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## ❖ DESIGN & DEVELOPMENT GUIDELINES FOR THE ROUTE 31 CORRIDOR ❖

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The Design and Development Guidelines presented are intended to establish standards whereby new development will be evaluated to ensure that the high quality character of the Village is maintained and enhanced. The application of the guidelines will also contribute to the long-term vitality and economic health of the Route 31 Corridor by enhancing its physical appearance. By conserving and creating a high quality environment with an inviting image, the corridor will experience renewed vitality and enhanced economic performance.

The Design and Development Guidelines described herein are intended as tools for communicating the design intent for future development, rehabilitation, and redevelopment efforts, and should be used in evaluating proposals. The goal is to build an attractive, recognizable development district with an appealing atmosphere that reflects harmony and continuity in building and site design and streetscape improvements. The objective is to create a unified and distinct development that is pedestrian-friendly, fosters civic pride and ownership, promotes a sense of place specific to Johnsburg, and offers a feeling of security.

The purpose of such guidelines is not to dictate a specific development plan for all the properties located along the Corridor, but rather establish a set of guiding principles and identify elements of building design that should be encouraged.

### **Applications**

As presented, the design and development guidelines apply to all private, non-residential properties located in the Route 31 Corridor. Such guidelines are intended to supplement the development standards of the applicable zoning district and are not intended to be all-inclusive. Other techniques or standards adopted by the Village may be used to satisfy the intent of the requirements.

### **Design and Development Review Process**

Design and development review is a process intended to ensure that both new development and redevelopment efforts enhance the visual quality and identity of the Route 31 Corridor. It establishes architectural and landscape principles and design guidelines that respect the existing development trends, avoid adherence to a rigid style, and promote sensitive rehabilitation of older buildings.

Although design and development review is related to building and zoning codes, each act in different capacities during the development or redevelopment of properties. Building and zoning codes regulate the use of property and set standards for building height, setback, and parking. Design and development review, however, works to ensure that new construction, renovation, and redevelopment efforts are compatible with the character of Johnsburg.

Through development review, citizens can work together with builders, developers, and property owners to protect identified community values through attention to simple design principles.

### **Benefits**

Through the use of design and development guidelines, the Village, citizens, business owners, and users of the corridor all stand to benefit. As applied to the Route 31 Corridor, identified benefits include the following:

- ▶ Protecting and strengthening investment in the corridor;
- ▶ Attracting business and pedestrians to the area;
- ▶ Creating a positive community image;
- ▶ Creating visually appealing and functional buildings;

- ▶ Facilitating quality redevelopment of old assets;
- ▶ Enhancing the community and its potential for the future;
- ▶ Acting as a catalyst for making other things happen.

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### Design and Development Guidelines

The guidelines that follow are elements of site and building design that should be encouraged or discouraged to reflect the physical qualities of the Village.

The *Village of Johnsburg Route 31 Corridor Design and Development Guidelines* are arranged to address the following:

- ▶ Site Design and Building Orientation
- ▶ Architectural Design
- ▶ Building Materials and Color
- ▶ Landscape Design and Screening
- ▶ Pedestrian, Bicycle, and Vehicular Circulation and Access
- ▶ Parking Configuration
- ▶ Signs
- ▶ Building and Site Lighting

These guidelines are intended as a reference to assist the property owner, designer, and/or developer in understanding the Village's goals and objectives for high quality development throughout the Route 31 Corridor. Furthermore, such guidelines compliment existing Codes, Ordinances, and regulations already established and adopted by the Village of Johnsburg.

### Site Design and Building Orientation

The following site planning guidelines primarily address the organization of a project's components in two dimensions. They deal with the location of buildings and site features such as parking lots, open space, and service areas. Thoughtful site planning can minimize a project's impact on its neighbors, increase the quality of the streetscape, and enhance a user's experience of the site.

- ▶ All free-standing singular use buildings should be generally oriented towards the front setback line within a well-landscaped green area, with loading areas, and parking areas located to the side or rear of the site.



- ▶ Free-standing singular commercial and service-oriented structures should be oriented with their major entry toward the street where access is provided, as well as having their major facade parallel to the street. Restaurant uses should orient their major entry toward the principle parking facility with clear paths leading to such entry.
- ▶ Front facades of buildings should be oriented towards Route 31, taking advantage of the exposure created along this road.



- ▶ The development design, including the arrangement and placement of building and site amenities, should create “human scale” and be oriented to the pedestrian.



- ▶ Structures and on-site circulation systems should be coordinated to minimize pedestrian/vehicle conflicts and provide cross-access to adjacent properties.
- ▶ Open space areas should be clustered into larger, landscaped areas rather than equally distributing them into areas of low impact such as at building peripheries, behind a structure, or areas of little impact to the public view that are not required as a land use buffer or as a required yard setback.

## Architectural Design

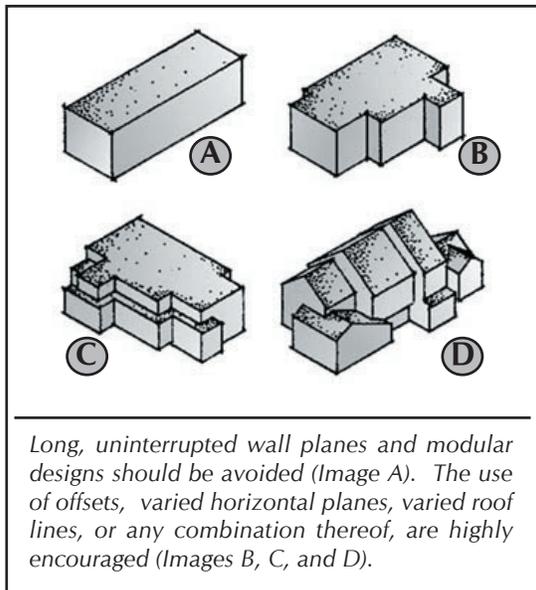
Common architectural guidelines and design elements applied throughout the Route 31 Corridor will help to establish an attractive, unified visual image for the corridor. While the following guidelines apply to all proposed new development, renovations, and redevelopment efforts, architectural innovation is encouraged within this framework.

- ▶ The Route 31 Corridor has no one defining style of architecture, and therefore, style should not be restricted. Each development project should be evaluated based upon the quality of design and its relationship to the surrounding area.
- ▶ Designs should provide visual interest and variety in keeping with the “small town” and historic character of the Village. Buildings should be designed in an attractive and interesting manner to not only define the image of the Corridor, but to reflect that of the Village as well.



- ▶ All sides of buildings should be equally attractive. Architectural details such as texture, pattern, color, and building form used on the front façade should be incorporated on all visible building facades. However, such requirements need not apply to any façade(s) facing areas not generally visible to the public.

- ▶ Building massing should be varied to create a logical hierarchy of building forms; to break up long expanses of façade; to create shade and shadow; and to create a “human scale.”



- ▶ Human scale should be created by building massing form, as well as the use of architectural elements such as colonnades, canopies, walkways, street-level display windows, lighting, and a variety of building materials. The incorporation of site design features around the building exterior should further reinforce human scale.
- ▶ Long, uninterrupted wall or roof planes should be avoided and signs, lighting, utilities and services should be integrated with the building design.
- ▶ Monotony should be avoided in design. The roof line at the top of the structure should incorporate offsets and jogs to reduce the monotony of an uninterrupted roof plane.
- ▶ Commercial building facades should provide appropriate proportions of transparent glass in the entry street facing wall to promote visibility between the street and building interiors.

- ▶ Where applicable, window patterns should be compatible with those in adjoining buildings. Windows, doors, eaves, and parapets should be proportional and relate to one another.
- ▶ Each building or storefront should have a clearly defined, highly visible entrance.



- ▶ The scale of buildings should be carefully related to adjacent, or planned pedestrian areas and other structures.



- ▶ Large, dominating structures should be broken up by creating horizontal emphasis through the use of trim; adding awnings, eaves, windows, or architectural ornamentation; use of complementary colors; and landscape materials.

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## Building Materials and Color

Building materials and color are important elements that often dictate the aesthetic and physical quality of a development. In order to assure the overall quality of development desired for the Route 31 Corridor, the following guidelines should be followed.

- ▶ Predominant exterior materials must be of a high quality. These include brick, wood, limestone, other native stone, and tinted/textured concrete masonry units. Smooth-faced concrete block, tilt-up concrete panels, or pre-fabricated steel panels are prohibited as the predominant exterior building material.



- ▶ Dissimilar materials may be permitted when incorporating other characteristics such as scale, form, architectural detailing and color to make the building compatible with the area.
- ▶ Life cycle and low maintenance requirements should be considered in material selection. For instance, materials with integral color are generally recommended over materials that require painting.
- ▶ Colors for buildings should be complementary colors that work to define the corridor.
- ▶ Façade colors should be of low reflectance, subtle, neutral, or earth tone colors. The use of high intensity, metallic, black, or fluorescent colors is discouraged.

- ▶ Building trim and other details/accents may feature brighter colors, however, neon tubing is discouraged as an accent material.



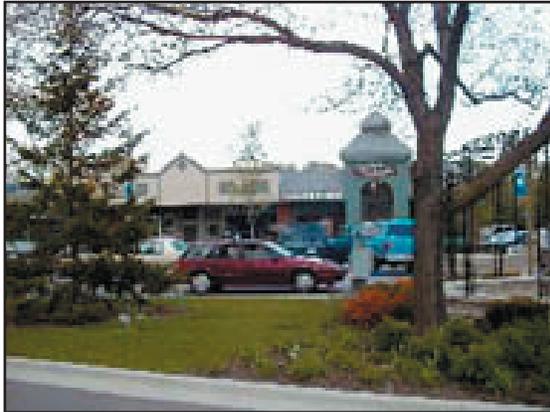
## Landscape Design and Screening

Landscaping can be a visible indicator of quality development, and is particularly important to passing motorists. Landscaping should be used as an opportunity to visually tie an entire development together by screening parking or service areas, accenting entryways, enhancing the appearance of buildings, buffering automobile traffic, creating an attractive, shaded environment along street edges, and defining circulation for vehicles and pedestrians.

- ▶ Landscaping should define entrances to buildings and parking lots, define the edges of various land uses, provide transitions between neighboring properties (buffering), and provide screening for loading and equipment areas.



- ▶ Landscaping should be in scale with adjacent structures and be of appropriate size at maturity to accomplish its intended purpose.
- ▶ Landscaping should be protected from vehicular and pedestrian encroachment by raised planting surfaces, depressed walks, or the use of curbs.



- ▶ Landscaping should not obstruct visibility at drive and/or parking aisle intersections.
- ▶ Parking lots should be planted to minimize their presence and enhance their appearance. Landscaping for the parking areas should be located in a manner that provides visual relief, shading of the lot, green areas, and screening, while ensuring that the lines-of-site are maintained, both at the time of planting and at plant maturity. Consolidated, large landscaped areas are preferred to break down the visual negative impact of large asphalt areas.



- ▶ Parking lot screening from public rights-of-way and pedestrian walkways is required when existing site characteristics do not adequately screen parking areas. Parking areas in the rear and side of lots require less screening and are therefore encouraged.
- ▶ Landscape islands within parking lots are required to improve not only the appearance of the site, but also the overall on-site vehicular circulation patterns.



- ▶ At a minimum, two (2) shade trees are required per landscaped island and one (1) landscaped island is required for every 15 parking spaces.
- ▶ Trash enclosures, utility boxes, meters, and loading/service areas must be screened from adjacent properties, public rights-of-way, parking areas and pedestrian walkways.
  - Screening for trash enclosures should consist of a solid wall of the same material as the principle building.
  - Roof equipment screening should consist of a parapet wall.
  - All other utility equipment and service areas should be screened with landscape material and/or fencing, equal in height or taller than the equipment being screened.

- ▶ Trash enclosures must be located towards the rear of the site, unless it can be determined that a location within a side yard is more appropriate to the functioning of the establishment. Under no circumstances is it permitted in a front yard.
- ▶ No outside vending machines are permitted for any use along the Route 31 Corridor.

### Pedestrian, Bicycle, and Vehicular Circulation and Access

These guidelines are intended to provide improved circulation and reduced vehicular traffic conflict by ensuring that circulation and access patterns create an integrated transportation network for pedestrians, bicycles, and vehicles.

- ▶ The frequency of driveways and other access points should be minimized to avoid conflicts with other traffic patterns.
- ▶ Vehicular connections should be provided from a development site to adjoining streets, driveways, or other circulation systems on adjoining sites.
- ▶ An internal pedestrian walkway should be provided from the perimeter public sidewalk to the principle customer entrance. This walkway must be distinguished from the driving surfaces through the use of special pavers, bricks, or scored concrete to enhance pedestrian safety and the attractiveness of the walkways.



- ▶ Clearly delineated circulation paths from parking areas to building entries should be provided.
- ▶ Sidewalks must be provided along the length of any façade abutting designated parking areas.



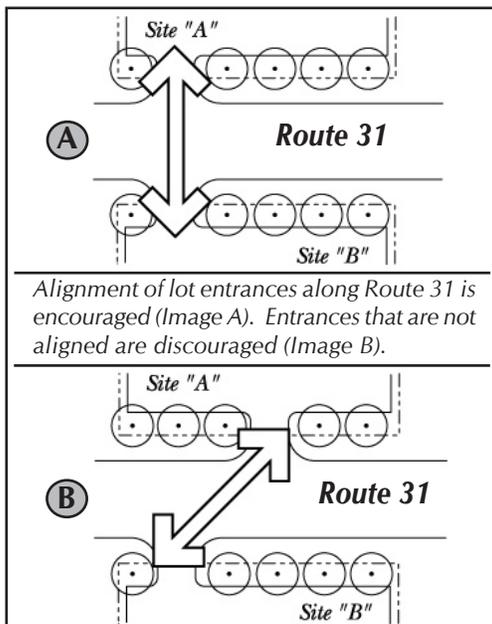
- ▶ Opportunities for bicycle/pedestrian mobility should be enhanced through site design strategies and bicycle/pedestrian access ways that seek to shorten walking distances and increase accessibility between uses.



- ▶ The provision of bike racks or bike parking should be incorporated into all site designs, unless it can be determined that such needs are adequately addressed on adjacent sites or along the public right-of-way.

- ▶ Where appropriate, bike paths and bike connections should be provided or link with other existing or proposed paths that connect to the Prairie Path Trail.
- ▶ For all new developments, the number and location of entrances should be consistent with the existing or anticipated design of Route 31 Corridor and adjacent streets. The specific locations of entrances are largely dependent upon the following factors:

- The location of existing or planned median breaks;
- Separation requirements between the entrance and major intersections;
- Separation requirements between other entrances;
- The need to provide shared access with other sites;
- The need to align with previously approved or constructed access points on the opposite side of the street;



- The minimum number of entrances needed to move traffic onto and off the site safely and efficiently.

- ▶ Entrance drives must be designed to provide efficient ingress and egress to the site free from parking spaces backing into the drive.
- ▶ Common driveways that provide vehicular access to more than one site are encouraged.
- ▶ Whenever practical, shared parking between adjacent businesses and/or developments is encouraged.

### Parking Configuration

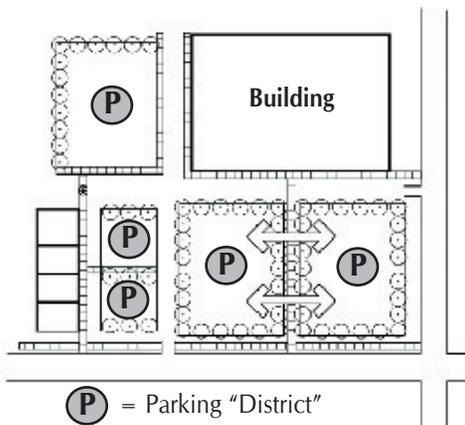
Quality development corridors provide a variety of convenient parking choices consistent with the scale of the development, the location, and the types of stores. A quality place allows exible parking arrangements such as on-street parking and shared parking to minimize an over supply of parking. Large blocks/strips of uninterrupted parking detract from the appearance of a development corridor and create a confusing and sometimes hazardous environment for both motorists and pedestrians.

- ▶ Parking should be discouraged in the front yard setback for lots fronting directly on Route 31.
- ▶ If parking is to occur in the front yard of properties fronting Route 31, increased landscaping and buffering is required to screen parking fields.

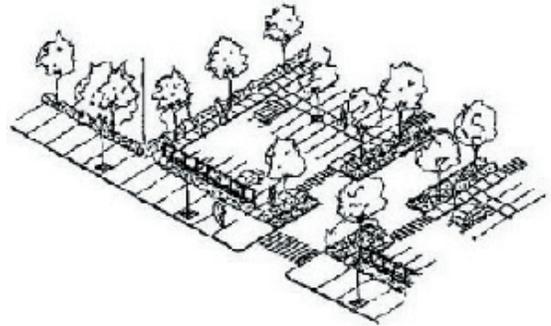




- ▶ Parking aisles should be separated from vehicle circulation routes whenever possible.
- ▶ Where parking areas are connected, direction of travel and parking bays should be similar to reduce conflict at points of connection.
- ▶ Wherever appropriate, parking access points, whether located on front or side streets must be located as far as possible from street intersections so that adequate stacking room is provided. The number of access points should be limited to the minimum amount necessary to provide adequate circulation.
- ▶ Parking areas designed to accommodate a significant number of vehicles should be divided into a series of connected smaller lots or “districts”. This is principally applicable to strip developments or multiple tenants developments that share a common parking area.



- ▶ First aisle parking stalls should be set back a sufficient distance from the curb to avoid traffic obstruction. Drive aisle throats should be sufficient depth to avoid vehicle stacking into the street.
- ▶ Parking areas must be landscaped, receiving interior as well as perimeter treatments.



- ▶ Parking areas should be separated from structures by either a raised concrete walkway or landscaped strip, preferably both. Arrangements where parking spaces directly abut structures should be avoided.
- ▶ Utilization of an opaque wall, landscaping, or combination of walls, berms, and landscaping material to screen any parking at the entry periphery is required. Changing the grade of the parking lot from existing street elevations may aid in obscuring views of automobiles while promoting views of architectural elements of the on-site structure(s).



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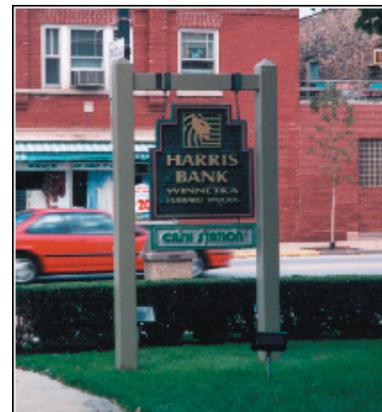
## Commercial Signs

Commercial signs is a key element to the overall image and character of the Route 31 Corridor. The types of signage that are often associated with large commercial transportation corridors include tall, pole-mounted signs, pylon signs, wall-mounted signs, site-specific monument, and directional signage of all shapes and sizes. The shape, size, and scale of signs are indeed some of the most important features because they have the most visual impact on the appearance of a corridor. Therefore, types of materials and site-specific features, such as monuments, have a significant influence on building a high-quality character for a corridor. The guidelines below outline measures that will help prevent visual clutter and foster a strong community image.

- ▶ Provisions for sign placement, sign scale in relationship with the building, and sign readability should be considered in developing the signing concept.
- ▶ Signs should be of scale and proportion in design and form a visual relationship to the building and surroundings. They should not be applied to the wall or windows of the building in such a way as to interfere with architectural details nor disrupt the rhythm of the columns and fenestration. They should be of a size, location and design that does not obscure a building's important architectural details or overwhelm the architectural elements of the facade or building.



- ▶ All signage should be highly compatible and consistent with the building and site design relative to color, material, placement, and forms used, and should comply with the Village's sign regulations.
- ▶ Signs typically vary in size, vertical location, typeface, and color scheme. Each sign along the Route 31 Corridor should be compatible with signs on adjoining premises and should not compete for attention.
- ▶ The number of wall mounted signs per storefront should be kept to a minimum of one (1) per business, except for corner lots where it can be determined that it is appropriate to have one (1) sign per front facing a road.
- ▶ Freestanding signs should be limited to ground or monument signs, and should be designed with consistent design elements, such as a base material, height, and lettering style, to create a visual continuity and quality to development.



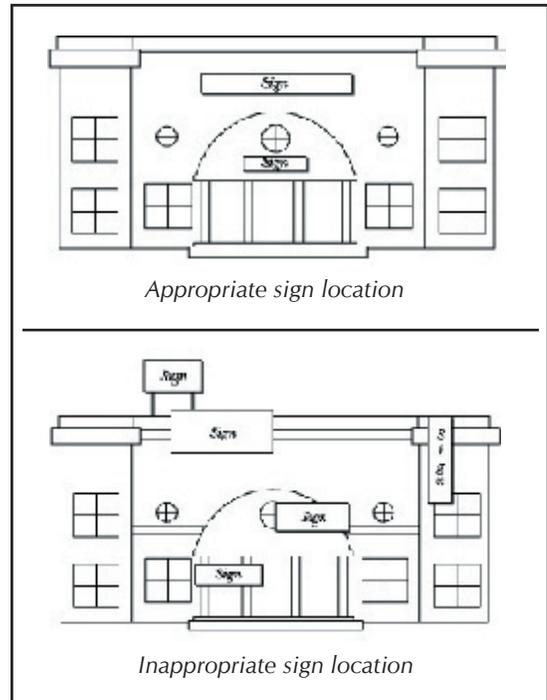
- ▶ Pylon or pole signs within the corridor should be discouraged. If pole signs are required, they should not exceed a height of 15'.
- ▶ All signs should be designed as an architectural element of the structure. The color, materials, and lighting should be restrained and harmonious with the building.

- ▶ All signs should be made of high quality, durable material. All freestanding monument signs must have a base and frame of masonry material complementary to the materials on the primary building with which the sign is associated.
- ▶ A limited number of colors should be used. Background colors that match the building color (or neutral), and light graphics on a dark background are encouraged.
- ▶ As applied to wall-mounted signs, preferred approaches for the corridor include the use of flood lights attached on gooseneck fixtures from the top of the roof or top of the sign, wall-wash lights mounted behind opaque sign letters or elements, and up-lights mounted in an open area beneath the sign.



- ▶ The use of neon lighting and lettering on primary signage should be limited. Its use on secondary signage or as an accent may be appropriate, however, high-intensity sign lights or the excessive external illumination of any sign is inappropriate.
- ▶ Flashing signs and signs that incorporate any type of movement, either in design or display, should be prohibited.
- ▶ Horizontal or flat wall signs are appropriate for structures located along the corridor. Such signs should be mounted above the window and below the roof, or above the window

below the floor line of the next story (a minimum of 8'-0" and a maximum of 15'-0" above grade). Signs should not protrude more than 9 inches from the face of the building.



- ▶ Signs perpendicular to the building wall are not appropriate.
- ▶ Changeable letters are prohibited on primary freestanding signs and should not occupy more than the 30% of wall signs.
- ▶ Signs (wall signs, three dimensional words or letters) should provide information simply and legibly. The message should be clearly conveyed; complex type faces should be avoided. Graphic elements should be held to the minimum needed to convey the sign's major message.
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- ▶ Signs of any nature are not permitted to project from roofs.
- ▶ Marquees are not permitted as part of any sign, except for theaters.

### Building and Site Lighting

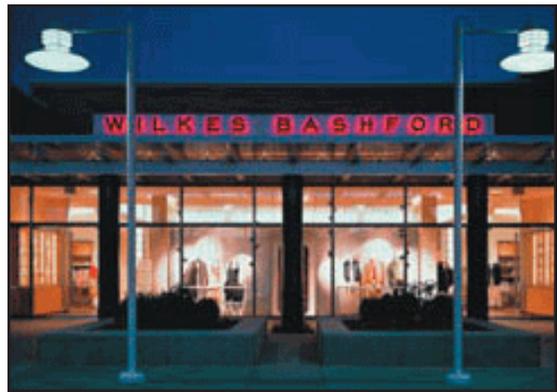
Lighting has a significant influence on the appearance, sense of safety, and image of a development. When applied, the following guidelines will enhance the sense of site continuity and contribute to a pleasant, orderly environment within the Route 31 Corridor.

- ▶ Lighting should be used to provide illumination for the security and safety of on-site areas such as parking, loading, shipping and receiving, pathways, and work areas. Maximum average light levels should not exceed 4.0 foot candles.



- ▶ All exterior lighting should be designed as part of the architectural and landscape design concept. The design of the light fixtures and their structural support should be architecturally compatible with the main building(s) on-site.
- ▶ Illuminators, fixtures, standards, and exposed accessories should be integrated within the building design.
- ▶ All lighting should be shielded to confine light spread within the site boundaries. In no case shall the illumination level beyond the property line exceed 0.5 foot candles.

- ▶ Adequate provisions should be made to avoid glare of vehicular and stationary lights that would affect the established character of the corridor, and to the extent such lights will be visible across any property line.
- ▶ Accent lighting that highlights a building's architectural features is encouraged. Exterior neon lighting, illuminated banding, or other lighting that creates a glow should be limited to accent purpose only.



- ▶ Building-mounted light fixtures should be for aesthetic and safety purposes only and must direct light upward or downward. Lighting should be used to highlight architectural features and create visual interest.
- ▶ Lighting that shines outward toward adjoining properties or street right(s)-of-way is prohibited.
- ▶ Metal halide lighting mounted at a 90-degree angle is the preferred method of lighting parking lots.



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- ▶ The preferred method of parking lot illumination is with individual light poles and fixtures. The use of building-mounted fixtures should be limited to special circumstances.



- ▶ To the maximum extent feasible, parking lot light poles/fixtures of the same style, height, color, and intensity of lighting should be used throughout the development corridor. Varying styles of fixtures may be permitted if it is demonstrated that the styles are compatible with and contribute to the overall lighting theme for the area.
- ▶ For parking areas, light pole and mounting heights should not exceed 25 feet above grade. Within 500 feet of Route 31 and residential properties, light poles shall not exceed 18'.