planters shall be responsible for the well maintained appearance and proper maintenance of the planters and the plants they contain. The owner should ensure plants and planters do not obstruct the clearance required in the movement zone of the sidewalk.

9. Planters and their contents are subject to review and approval.

Shade, beauty, presentation – landscaping should be both functional and aesthetic.

V | LANDSCAPE DESIGN STANDARDS

PLANT TYPES

The following plant types are recommended as appropriate for this region.

CANOPY TREES

Oak

Acer rubrum “Autumn Blaze”	“Autumn Blaze” Red Maple
Acer rubrum var. drummondii	Drummond Red Maple
Acer rubrum “October Glory”	“October Glory” Red Maple
Acer rubrum “Red Sunset”	“Red Sunset” Red Maple
Betula nigra	River Birch
Carya ovata	Shagbark Hickory
Ginkgo biloba Maidnhair	Tree (male)
Liquidambar styracifl ua	Sweet Gum
Liquidambar styracifl ua “Rotundiloba”	Sweet Gum
Liriodendren tulipfera	Tulip Poplar
Nyssa aquatica	Water Tupelo
Nyssa sylvatica	Black Gum
Nyssa sylvatica var. bifl ora	Swamp Tupelo
Platanus x acerfolia “Bloodgood”	London Plane Tree
Quercus hemisphaerica	Laurel Oak
Quercus laurifolia	Swamp Laurel Oak

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Red Maple and Mixed Trees

Quercus nigra	Water Oak
Quercus phellos	Willow Oak
Quercus shumardii	Shummard Oak
Quercus virginiana "Highrise"	Live Oak
Quercus virginiana "Southern Shade"	Live Oak
Ulmaceae zelkova serrata	Japanese Zelkova

EVERGREEN TREES

Magnolia

Cedrus deodora	Deodar Cedar
Chamaecyparis	Atlantic Whitecedar
Ilex glabra	Inkberry
Ilex opaca	American Holly
Ilex verticilla	Winterberry
Ilex vomitoria	Yaupon Holly
Juniperus virginiana	Eastern Red Cedar
Magnolia grandifl ora "Brackens Brown Beauty"	Southern Magnolia
Magnolia grandifl ora greenback	Greenback Magnolia
Magnolia virginiana	Sweetbay Magnolia
Pinus strobus	White Pine
Pinus taeda	Loblolly Pine
Thuja occidentalis	Eastern Arborvitae

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ORNAMENTAL TREES

Crape Myrtle

Amelanchier arborea	Downy Serviceberry
Amelanchier canadensis	Serviceberry
Betulus nigra	River Birch
Cercis canadensis	Eastern Redbud
Chionanthus virginicus	Fringe Tree
Cornus kousa	Kousa Dogwood
Cornus floridia	Flowering Dogwood
Crateagus flava	October Hawthorne
Lagerstroemia indica	Crape Myrtle
Magnolia virginiana	Sweetbay Magnolia
Persea borbonia	Red Bay
Pistacia chinensis	Chinese Pistache
Salix nigra	Black Willow
Styrax japonica	Japanese Snowbell

Dogwood

Hibiscus – Rose Mallow

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DECIDUOUS SHRUBS

Pin Oak & Snowball Viburnum

Nandina

Aralia spnosa	Devil's Walking Stick
Aronia arbutifolia	Red Chokeberry
Calycanthus floridus	Sweetshrub
Clethera alnifolia	Sweet Pepper Bush
Cotinus coggygria "Grace"	Pink Smokebush
Cornus amomum	Silky Dogwood
Cornus racemosa	Grey Dogwood
Cyrilla racemiflora	Swamp Cyrilla
Forsythia x intermedia	Forsythia
Hamamelis x intermedia "Arnold Promise"	Arnold Promise Witchhazel
Hibiscus moscheutos	Rose Mallow
Hydrangea arborescrens	Wild Hydrangea
Hydrangea macrophylla	Bigleaf Hydrangea
Hydrangea paniculata "Grandiflora"	Pee Gee Hydrangea
Hydrangea quercifolia	Oakleaf Hydrangea
Ilex verticilla	Winterberry
Ilex virginica	Virginia Sweetspire
Itea virginica	Virginia Sweetspire
Nandina domestica	Nandina
Rhododendron atlanticum	Coast Azalea
Rhododendron periclmenoides	Pinxter Azalea
Rhododendron viscosum	Swamp Azalea
Rhus glabra	Smooth Sumac
Sambucus canadensis	Common Elderberry
Spirea japonica	Japanese Spirea
Taxodium distichum	Bald Cypress
Vaccinium corymbosum	Highbush Blueberry
Viburnum dentatum	Arrowwood Viburnum
Virburnum plicatum tomentosum	Japanese Snowball Virburnum
Viburnum prunifolium	Blackhaw Viburnum

V | LANDSCAPE DESIGN STANDARDS

EVERGREEN SHRUBS

Azalea

Abelia grandiflora	Abelia
Cyrilla racemiflora	Swamp Cyrilla
Ilex crenata	Japanese Holly
Ilex cornata 'Burfodii'	Chinese Holly
Hypericum x "Hidcote"	Hidcote St. John's Wort
Ilex glabra	Inkberry
Myrica cerifera	Wax Myrtle
Myrica heterophylla	Southern Bayberry
Myrica pennsylvanica	Northern Bayberry
Nandina domestica	Heavenly Bamboo
Juniperus chinensis sargentii	Sargent's Juniper
Prunus laurocerasus 'Otto Luyken'	Otto Luyken Cherry Laurel
Rhododendron atalanticum	Coast Azalea
Rhododendron viscosum	Swamp Azalea
Rhodotypos scandeus	Black Jetbead
Viburnum tinus	Laurustinus

ORNAMENTAL GRASSES

Evergreen Shrub

Andropogon virginicus	Broomsedge Bluestem
Argostis perennans	Autumn Bentgrass
Calamagrostis canadensis	Bluejoint Reedgrass
Carex crinita	Long Hair Sedge
Carex conica	Sedge
Carex lurida	Sallow Sedge
Carex stricta	Tussock Sedge
Cortaderia selloana	Pampas Grass
Juncus canadensis	Canada Rush
Juncus effusus	Soft Rush
Miscanthus sinensis	Maiden Grass
Panicum virgatum	Switch Grass
Pennisetum alopecuriodes	Fountain Grass
Saccharum giganteum	Giant Plumegrass

V | LANDSCAPE DESIGN STANDARDS

FERNS

Fountain Grass

Adiantum pedatum	Maidenhair Fern
Athyrium aspleniodes	Southern Ladyfern
Dryopteris intermedia	Evergreen Woodfern
Osmunda cinnamonea	Cinnamon Fern
Osmunda regalis	Royal Fern
Thelypteris palustris	Marsh Fern

VINES

Clematis

Celastrus scandens	Climbing Bittersweet
Clematis spp.	Clematis
Hydrangea anomala petiolaris	Climbing Hydrangea
Geldemium sempervirens	Carolina Jessamine
Parthenocissus quinquefolia	Virginia Creeper
Polygonum aubertii	Silver Fleecevine

GROUNDCOVERS

Liriope

Euonymous fortunei 'Coloratus'	Purple Wintercreeper
Hypericum perforatum	St. Johnswort
Juniperus horizontalis	Creeping Juniper
Liriope muscari	Lilyturf
Ophiopogan japonicum	'Nana' Mondo Grass
Phlox subulata	Thrift; Moss Pink
Sarcococca hookeriana	Sarcoccocca Sweetbox

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PERENNIALS

Figure 1

Lobelia

Aster cordifolius	Heart-leaved Aster
Aster novi-belgii	New York Aster
Caltha palustris	March Marigold
Chelone glabra	White Turtlehead
Cimcifuga racemosa	Bugbane
Coreopsis spp.	Coreopsis
Eupatorium coelestinum	Mistflower
Eupatorium fistulosum	Joe Pye Weed
Helianthus angustifolius	Narrow-leaf Sunflower
Helianthus decapetalus	Ten-petaled Sunflower
Heliopsis helianthoides	Oxeye Sunflower
Iris prismatica	Slender Blueflag
Iris virginica	Virginia Blueflag
Liatris graminifolia Gramleaf	Blazing Star
Lobelia spp.	Lobelia
Maianthemum racemosa	False Soloman's Seal
Maertensia virginica	Virginia Bluebells
Monarda fistulosa	Wild Bergamont
Oenothera fruiticosa	Sundrops
Peltandra virginica	Arrow Arum
Penstemon laevigatus	Smooth Beardtongue
Phlox paniculata	Summer Phlox
Polemonium reptans	Soloman's Seal
Pontederia cordata	Pickerel Weed
Rudbeckia hirta	Black-eyed Susan
Rudbeckia laciniata	Cut-leaved Coneflower
Rudbeckia triloba	Three-lobed Coneflower
Saxifraga virginiensis	Early Saxifrage
Sedum ternatum	Wild Stonecrop
Solidago caesia	Bluestem Goldenrod
Solidago sempervirens	Seaside Goldenrod
Tradescantia virginiana	Virginia Spiderwort
Vernonia noveboracensis	New York Ironweed
Viola cucullata	Marsh Blue Violet
Zephranthes atamasco	Atamasco Lily

VI. *Signage Design Standards*

STATEMENTS OF INTENT

The intent of these guidelines is to ensure that the signage throughout the Innsbrook Urban Mixed-Use District is of an appropriate size and scale to its location on the individual buildings and serves to create a pleasant and harmonious environment. It is also the intent of these guidelines to provide order and to avoid visual clutter in the area by requiring consistency in the placement and arrangement of various types of signage.

Signage can either disrupt or reinforce a district's character. Erratic placements, uncoordinated colors, unsuitable shapes and sizes, and lighting that is too brilliant or intense for the context – all these and more can impair the cohesion underlying the urban context. However, coordinated signage can make an area understandable and easy to maneuver through. Clarity also strengthens a district's identity.

Signage on the perimeter of the Innsbrook Urban Mixed-Use District should be respectful of adjacent development particularly existing single family homes. Signage facing adjacent interstate should be controlled so as to project the community image. Signage facing arterial roadways such as Cox Road, Nuckols Road, Sandler Road and Innslake Drive should be respectful of the adjacent uses. All signage is to be provided in accordance with the guidelines and is subject to review and approval by the Innsbrook Architectural Review Committee.

Signage has hierarchies vertically and horizontally on a building's face. Generally, the higher a sign goes on a building's façade, the more monumental in scale it becomes. Signage must be exact in size, shape, lighting, color, and placement. The lower or closer to the street level, the more pedestrian in scale a sign becomes. Between these two points, signage may exist as the design of a building's façade permits.

VI | SIGNAGE DESIGN STANDARDS

DEFINITIONS

A-Frame Sign: A sign which, typically, folds open to be self-supporting, and which is typically placed along a pathway to serve as a form of advertisement. A-frame signs may be adjacent to but may not obstruct the minimum Clear Movement Zone.

Awning Sign: A sign painted on, printed on, or attached flat against the surface of a shelter projecting from, and supported by, the exterior wall of a building constructed of non-rigid material on a supporting framework.

Blade Sign: A sign physically inscribed upon, or attached to, a panel which is suspended from, or supported on, brackets running perpendicular to the face of the building to which they are attached.

Building Frontage: The length or width of each side of a building which side either faces a right-of-way or provides public access into the building.

Building Identification Sign: A sign, the purpose of which is to identify, name, or provide other form of distinction to a particular building, though not to an owner or tenant of the building.

Building Sign: A sign physically inscribed upon, affixed to, or supported by a building including, without limitation, awning signs, nameplate signs, and wall signs, but excluding window signs. A sign painted on, or attached to and erected parallel to, the face of an outside wall of a building, and not projecting more than 18 inches from the wall.

Channel Letter Sign: Illuminated storefront signs and lighted letters. Channel Letters are individually illuminated letters and graphics.

This photo illustrates a variety of signage types including A-frame, blade, window, and awnings.

Commercial/Office Directories: A non-advertising sign, attached to a wall, that lists the building occupants.

Major Building Signage: Sign which comprise the primary building identification. Varies in size depending on application.

Name Plate: Professional name plates and signs denoting the name and, perhaps, address of the occupants of the premises, which signs shall not exceed one (1) square foot in sign area. Such signs shall also include estate identification and signs used by churches, synagogues or civic organizations.

Projecting Sign: A sign attached to a structure wall and extending outward from the wall more than twelve inches (12”).

Sign: Any fabricated sign or outdoor display structure consisting of any letter, figure, character, mark, point, plane, marquee sign, design, poster, pictorial, picture, stroke, stripe, line, trademark, reading matter or illuminating device, which is constructed, attached, erected, fastened or manufactured in any manner so that the same shall be used for the attraction of the public to any place, subject, person, firm, corporation, public performance, article, machine or merchandise, and displayed in any manner out of doors for recognized advertising purposes.

VI | SIGNAGE DESIGN STANDARDS

Wall Sign: Any sign attached parallel to, but within six inches of, a wall, painted on the wall surface of, or erected and confined within the limits of an outside wall of any building or structure, which is supported by such wall or building, and which displays only one sign surface.

Window Sign: A sign which is physically affixed to a building window or within 4'-0" of the plane of the window.

ENVIRONMENTAL SIGNAGE

A. Gateway Signage

Gateways highlight entrances to destinations: they mark the point at which a transition takes place. An ordering of gateways will direct the traveler to central or peripheral entrances and may, as well, indicate the proximity to a destination. These portals are a visitor's first and last reference to a site. As such, they should be both memorable and complementary to Innsbrook Mixed-Use District.

The gateways of Innsbrook Mixed-Use District mark its bounds. They indicate a place of unique character, and should maintain design elements common to the character of the urban center itself.

Four types of gateways are to be used along the roadways encompassing Innsbrook Mixed-Use District. They correspond to the scale of the street and distance from the site. The gateway types are:

1. Collector Gateway Markers

Identifiable gateway elements will be provided at the entries to the different community areas as these develop. This signage will highlight the transition from one district to another, with masonry walls and signage elements. The signs are to be sized appropriately for legibility of vehicular traffic at posted speeds and distance from the roadway to ensure safe passage for pedestrians as well as vehicles at these transitions. These community signage entries will be lit to ensure visibility during nighttime hours. Each sign shall be no greater than 48 square feet.

Collector gateway marker signage is typically provided at the entries to different community areas.

VI | SIGNAGE DESIGN STANDARDS

2. Community Entry Signage

Masonry entry monuments are to be provided at certain key access points to Innsbrook Mixed-Use District. These will be smaller scaled feature elements similar to the collector gateway signs. Each sign shall be no greater than 24 square feet and no more than 10 feet tall.

3. Pedestrian Wayfinding Signs

In addition to signage elements oriented towards vehicular traffic, additional signage for pedestrian orientation and public celebration are also encouraged.

Example of community entry signage.

a. Pedestrian Way-Finding Signs

These are text-based signs used to guide pedestrians along travel routes to particular destinations. They should be located along designated street routes in the Street Furniture Zone of the sidewalk. In green spaces, they should be located along pathways. They are encouraged to be provided at regular intervals and at significant changes in the direction of travel. Each sign shall not exceed 25 square feet.

b. Area Directories

These are simplified maps, or graphic diagrams, with accompanying text used to orient the pedestrian. These elements are generally located within the street furniture zone of the sidewalk. They are encouraged to be in public plazas and at the entry points to parking areas/structures and, possibly, at transit stops and significant street intersections.

Area directories should be sized as appropriate for the scale and context of their proposed location. Lighting, whether overhead or internal, should be considered, and a “you are here” indicator should be incorporated to orient the viewer. They should be designed to the pedestrian scale and be ADA compliant.

These three levels of signage should be designed with a progressive level of detail. Less articulation and greater monumentality should be evident for the gateways along connector and arterial routes. Yet, for elements located at the principal entrances into individual zones of Innsbrook Mixed-Use District, greater articulation and detail with more consideration for the pedestrian scale and the context of the street should be provided.

When calculating the signage area, the feature to which the actual sign is affixed, whether building, garden wall, freestanding column, or other architectural element shall not be considered as part of the square footage area of the sign, providing that this element serves as visual background for the sign, and is not, itself, a sculptural, promotional element.

VI | SIGNAGE DESIGN STANDARDS

4. Public Event/Festival Banners

Public event and festival banners are signs that provide information on upcoming public events or privately sponsored festivals. Such events may overlap onto portions of the right-of-way. Approved banners may be proposed for location on either public or private property. Banners are typically constructed of treated cloth, canvas, or fabric. Other light materials that are appropriate for exterior applications may also be used.

Banners may be:

a. On building façades.
b. Suspended from gateways in private or public plazas on structural posts.
c. Temporary or permanent, erected specifically for the display of the public event/festival banner.
d. Within the space of the sidewalk, plaza, or other pedestrian areas, the bottom of the banner should be at least 8 feet above the pedestrian way.
e. Within the space of the street, the bottom of the banner should meet the minimum height requirements determined by the County.

5. Permanent Street Banners

Street Banners on the light poles shall be allowed in Innsbrook Mixed-Use District to help draw attention to “place” and to help identify the area. The permanent banners will also be used to promote special events happening in the Urban Mixed-Use District, or can be changed seasonally. These banners are of a small scale, as shown in the picture to the right, and must be affixed to light poles as shown. They will not require separate permits and shall have no time limit so long as the banners are attractive and in good condition.

VI | SIGNAGE DESIGN STANDARDS

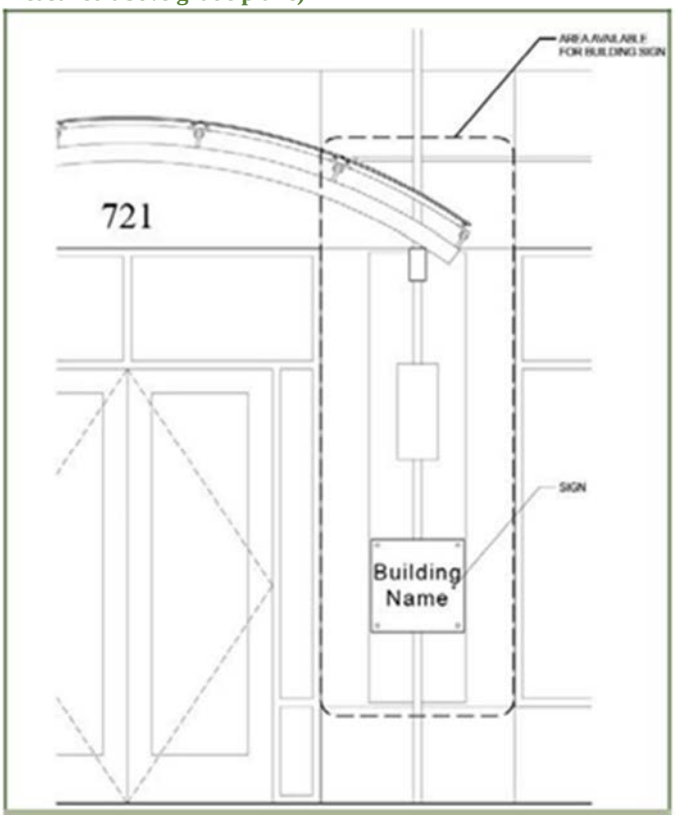
GENERAL BUILDING SIGNAGE CRITERIA

A. High-Rise Buildings (buildings greater than 75'-0" in height, measured above grade plane)

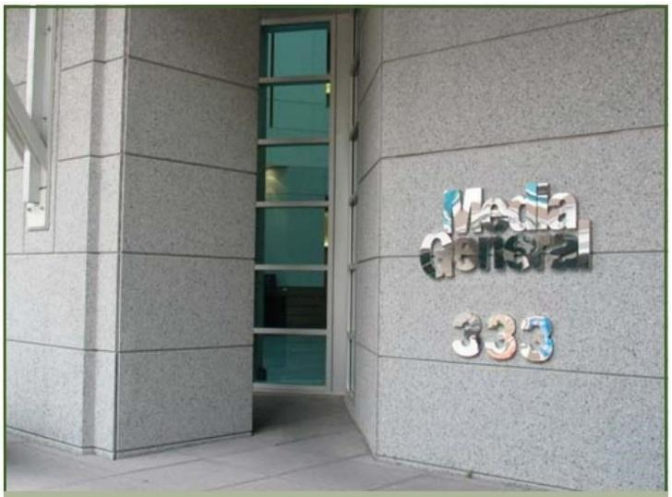
1. Building Identification Signage (adjacent to entry locations)
   a. A maximum of one (1) sign is permitted per public entry door location.
   b. The maximum size of each building identification sign is 8 square feet.
   c. The permitted sign may be located adjacent to the public entry door location, between 2'-0" and 8'-0" above the finished floor.
   d. The permitted sign may be located directly above the public entry door location, between 8'-0" and 15'-0" above the finished floor.
   e. For residential buildings, a maximum of one (1) sign per public entry door location shall be permitted.

2. Commercial Directories (adjacent to entry locations)
   a. A maximum of two (2) directory signs are permitted per public entry door location.
   b. The maximum size of each directory sign shall be 8 square feet.
   c. The permitted signs may be located directly adjacent to the public entry door location, between 2'-0" and 8'-0" above the finished floor.
   d. For residential buildings, a maximum of one (1) sign per public entry door location shall be permitted.

3. Major Tenant Signage (atop building)
   a. A maximum of two (2) signs are permitted on each building, representing one (1) major tenant.
   b. The maximum size of any major tenant sign shall be 200 square feet.
   c. No more than one (1) sign per building facade shall be permitted.
   d. A major tenant sign shall be located at the top two (2) floors of the building.
   e. No portion of any major tenant sign may project above the roof line or parapet wall of the building.



Placement for a building identification sign adjacent to entry door. Each building identification sign may be a maximum of 8 square feet.



An example of building identification signage on a high-rise building.

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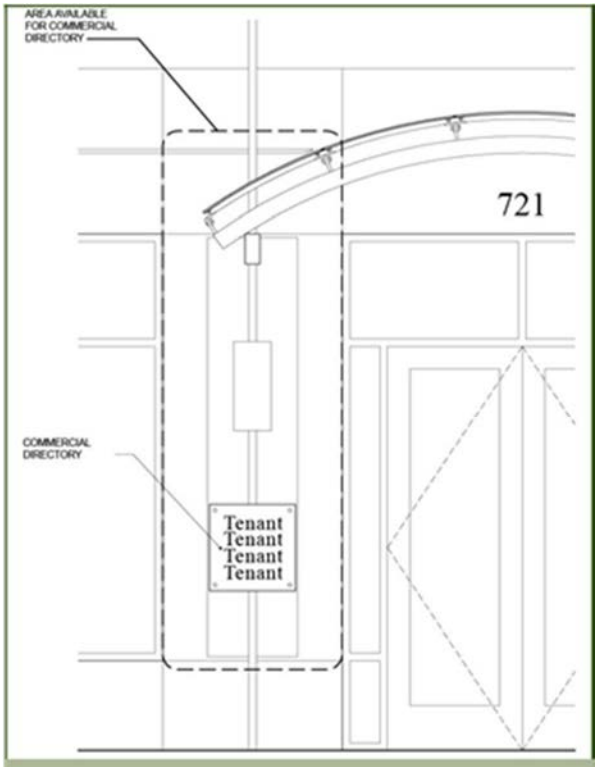
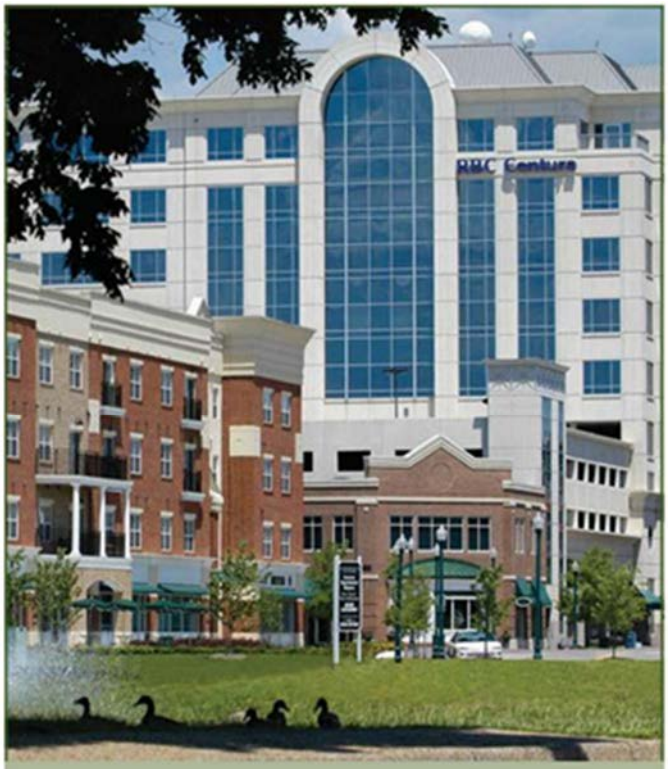


Commercial directory signs are permitted adjacent to entry door. Each to be a maximum of 8 square feet.



A maximum of two major tenant signs are permitted per building.

4. Second Floor Tenant Signage (at lower 2 floors of building)
   a. See Signage Guidelines for Low-Rise Buildings.

5. First Floor Tenant Signage (at lower 2 floors of building)
   a. See Signage Guidelines for Low-Rise Buildings.

Example of a commercial directory.

B. Mid-Rise Buildings (buildings between 35'-0" and 75'-0" in height, measured above grade plane)

1. Building Identification Signage (adjacent to entry locations)
   a. A maximum of one (1) sign is permitted at each public entry door location.
   b. The maximum size of each building identification sign is 6 square feet.
   c. The permitted sign may be located adjacent to the public entry door location, between 2'-0" and 8'-0" above the finished floor.
   d. The permitted sign may be located directly above the public entry door location, between 8'-0" and 15'-0" above the finished floor.

2. Commercial Directories (adjacent to entry locations)
   a. A maximum of one (1) directory is permitted per public entry door location.
   b. The maximum size of each directory sign shall be 6 square feet.

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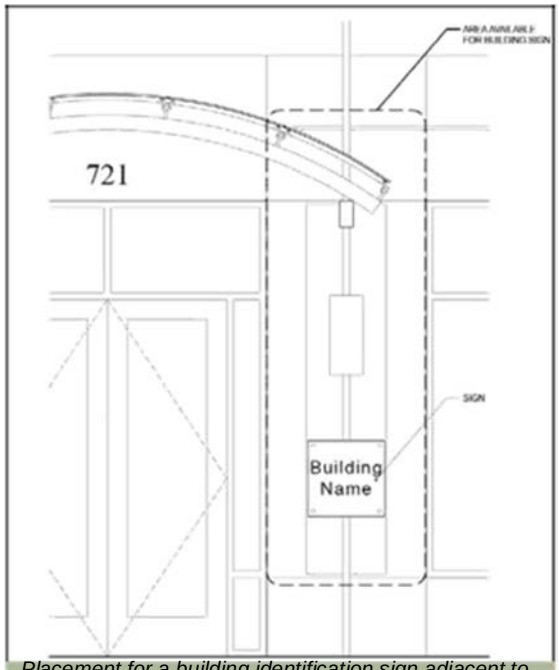
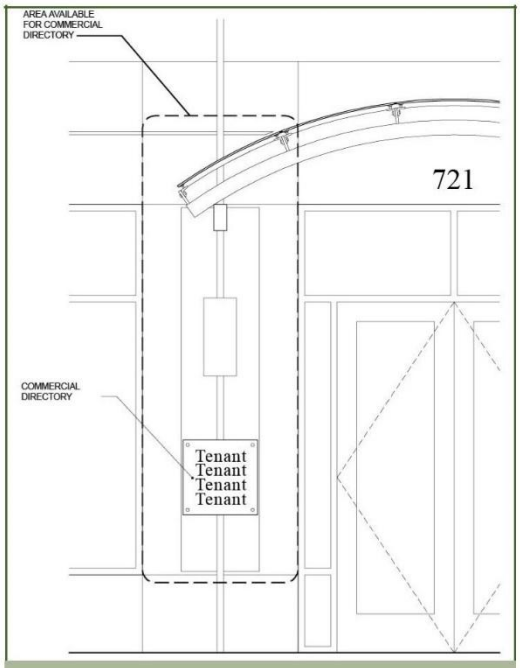
c. The permitted signs may be located directly adjacent to the public entry door location, between 2'-0" and 8'-0" above the finished floor.



Placement for a building identification sign adjacent to entry door. Each building identification sign may be a maximum of 6 square feet.



Commercial directory signs are permitted adjacent to entry door. Each to be a maximum of 6 square feet.

3. Major Tenant Signage (atop building)
   a. A maximum of two (2) signs are permitted on each building, representing one (1) major tenant.
   b. The maximum size of a major tenant sign shall be 150 square feet.
   c. No more than one (1) sign per building façade shall be permitted.
   d. A major tenant sign shall be located at the top floor of the building.
   e. No portion of any major tenant sign may project above the roof line or parapet wall of the building.

4. Parking Structure Signage
   a. Major Building Signage
      1. A maximum of two (2) major building signs shall be permitted on each building.
      2. The maximum size of any single major building sign shall be 125 square feet.
      3. No more than one (1) sign per building face shall be permitted.
      4. The major building sign shall be located at the top floor of the building, unless otherwise approved by the Innsbrook Architectural Review Committee.
      5. No portion of the major building sign may project above the roof line or parapet wall of the building.

An example of major tenant signage on a mid-rise building. Maximum size of major tenant sign is 150 square feet.

VI | SIGNAGE DESIGN STANDARDS

b. Building Identification Signage (at vehicular entry locations)
   1. A maximum of one (1) sign is permitted at each public entry location.
   2. The maximum size of a building identification sign shall be 60 square feet.
   3. The permitted sign shall be located directly above the vehicular entry location(s).

c. Building Identification Signage (at pedestrian entry locations)
   1. A maximum of one (1) sign is permitted at each public entry location.
   2. The maximum size of each building identification sign shall be 6 square feet.
   3. The permitted sign may be located adjacent to the entry location, between 2'-0" and 8'-0" above the finished floor, or directly above the public entry location, between 8'-0" and 15'-0" above the finished floor.

d. Inner Illuminated Blade-Type "Parking" Arrow Sign
   1. A maximum of one (1) sign is permitted per entry location.
   2. The maximum size of each blade-type "parking" arrow sign shall be 80 square feet.

5. Second Floor Tenant Signage (at lower 2 floors of building)
   a. See Signage Guidelines for Low-Rise Buildings.

6. First Floor Tenant Signage (at lower 2 floors of building)
   a. See Signage Guidelines for Low-Rise Buildings.

Prominent signage should be used to encourage use of parking structures. The photo illustrates successful use of blade parking signs, building identification signage, and banners.

VI | SIGNAGE DESIGN STANDARDS

C. Low-Rise Buildings (Buildings less than 35'-0" in height, measured above grade plane)

(Note: No commercial or first floor tenant signage shall be permitted to project above the level of a residential floor.)

1. Building Identification Signage
   a. A maximum of one (1) building identification sign is permitted per public lobby entrance.
   b. The maximum size of each building identification sign is to be 4 square feet.
   c. The permitted sign may be located adjacent to the entry doors, between 2'-0" and 8'-0" above the finished floor.

2. Commercial Directories
   a. A maximum of one (1) directory sign is permitted per public lobby entrance.
   b. The maximum size of each building identification sign is to be 4 square feet.
   c. The permitted sign may be located adjacent to the entry doors, between 2'-0" and 8'-0" above the finished floor.

3. Second Floor Tenant Signage
   a. Major tenant signage (atop building on 1 and 2 story buildings, or between second floor window heads and third floor window sills on taller buildings)
      1. No more than one (1) second floor major tenant sign shall be permitted per building frontage.
      2. The maximum size of a major tenant sign for a second floor tenant shall be 60 square feet.
      3. The permitted sign shall not be located above the roof line or parapet wall of the building or above the third floor window sill line for tenants in taller buildings.
4. Commercial Directory Signage
   a. Second floor tenants are permitted to have identification on the building commercial directories.
   b. The permitted identification shall be in conformance with the character of the directory.

Low rise buildings may have one building identification sign per public entrance lobby. Maximum size is 4 square feet.

A maximum of one second floor major tenant sign is permitted per second floor tenant. Signage may be mounted to the parapet, but may not project above the parapet cap.

VI | SIGNAGE DESIGN STANDARDS

5. First Floor Tenant Signage
   (Note: Names, marks, emblems, or logos less than 4 square feet in area shall not be counted against the allotment of permitted signs.)
   a. First floor tenants are permitted four (4) signs total per building frontage, when multiple building frontages are leased by a single tenant. No more than three (3) building frontages per tenant, maximum.
   b. Corner signage which establishes a visual presentation to both streets shall be counted as two (2) signs. Corner signs are only available for tenants that are leasing the corner space.
   c. First floor tenants may select from the following sign types: major tenant signage, typical first floor tenant storefront signage, window signage, awning signage, and blade signage. First floor tenants are permitted four (4) signs total per building frontage, when multiple building frontages are leased by a single tenant. No more than three (3) building frontages per tenant, maximum.

6. Major tenant signage (atop building on 1 and 2 story buildings, or between second floor window heads and third floor window sills on taller buildings)
   a. Major tenant signage is only permitted for a first floor tenant leasing a minimum of 60'-0" in length of building frontage.
   b. The maximum size of a major tenant sign for a first floor tenant shall be 60 square feet.
   c. No portion of the sign may project above the roof line or parapet wall on 1 and 2 story buildings.
   d. On taller buildings, no portion of the sign may project above the third floor window sill line.

Second floor major tenant signage shall be a maximum of 60 square feet.

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7. Typical first floor tenant storefront signage (above tenant entry doors yet beneath the second floor window sill)
   a. The maximum size of typical storefront signage shall be 40 square feet.
   b. Typical storefront signage shall be located in the signage panel provided above the first floor window head and below the second floor window sill.

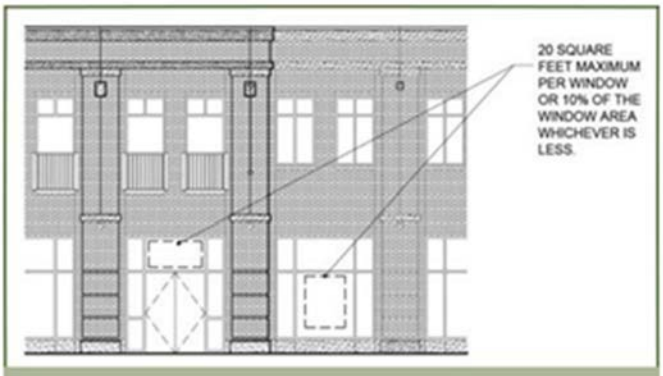
8. Window Signage
   a. A window sign is any sign, emblem, or logo which is affixed to the storefront or suspended within 4'-0" of the front plane of the storefront.
   b. The maximum size of any window sign shall be 20 square feet.
   c. Window signage may be located anywhere within the fenestration opening.
   d. "Open" and "Closed" signs are not permitted.

Effective window signage can compliment the storefront.

VI | SIGNAGE DESIGN STANDARDS

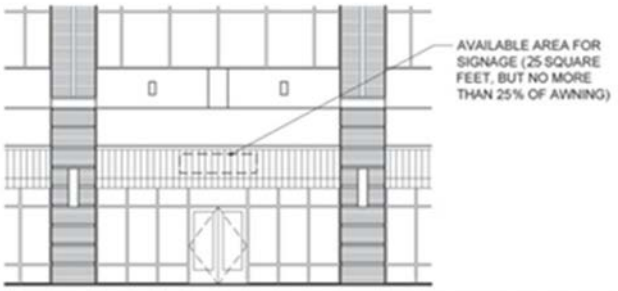
9. Awning Signage
   a. The maximum size of an awning sign shall be 25 square feet, but shall not be allowed to be greater than 25% of the size of the awning.
   b. A maximum of two (2) names, emblems, logos, or inscriptions shall be permitted per awning.
   c. Awnings shall not be permitted to cover any portion of upper floor windows.

10. Blade Signage
   a. The maximum size of any blade signage shall be 10 square feet.
   b. A blade sign shall be mounted such that the bottom edge of the sign, or supporting element, is no lower than 8'-0", and the top edge of the sign, or supporting element, is no higher than 14-0" above the finished floor.
   c. Blade signs shall not project more than 5'-0" from the face of the building.



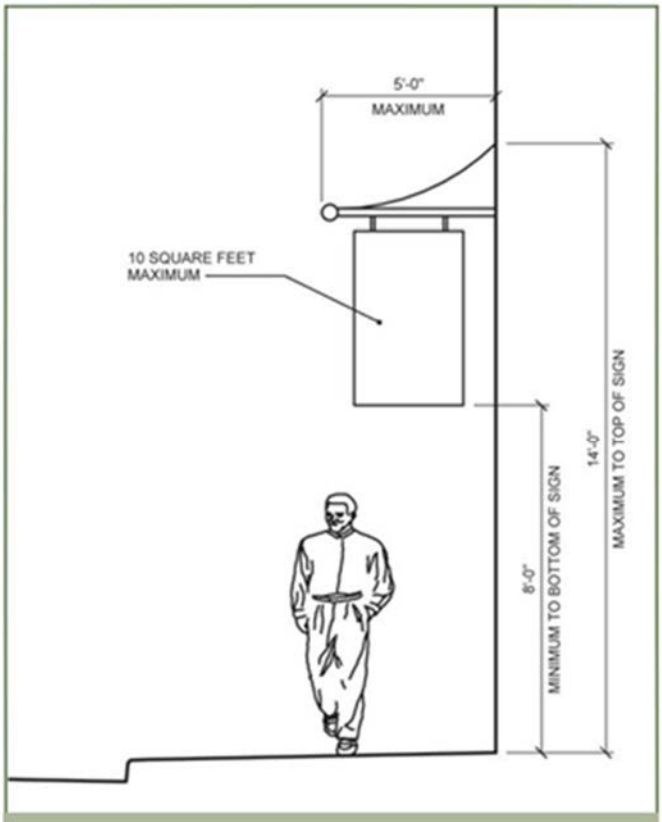
Example of first floor tenant window signage.

A maximum of two names, emblems, logos, or inscriptions per awning.



First floor awning signage example.

VI | SIGNAGE DESIGN STANDARDS



Blade signs provide easy identification for pedestrians.

11. Eating/Drinking Establishments Menu Display Signs
    a. A maximum of two (2) menu display signs are permitted per eating/drinking establishment.
    b. The maximum size of any sign shall be 8 square feet.
    c. The sign shall be orderly displayed, and compatible with the overall design of the establishment.
    d. Menu display signs are subject to the approval of the Innsbrook Architectural Review Committee.

An example of a blade sign.

Menu display shall be a maximum of 8 square feet.

Each establishment is permitted a maximum of two menu display signs.

REAL ESTATE SIGNS

A. Undeveloped Sites

1. One (1) free-standing sign shall be permitted on undeveloped sites.
2. No more than one (1) sign shall be permitted per site.
3. The permitted sign shall meet Innsbrook sign criteria.

B. Developed Properties

(Note: Real estate signs for individual residential units are not permitted in any location.)

1. Only one (1) sign shall be permitted per lease unit (existing demised area) for commercial and retail property; and one (1) sign per each on-site leasing office for each residential property or complex.
2. The permitted sign shall be no more than 6 square feet in area.
3. The permitted sign shall be removed immediately upon signing of a lease or purchase agreement for the advertised space or property.

A maximum of one free-standing real estate sign is permitted per site.

Real estate signage is permitted providing each is no more than 16 square feet.

PROHIBITED SIGNS

1. Discontinued Business Signs - Any sign which advertises or publicizes any activity, business, product or service no longer produced or conducted on the premises upon which the sign is located.

2. Permanent High Intensity Signs - Signs which contain or consist of flags, pennants, ribbons, streamers, spinners, strings of light bulbs, flashing lights, or other similar moving devices, with the exception of special event signs, decorations, or LED signs approved by the Architectural Review Committee pursuant to the Temporary Use Regulations. These devices, when not part of any sign are similarly prohibited.

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3. Snipe Signs - Snipe signs or signs attached to trees, telephone poles, public benches, street lights or placed on any public property or right-of-way. Signs projecting over public property shall be permitted in accordance with the building code only where no setbacks are required.

4. Signs Resembling Official Signs and Signals - Signs imitating or resembling official traffic or government signs or signals except approved private traffic signs.

5. Signs on Vehicles - Signs placed on vehicles or trailers which are parked or located for the primary purpose of displaying such sign. This does not apply to allowed temporary signs or to signs or lettering on buses, taxis or vehicles operating during the normal course of business.

6. Illegal Activities - Signs advertising activities which are illegal under federal, state or city laws or regulations.

7. Signs Above Roof Lines - Signs which are mounted so as to be displayed above the roof line or parapet of the building to which they are attached.

8. Portable Signs - Portable signs, with the exception of those approved by the Innsbrook Architectural Review Committee.

9. Off Premises Signs - Unless specifically authorized by this Section.

Decorative LED signs, as shown above, are permitted if approved by the Architectural Review Committee.

10. Box Signs – A three-dimensional container with four sides perpendicular to the base and with a face plate which displays the names, marks, emblems, logos, or other characters. (This is not permitted within the Innsbrook Urban Mixed-Use District.)

VII. *Design Review Process*

INNSBROOK ARCHITECTURAL REVIEW COMMITTEE

Henrico County requires site, landscaping, architectural, signage and other plans proposed for development within the Innsbrook Urban Mixed-Use District to be submitted for review and approval. A process has been established to give developers design guidance and approval by the Innsbrook Architectural Review Committee prior to formal submission of plans to Henrico County for formal plan approval.

To ensure all work meets the expectations of these "Innsbrook Urban Mixed-Use Design Guidelines" standards, the Innsbrook Owners Association, at its December 2010 Annual Meeting, authorized the Innsbrook Architectural Review Committee to review and approve all Urban Mixed-Use and similar higher density rezoning cases, as well as all subsequent Plan of Development requests. Various exceptions to the Innsbrook Covenants will be required in order to utilize the UMU zoning classification and the Innsbrook Owners Association has instituted this approval process as an aid to all property owners in the park.

Prior to submitting a rezoning case to Henrico County, a property owner will submit the rezoning request to the Innsbrook Architectural Review Committee. Four (4) copies of the proposed Henrico County rezoning request will be submitted to the Innsbrook Architectural Review Committee. Within thirty (30) days, the Innsbrook Architectural Review Committee will meet with the owner/developer to discuss the case and either approve or disapprove the request. Upon approval, the owner/ developer will submit its rezoning case to Henrico County, along with a certification of approval from the Innsbrook Architectural Review Committee. Henrico County has the ultimate authority to grant rezoning approvals. The Innsbrook Architectural Review Committee has the authority to grant exceptions to the Innsbrook Covenants for any owner/developer who follows this procedure.

A similar process has been instituted for the approval of Plan of Development requests. Again, Henrico County has the ultimate authority to grant POD approvals. The Innsbrook Architectural Review Committee has the authority to grant exceptions to the Innsbrook Covenants for any owner/developer who follows this procedure. These procedures are included in a set of recorded Amended and Restated Innsbrook Covenants and may be viewed on the www.Innsbrook.com website under the Governance tab.

The Innsbrook Architectural Review Committee is composed of three members. Meetings occur whenever requests are submitted by owners or developers. It is the intention of the Innsbrook Architectural Review Committee to assist property owners to move expeditiously through both the private and public approval processes.

PROCEDURES

Prior to the commencement of any rezoning request, plan of development submittal or site improvements such as construction or alteration of building materials, colors or any exterior visual change, exterior enclosure, paving, grading, drainage or any other permanent improvements on any site, the owner, lessee or occupant of any site shall first submit Plans and Specifications for such improvements to the Innsbrook Architectural Review Committee for its written approval and approval by the County of Henrico. Submit (4) copies of the package in accordance with the rezoning requirements of Henrico County. At that time an application fee, to be determined by the Innsbrook Architectural Review Committee, will be required from the Applicant.

No building, fence, garage or other structure shall be erected, placed or altered, nor shall a building permit for such improvement be applied for any unimproved property in the Innsbrook Urban Mixed-Use District until one (1) complete set of professionally drawn and prepared building plans (including elevations), specifications, exterior color and finish samples, site plan (showing the proposed location of such building, drives and parking areas), shall have been reviewed and approved in writing by the Innsbrook Architectural Review Committee.

In reviewing such materials, the Innsbrook Architectural Review Committee shall consider such things as aesthetic appearance, harmony with surrounding improvements, compliance with the approved Urban Design Guidelines, and any additional criteria adopted by the Innsbrook Architectural Review Committee. Approval or disapproval of plans, locations or specifications may be based by the Innsbrook Architectural Review Committee upon any

grounds incorporated within the Urban Design Guidelines, including purely aesthetic considerations, which in the sole and uncontrolled discretion of the Innsbrook Architectural Review Committee shall be sufficient. If approval of such plans and specifications is neither granted nor denied within sixty (60) days following receipt by the Innsbrook Architectural Review Committee of written request for approval, the plans and specifications shall be deemed to be approved.

REVIEW OF SUBMITTAL

Four (4) complete sets of plans shall be submitted for each review. One (I) set shall be retained for the Innsbrook Architectural Review Committee's files.

Plans shall be submitted to the Innsbrook Architectural Review Committee at the following stages of planning and design:

- Rezoning Package
- Plan of Development Review
- Construction Document Review

The developer shall obtain approval of the Innsbrook Architectural Review Committee before submitting them to the County of Henrico.

A. When Rezoning, the following item shall be submitted:

1. Submit (4) copies of the package in accordance with zoning requirements of Henrico County, including proposed Lot Coverage Ratio Table.

B. At Schematic/Preliminary/P.O.D. Review, the following items shall be submitted:

1. Site Plan – Scale: I" = 50'-0" minimum.
   a. Site design and site coverage ratio: Building, paving, and greenspace.
   b. Building location, overall dimensions, height, finish floor elevations.
   c. Setback lines.
   d. Site signage location.
   e. Grades, existing and proposed.
   f. Connections to utility lines.
   g. Proposed overall water and sewer layout.
   h. Site drainage.
   i. Identify irrigation.
   j. Amount and location of employee and guest parking.
   k. Location of trash collection area or dumpsters including screen walls for loading area.
   l. Location of walks and drives.
   m. Lot Coverage Ratio Table showing compliance with approved criteria.

2. Landscape Plan – Scale: 1" = 50'-0" minimum.
   a. Existing vegetation to remain.
   b. Proposed landscape planting concept.
   c. Define seed and sod limits.

3. Land and Lighting Plan – Scale: 1" = 50'-0" minimum.
   a. Site lighting.

4. Building Design – Scale: 1/16" = 1'-0" minimum.
   a. Floor plans.
   b. Elevations of all building sides, in color and with material/color samples. Elevations shall show all roof top units drawn to scale with appropriate screening.
   c. Perspective rendering desirable (but not required).
   d. Building materials specifications list.

VII | DESIGN REVIEW PROCESS

e. Preliminary review shall be concerned with building materials, colors of finishes, architectural treatment, rooflines and location size and screening of exterior mechanical equipment roof top equipment.
f. Building mounted signs.
g. Specifications.

C. At Construction Document Review, the following items shall be submitted:

1. Approval of architectural, engineering and landscape architectural working drawings and specifications shall be obtained from the Innsbrook Architectural Review Committee prior to commencement of any construction.

2. Site Design - Scale: I" = 50'-0" minimum.
   a. Site Plan and Related Details.
   b. Erosion Control Plan.
   c. Building location, overall dimensions, height, finish floor elevations.
   d. Setback lines.
   e. Site circulation.
   f. Site signage location.
   g. Grades, existing and proposed.
   h. Connections to existing utility lines.
   i. Screen wall for loading areas.
   j. Site drainage.
   k. Existing vegetation to be removed and to remain.
   l. Amount and location of employee and guest parking.
   m. Location of trash collection area.
   n. Location of walks and drives.
   o. Site coverage ratio.

3. Landscape Planting Plan: Minimum Scale: 1" = 50'-0". Innsbrook Urban Mixed-Use District requires that these drawings be prepared by a certified or registered landscape architect with the following issues addressed on the drawings:
   a. Planting lists including location, species, and sizes of proposed trees, shrubs, ground covers, and flowers.
   b. Extent of sodding and seeding.
   c. Extent of clearing.
   d. Existing trees and wooded areas to be removed and to remain.
   e. Areas to be irrigated (note the entire site shall be irrigated).
   f. Location of trash collection area, backflow preventer or wells and irrigation control panel.
   g. Proposed building footprint, proposed walks, steps, and retaining walls.
   h. Building entrances and plazas with materials identified.
   i. Location of exterior site signage.
   j. Site lighting.
   k. Landscape Cost Estimates.
   l. Zoning of adjoining land.
   m. Landscape Architect's seal.

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4. Building design submittal of all exterior building materials shall be in accordance with the specifications and contract drawings.
   a. Floor plans. (min. 1/8" = 1'-0").
   b. Elevations of all sides of building and exterior material sample board. (min. 1/16" = 1'-0").
   c. Colored elevation indicating all exterior materials. Perspective colored rendering preferred but not required.
   d. Location and screening of roof top mechanical units.
   e. Structural Plans.
   f. Mechanical Plans.
   g. Electrical Plans.
   h. Plumbing Plans.
   i. Section and Details.
   j. Specifications
   k. Building Signage.

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CONSTRUCTION DOCUMENT REVIEW

1. Approval of architectural, engineering and landscape architectural working drawings and specifications shall be obtained from the Innsbrook Architectural Review Committee prior to commencement of any construction.
2. Landscape Planting Plan: Minimum Scale: 1" = 30'. The Innsbrook Architectural Review Committee requires that these drawings be prepared by a certified or registered landscape architect.
3. Submittal of all exterior building materials shall be in accordance with the specifications and contract drawings.

BASIS OF APPROVAL

1. Review and approval by the Innsbrook Architectural Review Committee will be based on standards set forth in these Design Guidelines. Plans will be reviewed not only for the quality of the specific proposal, but also the project's effect and impact on its neighbors and on the general park character. Evaluation will be made of spatial relations among and between buildings and other surrounding elements. Careful concern will be given to location and treatment of utility and service facilities with the intent of minimizing detrimental visual and environmental impact.
2. If plans and specifications are not sufficiently complete or are otherwise inadequate, The Innsbrook Architectural Review Committee may reject them as being inadequate or may approve or disapprove part, conditionally or unconditionally, and reject the balance. Approval of design will be good for a one (1) year period after which time, if construction has not started, the building developer will be required to resubmit.
3. Further conditions may be required during the administration of applicable County Codes and Standards.

ARCHITECTURAL REVIEW COMMITTEE (ARC)

1. The Innsbrook Architectural Review Committee has been constituted as part of the Innsbrook Covenants.
2. When questions of judgment or interpretation arise, the decision of the Innsbrook Architectural Review Committee is final and binding to all parties.
3. Any revisions, additions, or alterations to any portion of approved plans shall be subject to follow up review and approval.
4. Innsbrook Architectural Review Committee or its successors or assignees shall not be liable for damages to anyone submitting plans to them for approval, or to any owner or occupant of land affected by any decisions of the Innsbrook Architectural Review Committee, by reason of mistaken judgment, negligence or malfeasance, arising out of or in connection with the approval or disapproval or failure to approve any such plans. Every person, corporation, partnership, or organization who submits plans to the Innsbrook Architectural Review Committee or Declarant for approval agrees, by the submission of such plans, and every owner or occupant of any of the property agrees by acquiring title thereto or an interest therein, that he, she or it will not bring any action, proceeding or suit against the Innsbrook Architectural Review Committee or any of its members or Declarant to recover any such damages.

PUBLIC APPROVAL

1. All pertinent requirements of public agencies shall be followed in the development of any property and all plans must be approved by Henrico County.
2. Each buyer must verify code requirements at the time of purchase and development. Although based on local zoning and subdivision regulations, the Innsbrook Urban Design Guidelines may be more restrictive in land use, site development standards, landscape requirements, or in other matters. In every case in which this criteria is at variance with public agency requirements, the more restrictive regulations shall govern.

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