



AGENDA
PLANNING AND ZONING COMMISSION MEETING
CITY OF CREVE COEUR, MISSOURI
TUESDAY, JANUARY 18, 2011
7:00 PM

1. ROLL CALL

Mr. Michael Barton
Mr. Gary Eberhardt
Mr. Barry Glantz
Mr. Tim Madden
Mr. Scott Saunders
Mr. Jim Schnarr
Mr. Carl Lumley, City Attorney
Mr. Paul Langdon, AICP, Director of Community Development
Ms. Whitney Kelly, AICP, City Planner
Ms. Pat Rosenblatt, Recording Secretary

Pursuant to Section 610.022 RSMO, the Planning and Zoning Commission could, at any time during the meeting, vote to close the public meeting and move to closed session to discuss matters relating to litigation, legal actions and/or confidential or privileged communications with the City Attorneys as provided under Section 610.021(1)RSMO or other matters as permitted by Chapter 610.

Reports, documents, plans, and related materials are available for examination at the Creve Coeur Government Center, 300 North New Ballas Road, prior to the meeting.

Special disabled service may be arranged by contacting the Office of the City Administrator in advance.

2. ADDITIONS TO – ACCEPTANCE OF THE AGENDA

3. APPROVAL OF MINUTES

4. PUBLIC COMMENT

An opportunity for members of the public to address the Planning and Zoning Commission regarding issues or concerns not already on the agenda for this meeting. Those wishing to speak will be asked to provide their name and address for the public record.

5. **PUBLIC HEARINGS**

A. APPLICANT:	Mr. John Capps Plaza Motors 11830 Olive Boulevard Creve Coeur, MO 63141	APPLICANT'S REPRESENTATIVE:	Lisa Woodruff TRi Architects 9812 Manchester Rd Saint Louis, MO 63119
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An ordinance repealing Ordinance Number 2205, Ordinance Number 3090, Ordinance Number 4068, Ordinance Number 5039, and approving a new Master Signage Plan pursuant to Section 405.950.6 of the City of Creve Coeur's Code of Ordinances for the Plaza Motors Campus located within the "CB" Core Business District

6. **UNFINISHED BUSINESS**

None

7. **WORK AGENDA**

A. Form-based Zoning Discussion

8. **OTHER BUSINESS**

- A. Planning Division Report**
Staff Representative: Mr. Paul Langdon
- B. City Attorney Report**
Staff Representative: Mr. Carl Lumley

9. **ADJOURNMENT**



city of CREVE COEUR

300 North New Ballas Road • Creve Coeur, Missouri 63141
(314) 432-6000 • Fax (314) 872-2539 • Relay MO 1-800-735-2966
www.creve-coeur.org

APPLICATION TO PLANNING AND ZONING COMMISSION #10-040

FOR THE MEETING OF: January 18, 2011

LOCATION: 11830 Olive Boulevard

REQUEST: To allow additional signage at the Plaza Motors Campus for a new product line and additional directional light-pole banners throughout the campus.

ADDITIONAL INFORMATION: Plaza Motors received approval for a Master Sign Plan in 2003 (Ordinance No. 2205), that was amended in 2005 (Ordinance No. 3090), 2007 (Ordinance No. 4068), and in 2008 (Ordinance No. 5039). This request will repeal those ordinances and replace them with a new Master Sign Plan package to reflect current and new requested signage for the campus.

Key Issues:

- Sign Location, Size
- Visual Clutter
- Protection of pedestrian and vehicular traffic safety from the proliferation of signs.
- Identification of places of commerce

Comp. Plan References

- Design Guidelines

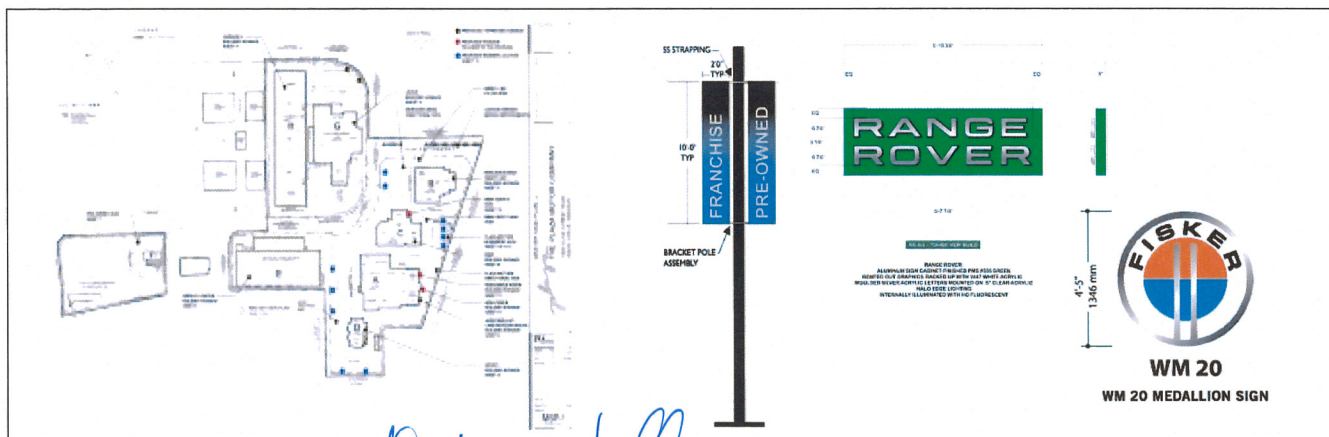
Zoning Code References

- Article VIII Sign Regulations
- 405.950 Signs in Non-Residential Districts
- 405.950.6-Master Signage Plans

APPLICANT: Mr. John Capps
Plaza Motors
11830 Olive Boulevard
Creve Coeur, MO 63141

**APPLICANT'S
REPRESENTATIVE:**

Lisa Woodruff
TRi Architects
9812 Manchester Rd
Saint Louis, MO 63119



REPORT PREPARED BY:

Whitney Kelly, AICP
City Planner

Date

ATTACHMENTS: Draft Ordinance

Applicants Materials Received January 11, 2011
Ordinance #2205, 3098, 4068, and 5039

PROPOSAL SUMMARY

Lisa Woodruff of TRi Architects, has submitted an application on behalf of Plaza Motors to update the existing Master Signage Plan for the Plaza Motors campus to include new signage for new product lines, and directional signs and banners throughout the campus. The new product signs include a “Range Rover” wall sign (10.83 sq. ft.) to be placed along with the existing “Land Rover” wall sign (14.14 sq. ft.) and a Fisker logo wall sign (15.31 sq. ft.) along Olive Boulevard on the building identified as Building “A” in the Applicant’s Materials attached. The product name will also be included on the prior approved monument tower along Olive Boulevard.

Directional signage includes a “BMW Service” wall sign on Building “B” and banners that are attached to existing light-pole fixtures throughout the campus. These ten feet x two feet banners would be secured to the light poles at both ends with brackets to minimize movement. Two double-sided banners would be placed on each light fixture. The banners along Olive Boulevard would be placed on the four light fixtures in front of the BMW building (identified as Building “C”) near the existing flag poles and the prior approved 30 foot sign. Two light fixture banners are proposed along N. New Ballas in front of the Plaza Infiniti showroom (Building “D”), three along the access drive behind Building “A”, two along behind Building “B”, along Decker Lane, and four within the pre-owned lot at the corner of Old Ballas Road and Decker Lane.

In addition, Plaza Motors is seeking to have window signs of up to 25% of the window space, instead of 20% as currently allowed under the existing Sign Regulations.

BACKGROUND

Plaza Motors received Master Signage Plan approval by City Council in 2003 (Ordinance #2205). This plan was amended in 2005 (Ordinance No. 3090), 2007 (Ordinance No. 4068), and in 2008 (Ordinance No. 5039). In order to clear up any confusion on what was prior approved, signs that are no longer up, and what is currently being proposed, the draft ordinance will repeal the prior approved and amending ordinances, and replace it with a new ordinance along with Applicant’s Materials identifying all current and proposed new signage for the campus.

LAND USE AND ZONING OF SURROUNDING PROPERTIES

The adjacent zoning and land uses are as follows:

DIRECTION	USE	ZONED	SEPARATED BY
North	Commercial/ Retail	“CB” Core Business	Olive Boulevard
South	Commercial/ Retail/ Restaurants	“CB” Core Business	NA
East	Commercial/ Restaurants	“CB” Core Business	N. New Ballas Road
West	Office/ Hotel/ Restaurant	“CB” Core Business	Decker Lane and Center Parkway Drive

COMPREHENSIVE PLAN REVIEW

The Comprehensive Plan does not provide much direction in sign review. However the subject property is within the Central Business District that calls for a linear “green-line” park along Olive Boulevard.

Community Health and Connectivity

2. Create a linear “green-line” park along Olive Boulevard connecting the Central Business District and other activity nodes. This feature will be developed primarily through additional landscaping and streetscaping, preservation of existing trees, and construction of sidewalks, with only such limited land acquisition as is necessary to fill in missing links. (p.22)
3. Require new commercial, institutional, and multi-family development or redevelopment to include public amenities such as pedestrian connections, bicycle facilities, public seating/gathering areas, and open space, as appropriate. (p.22)

The visual clutter of the prior approved 30 foot ground monument sign, the flags, wall signs on the buildings, window signs, and signs on the cars, with the proposed light pole banners competing for attention would detract from the “green-line” park experience in the area.

ZONING CODE REVIEW

All signs within the City are regulated under Article VIII of the Zoning Ordinance. The purpose of the Sign Regulations are to encourage the effective use of signs as a means of communication, to maintain and enhance the aesthetic appearance of the City and to facilitate and improve pedestrian and vehicular traffic safety, and to lessen confusion and visual clutter caused by a proliferation of signs competing for attention.

Relevant sections of the Sign Regulations are below:

Article VIII SIGN REGULATIONS OF THE ZONING ORDINANCE

SECTION 405.930: GENERAL PROVISIONS

- D. *Prohibited Signs.* The following types of signs are specifically prohibited in the City:
 8. Moving signs including those of which all or any part of the sign moves or appears to move. This prohibition against moving signs shall extend to devices including strings of light bulbs and rotating signs, whether part of any signs or maintained as an independent feature. This prohibition does not apply to tri-vision billboards or exempted governmental and official signs. "Tri-vision billboard" means a sign face having a series of three-sided rotating slats arranged side by side, either horizontally or vertically, which is capable of displaying a total of three (3) separate message copies, one (1) message copy at a time.

Section 405.950 SIGNS IN NON-RESIDENTIAL DISTRICTS

2: On-premises permanent signs.

- a. Individual or freestanding business or use. Each individual business or use located at ground floor level with its own entrance at street level or a second (2nd) story retail business, either of which has sign frontage as defined in Section 405.120, may have one (1) or more wall signs, window signs or signs affixed or painted on canopies or awnings with a total gross sign area per sign frontage not to exceed one (1) square foot per linear foot of sign frontage upon which the sign is to be located, up to a maximum of twenty-five (25) square feet in area; except that the total gross sign area per sign frontage may increase by twelve and one-half (12.5) square feet for each fifty (50) feet an individual business or use sets back from the edge of street pavement up to a maximum of one hundred twenty-five (125) square feet in area, provided said individual business or use has the required sign frontage to allow such an increase....
- 3: *Temporary or incidental signs.* The following signs are permitted as temporary or incidental to a given ground floor business or use and are not to be included in calculating the allowable gross sign area for on-premises permanent signs:
 - a. *Window signs.* The total gross sign area of all window signs as defined in Section 405.120, Definition of Terms, shall not exceed twenty percent (20%) of the area of any individual window located in the lowest eleven (11) feet of the storefront as measured from the adjacent exterior grade. For the purposes of this Section, panes of glass separated by a structural column or portion of exterior finished wall shall be considered individual windows. Further, glass located within a door, whether or not it is

used as an entrance/exit, is not an eligible location for a window sign. No window signs are allowed more than eleven (11) feet above the adjacent grade.

- b. *Temporary promotional displays and signs.* Temporary promotional displays such as banners, posters, pennants, ribbons, streamers and balloons shall be permitted for ground floor retail sales and service uses to announce grand openings, special sales or events. These special promotions shall be limited to two (2) times per year for up to three (3) weeks each period. A separate sign permit shall be required for each event. These temporary promotional displays shall be constructed and lettered to a professional quality and the size of banners or posters shall not exceed the allowable square footage for on-premises permanent signs. Permitted balloons shall not exceed two (2) feet in length or width. The items shall be secured in such a manner as to minimize movement and shall be attached to the main building or structure and not be erected as freestanding elements or attached to vehicles or low monument signs.

However, the Master Signage Plan allows for deviation from the sign regulations on large campuses in order to provide for a more consistent program as to ensure convenience to the visitor, user or occupant of the development while not adding to street clutter or otherwise detracting from the planned unit nature of the development.

6. *Master signage plans--*"CB" Core Business District, "PH" Planned Hospital District, "HE" Higher Education District and residentially zoned institutions (schools and places of worship with a minimum tract area of twenty (20) acres). The provisions set forth in the preceding Sections 405.910, et seq., shall be applicable as stated therein to signs accessory to uses in "CB" Core Business District, "PH" Planned Hospital District and "HE" Higher Education District and signs accessory to residentially zoned institutions (schools and places of worship with a minimum tract area of twenty (20) acres). However, in keeping with the intent to allow flexibility in the design of planned developments and campuses, the following options may be applicable to signs accessory to uses in the "CB" Core Business District, "PH" Planned Hospital District and "HE" Higher Education District and signs accessory to residentially zoned institutions (schools and places of worship with a minimum tract area of twenty (20) acres):
 - a. As an alternative, signs may be permitted in accordance with a Comprehensive Plan of signage subject to the recommendation of the Planning and Zoning Commission and approval of the City Council following a public hearing conducted in accordance with the provisions of Sections 405.1060(D)(3) and 405.1120 of the Zoning Code. The Comprehensive Plan of signage shall show the location, size, height and extent of all proposed signs, as well as the nature of the information to be displayed on the signs. In addition, the geographic limits of the area to be covered by the Comprehensive Plan of signage must be shown.
 - b. In addition, a plan for off-site directional signs in commercial districts which identify commercial centers and institutional campuses may be recommended by the Planning and Zoning Commission and approved by the City Council following a public hearing conducted in accordance with the provisions of Sections 405.1060(D)(3) and 405.1120 of the Zoning Code. The plan for off-site signs shall show the location, size, height and extent of all signs encompassed within the signage plan, as well as the nature of the information to be displayed on each sign. All such signs shall be located within the "CB" Core Business District, "PH" Planned Hospital District or "HE" Higher Education District. Off-site signage is not permitted in residential districts.
 - c. Any application submitted pursuant to Subsection (6)(a) or (b) above may be made by any property owner, owner of an easement, lessee, contract purchaser or their agent. Such application shall be accompanied by a statement setting forth the names of the record owners of the properties upon which such signs are proposed to be located and the notarized agreement of each record owner to the placement of such signs on their property. When an application requests permission to erect a sign on property owned by someone other than the applicant, then such application shall be accompanied by a written and notarized statement signed by the record owners of such properties which indicates their endorsement of the application.
 - d. The above-cited signage options shall be exercised in accordance with the standards for all planned developments as set forth in Section 405.1080. All proposed signs shall be in scale and harmonious with the development and shall be so located and sized as to ensure convenience to the visitor, user or occupant of the development while not adding to street clutter or otherwise detracting from the planned unit nature of the development and the purposes of architectural and urban design elements.

SIGN PLACEMENT AND DESIGN

The three wall signs are in general conformance with the existing signage on site and should not appear to be a significant change in character.

The proposed banners are a departure from the current sign regulations, as they are being proposed to be attached to light-fixtures around the Plaza Motors campus (not attached to any building), and brackets will remain for a more permanent timeframe allowing the banners to be changed periodically, but essentially remain up on a permanent basis. However, they will be securely attached to the light fixtures to minimize movement.

Staff believes that the four proposed locations along Olive Boulevard will significantly add to the visual clutter, especially in such close proximity to the existing flags, and the previously approved 30 foot ground monument sign, the window signage, and product logos on the building, as well as the cars parked in front of the buildings that also contain information. The ground monument sign was approved in 2008 (Ordinance #5039), and is currently under production and will be in place within the year. Below is the view of the flags with the ground monument sign and the light poles that the applicant is proposing to add banners.



Therefore the draft ordinance includes a condition that light pole banners are to be excluded from along Olive Boulevard. If the Commission Members disagree with Staff and would like to include them as proposed by the applicant, a motion would need to be made for this request.

The other proposed locations throughout the property would not substantially add to the visual clutter, are generally behind the main buildings along Olive Boulevard, and create identification of the campus area. Further conditions include that any damaged or weathered banners be immediately replaced and that any brackets that are damaged, significantly rusted, and/or not securely holding banners to minimize movement shall be immediately replaced.

At the time of Plaza Motors, original approval for the Master Signage Plan, sign regulations allowed for up to 25% of the window space to include signs. Current regulations limit window signs to 20%. The applicant is requesting that the total gross sign area of all window signs for the Plaza Motors campus remain at 25%. If Commission Members prefer a different percentage, a motion will need to be made that includes a percentage number not to exceed the total gross sign area for window signs.

CONCLUSION

The draft Master Sign Plan Ordinance offered by Staff recommends that the approval of the Plaza Motors Master Signage Plan include the following conditions:

- Light pole banners shall not be located along Olive Boulevard.
- Any damaged or weathered light pole banners shall be immediately replaced
- Any brackets that are damaged, rusted, and not securely holding banners to minimize movement shall be immediately replaced.

A further note: the Applicant's submittal on January 11, 2011 indicates a revision date error of 01-10-08. This shall be changed to indicate the correct date of revisions for City Council approval.

ACTION

If the Planning and Zoning Commission believe the proposed Master Sign Plan proposal for the Plaza Motors Campus is consistent with the purpose and requirements of Article VIII, a recommendation on the Master Signage Plan Amendment to the City Council for approval is necessary. Action on the Plaza Motors Master Signage Plan Amendment will come in the form of a recommendation of approval, approval with conditions or denial.

MOTION

The following is an example of an appropriate motion for this application:

"I move to recommend approval of the Master Signage Plan for the Plaza Motors Campus, submitted with Application #10-040, subject to the conditions contained in the draft ordinance attached to the staff report dated January 18, 2011" (conditions may be added, eliminated, or modified by preceding motion).

APPENDIX 1: COMPREHENSIVE PLAN

Included and attached by reference. See body of report for specific excerpts.

APPENDIX 2: ZONING CODE

Included and attached by reference. See body of report for specific excerpts.

BILL NO. _____

ORDINANCE NO. _____

AN ORDINANCE REPEALING ORDINANCE NUMBER 2205, ORDINANCE NUMBER 3090, ORDINANCE NUMBER 4068, ORDINANCE NUMBER 5039, AND APPROVING A NEW MASTER SIGNAGE PLAN PURSUANT TO SECTION 405.950.6 OF THE CITY OF CREVE COEUR'S CODE OF ORDINANCES FOR THE PLAZA MOTORS CAMPUS LOCATED WITHIN THE "CB" CORE BUSINESS DISTRICT

WHEREAS, an application was submitted by the TRi Architects, on behalf of Plaza Motors to revise the previously approved Master Signage Plan for the Plaza Motors Campus, pursuant to Section 405.950.6 of the City of Creve Coeur's Code of Ordinances, to include new signage throughout the campus; and

WHEREAS, the boundaries of the Master Signage Plan will be for the Plaza Motors development including all existing and proposed signage as demonstrated in Exhibit 1; and

WHEREAS, Planning and Zoning Commission reviewed and by a _____ vote recommended approval of the subject amendments at its meeting on Tuesday, January 18, 2011; and

WHEREAS, the Planning and Zoning Commission of the City of Creve Coeur, Missouri, held a public hearing thereon at the Creve Coeur Government Center on January 18, 2011, beginning at 7:00 p.m., or immediately following the close of the previous public hearing; and

WHEREAS, notice of said public hearing had previously been published at least 15 days prior to the hearing in the St. Louis Countian, a newspaper of general circulation in the City of Creve Coeur; and

WHEREAS, all persons who presented themselves at said meeting and desiring to be heard were given an opportunity to be heard and a copy of the proposed ordinance has been made available for public inspection prior to its consideration by the City Council; and this Bill having been read by title in open meeting two times before final passage by the City Council; and

WHEREAS, the City Council being fully informed finds that approving the application would be in harmony with and bear a substantial relation to the public welfare, health, safety, comfort and convenience of the citizens of the City of Creve Coeur and in the public interest.

NOW, THEREFORE, be it ordained by the City Council of the City of Creve Coeur, Missouri as follows:

Section 1: Ordinance 2205 authorizing a Master Sign Plan for Plaza Motors Campus located at 11830 Olive Boulevard, and amending Ordinances 3090, 4068, and 5039 are hereby repealed.

Section 2: A Master Sign Plan is authorized for the Plaza Motors Campus pursuant to Section 405.950.6 in the "CB" Core Business Commercial zoning district whose legal description is as follows:

A tract of land situated in the City of Creve Coeur, the County of St. Louis, and the State of Missouri, being situated in part of Section 3, Township 45 North, Range 5 East, being all of Adjusted Lot A of Plaza Lexus, a Boundary Adjustment Plat, a subdivision filed for record in Plat Book 353 page 38 of the land records of said St. Louis County, Missouri, all of Lots 1, 2, and 3, and part of Lot 4 of Decker Terrace, a subdivision filed for record in Plat Book 106 page 89 of said St. Louis County land records, part of Lot B of the Boundary Adjustment Plat of a tract of land being part of Lots 3 and 4 of 'Studt's Home Place", part of Lot 7 of "The Lake House

Subdivision", and part of Vacated Decker Lane, a subdivision filed for record in Plat Book 345 page 557 of said St. Louis County land records, part of Lots 7 and 8 of the Lake House Farm Subdivision, a subdivision filed for record in Plat Book 9 page 74 of the land records of the City of St. Louis, Part of Decker Lane, Width Varies, part of Center Parkway Drive, Width Varies, and Part of Studt Avenue, 50 feet wide, and being more particularly described as follows:

BEGINNING at the Southwest corner of Lot A of said Boundary Adjustment Plat of a tract of land being part of Lots 3 and 4 of 'Studt's Home Place", part of Lot 7 of "The Lake House Subdivision", and part of Vacated Decker Lane, a subdivision filed for record in Plat Book 345 page 557 of said St. Louis County land records, said Southwest corner being on the North right-of-way line of said Studt Avenue, 50 feet wide; thence along said North right-of-way line of Studt Avenue, North 90 degrees 00 minutes 00 seconds West a distance of 163.94 feet; thence leaving said North right-of-way line, South 04 degrees 08 minutes 52 seconds West a distance of 50.13 feet across said Studt Avenue to the South right-of-way line of said Studt Avenue; thence 39.66 feet along the arc of a curve to the left, having a radius of 25.00 feet, through a central angle of 90 degrees 53 minutes 00 seconds, with a chord that bears South 44 degrees 33 minutes 30 seconds West a distance of 35.63 feet to a point of tangency on the East right-of-way line of Decker Lane, width varies; thence along said West right-of-way line of Decker Lane, South 00 degrees 53 minutes 00 seconds East a distance of 286.57 feet to the Northwest corner of said Lot 1 of Decker Terrace; thence leaving said East right-of-way line of Decker Lane, along the North line of said Lot 1 of Decker Terrace, North 89 degrees 07 minutes 00 seconds East a distance of 216.41 feet to the Northeast corner of said Lot 1; thence along the Eastern line of said Lots 1, 2, 3, and 4 of Decker Terrace, South 09 minutes 43 minutes 00 seconds East a distance of 323.26 feet to the intersection of said Eastern line of Lot 4 and the Northern right-of-way line of Old Ballas Road as widened, width varies; thence leaving said Eastern line of Lot 4, along said Northern right-of-way line as follows: North 89 degrees 58 minutes 00 seconds West a distance of 97.31 feet; South 83 degrees 37 minutes 30 seconds West a distance of 134.39 feet; North 89 degrees 56 minutes 00 seconds West a distance of 15.44 feet to the intersection of said Northern right-of-way line of Old Ballas Road and said East right-of-way line of Decker Lane; thence South 88 degrees 52 minutes 23 seconds West a distance of 80.00 feet across said Decker Lane to the West right-of-way line; thence along said West right-of-way line of Decker Lane as follows: North 00 degrees 50 minutes 00 seconds West a distance of 543.02 feet; North 88 degrees 26 minutes 57 seconds East a distance of 10.00 feet; North 00 degrees 50 minutes 00 seconds West a distance of 304.03 feet to the Southeast corner of said Adjusted Lot A of the Plaza Lexus Boundary Adjustment Plat; thence leaving said West right-of-way line, along the South line of said Adjusted Lot A, South 88 degrees 29 minutes 00 seconds West a distance of 550.89 feet to the Southwest corner of said Adjusted Lot A, said Southwest corner being on the East right-of-way line of Emerson Avenue, width varies; thence along said East right-of-way line of Emerson Avenue as follows, North 00 degrees 50 minutes 43 seconds West a distance of 278.48 feet; North 89 degrees 09 minutes 17 seconds East a distance of 10.00 feet; North 00 degrees 50 minutes 43 seconds West a distance of 11.70 feet to a point of curvature on the Southern right-of-way line of said Center Parkway Drive, width varies, thence along said Southern right-of-way line of Center Parkway Drive, 188.44 feet along the arc of a curve to the right, having a radius of 120.00 feet, through a central angle of 89 degrees 58 minutes 23 seconds, with a chord that bears North 44 degrees 08 minutes 29 seconds East a distance of 169.67 to a point of tangency; thence continuing along said Southern right-of-way line of Center Parkway Drive, North 89 degrees 07 minutes 40 seconds East a 115.13 feet; thence leaving said Southern right-of-way line of Center Parkway Drive, North 00 degrees 52 minutes 34 seconds West a distance of 425.44 feet across said right-of-way line of Center Parkway Drive and along the West right-of-way line of said Center Parkway Drive to the intersection of said West right-of-way line of said Center Parkway Drive and the Southern right-of-way line of Olive Boulevard, a.k.a. Missouri Route 340, width varies; thence South 52 degrees 13 minutes 04 seconds East a distance of 102.45 feet across said Center Parkway drive to the intersection of the Eastern right-of-way line of said Center Parkway Drive and said Southern right-of-way line of Olive Boulevard; thence along said Southern right-of-way line of Olive Boulevard as follows: North 88 degrees 44 minutes 25 seconds East a distance of 1.47 feet; 97.57 feet along

the arc of a curve to the right, having a radius of 50.89 feet, through a central angle of 109 degrees 51 minutes 37 seconds, with a chord that bears North 53 degrees 29 minutes 29 seconds East a distance of 83.30 feet; South 71 degrees 34 minutes 20 seconds East a distance of 192.80 feet; South 71 degrees 34 minutes 22 seconds East a distance of 116.95 feet; South 75 degrees 03 minutes 58 seconds East a distance of 37.14 feet; South 71 degrees 05 minutes 44 seconds East a distance of 61.01 feet; South 71 degrees 41 minutes 49 seconds East a distance of 91.84 feet to a point of curvature; 62.91 feet along the arc of a curve to the left, having a radius of 2920.93 feet, through a central angle of 01 degrees 14 minutes 02 seconds, with a chord that bears South 72 degrees 18 minutes 50 seconds East a distance of 62.91 feet to the Northeast corner of said Lot B of the Boundary Adjustment Plat filed for record in Plat Book 345 page 557 of said St. Louis County land records; thence leaving said Southern right-of-way line of Olive Boulevard along the Eastern line of said Lot B, South 00 degrees 45 minutes 05 seconds East a distance of 174.40 feet; thence continuing along said eastern line of Lot B, North 89 degrees 14 minutes 55 seconds East a distance of 159.73 feet to the West right-of-way line of New Ballas Road, width varies; thence along said West right-of-way line of New Ballas Road, South 01 degrees 10 minutes 55 seconds West a distance of 69.94 feet to a point of curvature; thence continuing along said West right-of-way line of New Ballas Road 118.62 feet along the arc of a curve to the left, having a radius of 2905.00 feet through a central angle of 02 degrees 20 minutes 22 seconds, with a chord that bears South 00 degrees 00 minutes 44 seconds West a distance of 118.61 feet to the Northeast corner of said Lot A of the Boundary Adjustment Plat filed for record in Plat Book 345 page 557 of said St. Louis County land records; thence leaving said Western right-of-way line of New Ballas Road along the North line of said Lot A as follows: South 89 degrees 14 minutes 55 seconds West a distance of 204.59 feet; South 00 degrees 50 minutes 00 seconds East a distance of 4.75 feet; South 89 degrees 14 minutes 55 seconds West a distance of 94.46 feet to the Northwest corner of said Lot A; thence along the Western line of said Lot A as follows: South 00 degrees 50 minutes 00 seconds East a distance of 28.37 feet; North 89 degrees 14 minutes 55 seconds East a distance of 12.34 feet; South 00 degrees 50 minutes 00 seconds East a distance of 392.17 feet to the point of beginning.

Containing 17.25 Acres, more or less, the forgoing description was compiled from record information and does not represent an actual survey of the described area.

SECTION 3: Such approval of the Master Signage Plan for the Plaza Motors Campus shall be restricted to the following conditions:

1. The applicant shall submit sign permit and/or building permit applications for proposed signs referred to in the Master Sign Plan that currently does not possess a sign permit.
2. The applicant shall follow the Master Signage Plan for all new or altered signage on the campus, as approved by the City of Creve Coeur. The location, size, shape, color, type, and design of each sign shall not substantively depart from the Master Sign Plan, unless approved by the City of Creve Coeur.
3. Light pole banners shall not be located along Olive Boulevard.
4. Any damaged or weathered light pole banners shall be immediately replaced
5. Any brackets that are damaged, rusted, and not securely holding banners to minimize movement shall be immediately replaced.
6. No additional signage is allowed for the campus.
7. All leasing information signage for the development should be placed on the building. No additional leasing signs shall be permitted.

SECTION 4: The Master Signage Plan, and all components thereof, shall be demonstrated as the attached Exhibit 1

BILL NO. _____

ORDINANCE NO. _____

SECTION 5: This ordinance shall become effective in accordance with Section 3.11 (g) of the City Charter.

ADOPTED THIS ____ DAY OF _____, 2011.

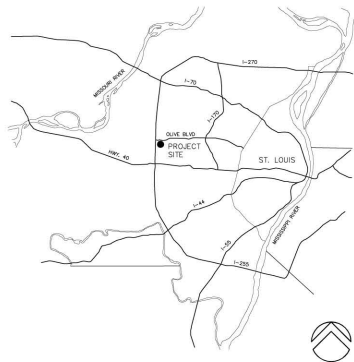
A. JAMES WANG
PRESIDENT OF CITY COUNCIL

APPROVED THIS ____ DAY OF _____, 2011.

HAROLD DIELMANN
MAYOR

ATTEST:

DEBORAH RYAN, MRCC
CITY CLERK



VICINITY MAP

OWNER: Astbury Automotive St. Louis L.L.C.
(DBA) The Plaza Motors Company
11830 Olive Street Road
St. Louis, Missouri 63141
(314) 301-1700 fax: (314) 301-1719

LEGEND

LIMIT OF MASTER SIGN PLAN

GARAGE H BUILDING SIGNAGE SHEET 9

General Notes:

- This site is served by the following:
Telephone - S.W. Bell Telephone Co.
Gas - Locke's Gas Co.
Water - St. Louis County Water Co.
Sewer - Metropolitan St. Louis Sewer District
Electric - Ameren UE
Fire District - Creve Coeur Fire Protection District
- All existing lighting to remain.

PREVIOUSLY APPROVED SIGNAGE

PROPOSED SIGNAGE
INCLUDED IN THIS PACKAGE

PROPOSED BANNER LOCATION
SHEET 16

SMART CAR
PYLON SIGN

CENTER PARKWAY
MEDIAN IMPROVEMENTS
(PER LEXUS SITE
COVERAGE BONUS)

LEXUS
BUILDING SIGNAGE
SHEET 8

MERCEDES BENZ
DIRECTIONAL SIGN

MERCEDES BENZ/
SMART CAR
BUILDING SIGNAGE
SHEET 3

BMW SERVICE
SIGN
SHEET 15

BMW DIRECTIONAL
SIGN

PLAZA MOTORS
MONUMENT SIGN
SHEET 10,11,12

BMW
BUILDING SIGNAGE
SHEET 4

PLAZA MOTORS
DIRECTIONAL SIGN

NEW RANGE ROVER
BUILDING SIGNAGE
SHEET 13

NEW FISHER
BUILDING SIGNAGE
SHEET 14

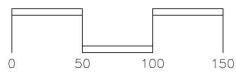
AUDI/CADILLAC/
LAND ROVER/PORSCHE
BUILDING SIGNAGE
SHEET 2

INFINITI
BUILDING SIGNAGE
SHEET 5

PRE-OWNED SIGN SHEET 7

SERVICE CENTER BUILDING SIGNAGE SHEET 6

MASTER SIGN PLAN SCALE: 1"=50'-0"



INFINITI DIRECTIONAL SIGN

MASTER SIGN PLAN FOR:

THE PLAZA MOTOR COMPANY

11830 OLIVE STREET ROAD
CREVE COEUR, MISSOURI



THOMAS ROOF INC. ARCHITECTS
8201 Maryland Ave. Suite 202
St. Louis, Missouri 63110
Copyright 2006
1-314-726-9880
F-314-726-9881
www.thomasrooftx.com

DATE: 05-18-06

REVISIONS P&Z 1-10-08
P&Z 1-04-11

DWG. BY
PROJECT NO. 02-096
SHEET NO.

MSP-1
MASTER SITE PLAN

BUILDING A: ON PREMISE PERMANENT SIGNS

NORTH ELEVATION

SIGN:	SIZE:	AREA:	AREA PER ORDINANCE:	
A1 CADILLAC	4'-0" x 10'-8"	42.7 S.F.	(x .667)	28.48 S.F.
A2 FISKER	4'-5" x 4'-5"	15.31 S.F.		15.31 S.F.
A3 LAND ROVER LOGO	3'-0" x 6'-0"	14.14 S.F.		14.14 S.F.
A4 LAND ROVER SERVICE	2'-0" x 10'-0"	20.0 S.F.		20.0 S.F.
A5 CADILLAC SERVICE	2'-3" x 3'-0"	6.75 S.F.		6.75 S.F.
A6 RANGE ROVER	2'-0" x 5'-10"	10.83 S.F.		10.83 S.F.
SUB-TOTAL SIGN AREA:		91.51 S.F.		

EAST ELEVATION

A7 SERVICE	1'-3" x 7'-6"	9.38 S.F.	(x .667)	6.26 S.F.
A8 AUDI	3'-0" x 6'-0"	18.0 S.F.		18.0 S.F.
A9 PLAZA	2'-0" x 10'-0"	20.0 S.F.		20.0 S.F.
SUB-TOTAL SIGN AREA:		64.26 S.F.		

SOUTH ELEVATION

A10 PORSCHE	1'-3" x 12'-0"	15.0 S.F.	(x .667)	10.0 S.F.
SUB-TOTAL SIGN AREA:		10.0 S.F.		

WEST ELEVATION

A11 AUDI PRE-OWNED	2'-0" x 18'-0"	36.0 S.F.		36.0 S.F.
SUB-TOTAL SIGN AREA:		36.0 S.F.		

BUILDING "A" TOTAL SIGN AREA: 201.77 S.F.

WINDOW SIGNAGE: (25% OF WINDOW AREA ALLOWED)

ELEVATION:	WINDOW AREA:	SIGNAGE AREA ALLOWED:	
NORTH	1,300 S.F.	X .25 (25%) =	325 S.F.
EAST	980 S.F.	X .25 (25%) =	245 S.F.
SOUTH	750 S.F.	X .25 (25%) =	187.5 S.F.
WEST	0 S.F.	X .25 (25%) =	0.0 S.F.
TOTAL WINDOW SIGN AREA ALLOWED:			757.5 S.F.



BUILDING 'A' - NORTH ELEVATION



BUILDING 'A' - EAST ELEVATION



BUILDING 'A' - SOUTH ELEVATION



BUILDING 'A' - WEST ELEVATION

PREVIOUSLY APPROVED SIGN NOT YET INSTALLED PROPOSED SIGN EXISTING SIGN

BUILDING B ON PREMISE PERMANENT SIGNS

NORTH ELEVATION

SIGN:	SIZE:	AREA:	AREA PER ORDINANCE:	
B1 MERCEDES BENZ	15'-0 5/8" X 2'-0 1/4"	30.38 S.F.	30.38	S.F.
B2 PLAZA MOTORS	12'-10 3/8" X 2'-1 1/4"	27.69 S.F.	27.69	S.F.
B3 SERVICE	1'-3" x 7'-6"	9.38 S.F.	(x .667)	6.26 S.F.
SUB-TOTAL SIGN AREA:		64.33		S.F.

EAST ELEVATION

SUB-TOTAL SIGN AREA: 0 S.F.

SOUTH ELEVATION

B4 SMART LOGO	10'-8" X 2'-1"	22.2 S.F.	22.2	S.F.
B5 SMART DEALER NAMEPLATE	23'-2" X 1'-0"	23.2 S.F.	23.2	S.F.
B6 MERCEDES BENZ Pre-Owned	15'-0" X 2'-0"	30.00 S.F.	(x .667)	20.01 S.F.
B7 Pre-Owned	1'-3" X 6'-0"	7.5 S.F.	(x .667)	5.00 S.F.
SUB-TOTAL SIGN AREA:		70.41		S.F.

WEST ELEVATION

B8 SMART LOGO	10'-8" X 2'-1"	22.2 S.F.
B9 SMART DEALER NAMEPLATE	23'-2" X 1'-0"	23.2 S.F.
B10 COMMERCIAL VEHICLE	3'-6" X 2'-8"	9.33 S.F.
SUB-TOTAL SIGN AREA:		54.73 S.F.

BUILDING "B" TOTAL SIGN AREA: 189.47 S.F.

WINDOW SIGNAGE: (25% OF WINDOW AREA ALLOWED)

ELEVATION:	WINDOW AREA:	SIGNAGE AREA ALLOWED:	
NORTH	868.0 S.F.	X .25 (25%) =	217.0 S.F.
EAST	469.33 S.F.	X .25 (25%) =	117.33 S.F.
SOUTH	288.83 S.F.	X .25 (25%) =	72.2 S.F.
WEST	384.33 S.F.	X .25 (25%) =	96.0 S.F.
TOTAL WINDOW SIGN AREA ALLOWED:			502.53 S.F.



BUILDING 'B' - NORTH ELEVATION



BUILDING 'B' - EAST ELEVATION



BUILDING 'B' - SOUTH ELEVATION



BUILDING 'B' - WEST ELEVATION

PREVIOUSLY APPROVED SIGN NOT YET INSTALLED PROPOSED SIGN EXISTING SIGN

**PLAZA MOTORS
MASTER SIGNAGE PLAN - BUILDING 'B'**

CREVE COEUR,
02-096

MISSOURI
01-04-11

BUILDING C ON PREMISE PERMANENT SIGNS

NORTH ELEVATION

SIGN:	SIZE:	AREA:	AREA PER ORDINANCE:
C1 BMW - PLAZA	2'-5 1/2" x 14'-8"	36.0 S.F.	36.0 S.F.
C2 BMW SERVICE	1'-7" x 13'-0"	20.6 S.F.	20.6 S.F.
SUB-TOTAL SIGN AREA:		56.6 S.F.	

EAST ELEVATION

SUB-TOTAL SIGN AREA: 0 S.F.

SOUTH ELEVATION

C3 BMW	2'-5 1/2" x 14'-8"	36.0 S.F.	36.0 S.F.
SUB-TOTAL SIGN AREA:		36.0 S.F.	

WEST ELEVATION

SUB-TOTAL SIGN AREA: 0 S.F.

BUILDING "C" TOTAL SIGN AREA: 94.1 S.F.

<u>WINDOW SIGNAGE:</u>		(25% OF WINDOW AREA ALLOWED)	
ELEVATION:	WINDOW AREA:	SIGNAGE AREA ALLOWED:	
NORTH	852.0 S.F.	X .25 (25%) =	213.0 S.F.
EAST	638.0 S.F.	X .25 (25%) =	159.5 S.F.
SOUTH	0 S.F.	X .25 (25%) =	0 S.F.
WEST	560.0 S.F.	X .25 (25%) =	140.0 S.F.
TOTAL WINDOW SIGN AREA ALLOWED:			512.5 S.F.



BUILDING 'C' - NORTH ELEVATION



BUILDING 'C' - EAST ELEVATION



BUILDING 'C' - SOUTH ELEVATION



BUILDING 'C' - WEST ELEVATION

PREVIOUSLY APPROVED SIGN NOT YET INSTALLED PROPOSED SIGN EXISTING SIGN

BUILDING D ON PREMISE PERMANENT SIGNS

NORTH ELEVATION

SUB-TOTAL SIGN AREA: 0 S.F.

EAST ELEVATION

SIGN:	SIZE:	AREA:	AREA PER ORDINANCE:
D1 INFINITI	1'-3" x 11'-10 11/16"	14.9 S.F. (x .667)	9.94 S.F.
D2 INFINITI LOGO	3'-9 1/16" X 7'-3 13/16"	27.5 S.F.	27.5 S.F.
D3 PLAZA	1'-3" x 4'-1"	5.104 S.F. (x .667)	3.4 S.F.
SUB-TOTAL SIGN AREA:		40.84 S.F.	

SOUTH ELEVATION

D4 SERVICE	1'-3" x 5'-5 3/8"	7.0 S.F. (x .667)	4.67 S.F.
D5 INFINITI ENTRY	1'-6 1/2" x 1'-9 3/4"	2.8 S.F. (x .667)	1.86 S.F.
SUB-TOTAL SIGN AREA:		6.53 S.F.	

WEST ELEVATION

SUB-TOTAL SIGN AREA: 0 S.F.

BUILDING "D" TOTAL SIGN AREA: 47.57 S.F.

ELEVATION:	WINDOW AREA:	SIGNAGE AREA ALLOWED:
NORTH	208.62 S.F.	X .25 (25%) = 52.16 S.F.
EAST	686 S.F.	X .25 (25%) = 171.5 S.F.
SOUTH	986 S.F.	X .25 (25%) = 246.5 S.F.
WEST	0 S.F.	X .25 (25%) = 0 S.F.
TOTAL WINDOW SIGN AREA ALLOWED:		470.16 S.F.



BUILDING 'D' - NORTH ELEVATION



BUILDING 'D' - EAST ELEVATION



BUILDING 'D' - WEST ELEVATION



BUILDING 'D' - SOUTH ELEVATION

PREVIOUSLY APPROVED SIGN NOT YET INSTALLED PROPOSED SIGN EXISTING SIGN

BUILDING E ON PREMISE PERMANENT SIGNS

NORTH ELEVATION
SUB-TOTAL SIGN AREA: 0 S.F.

EAST ELEVATION
SUB-TOTAL SIGN AREA: 0 S.F.

SOUTH ELEVATION
SUB-TOTAL SIGN AREA: 0 S.F.

WEST ELEVATION

SIGN:	SIZE:	AREA:	ORDINANCE:
E1 PARTS DEPARTMENT	2'-8" x 18'-0"	48.0 S.F.	48.0 S.F.
SUB-TOTAL SIGN AREA:			48.0 S.F.

BUILDING "E" TOTAL SIGN AREA: 48.0 S.F.

WINDOW SIGNAGE: (25% OF WINDOW AREA ALLOWED)			
ELEVATION:	WINDOW AREA:	SIGNAGE AREA ALLOWED:	
NORTH	0 S.F.	X .25 (25%) =	0 S.F.
EAST	0 S.F.	X .25 (25%) =	0 S.F.
SOUTH	0 S.F.	X .25 (25%) =	0 S.F.
WEST	1,362.44 S.F.	X .25 (25%) =	340.61 S.F.
TOTAL WINDOW SIGN AREA ALLOWED:			340.61 S.F.



BUILDING 'E' - NORTH ELEVATION



BUILDING 'E' - SOUTH ELEVATION



BUILDING 'E' - WEST ELEVATION

 PREVIOUSLY APPROVED SIGN NOT YET INSTALLED  PROPOSED SIGN  EXISTING SIGN

BUILDING F ON PREMISE PERMANENT SIGNS

NORTH ELEVATION
SUB-TOTAL SIGN AREA: 0 S.F.

EAST ELEVATION
SUB-TOTAL SIGN AREA: 0 S.F.

SOUTH ELEVATION
SUB-TOTAL SIGN AREA: 0 S.F.

WEST ELEVATION

SIGN:	SIZE:	AREA:	ORDINANCE:
F1 PLAZA PRE-OWNED	3'-4" x 3'-4"	11.1 S.F.	11.1 S.F.
SUB-TOTAL SIGN AREA:		11.1 S.F.	

BUILDING "F" TOTAL SIGN AREA: 11.1 S.F.

WINDOW SIGNAGE: (25% OF WINDOW AREA ALLOWED)

ELEVATION:	WINDOW AREA:	SIGNAGE AREA ALLOWED:
NORTH	0 S.F.	X .25 (25%) = 0 S.F.
EAST	45.0 S.F.	X .25 (25%) = 11.25 S.F.
SOUTH	21.0 S.F.	X .25 (25%) = 5.25 S.F.
WEST	117.0 S.F.	X .25 (25%) = 29.25 S.F.
TOTAL WINDOW SIGN AREA ALLOWED:		45.75 S.F.

F2 LOW MONUMENT SIGN

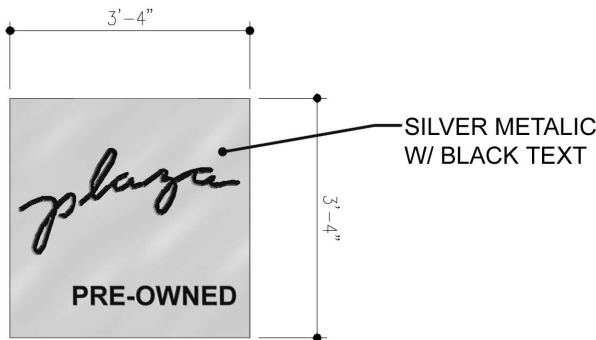
SIGN AREA REQUESTED PER SIGN FACE:	21.34 S.F.
SIGN AREA ALLOWED PER SIGN FACE:	30.0 S.F.



BUILDING 'F' - SOUTH ELEVATION



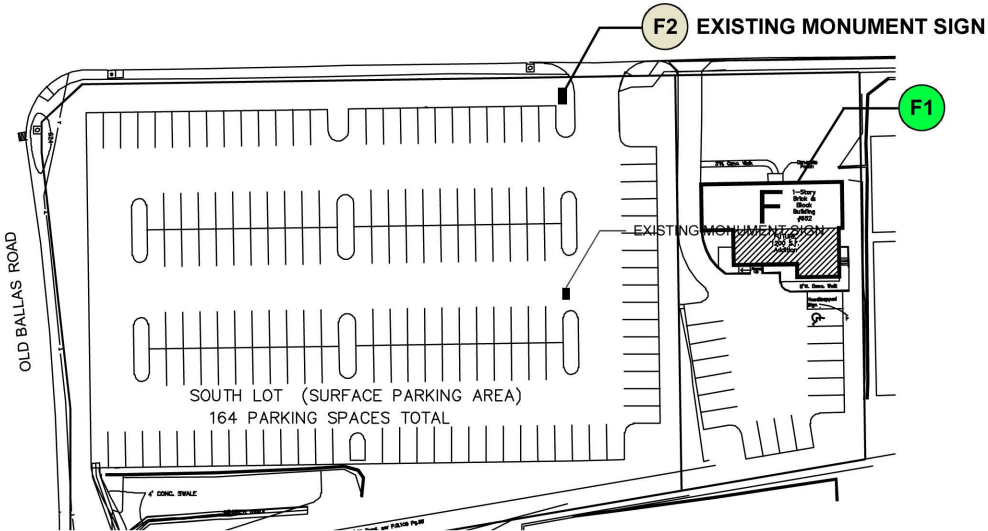
BUILDING 'F' - WEST ELEVATION



F1 PRE-OWNED SIGN ELEVATION



F2 LOW MONUMENT SIGN ELEVATION



KEY PLAN

PREVIOUSLY APPROVED SIGN NOT YET INSTALLED PROPOSED SIGN EXISTING SIGN

BUILDING G ON PREMISE PERMANENT SIGNS

NORTH ELEVATION

SIGN:	SIZE:	AREA:	AREA PER ORDINANCE:
G1 LEXUS	1'-4" x 12'-0"	16.0 S.F. (x .667)	10.67 S.F.
G2 LEXUS LOGO	2'-6" x 4'-0"	10.0 S.F.	10.0 S.F.
G3 SERVICE	1'-0" x 12'-0"	12.0 S.F. (x .667)	8.0 S.F.
SUB-TOTAL SIGN AREA:			28.67 S.F.

EAST ELEVATION

G4 LEXUS	1'-4" x 12'-0"	16.0 S.F. (x .667)	10.67 S.F.
G5 LEXUS LOGO	2'-6" x 4'-0"	10.0 S.F.	10.0 S.F.
SUB-TOTAL SIGN AREA:			20.67 S.F.

SOUTH ELEVATION

SUB-TOTAL SIGN AREA:			0 S.F.
----------------------	--	--	--------

WEST ELEVATION

SIGN:	SIZE:	AREA:	ORDINANCE:
G6 PRE-OWNED	1'-4" x 22'-0"	29.33 S.F. (x .667)	19.56 S.F.
SUB-TOTAL SIGN AREA:			19.56 S.F.

BUILDING "G" TOTAL SIGN AREA:			68.9 S.F.
-------------------------------	--	--	-----------

WINDOW SIGNAGE: (25% OF WINDOW AREA ALLOWED)

ELEVATION:	WINDOW AREA:	SIGNAGE AREA ALLOWED:
NORTH	2,528.0 S.F.	X .25 (25%) = 632.0 S.F.
EAST	681.21 S.F.	X .25 (25%) = 170.3 S.F.
SOUTH	0 S.F.	X .25 (25%) = 0 S.F.
WEST	859.0 S.F.	X .25 (25%) = 214.75 S.F.
TOTAL WINDOW SIGN AREA ALLOWED:		1,017.05 S.F.



BUILDING 'G' - NORTH ELEVATION



BUILDING 'G' - EAST ELEVATION



BUILDING 'G' - WEST ELEVATION

PREVIOUSLY APPROVED SIGN NOT YET INSTALLED PROPOSED SIGN EXISTING SIGN

GARAGE H

NORTH ELEVATION

SUB-TOTAL SIGN AREA: 0 S.F.

EAST ELEVATION

SUB-TOTAL SIGN AREA: 0 S.F.

SOUTH ELEVATION

SUB-TOTAL SIGN AREA: 0 S.F.

WEST ELEVATION

	SIGN:	SIZE:	AREA:	AREA PER ORDINANCE:
H1	PLAZA "SCRIPT"	8'-0" x 15'-0"	120.0 S.F. (x .667)	80.0 S.F.
	SUB-TOTAL SIGN AREA:			80.0 S.F.

BUILDING "H" TOTAL SIGN AREA: 80.0 S.F.



BUILDING 'H' - NORTH ELEVATION

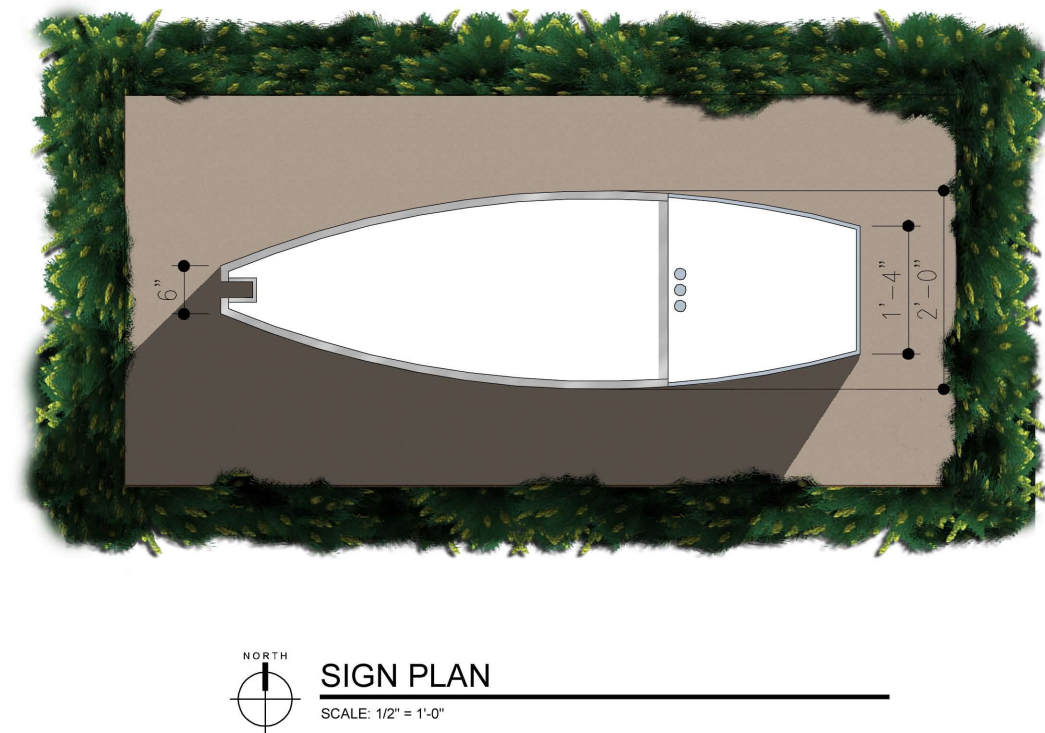
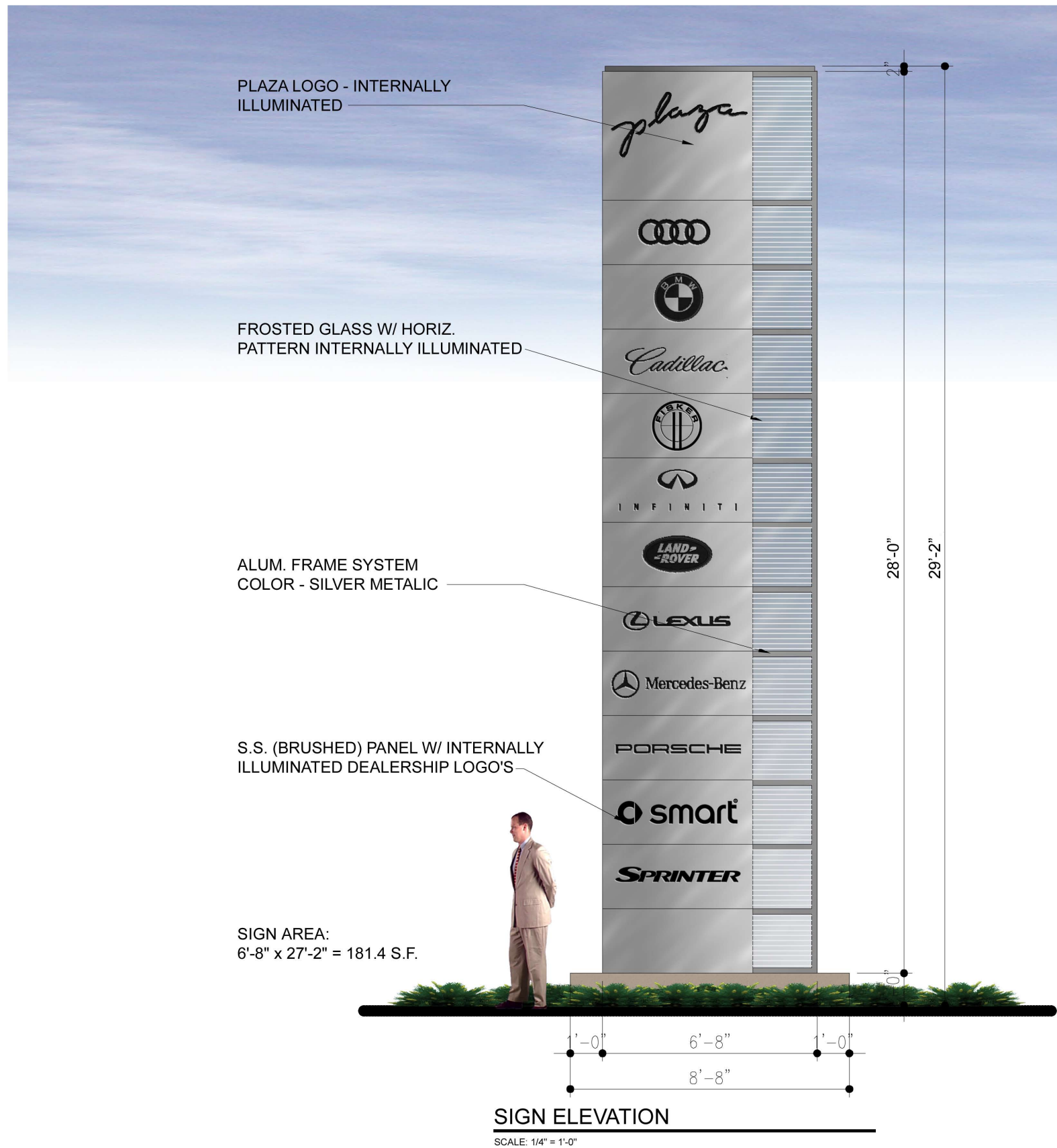


BUILDING 'H' - EAST ELEVATION



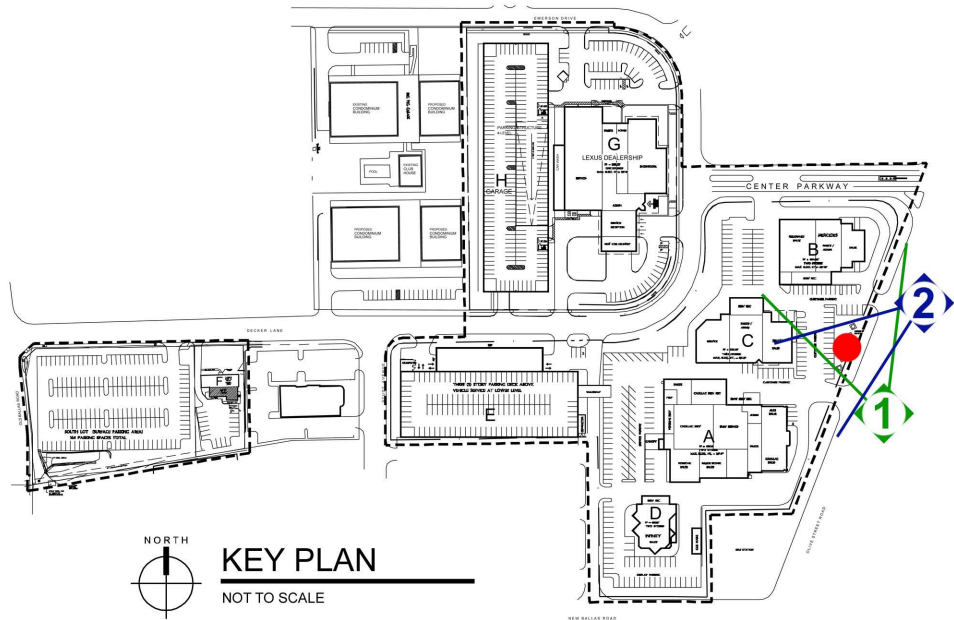
BUILDING 'H' - WEST ELEVATION

PREVIOUSLY APPROVED SIGN NOT YET INSTALLED PROPOSED SIGN EXISTING SIGN



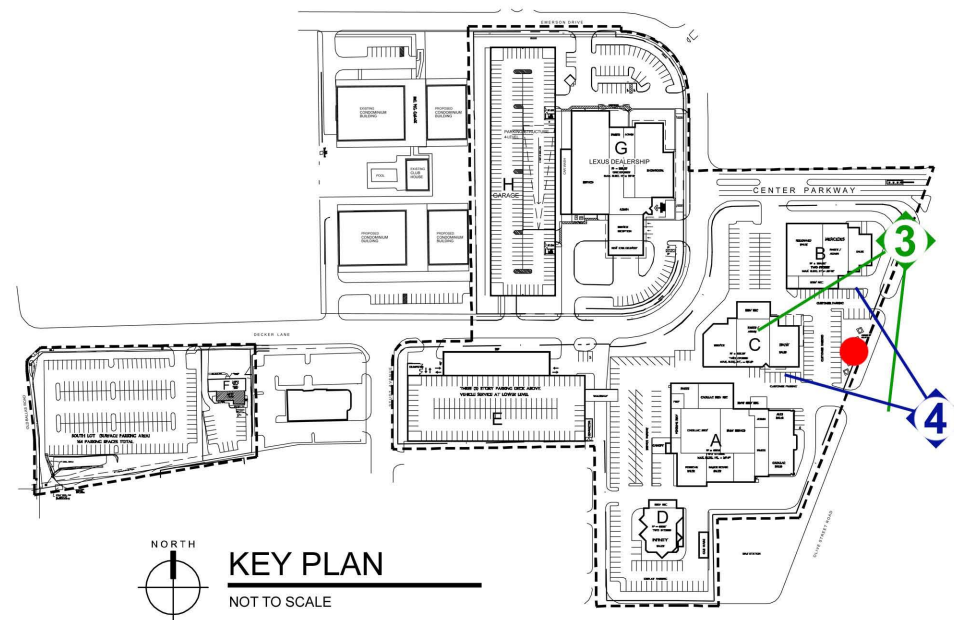
NOTE:
PREVIOUSLY APPROVED
BY CITY OF CREVE COEUR

PLAZA MOTORS SIGNAGE IMPROVEMENTS



NOTE:
PREVIOUSLY APPROVED
BY CITY OF CREVE COEUR

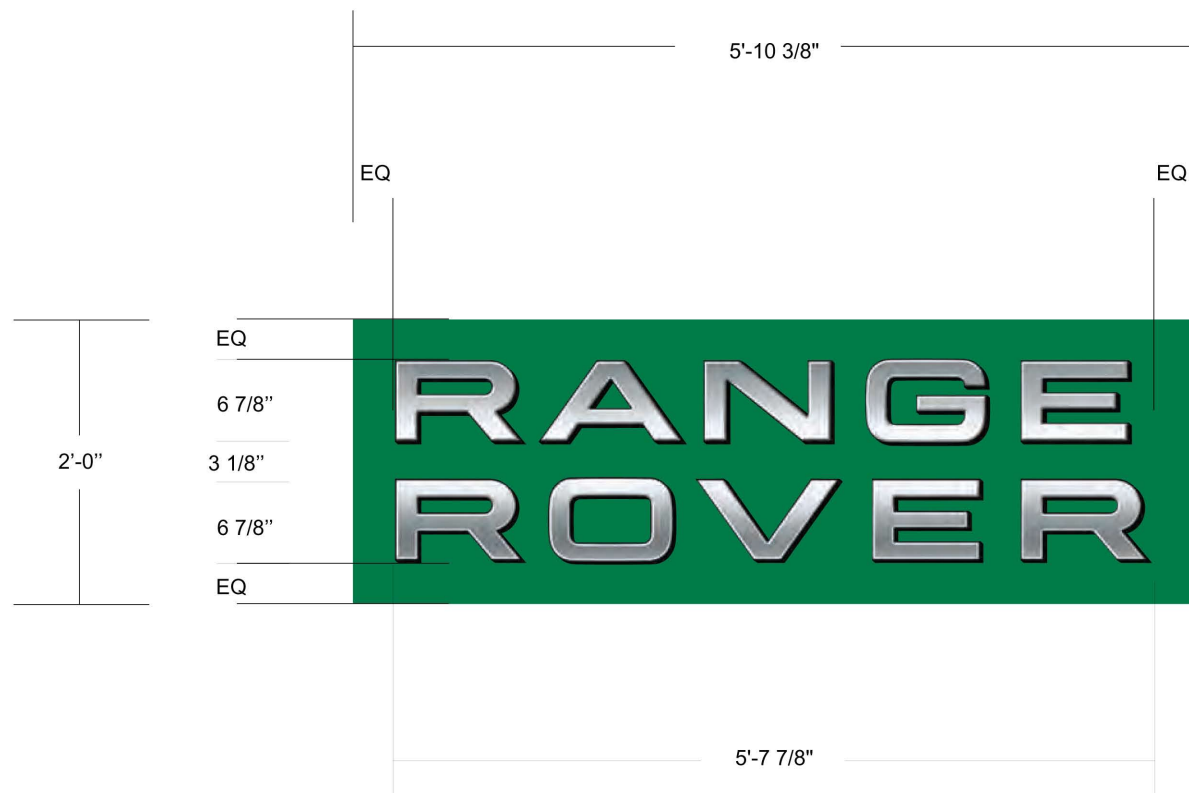
PLAZA MOTORS SIGNAGE IMPROVEMENTS



● MONUMENT SIGN LOCATION

NOTE:
PREVIOUSLY APPROVED
BY CITY OF CREVE COEUR

PLAZA MOTORS SIGNAGE IMPROVEMENTS



RR-0-2 - TOWER NEW BUILD

RANGE ROVER:
ALUMINUM SIGN CABINET FINISHED PMS #555 GREEN
ROUTED OUT GRAPHICS BACKED UP WITH 2447 WHITE ACRYLIC
MOULDED SILVER ACRYLIC LETTERS MOUNTED ON .5" CLEAR ACRYLIC
HALO EDGE LIGHTING
INTERNALLY ILLUMINATED WITH HO FLUORESCENT



LR-0-2 - FACE REPLACEMENT

ALUMINUM CONSTRUCTION FINISHED TO MATCH PMS# 555 GREEN
DOME FORMED ACRYLIC FACE
MIRROR STAINLESS STEEL ACCENT RING
VT 2791 GREEN BACKGROUND FILM (Second Surface)
SILVER CHROME 3635-110 LETTERS & BORDER (First Surface)
WHITE KEYLINE AROUND LETTERS & BORDER
WHITE DIFFUSER 3630-30 ON BACK OF SECOND SURFACE

NEW FACEPLATE TO BE INSTALLED
IN PREVIOUSLY APPROVED AND INSTALLED SIGN FRAME

PLAZA MOTORS SIGNAGE IMPROVEMENTS



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St. Louis, Missouri 63119
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02-096

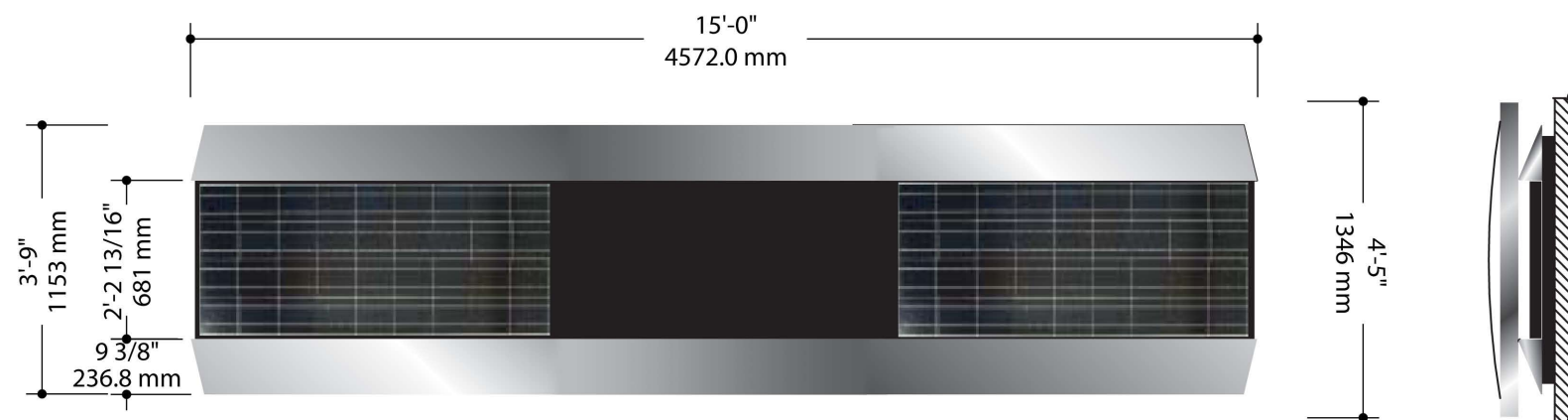
MISSOURI
01-04-11

plaza



4'-5"
1346 mm

WM 20
WM 20 MEDALLION SIGN



W 20 Solar

SOLAR FASCIA SYSTEM

(GENERATES APPROXIMATELY 4 HOURS OF ENERGY TO ILLUMINATE THE SIGN EACH NIGHT)

**PLAZA MOTORS
SIGNAGE IMPROVEMENTS**



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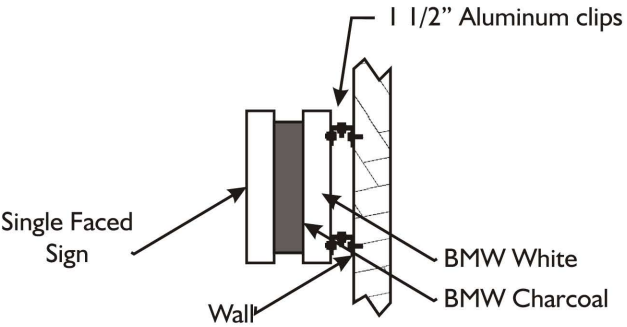
plaza

Sign requires:
2 - 64" H.O. FL. Lamps
2 - 72" H.O. FL. Lamps
1-ASB-1224-24 @ 2.8 Amp draw

Customer Approval:	IMPORTANT: Permanent access to the back side of the wall is required for installation and wiring of the sign. If it is NOT available it must be provided by the customer before installation.
SIGNATURE	
Date: / /	
Approval Received by United: / /	



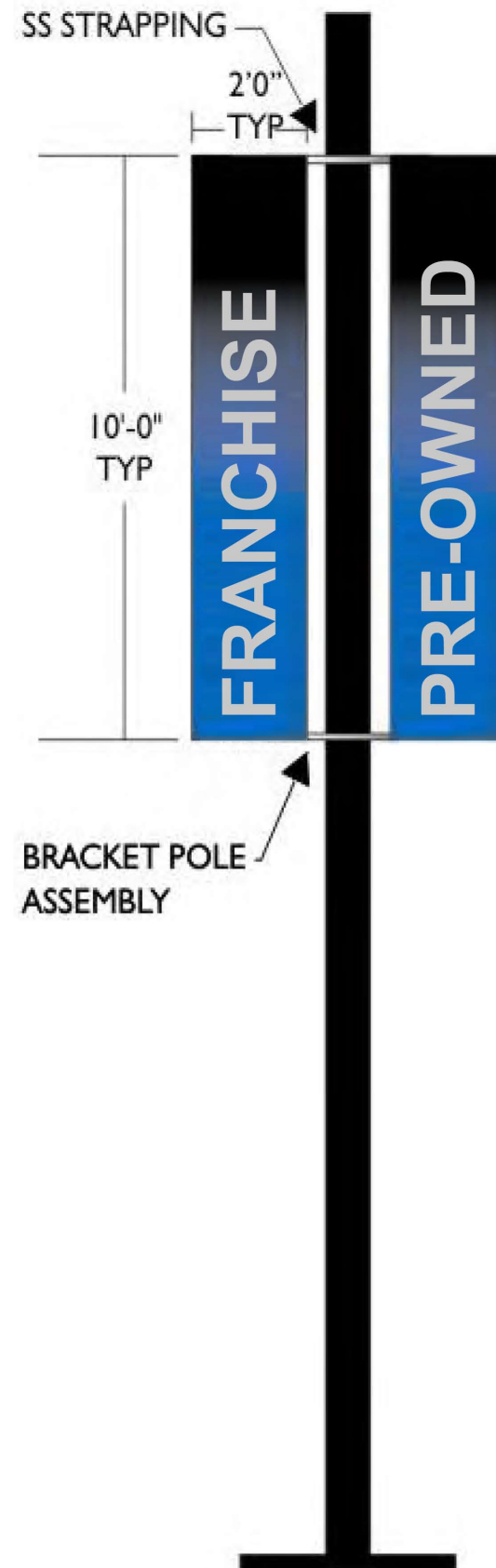
Elevation of Sign
Scale: 1/2"=1'-0"



Side View @ Wall Mount

Constructed of standard BMW extrusion with 090 face pans, routed copy backed with Day-Nite acrylic. Internally illuminated with fluorescent lamps / ballasts.

 THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.



Application: For use on existing site lighting standards.

Specifications: Full color vinyl double-sided banners mount in series as shown.

NOTE:

- EXAMPLE ONLY FOR SIZE AND BRACKET FINISH REFERENCE

- ACTUAL BANNER IMAGE VARIES PER FRANCHISE

PLAZA MOTORS SIGNAGE IMPROVEMENTS



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MISSOURI
01-04-11

plaza

Plaza Motors Master Sign Plan				
11830 Olive Blvd., Creve Coeur, MO				
Window Signage Area Allowed				
		Window Area (SF)	Signage Area Approved Per MSP (25%) (SF)	Signage Area Allowed Per Sign Code (20%) (SF)
Building A	North	1,300.00	325.00	260.00
	East	980.00	245.00	196.00
	South	750.00	187.50	150.00
	West	0.00	0.00	0.00
	Building Total	3,030.00	757.50	606.00
Building B	North	868.00	217.00	173.60
	East	469.33	117.33	93.87
	South	288.83	72.21	57.77
	West	384.33	96.08	76.87
	Building Total	2,010.50	502.62	402.10
Building C	North	852.00	213.00	170.40
	East	638.00	159.50	127.60
	South	0.00	0.00	0.00
	West	560.00	140.00	112.00
	Building Total	2,050.00	512.50	410.00
Building D	North	208.62	52.16	41.72
	East	686.00	171.50	137.20
	South	986.00	246.50	197.20
	West	0.00	0.00	0.00
	Building Total	1,880.62	470.16	376.12
Building E	North	0.00	0.00	0.00
	East	0.00	0.00	0.00
	South	0.00	0.00	0.00
	West	1,362.44	340.61	272.49
	Building Total	1,362.44	340.61	272.49
Building F	North	0.00	0.00	0.00
	East	45.00	11.25	9.00
	South	21.00	5.25	4.20
	West	117.00	29.25	23.40
	Building Total	183.00	45.75	36.60
Building G	North	2,528.00	632.00	505.60
	East	681.21	170.30	136.24
	South	0.00	0.00	0.00
	West	859.00	214.75	171.80
	Building Total	4,068.21	1,017.05	813.64
Building H	North	0.00	0.00	0.00
	East	0.00	0.00	0.00
	South	0.00	0.00	0.00
	West	0.00	0.00	0.00
	Building Total	0.00	0.00	0.00

Plaza Motors Master Sign Plan				
11830 Olive Blvd., Creve Coeur, MO				
Building Signage Area Allowed				
		Current Proposed Signage Area (SF)	Signage Area Approved Per MSP (SF)	Signage Area Allowed Per Sign Code (SF)
Building A	North	91.51	93.23	62.50
	East	64.26	104.26	0.00
	South	10.00	25.00	25.00
	West	36.00	36.00	0.00
	Building Total	201.77	258.49	87.50
Building B	North	64.33	64.33	50.75
	East	0.00	0.00	0.00
	South	70.41	98.30	62.50
	West	54.73	54.81	54.81
	Building Total	189.47	217.44	168.06
Building C	North	56.60	62.50	62.50
	East	0.00	0.00	0.00
	South	36.00	37.50	37.50
	West	0.00	0.00	0.00
	Building Total	92.60	100.00	100.00
Building D	North	0.00	0.00	0.00
	East	40.84	50.00	50.00
	South	6.53	25.00	0.00
	West	0.00	0.00	0.00
	Building Total	47.37	75.00	50.00
Building E	North	0.00	0.00	0.00
	East	0.00	0.00	0.00
	South	0.00	25.00	25.00
	West	48.00	48.00	37.50
	Building Total	48.00	73.00	62.50
Building F	North	0.00	0.00	0.00
	East	0.00	0.00	25.00
	South	0.00	25.00	0.00
	West	11.10	37.50	37.50
	Building Total	11.10	62.50	62.50
Building G	North	28.67	28.67	25.00
	East	20.67	50.00	50.00
	South	0.00	0.00	0.00
	West	19.56	50.00	50.00
	Building Total	68.90	128.67	125.00
Building H	North	0.00	137.50	0.00
	East	0.00	25.00	0.00
	South	0.00	0.00	0.00
	West	80.00	80.00	0.00
	Building Total	80.00	242.50	0.00

BILL NUMBER 3179

ORDINANCE NUMBER 2205

**AN ORDINANCE FOR A MASTER SIGNAGE PLAN PURSUANT TO SECTION
104.6 OF ORDINANCE NUMBER 1903 OF THE CITY OF CREVE COEUR, FOR
PLAZA MOTORS LOCATED AT 11830 OLIVE BOULEVARD**

WHEREAS, An application, pursuant to Section 26-104.6 of the City's Code of Ordinances, was submitted by TR,i Architekts on behalf of Plaza Motors for a Master Signage Plan for properties located within the Plaza Motors campus with the primary address of 11830 Olive Boulevard;

WHEREAS, The boundaries of the Master Signage Plan will be for Plaza Motors including all existing and proposed signage as demonstrated in Exhibit 1, Master Signage Plan;

WHEREAS, Said property is zoned "CB" Core Business district,

WHEREAS, The Planning and Zoning Commission recommended approval of the Master Signage Plan on August 19, 2002;

WHEREAS, a Public Hearing was held by the Creve Coeur City Council on Monday, September 9, 2002, beginning at 7:30 p.m. or immediately following the close of the previous Public Hearing, on said application for the Conditional Use Permit as provided by Article 9, Section 26-114 of Ordinance Number 1903 of the City of Creve Coeur, and

WHEREAS, notice of publication for said Public Hearing had been previously published on August 23, 2002 in the St. Louis Countian and on the week of August 25, 2002 in the West County Journal, newspapers of general circulation in the City of Creve Coeur, and

WHEREAS, all parties desiring to be heard, either for or against said application, were given an opportunity to be heard, and a copy of the proposed ordinance has been made available for public inspection prior to its consideration by the Council; and this Bill having been read by title in open meeting three times before final passage by the City Council, and

WHEREAS, the City Council being fully informed finds that the granting of the application would be in harmony with and bear a substantial relation to the public welfare, health, safety, comfort and convenience of the citizens of the City of Creve Coeur and in the public interest and in conformance with good zoning practice.

NOW, THEREFORE, be it ordained by the City Council of the City of Creve Coeur, St. Louis County, Missouri, as follows:

SECTION 1: The Master Signage Plan for Plaza Motors, as submitted by TR,i Architekts on behalf of Plaza Motors, is subject to the hereinafter stated conditions, on the development commonly known as the Plaza Motors campus and identified as the area on the Master Sign Plan.

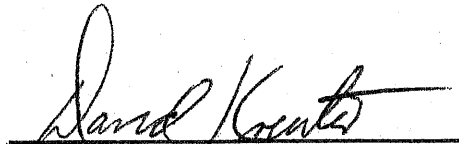
SECTION 2: Such approval of the Master Signage Plan for Plaza Motors shall be restricted to the following conditions:

1. All signage shall receive a sign permit as directed by Section 26-101 of the Zoning Ordinance.
2. The two (2) proposed "Service" signs on the canopy of the south elevation of Building "A" and the south elevation of Building "D" (the Infiniti dealership) shall be no larger than the raised letter "Service" sign on the west elevation (facing north) of Building "A." The new signs shall be the same type and style of the existing "Service" sign. If the existing sign is removed, all three "Service" signs shall be the same type and style but may be no larger than the existing sign.
3. The proposed Audi signs on Building "A" ("D" and "E" on the plan) shall be no larger than five (5) square feet.
4. The proposed BMW signs on Building "C" ("I" and "J" on the plan) shall be no larger than five (5) square feet. If the existing BMW logos on Building "A" are relocated to Building "C" the signs may be relocated without restriction, except the location as proposed on the plan.
5. The removal of signs shall occur after the approval of the Master Sign Plan ordinance. The applicant has ninety (90) days after approval to removal all signs shown on the Master Sign Plan as "Sign to be Deleted." The poles for ground signs shall be taken down when the existing sign is removed.
6. All new or altered Plaza Motors signage shall follow the Master Signage Plan, as approved by the City of Creve Coeur. The location, size, shape, color, type, and design of each sign may not depart from the Master Sign Plan, unless the governing ordinance is amended by the City Council.

SECTION 3: The Master Signage Plan, and all components thereof, shall be demonstrated as the attached Exhibit 1.

SECTION 4: This Ordinance shall be in full force and effect 15 days after adoption by the City Council and the signing thereof by the Mayor.

Adopted this 13th day of January 2003.



DAVID KREUTER, PRESIDENT
CITY COUNCIL

Approved this 13th day of January 2003.



ANNETTE KOLIS MANDEL
MAYOR

Attest:



LAVERNE COLLINS, CMC
CITY CLERK

BILL NUMBER 4075

ORDINANCE NUMBER 3090

**AN ORDINANCE TO AMEND THE MASTER SIGNAGE PLAN FOR PLAZA MOTORS
LOCATED AT 11830 OLIVE BOULEVARD, PURSUANT TO SECTION 104.6 OF
ORDINANCE NUMBER 1903 OF THE CITY OF CREVE COEUR, MISSOURI**

WHEREAS, An application, pursuant to Section 26-104.6 of the City's Code of Ordinances, was submitted by TR,i Architekts on behalf of Plaza Motors to amend the Master Signage Plan for properties located within the Plaza Motors campus with the primary address of 11830 Olive Boulevard; and

WHEREAS, The boundaries of the Amended Master Signage Plan will be for Plaza Motors including all existing and proposed signage as demonstrated in Exhibit 1, Master Signage Plan; and

WHEREAS, Said property is zoned "CB" Core Business district, and

WHEREAS, The Planning and Zoning Commission recommended approval of the Amended Master Signage Plan on September 19, 2005; and

WHEREAS, a public hearing was held by the Creve Coeur City Council on Monday, October 10, 2005, beginning at 7:00 p.m. or immediately following the close of the previous public hearing, on said application for the Conditional Use Permit as provided by Section 26-114.4(c), and

WHEREAS, notice of publication for said public hearing had been previously published at least 15 days prior to the hearing, in the St. Louis Countian on September 24, 2005 and in the West County Journal the week of September 25, 2005, newspapers of general circulation in the City of Creve Coeur, and

WHEREAS, all parties desiring to be heard, either for or against said application, were given an opportunity to be heard, and a copy of the proposed ordinance has been made available for public inspection prior to its consideration by the Council; and this Bill having been read by title in open meeting three times before final passage by the City Council, and

WHEREAS, the City Council being fully informed finds that the granting of the application would be in harmony with and bear a substantial relation to the public welfare, health, safety, comfort and convenience of the citizens of the City of Creve Coeur and in the public interest and in conformance with good zoning practice.

NOW, THEREFORE, be it ordained by the City Council of the City of Creve Coeur, St. Louis County, Missouri, as follows:

Section 1: The Amended Master Signage Plan for Plaza Motors, as submitted by TR,i Architekts on behalf of Plaza Motors, is subject to the hereinafter stated conditions, on the development commonly known as the Plaza Motors campus and identified as the area on the Master Sign Plan.

Section 2: Such approval of the Amended Master Signage Plan for Plaza Motors shall be restricted to the following conditions:

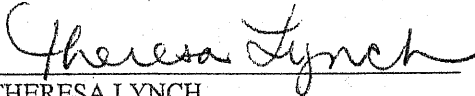
1. The applicant shall submit sign permit and/or building permit applications for proposed signs, including existing building or directional signage referred to in the Master Sign Plan that currently does not possess a building permit.
2. The removal of signs shall occur after the approval of the Master Sign Plan ordinance. The applicant has ninety (90) days after approval to remove all signs shown on the Master Sign Plan.

3. The applicant shall follow the Master Signage Plan for all new or altered signage on the campus, as approved by the City of Creve Coeur. The location, size, shape, color, type, and design of each sign shall not substantively depart from the Master Sign Plan, unless approved by the City of Creve Coeur.

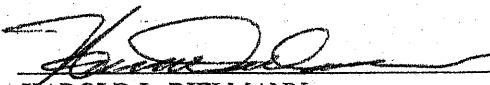
Section 3: The Amended Master Signage Plan, and all components thereof, shall be demonstrated as the attached Exhibit 1.

Section 4: This Ordinance shall be in full force and effect 15 days after adoption by the City Council and the signing thereof by the Mayor.

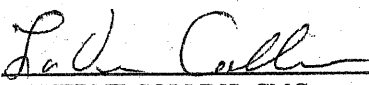
Adopted this 24th day of October, 2005.


THERESA LYNCH
PRESIDENT OF CITY COUNCIL

Approved this 24th day of October, 2005.


HAROLD L. DIELMANN
MAYOR

Attest:


LAVERNE COLLINS, CMC
CITY CLERK

BILL NUMBER 5057

ORDINANCE NUMBER 4068

**AN ORDINANCE FOR AN AMENDMENT TO THE MASTER SIGNAGE PLAN
PURSUANT TO SECTION 104.6 OF ORDINANCE NUMBER 1903 OF THE CITY
OF CREVE COEUR, FOR THE PLAZA MOTORS CAMPUS LOCATED SOUTH
OF OLIVE BOULEVARD, WEST OF N. NEW BALLAS ROAD AND ZONED "CB"
CORE BUSINESS DISTRICT**

WHEREAS, An application, pursuant to Section 26-104.6 of the City's Code of Ordinances, was submitted by TR'I Architects, on behalf of Plaza Motors for an amendment to the previously approved Master Signage Plan for the Plaza Motors Campus;

WHEREAS, The boundaries of the Master Signage Plan will be for Plaza Motors Campus development including all existing and proposed signage as demonstrated in Exhibit 1, Master Signage Plan;

WHEREAS, Said property is zoned "CB" Core Business district,

WHEREAS, The Planning and Zoning Commission by unanimous vote recommended approval of the amendment to the Master Signage Plan on December 18, 2006;

WHEREAS, a Public Hearing was held by the Creve Coeur City Council on Monday, February 12, 2007, beginning at 7:00 p.m. or immediately following the close of the previous Public Hearing, on said application for the Master Signage Plan amendment as provided by Section 26-104.6 of Ordinance Number 1903 of the City of Creve Coeur, and

WHEREAS, notice of publication for said Public Hearing had been previously published on January 24, 2007 in the St. Louis Countian and on the week of January 29, 2007 in the West County Journal, newspapers of general circulation in the City of Creve Coeur, and

WHEREAS, all parties desiring to be heard, either for or against said application, were given an opportunity to be heard, and a copy of the proposed ordinance has been made available for public inspection prior to its consideration by the Council; and this Bill having been read by title in open meeting three times before final passage by the City Council, and

WHEREAS, the City Council being fully informed finds that the granting of the application would be in harmony with and bear a substantial relation to the public welfare, health, safety, comfort and convenience of the citizens of the City of Creve Coeur and in the public interest and in conformance with good zoning practice.

NOW, THEREFORE, be it ordained by the City Council of the City of Creve Coeur, St. Louis County, Missouri, as follows:

SECTION 1: The Master Signage Plan amendment for the Plaza Motors campus, as submitted by TR'I Architects, on behalf of Plaza Motors, and attached hereto, is approved subject to the hereinafter stated conditions, on the property commonly known as the Plaza Motors campus and identified as the area on the Master Signage Plan.

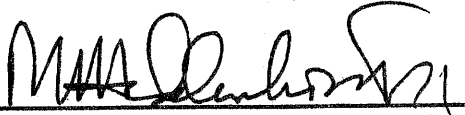
SECTION 2: Such approval of the Master Signage Plan for the Plaza Motors campus shall be restricted to the following conditions:

1. The applicant shall submit sign permit and/or building permit applications for proposed signs, including existing building, monument, or directional signage referred to in the Master Sign Plan that currently does not possess a building permit.
2. The applicant shall follow the Master Signage Plan for all new or altered signage on the campus, as approved by the City of Creve Coeur. The location, size, shape, color, type, and design of each sign shall not substantively depart from the Master Sign Plan, unless approved by the City of Creve Coeur.
3. The proposed median sign in Center Parkway is included with the Master Signage Plan for Plaza Motors, with the following conditions:
 - a. Proposed lighting shall be directed toward the sign and shall not cause glare onto adjacent roadways.
 - b. The applicant shall submit a Final Landscape Plan for review, as directed by the Department of Planning.
 - c. The applicant shall submit Building Plans to the Building Department for review, as required by Section 26-116 of the Zoning Ordinance.
 - d. The applicant shall submit Improvement Plans to the Department of Public Works for review, as directed by Section 26-60 of the Zoning Ordinance.
4. The proposed median sign replaces the fountain that was to be provided in connection with bonus site coverage for the approved Lexus dealership. The median sign shall be completed within twelve (12) months of the Master Signage Plan amendment approval.

SECTION 3: The Master Signage Plan, and all components thereof, shall be demonstrated as the attached Exhibit 1.

SECTION 4: This Ordinance shall be in full force and effect 15 days after adoption by the City Council and the signing thereof by the Mayor.

Adopted this 26 day of February 2007.


ROBERT HADDENHORST
PRESIDENT OF CITY COUNCIL

Adopted this 26 day of February 2007.


HAROLD DIELMANN
MAYOR

Attest:


LAVERNE COLLINS, CMC
CITY CLERK

AN ORDINANCE APPROVING AN AMENDMENT TO THE MASTER SIGNAGE PLAN PURSUANT TO SECTION 104.6 OF ORDINANCE NUMBER 1903 OF THE CITY OF CREVE COEUR, FOR THE PLAZA MOTORS CAMPUS LOCATED SOUTH OF OLIVE BOULEVARD, WEST OF N. NEW BALLAS ROAD AND ZONED "CB" CORE BUSINESS DISTRICT

WHEREAS, An application, pursuant to Section 26-104.6 of the City's Code of Ordinances, was submitted by TR'I Architects, on behalf of Plaza Motors for an amendment to the previously approved Master Signage Plan for the Plaza Motors Campus;

WHEREAS, The boundaries of the Master Signage Plan will be for Plaza Motors Campus development including all existing and proposed signage as demonstrated in Exhibit 1, Master Signage Plan;

WHEREAS, Said property is zoned "CB" Core Business district,

WHEREAS, The Planning and Zoning Commission by unanimous vote recommended approval of the amendment to the Master Signage Plan on March 17, 2008;

WHEREAS, a public hearing was held by the Creve Coeur City Council on Monday, April 28, 2008, beginning at 7:00 p.m. or immediately following the close of the previous Public Hearing, after having given fifteen (15) days prior public notice of the time, place and purpose of said hearing by publication in the St. Louis Countian and in the West County Journal, newspapers of general circulation in the City of Creve Coeur and after other written notice was given all according to the provisions of law made and provided for such notices and hearings, and

WHEREAS, all parties desiring to be heard, either for or against said application, were given an opportunity to be heard, and a copy of the proposed ordinance has been made available for public inspection prior to its consideration by the Council; and this Bill having been read by title in open meeting two times before final passage by the City Council, and

WHEREAS, the City Council being fully informed finds that the granting of the application would be in harmony with and bear a substantial relation to the public welfare, health, safety, comfort and convenience of the citizens of the City of Creve Coeur and in the public interest and in conformance with good zoning practice.

NOW, THEREFORE, be it ordained by the City Council of the City of Creve Coeur, St. Louis County, Missouri, as follows:

SECTION 1: The Master Signage Plan amendment for the Plaza Motors campus, as submitted by TR'I Architects, on behalf of Plaza Motors, and attached hereto, is approved subject to the hereinafter stated conditions, on the property commonly known as the Plaza Motors campus and identified as the area on the Master Signage Plan.

SECTION 2: Such approval of the Master Signage Plan for the Plaza Motors campus shall be restricted to the following conditions:

BILL NO. 5144

ORDINANCE NO. 5039

1. The applicant shall submit sign permit and/or building permit applications for proposed signs, including existing building, monument, or directional signage referred to in the Master Sign Plan that currently does not possess a building permit.
2. The applicant shall follow the Master Signage Plan for all new or altered signage on the campus, as approved by the City of Creve Coeur. The location, size, shape, color, type, and design of each sign shall not substantively depart from the Master Sign Plan, unless approved by the City of Creve Coeur.
3. The Smart Car pylon sign shall not exceed ten feet in height.

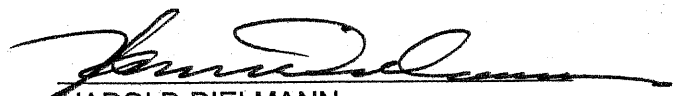
SECTION 3: The Master Signage Plan, and all components thereof, shall be demonstrated as the attached Exhibit 1.

SECTION 4: This ordinance shall become effective in accordance with Section 3.11 (g) of the City Charter.

ADOPTED THIS 12 DAY OF may, 2008


ELIZABETH KISTNER
PRESIDENT OF CITY COUNCIL

APPROVED THIS 12 DAY OF may, 2008


HAROLD DIELMANN
MAYOR

ATTEST:


DEBORAH RYAN, MRCC
CITY CLERK



city of CREVE COEUR

300 North New Ballas Road • Creve Coeur, Missouri 63141
(314) 432-6000 • Fax (314) 872-2539 • Relay MO 1-800-735-2966
www.creve-coeur.org

STAFF MEMORANDUM TO THE PLANNING AND ZONING COMMISSION

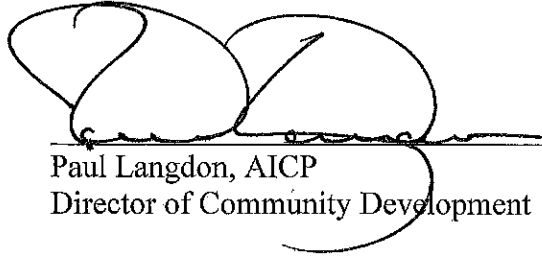
Meeting Date: January 18, 2011

Subject: Zoning for the Core Business District (CBD)

Location: Area bounded by Olive Boulevard, Old Ballas Road, and North New Ballas Road.

Requested Action: Work session discussion only.

Prepared by:


Paul Langdon, AICP
Director of Community Development

1.14.2011

Date

BACKGROUND

On October 18, 2010, the Planning and Zoning Commission reviewed past history with regard to the City core area and reiterated their support for a new effort to modify the zoning in the area in support of the 2005 Central Business District Land Use Plan. At this time, a form-based zoning district remains the most promising approach to this goal.

On December 6, 2010, staff provided the Commission a copy of the previously approved Downtown Design Guidelines and placed on the website a copy of an adopted form-based code from Farmers Branch, Texas. Since that time, Commissioners have been encouraged to read these documents and prepare questions and concerns for discussion. Of particular importance are the various standards and how they might be customized to circumstances in Creve Coeur.

DISCUSSION

INITIAL CONSIDERATIONS

Although all comments from the Commission should be aired during the work session on January 18, there are several features of the form-based code that should be noted and contemplated by the Commission:

- There are a variety of standards that obligate development to create a varied street scene with a minimum of blank walls and maximum distance between complete building separations to allow for plazas, pocket parks, alleys and limited private space. Note that which of these is used is not prescribed by the document.

- A maximum floor plate size is given. This is an anti-“big box” regulation. These are used because such retailers often refuse to recognize the other design guidelines and they consume vast amounts of land, resulting in a retail monoculture which ultimately works against the intended pedestrian-friendly goals of the district.
- The parking standards encourage the use of street parking and shared off-street parking while still allowing for a degree of private parking for commercial and residential land uses.
- A critical element of the district is the hierarchy of streetscapes, even within a small geographic area. These differently sized streets, ranging from small local streets up to a multi-lane urban arterial, each bring with them unique standards that go beyond the edge of the rights-of-way all the way to the building façades.
- Greenspace and street trees, though small, are specifically required to ensure they are not overlooked as critical elements of the streetscape.
- The building design guidelines are coordinated with the street types to ensure that the two design realms work in harmony with each other to create a pedestrian-friendly and aesthetically pleasing environment, no matter the scale of the roadway.
- The guidelines place a heavy emphasis on the face of the building being toward the street, the rear being primarily for service areas or private residential space, and the sides being blank or carefully screened. This reduces costs for the builder/developer, maximizes the effort on the front, and reduces privacy concerns between properties.
- The regulation of uses is extremely brief, focusing on the short list of what is not allowed or would require a conditional use permit. By inference, permitted uses would be all other uses not specifically excluded.

NEXT STEPS

If the discussion on January 18 finds the Commission prepared to continue developing the form-based code, staff will prepare a summary of information for the property owners within the core area and begin encouraging them to share their thoughts and concerns with the new approach. Coincident with the outreach to the private property owners, staff will also begin drafting the basic hierarchy of streets. Given that the Commission is still in a learning mode with respect to the development of this district, staff believe it is appropriate to continue under the Work Session portion of the agenda. Once specific standards are proposed and discussed, a formal application for public hearing will be submitted by the Zoning Administrator.

CONCLUSION

The members of the Planning Commission should continue developing their thoughts and perspectives on the city center by examining some key elements in places that are appealing and those that are not. Examples would be building heights and widths, sidewalk widths, road widths (lanes), quantity of windows and presence of alleys and other features like parks and public art. These are the details that will be key to making the next steps in the process as productive and efficient as possible.

Form-based Code Station Area

Ordinance 2800

An ordinance of the City of Farmers Branch, Texas, amending the Comprehensive Zoning Ordinance of the City of Farmers Branch, Texas, as heretofore amended; by changing the zoning district classification of approximately 143.7 acres of property generally bounded on the north by Havenhurst Street, on the east by Pepper Hill Addition and Rawhide Creek, on the south by Farmers Branch Lane, and on the west by Interstate Highway 35E, from Planned Development No. 70 (PD-70) to Planned Development No. 86 (PD-86) Station Area Form-based Code; establishing use and development standards for PD-86; providing a savings clause; providing for injunctive relief; providing a severability clause; providing for a penalty of fine not to exceed two thousand dollars (\$2,000.00); and providing an effective date.

WHEREAS the City of Farmers Branch deems it necessary, for the purpose of promoting the health, safety, morals, and general welfare of the City to enact a new zoning ordinance; and

WHEREAS the City Council has appointed a Planning and Zoning Commission to recommend the boundaries of the various original zoning districts and appropriate regulations be enforced therein and to recommend a new zoning ordinance to amend, replace and restate the existing Planned Development No. 70 (PD-70), as amended; and

WHEREAS the Planning and Zoning Commission has divided the City into districts and has prepared regulations pertaining to such districts in accordance with a comprehensive plan (specifically the *Farmers Branch Station Area Master Plan*) and designed to lessen congestion in the streets; to secure safety from fire, panic, and other dangers; to promote health, general welfare; to provide adequate light and air; to prevent the overcrowding of land; to avoid undue concentration of population; to facilitate the adequate provision of transportation, water, sewerage, schools, parks, and other public requirements; and

WHEREAS the Planning and Zoning Commission has given reasonable consideration to, among other things, the character of the districts and their peculiar suitability for particular uses, with a view to conserving the value of buildings and encouraging the most appropriate use of land throughout the City; and

WHEREAS the City Planning and Zoning Commission of the City of Farmers Branch and the governing body of the City of Farmers Branch, in compliance with the Charter of the City of Farmers Branch, and State Law with reference to changes to zoning classifications under the Zoning Ordinance Regulations and Zoning Map, having given the requisite notices by publication and otherwise, and after holding due hearings and affording a full and fair hearing to all the property owners generally, and to the persons interested and situated in the affected area and in the vicinity thereof, the governing body of the City of Farmers Branch is of the opinion that said change in zoning should be made.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF FARMERS BRANCH, TEXAS:

- Section 1.** That all the foregoing premises and findings are found to be true and correct and are incorporated into the body of this ordinance as if copied in their entirety.
- Section 2.** That the Comprehensive Zoning Ordinance of the City of Farmers Branch, Texas, be, and the same is hereby amended by changing the zoning district classification of the following described tracts of land, approximately 143.7 acres in area, from Planned Development No. 70 (PD-70) to Planned Development No. 86 (PD-86) Form-based Code – Station Area (FBC-Station Area), and establishing development standards as set forth in Exhibit “C”. Said property being shown on Exhibit “B” and more specifically described in Exhibit “A”
- Section 3.** That all uses in the Planned Development No. 86 (PD-86) Form-based Code – Station Area (FBC-Station Area) shall conform in operation, location and construction to the development standards as set forth in Exhibit “C”, and to the extent not in conflict with Exhibit “C”, to the development and performance standards as established by the Comprehensive Zoning Ordinance of the City of Farmers Branch.
- Section 4.** That any person, firm or corporation violating any of the provisions or terms of this ordinance shall be subject to the same penalty as provided for in the Comprehensive Zoning Ordinance of the City of Farmers Branch, and upon conviction shall be punishable by a fine not to exceed the sum of Two Thousand Dollars (\$2,000.00) for each offense.
- Section 5.** If any section, paragraph, subdivision, clause, phrase or provision of this ordinance shall be judged invalid, void, or unconstitutional, the same shall not affect the validity of this ordinance as a whole or any portion thereof other than that portion so decided to be invalid or unconstitutional.
- Section 6.** In addition to and accumulative of all other penalties, the City shall have the right to seek injunctive relief for any and all violations of this ordinance.
- Section 7.** Whereas it has been found that there has been a change in conditions in the above described property, it is now necessary that it be given the above zoning classification in order to permit its proper development and in order to protect the public interest, comfort and general welfare, and requires that this ordinance shall take effect immediately from and after its passage.

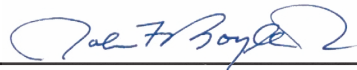
DULY PASSED BY THE CITY COUNCIL OF THE CITY OF FARMERS BRANCH, TEXAS, on this the June 13, 2005.

APPROVED:



Mayor

APPROVED AS TO FORM:



City Attorney

ATTEST:



City Secretary

(Reviewed by M. Boyle on 12/6/04)

Exhibit "A"

BEGINNING at the intersection of the centerline of Farmers Branch Lane at its intersecting point with the east right of way line of Interstate Highway 35-E (IH 35-E) also known as Harry Hines Boulevard.

THENCE in a northerly direction along said easterly right of way line of said IH 35-E passing Valley View Lane and continuing northward to the intersection of said east right of way line of IH 35-E with the centerline of Havenhurst Street being a point for corner.

THENCE easterly along said Havenhurst Street centerline to its intersection with the centerline of Denton Drive being a point for corner.

THENCE northerly along said Denton Drive centerline to its intersection with the westerly extended centerline of Havenhurst Street being a point for corner.

THENCE easterly along said Havenhurst Street centerline to a point for corner being the northerly extended west side of Pepper Hill Addition to the City of Farmers Branch, said addition recorded in Volume 0019, Page 0273 of the Dallas County Map and Deed Records, Dallas County, Texas.

THENCE South along said west side of said Pepper Hill Addition to its southerly extended intersection with the centerline of Valley View Lane being a point for corner.

THENCE easterly along said Valley View Lane centerline to its intersection with the centerline of Rawhide Creek being a point for corner.

THENCE meandering along said Rawhide Creek centerline in a south and southwesterly direction to its intersection with the centerline of Denton Drive being a point for corner.

THENCE in a southerly direction along said Denton Drive centerline to its intersection with the centerline of Farmers Branch Lane being a point for corner.

THENCE in a westerly direction along said Farmers Branch Lane centerline to its intersection with the east right of way line of said IH 35-E being the POINT OF BEGINNING.

Exhibit “B”

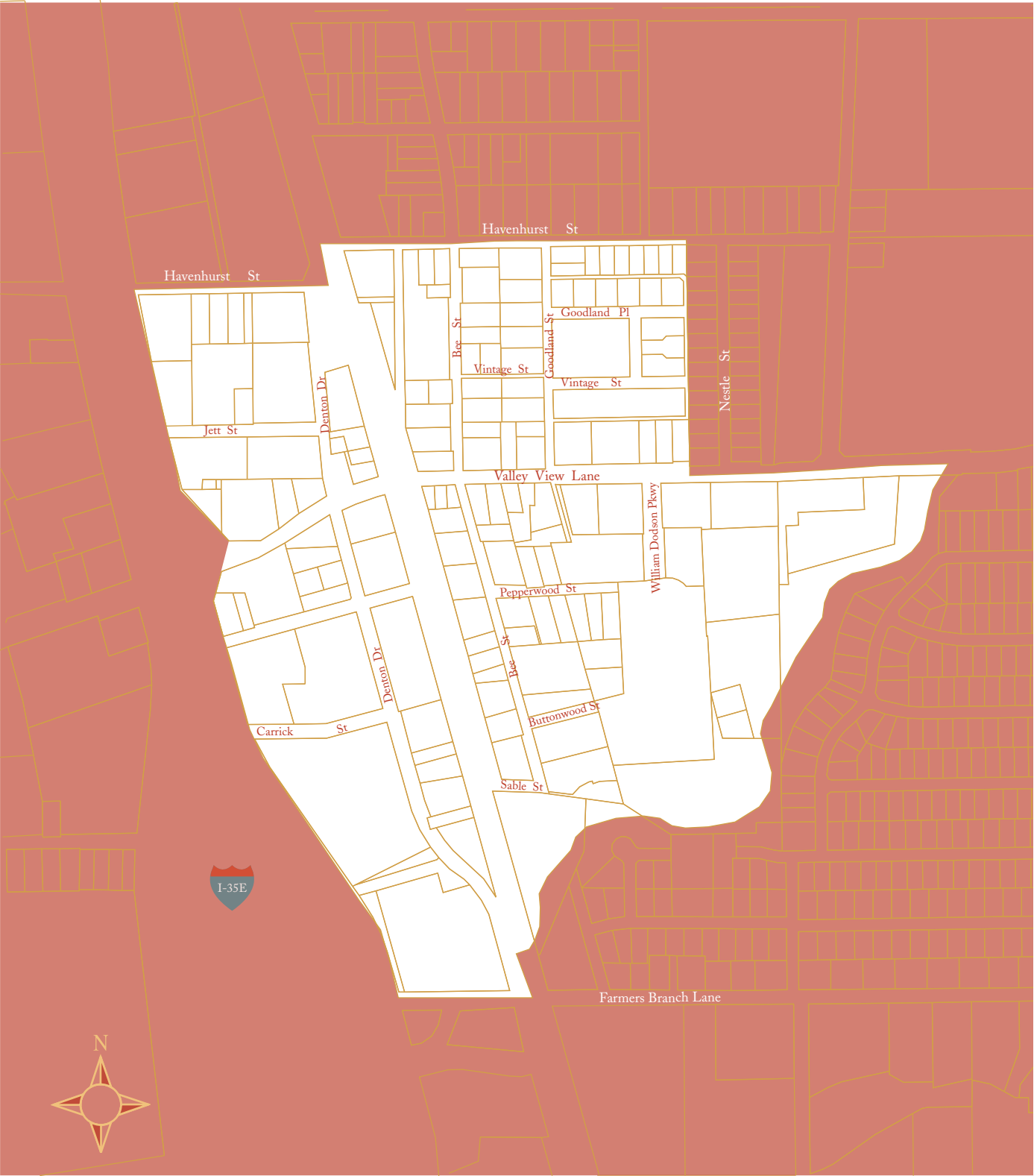


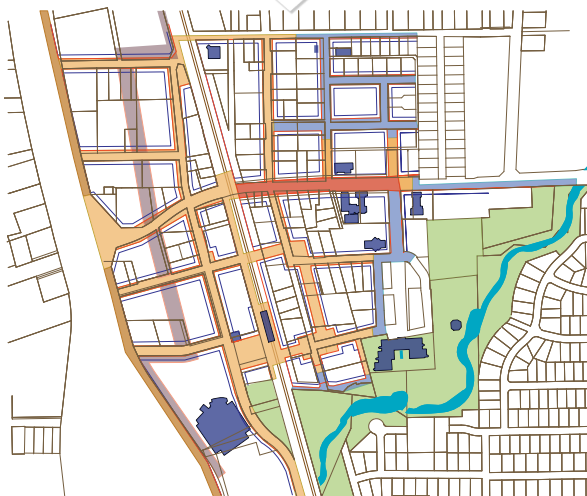
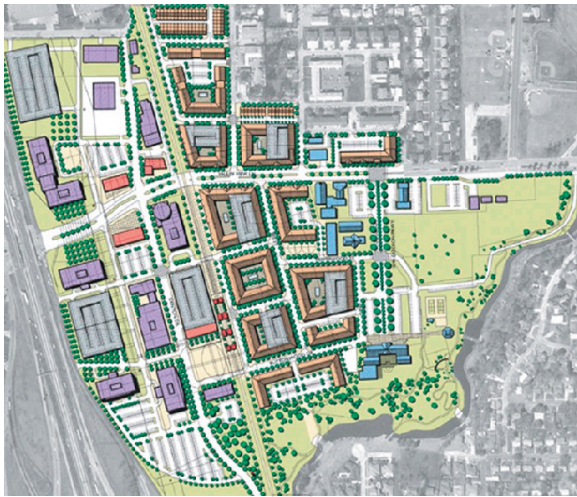
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CHAPTER



INTRODUCTION



Farmers Branch Station Area Conceptual Master Plan (top). Land use plan, *Farmers Branch Station Area Conceptual Master Plan* (middle). Regulating Plan (bottom). The clear spirit, intent and integrity of the citizen-endorsed *Master Plan* for the Station Area is imbued in the Regulating Plan of the form-based code.

A. Intent

The *Station Area Form-Based Code* is designed to foster a vibrant town center for Farmers Branch through a lively mix of uses—with shopfronts, sidewalk cafes, and other commercial uses at street level, overlooked by canopy shade trees, upper story residences and offices.

Redevelopment within the Station Area shall be regulated by the *Station Area Form-Based Code* in order to achieve the vision set forth in the *Farmers Branch Station Area Conceptual Master Plan*. The *Station Area Conceptual Master Plan* was produced through a series of public meetings and workshops that took place during 2001 and 2002. The *Station Area Conceptual Master Plan* was adopted by the City Council on July 22, 2002 with the approval of Resolution No. 2002-076.

The *Station Area Form-Based Code* provides the specific means to guide implementation of the citizen-endorsed vision for the development and redevelopment of all properties in the Station Area. However, the ultimate configuration of the Dallas Area Rapid Transit (DART) light rail station and associated improvements are shown only for illustrative purposes.

The *Station Area Form-Based Code* (also referred to herein as the “*Form-Based Code*” or the “*Code*”) is a legal document that regulates land-development by setting careful and coherent controls on building form—while employing more flexible parameters relative to building use and density. This greater emphasis on physical form is intended to produce safe, attractive and enjoyable public spaces (good streets, neighborhoods and parks) complemented with a healthy mix of uses. With proper urban form, a greater integration of building uses is natural and comfortable. The *Form-Based Code* uses simple and clear graphic prescriptions and parameters for height, siting, and building elements to address the basic necessities for forming good public space.

Wherever there appears to be a conflict between the *Station Area Form-Based Code* and other sections of the *Farmers Branch Comprehensive Zoning Ordinance* (as applied to a particular development in the Station Area), the requirements specifically set forth in the *Form-Based Code* shall prevail. For development standards not covered by the *Form-Based Code*, the other applicable sections in the *Farmers Branch Comprehensive Zoning Ordinance* shall be used as the requirement. Similarly, all development must comply with all relative Federal, State or local regulations and ordinances.

B. How to Use this Code

Wherever a word is in SMALL CAPITAL LETTERS format, consult the definitions for the specific meaning.

In order to understand what the *Code* allows on property within the Station Area there are three basic steps.

1. Look at the REGULATING PLAN. Find the property of interest. Note the REQUIRED BUILDING LINE (RBL) and the PARKING SETBACK LINE. Note the color of the fronting STREET-SPACE – the color determines the BUILDING ENVELOPE STANDARD for buildings fronting that street(s). The key at the upper right of the REGULATING PLAN will direct you to the proper BUILDING ENVELOPE STANDARD. The REGULATING PLAN includes two slightly different versions (A and B) to allow for some flexibility in the street pattern and the character or location of public spaces.
2. Look at the appropriate BUILDING ENVELOPE STANDARD page in the *Code*. This page outlines the basic parameters for building on the site in terms of height, siting, elements, and use.
3. Look at the ARCHITECTURAL STANDARDS. This section outlines the parameters for the external building materials and architectural configurations.

The information from the above listed three steps explains where the building will sit on the lot, the limits on its three dimensional form, the range of uses, and the palette of materials that will cover it. For exact dimensions specific to a particular property, consult with City Staff.

For additional information regarding the STREET-SPACE, consult the street types and the STREETScape STANDARDS. These will show the prescriptions for the character of the STREET-SPACE including vehicular traffic lane widths, curb radii, sidewalk and tree planting area dimensions, and on-street parking configurations.

C. Components of the Code

The *Code* is comprised of: the REGULATING PLAN, illustrative Street Type Specifications, the BUILDING ENVELOPE STANDARDS, Streetscape Standards, Architectural Standards, and Definitions.

Regulating Plan: The REGULATING PLAN is the coding key for the *Station Area Form-Based Code*. The REGULATING PLAN shows how each LOT relates to public spaces (STREETS, CIVIC GREENS, PEDESTRIAN PATHWAYS, etc.) and the surrounding neighborhood. There may be additional regulations for LOTS in special locations as identified in the REGULATING PLAN.

Street-Type Specifications: The Street-Type Specifications illustrate typical configurations for streets within the Station Area. Specifications address vehicular traffic lane widths, curb radii, sidewalk and tree planting area dimensions, and on-street parking configurations.

Building Envelope Standards: The BUILDING ENVELOPE STANDARDS establish basic parameters governing building form, including the envelope for building placement in three dimensions and certain permitted or required building elements, such as storefronts, BALCONIES, and STREET WALLS.

The BUILDING ENVELOPE STANDARDS establish both the boundaries within which development may take place and what requirements apply. The applicable standards for a building is determined by its STREET FRONTAGE contained in the REGULATING PLAN. This produces a coherent STREET-SPACE and allows the building greater latitude behind its street FACADE.

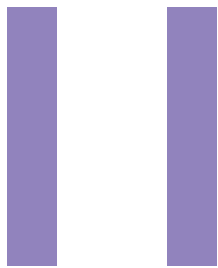
The intent of the BUILDING ENVELOPE STANDARDS is to shape vital public space throughout the Station Area through placement and envelope controls on buildings that frame the STREET-SPACE. They aim for the minimum level of control necessary to meet that goal.

Streetscape Standards: The purpose of the Streetscape Standards is to ensure coherent STREETS and to assist builders and owners with understanding the relationship between the public space of the Station Area and their own building. These standards set the parameters for the placement of street-trees and other amenities or appurtenances (e.g., benches, signs, STREET LIGHTS, etc.) on or near each building site.

Architectural Standards: The goal of the Architectural Standards is a coherent and pleasing architectural character that is complementary to the best local traditions. The Architectural Standards govern a building's architectural elements regardless of its BUILDING ENVELOPE STANDARD and set the parameters for allowable materials, configurations, and construction techniques. Equivalent or better products than those specified are always encouraged and may be submitted for consideration to the City.

Definitions: Wherever a word is in SMALL CAPITAL LETTERS format, consult the definitions for its specific meaning. Words used in the *Form-Based Code*, but not defined by the *Form-Based Code*, which are defined in the Farmers Branch Comprehensive Zoning Ordinance, shall have the meanings set forth therein.

CHAPTER



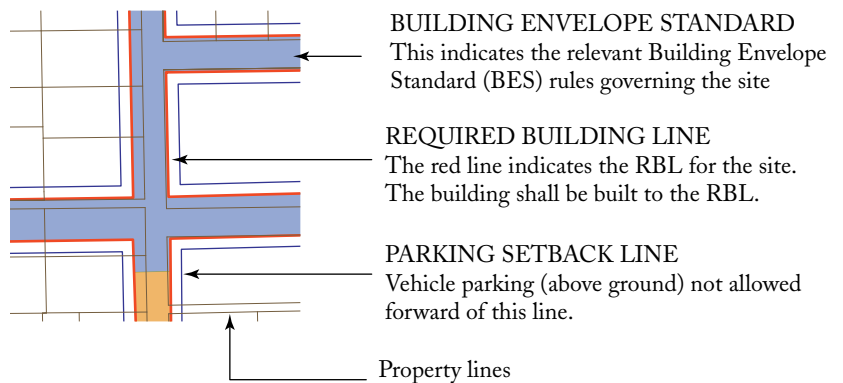
THE REGULATING PLAN

A. Understanding the REGULATING PLAN

Building on the Farmers Branch public meetings and workshops that took place during 2001 and 2002 and the adoption of the Station Area Conceptual Master Plan by the City Council on July 22 (with the approval of Resolution No. 2002-076), a REGULATING PLAN was produced for the Farmers Branch Station Area.

A REGULATING PLAN provides standards for the development of each property or lot and illustrates how each relates to the adjacent properties and STREET-SPACE. Building sites are coded by their STREET FRONTAGE.

The key below explains the elements of the REGULATING PLAN and serves as a reference when examining the REGULATING PLAN.



	Shopfront Colonnade Frontage		Local Frontage
	General Frontage		Powerline Easement
	I-35 Special Frontage		Civic Buildings & Monuments

The REGULATING PLAN is the controlling document and principal tool for implementing the *Station Area Form-Based Code*. It identifies the BUILDING ENVELOPE STANDARD (BES) for each building site and any specific characteristics assigned to it.

B. Rules for New Development

1 Lots/Blocks/Alleys/Curb Cuts

- All lots shall share a frontage line with a STREET-SPACE.
- All lots and/or all contiguous lots shall be considered to be part of a BLOCK for this purpose. No BLOCK face shall have a length greater than 400 feet without an ALLEY, common drive or access easement, or PEDESTRIAN PATHWAY providing through-access to another street, ALLEY or common access easement, or STREET-SPACE. Individual lots with less than 75 feet of frontage are exempt from the requirement to

interrupt the BLOCK face; those with over 250 feet of frontage shall meet the requirement within their lot, unless already satisfied within that BLOCK face.

- c. ALLEYS shall provide access to the rear of all lots. ALLEY construction is required as part of the development project within the rear setback, unless an ALLEY already exists. ALLEYS shall be constructed to meet the City construction standards in order to be suitable for emergency and service vehicle access.
- d. Where an ALLEY does not exist and is not constructed at the time of development of any property, the developer is required to dedicate the ALLEY right of way within the rear setback, build the ALLEY, maintain the area within the rear setback by:
 - i. Sodding and providing routine landscape maintenance to the area; and
 - ii. Keeping the area clear of debris, stored materials, and vehicles.
- e. Curb cuts shall be limited to no more than one per 200 feet of STREET FRONTAGE ON SHOPFRONT COLONNADE and GENERAL SITES.

2. Buildings

- a. The maximum building floor-plate (footprint) is 60,000 square feet; beyond that limit a special exception is necessary.
 - i. For each BLOCK face, building(s) along the RBL shall present a complete and discrete vertical FAÇADE composition (i.e., a new FAÇADE design) at an average STREET FRONTAGE length of no greater than sixty (60) feet for SHOPFRONT COLONNADE SITES; or seventy-five (75) feet for GENERAL and LOCAL SITES. Each FAÇADE composition shall include a functioning, primary STREET-SPACE entry. This requirement may be satisfied through the use of liner shops conceived to specifically mask large floor-plate building facades. Individual infill projects on lots with frontage of less than 100 feet are exempt from this requirement.
- b. Where the BUILDING ENVELOPE STANDARD (BES) designations change along a STREET FRONTAGE, the property owner/developer has the option of applying either BES for a maximum additional distance of 75 feet in either direction along that frontage (except Interstate 35 frontage which shall not be extended around any BLOCK CORNER).

3. Streetscape

- a. STREET TREES shall be planted at the time of development at an average spacing of no greater than thirty (30) feet on center (measured per BLOCK face). Where necessary, spacing allowances may be made to accommodate curb cuts, fire hydrants and other infrastructure elements. At no time may spacing exceed forty-five (45) feet on center.

- b. STREET LIGHTS shall be installed on both sides of streets along the STREET TREE ALIGNMENT LINE and unless otherwise designated on the REGULATING PLAN, at intervals of not more than 75' for GENERAL and LOCAL SITES, measured parallel to the STREET. STREET LIGHTS shall be between 9 and 16 feet above ground in height. At the time of development, the developer is only responsible for the installation of STREET LIGHTS on the side(s) of the STREET-SPACE being developed.
- c. At the time of development, the developer is required to install sidewalks.

4. Parking

- a. Parking goals:
 - Enable people to park once at a convenient location and to access a variety of commercial and civic enterprises in pedestrian friendly environments by encouraging shared parking.
 - Reduce diffused, inefficient, single-purpose reserved parking.
 - Avoid adverse parking impacts on neighborhoods adjacent to the Station Area.
 - Maximize on-street parking.
 - Increase visibility and accessibility of parking.
 - Provide flexibility for redevelopment of small sites.
 - Promote early prototype projects using flexible and creative incentives.
- b. Parking standards:
 - Sites under 20,000 square feet in land area have no minimum parking requirements.
 - Sites over 20,000 square feet in land area have the following requirements.
 - 1. A minimum of 1 and 1/8 parking space per residential unit, of which a minimum of 1/8 parking space per residential unit shall be provided as shared parking. There are no maximum limits on shared parking.
 - 2. A minimum of one space per 1,000 square feet of non-residential Gross Floor Area (GFA) shall be provided as shared parking; there are no set maximum limits on shared parking. New on-street parking spaces created in conjunction with the development, which did not previously exist, may be counted toward the minimum requirement for shared parking. Any limitations on the shared parking (time limits or hours of the day) shall be subject to approval by the City Manager which shall be given upon a finding that at least 12 hours of public parking are provided in any 24-hour period and that at least 8 of those hours are provided during either

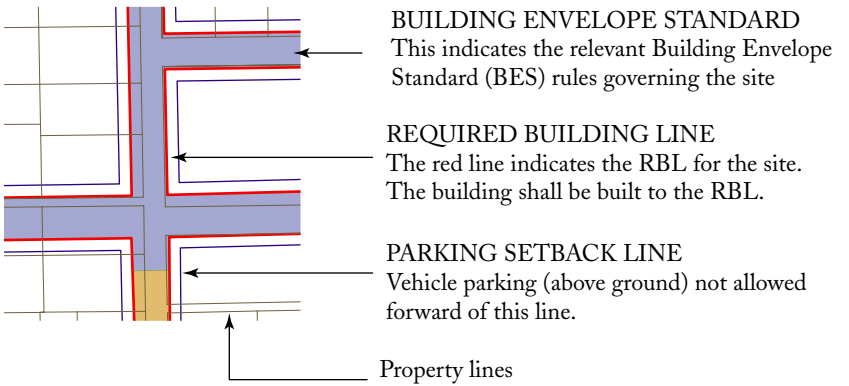
business or nighttime hours depending whether the City Manager determines that the primary public use will be for commercial or residential uses.

3. A maximum of one space per 1,000 square feet of non-residential GFA or two spaces per residential unit may be made available for reserved parking.
- Achieving parking requirements:
 1. Parking requirements may be met either on-site or within 800 feet and on the same side of Valley View Lane.
 2. Incentives from the Tax Increment Finance (TIF) District may be used, in accordance with approved TIF policy, for eligible projects to meet shared parking requirements.
 - Shared parking shall be designated by appropriate signage and markings as required by City policy.

C. Regulating Plan

The following pages contain the REGULATING PLAN for the Farmers Branch Station Area. The REGULATING PLAN includes two slightly different versions (A and B) to allow for some flexibility in the street pattern and the character or location of public spaces. The two versions **are not** mutually exclusive - individual components of either version of the REGULATING PLAN may be implemented without affecting the remainder of either version of the REGULATING PLAN. The REGULATING PLAN also includes street types plan and urban design plan.

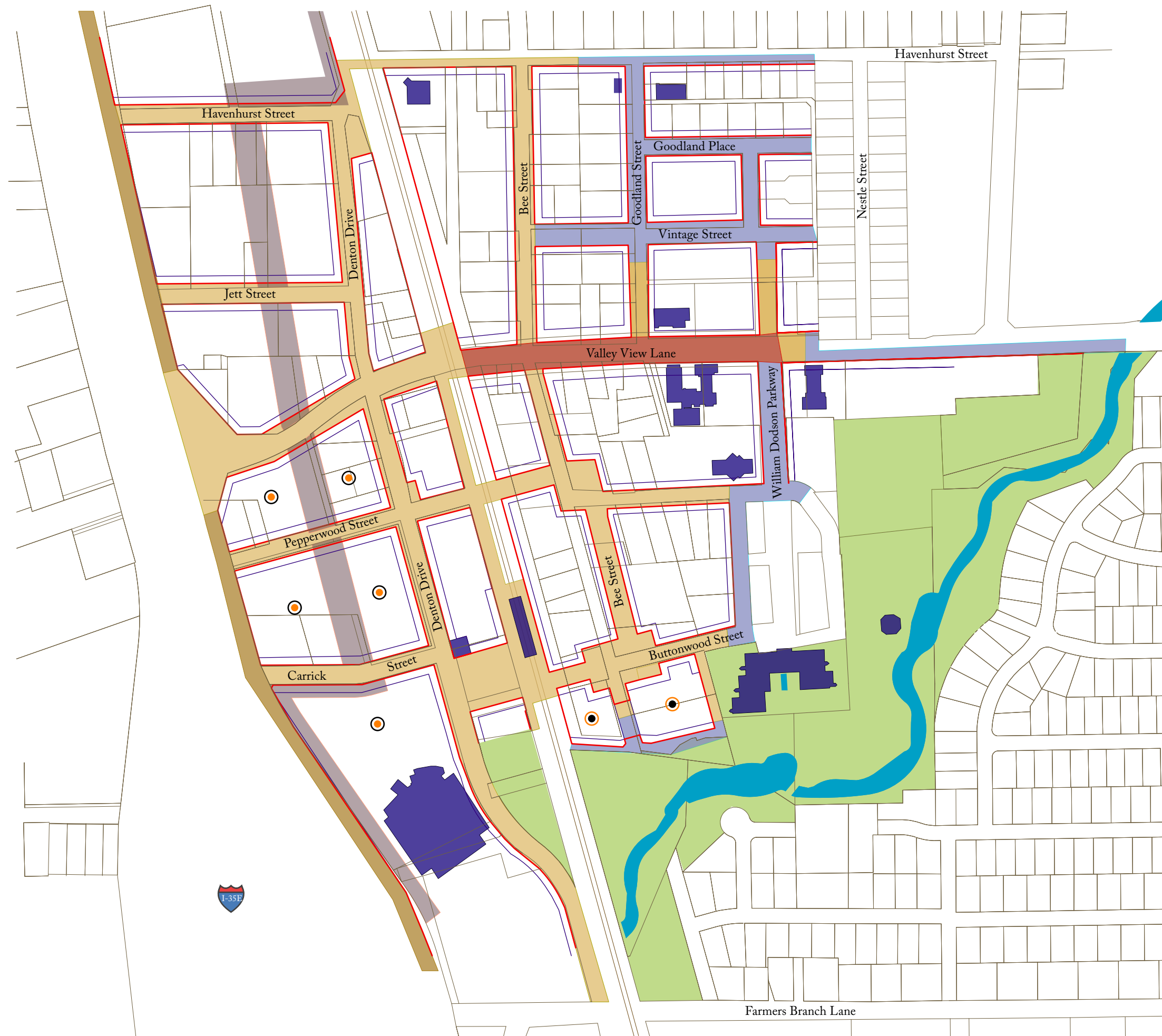
Understanding the Regulating Plan



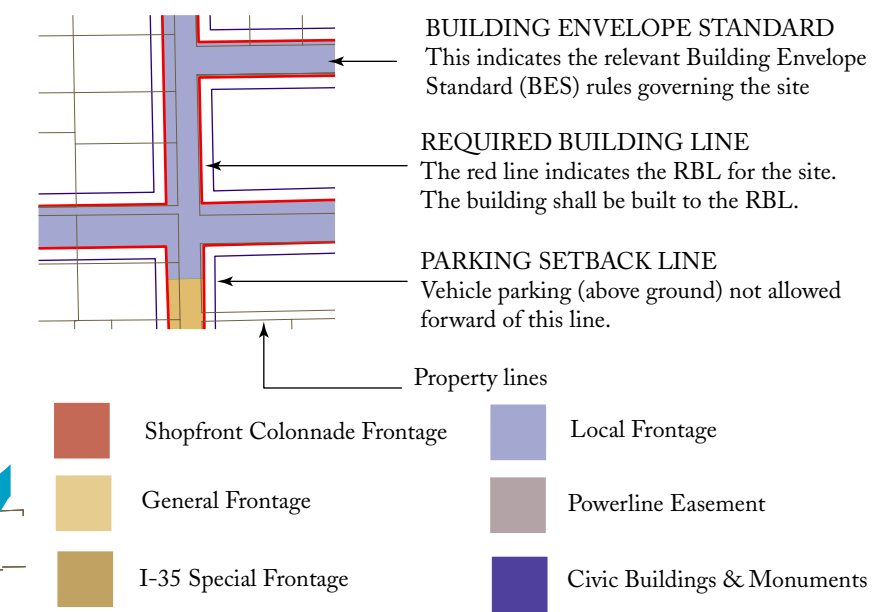
- | | | | |
|--|------------------------------|--|-----------------------------|
| | Shopfront Colonnade Frontage | | Local Frontage |
| | General Frontage | | Powerline Easement |
| | I-35 Special Frontage | | Civic Buildings & Monuments |



Drawing for coding purposes only. Dimensions are subject to change.
Consult Planning Division staff for specifications.



Understanding the Regulating Plan



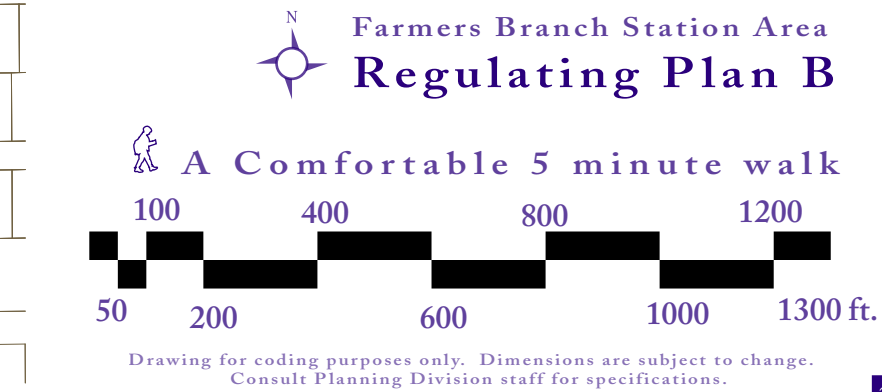
Notes:

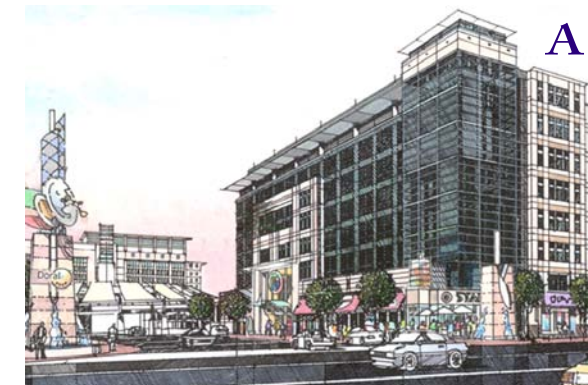
The following interim regulations for selected sites as shown on this Regulating Plan are intended to serve as short-term inducements for redevelopment. These interim regulations are intended to remain in effect for a limited period of time preceding the arrival of light rail transit service to Farmers Branch and shall expire January 1, 2008. Any party aggrieved by the expiration of the interim regulations may seek relief through City Council consideration of the matter prior to January 1, 2008 expiration date.

Buildings legally constructed in accordance with the interim regulations shall maintain full legal and valid status subsequent to the expiration of the interim regulations. Buildings legally under construction at the time of expiration of the interim regulations may be completed as duly permitted and shall maintain full legal and valid status subsequent to the expiration of the interim regulations.

Construction permits issued for a building designed in accordance with the interim regulations, but which construction has not commenced by the date the interim regulations expire, shall remain valid for no more than six (6) months beyond the expiration date of the interim regulations. Buildings completed under such permits shall maintain full legal and valid status subsequent to the expiration of the interim regulations.

- Minimum height along Buttonwood Street: 3 stories.
Minimum height along Rawhide Creek: 2 stories.
Finished floor elevation regulations do not apply to lots facing Rawhide Creek.
- Minimum height: 1 story (minimum 27 feet facade height).
Building located at the southeast corner of Valley View Lane and I-35E shall mark the gateway transition in a distinct fashion using massing, architectural height, contrasting materials, and/or architectural embellishments to obtain this effect.





Gateway buildings at I-35E and Valley View Lane define the entrance to the Station Area. Special site requirements at this intersection are minimum 10 (ten) stories at the northeast corner and six (6) stories at the southeast corner, respectively.



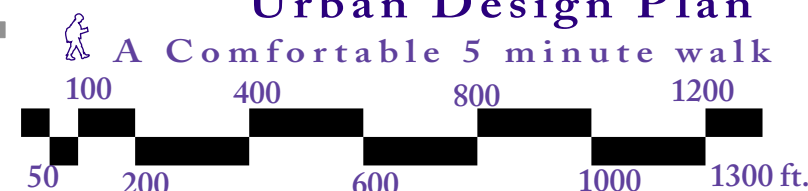
Neighborhood Green: A public open space at the intersection of two important streets, available for unstructured recreation, circumscribed by building facades.



Pocket Park/Plaza: The smallest size open space created by a jog in building facades.



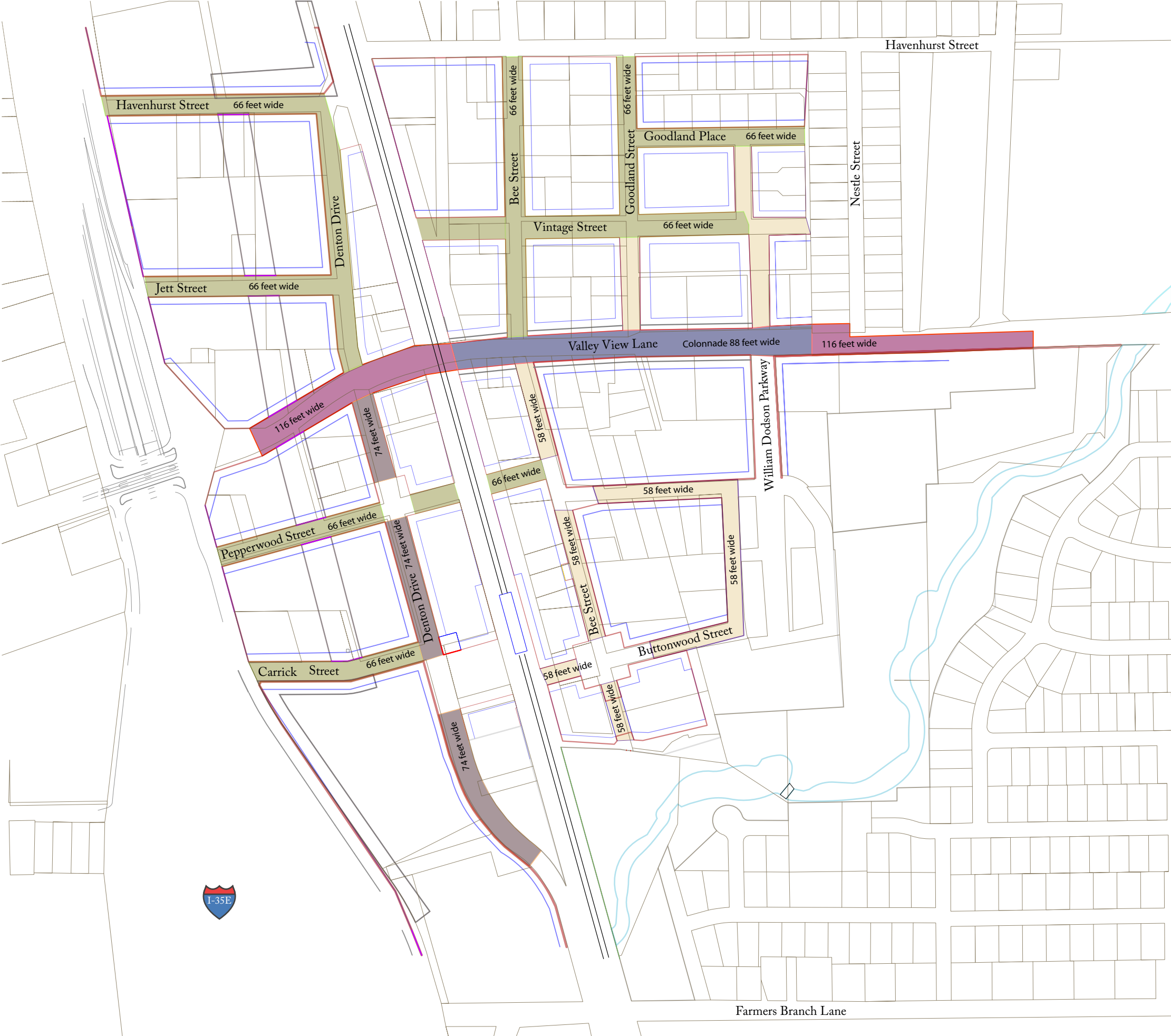
Farmers Branch Station Area Urban Design Plan



Drawing for coding purposes only. Dimensions are subject to change. Consult Planning Division staff for specifications. The images are representative examples that convey the intent and quality of development. This Plan shows the minimum required public spaces south of Valley View Lane. Developers are encouraged to provide similar public spaces north of Valley View Lane.



The Transit Square creates a prominent civic component, a gathering spot and a vibrant focus of public life, which also incorporates bus stops. A tower or similar prominent architectural feature on the adjoining building to the north anchors the plaza and announces the station to the freeway.

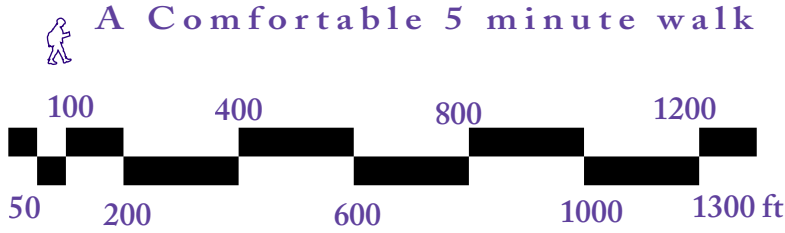


This Plan indicates the locations of five street types within the Station Area. The streetscape standards (such as street widths, placement of STREET TREES, and other amenities or appurtenances) associated with the different street types are featured on pages 28-32.

The purpose of the streetscape standards is to ensure coherent STREETS and to assist developers and owners with understanding the relationship between the public spaces and individual buildings.

- Valley View Lane (streetscape standards on page 29)
- Colonnade Street (streetscape standards on page 28)
- Denton Street (streetscape standards on page 30)
- Street 66 (streetscape standards on page 31)
- Street 58 (streetscape standards on page 32)

Farmers Branch Station Area
**Regulating Plan A
Street Types**

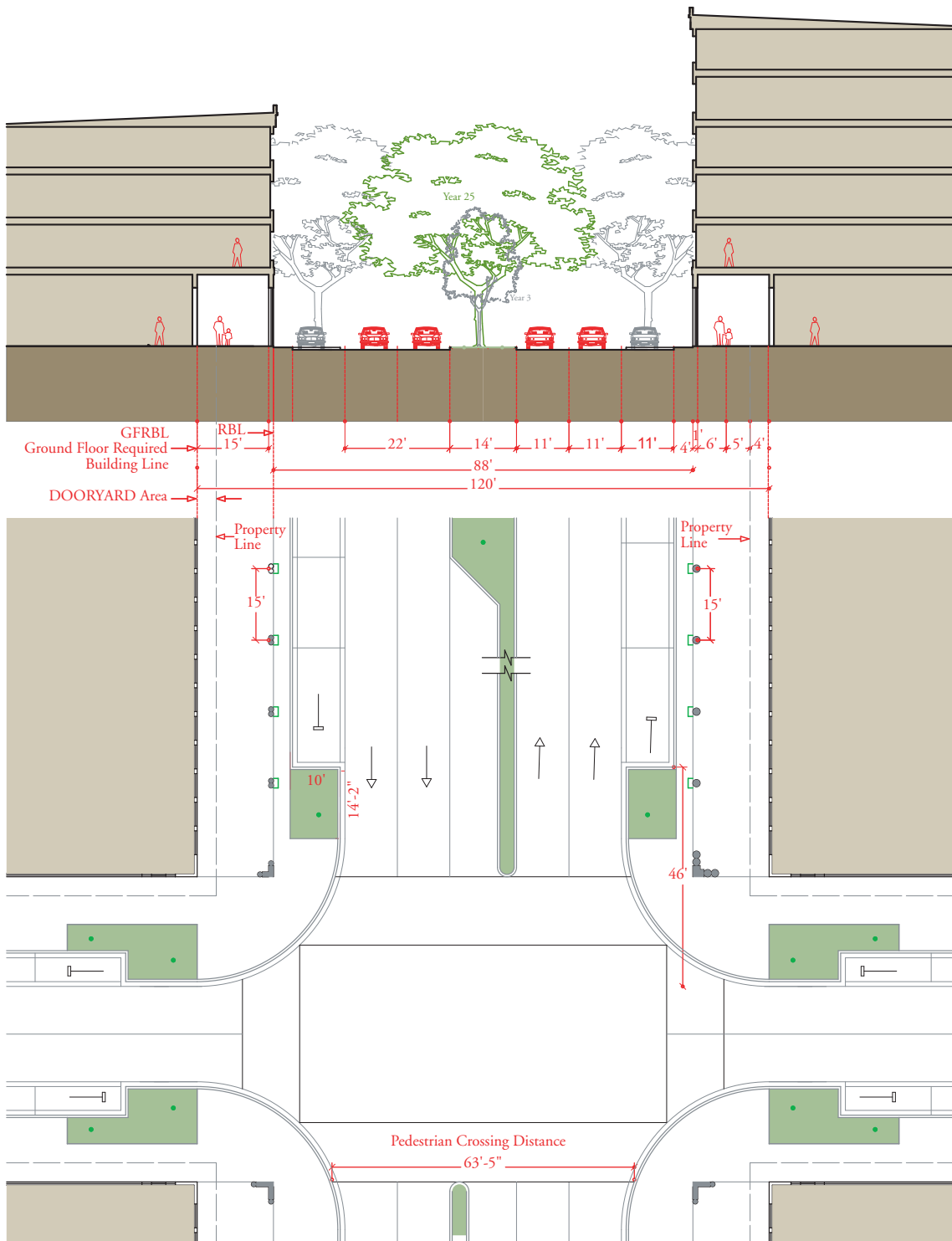


Drawing for coding purposes only. Dimensions are subject to change.
Consult Planning Division staff for specifications.

D. Street Types

The Street-Type specifications illustrate typical configurations for STREET-SPACES within the Station Area. The City may adjust these if necessary for specific conditions (e.g., pocket parks, public squares, greens and other similar areas). The specifications address vehicular traffic lane widths, curb radii, sidewalk, tree planting area, and on-street parking configurations. They also provide comparative pedestrian crossing distances.

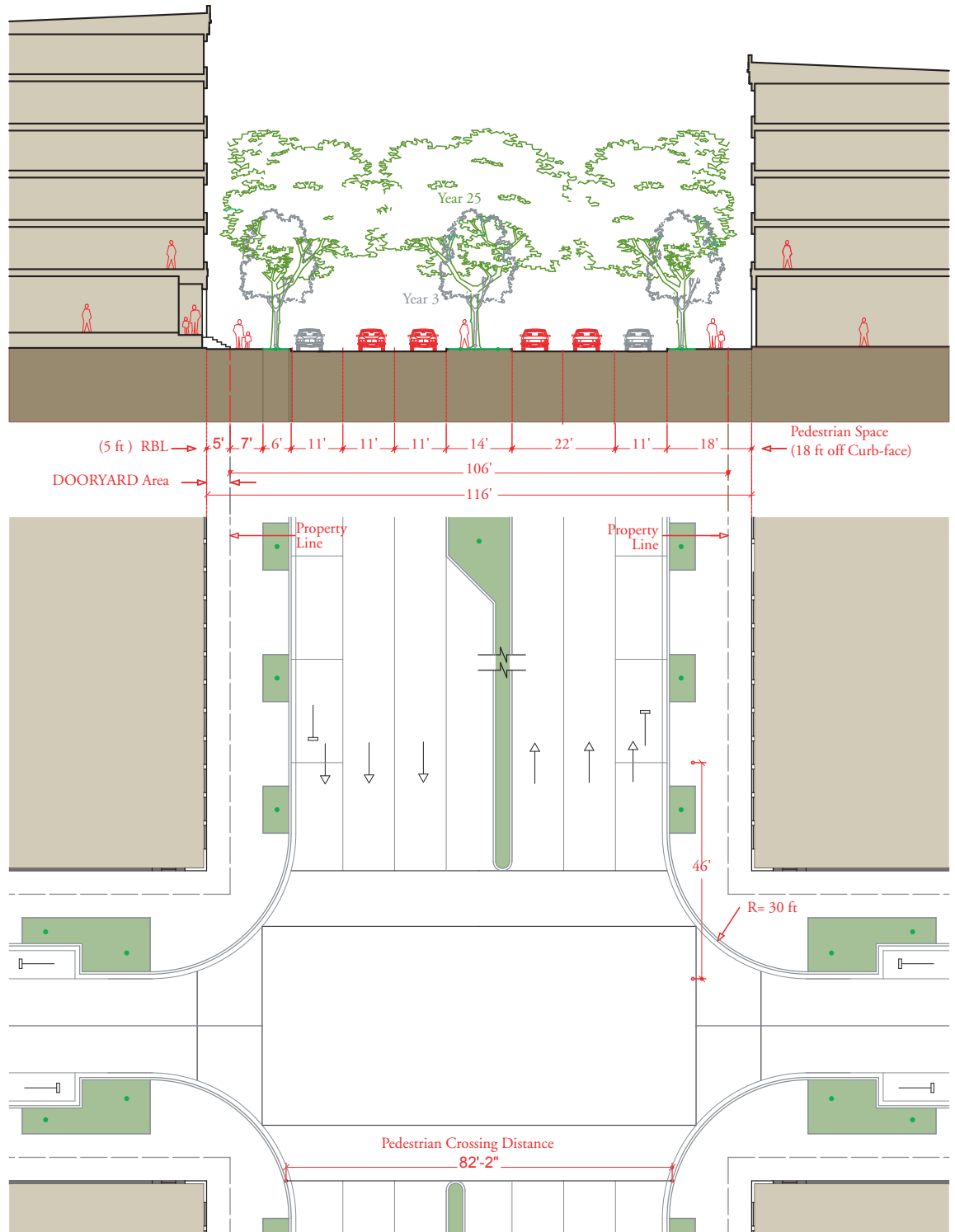
The streets within the Station Area balance the needs of all forms of traffic, auto and pedestrian, to maximize mobility and convenience for the citizens of Farmers Branch and visitors to the Station Area. Their character will also vary with their location. Some streets will carry a large volume of traffic and provide a more active and intense urban pedestrian experience while others will provide a less active and more intimately scaled STREET-SPACE.



Colonnade Street (Valley View Lane)

Streetspace	88 to 120 ft	Travel lanes	4 @ 11 ft
Sidewalks	15 feet within colonnade (min 6 ft clear, 4 ft DOORYARD)	Dedicated parking lanes	11 ft
Median & tree planting strip	14 ft	Pedestrian crossing distance	63 ft

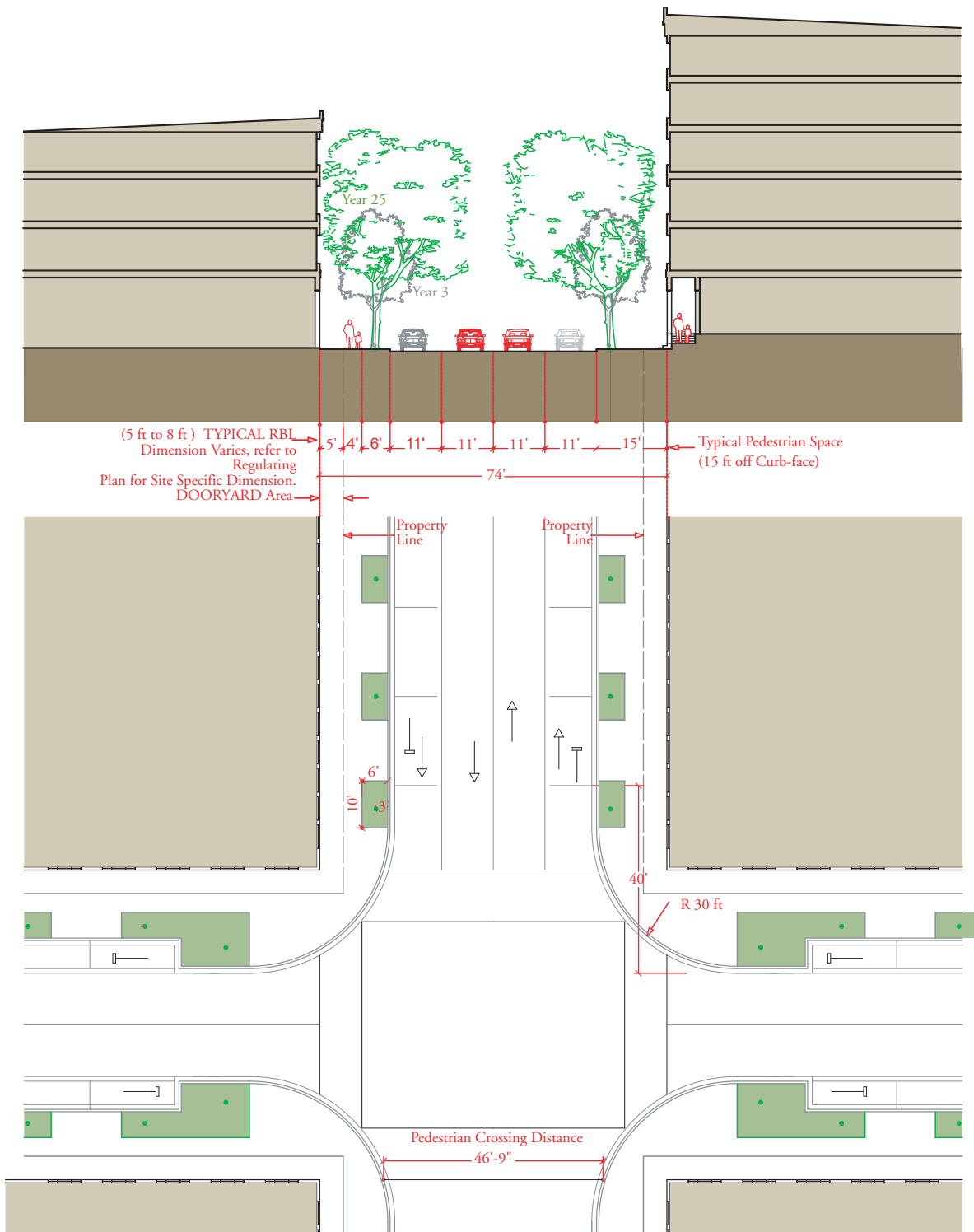
This drawing is for illustrative purposes only. Refer to the REGULATING PLAN for site specific situations.



Valley View Lane

Streetspace	116 ft	Travel lanes	4 @ 11 ft
Sidewalks	18 feet (min 6 ft clear, 5 ft DOORYARD)	Convertible parking lanes	11 ft outside lanes
Median & tree planting strip	14 ft	Pedestrian crossing distance	82 ft

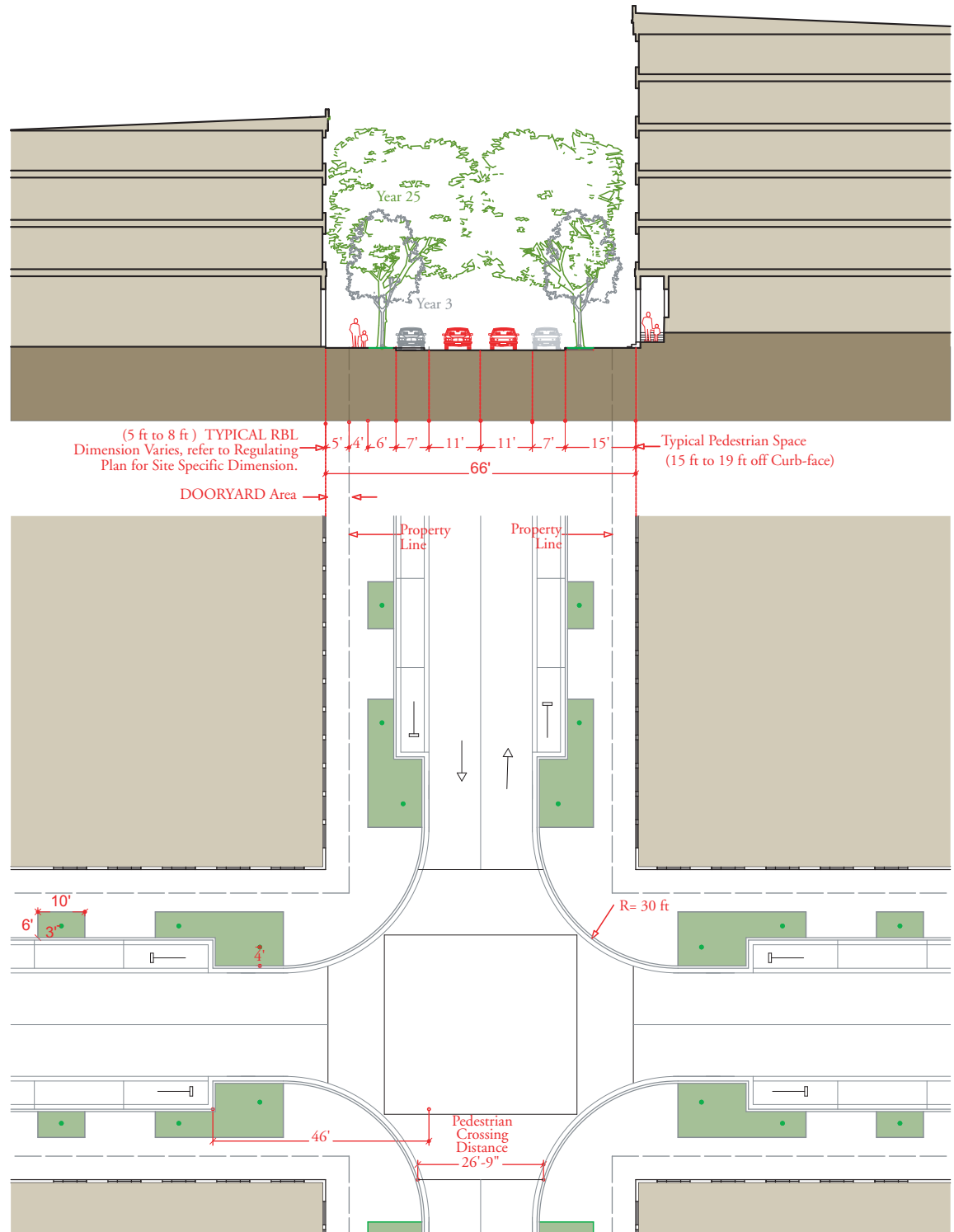
This drawing is for illustrative purposes only. Refer to the REGULATING PLAN for site specific situations.



Denton Drive

Streetscape	74 ft	Travel lanes	4 @ 11 ft
Sidewalks	15 feet (6 ft street tree/ street furniture area , 4 ft clear, 5 ft DOORYARD)	Convertible parking lanes	11 ft outside lanes
		Pedestrian crossing distance	46 ft

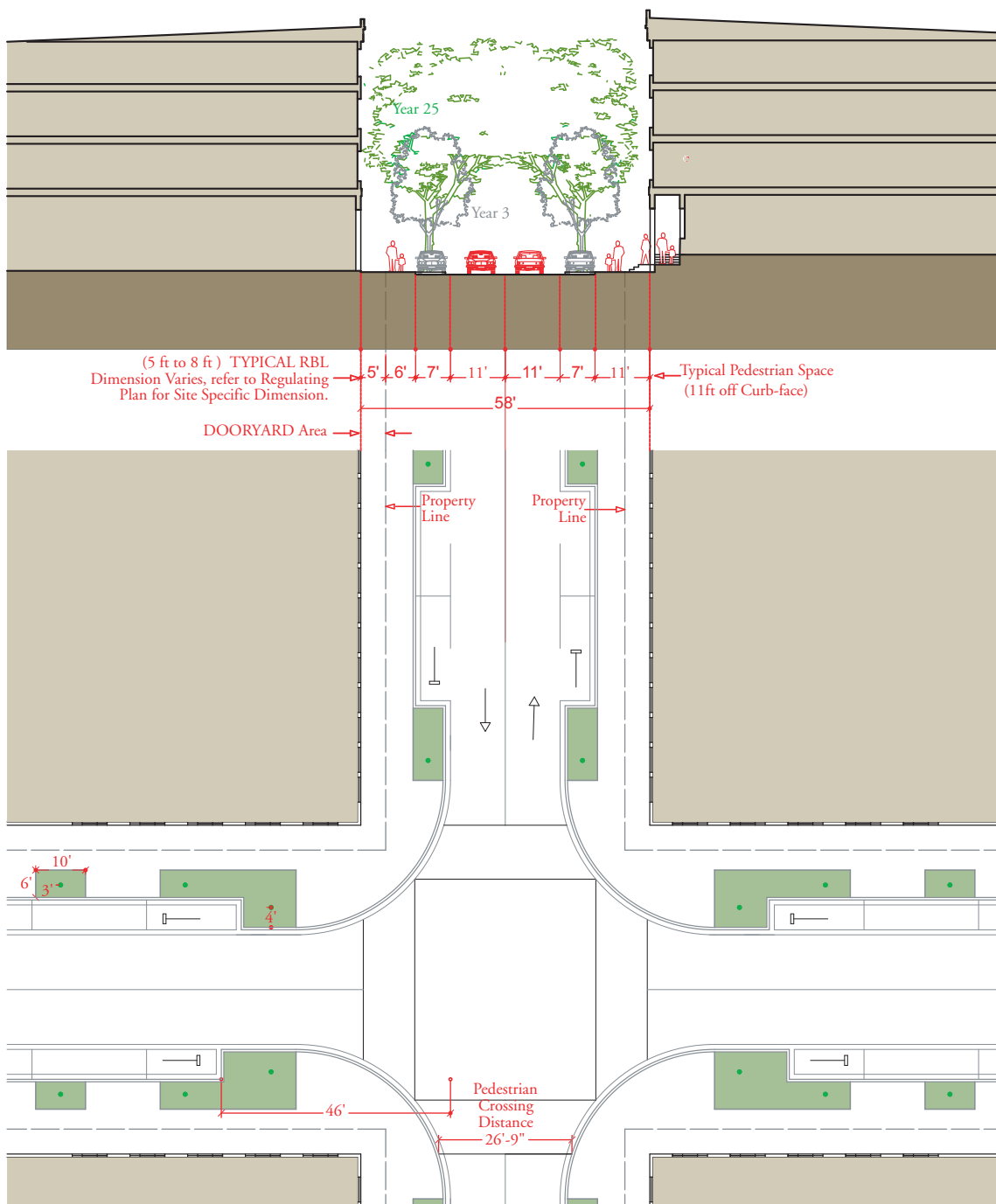
This drawing is for illustrative purposes only. Refer to the REGULATING PLAN for site specific situations.



Street 66

Streetspace	66 ft	Travel lanes	2 @ 11 ft
Sidewalks	15 feet (6 ft street tree area , 4 ft clear, 5 ft DOORYARD)	Dedicated parking lanes	7 ft
Tree Planters	6ft by 10 ft	Pedestrian crossing distance	26 ft

This drawing is for illustrative purposes only. Refer to the REGULATING PLAN for site specific situations.



Street 58

Streetspace	58 ft	Travel lanes	2 @ 11 ft
Sidewalks	11 feet (6 ft street tree area , 4 ft clear, 5 ft DOORYARD)	Dedicated parking lanes	7 ft
Tree Planters	6 ft by 10 ft	Pedestrian crossing distance	26 ft

This drawing is for illustrative purposes only. Refer to the REGULATING PLAN for site specific situations.

CHAPTER BUILDING ENVELOPE STANDARDS



The REGULATING PLAN identifies the BUILDING ENVELOPE STANDARDS (BES) for all building sites within the Station Area. The goal of the BES is the creation of a healthy and vital public realm through good STREET-SPACE. Deviations from the BES can be approved only through a Special Exception Process as provided in Chapter VI (Administration) of this *Code*. The BES set the basic parameters governing building construction, including the building envelope (in three dimensions) and certain required and/or permitted elements, such as COLONNADES, STOOPS, balconies, porches, and STREET WALLS.



Rendering of a typical street from the *Farmers Branch Station Area Conceptual Master Plan*.

A. General Guiding Principles

- **Buildings are aligned and close to the street.**

Buildings form the space of the street.

- **The street is a coherent space, with consistent building forms on both sides.**

This agreement of buildings facing across the STREET-SPACE contributes to a clear public space and STREET-SPACE identity.

- **Buildings oversee the STREET-SPACE with active fronts.**

This oversight of the STREET-SPACE contributes to vital and safe public space.

- **Public spaces are physically defined by buildings, walls, or fences.**

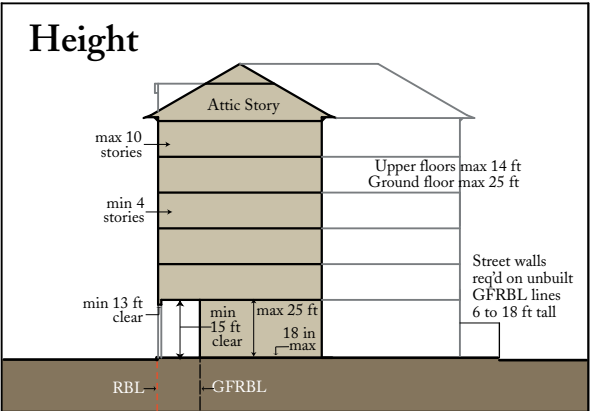
Land should be clearly public or private—in public view and under surveillance or private and protected.

- **Buildings are designed for towns and cities.**

Rather than being simply pushed closer together, as in many suburban developments, buildings must be designed for the urban situation within towns and cities. Views are directed to the STREET-SPACE and interior gardens/court-yards, not into neighboring lots.

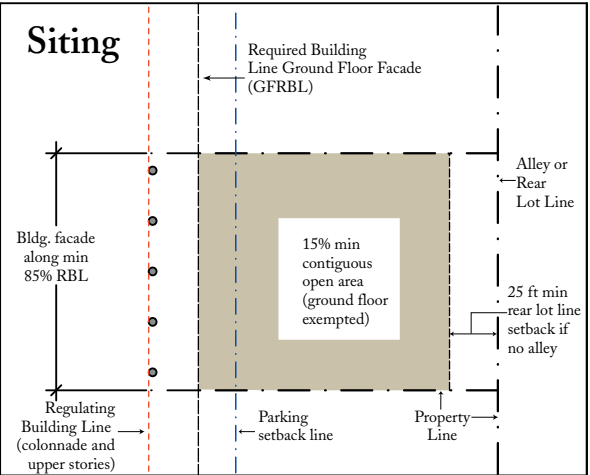
- **Vehicle storage/parking, (other than on-street parking), garbage and mechanical equipment are kept away from the STREET-SPACE.**

B. Building Envelope Standards: Shopfront Colonnade Sites



Building Height

- 1. The height of the principal building is measured in STORIES.
- 2. Each principal building shall be at least four (4) STORIES in height, but no greater than ten (10) STORIES in height, except as otherwise provided on the REGULATING PLAN. Attic STORY is excluded from minimum and maximum height calculations.



Street Facade

- 1. On each lot the building FAÇADE shall be built to the RBL for at least eighty-five percent (85%) of its RBL and/or GFRBL length.
- 2. The building FAÇADE shall be built to the RBL and GFRBL within thirty (30) feet of a BLOCK CORNER.
- 3. These portions of the building FAÇADE (the required minimum build to) may include jogs of not more than eighteen (18) inches in depth except as otherwise provided to allow BAY WINDOWS (upper STORIES only).
- 4. GROUND STORY unit frontage widths shall be a

Parking Structure Height

That portion of a parking structure within 40 feet proximity of a principal building (built after 2005) shall not exceed the principal building’s EAVE or PARAPET HEIGHT.

Ground Story Height:

- 1. The GROUND STORY finished floor elevation shall be equal to, or greater than, the adjacent exterior sidewalk elevation up to a maximum finished floor elevation of eighteen (18) inches.
- 2. The GROUND STORY shall have at least fifteen (15) feet of clear interior height (floor to ceiling) contiguous to the GFRBL frontage for at least one-half (½) of its area.
- 3. The maximum STORY HEIGHT for the GROUND STORY is twenty-five (25) feet.

Upper Story Height

- 1. The maximum floor-to-floor STORY HEIGHT for STORIES other than the GROUND is fourteen (14) feet.
- 2. At least eighty percent (80%) of each upper STORY shall have an interior clear height (floor to ceiling) of

at least nine (9) feet.

Mezzanines

Mezzanines having a floor area greater than one-half (½) of the floor area of the STORY in which the mezzanine is situated shall be counted as a full STORY.

Street Wall Height

- 1. A STREET WALL not less than six (6) feet in height or greater than eighteen (18) feet in height shall be required along any GFRBL frontage that is not otherwise occupied by a building on the lot.
- 2. STREET WALL height shall be measured from the adjacent public sidewalk or, when not adjacent to a sidewalk, from the ground elevation once construction is complete.

Other

Where a SHOPFRONT COLONNADE site is located within forty (40) feet of an existing single-family residential zoning district, the maximum EAVE OR PARAPET HEIGHT for that portion of the SHOPFRONT COLONNADE site shall be thirty-two (32) feet. This requirement shall supersede the minimum STORY requirement.

maximum of one hundred twenty (120) feet.

Buildable Area

- 1. Buildings may occupy any portion of the lot behind the RBL (and RGFBL) exclusive of any setbacks required by this Code
- 2. A contiguous OPEN AREA equal to at least fifteen percent (15%) of the total BUILDABLE AREA shall be preserved on every lot. Such contiguous OPEN AREA may be located anywhere behind the PARKING SETBACK LINE, either at grade or at the second or third STORY.
- 3. No part of any building, except overhanging eaves, AWNINGS, or BALCONIES shall occupy the remaining lot area.

Side Lot Setbacks

On a lot where a COMMON LOT LINE is shared with a single-family residential zoning district, the principal building shall be setback at least ten (10) feet from the shared lot line.

Garage and Parking

- 1. GARAGE ENTRIES or driveways shall be located at least seventy-five (75) feet away from any BLOCK CORNER or another GARAGE ENTRY on the same BLOCK, unless otherwise designated on the REGULATING PLAN.
- 2. GARAGE ENTRIES shall have a clear height of no greater than sixteen (16) feet nor a clear width exceeding twenty-four (24) feet.

- 3. Designated GARAGE ENTRIES and ALLEYS shall be the sole means of vehicular access to a lot.
- 4. GARAGE ENTRIES may be setback up to a maximum of twenty-four (24) inches behind the surrounding FAÇADE.
- 5. Vehicle parking areas on private property shall be located behind the PARKING SETBACK LINE, except where parking is provided below grade.
- 6. These requirements are not applicable to on-street parking.

Alleys

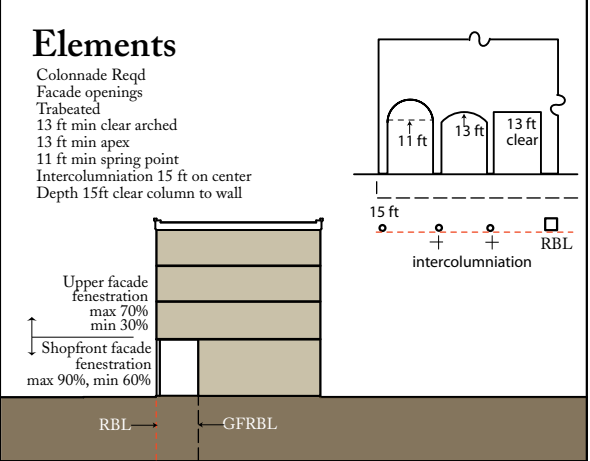
There is no required setback from ALLEYS. On lots having no ALLEY access, there shall be a minimum setback of twenty-five (25) feet from the rear lot line.

Corner Lots

Corner lots shall satisfy the code requirements for the full RBL length unless otherwise specified in this code.

Unbuilt RBL and Common Lot Treatment

- 1. A STREET WALL shall be required along any RBL frontage that is not otherwise occupied by a building on the lot. The STREET WALL shall be located not more than eight (8) inches behind the RBL.
- 2. PRIVACY FENCES may be constructed along that portion of a COMMON LOT LINE not otherwise occupied by a building on the lot.



Fenestration

- 1. Blank lengths of wall exceeding fifteen (15) linear feet are prohibited on all RBL/GFRBLs.
- 2. FENESTRATION on the GROUND STORY FAÇADES shall comprise at least sixty percent (60%), but not more than ninety percent (90%) of the FAÇADE area situated between two (2) and ten (10) feet above the adjacent public sidewalk on which the FAÇADE fronts.
- 3. FENESTRATION on the upper STORY FAÇADES shall comprise at least thirty percent (30%), but no more

than seventy percent (70%), of the FAÇADE area per STORY (measured as a percentage of the FAÇADE between floor levels).

- 4. No window may face or direct views toward a COMMON LOT LINE within thirty feet (30) unless: that view is contained within the lot (e.g. by a PRIVACY FENCE/GARDEN WALL) or, the window sill is at least 6’ above the finished floor level. All COMMON LOT LINES within the Station Area are subject to the construction of building walls (with no setback) by the adjacent lot owner.

Building Projections

- 1. AWNINGS, BALCONIES, and STOOPS shall not project closer than five (5) feet to a COMMON LOT LINE.
- 2. No part of any building, except overhanging eaves, BALCONIES, BAY WINDOWS, and AWNINGS, as specified by the Code, shall encroach beyond the RBL.
- 3. No part of any building, except shopfronts and signs, as otherwise permitted by the Code, shall encroach into the COLONNADE beyond the GFRBL.

Doors/Entries

Functioning entry door(s) shall be provided along GROUND STORY FAÇADES at intervals not greater than sixty (60) linear feet.

Colonnades

Where designated on the REGULATING PLAN, COLONNADES shall:

- 1. Have a minimum interior floor to ceiling clear height of fifteen (15) feet (excepting blade signs and street lighting as specified in this Code).
- 2. Have minimum thirteen (13) foot FAÇADE opening height to beam (or to the top of the arch and minimum eleven (11) feet to the springing point.)
- 3. Have an intercolumniation of fifteen (15) feet on center.
- 4. Have a continuous public access easement of at least six (6) feet wide running adjacent to the columns/piers
- 5. Have columns/piers with no single horizontal dimension greater than twenty two (22) inches or less than ten (10) inches. This limitation shall apply between grade and eleven (11) feet in height.
- 6. Have 15 feet between the RBL and the GFRBL except as otherwise specified in the REGULATING PLAN.

Street Walls

A vehicle entry gate no wider than eighteen (18) feet or a pedestrian entry gate no wider than six (6) feet shall be permitted within any required STREET WALLS.



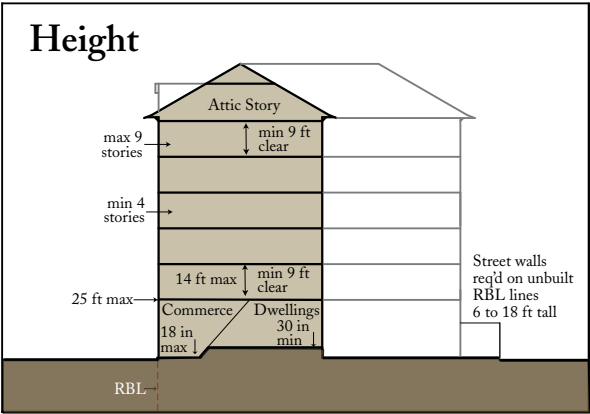
Ground Story

The GROUND STORY shall house RETAIL uses. See Height specifications above for the specific requirements.

Upper Stories

The upper STORIES shall house residential or COMMERCE uses excluding RETAIL SPECIALTY and RETAIL TRADE uses (except those that have direct RBL frontage and are second STORY extensions of the GROUND STORY use).

C. Building Envelope Standards: General Sites



Building Height

- 1. The height of the principal building is measured in STORIES.
- 2. Each principal building shall be at least four (4) STORIES in height, but no greater than nine (9) STORIES in height, except as otherwise provided on the REGULATING PLAN.

Parking Structure Height

Where a parking structure is within 40 feet of any principal building (built after 2005) that portion of the structure shall not exceed the buildings EAVE or

PARAPET HEIGHT.

Ground Story Height: Commerce Uses

- 1. The GROUND STORY finished floor elevation shall be equal to, or greater than the exterior sidewalk elevation in front of the building, to a maximum finished floor elevation of eighteen (18) inches above the sidewalk.
- 2. The GROUND STORY shall have at least fifteen (15) feet of clear interior height (floor to ceiling) contiguous to the RBL frontage for at least one-half (½) of its area.
- 3. The maximum STORY HEIGHT for the GROUND STORY is twenty-five (25) feet.

Ground Story Height: Residential Units

- 1. The finished floor elevation shall be no less than thirty (30) inches and no more than eighty (80) inches above the exterior sidewalk elevation at the RBL.
- 2. The first STORY shall have an interior clear height (floor to ceiling) of at least nine (9) feet and a maximum STORY HEIGHT of sixteen (16) feet.

Upper Story Height

- 1. The maximum floor-to-floor STORY HEIGHT for STORIES other than the GROUND STORY is fourteen

(14) feet.

- 2. At least eighty percent (80%) of each upper STORY shall have an interior clear height (floor to ceiling) of at least nine (9) feet.

Mezzanines

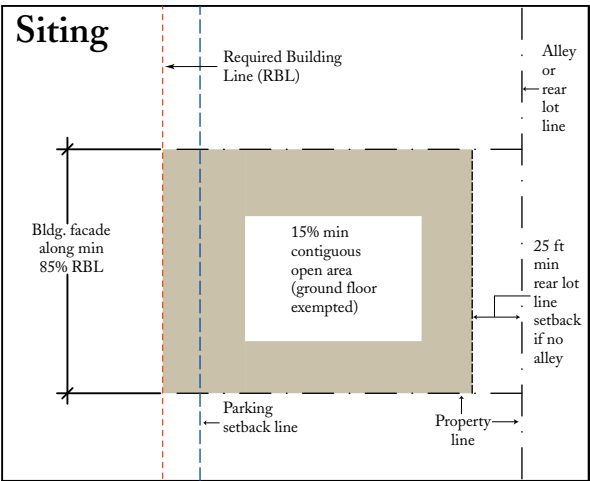
Mezzanines having a floor area greater than one-half (½) of the floor area of the STORY in which the mezzanine is situated shall be counted as full STORIES.

Street Wall Height

- 1. A STREET WALL not less than six (6) feet in height or greater than eighteen (18) feet in height shall be required along any RBL frontage that is not otherwise occupied by the principal building on the lot.
- 2. The height of the STREET WALL shall be measured from the adjacent public sidewalk or, when not adjacent to a sidewalk, from the ground elevation once construction is complete.

Other

Where a GENERAL site is located within forty (40) feet of an existing single-family residential zoning district, the maximum EAVE or PARAPET HEIGHT for that portion of the GENERAL site shall be thirty-two (32) feet. This requirement shall supersede the minimum STORY height requirement.



Street Façade

- 1. On each lot the building FAÇADE shall be built to the RBL for at least eighty-five percent (85%) of the RBL length.
- 2. The building FAÇADE shall be built to the RBL within thirty (30) feet of a BLOCK CORNER.
- 3. These portions of the building FAÇADE (the required minimum build to) may include jogs of not more than eighteen (18) inches in depth except as otherwise provided to allow BAY WINDOWS, shopfronts, and BALCONIES.

Buildable Area

- 1. Buildings may occupy any portion of the lot behind the RBL, exclusive of any setbacks required by this Code
- 2. A contiguous OPEN AREA equal to at least fifteen percent (15%) of the total BUILDABLE AREA shall be preserved on every lot. Such contiguous OPEN AREA may be located anywhere behind the PARKING SETBACK, either at grade or at the second or third STORY.
- 3. No part of any building, except overhanging eaves, AWNINGS, or BALCONIES shall occupy the remaining lot area.

Side Lot Setbacks

On a lot where a COMMON LOT LINE is shared with a property located within a single-family residential zoning district, the principal building shall be setback at least ten (10) feet from the shared lot line.

Garage and Parking

- 1. GARAGE ENTRIES or driveways shall be located at least seventy-five (75) feet away from any BLOCK CORNER or another GARAGE ENTRY on the same BLOCK, unless otherwise designated on the REGULATING PLAN.
- 2. GARAGE ENTRIES shall have a clear height of no greater than sixteen (16) feet nor a clear width exceeding twenty-four (24) feet.

- 3. Designated GARAGE ENTRIES and ALLEYS shall be the sole means of vehicular access to a lot.
- 4. GARAGE ENTRIES may be setback up to a maximum of twenty-four (24) inches behind the surrounding FACADE.
- 5. Vehicle parking areas on private property shall be located behind the PARKING SETBACK LINE, except where parking is provided below grade.
- 6. These requirements are not applicable to on-street parking.

Alleys

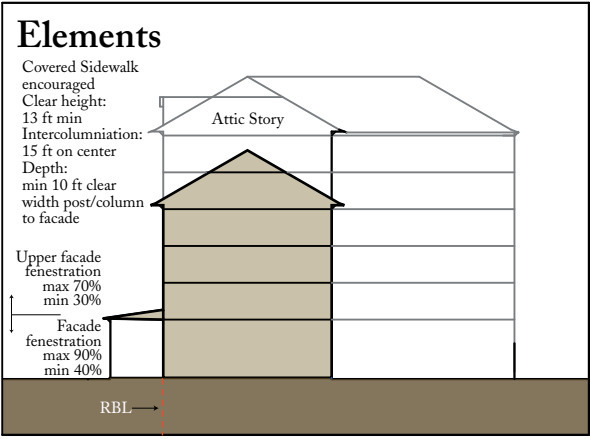
There is no required setback from ALLEYS. On lots having no ALLEY access, there shall be a minimum setback of twenty-five (25) feet from the rear lot line.

Corner Lots

Corner lots shall satisfy the code requirements for the full RBL length – unless otherwise specified in this Code.

Unbuilt RBL and Common Lot Line Treatment

- 1. A STREET WALL shall be required along any RBL frontage that is not otherwise occupied by a building. The STREET WALL shall be located not more than eight (8) inches behind the RBL.
- 2. PRIVACY FENCES may be constructed along that portion of a COMMON LOT LINE not otherwise occupied by a building.



Fenestration

- 1. Blank lengths of wall exceeding twenty (20) linear feet are prohibited on all RBLs.
- 2. FENESTRATION ON the GROUND STORY FACADES shall comprise at least forty percent (40%), but not more than ninety percent (90%), of the FACADE area situated between two (2) and ten (10) feet above the adjacent public sidewalk on which the FACADE fronts.

- 3. FENESTRATION ON the upper story FACADES shall comprise at least thirty percent (30%), but no more than seventy percent (70%), of the FACADE area per STORY (measured as a percentage of the FACADE between floor levels).
- 4. No window may face or direct views toward a COMMON LOT LINE within thirty (30) feet unless: that view is contained within the lot (e.g. by a PRIVACY FENCE/GARDEN WALL) or, the sill is at least 6' above the finished floor level. All COMMON LOT LINES within the Station Area are subject to the construction of building walls (with no setback) by the adjacent lot owner.

Building Projections

- 1. AWNINGS, BALCONIES, and STOOPS shall not project closer than five (5) feet to a COMMON LOT LINE.
- 2. No part of any building, except overhanging eaves, AWNINGS, BALCONIES, BAY WINDOWS, STOOPS, and shop fronts as specified by the Code, shall encroach beyond the RBL.
- 3. AWNINGS that project over the sidewalk portion of a STREET-SPACE shall maintain a clear height of at least ten (10) feet.

Doors/Entries

Functioning entry door(s) shall be provided along

GROUND STORY FACADES at intervals not greater than seventy-five (75) linear feet.

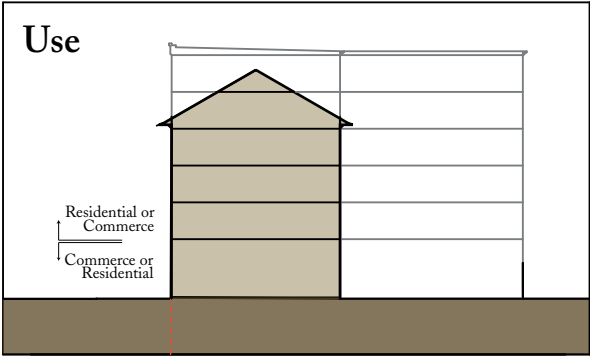
Covered Sidewalks

COVERED SIDEWALKS are encouraged, but not required. Where provided, COVERED SIDEWALKS shall:

- 1. Have a minimum interior clear height of thirteen (13) feet except as otherwise provided for signs, street lighting and similar appurtenances.
- 2. Have a minimum of ten (10) feet clear width between the FACADE and the support posts or columns of the sidewalk cover structure.
- 3. Have posts or columns spaced fifteen (15) feet on centers.
- 4. Provide for a continuous public access easement at least four (4) feet wide running adjacent and parallel to the sidewalk cover columns/posts
- 5. Have columns/posts with no single horizontal dimension greater than twelve (12) inches or less than six (6) inches.

Street Walls

A vehicle entry gate no wider than eighteen (18) feet or a pedestrian entry gate no wider than six (6) feet shall be permitted within any required STREET WALL.



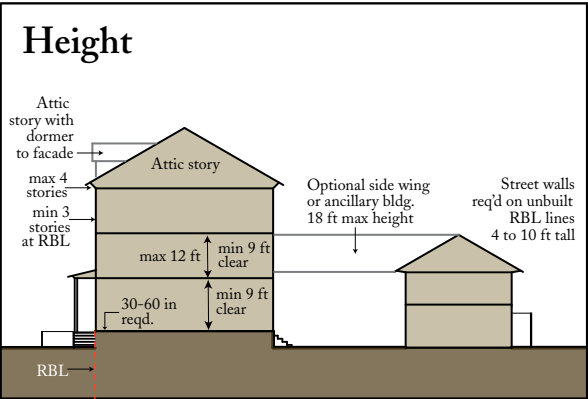
Ground Story

The GROUND STORY shall house COMMERCE or residential uses. See Height specifications above for specific requirements unique to each use.

Upper Stories

The upper STORIES shall house residential or COMMERCE uses excluding RETAIL SPECIALITY and RETAIL TRADE uses (except those that have direct RBL frontage and are second STORY extensions of the GROUND STORY USE).

D. Building Envelope Standards: Local Sites

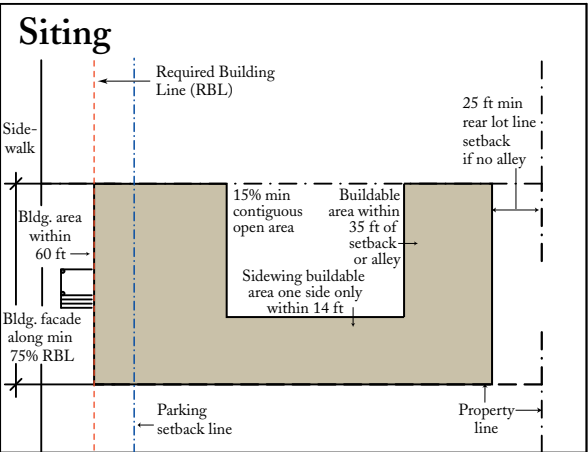


Building Height

- 1. The height of the principal building is measured in STORIES.
- 2. Each principal building shall be at least three (3) STORIES in height, but no greater than four (4) STORIES in height, except as otherwise provided on the REGULATING PLAN.

Parking Structure Height

Where a parking structure is within 40 feet of any

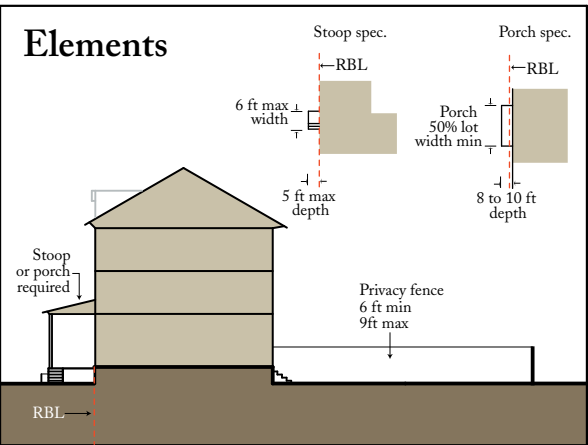


Street Facade

- 1. On each lot the building FAÇADE shall be built to the RBL for at least seventy-five percent (75%) of the RBL length.
- 2. The building FAÇADE shall be built to all the RBL within thirty (30) feet of a BLOCK CORNER.
- 3. These portions of the building FAÇADE (the required minimum build to) may include jogs of not more than twenty four (24) inches in depth except as otherwise provided to allow BAY WINDOWS, and BALCONIES.

Buildable Area

- 1. Buildings may occupy the portion of the lot



Stoops and Porches

Each lot/unit shall include a STOOP or a FRONT PORCH.

- 1. A STOOP shall be built forward of the RBL and be not more than five (5) feet deep and six (6) feet wide (plus steps).
- 2. A FRONT PORCH shall project forward of the RBL and be between eight (8) and ten (10) feet deep, with a width not less than fifty percent (50%) of the RBL. The building FAÇADE shall be placed a two (2) feet

principal building (built after 2005) that portion of the structure shall not exceed the building's EAVE or PARAPET HEIGHT.

Ground Story Height

- 1. The finished floor elevation shall be no less than thirty (30) inches and no more than sixty (60) inches above the exterior sidewalk elevation in front of the building.
- 2. The first STORY shall have a maximum STORY HEIGHT of sixteen (16) feet. At least eighty percent (80%) of the first STORY shall have an interior floor to ceiling height of at least nine (9) feet.

Upper Stories Height

- 1. The maximum floor-to-floor STORY HEIGHT for upper STORIES is twelve (12) feet.
- 2. At least eighty percent (80%) of each upper STORY shall have an interior floor to ceiling height of at least nine (9) feet.

Mezzanines

Mezzanines having a floor area greater than one-half (½) of the floor area of the STORY in which the mezzanine is situated shall be counted as a full STORY.

specified by this BES.

- 2. A CONTIGUOUS OPEN AREA equal to at least fifteen percent (15%) of the total BUILDABLE AREA shall be preserved on every lot. Such CONTIGUOUS OPEN AREA may be located anywhere behind the PARKING SETBACK, either at grade or at the second or third STORY.
- 3. No part of any building, except overhanging eaves, AWNINGS, or BALCONIES shall occupy the remaining lot area.

Unbuilt RBL and Common Lot Line Treatment

- 1. A STREET WALL shall be required along any RBL frontage that is not otherwise occupied by a building. The STREET WALL shall be located not more than eight (8) inches behind the RBL.
- 2. PRIVACY FENCES shall be constructed along that portion of a COMMON LOT LINE not otherwise occupied by a building.

Side Lot Setbacks

On a lot where a COMMON LOT LINE is shared with a single-family residential zoning district, the principal building shall be setback at least ten (10) feet from the shared lot line.

Garage and Parking

- 1. GARAGE ENTRIES or driveways shall be located at least seventy-five (75) feet away from any BLOCK CORNER or another GARAGE ENTRY on the same BLOCK, unless otherwise designated on the REGULATING PLAN.

behind the RBL.

Fenestration

- 1. Blank lengths of wall exceeding twenty (20) linear feet are prohibited on all RBLs.
- 2. FENESTRATION on all RBL FACADES shall comprise at least thirty percent (30%), but no more than seventy percent (70%), of the FACADE area per STORY (measured as a percentage of the FACADE between floor levels).
- 3. No window may face or direct views toward a COMMON LOT LINE within twenty feet (20) unless: that view is contained within the lot (e.g. by a PRIVACY FENCE/GARDEN WALL) or the sill is at least 6' above the finished floor level. All COMMON LOT LINES within the Station Area are subject to the construction of building walls (with no setback) by the adjacent lot owner.

Building Projections

- 1. No part of any building, except overhanging eaves, AWNINGS, BALCONIES, BAY WINDOWS, FRONT PORCHES, and STOOPS, as specified by the Code, shall encroach beyond the RBL.
- 2. BAY WINDOWS shall project not more than thirty-six (36) inches beyond the RBL; shall maintain an interior clear width of at least four (4) feet; and be

Street Wall and Fence Height

- 1. A STREET WALL not less than four (4) feet in height or greater than ten (10) feet in height shall be required along any RBL frontage that is not otherwise occupied by the principal building. A PRIVACY FENCE not less than six (6) feet in height or greater than nine (9) feet in height shall be required along any COMMON LOT LINE that is not otherwise occupied by a building.
- 2. The height of the STREET WALL shall be measured from the adjacent public sidewalk or, when not adjacent to a sidewalk, from the ground elevation once construction is complete.

Other

Where a LOCAL site is located within forty (40) feet of an existing single-family residential zoning district, the maximum EAVE or PARAPET HEIGHT for that portion of the LOCAL site shall be thirty-two (32) feet. This requirement shall supersede the minimum STORY requirement.

- 2. GARAGE ENTRIES shall have a clear height no greater than sixteen (16) feet nor a clear width exceeding twenty-four (24) feet.
- 3. Designated GARAGE ENTRIES and ALLEYS shall be the sole means of vehicular access to a lot.
- 4. GARAGE ENTRIES may be setback a maximum of twenty-four (24) inches behind the surrounding FACADE.
- 5. Vehicle parking areas on private property shall be located behind the PARKING SETBACK LINE, except where parking is provided below grade.
- 6. These requirements are not applicable to on-street parking.

Alleys

There is no required setback from ALLEYS. On lots having no alley access, there shall be a minimum setback of twenty-five (25) feet from the rear lot line.

Corner Lots

Corner lots shall satisfy the code requirements for the full RBL length – unless otherwise specified in this code.

Frontage Widths

No more than 1/3 of the lots in any phase shall be less than 18 feet wide. A maximum of 150 feet of RBL frontage shall be continuous as a single (attached) building. There shall be a 10-foot gap (with a gated STREET WALL) between adjacent LOCAL FRONTAGE buildings.

constructed such that the walls and windows are between ninety (90) degrees (i.e., perpendicular) and zero (0) degrees (i.e., parallel) to the primary wall from which they project.

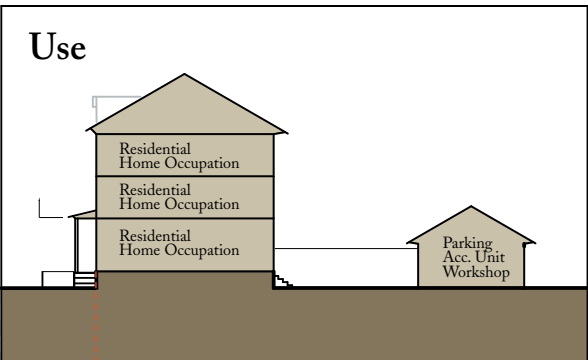
- 3. AWNINGS that project beyond the RBL shall maintain a clear height of at least ten (10) feet.

Doors/Entries

Functioning entry door(s) shall be provided along GROUND STORY FACADES at intervals not greater than seventy-five (75) linear feet.

Fences/Garden Walls

A fence or GARDEN WALL, 20 to 40 inches in height, is permitted along the front and the COMMON LOT LINES of the DOORYARD. A PRIVACY FENCE, six (6) to nine (9) feet in height, shall be placed along any unbuilt rear lot lines and COMMON LOT LINES.



Ground Story

The GROUND STORY shall house residential and home occupation uses, as defined by the city.

Upper Stories

The upper STORIES shall house residential and home occupation uses, as defined by the city.

- 1. One basement unit or one ACCESSORY UNIT is permitted per lot. Conversion of primary structure single-family units for multiple-family use is prohibited.
- 2. Parking and ACCESSORY UNIT (maximum 650 square

feet) uses are permitted in the BUILDABLE AREA at the rear of the lot.

E. Limited and Prohibited Uses

Uses permitted with a Specific Use Permit:

- Any commercial amusement use (indoor and outdoor)
- Any permitted use having drive-through service
- Any permitted use having outside storage or display
- Any permitted use serving alcoholic beverages
- Hotels and motels

Prohibited uses:

- Sexually oriented business
- Motor vehicle sales and repair of any kind
- Gasoline service stations and car washes
- Establishments selling used goods or merchandise
- Industrial and manufacturing use of any kind
- Warehousing and distribution facility

F. Interstate 35E Frontage Special Exceptions

General Intent Notes

This section provides for the unique circumstance of the **STREET FRONTAGE** along Interstate 35E. The relationship between the building and the traffic of this frontage is of a nature wholly different in scale and speed than that of a traditional and human-scaled city. The adjustments to the *Code* here are generally a relaxation of the prescriptions for the balance of the Station Area that focus on a scale, speed, and **STREET-SPACE** articulation appropriate to a pedestrian environment. The exemptions allow the **FACADES** fronting on Interstate Highway 35E to respond to the interstate at an appropriate scale, providing a wider leeway for signage and non-‘street-wall’ buildings above the **GROUND STORY** level (including curved and/or open courtyard/”alphabet” configurations. **FRONTAGES** on streets intersecting with the Interstate Highway 35E **FRONTAGE** are **NOT** exempt from the standards for those **STREET FRONTAGES**.

Frontages along Interstate 35 are subject to the *Form-Based Code* except as specified below:

Chapter II. REGULATING PLANS

Rules for New Development

BLOCKS/ALLEYS

- There are no requirements to provide through-access along these **BLOCK** faces via an **ALLEY**, **ACCESS EASEMENT**, or **PEDESTRIAN PATHWAY**.
- There are no restrictions on curb cuts.

Chapter III. BUILDING ENVELOPE STANDARDS for GENERAL SITES

Siting:

- The build-to minimum is reduced to fifty percent (50%) of the RBL (the STREET WALL requirements remain).

Elements:

- Upper STORY FENESTRATION percentage prescriptions do not apply to I-35 frontage sites.
- Ground STORY FENESTRATION percentages for I-35 frontages are minimum twenty (20) percent.

Chapter V. ARCHITECTURAL STANDARDS

Windows and Doors:

- Materials: There are no prescriptions for upper STORY window light transmission.
- Configurations and Technique: There are no prescriptions for upper STORY windows.

Signage, general (for upper stories):

- Wall signs are allowed anywhere above the second STORY floor level.
- There is no limit in lettering size.
- There is no limit on size and location of blade signs
- Marquee signs are permitted.

CHAPTER

IV

STREETSCAPE STANDARDS

A. General Principles and Intent

The Streetscape

- RBL frontages contribute to the public streetscape and therefore are subject to more regulation than the rest of the lot.
- STREET TREES are part of an overall streetscape plan designed to provide both form (canopy) and comfort (shade) to the STREET-SPACE. STREET TREES give special character and coherence to each STREET-SPACE. The desired aesthetic shall be achieved through the use of native/proven hardy adapted species.

Fronts and Rears

- Building FACADES are the public “face” of every building. Owners are encouraged to place planters and window boxes with flowering plants and/or climbing vines within 12 inches of the building FACADE.
- The private, interior portions of the lots (toward the ALLEY) allow commercial operators to utilize these spaces as efficient working environments unseen by the public and allow residents to have private and semi-private (for apartment and condominium buildings) gardens and courtyards.

B. Minimum Standards

Trees

- Each STREET-SPACE shall have STREET TREES planted along the STREET TREE ALIGNMENT LINE (three (3) feet from the back of the curb) at an average spacing not greater than thirty (30) feet on center (measured per BLOCK face). Required tree planting area widths are specified in the Street Types specifications or the REGULATING PLAN.
- At planting, STREET TREES shall be at least 3 inches in diameter (6 feet above grade) and at least 10 feet in height. Species shall be selected from the Station Area STREET TREE List. Consult planning staff for the designated tree species for a particular BLOCK face.
- STREET TREES shall be “limbed up” as they gain appropriate maturity so as to not interfere with pedestrian or truck travel (minimum 7 feet clear over the sidewalk and 14 feet over the travel lanes of the street).

Rears

- At least one (1) tree per six-hundred (600) square feet of the required open (unpaved) area shall be planted in the rear lot area not closer than 5 feet to any COMMON LOT LINE. Such trees shall be at least 3 inches in diameter (6 feet above grade) and 10 feet in overall height at installation. Species shall be selected from the Station Area Tree

List. SHOPFRONT COLONNADE and GENERAL sites are exempt from this requirement.

Sidewalks

- Sidewalks not otherwise designated in the REGULATING PLAN or Street Type specifications, are a minimum of six (6) feet wide and shall be constructed to meet all City specifications.

Turf and Groundcover

(WHERE CLEARLY VISIBLE FROM THE STREET-SPACE and along the ALLEY)

- Any unpaved ground area shall be planted with groundcover, flowering vegetation, or climbing vines.
- All turf grass must be solidly sodded at installation—not seeded, sprigged, or plugged.
- Vegetative groundcovers may be used in place of turf grass.
- In addition to the lot, the owner must maintain the following areas:
 - The portion of the STREET-SPACE between their lot line(s) and the back of the curb.
 - The portion of the ALLEY between the lot line(s) and the edge of pavement.

On-street Parking

- The parking space/tree planting pattern may be interrupted by existing or new driveways designated in the REGULATING PLAN, streets, ALLEYS, and transit stops/stations.
- Parking spaces shall be constructed in a manner that allows proper drainage.

General Notes

- All plant material including trees shall conform to the standards of the American Association of Nurserymen and shall have passed any inspections required under State regulations.
- Mechanical and electrical equipment including, but not limited to, air compressors, pumps, exterior water heaters, water softeners, private garbage cans (not including public sidewalk waste bins), and storage tanks may not be stored or located within any STREET-SPACE. Water pumps not visible are not included in this prohibition.
- All landscaping shall be irrigated and maintained by the adjacent property owner or private property owners association.
- Street lighting shall be placed along the STREET TREE ALIGNMENT LINE.

C. Civic Greens and Squares

In addition to the minimum landscape requirements, CIVIC GREENS and SQUARES located within the Station Area shall be designed, planted and maintained according to the following requirements:

SQUARES are generally intended to be active pedestrian centers. They should be designed appropriate to their high (pedestrian) traffic level with a higher percentage of paved surface area. CIVIC GREENS are spaces intended for less intensive foot traffic. Pervious paving materials (to allow oxygen for tree roots) are encouraged in both SQUARES and CIVIC GREENS, and the percentage of impervious paving material is limited. The trees of SQUARES and CIVIC GREENS provide a landscape and civic architecture that complement the surrounding building architecture. A clear view through the public space (from 2 to 8 feet in height) is important for safety and urban design purposes.

Materials and Configurations

- STREET TREES shall be planted along the STREET TREE ALIGNMENT LINE at an average spacing not greater than thirty (30) feet on center (per BLOCK face). These required trees shall be selected from the Station Area STREET TREE List.
- The ground surface level elevation shall be between 0 and 18 inches above the top of the adjacent curb.
- Except for tree trunks, STREET LIGHTS, CIVIC BUILDINGS, PUBLIC ART or monuments, there shall be a clear view between 2 and 8 feet above grade. The foliage of newly planted trees may intrude into this area until the tree has sufficient growth to allow such a clear trunk height.
- Trees within the SQUARE or CIVIC GREEN shall be selected from the Station Area Tree List.
- Asphalt is prohibited within the SQUARE or CIVIC GREEN, but may be incorporated in the travel lane design.

1. Squares

Surface treatment and materials (within the area back-of-curb to back-of-curb excluding any CIVIC BUILDING, PUBLIC ART or monument footprint).

- Minimum 20 percent and maximum 30 percent unpaved pervious surface (turf, groundcover, gravel, soil or mulch).

2. Civic Greens

Surface treatment and materials (within the area back-of-curb to back-of-curb excluding any CIVIC BUILDING, PUBLIC ART or monument footprint).

- Minimum 50 percent unpaved, pervious surface area (turf, groundcover, gravel, soil or mulch).

D. Station Area Tree Lists

The following list contains all species approved for use in the Station Area. It contains native and acceptable adapted species. Other species may be used for planting within a lot. Invasive exotic species may not be used anywhere on lots or other areas within the Station Area. The use of alternate species may be permitted, but only if approved by Development Review Committee as so provided in Chapter VI: Administration.

STREET TREE List

First Preference

<i>Quercus virginiana</i>	Live Oak
<i>Quercus buckleyi shumardi</i>	Red Oak
<i>Quercus muhlenbergii</i>	Chinquapin Oak
<i>Pistacia chinensis</i>	Chinese Pistache
<i>Ulmus parvifolia</i>	Lacebark Elm
<i>Gleditsia triacanthos var. inermis</i>	Thornless Honey Locust

Second Preference

<i>Taxodium distichum</i>	Bald Cypress
<i>Taxodium ascendens</i>	Pond Cypress

Area Tree List

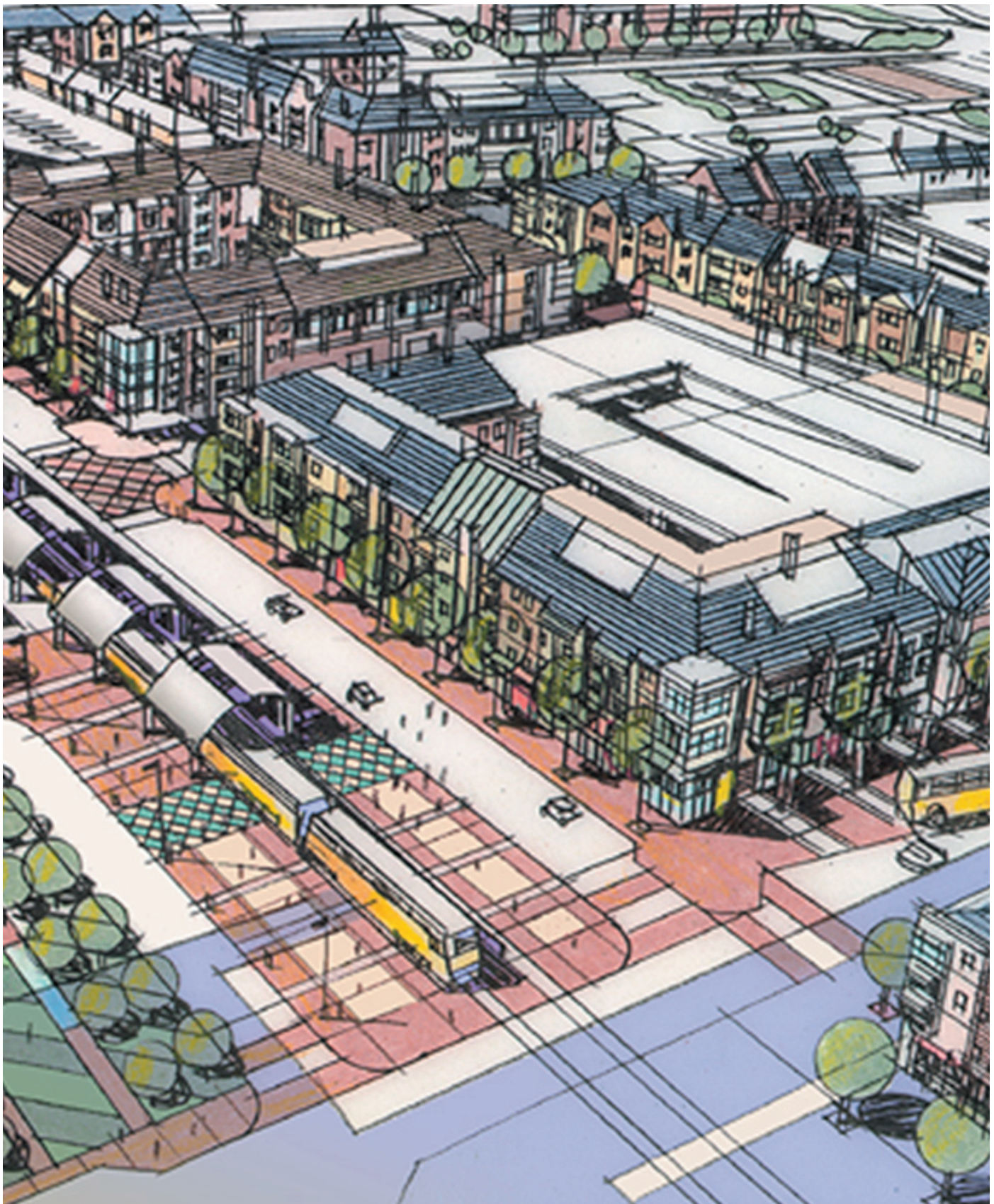
(In addition to the above, species that may be placed within SQUARES, CIVIC GREENS, and parks.)

<i>Carya illinoensis</i>	Pecan
<i>Quercus macrocarpa</i>	Bur Oak
<i>Magnolia grandiflora</i>	Magnolia
<i>Cercis canadensis var. texensis</i>	Texas redbud
<i>Cercis x texensis</i>	Oklahoma Redbud
<i>Sophora affinis</i>	Eve's Necklace
<i>Ilex vomitoria</i>	Yaupon Holly
<i>Ginkgo biloba</i>	Ginkgo (male only)
<i>Lagerstromia Indica</i>	Crepe Myrtle

CHAPTER

V

ARCHITECTURAL STANDARDS



Conceptual rendering of development around DART Station, Farmers Branch Station Area Conceptual Master Plan

The architectural standards for the *Station Area Form-Based Code* serve to establish a coherent character for the district and encourage a high caliber, lasting quality of development. Buildings must be reviewed by the City Planning Staff to verify that they meet the architectural standards (as well as the balance of the *Form-Based Code*). The City Planning Staff will also work with the developer and/or designer to show them how to work within the *Code*.

A. General Principles and Intent

Tradition

- These standards favor an aesthetic that is traditional in a broad sense. They specify an architectural aesthetic of load-bearing walls and regionally appropriate materials. The standards also specify certain details, such as window proportions, roof or cornice configurations, shopfronts, and overhangs.
- The intent behind these standards is to foster a coherent and regionally appropriate Station Area.
- All building materials to be used shall express their specific properties. For example, stronger and heavier materials (masonry) may support lighter materials (wood), not the reverse.

EQUIVALENT OR BETTER

- While only materials, techniques, and product types prescribed here are allowed, equivalent or better practices and products are encouraged. They shall be submitted to the City Manager for review. Additional products may be added to the list through an amendment to the *Code* or may be allowed on a case by case basis through the Special Exception process (see Chapter VI Administration) for this *Code*.

WHERE CLEARLY VISIBLE FROM THE STREET-SPACE

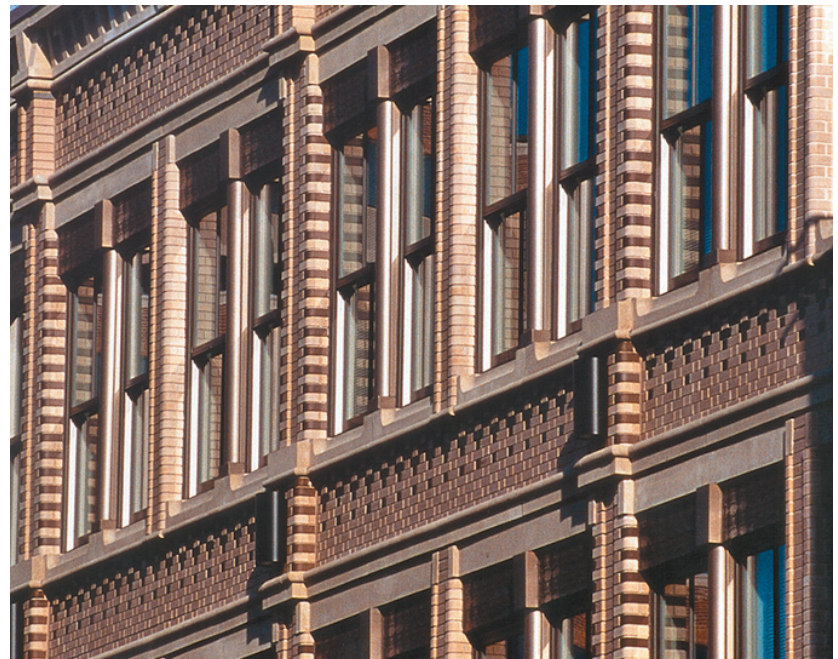
- Many of these standards apply only in conditions WHERE CLEARLY VISIBLE FROM THE STREET-SPACE. Note that the definition of STREET-SPACE includes parks, CIVIC SQUARES, and CIVIC GREENS. These controls therefore concentrate on the public space/views from the public space and minimize interference in the private realm. For example, an architectural element that is visible only through an opening in a STREET WALL is NOT CLEARLY VISIBLE FROM THE STREET-SPACE.



B. Building Walls (Exterior)

Intent and Guiding Illustrations for Building Walls

Building walls should reflect and complement the traditional materials and techniques of the Texas region. They should express the construction techniques and structural constraints of traditional, long-lasting, building materials. Simple configurations and solid craftsmanship are favored over complexity and ostentation in building form and the articulation of details. All building materials to be used shall express their specific properties. For example, heavier more permanent materials (masonry) support lighter materials (wood). The illustrations and statements on this page are advisory only. Refer to the *Code* standards on next page for the specific prescriptions of this section.



Standards for Building Walls

(WHERE CLEARLY VISIBLE FROM THE STREET-SPACE)

Materials: The following materials are permitted.

Primary Materials (75 percent of FACADE or greater):

- Brick or tile masonry
- Native stone (or synthetic equivalent)

Secondary Materials (no greater than 25% of FACADE):

- Hardie-Plank™ equivalent or better siding
- Stucco (cementitious finish)

Accent Materials (no greater than 5% of FACADE):

- Pre-cast masonry (for trim and cornice elements only)
- Gypsum Reinforced Fiber Concrete (GFRC—for trim elements only)
- Metal (for beams, lintels, trim elements and ornamentation only)
- Split-faced block (only for piers, foundation walls and chimneys)

Configurations and Techniques: The following configurations and techniques are permitted.

Walls

- The horizontal dimension of the wall opening shall not exceed the vertical dimension except where otherwise prescribed in this Code.
- Wall openings shall not span vertically more than one story.
- Wall openings shall correspond to interior space and shall not span across building structure such as the floor structural and mechanical thickness.
- Material changes shall be made within a constructional logic—as where an addition (of a different material) is built onto the original building.

Wood Siding and Wood Simulation Materials

- Lap siding (horizontal) configuration
- Smooth or rough-sawn finish (no faux wood grain)

Brick, Block and Stone

- Must be detailed and in an appropriate load-bearing configurations.

Stucco (cementitious finish)

- Smooth or sand only, no roughly textured finish.



C. Roofs and PARAPETS

Intent and Guiding Illustrations for Roofs and Parapets

Roofs and PARAPETS should demonstrate a common-sense recognition of the climate by utilizing appropriate pitch, drainage, and materials in order to provide visual coherence to the Station Area. The illustrations and statements on this page are advisory only. Refer to the *Code* standards on next page for the specific prescriptions of this section.



Standards for Roofs and Parapets

(WHERE CLEARLY VISIBLE FROM THE STREET-SPACE)

Materials: The following materials are permitted.

- Clay or concrete (faux clay)
- Tile (barrel or flat roman)
- Slate (equivalent synthetic or better)
- Metal (standing seam, equivalent or better)
- Dimensional asphalt shingles
- Cedar shingles
- Cornices and soffits may be a combination of wood, vinyl, and/or metal

Configurations and Techniques: The following configurations and techniques are permitted.

Pitched Roofs

- Pitch (exclusive of roofs behind parapet walls)
 - Simple hip and gable roofs shall be symmetrically pitched between 4:12 and 10:12.
 - Shed roofs, attached to the main structure, shall be pitched between 3:12 and 8:12.

Overhangs

- Eaves must overhang 18 to 30 inches on the primary structure for the initial four (4) stories. For each additional story; six (6) inches shall be added to the minimum and twelve (12) inches shall be added to the maximum, up to a maximum projection of 7 feet.
- Eaves and rakes on accessory buildings, dormers, and other smaller structures must overhang at least 8 inches.
- Timber eaves and balcony brackets must be a minimum of 4 inches x 4 inches in dimension.

Parapet Roofs (Cornice and Coping Standards)

- Allowed only for SHOPFRONT COLONNADE and GENERAL FRONTAGE sites where the roof material is not visible from any adjacent STREET-SPACE.

Cornices and Other Features

- Buildings without visible roof surfaces and overhanging eaves may satisfy the overhang requirement with a cornice projecting horizontally between 6 and 12 inches beyond the building walls for the on the primary structure for the initial four (4) stories. For each additional story; six (6) inches shall be added to the minimum and twelve (12) inches shall be added to the maximum, up to a maximum projection of 6 feet.
- Skylights and roof vents are permitted only on the roof plane opposite the primary street (or RBL) or when shielded from STREET-SPACE view by the building's parapet wall.



D. Street Walls and Garden Walls

Intent and Guiding Illustrations for Street Walls and Garden Walls

STREET and GARDEN WALLS establish a defined edge to the STREET-SPACE where the building walls do not exist. The Station Area Form-Based Code requirements include masonry walls that define outdoor spaces and separate the STREET-SPACE from the private realm (parking lots, trash cans, gardens, and equipment). All STREET and GARDEN WALL facades shall be as carefully designed as the building FAÇADE, with the finished side out, i.e. the “better” side facing the STREET-SPACE. The illustrations and statements on this page are advisory only. Refer to the *Code* standards on next page for the specific prescriptions of this section.



Standards for Street and Garden Walls

(WHERE CLEARLY VISIBLE FROM THE STREET-SPACE)

A STREET WALL is a masonry wall set back not more than 8 inches from the RBL or adjacent building façade and built to the height specified in the BUILDING ENVELOPE STANDARDS. A vehicle entry gate (opaque, maximum 18 feet wide) and a pedestrian entry gate (maximum 6 feet wide) are both allowed within any required STREET WALL length.

Materials: The following materials are permitted.

- Native/regional stone and equivalent imitation stone
- Metal (wrought iron, welded steel and/or aluminum)
- Brick
- Stucco on concrete block (or poured) only with brick or stone coping
- A combination of materials (e.g. stone piers with brick infill panels)

Configurations and Techniques: The following configurations and techniques are permitted:

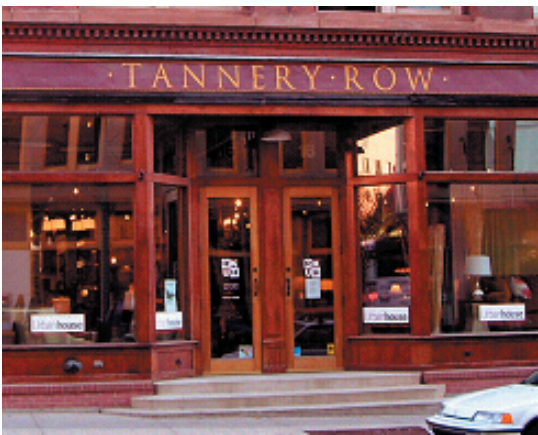
- STREET WALLS along any unbuilt REQUIRED BUILDING LINE shall be built to the height and length specified in the BUILDING ENVELOPE STANDARD.
- Metal work may additionally be treated to imitate a copper patina.
- Copings shall project between 1/2 inch and 4 inches from the face of the wall.



E. Windows and Doors

Intent and Guiding Illustrations for Windows and Doors

The placement, type, and size of windows and doors help to establish the scale and vitality of the STREET-SPACE. For commercial buildings, they allow interplay between the shop interiors and the STREET-SPACE. For residential streets, they foster the “eyes on the street” surveillance which provides for the security and safety for the area. Windows should be divided by multiple panes of glass. This helps the window “hold” the surface of the façade, rather than appearing like a “hole” in the wall (an effect produced by a large single sheet of glass). The illustrations and statements on this page are advisory only. Refer to the *Code* standards on next page for the specific prescriptions of this section.



Standards for Windows and Doors

(WHERE CLEARLY VISIBLE FROM THE STREET-SPACE)

Materials: The following materials are permitted.

- Windows shall be of anodized aluminum, wood, clad wood, vinyl, or steel.
- Window glass shall be clear, with light transmission at the ground story at least 90 percent and for the upper stories 75 percent (modification as necessary to meet any applicable building and energy code requirements). Specialty windows (one per FAÇADE maximum) may utilize stained, opalescent, or glass block
- Window screens shall be black or gray.
- Screen frames shall match window frame material or be dark anodized.
- Doors shall be of wood, clad wood, or steel and may include glass panes.

Configurations and Techniques: The following configurations and techniques are permitted:

- The following requirements apply to all windows:
 - The horizontal dimension of the opening shall not exceed the vertical dimension except where otherwise prescribed in this *Code*.
 - Windows may be grouped horizontally (maximum 5 per group) if each grouping is separated by a mullion, column, pier or wall section that is at least 7 inches wide.
 - Windows shall be no closer than 30 inches to building corners (excluding BAY WINDOWS) unless otherwise prescribed on the REGULATING PLAN.
 - Exterior shutters, if applied, shall be sized and mounted appropriately for the window (one-half the width), even if inoperable.
- The following requirements apply to all upper-STORY windows:
 - Windows shall be double-hung, single-hung, awning, or casement windows.
 - Fixed windows are permitted only as a component of a system including operable windows within a single wall opening.
 - Residential buildings/floors: panes of glass no larger than 36" vertical by 30" horizontal.
 - The maximum pane size for office uses is 48" vertical by 40" horizontal.
 - Egress windows may be installed according to the appropriate building code.

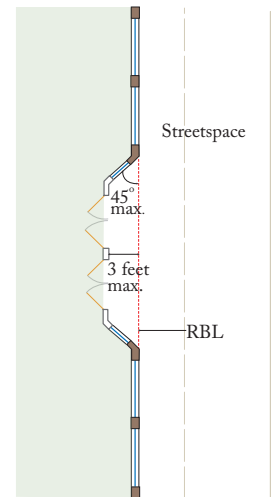


Conceptual rendering of retail storefronts in the Station Area, Farmers Branch Station Area Conceptual Master Plan.

- The following apply to shopfront (GROUND FLOOR) windows and doors:
 - Single panes of glass not larger than 8 feet in height by 4 feet wide.
 - A minimum of 60 percent of the window pane surface area shall allow views into the GROUND FLOOR of the building for a depth of at least 15 feet.
 - windows shall not be made opaque by window treatments (excepting operable sunscreen devices within the conditioned space)
 - Shopfronts may extend up to 24 inches beyond the FAÇADE/RBL into the STREET-SPACE.

Doors:

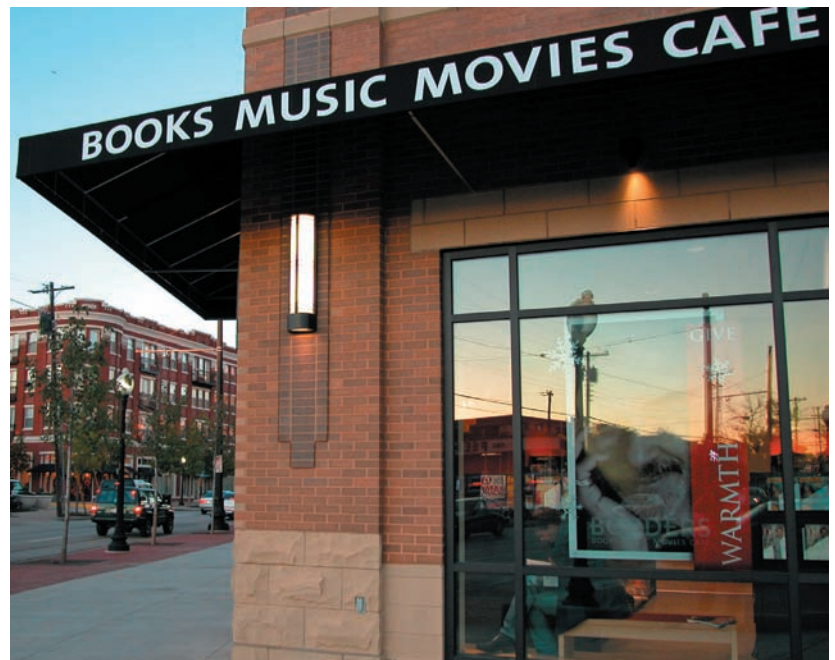
- Double-height entryways (those that span more than one STORY) are not allowed.
- Doors shall not be recessed more than 3 feet behind the shop-front windows and, in any case, shall have a clear view and path to a 45-degree angle past the perpendicular from each side of the door.



F. Signage

Intent and Guiding Illustrations for Signage

Signs along the Station Area commercial frontages should be clear, informative to the public and durable. Signage is desirable for advertising Station Area shops and offices, and as decoration. Signs should be scaled to the nature of the district: mixed-use, pedestrian-oriented, with slow-moving automobile traffic. Signage that is glaring or too large creates distraction, intrudes into and lessens the Station Area experience, and creates visual clutter. The illustrations and statements on this page are advisory only. Refer to the *Code* standards on next page for the specific prescriptions of this section.



Standards for Signage

(WHERE CLEARLY VISIBLE FROM THE STREET-SPACE)

General:

- Wall signs are permitted within the area between the second STORY floor line and the first floor ceiling, within a horizontal band not to exceed 2 feet in height. In no case shall this band be higher than 18 feet or lower than 12 feet above the adjacent sidewalk.
- Letters shall not exceed 18 inches in height or width and 3 inches in relief. Signs shall not come closer than 2 feet to an adjacent COMMON LOT LINE.
- Additionally, company logos or names may be placed within this horizontal band or placed or painted within ground floor or second STORY office windows. Company logos or names shall not be larger than a rectangle of 8 square feet.
- A masonry or bronze plaque bearing an owner's or building's name may be placed in the building's cornice/PARAPET wall or under the EAVES, and above the upper STORY windows. Any such plaque shall be no larger than a rectangle of 18 square feet.
- Blade signs (perpendicular to the RBL) not more than 18 inches vertical by 3 feet horizontal and minimum 9 feet clear height above the sidewalk may be hung below the second STORY level, from FAÇADE, or from an overhang or awning.
- Prohibited Signs: Billboards, free-standing pole signs, monument signs, marquees, any kind of animation, roof and painted window signs, and signs painted on the exterior walls of buildings are prohibited. No flashing, traveling, animated, or intermittent lighting shall be on the exterior of any building whether such lighting is of temporary or long-term duration. Portable or wheeled signs and advertising devices located outside any building are not allowed, pursuant to City regulations.
- I-35 frontage buildings, as designated on the REGULATING PLAN, are exempt from some of the standards above. (See page 21 for the I-35 Special Exceptions.)

AWNINGS/Overhangs:

When an AWNING or overhang is incorporated into a building, the following requirements must be met:

- Minimum 10 feet clear height above sidewalk, minimum 6 feet depth extending out from the building façade (maximum to curb or tree-planting strip, whichever is closer).
- Canvas cloth or equivalent (no shiny or reflective materials), metal or glass.
- No internal illumination through the awning/overhang.
- Lettering on awnings limited to 6 inches tall on vertically hanging fabric at curb side of awning.
- No one-quarter cylinder configurations.





G. Lighting and Mechanical Equipment

Intent and Guiding Illustrations for Lighting and Mechanical Equipment

Materials and equipment chosen for lighting fixtures should be durable and weather resistant. Appropriate lighting is desirable for nighttime visibility, crime deterrence, and decoration. However, lighting that is too bright or intense creates glare, hinders night vision, and creates light pollution. The illustrations and statements on this page are advisory only. Refer to the *Code* standards on next page for the specific prescriptions of this section.



Lighting and Mechanical Equipment Standards

(WHERE CLEARLY VISIBLE FROM THE STREET-SPACE)

Lighting:

- **STREET LIGHTS:** The American Style Pole and Texas Style luminaire (or other STREET LIGHT as the City may specify) shall be used in the Station Area.
- **STREET LIGHTS** shall be located between nine (9) feet and sixteen (16) feet above grade with a maximum average spacing (per BLOCK face) of 60 feet on center on SHOPFRONT COLONNADE frontages (75' on GENERAL and LOCAL frontages) placed on the STREET TREE ALIGNMENT LINE on each side of the STREET-SPACE and travel lanes (unless otherwise indicated in this code).
- At the front of the building, exterior lights shall be mounted between 6 feet and 14 feet above adjacent grade.
- All lots with ALLEYS shall have lighting fixtures within 5 feet of the ALLEY right of way. This fixture shall illuminate the ALLEY, shall be between 13 and 16 feet in height, and shall not cause glare in adjacent lots.
- Lighting elements shall be specified to prohibit those that cast a clearly/perceptively unnatural spectrum of light (such as low pressure sodium). Incandescent, metal halide, or halogen are preferred. No heavy intensity discharge (HID) or fluorescent lights (excepting compact fluorescent bulbs that screw into standard sockets) may be used on the exterior of buildings. These standards shall be adjusted by the City as technologies advance and produce additional acceptable elements.
- Floodlights or directional lights (maximum 75-watt bulbs) may be used to illuminate ALLEYS, parking garages and maintenance areas, but must be shielded or aimed in such a way that they do not shine into other LOTS, the STREET-SPACE, or direct light up and/or out of the Station Area.
- Floodlighting shall not be used to illuminate building walls (i.e. no up-lighting).
- Site lighting shall be of a design and height so as to illuminate only the lot. An exterior lighting plan must be approved as consistent with these standards by the City Manager.
- No flashing, traveling, animated, or intermittent lighting shall be visible from the exterior of any building whether such lighting is of temporary or long-term duration.
- Lighting for parking garages shall satisfy Crime Prevention Through Environmental Design (CPTED) standards.
- I-35 frontage buildings, as designated on the REGULATING PLAN, are exempt from some of the standards above (see Chapter 3, Building Envelope Standards for the I-35 Special Exceptions).

Mechanical Equipment:

- The following shall be placed behind and away from any RBL, not be stored or located within any STREET-SPACE, and be screened from view from the STREET-SPACE:
 - Air compressors, mechanical pumps, exterior water heaters, water softeners, utility and telephone company transformers, meters or boxes, garbage cans, storage tanks, and similar equipment shall not be stored or located within any area considered STREET-SPACE under this *Code*.
- Roof mounted equipment shall be placed behind and away from any RBL and be screened from view from the STREET-SPACE.

CHAPTER VI

ADMINISTRATION

Intent: The *Station Area Form-based Code* is intended to provide an incentive to property owners and developers who are willing to develop in a particular form. This section of the *Code* sets forth the provisions for reviewing and approving development applications within the Station Area. The intent is to ensure that all development occurring under the *Form-based Code* is consistent with the provisions of the *Code* as they pertain to height, siting, architectural standards, and building form. All five elements of the *Form-based Code*: Definitions, the Regulating Plans, the Building Envelope Standards, the Streetscape Standards and the Architectural Standards — shall be applied during review.

A. Development Review Committee

The Development Review Committee (DRC) is established to provide a coordinated and centralized technical review process to ensure compliance with the requirements of the *Code*. The Development Review Committee shall be comprised of personnel from the City departments that have an interest in the development review and approval process. The City Manager shall appoint the members of the Committee and in no case shall the Committee be composed of less than 5 members. The City Manager or his/her designee shall create appropriate rules and regulations for the conduct of the Development Review Committee.

Powers and Duties

1. The Development Review Committee shall be responsible for the review of Concept Plans, Site Plans and any other development related applications that may be required by the *Code*.
2. The Development Review Committee shall be responsible for making determinations on the application and interpretation of guidelines, standards, and requirements of the *Code*.
3. The Development Review Committee may require the applicant to submit additional information not otherwise specifically required by the *Code*, which is reasonably necessary to review and determine whether the proposed development complies with the requirements of the *Code*.
4. The Development Review Committee shall not be authorized to waive or vary requirements of the *Code*, the *Comprehensive Zoning Ordinance* or any other applicable ordinance of the City of Farmers Branch.

Operational Procedures

1. The Development Review Committee shall meet as necessary to review development applications.

2. Such meeting shall be open to the public, but participation shall be limited to committee members, unless a member of the committee requests information of someone in attendance.
3. It shall be the responsibility of the Planning Director, or the Director's designee, to collect the comments of the DRC, prepare a written staff analysis of the outstanding issues related to each application, and provide it to the applicant in a timely manner.

B. Site Plans

All development within the Station Area must receive Site Plan approval prior to the issuance of a building permit. A Certificate of Occupancy shall not be issued unless all aspects of the development fully conform to the approved Site Plan. The purpose of the Site Plan review process is to:

1. Ensure compliance with applicable development regulations;
2. Promote better site design;
3. Integrate projects more effectively into their surrounding environment;
4. Prevent the impairment or depreciation of property values;
5. Improve internal vehicular and pedestrian circulation;
6. Encourage quality and innovative site planning techniques;
7. Coordinate and document the design of public and private improvements to be constructed;
8. Coordinate the subdivision of land, including the establishment of easements, development agreements and provision of surety; and
9. Protect and enhance the overall general public welfare.

Expiration of Site Plans

A Site Plan shall become null and void twenty-four (24) months after its approval if a building permit has not been issued within the twenty-four (24) month period subsequent to the Site Plan's approval. The Planning Director, or appointed designee may, at any time, render a Site Plan null and void if construction on the site does not fully conform to the approved Site Plan.

Extension of Expiration Date

The Planning Director or appointed designee may, upon written request by the applicant, grant an extension of the approved period not to exceed twelve (12) months, provided that:

1. No changes are made on the original approved Site Plan;
2. The applicant can show intent of initiating construction on the site within the twelve (12) month extension period;

3. The applicant demonstrates that failure to obtain building permits and substantially begin construction within twenty-four (24) months of Site Plan approval was beyond the applicant's control; and
4. There have been no changes to the applicable development code provisions on which the approval was based. If there have been changes to the applicable Code provisions and the expired site plan does not comply with those changes, then the extension shall not be granted; in this case, a new Site Plan application shall be required.

Denial of Site Plan

If a Site Plan is not approved by the DRC, reasons for such action shall be provided to the applicant in writing. Site Plans not approved by the DRC may be appealed to the Planning and Zoning Commission and City Council. Such appeals must be submitted in written form by the applicant within fifteen calendar days following notice of the site plan's denial by the DRC. The Planning and Zoning Commission shall review the proposed Site Plan and provide a recommendation to the City Council. Subsequent to receiving a recommendation from the Planning and Zoning Commission, the appeal shall then be considered by the City Council for final determination.

Site Plan Amendments and Waivers

The Planning Director or appointed designee may authorize minor modifications to approved Site Plans and waive the requirement of a Site Plan for minor construction or site improvements (e.g.: signs, limited parking lot modifications, small building additions, accessory structures, fences, etc.) provided that:

1. The basic relationship of the proposed development, improvements, or construction to adjacent property is not adversely affected.
2. There is no conflict or non-conformance with the requirements or intent of the Code or the Comprehensive Plan.
3. The fundamental character of the development as a whole is not detrimentally changed or altered.

However, notwithstanding any other provisions of the *Code*, the Planning Director may require a Site Plan for any development or improvement to be submitted for approval to the DRC, or the Planning and Zoning Commission and City Council, if it is deemed to be in the best interest of the City to do so.

C. Concept Plans

A Concept Plan shall be required when only part of a larger tract of land under common ownership is to be developed; when development is to take place in phases; or when property not previously subdivided in accordance with City requirements is to be developed.

The purpose of the Concept Plan is to demonstrate to the DRC how compliance with the *Farmers Branch Station Area Conceptual Master Plan* and the *Station Area Form-based Code* is to be achieved, the compatibility of anticipated land uses, and how improvements within and among individual parcels of land or phases of development are to be coordinated.

Expiration of Concept Plans

A Concept Plan shall become null and void twenty-four (24) months after its approval, unless a site plan or preliminary plat is approved for all or part of the property included in the Concept Plan. Such approval of a site plan or preliminary plat shall automatically extend the expiration date for the remaining portion of the original Concept Plan for a period of twenty-four (24) additional months.

Extension of Expiration Date

The owner (or the owner's authorized representative) of property for which a Concept Plan has been approved may submit a written request to the Planning Director to extend the Concept Plan's expiration date, with no single extension exceeding twelve (12) months. The Planning Director may grant an extension of the approved period not to exceed twelve (12) months, provided that:

1. No changes are made on the original approved Concept Plan; and
2. There have been no changes to the applicable development code provisions on which the approval was based. If there have been changes to the applicable *Code* provisions and the expired Concept Plan does not comply with those changes, the extension shall not be granted; in this case, a new Concept Plan application shall be required.

Denial of Concept Plan

If a Concept Plan is not approved by the DRC, reasons for such action shall be provided to the applicant in writing. Concept Plans not approved by the DRC may be appealed to the Planning and Zoning Commission and City Council. The applicant must submit such appeals in written form within fifteen calendar days following notice of the Concept Plan's denial by the DRC. The Planning and Zoning Commission shall review the Concept Plan and provide a recommendation to the City Council. Subsequent to receiving a recommendation from the Planning and Zoning Commission, the appeal shall then be considered by the City Council for final determination.

D. Special Exceptions

In those circumstances where the applicant believes that, due to unique characteristics of the site or other special circumstances, strict

compliance with the Code is not feasible or desirable and that deviation from the Code will allow for equal or better results, the Planning and Zoning Commission may be petitioned to grant a Special Exception to the Code relative to the specific provision(s) in question.

The Planning and Zoning Commission shall consider all requests for Special Exceptions to the Code within the context of consistency with the spirit and intent of the Code and whether such Special Exception(s) represent the minimum modification(s) necessary.

Process

The Planning and Zoning Commission shall hold a public hearing to consider all requests for Special Exceptions to the Code.

At least fifteen (15) days prior to the hearing date, notice of the time and place of such hearing shall be published in the official newspaper of the City of Farmers Branch.

Written notice of the public hearing shall be sent to all owners of real property located within the area to be considered for the Special Exception and to all owners of real property located within two hundred (200) feet of the area for which the Special Exception is requested. Such notice shall be given not less than ten (10) days prior to the date set for the public hearing by posting such notice, properly addressed and postage-paid to each owner of record as it appears on the most recently approved tax roll.

Appeals

All decisions of the Planning and Zoning Commission concerning Special Exceptions shall be final unless appealed to the City Council. An applicant may appeal the decision of the Planning and Zoning Commission only by filing a letter requesting an appeal with the Planning Director within fifteen (15) days of the date of the Planning and Zoning Commission's denial.

City staff may appeal any decision of the Planning and Zoning Commission by notifying the applicant and the Chairperson of the Planning and Zoning Commission, in writing, of such intent, within fifteen (15) days of the date of the Planning and Zoning Commission's final decision.

E. Nonconforming Uses and Structures

It is the intent of the Code to regulate nonconforming uses and structures because they have been found to be in incompatible with the permitted uses and dimensional requirements set forth in the Code. It is further the purpose of the Code to encourage the discontinuance of nonconforming uses and structures. However, nothing herein contained shall be construed as prohibiting the change in tenancy,

ownership, or management of a nonconforming lot, use, or structure, provided such change is otherwise lawful.

Expansion

No nonconforming use shall be expanded or increased.

Conversion

The change of occupancy from one nonconforming use to a different nonconforming use shall be prohibited. Once a nonconforming use is changed to a conforming use, it may not revert to a nonconforming use.

Abandonment

Once a nonconforming use or structure has been abandoned, all nonconforming rights shall cease and use of the premises shall be in conformance to the provisions of the Code. Any nonconforming use which is discontinued or which remains vacant for a period of six (6) months shall be considered to have been abandoned

F. Existing Residences

All single-family residences legally existing at the time of adoption of this ordinance are hereby declared legal and valid structures relative to zoning and may continue to exist as legal and valid structures subsequent to passage of this ordinance.

All single-family residences legally existing at the time of adoption of this ordinance shall be exempt from the requirements of Article VI, Section E of this Ordinance, and Article 20, Section 102 of the Comprehensive Zoning Ordinance pertaining to nonconforming uses and structures.

CHAPTER

VII

DEFINITIONS

The following terms are defined for the purpose of the *Station Area Form-Based Code*. Terms not defined herein may be defined elsewhere in the *Comprehensive Zoning Ordinance*. In such case, the definition contained in the *Comprehensive Zoning Ordinance* will be used. Certain terms in the *Form-Based Code* are used in very specific ways, often excluding some of the meanings of common usage. Wherever a word is printed in SMALL CAPITAL LETTERS, it is being used as defined herein.

ACCESSORY UNIT

A building (maximum floor area of 650 square feet) that is not the primary structure, located on a LOT that can be used as additional residential or home occupation space by the owner of the primary structure.

ALLEY/ALLEY ACCESS EASEMENT

The public right of way for vehicles and pedestrians within a BLOCK that provides access to the rear of buildings, vehicle parking (e.g., garages), utility meters, and recycling and garbage bins. The easement for public access as described above.

AWNING

A cantilevered, projected or suspended cover over the sidewalk portion of the STREET-SPACE. Also, roof-like coverings, usually of canvas or metal and often adjustable, placed over the sidewalk, windows, or doors to provide protection from sun and rain. Awnings shall have a minimum clear height of ten (10) feet.

BALCONY

An exterior platform attached to the building FACADE (forward of its REQUIRED BUILDING LINE). BALCONIES (where required in the BUILDING ENVELOPE STANDARD) must be roofed and enclosed by balustrades (railings) and posts that extend up to the roof. BALCONIES aligned vertically on adjacent floors may post up to one another and share a single roof element. BALCONIES shall project no less than five (5) feet from the FACADE and shall have no less than seven (7) feet in width. BALCONIES may not project within five (5) feet of a COMMON LOT LINE.

BAY OR BAY WINDOW

Generally, a U-shaped enclosure, extending the interior space of the building outward of the exterior building wall/ RBL (along its STREET-SPACE side). Minimum interior clear width at main wall shall be four (4) feet; projection not greater than thirty-six (36) inches beyond the RBL; walls and windows shall be between ninety (90) degrees (perpendicular) and zero (0) degrees (parallel) relative to the primary wall from which they project.

BLOCK

An increment of land comprised of LOTS, ALLEYS, and tracts circumscribed and not traversed by STREETS (PEDESTRIAN PATHWAYS excepted). BLOCKS shall be measured at the frontage lot lines.

BLOCK CORNER

The outside corner of a BLOCK at the intersection of any two STREETS. Some of the requirements of the BUILDING ENVELOPE STANDARDS are specific to BLOCK CORNERS. Inside corners, where the resulting angle formed by the BLOCK face is less than 180 degrees (concave), are not considered BLOCK CORNERS for the purposes of this *Code*.

BUILDABLE AREA

The area of the LOT that building(s) may occupy, which includes the entire area of the LOT behind the RBL, exclusive of any setbacks. The BUILDABLE AREA sets the limits of the building footprint now and in the future—additions to structures must be within the designated area.

BUILDING CORNER

The outside corner of a building where the primary building mass is within an angle less than 180 degrees. Some of the proscriptions of the BUILDING ENVELOPE STANDARDS are specific to BUILDING CORNERS. Inside corners, where the exterior space of the building mass forms an angle of more than 180 degrees, are not considered BUILDING CORNERS for the purposes of this *Code*.

BUILDING ENVELOPE STANDARDS (BES)

The part of the *Code* that establishes basic parameters regulating building form, including the envelope, placement (in three dimensions) and certain permitted/required building elements, such as storefronts, BALCONIES, and STREET WALLS. The BUILDING ENVELOPE STANDARDS establish both the boundaries within which things may be done and specific things that must be done. The applicable BES for a site is determined by its STREET FRONTAGE as per the REGULATING PLAN.

CIVIC BUILDINGS

Buildings that house CIVIC USES located on the sites designated on the REGULATING PLAN. CIVIC BUILDINGS and PUBLIC ART are not subject to the BUILDING ENVELOPE STANDARD prescriptions of this *Code*.

CIVIC GREEN OR SQUARE

Public spaces located within the Station Area as designated on the REGULATING PLAN. The term SQUARE is generally used to describe spaces that have more paved surface area. The term CIVIC GREEN is generally used to describe a formally configured, small public lawn or park that is primarily unpaved. Both shall have at least sixty percent (60 %) of their perimeter fronting rights-of-way and both spaces should be surrounded by STREET TREES. Their dimensions shall be no narrower than a 1:5 ratio and no SQUARE or CIVIC GREEN width or breadth dimension shall be less than twenty-five (25) feet. Situated at prominent locations within the Station Area and often dedicated to important events or citizens, CIVIC GREENS and SQUARES shall not include active recreation structures such as ball fields and courts. See

the Streetscape Standards for the specific controls on SQUARES and CIVIC GREENS.

COLONNADE (also known as Arcade)

A roofed or built structure, extending beyond the GFRBL and over the sidewalk or SQUARE, open to the STREET-SPACE except for supporting columns, piers, or arches. Residential or office units may occupy the space over the COLONNADE. COLONNADES shall have a minimum clear height of fifteen (15) feet (signage or lighting may encroach) and a minimum clear width (from façade frontage or GROUND FLOOR REQUIRED BUILDING LINE) to inside column face of thirteen (13) feet. Supporting columns/piers shall be located no more than five (5) feet from the back of the curb (minimum six (6) foot continuous public access easement within the COLONNADES' clear width in conformance with federal and state accessibility requirements). Where a COLONNADE is built the requirement for STREET TREES is waived for that STREET FRONTAGE (see BES for complete specifications).

COMMERCE (see USE)

Any use that is defined herein as a BUSINESS SERVICE, PERSONAL SERVICE, PROFESSIONAL OFFICE, RETAIL SERVICE, RETAIL SPECIALTY, RETAIL TRADE or STUDIO use and specifically excluding any type of sexually oriented business.

COVERED SIDEWALK

A roofed or built structure attached to the FAÇADE and extending beyond the RBL and over the sidewalk or SQUARE, open to the STREET-SPACE except for supporting columns, piers, or arches. COVERED SIDEWALKS shall have a minimum clear height of thirteen (13) feet (signage or lighting may encroach) and a minimum clear width (from FAÇADE frontage or REQUIRED BUILDING LINE) to inside column face of ten (10) feet. The area within a COVERED SIDEWALK shall be open to all public access. Supporting columns/piers shall be located no more than five (5) feet from the back of the curb (minimum six (6) foot continuous public access easement within the COVERED SIDEWALKS' clear width in conformance with federal and state accessibility requirements; see BES for complete specifications).

COMMON LOT LINES

Lot lines shared by adjacent private lots.

DOORYARD

The area, within the STREET-SPACE, between the FAÇADE of the building (generally the RBL) and the property line. STOOPS, balconies, and for appropriate COMMERCE uses, temporary displays, café seating and other encroachments as specified by the City may be placed within the DOORYARD area.

DORMERS

Small, roofed ancillary structures with windows providing light and air to habitable space within the roof. DORMERS are permitted and do

not constitute a STORY so long as they do not break the primary EAVE line, are individually less than fifteen (15) feet wide, and are collectively not more than sixty percent (60%) of the REQUIRED BUILDING LINE FAÇADE length.

EAVE HEIGHT

Where used to limit building height in the Code, EAVE HEIGHT shall be measured at the bottom of the top layer of roofing material at its outermost point from the building wall.

FAÇADE

Building face; the building elevation facing the STREET-SPACE. Building walls facing interior courts, COMMON LOT LINES, and ALLEYS are not FACADES.

FENESTRATION

Openings in the building wall allowing light and views between interior and exterior. FENESTRATION is measured as glass area (excluding muntins and similar window frame elements with a dimension greater than one (1) inch) for conditioned space and as open area for parking structures or other un-conditioned, enclosed space.

FIRST FLOOR

See GROUND STORY.

FRONT PORCH

The ground floor platform attached to the front or RBL side of the main building. Required FRONT PORCHES, where specified in the BUILDING ENVELOPE STANDARDS, must be roofed and enclosed by balustrades (railings) and posts that extend up to the roof and shall not be otherwise enclosed, above a height of 42 inches, except with insect screening.

GARAGE ENTRY

An opening (with curb cut) in the building FAÇADE and/or STREET WALL where vehicles may enter into the BLOCK interior for general parking and business servicing. GARAGE ENTRIES shall not exceed sixteen (16) feet clear height and twenty-four (24) feet clear width and shall not be sited within seventy-five (75) feet of the BLOCK CORNER or another GARAGE ENTRY on the same BLOCK. GARAGE ENTRY portals may be set back up to twenty-four (24) inches behind the surrounding FAÇADE.

GARDEN WALL

A masonry wall defining a property line or delineating a private area. Shall be set back (or forward) not more than eight (8) inches from the alignment specified in the REGULATING PLAN or BES. A vehicle entry gate (opaque and maximum twelve (12) feet wide) and a pedestrian entry gate (maximum six (6) feet wide) are both allowed within any required GARDEN WALL length.

GENERAL FRONTAGE BUILDING

Building types as defined in the BUILDING ENVELOPE STANDARDS for Station Area General Frontage Sites.

GROUND FLOOR REQUIRED BUILDING LINE (GFRBL)

See REQUIRED BUILDING LINE, GROUND FLOOR.

GROUND STORY

The first level of a building at or above grade. For COMMERCE buildings, at least eighty percent (80%) of the finished floor elevation shall be within eighteen (18) inches of the adjacent fronting sidewalk level. When a residential use occupies the GROUND STORY, the finished floor elevation shall be thirty (30) to sixty (60) inches above the fronting sidewalk elevation, unless otherwise specified in the BUILDING ENVELOPE STANDARDS or REGULATING PLAN. The next STORY above the GROUND STORY is the second floor.

LOCAL FRONTAGE BUILDING

Buildings as defined in the BUILDING ENVELOPE STANDARD for Station Area local frontage sites.

OPEN AREA

The area within the BUILDABLE AREA and behind the PARKING SETBACK LINE, accessible to all occupants of the particular building or site, and open to the sky. OPEN AREA shall not be: built-upon, parked or driven upon (except for emergency access).

PARAPET HEIGHT

Where used to limit building height in the *Code*, PARAPET HEIGHT shall be measured at the top of the parapet, including any coping. An additional three (3) feet in height by twelve (12) feet in width (or fifteen percent (15%) of the façade, whichever is greater) is permitted for a section of the parapet emphasizing the building's primary STREET-SPACE entry or a BLOCK CORNER.

PARKING

RESERVED: Parking not available to the public, but only to specifically identified users (either a single user per space or a set of users for a group of spaces), whether for free or at a fee.

SHARED: Parking available to the public on an unreserved basis for free or at the same fee for all users. Time limits may be imposed to ensure turn-over. Hours of public availability may also be restricted.

PARKING SETBACK LINE

A line/plane indicated on the REGULATING PLAN which extends vertically and generally parallel to the RBL. All parking shall be set-back behind this line, excepting where it is below grade or is otherwise indicated on the REGULATING PLAN. The PARKING SETBACK LINE is a permissive minimum distance from the RBL and parking may be placed anywhere

within the lot behind this line, except where otherwise specified in this *Code*.

PEDESTRIAN PATHWAY

Interconnecting paved ways that provide pedestrian and bicycle passage through BLOCKS running from a STREET-SPACE to another STREET-SPACE, an ALLEY or an interior BLOCK parking area. The area within a PEDESTRIAN PATHWAY shall be a public access easement or public right of way. The easement width for these pathways shall not be less than twenty (20) feet with a paved walkway not less than ten (10) feet wide, except where otherwise specified on the REGULATING PLAN, and shall provide an unobstructed view straight through their entire length.

PRIVACY FENCE

An opaque fence made of wood or masonry (not chain link or any other type of rolled fence) along ALLEYS and COMMON LOT LINES (where more than ten (10) feet away from the REQUIRED BUILDING LINE). It may be as high as nine (9) feet above the adjacent ground.

PUBLIC ART

Art that is visually or physically accessible to the public (within the public realm e.g. a STREET) and that is acquired by City funds, donated to the City, or provided by a private entity as a community benefit, including monuments and statues, building ornament, and visible public infrastructure such as bridges, etc.

REGULATING PLAN

Part of the *Code* that is the coding key for the BUILDING ENVELOPE STANDARDS that provide specific information for the development of each building site. The REGULATING PLAN also shows how each site relates to adjacent STREET-SPACES, the overall Station Area, and the surrounding neighborhoods.

REQUIRED BUILDING LINE (RBL)

A line/plane indicated on the REGULATING PLAN, defining the STREET FRONTAGE which extends vertically and generally parallel to the street, at which the building FAÇADE shall be placed. The building shall be built-to the REQUIRED BUILDING LINE (RBL) as shown on the REGULATING PLAN. The RBL is a requirement, not a permissive minimum as is a set-back. The RBL for each site is shown on the Station Area REGULATING PLAN. The minimum length of building that is required to be built-to the RBL is shown on the appropriate BUILDING ENVELOPE STANDARD.

REQUIRED BUILDING LINE, GROUND FLOOR (GFRBL)

A line/plane indicated on the REGULATING PLAN, specific to the SHOPFRONT COLONNADE BES, defining the shopfront frontage line. The GFRBL extends vertically for the full clear height of the colonnade and generally parallel to the street, at which the shopfront FAÇADE shall be placed. The upper stories and the colonnade columns/piers shall be built-to the REQUIRED BUILDING LINE (RBL) as shown on the

REGULATING PLAN. The GFRBL is a requirement, not a permissive minimum as is a set-back. The GFRBL for each site is shown on the Station Area REGULATING PLAN. The minimum length of building that is required to be built-to the GFRBL is shown on the SHOPFRONT COLONNADE BUILDING ENVELOPE STANDARD.

RETAIL

See USE.

SHOPFRONT COLONNADE BUILDING

Buildings as defined in the BUILDING ENVELOPE STANDARD for SHOPFRONT COLONNADE frontage sites.

SIDEWING

The portion of a building extending along a side lot line toward the ALLEY or rear of the lot.

STOOP

An entry platform on the RBL side of a building. STOOPS may be roofed, but they shall not be enclosed.

STORY/STORY HEIGHT

That space within a building, and above grade, that is situated between one floor level and the floor level next above, or if there is no floor above, the ceiling or roof above. STORY HEIGHT parameters are as specified by the appropriate BUILDING ENVELOPE STANDARD.

STREET FRONTAGE

That portion of the lot or building that is coincident with the RBL as required by the *Code*.

STREET LIGHT

A luminaire installed on both sides of streets, along the STREET TREE ALIGNMENT LINE, unless otherwise designated on the REGULATING PLAN, at intervals of no more than sixty (60) feet measured parallel to the street. STREET LIGHTS shall be between nine (9) and sixteen (16) feet above ground in height. Lighting standards for STREET-SPACES and ALLEYS should be developed to meet the minimum standards of the Illumination Engineering Society (with the design criteria giving equal weight to the lighting of the pedestrian areas and the automobile areas).

STREET-SPACE

Includes all space between fronting RBLs (streets, SQUARES, PEDESTRIAN PATHWAYS, CIVIC GREENS, sidewalks, parks)—including any transit service operator passenger platform—but not GARAGE ENTRYS or ALLEYS.

STREET TREE

A tree required per the REGULATING PLAN and listed in the Station Area STREET TREE List located in the *Code*'s Streetscape Standards. STREET

TREES shall be of a proven hardy and drought tolerant species, large enough to form a canopy with sufficient clear trunk to allow traffic to pass under unimpeded. STREET TREES shall be planted at an average no greater than thirty (30) feet on center (measured per BLOCK face). Where necessary, spacing allowances may be made to accommodate curb cuts, fire hydrants and other infrastructure elements, however, at no location shall spacing exceed forty-five (45) feet on center.

STREET TREE ALIGNMENT LINE

A line along which STREET TREES are to be planted and STREET LIGHTS and other such infrastructure are to be placed. The STREET TREE ALIGNMENT LINE is parallel with the street or SQUARE right of way and, unless otherwise specified in the REGULATING PLAN, is three (3) feet behind the back-of-curb. Existing trees are not required to be relocated by this requirement.

STREET WALL

A masonry wall set back not more than eight (8) inches from the RBL and built to the height specified in the BUILDING ENVELOPE STANDARDS. A vehicle entry gate (opaque, maximum eighteen (18) feet wide) and a pedestrian entry gate (maximum six (6) feet wide) are both allowed within any required STREET WALL length.

USE, BUSINESS SERVICE

Establishments primarily engaged in rendering services to business establishments on a fee or contract basis, including but not limited to advertising and mailing; building maintenance; employment service; management and consulting services; equipment rental and leasing (other than heavy construction equipment); commercial research; development and testing; photo finishing; and supplies services.

USE, CIVIC

Community uses including: meeting halls; libraries; schools; police and fire stations; post offices (retail operations only, no primary distribution facilities); places of worship; museums; cultural, visual and performing art centers; transit centers; government functions open to the public; and other similar uses.

USE, COMMERCIAL AMUSEMENT

Establishments that provide amusement, entertainment or games of skill for a fee or admission charge including, but not limited to, billiards, bowling, video or game arcades, movie theaters, and skating rinks.

USE, PERSONAL SERVICE

Establishments primarily engaged in providing services involving the care of a person or his or her apparel, including laundry, cleaning and garment services, garment pressing, coin operated laundries, beauty shops, barber shops, shoe repair, reducing salons and health clubs, clothing rental, etc.

USE, PROFESSIONAL OFFICE

Includes, but are not limited to lawyers, engineers, architects, landscape architects, accountants, economic consultants, doctors, dentists, chiropractors, veterinarians or other similar professions.

USE, RETAIL

Includes the following:

RETAIL SERVICE: Establishments providing services, as opposed to products, to the general public, including restaurants, hotels and motels, finance, real estate and insurance, travel agencies, health and educational services, and galleries.

RETAIL SPECIALTY: Include, but are not limited to the sale of gifts, antiques, flowers, books, jewelry, wearing apparel or craft shops making articles exclusively for sale at retail on the premises. Establishments selling used goods or merchandise and retail store sales consisting primarily of specialty and novelty items as defined by *Resolution Number 77-028* are specifically excluded.

RETAIL TRADE: Establishments engaged in selling new goods or merchandise to the general public for personal or household consumption and rendering services incidental to the sale of such goods. Establishments primarily engaged in the selling of used goods or merchandise are specifically excluded.

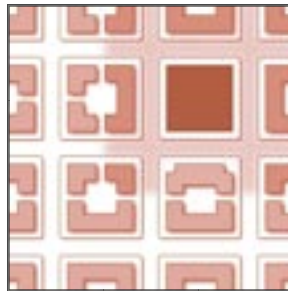
USE, STUDIO

Includes, but is not limited to dance, art, music, photography, radio or television and specifically excluding any type of sexually oriented business.

WHERE CLEARLY VISIBLE FROM THE STREET-SPACE

Many requirements of the *Code* apply only where the subject is “CLEARLY VISIBLE FROM THE STREET-SPACE.” Note that the definition of STREET-SPACE includes SQUARES, CIVIC GREENS, parks, and all public space except ALLEYS. A building element more than thirty (30) feet from the RBL /STREET-SPACE (such as elements facing a COMMON LOT LINE more than thirty (30) feet away from a RBL and/or street) is by definition not CLEARLY VISIBLE FROM THE STREET-SPACE. Also common and/or party walls are by definition not CLEARLY VISIBLE FROM THE STREET-SPACE. This does not exempt vehicle parking spaces/lots from any BES requirements.

Central Business District (CBD) Land Use Plan: The Framework for a Downtown Creve Coeur



*The Framework Plan is the City's tool
to ensure redevelopment of the CBD
conforms to the vision established by the
2002 Comprehensive Plan.*

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1.0 Purpose

At the crossroads of Olive Boulevard and Interstate-270, the Central Business District of Creve Coeur, Missouri, is located in the heart of St. Louis County. It represents a great opportunity to establish a new image for the city in one of the most affluent, central and vibrant locations in the region.

In April 2002, the City of Creve Coeur adopted the Comprehensive Plan. Together, with the Pedestrian Plan and Design

Guidelines, these plans set a standard for protecting community assets and strengthening community character. Among the numerous recommendations made in the Comprehensive Plan are several for the Central Business District. Specifically, the Comprehensive Plan recommends the creation of a downtown (or town center) in the vicinity of the Olive-New Ballas intersection.

“Creve Coeur does not have a downtown. There is no focal point to the community, and it therefore lacks a critical element of community identity. Having a pedestrian-friendly area where businesses, residents, government uses, and parks, coincided in a mixed-use environment would be a source of pride and identity to Creve Coeur.”

— 2002 Creve Coeur Comprehensive Plan



Central Location. Creve Coeur is at the center of St. Louis County and easily accessible by I-270.

“Establish a city center, with high-rise, multiple-use buildings containing a mixture of commercial, office, and residential uses; service commercial establishments such as cinemas, restaurants and lounges; and a community center with a library and meeting rooms and a community open space complex... By providing a city center, Creve Coeur will develop a sense of identity as well as establish a sound fiscal base for the community.”

— 1969 Creve Coeur Comprehensive Plan,

Principal Recommendations

In its efforts to implement the Comprehensive Plan, the Planning and Zoning Commission has undertaken this process to develop a plan for the focus area of the Central Business District. Although the Comprehensive Plan states that a “master plan or redevelopment plan” should be developed for the area (Comp. Plan, p. 81), the Planning and Zoning Commission chose to develop a land use plan in accordance with Chapter 89 of Missouri’s Revised Statutes. The decision to form a redevelopment area or to develop a redevelopment plan rests with City Council.

The Central Business District (CBD) Land Use Plan should not be construed as a redevelopment or a physical plan. The plan does not imply tacit support for the use of eminent domain or specific redevelopment authority.

As shown in the Recommendations section (Goal #1, Objective A) of this plan, the plan proposes the formation of a “grid” street system. While this measure remains a key component of the plan and the optimal scenario for traffic circulation, the plan does not support the taking of property as a way to accomplish the grid street system, particularly when city residents or businesses would be displaced.

1.1 Basis for the Land Use Plan

Over the last forty years, the Central Business District has evolved from a residential setting to an active commercial node along Interstate 270. In 1969, before I-270 was constructed, the city had the foresight to consider the creation of a downtown near Olive Boulevard and New Ballas Road. According to the 1969 Comprehensive Plan, one of the key recommendations was to “establish a city center, with high-rise, multiple-use buildings containing a mixture of commercial, office

and residential uses; service commercial establishments such as cinemas, restaurants and lounges; and a community center with a library and meeting rooms, as well as a community open space complex” (’69 Plan, p. XIV).

Following the recommendations of the ’69 Plan, parts of the CBD area were redeveloped from single family homes and low-intensity commercial buildings to large office developments, including the Creve Coeur Corporate Center and the CityPlace campus. The office developments drew more traffic and allowed the CBD area to mature into one of the largest office markets in the region with a daytime population of over 40,000 office workers.

In 1999, city leaders chose to revisit the city’s comprehensive plan and further develop planning considerations for the CBD area. By this time, planning concepts, such as “new urbanism,” had taken root in the planning ideology of suburban cities across the country. New Urbanism, which revisits urban themes established a century ago, identifies the repercussions that single-use office developments and auto-oriented retail developments have on traffic systems and the identity of a city. Along these lines, integrated mixed-use developments with an urban form were shown to have merit and solve the problems evident in suburbia as efforts to establish new urban developments across the country proved successful.

These considerations guided the development of the Comprehensive Plan, which was adopted in 2002. According to the plan, “the area south of Olive Boulevard will be the primary center of the community, or town center, and will contain a mixture of public and private uses with an overall design that creates a symbolic focal point for the City of Creve Coeur (Comp. Plan, page 80).

Along with the adoption of the new plan, regulatory tools and guidelines were established to ensure that future development followed the vision established by the plan. These measures include Commercial Design Guidelines, the Pedestrian Plan, and the “build to” setback within the “CB” zoning district.

The commercial design guidelines promote high-quality building design that takes into consideration a building’s relationship between parking areas and the street. The pedestrian plan provides specifications for sidewalks and pedestrian avenues within commercial areas and discusses linkages between buildings, parking, and the street. The “build to” setback in the “CB” district requires buildings to be placed close to the street in order to allow an urban form to be introduced within the CBD area.

The 2002 Plan established a set of goals for the CBD area and called for the city to undertake a separate planning process for the “town center” area. To facilitate the eventual development of a downtown that achieves the goals of the Comprehensive Plan, the CBD Land Use planning process has been conducted to gain input from the community and continually maintain open communication.

It is anticipated that the current trend to redevelop the CBD will continue. The CBD Land Use Plan requires property owners who choose to redevelop to do so in a manner that fulfills CBD goals of the 2002 Comprehensive Plan:

“The Central Business District will be the downtown for Creve Coeur. It will contain a mixture of retail, office, residential, institutional, public, and civic uses. It will be a place that people can travel to, either by car or by foot, to engage in multiple activities such as living, working, shopping, dining, entertainment, recreation,

and conducting civic business. It will be the “place to be” – a place that people gravitate towards and a place for public gatherings and celebration. The Central Business District will have a pedestrian scale and will be linked to the rest of the City as the heart of a citywide network of pedestrian and bicycle facilities.”

—2002 Creve Coeur Comprehensive Plan,
CBD Vision

The CBD Land Use Plan is not a redevelopment plan; it is a tool for the City of Creve Coeur to ensure that if and when a property is redeveloped, it happens in a way that contributes to building a downtown over time. Additionally, by establishing predictability for the downtown area, it is a protection for existing property owners and residents that ensures that when neighboring properties are redeveloped they will conform to high standards of quality.

As a community-based plan, which was not conducted with the collaboration of prospective developers or investors, the overall goal of the effort was to establish a framework to guide redevelopment of the CBD as a downtown for the City of Creve Coeur.

1.2 Planning Process

The Creve Coeur CBD Land Use Plan was prepared and approved pursuant to Chapter 89 (Zoning and Planning) of the Missouri Revised Statutes, with the guidance of the AICP Code of Ethics, and under the direction of the Planning & Zoning Commission.

Participants

Creve Coeur residents, business owners and property owners actively participated in each phase of the CBD Land Use Plan process. Additionally, personal inter-

The CBD Land Use Plan is not a redevelopment plan; it is a tool for the City of Creve Coeur to ensure that if and when a property is redeveloped, it happens in a way that contributes to building a downtown over time. Additionally, by establishing predictability for the downtown area, it is a protection for existing property owners and residents that ensures that when neighboring properties are redeveloped they will conform to high standards of quality.

views were conducted with individuals representing the St. Louis business and development community. These individuals were identified as possessing insight into the Creve Coeur market but were not necessarily CBD stakeholders.

The City of Creve Coeur administered the project through the Planning Department. City planners guided the planning process with the Planning & Zoning Commissioners.

A team of four consulting firms collaborated with the city on the CBD Land Use Plan, contributing specific professional expertise as necessary. These firms provided the following services: physical planning and urban design, market research and analysis, traffic engineering, and transportation mobility planning.

Activities

The planning process was conducted in four phases – Discovery, Ideas, Refinement and Delivery –over a six-month period. Five parallel tracks span these phases and describe the activities and work products that contribute to the final

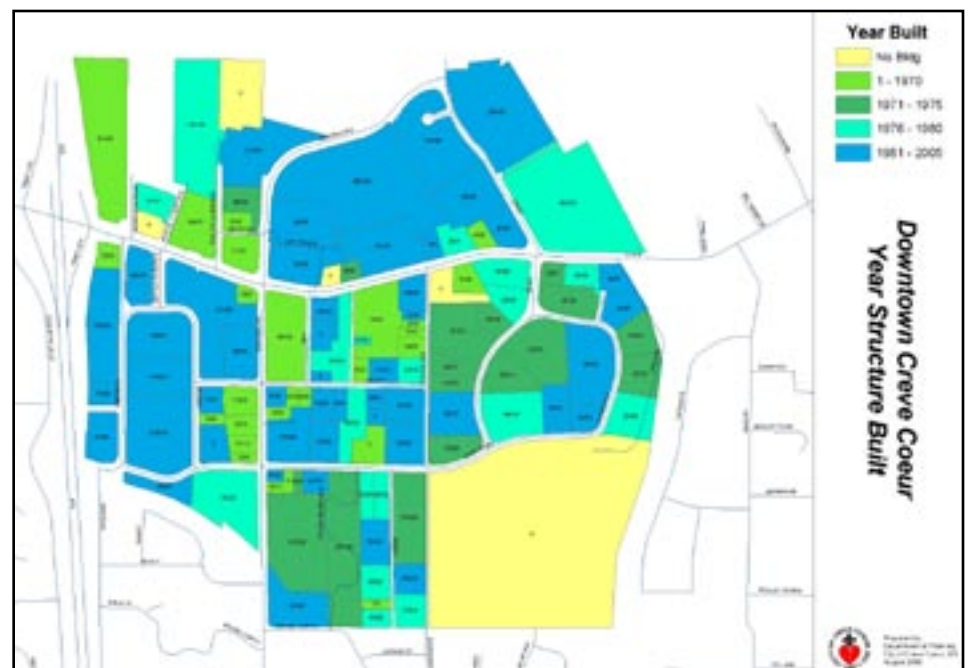
CBD Land Use Plan. The objectives of each track are summarized below.

Site Inventory and Analysis. The planning consultants conducted an analysis of the physical attributes of the CBD and its context within the City of Creve Coeur and St. Louis County. The site analysis incorporated infrastructure, development patterns, physical conditions, occupancy, traffic, circulation and access, photo inventory, perception and environmental attributes.

The planning consultants also reviewed a database and maps of CBD property characteristics, which were provided by city planners. The information includes land use, square footage of buildings and properties, the ages of structures, floor area ratio, site coverage, available parking spaces, and the height of structures. The site inventory and analysis is included in the “Surveys and Studies,” on file in the Planning Department.

Market Analysis. The planning consultants performed a market analysis to determine the broad potential for development opportunities of various land uses

Year Built Pattern. Although many of the structures in the CBD were constructed since 1981, the pattern reveals a number of older (pre-1970) structures south of Olive, between Old Ballas and Decker Lane. Most of the Executive Office Park was constructed in the 1970s.





Public Open House. Open communication with the residents of Creve Coeur was maintained with numerous open houses and focus groups.

including residential, office, retail and entertainment opportunities. The market analysis provides a conservative estimate of potential density and mix of uses in the CBD area and was conducted in order to provide the city with an expectation of sustainable development. The market analysis is included in the “Surveys and Studies,” on file in the Planning Department.

Traffic Analysis. The planning consultants conducted an analysis of existing traffic conditions in the CBD area in order to determine potential impacts of future development on the street system and to recommend methods of improving traffic flow and circulation and methods to avoid further congestion of the Olive Boulevard corridor. The consultants also provided guidelines and best practices for street operations within a downtown environment. The traffic analysis is included in the “Surveys and Studies,” on file in the Planning Department.

Public Engagement. In coordination with city planners, the planning consultants conducted an extensive public engagement process. The process began with the development of the “Public Engagement Approach and Activities” which was created to lay out steps that would be undertaken to notify and involve the community in the development of the plan. The process also provided objectives of each activity.

The public engagement process involved five open house events, five focus group sessions, and two public hearings. As laid out in the public engagement process, property owners, residents, and business owners were notified of the activities through mailings, signs, the “Creve Coeur Newsletter,” the “Creve Coeur Insider” (the business newsletter), the city’s web site, and press releases.

Documents concerning public engagement, including open house presentations, meeting summaries, and correspondence, is included in the “Surveys and Studies,” on file in the Planning Department.

CBD Design Scenarios. Upon conclusion of the market and traffic analyses, the planning consultants explored design scenarios associated with the square footage of buildings and uses identified in the market analysis and traffic circulation opportunities (grid street system) supported by the traffic analysis.

The design scenarios follow principles of creating a town center or downtown form without respect to existing development and were developed only as an exercise of understanding the relationship between market, traffic, and design possibilities in the planning area. The design scenarios were included in public presentations and are included in the “Surveys and Studies,” on file in the Planning Department.

Implementation Strategies. The planning consultants identified several opportunities for implementation that can be undertaken by the city upon the conclusion of the CBD planning process. This step was undertaken in order to strengthen recommendations within the plan to the extent that is appropriate within a land use plan.

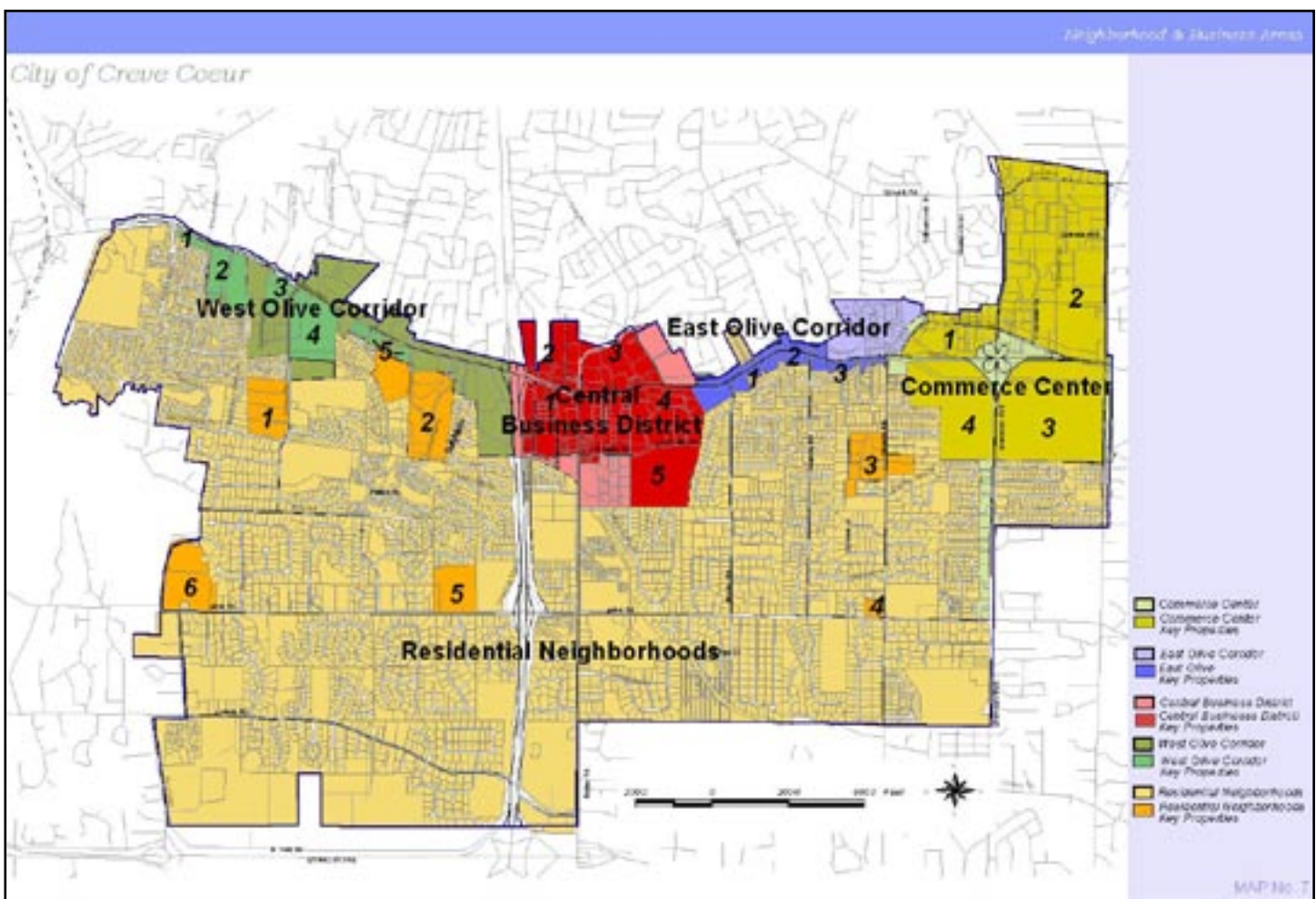
The strategies include a review of tools provided by the state that can be used to finance infrastructure improvements, including Tax Increment Financing (TIF), Community Improvement District (CID), and Transportation Development District (TDD). The potential use of any of the tools rests with the authority of the City

Council and is not specifically proposed in the plan, as demonstrated in the introductory paragraph of the Purpose section.

The strategies also include specific changes to the city's zoning code that would remove regulatory impediments to creating a town center or downtown development and would add language that would create a regulatory environment that promotes such development. Since the process for amending the city's zoning ordinance involves the Planning and Zoning Commission, specific changes are recommended in the plan.

The implementation strategies are included in the "Surveys and Studies," on file in the Planning Department.

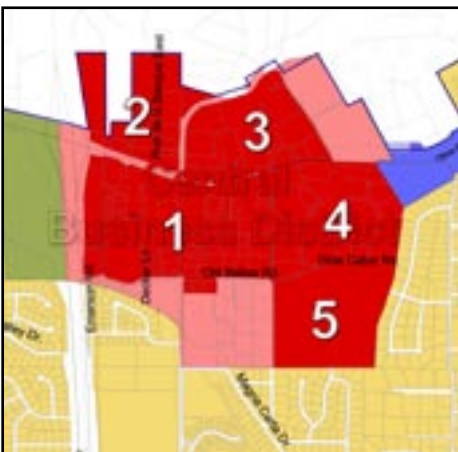
Neighborhood and Business Areas. The Central Business District is just east of the Olive Boulevard - I-270 Interchange.



2.0 Vision

Creve Coeur is well known throughout the region as a very desirable place for businesses and residents alike. Reinvestment in new homes and large commercial projects demonstrate the strong demand for the Creve Coeur location and its stability as a vibrant, attractive community.

However, in spite of Creve Coeur's positive image and strong property values, the lack of a downtown inhibits the community's maximum potential. A true downtown, with public open space, civic facilities and a mix of land uses, will provide Creve Coeur a physical focus and symbolic heart. Functionally, it would provide the mix of entertainment, services and shopping needed to serve the demands of the community. For residents, a downtown with a variety of housing options, allows the opportunity to live in Creve Coeur during every stage of life.



As the Central Business District continues to redevelop, Downtown Creve Coeur will become its hub of activity and civic focus. Over time it will emerge as a vibrant, mixed use urban neighborhood and will become a progressive, dynamic symbol for the City of Creve Coeur.

2.1 Central Business District Recommendations

Implementation of the plan for a downtown, or town center, is one of the primary goals of the 2002 Comprehensive Plan. The Comprehensive Plan makes two sets of CBD recommendations: first, general recommendations for the greater Central Business District and, second, more specific recommendations for each CBD District.

Recommendations for the greater Central Business District address four critical issue areas: residential preservation and economic development, community health and connectivity, transportation and movement and public facilities.

Residential Preservation and Economic Development. The strong real estate market in Creve Coeur is anticipated to continue to be a basis for strengthening residential areas while at the same time stimulating major reinvestment in aging or underutilized commercial areas. Office

CityPlace Phase III. Strong demand for retail and office space continues to drive commercial development in Creve Coeur despite a very competitive regional market.



High Quality Residential. Creve Coeur's location is a highly sought-after for market and upscale residential, including new high density condominium projects.

Transportation Enhancements. Functional and aesthetic enhancements to Olive Boulevard and the I-270 interchange are improving the character of Creve Coeur while easing traffic congestion.

development continues to demonstrate the desirability of the Olive and I-270 location. Demand within the downtown area for a variety of residential options, particularly catering to retirees and "empty nesters," combined with a moderate density of neighborhood facilities, services, shopping and entertainment suggests that a market exists for tenants and residents.

As an urban neighborhood, a proposed Downtown Creve Coeur must appropriately combine residential with other land uses. By definition, this type of land use is mixed-use, and usually follows one of two patterns (or an adaptation of both). First, as a vertical mix on a given parcel, land uses change from floor to floor within the same building. Typically, this pattern is residential above commercial (retail, professional services or office). The second pattern occurs when buildings of a single use are combined with those of other single uses. For example, a street of residential buildings with commercial (retail, professional services or office) occupying the corners, or a commercial "main street" combined with residential "side streets." Regardless of the pattern, for mixed-use neighborhoods to thrive, they must incorporate fundamental urban design principles that create a pedestrian-friendly environment.

More specifically, the CBD town center or downtown plan must focus on each of the following:

- Market Feasibility
- Mix of Uses
- Density of Development
- Financing
- City's Role in Redevelopment
- Urban Design
- Connectivity

Community Health and Connectivity.

Quality-of-life issues are directly related to community health and connectivity. Increasingly, studies by groups as diverse as the Centers for Disease Control and the Congress for New Urbanism are concluding relationships between health and urban form. Residents of urban communities that are designed to encourage active lifestyles are generally healthier than residents of comparable suburban communities that are vehicle dependent.

Strong connections between suburban neighborhoods and urban town centers can facilitate more active lifestyles. This is accomplished through open space, streets with functional sidewalks and pedestrian or bicycle trails. High quality public open space is an essential part of every good downtown and provides a balance to its more compact, dense urban form. Not only does this contribute to the beauty of the city, but also benefits the livelihood of residents, community image, function, convenience, recreation and social interaction.

Transportation and Movement. Repeatedly cited as one of the community's biggest concerns, traffic congestion has





Olive Boulevard. Along with Creve Coeur's valuable location comes the consequence of traffic congestion on Olive Boulevard.

for a long time been a problem in Creve Coeur, particularly along Olive Boulevard. Unfortunately, large traffic volumes are a consequence of Creve Coeur's success as a popular place to live and work. Any new development will likely add cars to the road. However, through good planning, additional cars do not have to result in more congestion. Over time, the road network could be altered to distribute traffic, mitigating the impact of new developments. This may prevent traffic congestion from getting worse, and perhaps there may be ways to improve traffic flow, particularly with route options, a parallel grid network, enhanced streetscape, better pedestrian facilities and improved mobility options.

The Comprehensive Plan included eleven recommendations for addressing the problem of traffic congestion in the CBD. Some of these are currently being implemented with the Olive Boulevard Transportation Improvement Plan and the completion of the I-270 – Olive interchange. Recommendations specific to the CBD town center plan that are addressed

in the CBD Land Use Plan include the following:

- Develop parallel or modified street grid network; extend Old Ballas Road to connect to the east with Old Cabin Road and the intersection with Craig and Olive
- Create a pedestrian-friendly sidewalk plan; provide safe pedestrian crossings for all roads within the CBD and crossings of Olive and Old Ballas Road
- Extend Studt Road eastward, bisecting the Creve Coeur Executive Office Park
- Promote pedestrian and bicycle access
- Examine opportunities for an additional "flyover" crossing of I-270
- Develop a transit plan to address mobility within the CBD; Consider shuttle service with the CBD as the hub
- Explore a multi-modal center as part of the CBD to attract multiple transportation modes with bicycle and pedestrian connections and potential for transit passengers to transfer between buses

Public Facilities. One of the fundamental differences between a private commercial town center and a true community town center (or downtown) is the inclusion of public facilities. At minimum, the circulation network is a part of the public realm;



TDD Enhancements. Street trees, lights and other new landscape treatments from the TDD program are improving the visual character and traffic functions in the Olive corridor.

“Creve Coeur is a maturing, high-quality community with a well-maintained infrastructure. It has potential demand for new development, but little land to accommodate that growth. Therefore, the City must take great care to insist upon high quality in new development and redevelopment, both to preserve its character and to maximize benefits to the City.”

— 2002 Creve Coeur Comprehensive Plan



Studd Road. Public realm enhancements throughout the CBD District 1 will stimulate the redevelopment and create a more walkable, urban environment.

meaning that it is publicly-owned, for everyone’s use and is inviting and accessible to the general public at all times.

Beyond the public realm, inclusion of other public and semi-public facilities increases the vitality of a downtown and contributes to a greater sense of community pride. True public facilities may include City Hall, a library, the post office or a park. Semi-public facilities may be privately owned and maintained but are generally open to the public and may include museums, galleries, theaters and performing arts venues.

In addition to the cultural infrastructure of a community, the CBD plan also recognizes the importance for utility infrastructure. The provision of these facilities – sewers, roadway easements, other utility lines – can be accomplished through a variety of methods and partnerships.

Central Business District 1 Recommendations

The CBD Land Use Plan builds upon the general recommendations for the greater CBD but is primarily concerned with the redevelopment opportunities for a community downtown within the CBD boundaries. The downtown area will be established in CBD 1, primarily south of Olive Boulevard between I-270 and Old Ballas Road (west to east). However, these boundaries should smoothly transition to adjacent neighborhoods and commercial areas to create a seamless urban development pattern that encourages interaction, access, walkability, compatible land uses and appropriate scale.

Central Business District 1 (Town Center Focus Area). This district will become the heart of the CBD and of the City of Creve Coeur. While Creve Coeur has developed a very positive status within the region, the downtown should redevelop in

a manner that creates a prominent visual appeal, through density, quality, activity and individuality. In time this distinction would not only contribute to Creve Coeur’s positive image, but it would become the true center for the community.

Good urban design is a vital aspect of downtown’s success. Implementation of the physical development of the downtown must balance between integrating with its surroundings while at the same time, establishing clear boundaries with an effective use of gateway features.

Recent history of redevelopment within the CBD indicates that it is very unlikely that the CBD 1 will be redeveloped at one time and by a single developer. With many property owners and a range of lot sizes and property conditions, the CBD Land Use Plan must anticipate that redevelopment will occur incrementally. Although this approach can pose challenges to cohesive development and timely completion, incremental redevelopment of individual sites should nonetheless follow the framework of a CBD Plan. The framework should focus on:

- Incorporating design elements that include “human scale”
- Creating prominent visual appeal
- Establishing a true “center” for the community
- Encouraging use of gateway features
- Encouraging an urban framework based on the pedestrian shed
- Creating a hierarchy of thoroughfares
- Encouraging a mixed-use land use plan
- Offering a range of public spaces
- Placing an importance on civic spaces

Narrowing the Focus Area

According to the Comprehensive Plan, the CBD 1 area extends from I-270 to Old Ballas Road (west to east) and roughly between Old Ballas Road to Olive Boulevard (north to south). During the development

of the Comprehensive Plan, approximately eight acres of ground west of New Ballas Road remained undeveloped. Since 2002, however, Summit Lofts and the Plaza Lexus Dealership were constructed. Additional phases of the Summit Lofts development, West Village, are planned for construction in the near future. Other developments within this general area, including the Creve Coeur Corporate Center, Drury Inn and Applebee's, the Plaza Motors campus, and the Plaza Shops continue to be viable and are not expected to be redeveloped for many years.

Since the properties were developed and others are not expected to be redeveloped, the focus of the CBD planning process shifted the focus to properties primarily east of New Ballas Road. Due to market conditions and property characteristics, these properties are expected to face considerable pressure to redevelop in the future.

As shown in the "Planning Context" of the CBD section of the '02 Comprehensive Plan and the Site Analysis conducted through this process, many of the buildings between New Ballas and Old Ballas Roads are aging and outdated, the developments lack cohesion without defined vehicular and pedestrian connections, they are underutilized due to the prominence of surface parking and since many of the buildings are single story, and several developments are located on parcels that are less than one acre in size.

Unlike other properties on the west side of New Ballas, the properties between Old Ballas and Studt Roads bear many of these characteristics and are also expected to face redevelopment pressure in the future.

2.2 Defining the Vision

Although the Comprehensive Plan clearly recommends the creation of a Central Business District town center, it does not specifically define the characteristics of what the town center should be. Many precedents exist in cities across the country, of town centers both new and old. These can be used as comparable projects or benchmarks, demonstrating what could be possible in this community. Whatever form the town center takes, it should be distinctive to Creve Coeur, so it is essential that it convey a positive, high quality and progressive image for the city.

Among the many opportunities facing Creve Coeur and precedents set by comparable projects elsewhere, there emerge three distinct development typologies. These are often misunderstood and their names connote very different things. For clarification these forms, "central business district," "town center" and "downtown" are discussed below.

Central Business District. A district typically differs from a neighborhood in that it is made up of a single land use. In Creve Coeur, the term is correctly applied to the predominantly commercial CBD in spite of the recent trend toward building residential. (Until a critical mass of residential is achieved, it will not function as a neighborhood.) With a very large amount of commercial, a CBD generally serves the needs of a community well, with jobs, shopping and services, but it is not the social or civic heart of the community. If the CBD does not provide any public functions, it will not develop a civic focus.

Town Center. Historically, the term "town center" has referred to the heart of a community or neighborhood, usually at a smaller scale or less urban condition than a "downtown." However, in recent

CBD District 1. The 2002 Comprehensive Plan identified Central Business District 1 as a likely area to develop a town center or downtown.



Downtown Creve Coeur. The 2005 CBD Land Use Plan narrowed the focus from the CBD District 1 to an area generally to the southeast of the Olive-New Ballas Road intersection. This area will become the Downtown for Creve Coeur.

Traditional Downtowns. Sidewalks and urban character contribute to vibrant streets and active lifestyles. Numerous examples exist in older communities where an authentic downtown has evolved over many years. However, there is a growing number of new developments that successfully achieve a downtown urban character.



[Central West End, St. Louis]



[Santana Row, San Jose, California]



[Easton Town Center, Columbus, Ohio]

decades in the US, the term has been corrupted by developers and by poor land use planning to the point where it has lost much of its original meaning. It is now frequently misused to describe single use private developments that focus on retail. Furthermore, it is no longer understood that town centers have a civic or public focus, but instead replace civic uses with entertainment.

Downtown. The understanding of the term “downtown” has traditionally meant the economic, social and cultural heart of a community or city. It usually refers to a condition more dense or urban than a town center, and may be the center of an entire region or metropolitan area. True downtowns are mixed-use urban neighborhoods that serve a wide variety of community needs, including retail, office, residential, public uses and entertainment. Often, the main focus of a downtown is on civic activities, public spaces and cultural facilities.

Public participation, focus group sessions and individual comments confirmed widespread support for the concept of a downtown. However, the physical form of this concept could be accomplished in various ways. While it is not an objective of the CBD Land Use Plan to redesign CBD 1, assessing characteristics of comparable projects against Creve Coeur’s goals is a prudent way to begin defining a vision for the downtown.

Based upon these definitions, and upon the public engagement process, the precedent development typology (central business district, town center, downtown) best suited to accomplish the project goals for Creve Coeur is a downtown. Creve Coeur’s CBD, as it is currently defined, functions well as a hub of business. A town center concept would potentially favor a retail-office market. Redeveloping

CBD as a downtown, however, would establish a vibrant neighborhood with a civic focus that would serve the entire Creve Coeur community.

Creating a Downtown Creve Coeur

Local and national precedents can be used to describe the scale, character and density that a Downtown Creve Coeur may develop. Downtown Kirkwood, Downtown Webster Groves, Old Town St. Charles, the Central West End and the University City Loop are great local examples of vibrant, mixed-use neighborhood that evolved as downtowns for their respective communities. Today they are thriving places to live, work and socialize, and are of a scale appropriate for their context. They are not as densely developed as regional centers Downtown St. Louis or Downtown Clayton.

Downtown Creve Coeur should create a civic focus, with public facilities such as a library, performance venue, community center, recreation center, art center or other city functions. Possibly as a long-term goal, property could be set aside for future civic development. Rights-of-way and easements should be considered valuable components of the public realm. High quality urban design, architecture and landscape will help ensure long-term success of downtown as a premiere St. Louis neighborhood.

As the CBD gradually redevelops as a downtown, it will become the new image for the City of Creve Coeur. Signature physical attributes will inevitably become icons for the community and therefore must be well designed and constructed. A landmark building, open space or design feature, either private or public, could be the central feature in establishing this image.

3.0 Critical Issues

Planning and redevelopment in the CBD will not be a static, one-time event. Development of the proposed Creve Coeur downtown will happen over time and by multiple parties. As development pressures in the CBD 1 continue to escalate, continually changing conditions will pose a variety of opportunities and challenges.

The scarcity of contiguous development parcels and high cost of land assembly virtually ensure that an incremental approach by numerous developers will be necessary for creating a downtown neighborhood. Therefore, it will be important to remain focused on achieving overall goals in spite of ever-changing conditions.

Initially, however, the existing conditions of the CBD can be described by the following critical issues, summarized under four categories: issues from the 2002 Comprehensive Plan and the three issue areas addressed during the CBD Land Use Plan process, physical, economic and traffic. Although there is overlap in several of these issue areas, it is valuable to evaluate them independently. In addition to the critical issues identified for the CBD, a summary of comparable projects identifies a number of precedents – desirable and undesirable – that Creve Coeur can learn from.

3.1 2002 Comprehensive Plan Issues

In the 2002 Comprehensive Plan, six issues were identified through the public engagement and planning process:

- Relief of traffic congestion
- Residential protection
- Creation of a walkable and bikeable community
- Creation of a town center
- Incorporation of parks, trails and greenways, and
- Business creation

Comments from the 2005 public open houses and focus group discussions confirmed that these issues were still valid and constitute the reference point for developing the CBD Land Use Plan.

Relief of Traffic Congestion. Any new development within the CBD area will likely generate more traffic. The town center can mitigate increased traffic and potentially reduce congestion by developing a gridded street pattern, providing transportation mode alternatives, supporting shared uses of parking facilities and encouraging a compact, walkable environment.

Residential Protection. The prospect of creating a new downtown for Creve Coeur is essentially the creation of a new neighborhood. Not only does it add to the residential base of the community but it also enhances property values, neighboring

The development of a town center can have a positive impact on sales tax revenue for the city.

— CBD Land Use Plan Focus Groups

residents and quality of life for existing residents, including Old Ballas Village and the condominiums and apartments along Coeur de Royale Drive and Sarah Lane.

Creation of a Walkable and Bikeable Community. An urban form is inherently one that provides mobility options, accommodating walkers, drivers and riders, but does not compromise the safety and comfort of walking for efficient movement of cars. Bicycles can co-exist with cars when urban streets are designed for appropriate speeds, directions, widths and intersections.

Creation of a Town Center. As the heart of the community, the town center – as defined through the public participation process – will be a neighborhood of its own and will house many of the commercial, service, retail and civic needs of Creve Coeur’s residents. Furthermore, within the town center, there may be a hierarchy of space, function and civic activity.

Incorporation of Parks, Trails and Greenways. Due to the scarcity and high

value of property in CBD, it is not anticipated that developing large areas of public open space will be feasible. However, small parks, with connections to bike and trail facilities should be provided, perhaps in compensation for increased density or height. Similarly, although space is generally not available for greenways, the public realm that includes all streets and sidewalks can be conceived of and developed as green corridors that encourage intensive recreational use.

Business Preservation. The CBD is likely to remain a desirable location for businesses. One challenge for the CBD is to preserve existing businesses as the district redevelops, and rents inevitably increase. Although this plan cannot address tenant issues directly, it is anticipated that redevelopment in CBD will provide more leasable commercial area and, as a neighborhood town center, should offer a wide variety of tenant spaces, including opportunities for restaurants, retailers, and various office establishments.

Public Parking. Creative solutions for parking include small public lots located to the rear or sides of buildings.

[Westin Town Center, Westin, Florida]



3.2 Additional Planning Issues

Through analysis and study of the CBD area, the planning consultants identified other issues pertaining to the potential redevelopment of the CBD area. The issues include challenges associated with physical, economic, and traffic aspects of the CBD area.

Physical Issues. Creve Coeur’s CBD is located at one of the most desirable locations in St. Louis. This high-profile location, at the I-270-Olive Boulevard interchange, should garner strong interest from potential investors, developers and tenants. Olive is the primary east-west corridor through Creve Coeur and bisects the CBD. Most of the development within the CBD is accessed directly off Olive or



New Ballas Road.

CBD Area 1, between Olive, New Ballas and Old Ballas Roads, is the potential location of the proposed Downtown Creve Coeur. Covering approximately 45 acres, it is roughly square and about a five-minute walk from one side to another. Office and retail developments surround the downtown site on each side except for a portion of the south (medium density residential) and the southeast (golf course), indicating minimal potential land use conflicts.

Olive Boulevard generally follows a ridge between gently sloping creek valleys. Although there are patches of very steep (>20%) slopes within the CBD, the downtown area is relatively flat and has some of the least complicated conditions for construction. There is very good visibility from Olive and New Ballas and with the completion of the new I-270 interchange at Olive, Interstate access is exceptional.

Existing land uses in the downtown area are predominantly commercial with retail along Olive and New Ballas. A stable residential development, Old Ballas Village, is south of Studt Road and a new mixed-

use development (Kings Landing) at New Ballas and Old Ballas is under construction. While there are approximately 40 parcels in the area, the owners of condominiums increase the total number of property owners to approximately 100.

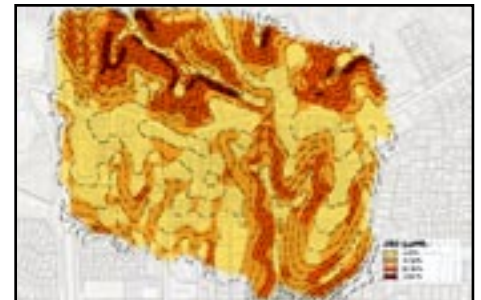
Economic Issues. The market analysis drew conclusions from economic data as well as from interviews conducted with individuals familiar with the local real estate and property development climate. There is strong consensus that Creve Coeur will remain a strong location for major market activities in the years to come. In spite of the sluggish regional office market, Creve Coeur is well positioned to recover.

Its proximity to Missouri Baptist and St. John's Hospitals will continue to make it an attractive hub for doctors' offices and medical labs. Additionally, the recent Battelle Institute study, commissioned by the RCGA designated Creve Coeur as the center of one of four biotechnology industry clusters in the St. Louis region. With proximity to Monsanto, the Nidus Center incubator and the Danforth Plant Science Center, Creve Coeur's downtown area has a strategic advantage over other suburban locations for office and R/D lab

Opportunities and Constraints. A series of analysis diagrams describe the challenges and potential opportunities for redevelopment within the Central Business District.



Circulation Issues



Slope and Topography Issues



Watershed and Landform Issues



Access Issues

uses related to the burgeoning plant and life sciences industry.

Although the retail market in St. Louis County is generally saturated, there appears to be a niche market that could serve the affluent residential and daytime work-force population of Creve Coeur. A mix of

retail and entertainment, an urban setting for example, would provide a market that currently has very little competition in this part of the region.

As the demographic trend of an aging residential base continues, there is expected to be a higher demand for upscale condominium housing and senior housing as existing residents begin to down-size. Clustered in a downtown setting, these residential opportunities are made more attractive by having close proximity to retail, services, restaurants, entertainment and public space. In turn, residential close to these commercial uses contributes to a larger potential consumer base.

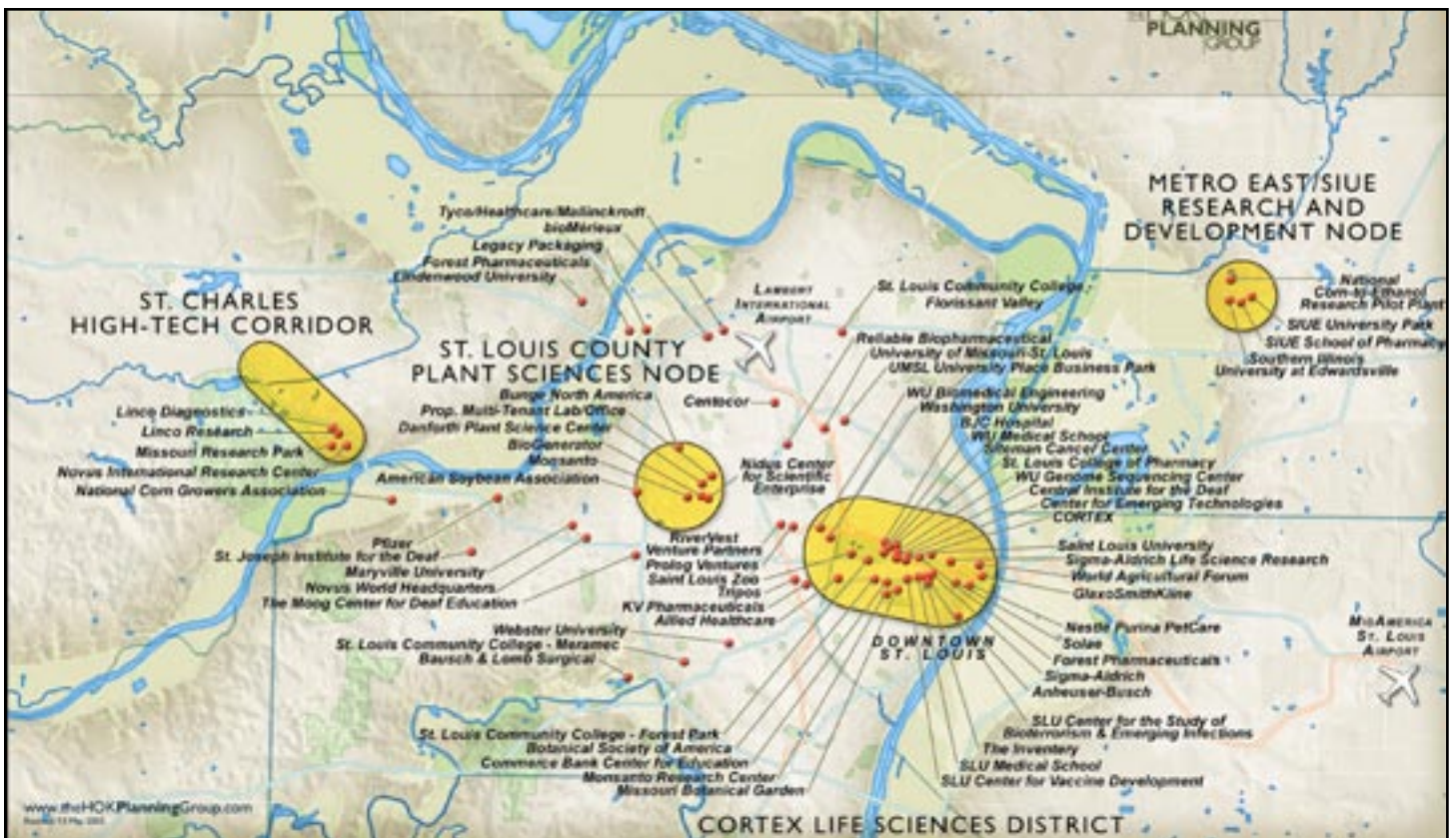
The Market Place. Located in the heart of St. Louis County, the Creve Coeur area currently indicates a gap in regional shopping centers.

The BioBelt. Creve Coeur is a regional node of biotechnology, plant and life science economic activity.

[The BioBelt, 2005 RCGA]



Traffic Issues. Olive Boulevard is responsible for great opportunities as well as daunting challenges. It is a well-traveled road that carries a lot of traffic. Although this can benefit retail sales, it causes congestion, detracting from the quality of life for residents.





Transportation Network. Creve Coeur's successful location is also a cause of its biggest challenge: traffic congestion.

Major improvements are currently under way along the Olive corridor. The transportation improvement plan is enhancing the physical character of the boulevard and relieving congestion bottlenecks, particularly at the I-270 interchange. The intersection of New Ballas and Olive is problematic with bad congestion throughout much of the day.

In addition to high traffic volumes, the physical pattern of streets and developments along the Olive corridor contribute to the longstanding congestion problem. The corridor follows a typical suburban development pattern: side streets, loop roads and frontage parking lots are almost all accessed by Olive. Very few reliever streets provide alternatives to Olive. Urban density with a lack of an urban street grid has resulted in very bad congestion.

Transportation in this particular location in St. Louis County is predominantly served by vehicular traffic. Currently, there are very few mode options available which contributes to the congestion problem by disproportionately overburdening vehicular modes. A future MetroLink corridor is planned approximately one mile north of Olive and may present opportunities for bus feeder line and local circulators

that could connect to the regional system. Similarly, Downtown Creve Coeur could benefit from bicycle and pedestrian connections, for recreation and as a transportation alternative, to the proposed Centennial Greenway that is being planned to connect to Creve Coeur Park in Maryland Heights and Forest Park in St. Louis.

Downtown will contain a mix of land uses that will create activity beyond the workday and on weekends. These activities will not generate significant traffic to conflict with existing peak traffic congestion.

— CBD Land Use Plan Focus Group

3.3 Comparable Projects

Town centers, downtowns and central business districts around the country can provide valuable lessons on what works and what does not. Creve Coeur can learn from other communities' mistakes or emulate successes. And, equally important, the study of comparable projects continues a dialog with the residents of Creve Coeur about what is appropriate, desirable and achievable here.

St. Louis' older neighborhoods demonstrate numerous examples of vibrant downtowns, with the density and character that may be desirable in Creve Coeur. The challenge for Creve Coeur is to build a downtown from scratch, with the charm and energy of the University City Loop, the Central West End and Old Webster Groves.



Great Streets. Wide sidewalks, street trees, on-street parking, narrow streets, small blocks and pedestrian scale architecture create great streets for retail, walking and entertaining.

[Central West End, St. Louis]

The town center should be a destination place with cultural uses, featuring a theater, library, gallery or other entertainment venue that complements restaurants.

— CBD Land Use Plan Focus Groups

Although older downtowns and newer town centers are both useful to study, comparable project with conditions similar to Creve Coeur's may be most applicable. Infill and "grayfield" developments, affected by multiple owners, incremental phasing and existing site context, share many of the same critical issues as Creve Coeur. Among the many precedents presented in Part IV of the CBD Land Use Plan, the following are notable for their similar conditions and for creative solutions.

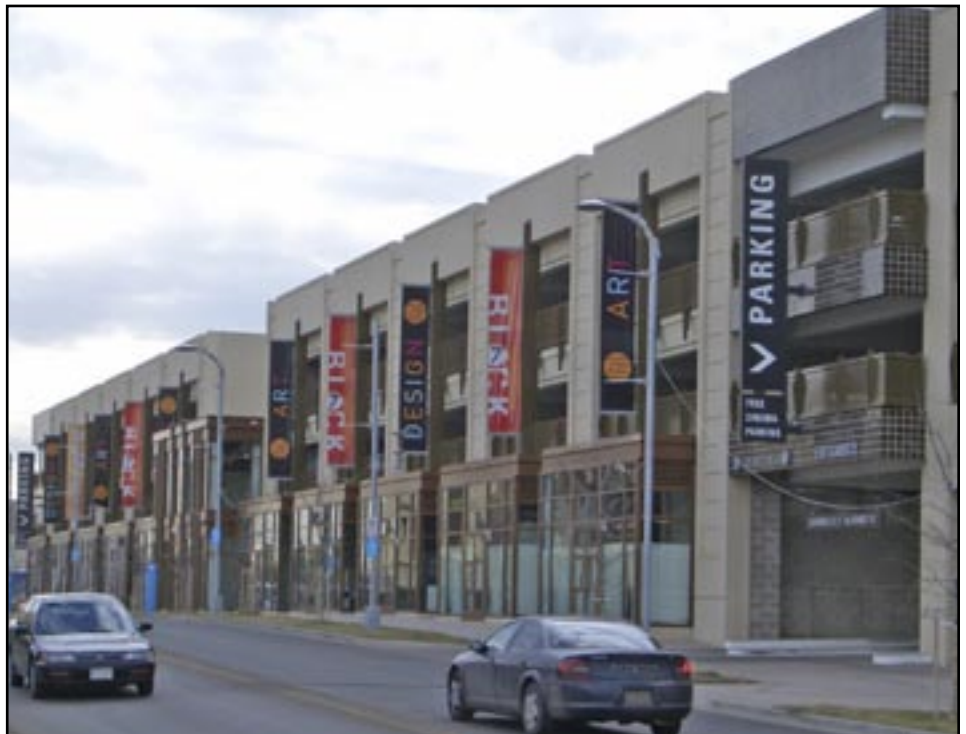
Belmar – Lakewood, Colorado. In an affluent suburb of Denver, a struggling shopping mall on a 104 acre site was razed for a mixed-use urban redevelopment. With the form of a traditional downtown, the site includes over 700 residential units, 665,000 square feet of retail and 184,000 square feet of office. The parking strategy makes use of garages, surface lots and 350 on-street parking spaces. Contributing to the civic characteristics of the project, 10 acres have been allocated for public parks and open space.

Clarendon Market Common – Arlington, Virginia. Located at the crossroads of several major roadways and a Metro station, Market Common is an urban infill project that was sensitively integrated into an existing residential neighborhood. Covering only 10 acres, it combines 240,000 square feet of retail, 100,000 square feet of office and 390 residential units. The development pattern features a central common ground surrounded by commercial and a perimeter of residential that blends with the character of the surrounding neighborhood.

Southlake Town Square – Southlake, Texas. In contrast to the Creve Coeur CBD, Southlake is not an infill project. However, the design of the 130 acre development successfully created a mixed-use urban district with the character of a traditional "small town downtown." Its form combines both a Main Street with a retail focus and a central park, suitable for public gatherings and community events. The project includes over 500,000 square

Public Parking. Structured garages provide urban areas sufficient parking while the ground floor is reserved for retail, enhancing the pedestrian environment and urban vitality.

[Belmar, Lakewood, Colorado]



feet of office, retail, entertainment and residential uses.

Although there are a number of town center projects currently in development or proposed throughout the St. Louis area, none has yet to evolve as a true mixed-use,

urban downtown. This represents a great opportunity for Creve Coeur to become the first success in the region, setting a benchmark for quality and vitality.



Private Parking. Structured garages below luxury residential provides necessary space while architectural features mitigate parking's aesthetic impacts.

[Pearl District, Portland, Oregon]

4.0 Recommendations

Redvelopment of CBD as a downtown for Creve Coeur will be an ongoing process, involving the collaboration of many property owners and developers. It will likely occur incrementally over a period of time. Just as all cities are continually in a state of transformation, Downtown Creve Coeur will never “be finished.” It will constantly evolve, changing with the city, the region, the economy and future, unforeseeable trends. The CBD Land Use Plan is intended to be a tool for the city to guide incremental redevelopment, allowing flexibility as conditions, trends and market forces change.

The recommendations of the CBD Land Use Plan are structured to specifically address the goals of the 2002 Comprehensive Plan. Objectives are listed for each project goal, followed by recommended activities to accomplish each objective. Since the CBD Land Use Plan is not a physical redevelopment plan it therefore intentionally excludes recommendations specific to any given parcel.

This section is organized by the six overall project goals and concludes with a recommendation for downtown development regulations and design guidelines as a tool to guide redevelopment.

4.1 Goal #1: Relieve Traffic Congestion

As the CBD continues to redevelop, traffic will inevitably increase. However, increased traffic volume does not necessarily result in increased traffic congestion. Additional traffic can be distributed to multiple routes and modes to alleviate congestion. Furthermore, providing more urban mobility options, instead of more vehicular lanes, is an important means to reducing traffic congestion. These modes include walking, bicycling and transit, in addition to automobiles.

New east-west collector roadways that provide alternative routes to Olive are key solutions to providing efficient traffic flow in the proposed downtown area. As traffic on Olive continues to grow, providing local traffic the ability to travel through the downtown area without accessing Olive is fundamental to providing additional capacity to the CBD roadway system.

Although there is significant cost associated with the construction of highway overpasses, any alternative route to the busy Olive Boulevard – I-270 interchange would benefit the overall traffic carrying system. A southern I-270 overpass would provide an attractive alternate route for east-west traffic in addition to traffic destined for southbound I-270, thus going a long way towards helping to relieve

commuter congestion on Olive. A location study for typical NEPA issues should be conducted to determine the most appropriate and cost effective solution.

Multi-modalism is a key component to the overall transportation solution for any mixed-use development. Therefore, it is strongly recommended that bicycle and pedestrian accommodations, including bicycle lanes and bike racks, be provided throughout the downtown area.

Objective A: Develop a Street Grid

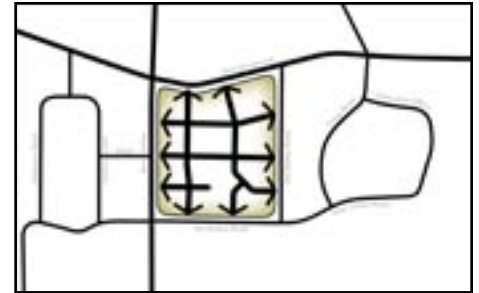
Recommendations:

1. Prioritize location for new streets, service alleys, and/or commercial drives that will connect Studt Road north to Olive Boulevard and south to Old Ballas Road, without disturbing existing residential and commercial structures. However, if property owners choose to redevelop and a site plan is brought to the city for review and approval, options to implement street grid-type connections should be explored.
2. Utilize existing easements and rights-of-way as a basis for future north-south connections.
3. Explore the potential to reconfigure existing surface parking lots to provide connections from Studt Road north to Olive Boulevard and south to Old Ballas Road in order to create well-defined drives between public streets, particularly property which was once Fred Avenue, a public street.
4. Upon the redevelopment of properties with Will Avenue frontage, require the street to be widened in order to allow the free-flow of two-way traffic and the installation of sidewalks.
5. Upon the redevelopment of properties with Ham Avenue frontage, require the street to be widened in order to allow

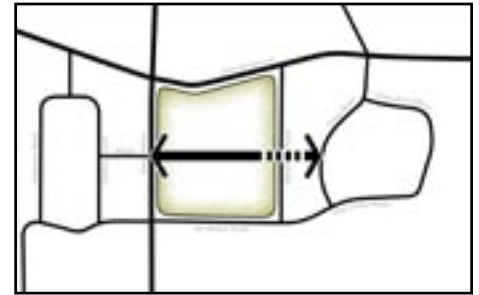
the free-flow of two-way traffic, a landscaped median, on-street parking on both sides, and sidewalks on both sides and also require the street to be dedicated as public right-of-way. Allow the street to be phased and coordinate with adjacent property owners in order to equitably distribute the property area necessary for the street.

6. Upon the redevelopment of properties approximately midway between Ham Avenue and Old Ballas Road, north of Studt Road, require a connection similar to the above recommendation for Will Avenue. The connection should not disturb existing commercial buildings; however, in coordination with property owners, the potential to reconfigure existing surface parking lots may be considered in order to complete the connection.

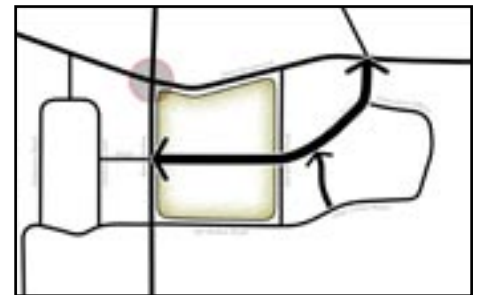
7. Upon the redevelopment of properties with New Ballas Road and Old Ballas Road (north-south) frontage, require east-west connections approximately midway between Olive Boulevard and Studt Road and approximately midway between Studt Road and Old Ballas Road, without disturbing existing residential and commercial structures, unless a site plan is brought to the city by property owners for review and approval.



Create a Grid

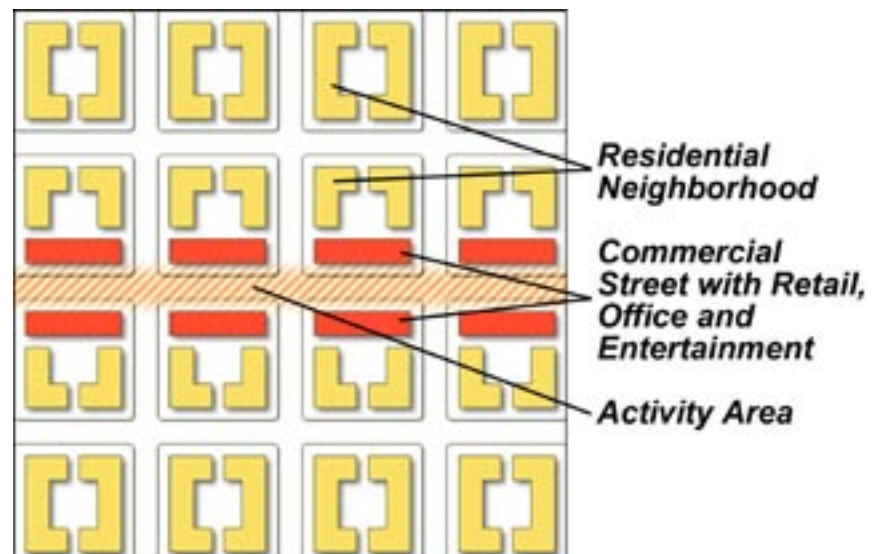


Extend Studt Road



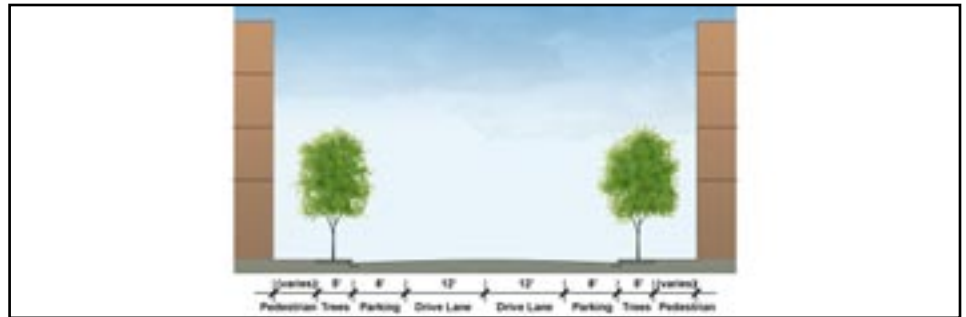
Bypass Olive-Ballas Intersection

Hierarchy of Corridors. Activity zones along commercial streets contrast quieter residential side streets.



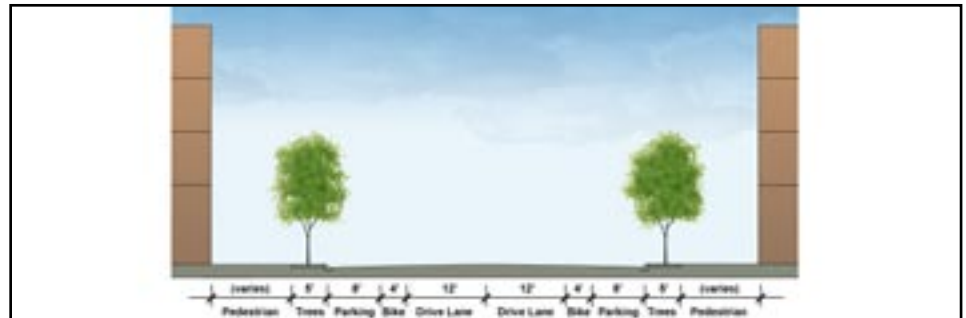
“As the symbolic heart of the City, the Central Business District should be connected to surrounding neighborhoods through pedestrian and bicycle facilities. The Central Business District should be the heart of a citywide network of pedestrian connections and linked open spaces.”

— 2002 Creve Coeur Comprehensive Plan



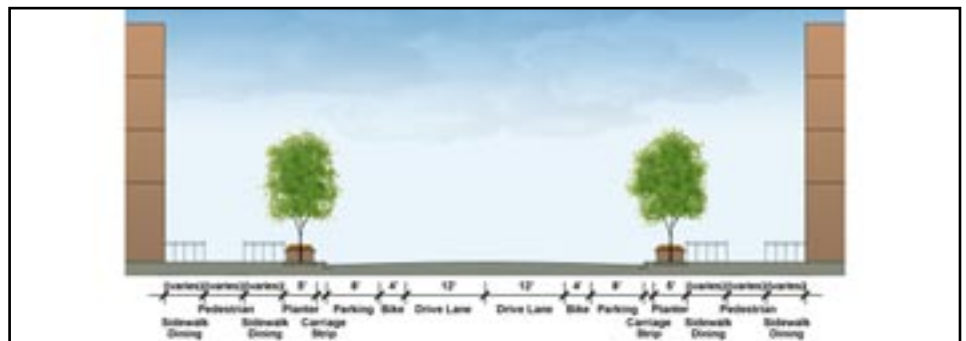
Typical Side Street

Possible prototypical section of side streets, residential streets and service streets.



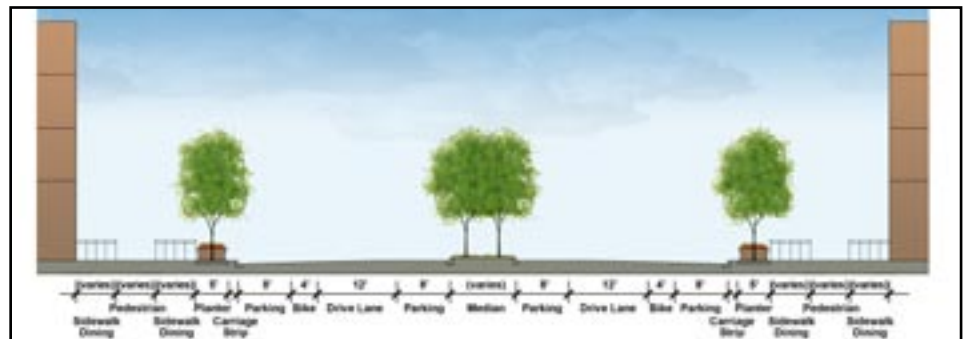
Typical Commercial Street

Possible prototypical section of a commercial and retail oriented street with mixed-use (residential above commercial) possibly representing a future cross section of Studt Road.



Typical Main Street

Possible prototypical section of a “main street” that has a wide pedestrian zone, suitable for sidewalk cafes and vending, possibly representing a north-south link between Olive and Studt.



Typical Main Street Boulevard

Possible prototypical section of a “main street” that has a wide pedestrian zone, as well as a central open space median, possibly representing a north-south link between Olive and Studt.

8. Require development with Olive Blvd access to extend alignment south to Studt with coordination of adjacent property owners.

Objective B: Divert traffic away from the Olive Boulevard-New Ballas Road intersection.

Recommendations:

1. Establish a convenient and legitimate route to bypass the Olive-New Ballas intersection by extending Studt Road to Craig Road.
2. Realign the new Studt-Craig Road intersection to permit free-flow of traffic from Olive to New Ballas.
3. Improve capacity on the Studt corridor to accommodate through-traffic, on-street parking, bicycle lanes and wide sidewalks.

Objective C: Encourage alternative transportation modes to relieve pressure on vehicle-only modes.

Recommendations:

1. Include bicycle lanes on designated roadways in the CBD.
2. Design streets for pedestrian comfort (wide sidewalks, curb neck-downs, crosswalks).
3. Consider the development of a circulator that will connect all parts of CBD.
4. Coordinate downtown redevelopment proposals with Metro to provide quality bus stops, transfers and convenient connections to the Ballas Bus Transfer Center and the future MetroLink route.

Objective D: Study the feasibility of a new I-270 overpass

Recommendations:

1. Consider the development of an overpass crossing I-270 to relieve traffic from Olive.
2. Conduct a location study to evaluate benefits against impacts on local traffic and residential neighborhoods.
3. Conduct a cost-benefit study to evaluate infrastructure costs and potential funding sources.

Mixed Use. Ground floor retail at the base of upscale residential is a successful and proven strategy for creating urban neighborhoods.

[Lodo, Denver, Colorado]

4.2 Goal #2: Protect Residential Areas

Creve Coeur is home to some of the most desirable neighborhoods in the St. Louis region. Preserving their value and the quality of life for Creve Coeur residents is among the highest priorities for the city. The CBD Land Use Plan is designed to add to the community's character and livability. It respects the few residential developments within and adjacent to the CBD and does not recommend encroaching upon any existing neighborhood, including Old Ballas Village and the condominiums and apartments along Coeur de Royale Drive and Sarah Lane. In fact, the very nature of establishing a downtown is, by definition, the establishment of a new neighborhood. In this regard, the Land Use Plan contributes to the residential opportunities, values and quality for the entire city.

Objective A: Create a residential neighborhood in the downtown area

Recommendations:

1. Encourage residential uses as component to all redevelopment proposals for the downtown area.



2. Encourage variety of residential options (apartment, condominium; market rate, luxury) to meet demand for potential residential base.

3. Prohibit uses, activities and physical building characteristics that detract from downtown's residential opportunities.

Objective B: Provide neighborhood support services

Recommendations:

1. Require (through conditional use or contribution) development of public facilities that contribute to residential quality of neighborhood (parks, plazas, etc.).
2. Prioritize downtown area for consideration as future location for public facilities (library, city offices, post office, etc.).
3. Encourage development of quasi-public facilities that contribute to neighborhood lifestyles (religious facilities, museums, art centers, theaters and performance venues, educational facilities).

Objective C: Incorporate existing residential with new developments

Recommendations:

1. Protect existing residential from incompatible adjacent land uses.
2. Require new developments adjacent existing residential to provide connections and maintain adequate frontage.

4.3 Goal #3: Create a Walkable and Bikeable Community

Vibrant urban communities encourage active lifestyle and boast a high quality of life. Many physical attributes combine to create an active community. Among these, the goal of walkability and bikeability is essential. Contributing to an active lifestyle, walking and biking must be made convenient for both recreational use as well as a transportation option.

Objective A: Design pedestrian-friendly streets

Recommendations:

1. Design new streets in the downtown area to be as narrow as possible for projected vehicular traffic volumes (including number of vehicular lanes and lane width).
2. Provide quality street trees along all streets.
3. Provide wide sidewalks where possible to accommodate walking, parked car access and potential for outdoor seating areas associated with restaurants.
4. Interconnect all pedestrian routes in a grid; include sidewalks on both sides of streets with no pedestrian dead-ends.
5. Design roads for low traffic speeds with tight curb radii, curb neck-downs, and appropriate traffic calming devices



Active Sidewalks. Outdoor restaurant seating activates sidewalks and provides a desirable semi-public transition between the public realm and private businesses.

[Highland Park, Illinois]

where possible (traffic circles, textured pavement, offset alignments, etc.).

6. Maintain the smallest block size possible in redeveloped street grid pattern.

Objective B: Encourage pedestrian activity in downtown

Recommendations:

1. Develop a standards program for pedestrian amenities such as benches, pedestrian lighting and trash receptacles.
2. Provide safe pedestrian street crossings such as curb neck-downs, crosswalk pavers and warning strips at street intersections, particularly across New Ballas Road at Old Ballas Road and Studt Road and interior street or drives east of New Ballas.
3. Require buildings to be placed along street frontage, at back of sidewalk, with primary entrances and windows on street frontage.
4. Provide on-street parking along all streets.

Objective C: Encourage bicycle activity in downtown

Recommendations:

1. Create connections to regional bicycle trails such as Centennial Greenway.
2. Create connections to local bicycle routes connecting to Creve Coeur neighborhoods, businesses, schools, and parks.
3. Require bicycle racks in convenient locations adjacent to new developments and in public areas.

context of a town center or a downtown, not as isolated projects. Downtowns evolve over time. The viability of a downtown is not dependent on architectural style or uniformity. Instead, the success and vitality of a downtown is more dependent on urban form, density and mixed uses.

Objective A: Investigate changes to existing zoning to encourage the development of a town center or downtown character

Recommendations:

1. Evaluate the benefits of Planned Unit Developments in order to promote comprehensive site planning that can tie-in to adjacent redevelopment projects and to allow flexibility in zoning standards.
2. Consider changes to the CB Core Business designation to encourage higher densities, FAR, site coverage and building height in the downtown area.
3. Consider changes to the CB Core Business designation to encourage mixed-use, particularly stacked uses of residential over retail, restaurant, and other commercial activities.
4. Consider changes to the CB Core Business designation within the downtown to relax on-site parking and open space requirements if they can be accommodated off-site (i.e. shared parking facilities and contributions to public open space).

Objective B: Develop an urban form over time

Recommendations:

1. Encourage buildings arrangements that frame the public realm, with building frontage that follows streets minimal setbacks.
2. Orient building facades to the sidewalk

Creating a Downtown Creve Coeur: CBD District 1



Bicycle Parking. Creative solutions for bicycle racks include sculptural forms that complement existing local landmarks.

[Pearl District, Portland, Oregon]

4.4 Goal #4: Create a Downtown

As incremental redevelopment proposals are made for properties in the CBD, they must be considered within the

with front doors facing the street.

3. Allow secondary entrances for rear parking areas.
4. Provide lush landscape to enhance the urban environment.
5. Form small blocks with the street grid, with public frontage on all sides of the block to preclude the creation of dead-ends.

Public Parking. Large surface lots provided at the rear of buildings serve urban retail and office. Wide pedestrian ways with lush landscape reduce perceived scale, provide shade and accommodate pedestrian safety.

[Westin Town Center, Westin, Florida]



Mixed Use. Retail below residential, provided at intersections takes advantage of the most valuable location on a city block.

[Pearl District, Portland, Oregon]



Public Parking. Angled on-street parking serves retail streets, creates pedestrians (as they leave their cars) and provides premium parking spaces for adjacent business.

[Westin Town Center, Westin, Florida]

Objective C: Encourage compact development

Recommendations:

1. Encourage building height variety that creates spatial enclosure along streets and provides landmark architecture where appropriate (corners, termination of view, adjacent public open space) and discourage single-story buildings.
2. Consider increases in FAR or height as compensation for contributions to public facilities (open space, art/sculpture, fountains, maintenance funds, etc.).
3. Encourage development with minimal or no setbacks on front and side yards.
4. Promote clustered development adjacent shared public or open space over private open space and individual yards.

Objective D: Mix land uses

Recommendations:

1. Encourage mix of land uses throughout downtown area.
2. Encourage mix of uses vertically in same building.
3. Prioritize retail, office, professional services and neighborhood services as ground floor activities.



Public Parking. Structured garages between ground floor retail and upper level residential maximizes efficient use of land, while providing parking for residents, employees and tenants.

[Lodo, Denver, Colorado]

4. Prioritize residential and office uses in floors above ground floor.

5. Seek partnership to develop quasi-public uses that contribute to neighborhood quality of life, cultural diversity and downtown viability.

Objective E: Adopt a comprehensive parking strategy

Recommendations:

1. In partnership or independently, construct parking garage as infrastructure to serve variety and density of land uses and

discourage surface parking lots.

2. Encourage shared parking facilities for non-concurrent activities (weekend uses with weekday uses; daytime uses with evening uses).

3. Discourage excess parking capacity to enhance attractiveness of alternative transportation modes, promote efficient land utilization and maintain high property values.

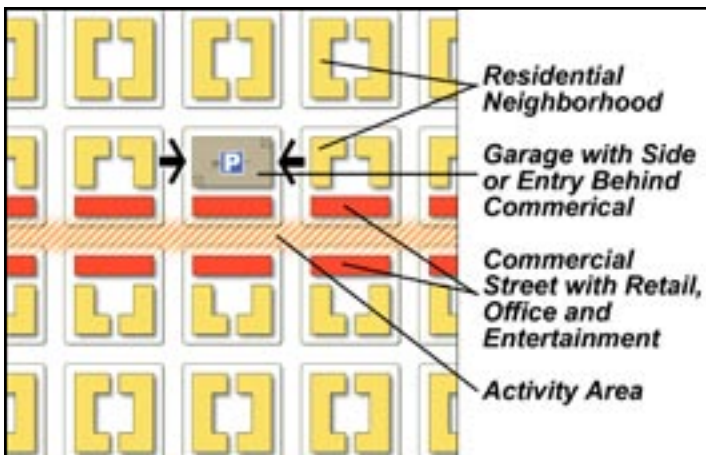
4. Encourage use and turnover of on-street parking with meters and time restrictions.

“Only with an understanding of the market parameters, the feasible mix and density of uses, and the public’s role in the process, should the City prepare a physical design plan for the area. This design plan should address vehicular issues (traffic circulation, access, parking), pedestrian facilities, building pattern and orientation, public amenities, architectural character, development guidelines, and others.”

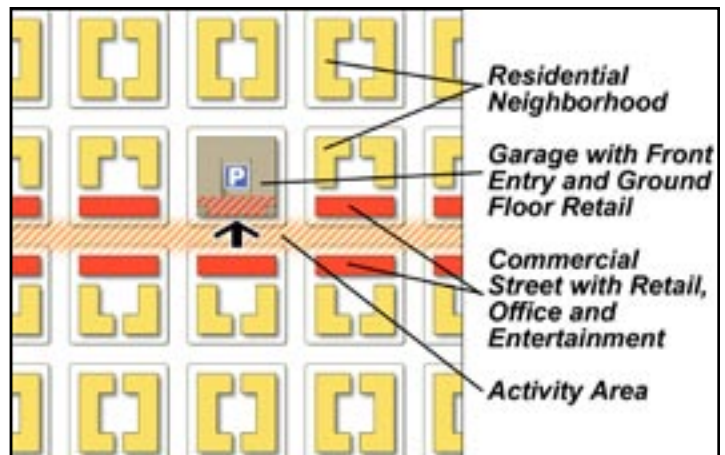
— 2002 Creve Coeur Comprehensive Plan

Tall Buildings. Human-scaled proportions, appropriate materials, vertical and horizontal design features, setbacks and roofline variation can contribute to tall buildings’ attractive appearance and perceived scale.

[Arlington Heights, Illinois]

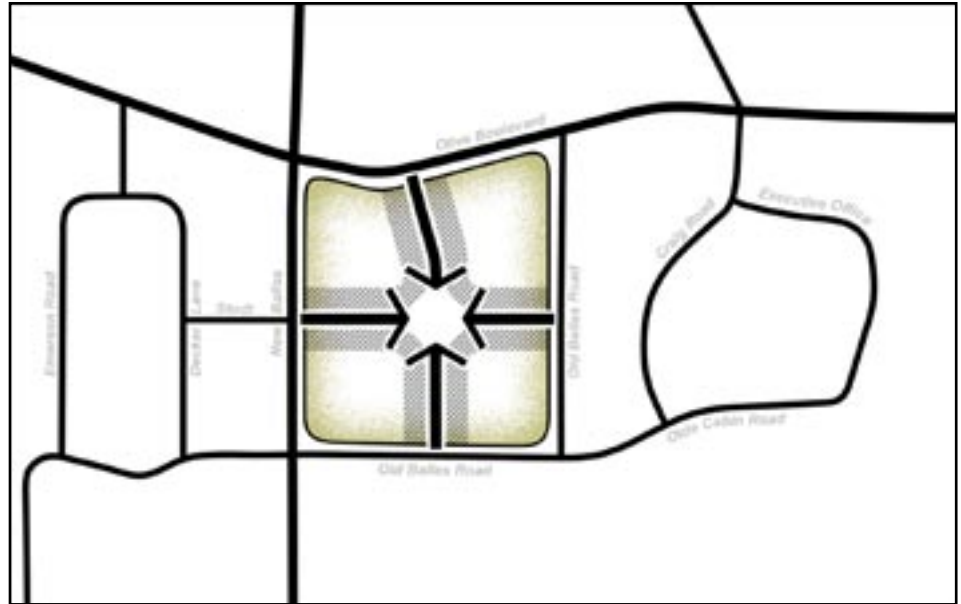


Parking Strategy. Develop shared use parking garage behind commercial or mixed-use with access on side streets.



Parking Strategy. Develop shared use parking garage along primary commercial street with ground floor retail and access at front.

Establish a symbolic center for downtown. Just as downtown will be the focus of the City of Creve Coeur, a civic place could become the symbolic focus and functional center of downtown.



5. Provide parking for all public or civic uses, including open space.

Objective F: Establish a symbolic center for downtown

Recommendations:

1. Designate a location or zone for increased density, height or FAR.
2. Preserve public open space or new city park as focus of central zone.
3. Promote land uses in central zone that serve public interest.
4. Encourage high quality design features (including architecture, art, landscape, sculpture, etc.) in central zone that have landmark characteristics.

Objective G: Establish a financing mechanism for development incentives and infrastructure enhancements

Recommendations:

In order to create a downtown that is characterized by high-quality, mixed-use development, which can be expensive and risky to build, and that places a considerable amount of property in the public

realm, the city should consider options for using financial incentives to encourage redevelopment.

The incentives can be used for infrastructure, including streets, sidewalks, and streetscape enhancements and for public parking facilities.

Of the programs available, the city should explore the creation of a Transportation Development District (TDD), a Community Improvement District (CID), or a Tax Increment Financing (TIF) district.

The potential use of any of the tools rests with the authority of the City Council and is not specifically proposed in the plan, as demonstrated in the introductory paragraph of the Purpose section.

4.5 Goal #5: Expand Parks, Trails and Greenways

Following trends throughout the country, communities are realizing numerous benefits of increasing the amount and quality of public open space. Additional parks, recreational facilities and open space contribute to more active

(and healthier) residents, a cleaner environment, increased property values and overall quality of life. In recent years, the opportunity for local communities to expand their facilities and make connections to the region's facilities has improved with the new Great Rivers Greenway District. Their initiatives, along with St. Louis County, provided opportunities for partnering and financing.

Objective A: Establish a central open space area for the enjoyment of the general public in downtown

Recommendations:

1. Partner with developer to provide publicly accessible open space of sufficient size (approximately a quarter of a city block or 3/4 acre) to accommodate civic and community activities.
2. Offer incentives (via conditional use) to allow greater height and/or density in exchange for donation of public open space.

Objective B: Create open space linkages to adjacent public facilities and open spaces.

Recommendations:

1. Create landscaped corridors for bicycle and pedestrian use that connect the downtown area with the golf course and to other local destinations.
2. Utilize new roadway corridors as open space corridors with median landscaping to create continuous linear open space connections.

Objective C: Enhance public realm as quality open space

Recommendations:

1. Develop quality open space plans for each roadway corridor and public ease-



ment.

2. Treat public rights-of-way as an extension of the park system.

Objective D: Encourage quality private open space

Recommendations:

1. Require high quality landscape treatment and/or public amenities (fountains, art, sculpture) throughout downtown.
2. Offer incentives (via conditional use) to allow greater height and/or density in exchange for developing private open space that is accessible to the public.

Objective E: Improve the environmental quality of the downtown

Recommendations:

1. Utilize best-practice management standards to slow stormwater runoff, using rainwater as on-site irrigation.
2. Design sustainable public landscape areas that require minimal irrigation and maintenance.
3. Incorporate lush landscape areas with appropriate plant materials to provide summer shade, provide winter sunlight, filter airborne dust, create wind break and minimize solar glare.

Quality Open Space. New parks can be the central feature of a downtown neighborhood and add value to the resident's quality of life.

[Pearl District, Portland, Oregon]

Quality Open Space. Landmarks and plazas enhance the urban environment, providing places for informal gathering, outside dining and wayfinding.

[Westin Town Center, Westin, Florida]



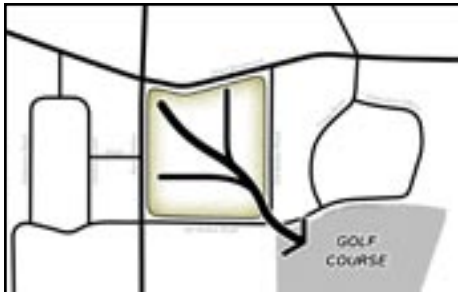
Quality Open Space. Creative use of storm drains and cisterns supply on-site irrigation while reducing stormwater discharge rates.

[Pearl District, Portland, Oregon]

4.6 Goal #6: Maintain Economic Base

Fundamentally, long term economic sustainability of a downtown requires a mix of land uses. These uses should accommodate flexibility in varying economic cycles and provide the ability for buildings to adapt over time. As a viable neighborhood, downtown land uses should provide a variety of residential options and promote complementary uses that enhance quality of life. The economic base of downtown should supplement that of the city by serving the needs of the downtown neighborhood, the residents of Creve Coeur and, as a regional destination, draw upon the entire St. Louis market.

Open space connections to Golf Course and community center.



Quality Open Space. Amenities, such as lush landscaping, fountains, lighting, special paving, and public art, make the public realm a very attractive and comfortable space for pedestrians which benefits quality of life and retail viability.

[Highland Park, Illinois]

Objective A: Create a mixed-use downtown neighborhood

Recommendations:

1. Encourage mixed-use developments that serve a variety of commercial markets.
2. Promote the design and development of building types that accommodate land uses that can change over time.

Objective B: Enhance revenue for the City of Creve Coeur

Recommendations:

1. Consider options to capitalize on downtown's prime location to generate revenue from commercial activities.
2. Use incentives to promote land uses and commercial activities that can generate revenue for the city.

4.7 Goal #7: Establish Downtown Design Guidelines and Development Standards

Ultimately, the intent of this plan is to guide development in the direction of increasing the quality of life for those who are affected by the new downtown – those who use the built environment actively – builders, developers, tenants and owners, and those who are affected by the built environment passively – all those who pass by the buildings or live in the context of the city of Creve Coeur. Development can be said to fall into one of two categories: that which contributes to the passive and active experience, and that which detracts from the experience.

As a downtown for Creve Coeur emerges, its character will largely determine its success in achieving the ambitious goals of the Comprehensive Plan and the CBD Land Use Plan. The character will be set by individual development proposals and the city's guidance. If it is the intention of Creve Coeur to establish a character that is unique, special or indicative to the community, it is recommended to adopt design guidelines and development standards that are specific to downtown. It is not enough to simply permit the development of a mixed-use neighborhood. Downtown Creve Coeur needs form-based policy that



Mixed Use Parking Garage. High quality designed parking structures provide retail opportunities on ground floors and fit within the urban character of a traditional downtown.

[Naperville, Illinois]

encourages the type of urban characteristics that are crucial to an incremental, and continual, evolution.

The framework must further provide for character consistency while permitting an appropriate degree of creativity and individuality. It would be the purpose of design guidelines for Downtown Creve Coeur to promote the importance of the public realm over the importance of the individual building. If the public realm is successfully created and protected, the highest value of the project – both socially and economically – will be achieved and ensured.

Design guidelines, in order to successfully achieve the intent, should:

- Be descriptive rather than restrictive, encouraging good ideas rather than only discouraging bad ones
- Be user-friendly by providing illustrative examples whenever possible
- Be concise

- Be easy to implement and enforce

While there are numerous examples of them, design guidelines should not:

- Be a disincentive to development by being too complicated or convoluted
- Make good planning ideas or architectural gestures hard to accomplish

In order to accomplish these goals, the ground rules for development should be separated into two categories, development standards and design guidelines.

Objective A: Guide placement, intent and use of proposed downtown projects through Development Standards

Recommendations:

1. Produce development standards that are specifically focused on creating a downtown neighborhood.
2. Organize Downtown Development

“As the city of Creve Coeur matures, it is entering a critical phase. For the last several decades, most of the City’s planning has been related to land use planning – deciding how best to use vacant parcels or large assemblages of land. Now that the city is largely built out, the basic land use pattern of the city is set.”

— 2002 Creve Coeur Comprehensive Plan

Standards into three sections, intent, placement and use.

Development standards are associated with elements of construction that are the most difficult to change once begun - the intent, the placement and the use – or accommodation for future flexibility, are all very difficult to change once development has started. If the basic three elements of the development standards are met, then a development should be viewed as contributing to the high quality of the public realm and should be given the ability to move forward quickly through the development schedule.

Intent. The intent speaks to the purpose for development – meeting the needs of a market, the demands of the population and the desires of a community are met by developments of many types. For example, if there is a significant deficit of housing in an area, along with a need for specific retail offerings, then the development of a building with retail space in the ground floor and residential units in a tower above would be considered a contributing development scenario.

Placement. The placement of a building speaks to the formation of the public space. The built environment creates the public realm in a balance of positive and negative space. Placement of buildings along a common line, as an example, creates a continuous street edge and provides the human element with an experience equivalent to an outdoor room – the tangible edges of the negative space provide comfort and familiarity. Placement should be offered as a simple diagram describing setbacks from all property lines, the existence of a “build-to” or frontage line, encroachments and the like – all things that relate to the building’s disposition to its context.

Use and Accommodation for Flexibility.

The best places in the world, those urban centers that have lasted for centuries all have at least one thing in common. They can accommodate any change in market conditions without having to redevelop to any large degree. If office space is required in greater amounts than exist in a current inventory, it is entirely possible to convert existing space (residential or other use) to house the new need. This happens everyday in cities that have a strong collection of flexible building types. Of course, as uses change, building codes provide for additional changes of building infrastructure and utilities. But even these changes can be accommodated without having to demolish good vertical environments and begin from scratch. Places that have been built with a good sense of current and future demands in mind are flexible and sustainable. Each new building should be designed with a degree of forethought for the flexibility of its space for a different use.

The design and development guidelines should provide a simple section view of a typical building, describing appropriate locations (per floor) for different uses.

Objective B: Guide building proportion, massing, scale, materials and configurations through Design Guidelines

Recommendations:

1. Produce design guidelines that are specifically focused on creating a downtown neighborhood.
2. Organize Downtown Design Guidelines into three sections, architecture, materials and assembly.

Design guidelines are associated with the most essential elements of a building’s design – the architecture (not “style”), the

use of materials and the assembly of the elements. Architectural design is highly subjective, and it is important to permit individual expression within the bounds of an appropriate context. Therefore, the most essential pieces of design to guide include proportion, massing, scale, materials palettes, and configurations. Architects should be free to work within these parameters while achieving goals of individual expression. The involvement of many architects will further ensure the authenticity of a real place – moving away from the sterility of single-authorship toward the vibrancy of multiple experts. Short descriptions of the elements to be most concerned about follows.

Architecture. As previously stated, architecture is highly subjective. However, certain elements should be held to specific standards for reasons of contextual and climatic appropriateness:

- Roofs
- Walls
- Openings (windows and doors)
- Elements (including arcades, porches, balconies)
- Storefronts
- Awnings or Canopies

Single elements of these should all be described through descriptive text and illustrative examples. These guidelines should be descriptive to suggest flexibility rather than restrictive to simply describe what is not permitted. Good architects can more easily design excellent buildings when the rules are flexible than when challenged with a set of prohibitive standards. The results will be a collection of well-designed buildings that work together to establish a strong architectural character and elevated baseline of quality public realm.

Materials. For each of the categories above, there should be delivered a concise but complete materials palette. The materials palette must be, above all, responsive

to the context and able to accommodate the best of modern technology. For instance, the availability of materials such as stone and the existence of skilled tradesman familiar with its performance and construction techniques make it an obvious palette selection. Newer materials that will stand up to weather conditions and maintenance issues should have a place in the design guidelines as well.

Assembly. In addition to the materials palette, descriptive text should be provided to guide the proper assembly of the elements. Heavier materials located below lighter materials help buildings appear “grounded”, establishing a degree of comfort to the human experience. Additionally, descriptions for changing from one material to another, the use of secondary building materials, colors and other elements should also be described using text and numerous illustrations.

A good set of development standards and design guidelines will achieve the intent of a high quality public realm and permit the flexibility that designers demand. In the end, a good set of guidelines will foster a strong relationship between those who have the interests of the entire Downtown Creve Coeur and those with more specific desires to work toward the result of a first-rate urban place.