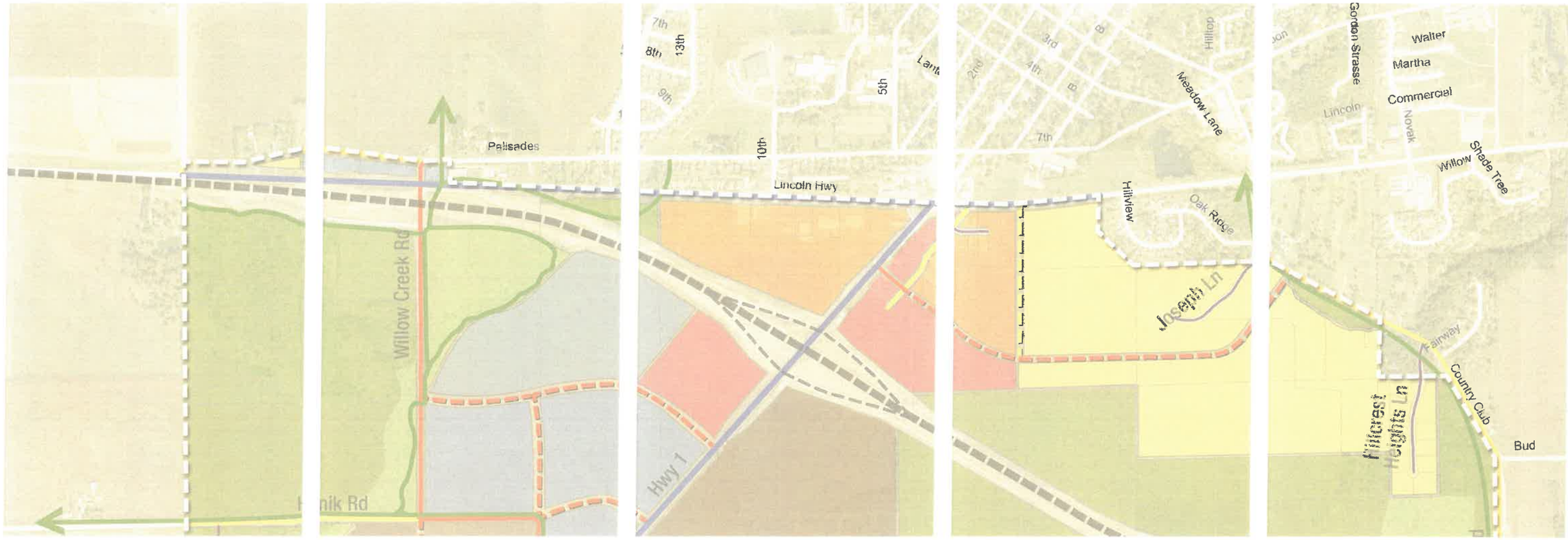

30 US HIGHWAY 30 MASTER PLAN

DRAFT AUGUST 2019

ACKNOWLEDGMENTS

MAYOR & CITY COUNCIL

Jamie Hampton, Mayor
Tom Wieseler, Mayor Pro Tem
Eric Roudabush, Council Member
Stephanie West, Council Member
Scott Rose, Council Member
Deb Herrmann, Council Member

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COMMUNITY

Special thanks to the residents of Mt Vernon for providing their input at the various public meetings.

US HIGHWAY 30 MASTER PLAN

DRAFT AUGUST 2019

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1 PROJECT OVERVIEW

PROJECT OVERVIEW

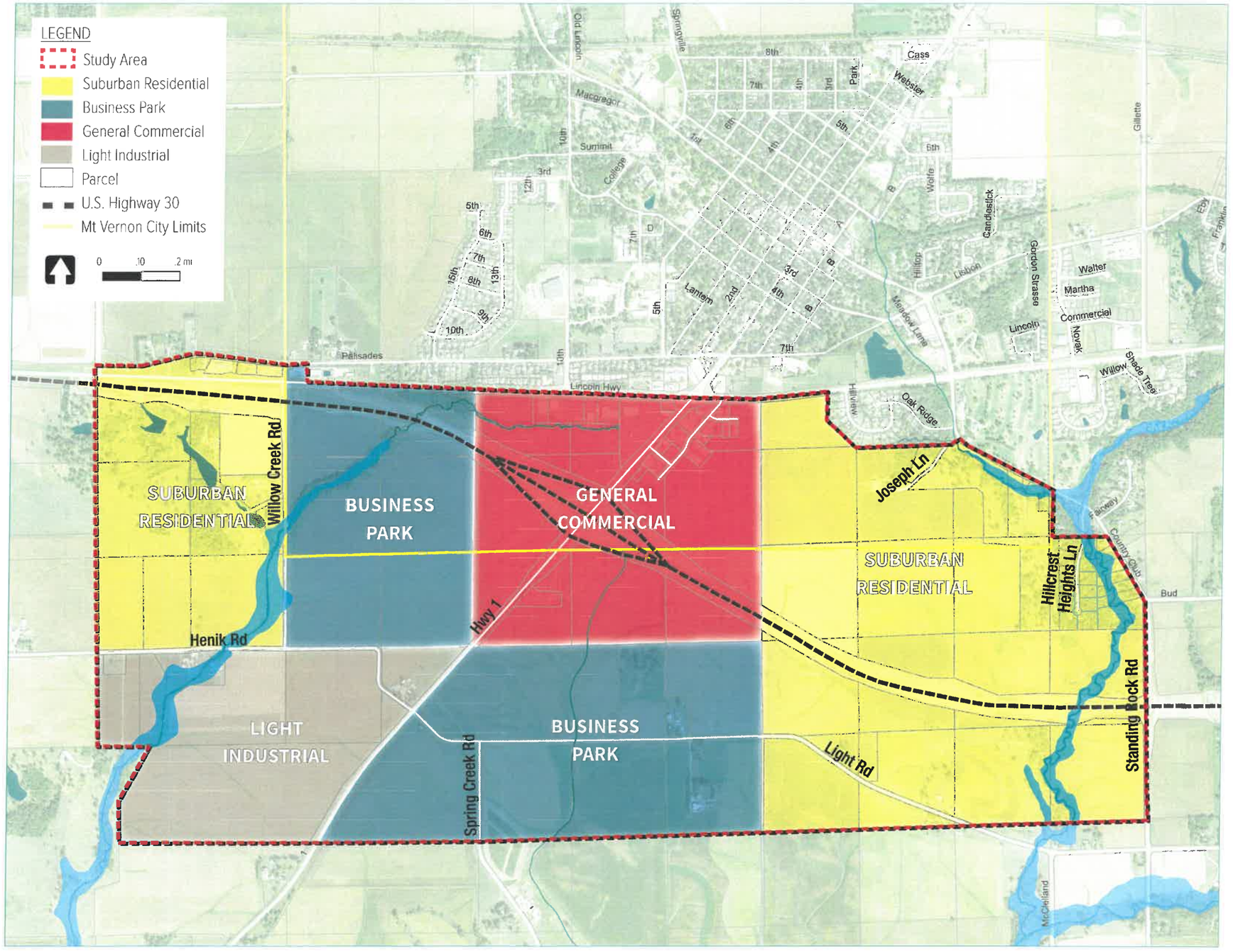
PROJECT PURPOSE

The Mount Vernon Design Guideline for New Development in the Hwy 30 Corridor Planning Area has been established to provide architectural standards, guidelines, and recommendations for all new construction within the City of Mount Vernon.

The intent of this Guideline is to establish expectations and provide clear direction for the design and construction of high-quality buildings and developments in the interest of promoting the general welfare of the community and to protect the value of adjacent buildings and properties. It is not the intent of this design guideline to unnecessarily restrict or stipulate architectural styles, colors, and building design.

The architectural principles described in this document, while based on more traditional archetypes, are applicable to buildings of any architectural style and serve to promote a proper massing, scale, and level of detail that further enhance the image of Mount =Vernon and demonstrate our commitment to creating a pedestrian-friendly community that is visually attractive and economically prosperous.

[*Figure 1.1 Original Future Land Use Map*]



MT. VERNON CORRIDOR PLAN
KICK-OFF MEETING
1.17.2018

OPPORTUNITIES

- Getting creative
- Learn from other mistakes
- Create NEW tax base - capture more local dollars
- Represent our community
- Bolster local employment!
- Bring in (embrace) south of town.
- Increase diverse housing types - increase diversity
- Current 30 to become city controlled by-way. (vision as bypass opens)
- Innovative housing models / living
  - agri-community
- Plan will support incentives
- Greenbelt, recreation
- Create jobs

CHALLENGES

- BIG BOX SQUEEZING OUT LOCALS
- PROXIMITY TO LISBON
- LAND OWNERSHIP
- FEAR OF CHANGE - Project will get out of hand.
  - TYING IT ALL TOGETHER.
- Land owner trust: confidence that we are protecting Mt. Vernon
- COST + infrastructure improvements
- right sizing development / types to compliment uptown
- CONSENSUS
- enhance identity
- empty buildings

Opportunities:
- o Getting creative
- o Learn from other mistakes
- o Create new tax base (capture more local dollars)
- o Represent our community
- o Bolster local economy
- o Bring in (embrace) south of town
- o Increase diversity of housing types
- o Current Highway 30 to become city-owned by-way
- o Agri-community
- o Plan will support incentives
- o Greenbelt / recreation
- o Create jobs

Challenges:
- o Big box squeezing out locals
- o Proximity to Lisbon
- o Land ownership
- o Fear of change
- o Tying it all together
- o Land owner trust / confidence
- o Cost of infrastructure improvements
- o Right size development
- o Consensus
- o Enhance identity
- o Empty buildings

[Steering Committee Kick-Off Meeting SWOT Analysis Results]

PUBLIC PARTICIPATION OVERVIEW

Public participation was a key component of the U.S. Highway 3(Corridor Master Plan. At several points throughout the planning process members of the public were given an opportunity to provide feedbac on the best use and plan for the U.S. Highway 30 corridor.

Steering Committee

The U.S. Highway 30 Corridor Master Plan utilized a Steering Committee composed of key city staff and elected officials as well as communit members representing various interests and areas of Mount Vernon. The Steering Committee helped identify an initial set of Opportunities anc Challenges for the community as outlined to the left.

Public Meeting #1

An initial public meeting was held on February 21, 2018, at the Moun Vernon City Hall. The public meeting included a project overview presentation and several engagement exercises. The public engagemen exercises will be summarized on the following pages and include:
- o Visioning Questions
- o Visual Preference Exercise
- o Land Use Mapping Exercise

Planning & Zoning Commission Meeting

The consultant team met with the Planning and Zoning Commission on March 21, 2018, to review the public input results.

Joint Workshop

A joint workshop between the Planning & Zoning Commission and the City Council was held on March 21, 2018, at the Mount Vernon City Hall.

Mt Vernon-Lisbon Community Development Group

The consultant team presented to the Mt Vernon-Lisbon Community Development Group on November 13, 2018. During this meeting, the review of the kick-off meeting and public meeting #1 visioning results.

Public Meeting #2

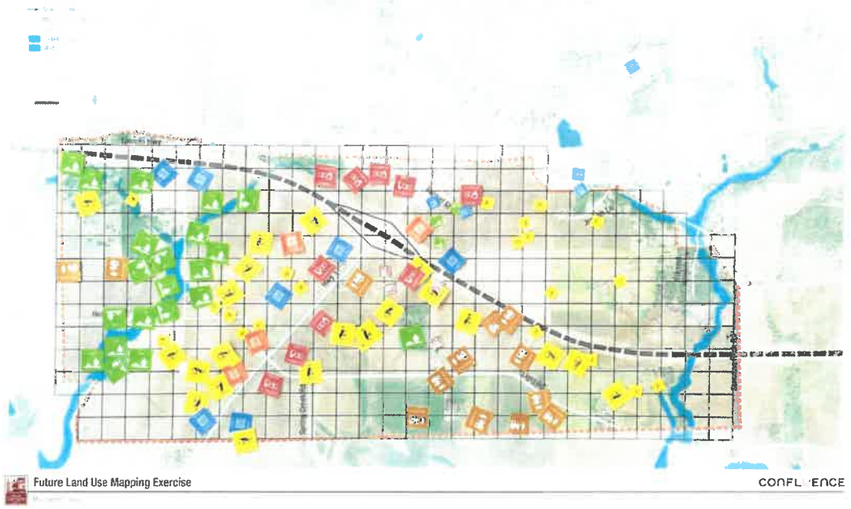
A second public meeting was held at the Mount Vernon City Hall on August 13, 2018. The purpose of the second public meeting was to overview the previous public input and visioning results, review the draft future land use map and to request additional feedback and answer any questions.

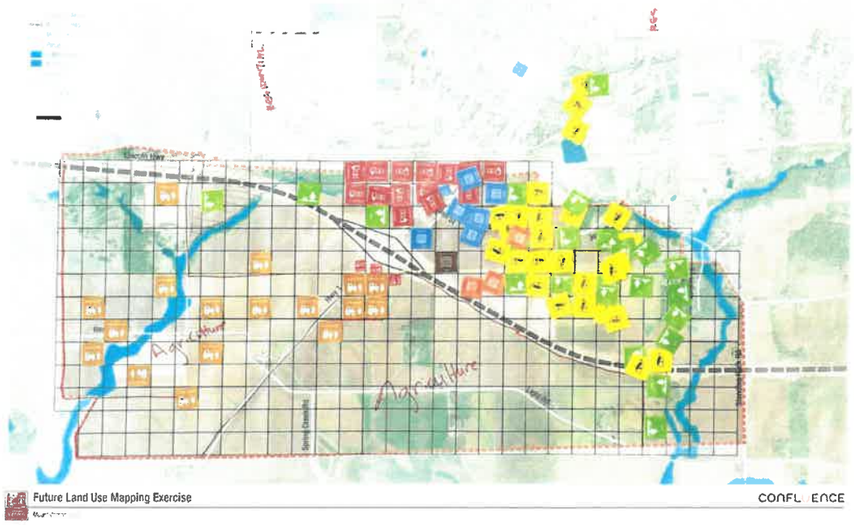
PROJECT OVERVIEW

PUBLIC MEETING #1

Puzzle Mapping Land Use Exercise

For the puzzle mapping exercise, large maps of the study area were provided for meeting attendees. In groups, the public was encouraged to place 1 or 1/2-inch square "puzzle" pieces representing different land uses onto the locations in the study where each use is most appropriate. Most of the completed puzzles identified agriculture to the south, housing in the northeast, parks along the stream in the western half of the planning boundary and more commercial activity in the area around the main interchange with U.S. Highway 30.





[*Land Use Puzzle Mapping Exercise Results*]

[*Visual Preference Exercise Results*]

PUBLIC MEETING #1

Visual Preference Exercise

A series of boards depicting different design, density and developmer types were set up at the public meeting. Meeting attendees were give several green and red dot stickers and were directed to place gree stickers on the images they most liked and red stickers on the image they most disliked. The results of this exercise helped influence the styl and type of land use and density in addition to influencing the desig guidelines outlined in this report.

In general, the public meeting attendees liked the following developmen types, styles and density levels:

- o Open Space / Parks
- o Pedestrian-scale commercial areas
- o Single-family homes
- o Architectural signage
- o Town center / town squares

In general, the public meeting attendees did not like the following development types, styles and density levels:

- o Big box stores
- o Industrial buildings / warehouses
- o Large multi-family buildings
- o Large parking lots

PROJECT OVERVIEW

PUBLIC MEETING #1

Visioning Questions

Attendees of Public Meeting #1 were asked to fill out a brief questionnaire that asked the four following questions:

- What are three things you want to see within the corridor?
- What is your one big fear for this corridor?
- What are three things you don't want to see within the corridor?
- What is your one big dream for this corridor?

Word clouds representing the biggest themes and words used in the questionnaire results are below. The larger the word, the more often that word, phrase or idea was included in responses.

What are three things you want to see within the corridor?

What are three things you don't want to see within the corridor?

What is your one big dream for this corridor?

What is your one big fear for this corridor?

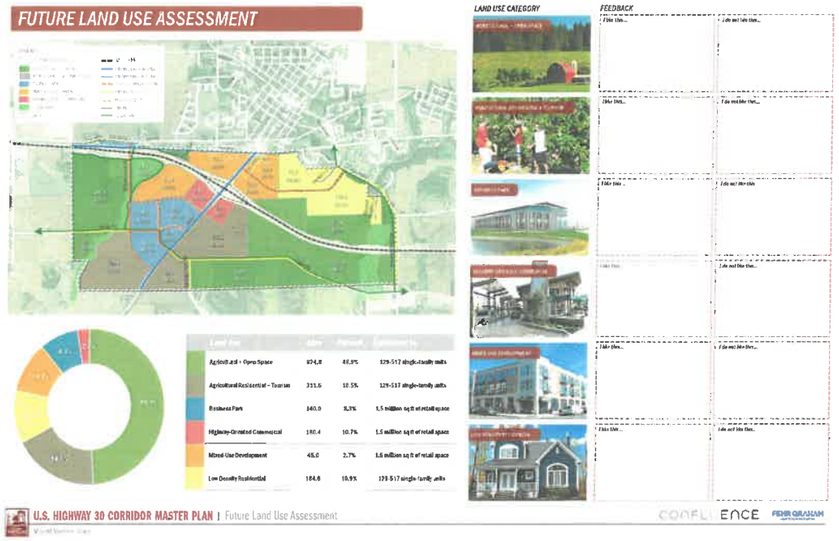
VISIONING QUESTIONS

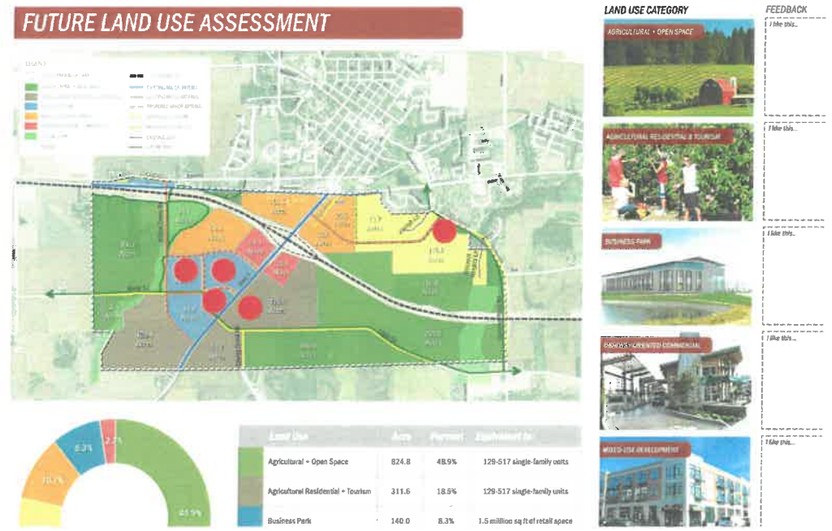
What are three things you want to see within the corridor?

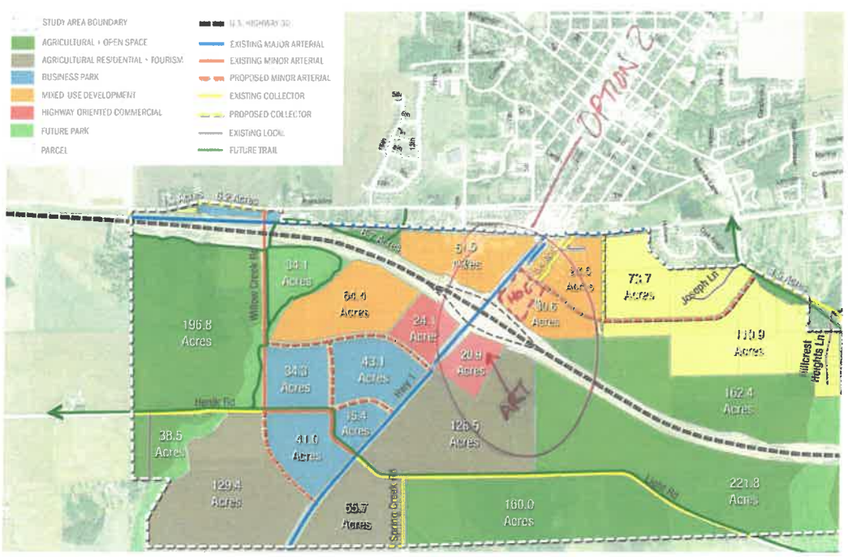
What is your one big fear for this corridor?

What are three things you don't want to see within the corridor?

What is your one big dream for this corridor?







[*Future Land Use Assessment Exercise Results*]

PUBLIC MEETING #2

Public Meeting # 2 was held on August 13, 2018 and included a discussio of the feedback received from the initial public meeting. This include results from the visual preference exercise, future land use mappin and the questionnaire results. Attendees were then offered a detaile definition for the different proposed land uses for the area including:

- o Agricultural & Open Space
- o Agricultural Residential & Tourism
- o Business Park
- o Highway-Oriented Commercial
- o Mixed-Use Development
- o Low Density Residential

The breakdown of future land uses for the area as well as more detailed land use development equivalencies were provided. For example a range of total possible new homes were calculated based on the proposed acres of Low Density Residential in the future land use plan The meeting concluded with a Future Land use Assessment Exercise.

Future Land Use Assessment Exercise

Meeting attendees were given a board that showed the draft future land use plan for the study area as well as land use demand estimates for master plan. Sample imagery for each land use type was also provided. Attendees were then asked to comment on the land use, development types and features they did and did not like for each proposed land use district.

Similar to Public Meeting #1, the meeting attendees preferred agriculture, parks and open space as well as single-family housing and pedestrian-scale mixed-use developments. The feedback gained through this meeting helped inform adjustments to the land use plan as well as the more detailed master plan for the study area.

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2 LAND USE, TRANSPORTATION & INFRASTRUCTURE PLAN

DRAFT AUGUST 2019

LAND USE, TRANSPORTATION & INFRASTRUCTURE PLAN

LAND USE PLANNING

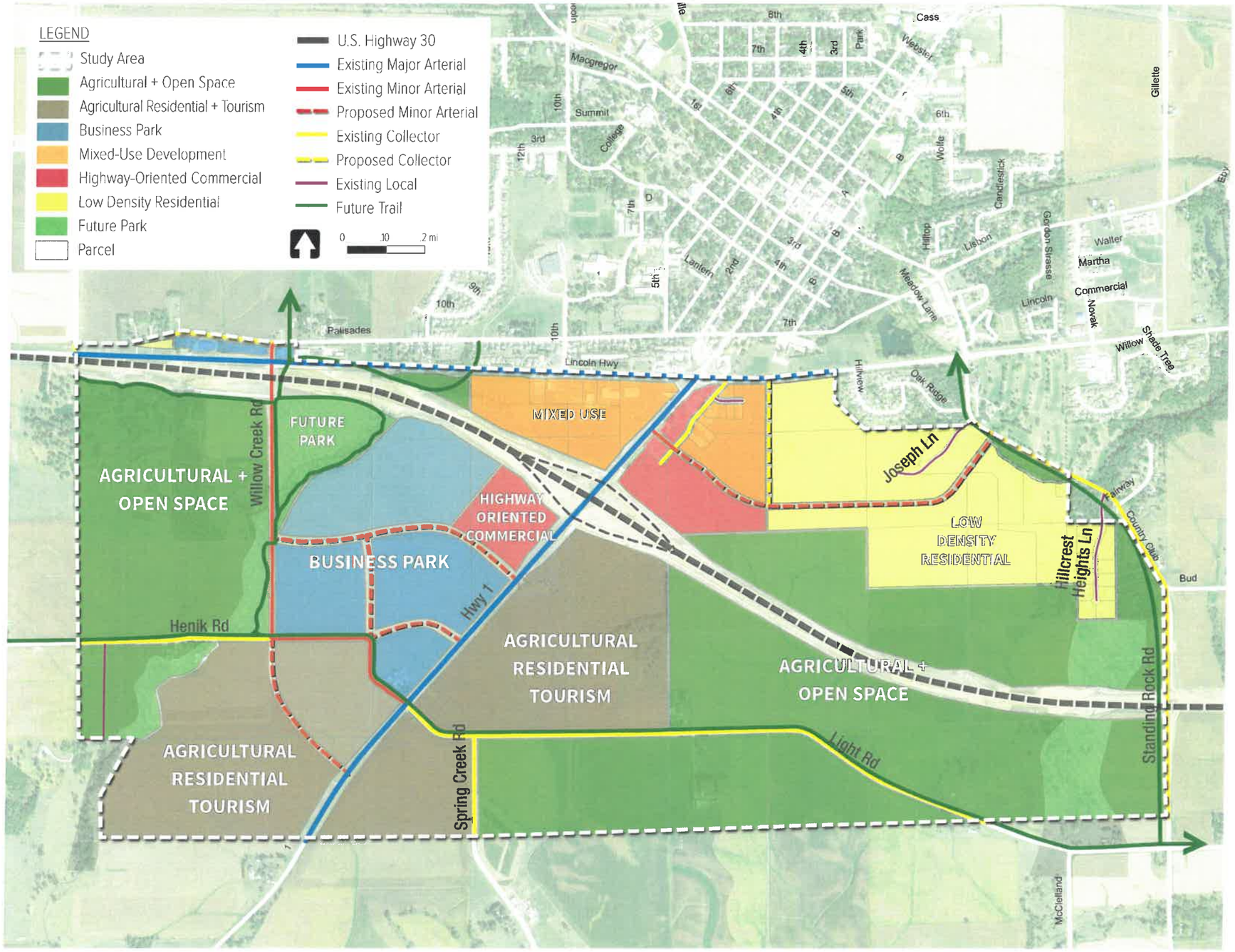
The consultant team was hired by the City to analyze the existing site conditions and opportunities, natural resources, public infrastructure, and community preferences and create a land use plan that addresses land uses, transitions, buffers, greenspaces and greenbelts and general vehicle and pedestrian circulation. The future land use plan and integrated transportation plan for the planning area is intended to be adopted and made part of the City's Comprehensive Plan.

Part of the land use planning process included the creation of a new set of land use categories adapted from the City's Comprehensive Plan and adjusted to fit the needs of the study area. The land use categories present on the land use plan include:

- o Agricultural & Open Space
- o Agricultural Residential & Tourism
- o Low Density Residential
- o Mixed-Use Development
- o Highway-Oriented Retail
- o Business Park

Definitions and representative imagery are provided on the following pages. These land use categories represent the most suitable land use types for the area. The distribution of land uses in the area was determined based on an analysis of the infrastructure / utility system and public feedback about desired uses in the area. Figure 1.1 shows the proposed land use plan for the U.S. Highway 30 Corridor. As the master plan area develops, minor changes and adjustments to land use boundaries may be necessary. However, no more than two corners of the US Highway 30 and Highway 1 should be developed as Highway Oriented Commercial.

[Figure 2.1 Future Land Use Map]



[Agricultural & Open Space Examples - top row; Agricultural & Residential Tourism Examples, bottom row]

LAND USE PLANNING

Agricultural & Open Space

This land use category includes land within the floodplain, contain wetlands, nature preserves, steep slopes, or significant tree cove Typical uses include natural areas, land devoted to agricultural use c crop production, very low density residential development, and mino agricultural tourism that generally generates less than 30 vehicle trip per any given day.

Residential dwellings should be limited to no more than 1 dwellin unit per 35 acres. Minor agricultural tourism includes small-group farn tours, temporary and unattended (honor-till) farm produce stands anc road-side stands, bed and breakfast on an active farm. This land use also includes lightly managed open space and greenspace such as greenbelts that have remained more natural and provide passive, low impact recreational activities such as recreation trails.

Agricultural Residential & Tourism

This land use category is similar to the Agricultural & Open Space lanc use category except that due to its closer proximity to major roadways and city water and sewer service, it can accommodate greater residentia densities, owner-occupied small-scale farming (farmette) and small plot intensive farming (SPIN), and more major agricultural tourism.

Residential dwellings should be limited to no more than 1 dwelling unit per 5 acres. Residential dwellings clustered around a shared open space or shared farming operation (agri-hood) may be have an overall density of up to 1 dwelling unit per acre. Major agricultural tourism activities include: large-group farm tours; dude ranches; farm-stays; staffed farm produce stands located within dedicated sales structures; wineries and distilleries with on-site sales, tasting, and/or tours; pumpkin patches; corn mazes; orchards, vineyards, and other fruit and vegetable patches providing farm produce for on-site sale and/or self-picking/harvesting; Christmas tree farms with on-site sales, on-site dining or restaurants.

This land use category can also serve as a buffer between agricultural uses more intense uses such as residential and commercial developments.

LAND USE, TRANSPORTATION & INFRASTRUCTURE PLAN

LAND USE PLANNING

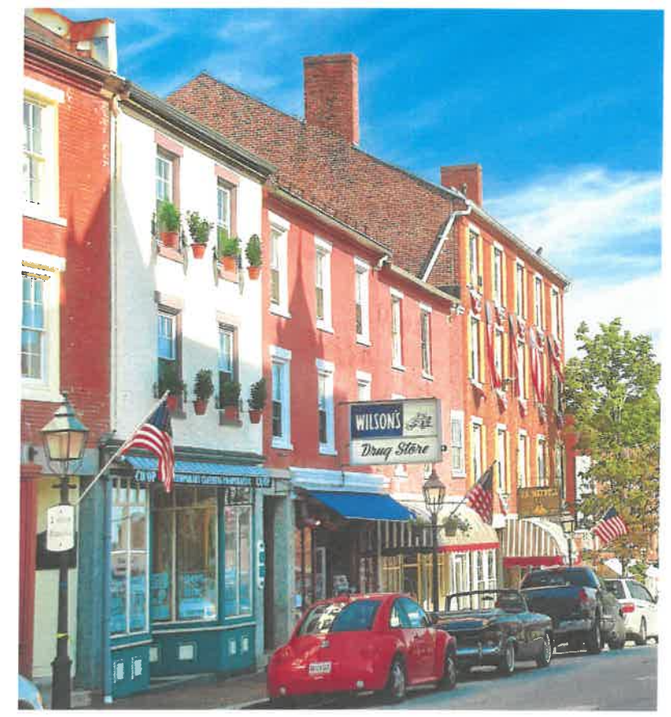
Low Density Residential

This land use category is dominated by single-family detached dwellings with a typical density of 1 to 5 dwelling units per acre and may include the continuation of existing agricultural operations. Development in this area may include residential clustered developments; religious, educational, and institutional uses and structures; and public and private parks and active recreational areas and structures. Single-family residential dwellings may include an attached or detached accessory dwelling unit located on the same lot and under the same ownership.

Mixed-Use Development

This land use category is designed to provide flexibility in uses and building design in an area that can accommodate either mixed-use or single-use buildings and developments. Allowable uses include multi-family residential, office, and retail. Big box retail and strip-mall style retail development and retail uses with drive-thru or drive-up service is not permissible.

Buildings may be one to three stories in height with shared parking that is either on-street or located within or under-building, or to the rear of the building. No single-tenant retail building or single-tenant space should be greater than 25,000 sq. ft. No single-story retail building shall contain more than two separate retail tenants. For mixed-use buildings, retail and office uses are generally located on the first floor (street level) with multi-family residential dwelling units located on the upper floors. The number of dwelling units per acre is generally over 12. Single tenant buildings or single tenant spaces greater than 25,000 sq. ft. may be approved with cause with a Conditional Use Permit.



[Low Density Residential Examples, top row; Mixed-Use Development, bottom row]

[Highway-Oriented Retail Examples, top row; Business Park Examples, bottom row]

LAND USE PLANNING

Highway-Oriented Retail

This land use category is designed to be located along US Highway 3(with the intent of providing services to the local, regional, and genera motoring public. Typical uses include gas stations, car washes, fast foo(and sit-down restaurants, convenience stores, hotels, banks, and aut(repair shops. Maximum area of land devoted to this land use categor should be approximately 50 acres. No more than two corners of the U! Highway 30 and Highway 1 should be developed as Highway Oriente(Commercial. No single tenant building or single tenant space should b(greater than 25,000 sq. ft. unless approved with cause with a Conditiona Use Permit.

Business Park

This land use category is intended to be located south of U.S. Highwa 30 and includes a combination of professional office and medica uses, research and development and testing facilities, and corporate campuses consisting of single or multi-tenant buildings that are 1 or more stories tall. This land use category may also include light industrial uses such as light manufacturing and assembly, warehouse, and distributior facilities with no or very limited outdoor storage as well as ag-relatec retail and industrial uses such as farm equipment sales and service, grair elevators, services, and the processing and packaging of ag produce. All uses must not include operations with high water or sanitary sewer demand or produce strong smells or significant noise. No single tenant building or single tenant space should be greater than 50,000 sq. ft. unless approved with cause with a Conditional Use Permit.

LAND USE, TRANSPORTATION & INFRASTRUCTURE PLAN

[*Figure 2.2 U.S. Highway 30 Master Plan*]

LAND USE DEMAND ESTIMATES

Land Use Demand Estimates + Equivalencies

Land Use Districts	Acres	Percent	Equivalent to:
Agricultural + Open Space	824.8 acres	48.9%	20 single-family units *approximately 1 unit per 40 acres*
Agricultural Residential + Tourism	332.5 acres	19.7%	33 single-family units *approximately 1 unit per 10 acres*
Business Park	140.0 acres	8.3%	1.2 million square feet *approximate FAR=.25 with 20% post-plat ROW*
Highway-Oriented Commercial	60.1 acres	8.6%	435,600 square feet of retail space *approximate FAR=.20 with 20% post-plat ROW*
Mixed-Use Development	144.4 acres	3.6%	1.7 million square feet of retail space *approximate FAR=.35 with 20% post-plat ROW*
Low Density Residential	184.6 acres	10.9%	184-738 single-family units *approximately 1-4 dwelling units per acre*

[Table 1.1 Land Use Demand Estimates + Equivalencies]

LAND USE PLAN

Figure 2.2 shows the proposed U.S. Highway 30 master plan. Th development density and layout was influenced by land use deman estimates as described below.

Land Use Demand Estimates

Land use demand estimates for the six land use districts were calculate based on the total acres. Table 2.1 shows the breakdown.

Agricultural + Open Space

Agricultural + Open Space residential unit demand was calculated base on the assumption of approximately 1 unit per 40 acres. The estimate unit demand for the study area was around 20 single-family units.

Agricultural Residential + Tourism

Agricultural Residential + Tourism residential unit demand wa calculated based on the assumption of approximately 1 unit per 1 acres. The estimated unit demand for the study area was around 3 single-family units.

Business Park

Business Park retail space demand was calculated with a floor t area ratio (FAR) of .25 with 20% of post-plat land dedicated to right of-way (ROW). The estimated demand for the study area was 1.2 million square feet of space.

Highway-Oriented Commercial

Highway-Oriented Commercial retail space demand was calculatec based on an FAR of .20 with 20% of post-plat land dedicated to ROW. The estimated demand for the study area was 435,600 square feet o retail space.

Mixed-Use Development

Mixed-Use Development retail space was calculated based on an FAR o .35 with 20% of post-plat land dedicated to ROW. The estimated demand for the study area was 1.7 million square feet of retail space.

Low Density Residential

Low Density Residential unit demand was calculated based on an assumption of between 1 to 4 dwelling units per acre. The estimated unit demand for the study area was between 184 to 738 single-family units.

LAND USE, TRANSPORTATION & INFRASTRUCTURE PLAN

ROADWAY CLASSIFICATION

Roadways are broken into several classifications depending on their level of service/anticipated traffic loads. During the planning processes it is important to identify what the long-term use of the roadway is anticipated to be, regardless of what its immediate use and demand may require. This will ensure the proper right-of-way width is dedicated to handle additional lanes and utilities when the demand deems it necessary. Typical roadway classes with short descriptions are listed below. Figure 2.3 shows the proposed roadway classification layout for the study area.

Major (Principal) Arterial

These roads carry the largest capacity of traffic over longer distances at higher speeds (55 MPH and up). Access is typically limited to other arterials and collector roads with no access to individual properties or local roadways. No on-street parking is allowed. Right-of-way widths are 100 to 120 feet with 2-lanes or 4-lanes and a median.

Minor Arterial

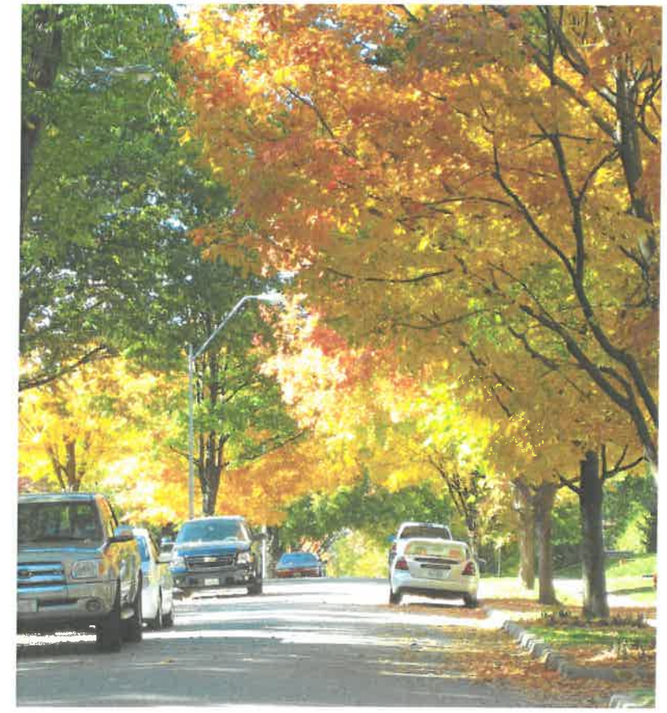
These roads carry slightly less traffic than major arterials at lower speeds (45 MPH to 55 MPH) but function the same by limiting access to arterials and collectors. Efficiency, speed, and safety are the primary objectives. No on-street parking is allowed. Right-of-way widths are 70 to 100 feet with 2-lanes or 2-lanes with a center turn lane.

Collector Streets

Collectors act as an efficient link to move traffic between arterial roadways and local roadways. Speeds are typically lower than arterial routes but higher than local streets (35 MPH to 45 MPH). Access is normally restricted to the primary entrances to developments or residential neighborhoods. Some individual property access points are permitted for commercial or industrial developments that serve multiple buildings. Parking may be allowed on collector routes, but it is not advised due to higher speeds and traffic volumes. Right-of-way widths are 60 to 70 feet with 2-lanes.

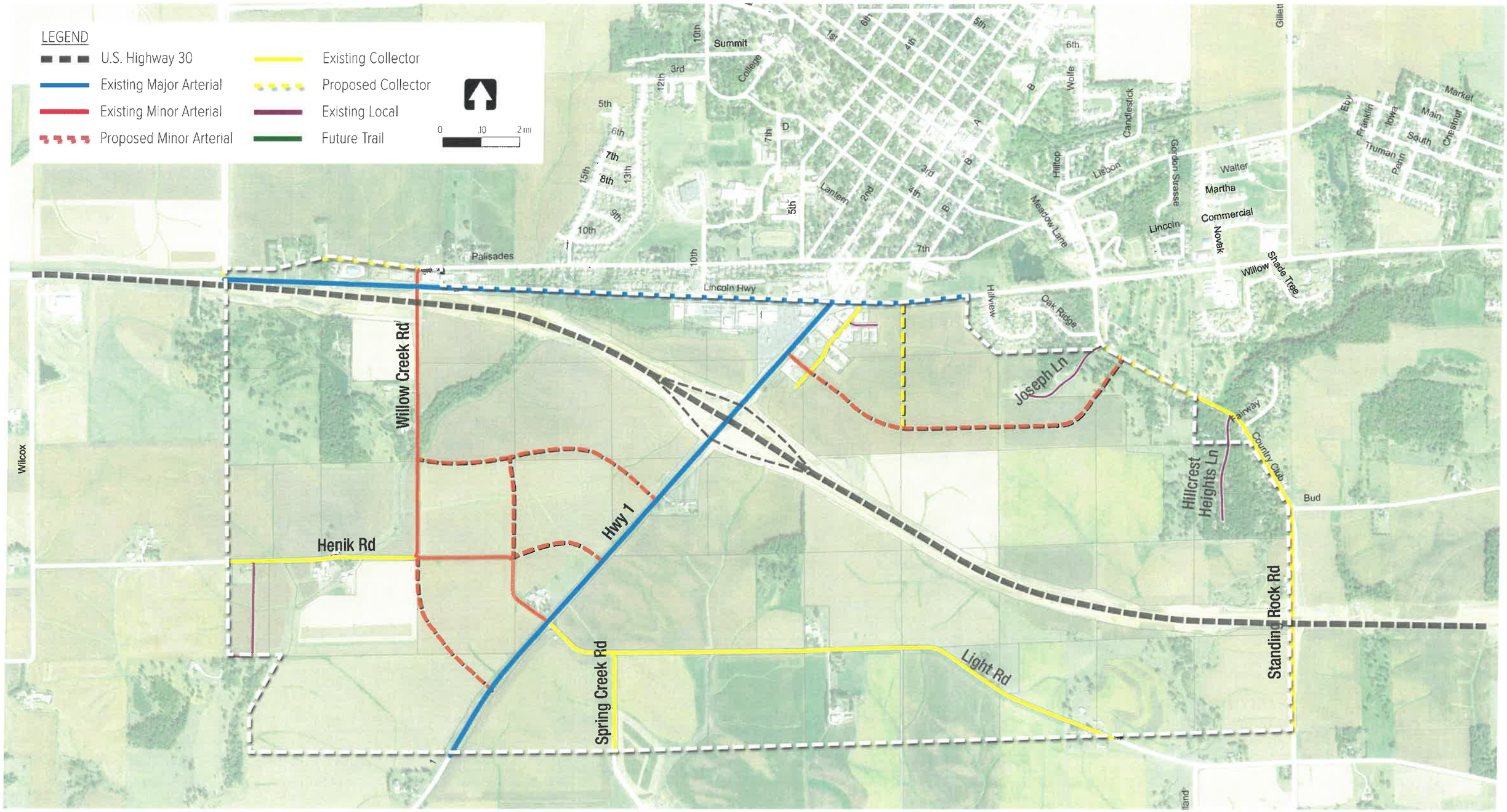
Local Streets

Local Streets serve direct access to individual residential, commercial, or industrial lots. The roads connect with collector roadways and are designed to discourage through traffic movements. Speed is usually limited to 25 MPH due to driveway spacing, on-street parking, shared use with bicycles, and the presence of pedestrians. Right-of-way widths are generally 60 feet with 2-lanes.



[Major Arterial Example, top left; Minor Arterial Example, top right; Collector Example, bottom left; Local Street Example, bottom right]

LAND USE, TRANSPORTATION & INFRASTRUCTURE PLAN



[*Figure 2.3 Transportation Plan*]

MUNICIPAL UTILITY IMPACTS

Extensions of the municipal utilities will be required to service the corridor. There is value in planning ahead to ensure order and sound fiscal decisions. Depending on how rapid the growth occurs, evaluation of the existing systems is often the first step. Studies can be delayed if only small, occasional developments with little impact to the overall capacity of the systems are built. However, if large developments are proposed or rapid growth is experienced, an emphasis should be placed on completing the evaluations and planning for additional capacity needs to make investments as economical as possible. Although both water and sanitary sewer systems are revenue-generating, the investments to expand the systems must be analyzed to ensure the payback will be achieved within the design life of the given improvements.

There is also a potential trickle-down effect from the expansion to new service areas to the existing systems. For example, additional water flow required for a development may drop system pressure in certain areas, or additional sewage flow may surcharge a trunk sewer during peak flows. As such, the investment to expand the service areas may require additional investment to upgrade existing infrastructure.

Prioritization of the improvements is also important. In order to spur development, it will be important to provide service to the most desirable areas first, typically near the interchange(s). Once momentum builds, it will likely become more obvious as to where development is likely to occur. When in doubt, an economic analysis of development cost can be a barometer, as the least expensive locations to build are often the first to develop. More challenging areas are likely to develop after they are spurred by the initial locations.

Descriptions of the recommended evaluations, potential expansions, and potential consequent improvements for the potable water and sanitary sewer systems are listed below. It is assumed that storm water management will be required for all new developments and that the storm sewer systems to service the new areas will be independent of the existing systems.

Figure 2.4 shows the Municipal Utiilty System for the U.S Highway 30 Corridor area.

WATER SYSTEM

Recommended Studies

A water distribution and demand study is recommended to identify current system pressures, source (well) capacities, distribution main capacities, usage demands, and projected demand from the anticipated development. This will identify if the current system has the ability to meet the daily demands relative to the existing and projected use, as well as fire service needs and recommended improvements to resolve identified deficiencies.

Water system study: $40,000-$60,000

Speculative Extension

The most direct location to provide water service south of Highway 30 is along Highway 1. If the main was not immediately extended, there is a potential economic advantage to the installation of steel casing during construction of the highway to allow for installation and prevent the added expense of jacking and boring the casing pipe after the roadway is constructed. An additional location should be considered to cross Highway 30 to provide loop in the distribution system through this area. This will enhance pressure and flow and provide redundancy. A likely location would be to provide this loop near Willow Creek Road.

Main extension to south side of Highway 30 along Highway 1: $275,000
Main extension to south side of Highway 30 near Willow Creek: $120,000

Consequent Improvements

Extension of existing main to the proposed development is recommended to maintain wellhead protection for the water system and capture the additional revenue generated by system expansion. Some existing mains may require increase in capacity (size) depending on the current and anticipated demand. If demand and fire protection needs exceed current capacity, a new water tower and/or supply well(s) may be warranted. Depending on water quality and user requirements, it is possible that water treatment, such as hardness or iron removal, would be suggested.

New well: $500,000
New water tower: $1,500,000

SANITARY SYSTEM

Recommended Studies

A sanitary collection system study and treatment facility plan are recommended to ensure current infrastructure can handle the projected demand from the anticipated development.

Sewer collection system study: $30,000-$50,000
WWTP Evaluation and Facility Plan: $30,000-$40,000

Speculative Extension

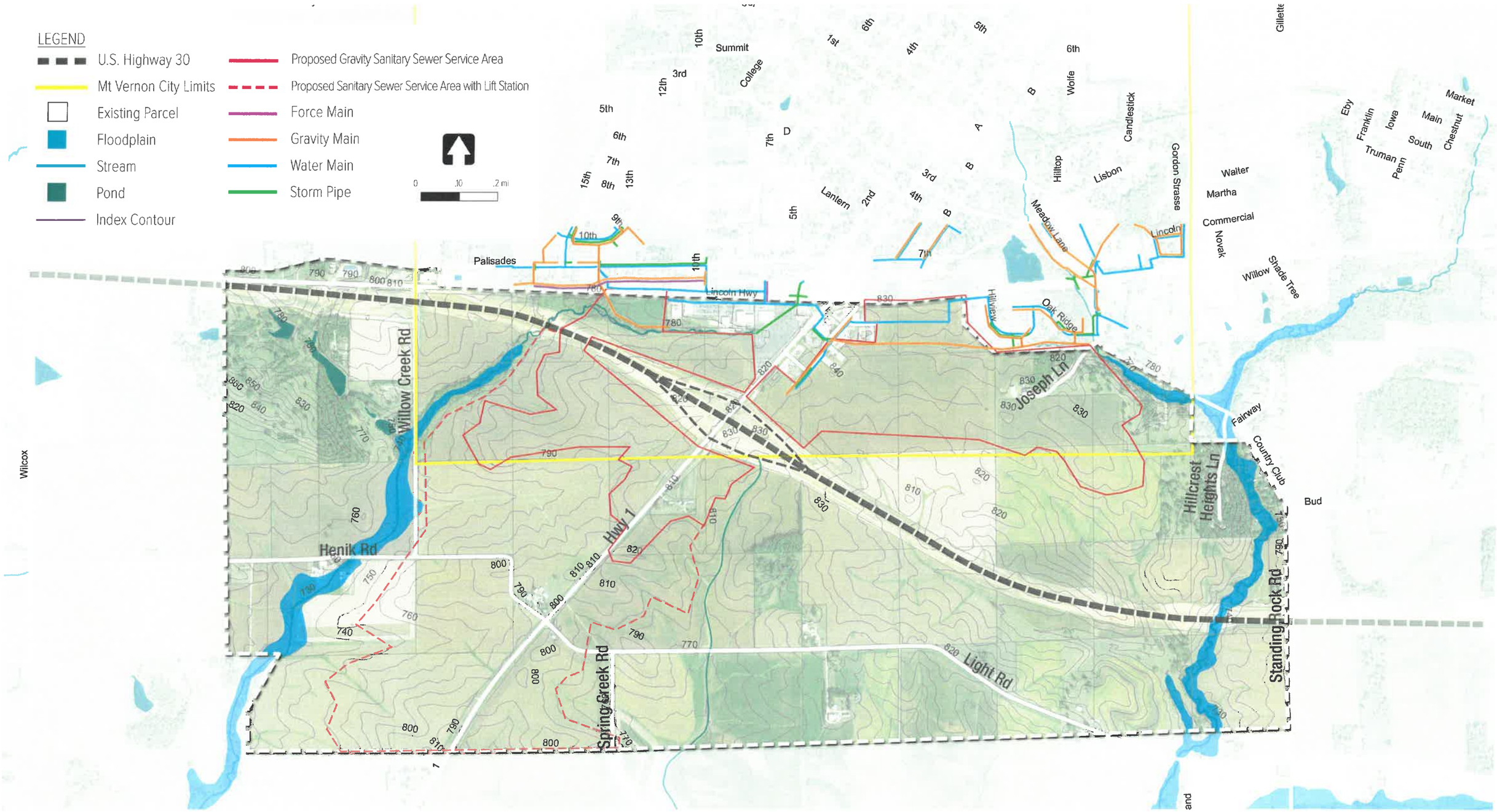
The most direct route to service this location is along Highway 1. As with the water main, installation of a casing pipe before the roadway is constructed may yield cost savings versus installation of the casing pipe after the roadway is placed. A sanitary sewer main in this location will likely have limited service area due to the terrain, so a second crossing of Highway 30 closer to Willow Creek will provide gravity service to a significant area southwest of the interchange. To further expand the service area, a lift station can be installed north of Henik Road on the east side of Willow Creek that will pump sewage from a lower elevation to the gravity system.

Main extension to south side of Highway 30 along Highway 1: $325,000
Main extension to south side of Highway 30 near Willow Creek: $120,000
Lift Station and force main: $300,000-$425,000

Consequent Improvements

Extension of existing main to the proposed development will be required. If capacity of the expected connection point is found to be inadequate, the existing main will need to be improved, or an alternative route will need to be provided. If the existing treatment plant lacks capacity, then the treatment plant will require improvement. Depending on the service life left of the existing plant and the projected growth to the south, it may be advantageous to look at long term planning to relocate the existing treatment plant further down Spring Creek. This location would greatly increase the gravity service area of the facility and allow the current flows to gravity feed to the new location. A location to consider could be near the intersection of Standing Rock Road and Light Road.

New wastewater treatment plant: $10,000,000-$15,000,000



[*Figure 2.4 Municipal Utility System*]

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3 DESIGN GUIDELINES

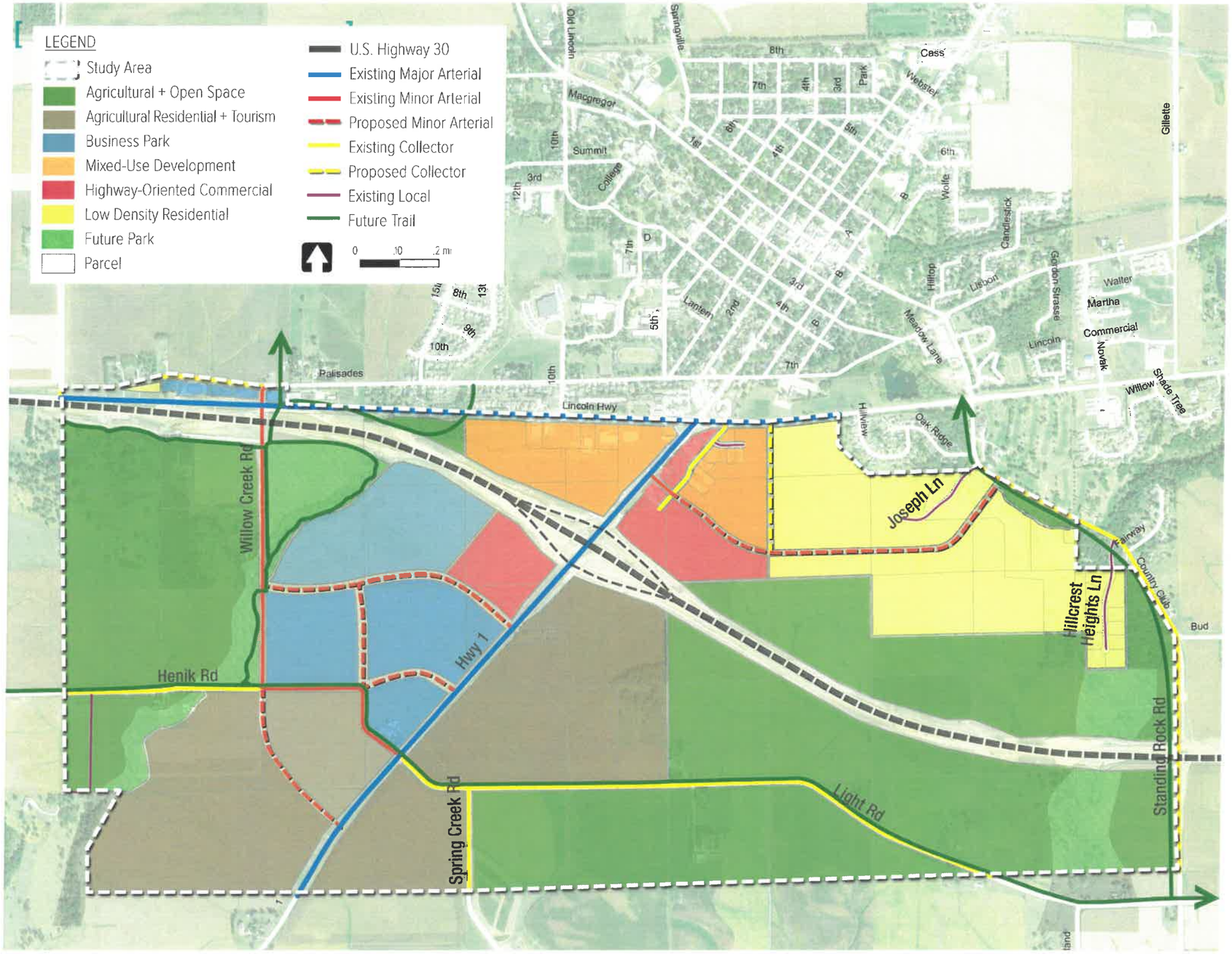
DESIGN GUIDELINES

INTENT + APPLICATION

Statement of Intent

The design guideline contained herein for new development in the US Highway 30 Master Plan Area has been established to provide site and building architectural standards, guidelines, and recommendations for all new construction within the master plan area.

The intent of these guidelines is to establish expectations and provide clear direction for the design and construction of high-quality buildings and site elements in the interest of promoting the general welfare of the community and to protect the value of adjacent buildings and properties.



[*Figure 3.1 U.S. Highway 30 Land Use Plan*]

[Figure 3.2 U.S. Highway 30 Master Plan]

DESIGN GUIDELINES

INTENT + APPLICATION

Architectural History and Background

The City of Mount Vernon, Iowa has a rich and highly visible architectura history. At present there are three designated historic districts within th city limits. The pride of this small community is carried on the facades c the numerous houses and buildings dating back to the mid-1800's. It i imperative that new development in and around Mount Vernon honor thi history through good design and the use high-quality building material and construction methods.

A large part of the character of Mount Vernon can be attributed to the number of well-maintained Victorian Era houses and thriving hilltop business district. Brick was the predominant building material in the early days of Mount Vernon. Most of the earliest brick buildings and houses in town were constructed using hand-made bricks of local clay and sand with foundations constructed of local Iowa limestone. Construction began in the early 1850's and the first buildings were largely, if not entirely, o the Colonial style.

The Commercial National Historic District occupies the predominant hilltop in Mount Vernon. Buildings in the district were constructed of fire-resistant brick between 1880 and 1910. Typically, two stories tall, many of the buildings utilize Iowa limestone for foundations, sills and other architectural details. Most, that haven't been previously damaged by fire, have prominent cornices and exhibit a high level of masonry craft in their detailing. The overall character of the commercial district is very well maintained and celebrated in the preservation of its rich architectural history.

Following the Civil War and on the shoulders of returning soldiers, the town entered a great period of prosperity. New homes constructed during this era can be generally characterized as Victorian and fine examples of nearly every Victorian style can be found in Mount Vernon to this day. The inherent charm of Victorian era homes coupled with traditional neighborhood planning of the time give Mount Vernon much of its charm. That so many remain and have been so well maintained for all these years is a testament to the community and its sense of place. As such, it is imperative that new development in the area endeavors to honor the rich architectural heritage without over shadowing it.

DESIGN GUIDELINES

INTENT + APPLICATION

Application

The design guidelines contained within this document shall apply to all property officially zoned within this Overlay District's boundaries. When a standard or code requirement is not covered by this overlay, the regulations as contained elsewhere within the City's code for the underlying zoning district in which the property is zoned shall apply. Should a conflict arise between the City Code and these design guidelines, the more restrictive requirement, as determined by the City's Zoning Administrator, shall prevail.

[*Different Development Type Examples*]

ZONING AND OVERLAY LAND USE COMPATIBILITY TABLE

Zoning District	Overlay Land Use Categories: Ag & Open Space	Ag Residential & Tourism	Low Density Residential	Mixed-Use Development	Highway Oriented Commercial	Business Park
AG Agricultural	C	C	C			
SR Suburban Residential			C			
NR New Residential			C			
TR Traditional Residential			C			
HR High-Density Residential				C		
CB Central Business District				C		
TC Town Center				C	C	
UC Mixed-Use Center				C	C	
LC Limited Commercial					C	
GC General Commercial					C	C
BP Business Park						C
LI Limited Industrial						

[Table 3.1 Zoning and Overlay Land Use Compatibility]

INTENT + APPLICATION

Land Use Compatibility

Prior to the development or redevelopment of any parcel located withi the overlay district, the property should be zoned or rezoned consister with the land use designation provided in the US Highway 30 Master Plar The following Zoning/Land Use Compatibility Table identifies the zonin district or districts compatible ("C") within each land use designation.

DESIGN GUIDELINES

SITE PLANNING GUIDELINES

Building Siting and Orientation

- o Buildings are strongly encouraged to be oriented towards the street with parking and loading areas located to the rear of the property and behind the main buildings. Building entrances should also face the street.
- o Parking lots located along a street should be well landscaped to reduce the appearance of large expanse of pavement and parked cars.
- o All sites and new buildings shall be designed to accommodate bike and pedestrian access and circulation as well as vehicle traffic.

[*Pedestrian Oriented Access*]

[*Appropriate Bulk Regulations Examples*]

SITE PLANNING GUIDELINES

Bulk Regulations

All new buildings, additions and parking lots shall comply with the bull regulations or setbacks as provided within the underlying zoning fo each parcel with the exception that the maximum height for all building shall be limited to three stories above grade.

Single family residential and duplex units shall comply with the building setbacks as detailed herein.

DESIGN GUIDELINES

SITE PLANNING GUIDELINES

Bicycle and Pedestrians Circulation and Facilities

Site plans for all new buildings, building additions and expansions, new parking lots and parking lot expansions shall include a plan for pedestrian circulation for the site.

At the time of development, sidewalks shall be constructed along all adjoining public streets in accordance with City standards. Where the master plan identifies a trail along a street frontage, the developer shall be required to install the trail (minimum 10 ft wide) in lieu of the required sidewalk. The developer may seek credit from the City towards meeting any parkland or open space dedication requirement proportional to the costs of the additional pavement width of the trail versus that of the sidewalk.

Sidewalk connections shall be made from all major building entrances to the parking lot and to the nearest public sidewalk or trail. Pedestrian circulation through the parking lot and to outdoor patios and seating areas shall also be provided. All sidewalks shall be a minimum five (5) feet wide. The use of special pavement treatments and markings to delineate and announce pedestrian crossings shall be required.

Every building that contains a residential or a retail use including restaurants, bars, and coffee shops, shall provide a bike parking facility, such as a bike rack or bike lock boxes or an indoor bike storage area in accordance with Section 907-A of City Code.

Residential buildings are encouraged to provide indoor bike storage areas and bike wash-down and repair facilities. Office uses are also encouraged to provide interior bicycle facilities for employees and customers. Further, office building indoor facilities are encouraged to provide bike lockers, repair and maintenance areas, and rooms/showers/changing rooms.

Exterior bicycle parking facilities must be located in a visible area close to the front entrances of the main building or buildings. The facilities should be located on a sturdy paved surface with permeable concrete as the preferred surface type. When possible, exterior bike racks should be architectural in style to enhance the aesthetics of the streetscape and overlay district. If exterior bike racks are not architectural in style, the bike facility should include screening to reduce its visual impact.

Setbacks: Bike racks must be at least 3 feet from the street right-of-way and 6 feet from the nearest structure to allow for adequate walkway space. If there are multiple bike racks in a location, there should be at least 10 ft 6 inches between the racks center to center.

For assistance with bicycle facility design, property owners should consult the Association of Pedestrian and Bicycle Professionals (APBP) - Essentials of Bike Parking, Revision 1.0, September 2015, www.apbp.org.

[*Bicycle and Pedestrian Circulation and Facilities Examples*]

[*Off-Street Parking Examples*]

SITE PLANNING GUIDELINES

Off-Street Parking

Parking Lot Layout

Within the TC and UC zoning districts, parking lots and loading areas shall no be permitted between principal structures and any public street. In all othe situations, no off-street parking or loading area shall be located closer tha 15 feet to a public street right-of-way line or residentially zoned property. N building dock shall be located along or visible from any public street.

All rows of parking shall be terminated with a curbed landscaped islan that is a minimum nine (9) feet wide and no less than 16 feet in length.

Sidewalks that abut the front edge of any parking stall shall be no les than 7 feet wide to accommodate a two (2) feet vehicle overhang.

All adjoining commercially zoned properties within this Overlay Distric shall allow for and provide parking and pedestrian interconnections t permit cross circulation and flow of traffic.

Parking Lot and Driveway Surfacing

All parking lots, driveways and drive aisles shall be paved and include integral curbing. Parking lot driveways, drive aisle, and parking stal dimension shall also conform with the City Zoning Regulations. Whee stops and similar non-integral curbing is discouraged except as may be necessary for ADA accessible parking stalls.

Alternative curbing and pavement edge treatments may be permitted for parking lot bio-swales and rain gardens. Permeable paving as part of a comprehensive storm water management plan may be permitted.

DESIGN GUIDELINES

SITE PLANNING GUIDELINES

Vehicle Drive-Thru & Drive-Up Facilities

A drive-thru facility is defined as any establishment that provides or dispenses products or services, through an attendant or an automated machine, to persons remaining in their vehicle. Typical facilities include but are not limited to financial institutions, fast-food restaurants, coffee shops, dry cleaners, and pharmacies. Car washes, service stations and fueling stations are, for the purpose of this guideline, not included.

1. Drive-thru facilities are not permitted immediately adjacent to any single-, two-family or townhouse property.

2. Drive-thru facilities adjacent to any multi-family land use shall be set back a minimum distance of eighty feet (80') measured from the residential property line to the nearest point of any stacking lane or vehicle queue.

3. Drive-thru facilities on properties less than 10,000 gross square feet are prohibited unless approved with a Conditional Use Permit for cause and if well-screened from view.

4. Drive-thru components including menu boards, ordering kiosks, service windows, canopies and other structures shall be incorporated into the overall building design. All components shall be screened from view of public streets and must be located on the sides or rear of the building. Stand-alone canopies are prohibited.

5. Facilities requiring double (parallel) drive-thru lanes shall be designed to minimize paving quantity and dimension. In such facilities, access to the parallel drive-thru lanes shall be provided by a single lane that widens to two (or more) stacking lanes. Exiting shall be accommodated similarly such that a single exit lane is provided for every two stacking lanes.

6. Stacking and drive-thru lanes shall be designed to efficiently and safely move traffic with a minimum number of curves and turning movements. Where feasible, an "escape" lane shall be provided.

7. Stacking and queuing lanes shall not wrap around more than any two sides of the building.

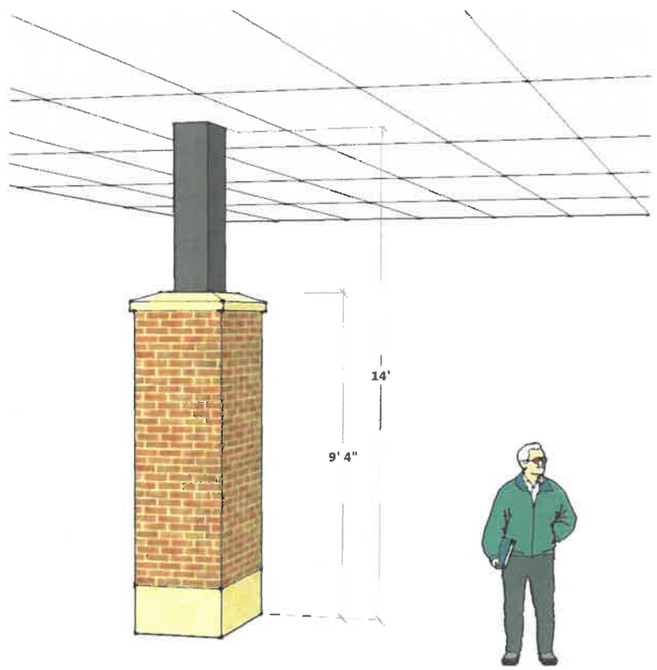
8. Drive-thru lanes shall not be accessed from or exit onto any public street.

9. Access and stacking lanes shall be placed as deeply into the site as is feasible but shall be no less than sixty feet (60') from the main site entrance to the beginning of any stacking lane.

10. Drive-thru vehicle circulation shall be designed to minimize potential conflicts between pedestrians and vehicles.

11. Drive-thru and stacking lanes shall be designed with raised islands, decorative paving, landscaping, and other visual and/or physical separators to mitigate conflicts with parking areas and driveways. At no time shall a parking access aisle be used for drive-thru queuing or service.

[*Drive thru facility examples*]



[*Fuel Pump Island Canopy, left / top right; Fuel Pump Island Canopy diagram, bottom right*]

SITE PLANNING GUIDELINES

Fuel Pump Island Canopies

1. All fuel pump islands shall be provided with a canopy regardless of th quantity of pumps.

2. The minimum height of any fuel pump canopy shall be 14' clea measured from the lowest point of the canopy to a point on the pavemen directly below. The maximum canopy height shall not exceed 20'.

3. Canopies attached to the principal structure shall meet the setbacl requirements for said structure.

4. Detached canopies shall have a minimum front yard setback of fifteer feet (15') and a minimum side yard setback of ten feet (10').

5. All structural and supporting columns shall be wrapped in a materia matching the primary building material of the principal structure The primary material shall wrap, at minimum the lower two-thirds o each column. When brick or stone are the primary building materials appropriate attention shall be paid to properly detailing the base anc capital of the column to give it a finished look. Exposed steel structura columns shall be permitted on the upper third of the column only.

6. Canopies clad in any architectural metal panel shall be of one color.

DESIGN GUIDELINES

SITE PLANNING GUIDELINES

Outdoor Displays and Sales

The outdoor display of retail goods for sale may be permitted subject to site plan review and approval and the regulations contained herein. Retail properties may define limited areas within their site for permanent and/ or intermittent outdoor display and sales (i.e., pumpkins, plants, lawn and garden goods), including outdoor seating areas for food and beverage service, subject to the provisions contained herein.

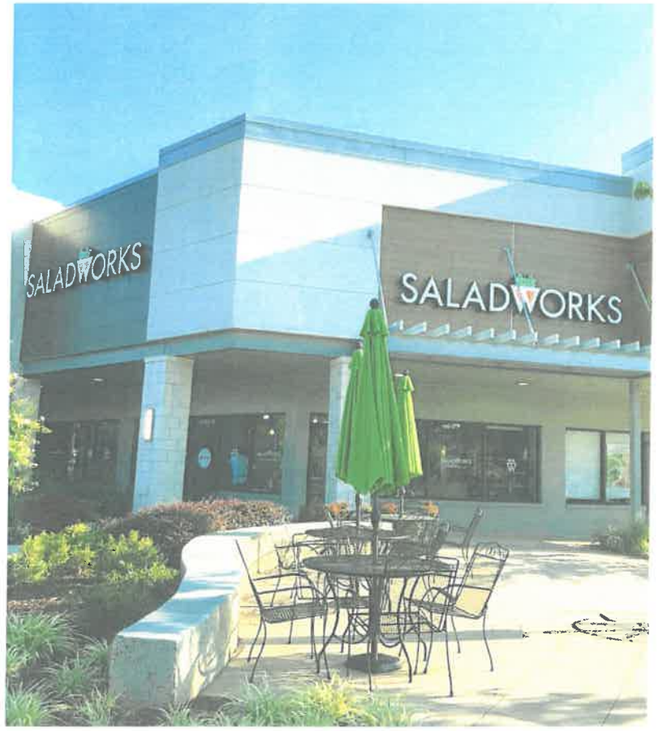
All outdoor display and sales and food and beverage service areas must be clearly defined and detailed on a site plan and obtain approval as part of a site plan process or otherwise obtain site plan approval from the City. All other City Code requirements for seasonal and temporary uses must be met.

Outdoor display and outdoor seating areas shall be hard surfaced and cannot not be located upon any parking stalls or drive aisles and must be situated immediately adjacent to the retail establishment or tenant space which shall have exclusive use of said areas. Off-site businesses/ non-tenants shall not be allowed to utilize these areas except as maybe approved by the City as part of a City sanctioned special event (i.e., farmers markets, craft shows, rummage sales, art festivals, food festivals, fun-runs, music events, live performances).

Outdoor display and seating areas shall be located no closer than 10 feet from any property line or street right-of-way and may not be located within any street or driveway vision triangle, required buffer, or required open space area. The layout of any outdoor display, sales, and seating areas shall be designed so to not create a traffic hazard or congestion and shall allow for the safe and unimpeded flow of pedestrian traffic, including exiting from the building. A minimum five (5) feet of clearance shall be maintained along all sidewalks and walking paths/pedestrian routes.

Outdoor food and beverage service areas are required to have a permanent barrier or fence, that is a minimum three (3) feet tall, enclosing the outdoor seating area. The permanent barrier or fence shall be architecturally consistent and appropriate with the level of finish and appearance of the adjacent retail building.

[*Outdoor display, top left; Outdoor seating, bottom left / top right / bottom right*]



[*Outdoor Displays and Sales Example, top; Outdoor seating, bottom left; Outdoor sales, bottom right*]

BUILDING DESIGN STANDARDS

Outdoor Displays and Sales Continued

No detached or freestanding signage shall be permitted except as ma be allowed by the City Zoning Regulations.

Food trucks and food trailers may be permitted on an intermittent c reoccurring basis within the Overlay District as part of a temporary use permi These special events and food trucks/trailers may be located within parkin or open space areas as permitted by the City. The number, specifi location, and duration or schedule shall be determined with the input o the Overlay District residents, businesses, and property owners so as t limit any conflicts or unintended negative impacts.

Outdoor Storage

The outdoor storage of any materials, goods, shipping containers construction equipment, trucks or trailers over 30 feet in length, junk and debris is prohibited in all zoning districts within the overlay district.

DESIGN GUIDELINES

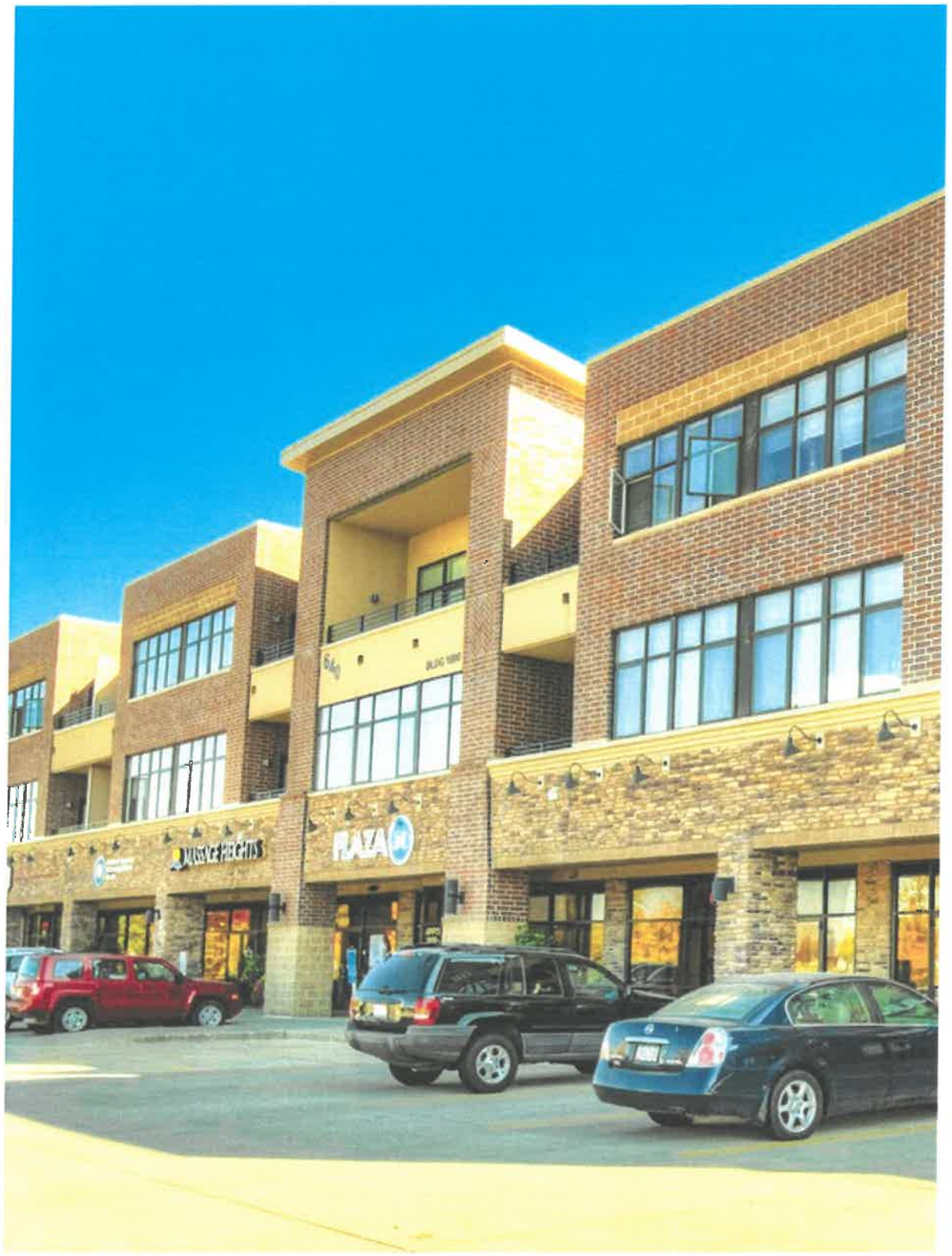
ARCHITECTURAL DESIGN GUIDELINES

Application and Exceptions

The architectural principles described in this document, while based on more traditional archetypes, are applicable to buildings of any architectural style and serve to promote a proper massing, scale, and level of detail that further enhance the image of Mount Vernon and demonstrate our commitment to creating a pedestrian-friendly community that is visually attractive and economically prosperous. It is not the intent of this design guideline to unnecessarily restrict or stipulate architectural styles, colors, and building design.

The architectural design guidelines contained herein this section shall apply to all new buildings, building additions, expansions, exterior renovations and remodels, and accessory structures location within the Overlay District.

A building addition, including successive additions, totaling both less than ten percent (10%) in size of the gross floor area of the existing building and less than 5,000 sq. ft. may use exterior building finish materials and building design that matches that of the existing building. This percent and square footage expansion limit for the exception is cumulative and cannot be exceeded by sequential additions. Additions exceeding this exception shall comply with the building design standards contained herein this Chapter. Deviations from these standards may be granted at the full discretion of the Zoning Administrator in order to ensure the building addition is aesthetically compatible with the existing building design and appearance.



[*Development Examples*]

[*Appropriate Massing, Proportion and Scaled Development*]

ARCHITECTURAL DESIGN GUIDELINES

Building Design Standards

Massing and Proportions

All buildings shall be designed and constructed by employing goo design principals and quality building materials to be long-lasting an harmonious to adjoining properties and the community.

All buildings shall employee authentic and recognized architectural styles an design principals and be proportional, with elements in scale, and designe with a top, middle, and base on all facades. For example, buildings with tw (2) or more stories in height should have masonry or stone (heavy) base and generally have low-slope roofs with heavy cornices versus pitchec residential style roofs that may be out-of-scale with the building.

Building exterior materials shall be applied in an authentic and hones manner reflecting the materials purpose, weight, and typical use in orde to convey a sense of strength and durability.

Buildings or building elements that do not follow a recognizable architectural style, are not proportional in scale, are not applied tc all facades (360-degree architecture) or do not follow recognizec architectural design principals shall not be considered as meeting the intent and requirements of this chapter.

Scale

For the purpose of these design guidelines, building height shall be limited to three (3) stories above grade regardless of building type anc use for the purpose of maintaining views to the historic downtown and area churches situated along the south side of the hill.

The ground level of any multi-story building shall be designed in such a way as to be pedestrian friendly while promoting and enhancing activity along the street. The ground level shall be visually differentiated from any upper story through the use of architectural features including intermediate cornice lines, sign bands (friezes), awnings, porticos, and/or changes in building materials and/or changes in window shape and size.

Single-tenant retail buildings should not exceed 50,000 square feet in total gross floor area and multi-tenant retail buildings should not exceed 75,000 square feet in total gross floor area.

DESIGN GUIDELINES

ARCHITECTURAL DESIGN GUIDELINES

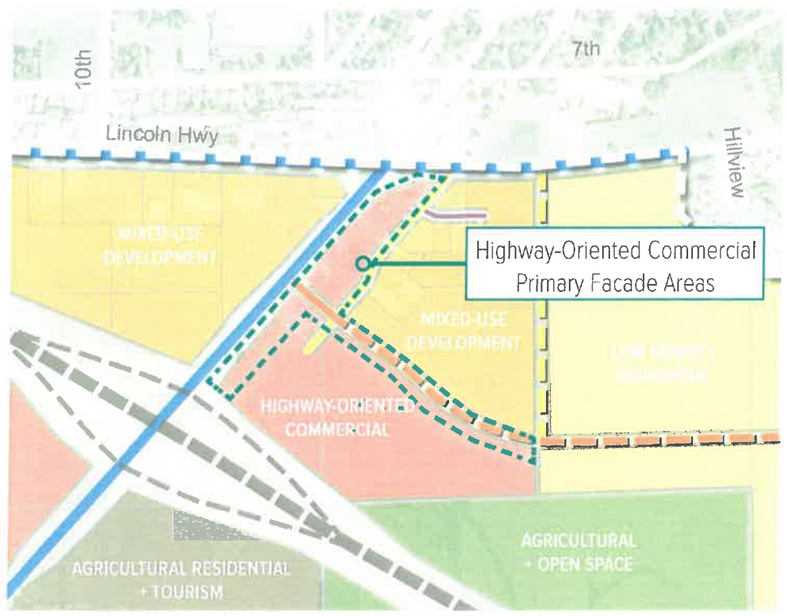
Terms

Primary Façade

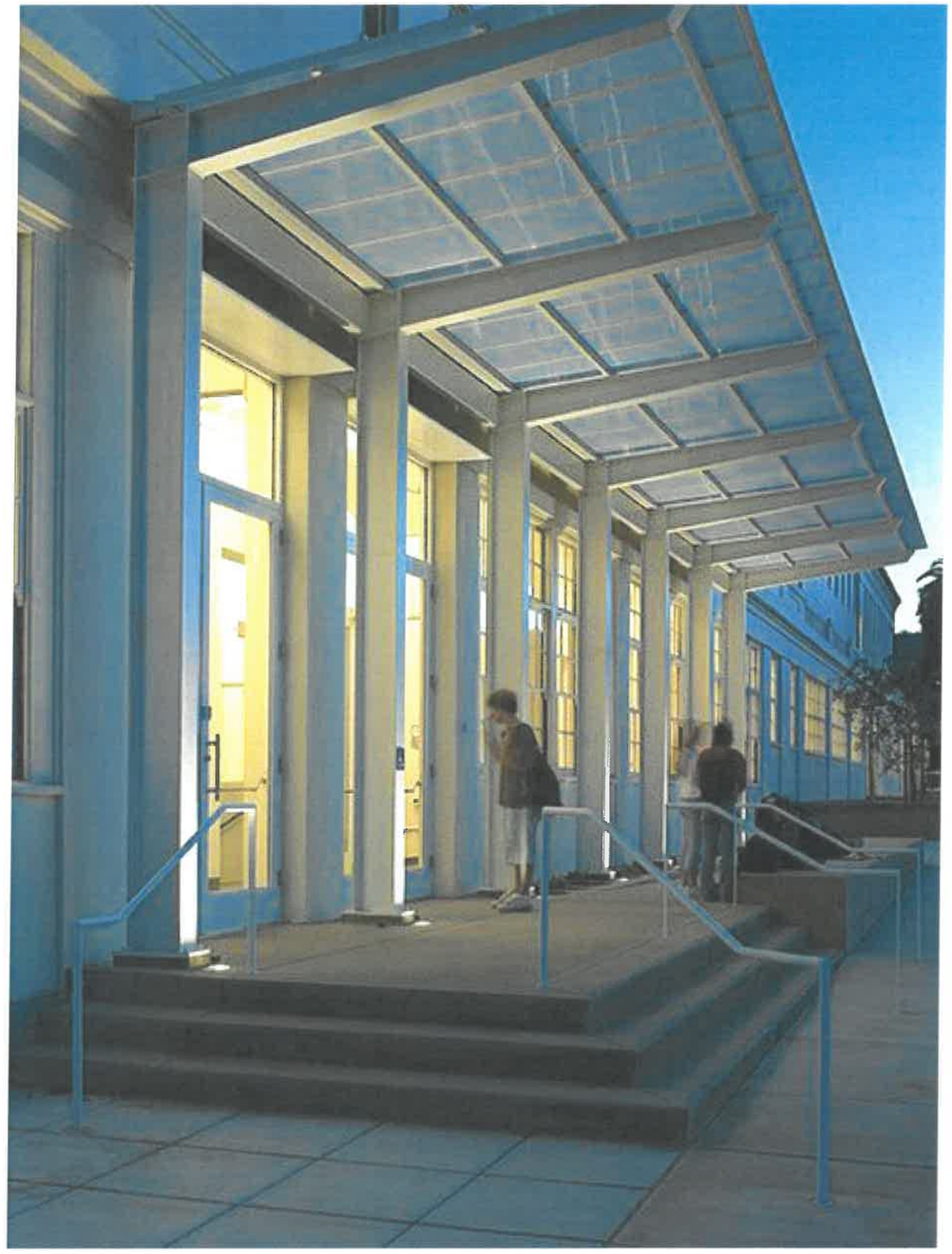
For the purposes of this section, "primary façade" means all street-facing building façades (i.e., all building facades that face or front along a public or private street excluding U.S. Highway 30), and facades with a building's main customer entrance. Buildings may have more than one primary façade as is the case with buildings located on corner lots and double frontage lots. All other facades shall be "secondary" facades.

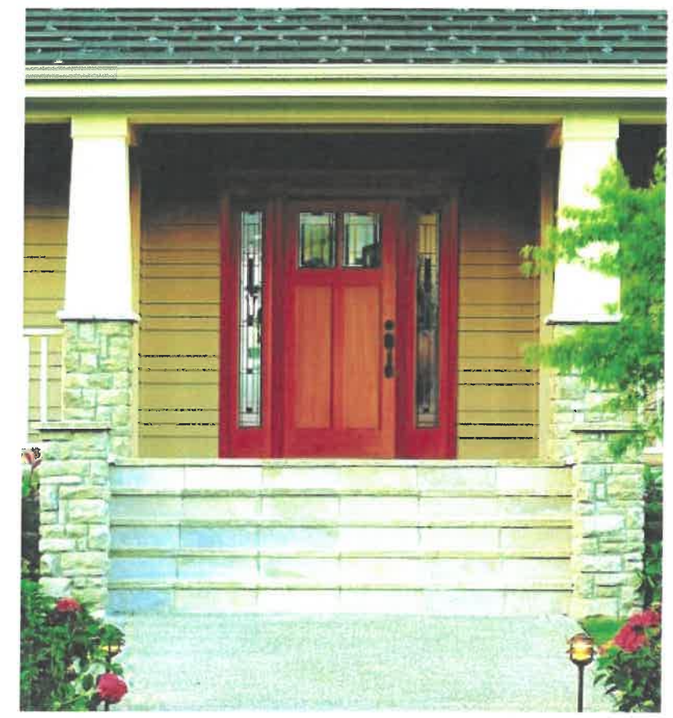
Street Facing Façade

For the purposes of this section, "street facing façade" means all building facades that have frontage along or face a public or private street at an angle of 45 degrees or less from the street line. This definition includes those building facades separated from the street by a parking lot or open space. This definition does not include frontage along an internal drive that is not classified as a private street, nor a building facing U.S. Highway 30.



[*Primary Facade Areas - HOC*]





[*Primary Facade Examples*]

[*Major Facade Material Examples*]

ARCHITECTURAL DESIGN GUIDELINES

Terms

Major Façade Materials

For the purposes of this section, "major façade materials" are those exterior finish materials that cover at least 5% of a building's façade area. Any material that covers less than fifteen percent (15%) of a building façade area shall not be considered a "major" façade material and will not count towards meeting any requirement for use of multiple materials. A distinctly different color of fired clay brick (full brick or brick veneer) may be considered as an additional material for the purposes of meeting the required minimum number of different major façade materials.

Façade Area

For the purposes of this section, "façade area" shall be the total exterior wall area of all vertical or near-vertical faces of a building wall four (4) feet in width or greater when viewed in elevation. Façade area shall be calculated to exclude the wall area resulting from minor projections and recessions from the predominant wall plane less than four (4) feet in depth. Façade area shall be calculated to include the area of parapets, cornices, and similar wall extensions and trim.

DESIGN GUIDELINES

ARCHITECTURAL DESIGN GUIDELINES

Facadism

Facadism, defined as the application of false or fake building facades or elements over an existing building façade or roof, is prohibited in any new development. Any dormers shall have functional windows admitting daylight to the spaces within. Hip or mansard roofs that only partially conceal a roof well or low slope roof area are prohibited. Building towers and other above roof building elements must be multisided and finished on all sides.

[*Inappropriate Facadism Examples*]

[*Franchise Architecture Examples*]

ARCHITECTURAL DESIGN GUIDELINES

Franchise Architecture

No building shall be built following a franchise or trade-marked buildin shape or include integral building forms that are readily identifiable wit a specific commercial franchise. Buildings may be designed to look lik their intended use, i.e., a restaurant building may look like a buildin for a restaurant; however, with the signage removed, it must not still b recognizable as the typical franchise restaurant building.

DESIGN GUIDELINES

ARCHITECTURAL DESIGN GUIDELINES

Application of Exterior Building Materials

Heavy exterior materials, such as any type of brick and stone, shall be applied so has to acknowledge its historic use as a building foundation and structure material. Brick or stone that appears to be unsupported or 'float' within a façade shall not be permitted, e.g., stone applied to a roof dormer.

Brick and stone exterior finishes shall not be painted unless specifically approved by the city for a specific and special design purpose.

No EIFS shall be permitted within ten (10) feet of the ground level.

Thin brick and stone veneer, when utilized, shall comply with the following:

1. Thin brick and stone veneer shall only be used in applications where the actual brick or stone thickness will not be distinguishable or is otherwise addressed by adjustments in the wall plane to provide the appearance of full depth brick or real stone.

2. 'L' shaped brick corner pieces and full-depth brick caps shall be utilized at all corners and edges to maintain the appearance of full-depth brick.

3. Thin brick and stone veneer shall be continued (returned) a minimum of 24-inches around wall corners to further maintain the appearance of full-depth brick or real stone.

[*'Floating' brick, left; Appropriate material application, top right; Inappropriate material application, bottom right*]

[*Residential Shutters, left; Soffits, top right; Trim, bottom right*]

ARCHITECTURAL DESIGN GUIDELINES

Use of Trim

Except where architecturally unsuitable, appropriately-scaled trim c at least three (3) inches in width shall be included around all windov and door openings, building corners, roof lines, and façade materia transitions located on primary facades.

Shutters

If uses, shutters must be in scale with the adjoining opening and hav the appearance of being operational and functional as a true shade c shutter.

Cornices, Soffits and Overhangs

All building soffits and overhangs shall be appropriately scaled with a typical projection of no less than a 12-inches, except as may be modifie as appropriate for the architectural style.

DESIGN GUIDELINES

ARCHITECTURAL DESIGN GUIDELINES

Awning and Canopies

The following standards shall apply to all buildings (not including Agricultural, Single Family Residential). Awnings and canopies shall:

1. Project no less than two (2) feet, except where located over pedestrian areas, in which case, they shall project no less than four (4) feet.

2. Provide a real function by virtue of their placement over doors and windows. No awning or canopy shall be permitted to be installed over any opaque wall surface for the sole purpose of providing visual interest where none would exist otherwise.

3. Be in proportion to the wall area and/or opening it is covering and of an appropriate pedestrian scale and height.

4. Use non-vinyl materials that are durable in the local climate such as commercial grade fabric, canvas, tile, slate, or similar materials. Metal, asphalt or composition shingle, or other materials with a synthetic or plastic appearance are not allowed.

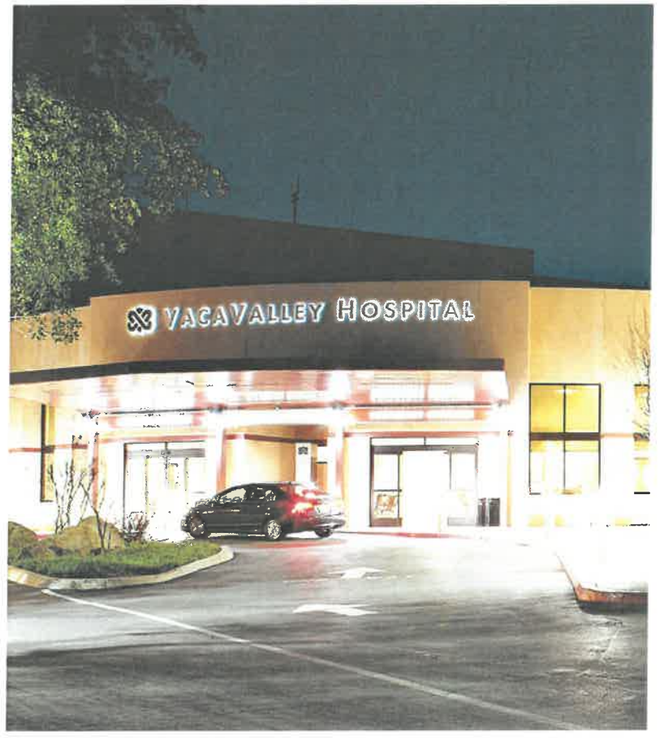
5. Use materials with a matte finish.

6. Use a single color or two-color stripes.

7. Be placed within, rather than overlapping, the vertical elements of a building façade that is divided into distinct structural bays.

8. Not be internally illuminated.

[Awning, top and bottom left; Canopy, right]



[*Building Exterior Lighting*]

ARCHITECTURAL DESIGN GUIDELINES

Building Exterior Lighting

With the exception of Agricultural and Single-Family Residential buildings all building mounted lighting and lighting cast onto a building shal comply with the following:

1. All building-mounted exterior lighting shall be LED type (light producec via light emitting diodes) of a soft-white or bright-white light color anc quality.

2. All light fixtures shall be downcast in nature and must possess sharp full cut-off qualities to limit off-site glare. Wall-pack type light fixtures are prohibited. Exceptions may be made by the Zoning Administrator for decorative wall sconce type light fixtures.

3. Buildings may be up-cast or downcast illuminated provided said lighting does not shine or glare off or past the sign or building wall.

4. Illuminated banding, illuminated translucent panels, exposed neon, exposed lightbulbs (including LED bulbs), permanent string lights, and similar exterior building lighting are prohibited unless specifically approved by the City Council as part of a site plan approval process. Color banding and color stripes on buildings and structures may be considered signage and count against the allowable square footage of wall signage.

DESIGN GUIDELINES

ARCHITECTURAL DESIGN GUIDELINES

Building Mounted and Roof-Top Equipment Screening

The following screening standards shall apply to all buildings (not including Agricultural, Single-Family Residential, and Two-Family Residential building).

1. All exterior-mounted and all roof-top building HVAC and mechanical equipment, vents, piping, roof access ladder, and utility meters shall be screened from view from all adjacent public or private streets, highways, and residential developed or zoned properties that are within 500 feet measured from property line to property line/right-of-way line. Screening shall be accomplished via landscaping, walls, and architecturally compatible building elements, or a combination of those materials.

2. Roof-top equipment that is not adequately screened by the parapet shall require a supplementary screen such as prefinished architectural metal panels, stucco panels, masonry walls, or similar building materials. The height of the screen shall be no lower than the height of the equipment.

3. The Zoning Administrator may waive or modify the roof-top equipment screening requirements if the applicant provides a sight-line visibility diagram and alternative screening provisions, if needed, demonstrating that the roof-top equipment will not be visible.

[Unscreened Utility Equipment, left; Screened Roof-Top Equipment, top right; Screened Utility Equipment, bottom right]

[*Facade Articulation Examples*]

ARCHITECTURAL DESIGN GUIDELINES

Façade Articulation

Except in the case of agricultural and single-family residential buildings, n building façade shall exceed fifty feet (50') in length without interruptio by one or more of the following architectural features:

1. Projection or recess in the wall plane of at least two feet (2') in depth;

2. Change in material, texture, or pattern;

3. Columns, piers, pilasters or other equivalent structural and/o decorative elements;

4. Changes in fenestration pattern.

Single-story and two-story retail and commercial buildings shall be designed with an architectural parapet coordinating with the requirec façade articulation:

1. Parapets shall be constructed of the same material as the façade tc which they are incorporated.

2. Inclusion of cornices and other architectural detailing consistent with the predominant architectural style is encouraged.

3. Pitched roofs are permissible provided they are fully concealed behind required parapets on all sides of the building.

DESIGN GUIDELINES

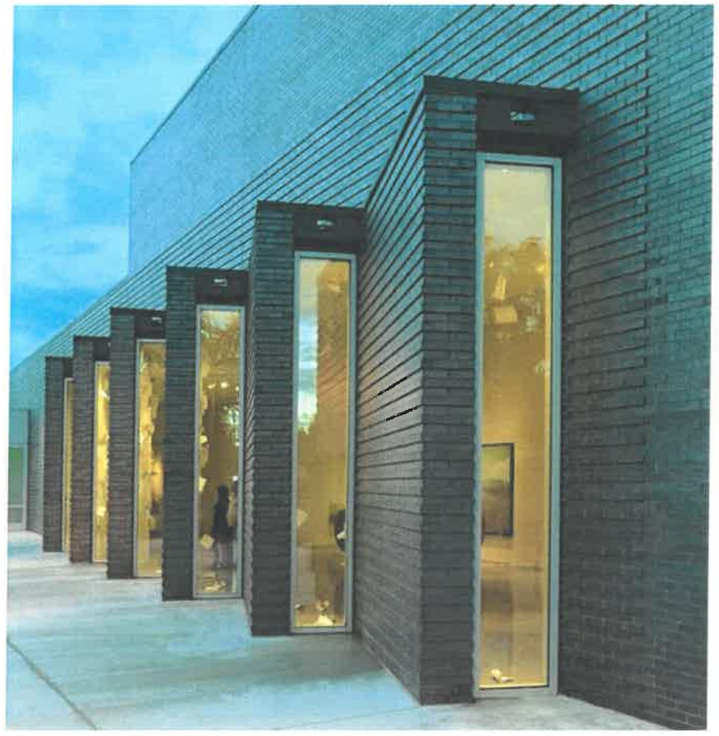
ARCHITECTURAL DESIGN GUIDELINES

Window and Openings (fenestration)

1. Windows and openings shall be provided in each façade of any new building unless deemed technically or programmatically infeasible (see building standards by building type for requirements).

2. Windows shall be appropriately sized to the scale and mass of the building.

3. Buildings situated on a corner lot shall be constructed with windows on any street-facing façade.



[*Window and Opening Examples*]

[*Transparency Examples*]

ARCHITECTURAL DESIGN GUIDELINES

Transparency

1. Window and curtain wall systems in all commercial, retail, and mixed-use buildings shall be designed to achieve high light transmittance in order to promote energy efficiency and occupant comfort.

2. Minimum light transmittance shall be 65%.

3. All glass shall be clear; mirrored finishes and/or color tinting of any glass shall be prohibited.

DESIGN GUIDELINES

ARCHITECTURAL DESIGN GUIDELINES

Exterior Building Materials

For the purposes of these guidelines, exterior building materials shall be categorized as follows and listed under four (4) different quality classes as follows. Class A materials are considered "very high-quality" materials, Class B materials are considered "high-quality" materials, and Class C are considered "standard quality" materials. Class D materials are considered "lower quality" materials for limited use and use as minor trim elements.

The Zoning Administrator may recategorize a building material not listed herein if they find that the material is similar or of higher quality to the other materials in the same category with regard to durability, quality and appearance.

BUILDING MATERIALS TABLE

	Class A	Class B	Class C	Class D	Definitions
Masonry & Stone (Non-load bearing)					
Brick veneer, fired clay	X				Fired clay brick, full-veneer masonry wall system
Brick veneer (thin), fired clay		X			Thin veneer fired clay brick adhered to a wall surface or wall anchoring system, with the appearance of full brick
Brick paneling, fired clay			X		Prefabricated panels of thin veneer fired clay brick
Brick veneer, synthetic		X			Synthetic bricks adhered to wall surface or wall anchoring system
Brick paneling, synthetic			X		Prefabricated panels of synthetic brick adhered to a wall surface or wall anchoring system
Stone veneer, natural	X				Genuine stone, full-veneer masonry wall system
Stone paneling, natural			X		Prefabricated panels of genuine stone adhered to wall surface or wall anchoring system
Stone veneer, synthetic		X			Synthetic stone adhered to wall surface or wall anchoring system
Stone paneling, synthetic			X		Prefabricated panels of synthetic stone adhered to a wall surface or wall anchoring system
Stucco, genuine	X				Traditional Portland cement based stucco applied in 3 coats over a solid furface
Concrete Masonry Units					
Burnished/ground-faced block		X			Concrete modular blocks, smooth finish with large aggregates visible or polished finish and with mortared joints
Patterned or shaped block		X			Concrete modular blocks, face surface has pattern or shape, not flat, and with mortared joints
Split-faced block			X		Concrete modular blocks, rough, split-faced finish, and with mortared joints
Plain, flat-faced block				X	Concrete modular blocks, plain, flat finish, and with mortared joints
Concrete					
Architectural quality precast concrete panels	X				Highest finish precast concrete panels, textured or burnished, and integrally colored - not painted
Cast-in-place concrete, board formed or decorative form liner		X			Architecturally designed cast-in-place concreted with a high-quality patterned or textured surface created by board forms or decorative concrete form liners
Cast-in-place concrete, plain		X			Textured or smooth finish, may be painted
Site cast and precast concrete panels		X			Site cast and precast concrete panels, plain, smooth finish, may be painted

[Building Materials Table]

BUILDING MATERIALS TABLE

	Class A	Class B	Class C	Class D	Definitions
Metal					
Architectural quality, composite metal wall panel systems	X				High quality insulated metal panels for decorative surface application, such as *Alucobond panel systems*
Architectural quality metal wall panel systems, concealed fastening			X		High quality metal panels for decorative surface application with concealed fasteners, such as *Firestone Delta*
Architectural quality metal wall panel systems, exposed fastening			X		High quality metal panels for decorative surface application with exposed fasteners, such as *Firestone Omega*
Metal (panels, siding, and trim				X	Standard metal siding and panels, painted or coated for exterior application
Glass					
Clear glass (windows, curtain walls, paneling systems)		X			Clear glass with no visible tint, reflective coating, coloring, or other covering (not including low-e or UV coatings or treatments)
Glass blocks		X			
Mirrored glass			X		
Opaque or tinted glass (including color applied)				X	
Spandrel Glass					Opaque glass panels with a fire-fused ceramic frit paint; typically used between vision areas of windows to conceal structural columns floors and shear walls
Other Materials					
Wood (panels and siding			X		Authentic hardwood or exterior rated, rot-resistant wood paneling and siding
Cement fiber board (panels and siding)			X		Cement panels reinforced with cellulose fibers, such as *HardiePlank* and *HardiePanel*
Exterior Insulation and Finish System (EIFS)				X	Polystyrene foam covered with a synthetic stucco, water-managed and exterior rated
Composite wood (panels, siding, and trim)				X	Composite or other synthetic wood types, such as *LP SmartSide*
Vinyl and PVC (panels, siding, and trim)				X	
Ceramic			X		Ceramic tile adhered to a wall surface or wall anchoring system
Translucent wall panel systems			X		such as *Kalwall*
Fabric					(not permitted)

[Building Materials Table]

DESIGN GUIDELINES

ARCHITECTURAL DESIGN GUIDELINES

Building Standards by Building Type & Zoning District

For the purposes of these guidelines, all buildings shall be categories in the following building types. Any building type not listed or any question as to the appropriate categorization of a building shall be as determined by the Zoning Administrator. The building design standards shall be regulated by both building use type and the zoning district in which the building is located. All accessory buildings and structures shall comply with the design standards required of the principal building.

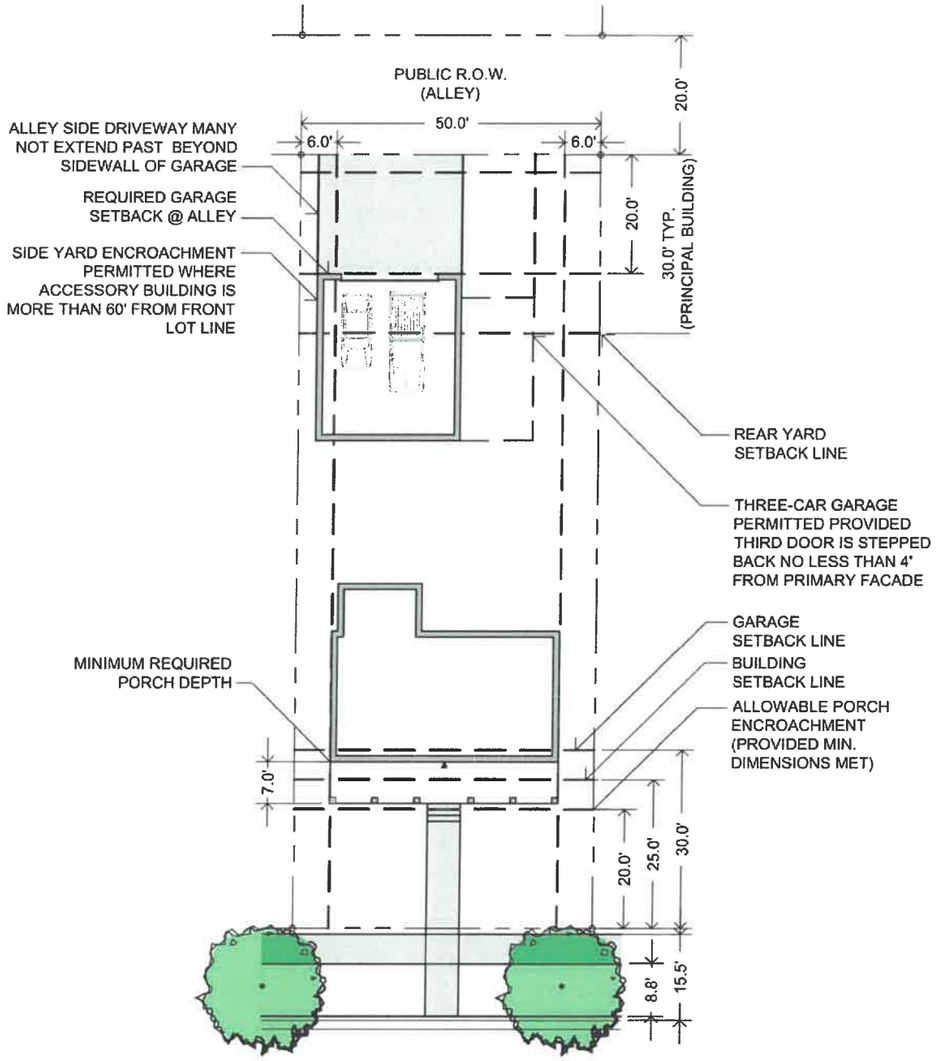
Building Types

- o Agricultural Building (AC district only)
- o Single-Family and Two-Family Dwellings (includes Duplexes, Modular Homes, Accessory Dwellings, Bed and Breakfasts, and Group Homes)
- o Horizontally Attached Residential (3 attached units - Townhomes and Rowhouses)
- o Vertically Attached Residential (Apartments, Condos, Assisted Living, Skilled Care Facilities, and Continuing Care Retirement Facilities)
- o Non-Residential Building in Residential Zoning District (Schools, Churches, Places of Assembly, Community Centers, Libraries, Public Facilities, and Governmental Buildings)
- o Commercial/Retail Building (includes Single and Multi-Tenant Buildings, Day Care Centers, Hotels, Motels, and Recreational and Entertainment Buildings)
- o Office and Civic Building (includes Single and Multi-Tenant Office Buildings and, when in non-residential zoning districts, Schools, Churches, Places of Assembly, Community Centers, Libraries, Public Facilities, and Governmental Buildings)
- o Mixed-Use Building (a building that contains two (2) or more different uses such as residential and retail and/or office uses)
- o Industrial Building (BP or LI zoning required)

BUILDING MATERIALS TABLE

	Class A	Class B	Class C	Class D	Definitions
Roofing Materials					
Standing Seam Metal	X				Vertically run metal panels connected within interlocking raised seams
Metal roof panel system		X			High quality metal panels designed for roof application
Metal panel				X	Standard metal roof panels, designed for roof application
Slate or Tile	X				
Synthetic or composite slate		X			Molded plastic to mimic the appearance of slate tiles
Green roof	X				Low-slope roof covered with roof-top plants in a designed roof-top planting system
Simulated metal roofing		X			Membrane roofing system designed with the appearance of a standing seam metal roof
Membrane or ballast (not visible)		X			Typical roofing materials for low-slope roofs and is not visible from any adjacent public or private street or residential developed or zoned properties
Membrane or ballast (visible)				X	Typical roofing materials for low-slope roofs
Asphalt shingles (laminate or dimensional)		X			
Asphalt shingles (3-tab)			X		
Glass roofing	X				
Fabric				X	

[Building Materials Table]



[Single-Family House Accessory Garages - Alley Accessed]

ARCHITECTURAL DESIGN GUIDELINES

Agricultural Building

Exterior Materials

- o Must incorporate only Class A, B, C or D building materials.
- o Must incorporate only Class A, B, C or D roofing materials.

Single Family Residential and Two-Family Dwelling

Exterior Materials

- o Must incorporate Class A, Class B or Class C materials on 100% of a façades. Class D materials shall not be permitted.
- o The primary façade shall incorporate no less than three (3) differer Class A, Class B or Class C materials.
- o Must incorporate Class A, Class B or Class C roofing materials. Class [roofing materials shall not be permitted.

Monotony Prohibited

- o Developers and builders shall not be permitted to construct an identical houses (form and color) within a 1000' radius measured fron the relative center of any house. Houses that are "mirror-images" wil be considered identical and shall not be permitted.

Front Porch Required

- o Each dwelling shall incorporate a covered front porch a minimun seven (7) feet deep and twelve (12) feet wide.

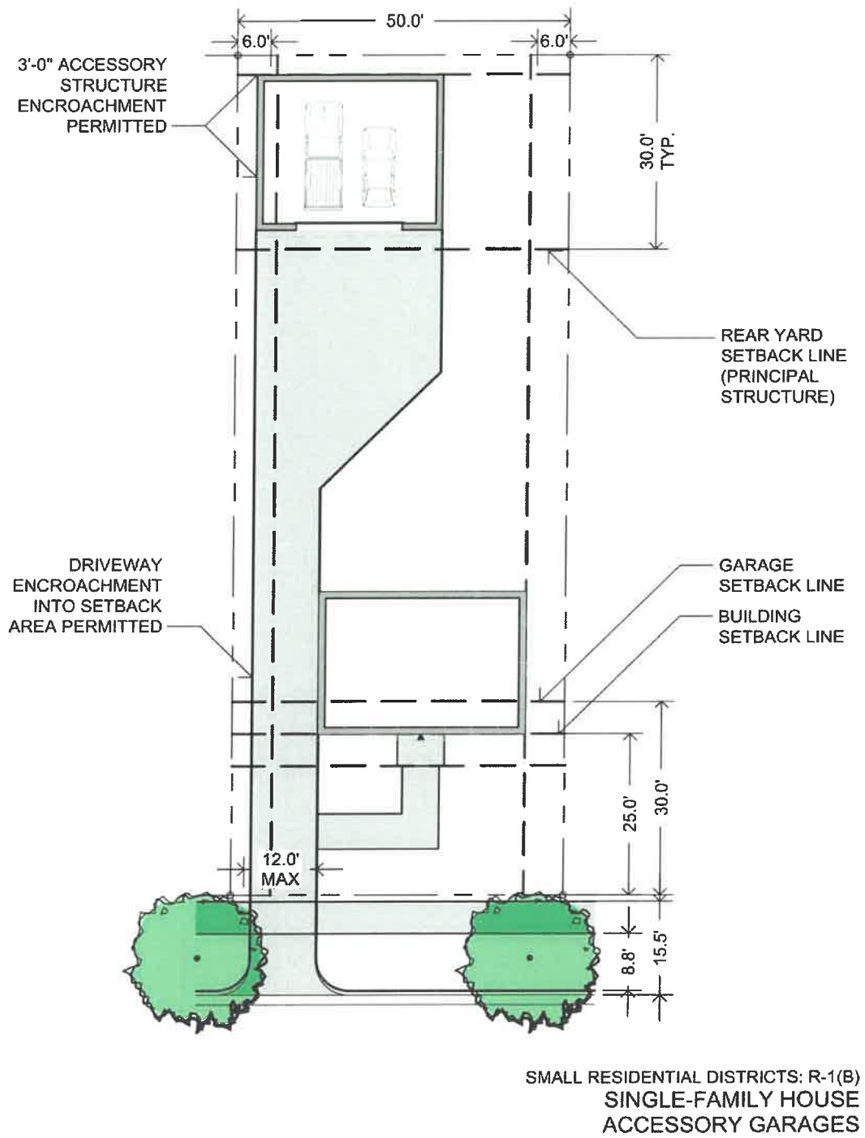
Garages

- o Snout homes are prohibited, and street-facing garage doors shall no extend beyond the front façade line of the dwelling.

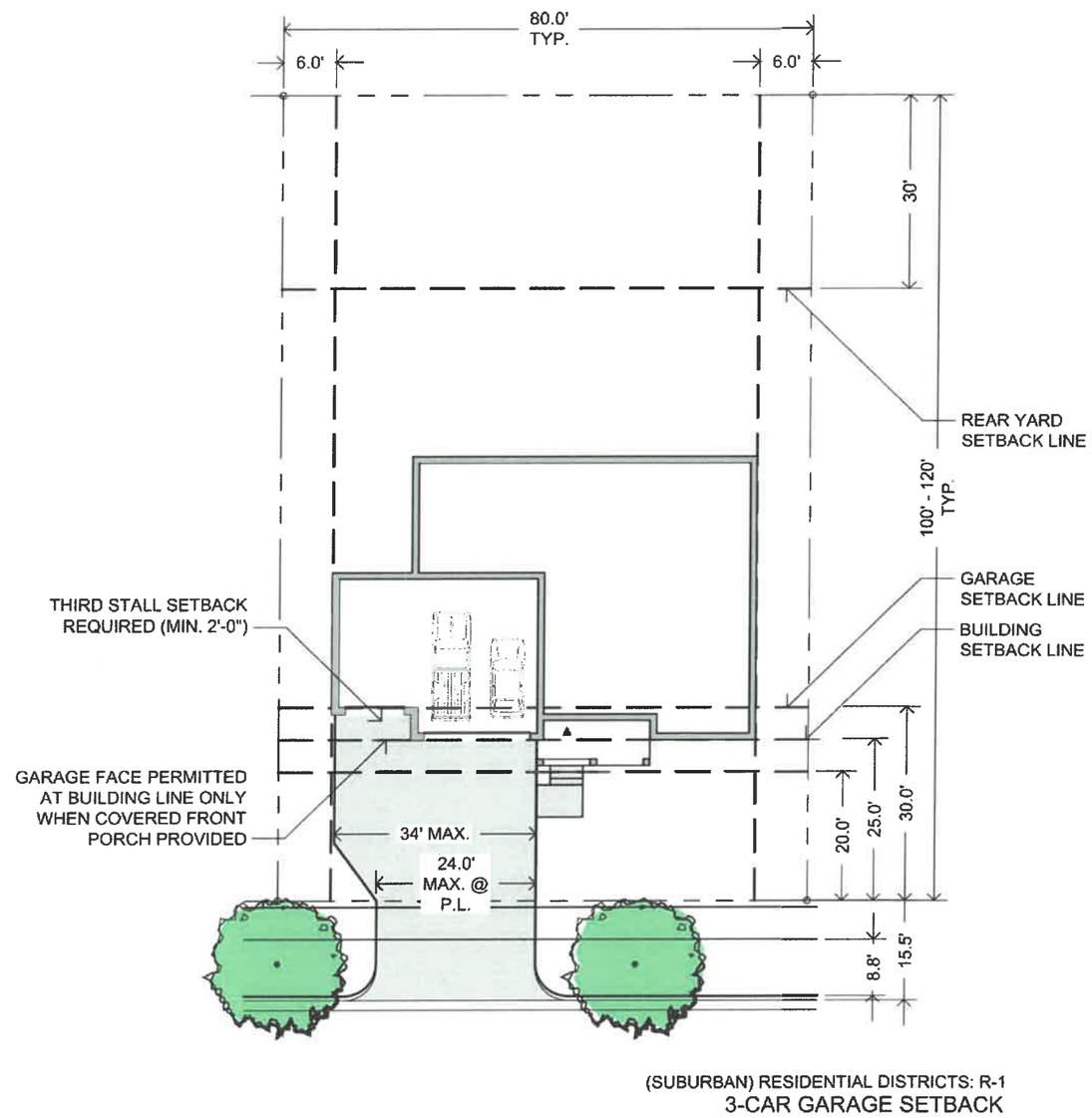
DESIGN GUIDELINES

ARCHITECTURAL DESIGN GUIDELINES

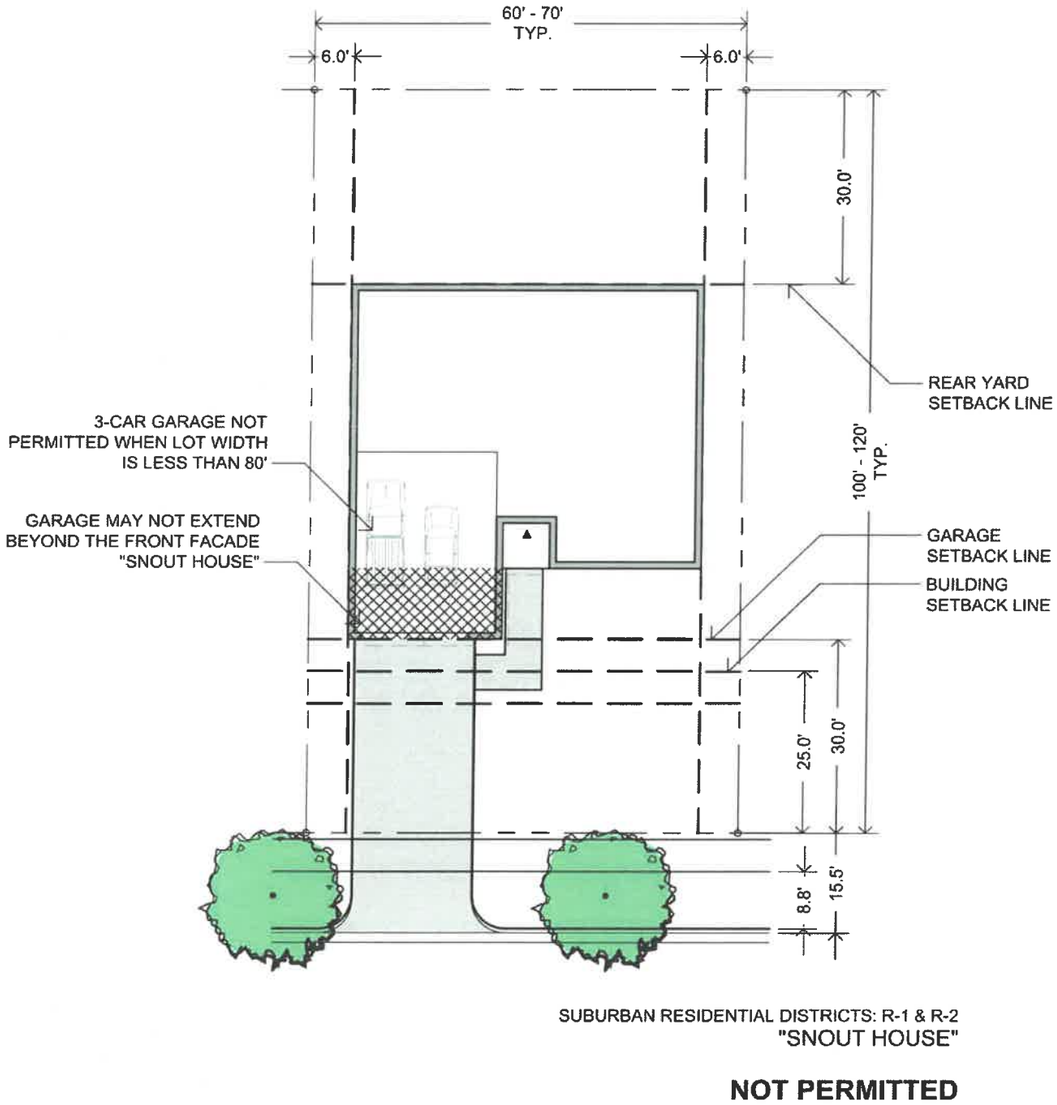
Single Family Residential and Two-Family Dwelling



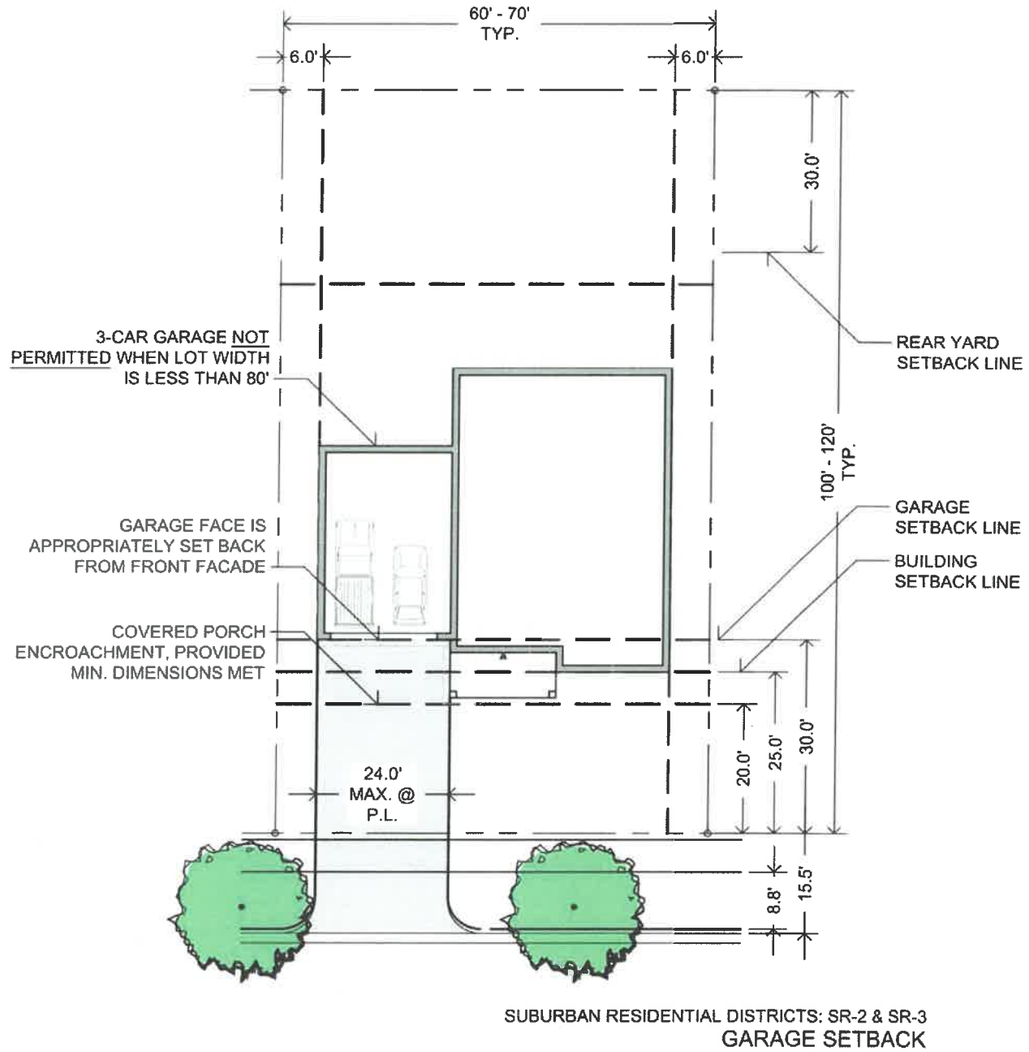
[*Single-Family Accessory Garages*]



[*3-Car Garage Setback*]



[*Not Permitted - Snout House*]



[*Garage Setback*]

DESIGN GUIDELINES

ARCHITECTURAL DESIGN GUIDELINES

Horizontally Attached Residential

Exterior Materials

- o Must incorporate Class A, Class B or Class C materials on 100% of all façades. Class D materials shall not be permitted.
- o The primary façade shall incorporate no less than three (3) different Class A, Class B or Class C materials.
- o Must incorporate Class A or Class B roofing materials. Class C and Class D roofing materials shall not be permitted.

Front Porch Required

- o Each dwelling shall incorporate a covered front porch a minimum seven (7) feet deep and twelve (12) feet wide.

Façade Articulation

- o Each primary façade shall be divided into vertical bays to identify each individual dwelling unit width. Façade bays shall be differentiated from the adjoining units through a combination of horizontal and vertical wall articulation including changes to the design of the individual entryway, changes to the roofline, and through the use of differing exterior finish materials and colors.

Garages

- o Snout homes are prohibited, and street-facing garage doors shall not extend beyond the front façade line of the dwelling.
- o Tuck-under style garages are prohibited on the front façade of any dwelling unit. Tuck-under garages shall be located on the back of dwelling unit and accessed from a private drive and parking area.

Freestanding Garages, Carports and Parking Structures

- o The design for any freestanding garages, carports, or parking structures shall comply with the exterior building materials requirements for a primary structure and shall be compatible with the design of the primary buildings on site.
- o All doors/parking bays shall face the interior of the site and shall face a public street.
- o The primary façade of any accessory structure shall be divided into vertical bays no less than 50 feet in width. Façade bays shall be differentiated from the adjoining units through a combination of horizontal and vertical wall articulation including changes to the design of the individual entryway, changes to the roofline, and through the use of differing exterior finish materials and colors. Each façade bay shall have no less than two (2) separate windows, and each window shall be no less than four (4) square feet in size.

[*Horizontally Attached Residential Unit*]

[*Vertically Attached Residential Unit*]

ARCHITECTURAL DESIGN GUIDELINES

Vertically Attached Residential

Exterior Materials

- o Must incorporate no less than three (3) different Class A, Class B or Class C materials on 100% of all façades. Class materials shall not be permitted.
- o The primary façade shall incorporate no less than three (3) different Class A or Class B materials on no less than 50 of all primary façade areas.
- o Must incorporate Class A or Class B roofing materials. Class C and Class D roofing materials shall not be permitted.

Deck, Patio, or Rooftop Area Required

- o Each dwelling unit shall have its own deck, balcony, or patio (minimum 24 sq. ft in size), or access to a finished roof-to amenity deck located within the same building. At the discretion of the Zoning Administrator, a well finished outdoo amenity space may be considered as an acceptable alternative. This provision shall not apply to senior oriented housing

Façade Articulation

- o Each primary façade shall be divided into vertical bays that are no greater than 50 feet in width. Façade bays sha be differentiated from the adjoining units through a combination of horizontal and vertical wall articulation includin changes to the design of the individual entryway, changes to the roofline, and through the use of differing exterio finish materials and colors.

Building Entryway

- o Elevated open walkways and stairways along the exterior of the building are prohibited.
- o All main building entries shall be defined by being covered by a projection from the façade or by being recessed.

Garages

- o Any street-facing garage doors shall be recessed a minimum of two (2) feet from the building primary façade (front) line.
- o Street-facing garage doors shall be architecturally treated and include an archway, column, awning or overhang.

Freestanding Garages, Carports and Parking Structures

- o The design for any freestanding garages, carports, or parking structures shall comply with the exterior building materials requirements for a primary structure and shall be compatible with the design of the primary buildings on site.
- o All doors/parking bays shall face the interior of the site and shall face a public street.
- o The primary façade of any accessory structure shall be divided into vertical bays no less than 50 feet in width. Façade bays shall be differentiated from the adjoining units through a combination of horizontal and vertical wall articulation including changes to the design of the individual entryway, changes to the roofline, and through the use of differing exterior finish materials and colors. Each façade bay shall have no less than two (2) separate windows, and each window shall be no less than four (4) square feet in size.

DESIGN GUIDELINES

ARCHITECTURAL DESIGN GUIDELINES

Non-Residential Building in Residential Zoning District

Exterior Materials

- o Must incorporate no less than three (3) different Class A, Class B or Class C materials on 100% of all façades. Class D materials shall not be permitted.
- o The primary façade shall incorporate no less than three (3) different Class A or Class B materials on no less than 50% of all primary façade areas.
- o Must incorporate Class A or Class B roofing materials. Class C and Class D roofing materials shall not be permitted.

Façade Articulation

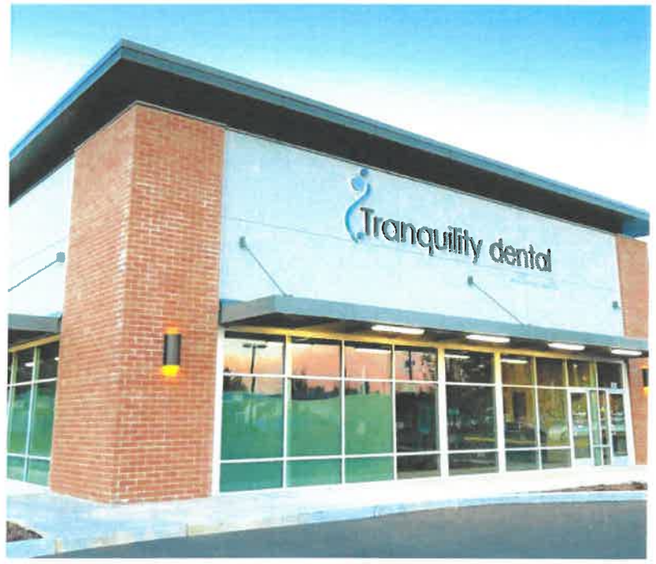
- o Each primary façade shall be divided into vertical bays that are no greater than 50 feet in width. Façade bays shall be differentiated from the adjoining units through a combination of horizontal and vertical wall articulation including changes to the design of the individual entryway, changes to the roofline, and through the use of differing exterior finish materials and colors.

Building Entryway

- o Each main building entry along all primary facades shall be defined by being covered by a projection from the façade or by being recessed.

Freestanding Garages, Carports and Parking Structures

- o The design for any freestanding garages, carports, or parking structures shall comply with the exterior building materials requirements for a primary structure and shall be compatible with the design of the primary buildings on site.
- o All doors/parking bays shall face the interior of the site and shall face a public street.
- o The primary façade of any accessory structure shall be divided into vertical bays no less than 50 feet in width. Façade bays shall be differentiated from the adjoining units through a combination of horizontal and vertical wall articulation including changes to the design of the individual entryway, changes to the roofline, and through the use of differing exterior finish materials and colors. Each façade bay shall have no less than two (2) separate windows, and each window shall be no less than four (4) square feet in size.



[Non-Residential Buildings in Residential Zoning District Examples]

[*Commercial / Retail Building Examples*]

ARCHITECTURAL DESIGN GUIDELINES

Commercial / Retail Building

Exterior Materials

- o Must incorporate no less than three (3) different Class A, Class B or Class C materials on 100% of all façades. Class D materials shall not be permitted.
- o The primary façade shall incorporate no less than three (3) different Class A or Class B materials on no less than 50% of all primary façade areas with a minimum of 50% clear glass on the first floor/ground floor façade area.
- o Must incorporate Class A or Class B roofing materials. Class C and Class D roofing materials shall not be permitted.

Façade Articulation

- o Each primary façade shall be divided into vertical bays that are no greater than 50 feet in width. Façade bays shall be differentiated from the adjoining units through a combination of horizontal and vertical wall articulation including changes to the design of the individual entryway, changes to the roofline, and through the use of differing exterior finish materials and colors.
- o The minimum height for all 1-story principal buildings shall be 17 feet and the minimum first floor height of all multi-story principal buildings shall be 11-feet.
- o Buildings less than 3-stories in height shall include one tower elements or similar special vertical articulation to anchor the main entry or building corner.

Building Entryway

- o Each main building entry along all primary facades shall be defined by being covered by a projection from the façade or by being recessed.

Garages

- o Garage and overhead door shall not face a public street.
- o If visible from a public street, the garage and overhead doors shall be recessed a minimum of four (4) feet from the building façade line and be architecturally treated with a combination of glass windows, archways, columns, canopies and overhangs.

DESIGN GUIDELINES

ARCHITECTURAL DESIGN GUIDELINES

Office and Civic Buildings

Exterior Materials

- o Must incorporate no less than three (3) different Class A, Class B or Class C materials on 100% of all façades. Class D materials shall not be permitted.
- o The primary façade shall incorporate no less than three (3) different Class A or Class B materials on no less than 50% of all primary façade areas with a minimum of 25% clear glass on the first floor/ground floor façade area.
- o Must incorporate Class A or Class B roofing materials. Class C and Class D roofing materials shall not be permitted.

Façade Articulation

- o Each primary façade shall be divided into vertical bays that are no greater than 50 feet in width. Façade bays shall be differentiated from the adjoining units through a combination of horizontal and vertical wall articulation including changes to the design of the individual entryway, changes to the roofline, and through the use of differing exterior finish materials and colors.
- o The minimum height for all 1-story principal buildings shall be 17 feet and the minimum first floor height of all multi-story principal buildings shall be 11-feet.
- o Buildings less than 3-stories in height shall include one tower elements or similar special vertical articulation to anchor the main entry or building corner.

Building Entryway

- o Each main building entry along all primary facades shall be defined by being covered by a projection from the façade or by being recessed.

Garages

- o Garage and overhead door shall not face a public street.
- o If visible from a public street, the garage and overhead doors shall be recessed a minimum of four (4) feet from the building façade line and be architecturally treated with a combination of glass windows, archways, columns, canopies and overhangs.

[*Office and Civic Building Examples*]

[Mixed-Use Building Examples]

ARCHITECTURAL DESIGN GUIDELINES

Mixed-Use Building

Exterior Materials

- o Must incorporate no less than three (3) different Class A, Class B or Class C materials on 100% of all façades. Class I materials shall not be permitted.
- o The primary façade shall incorporate no less than three (3) different Class A or Class B materials on no less than 50% of all primary façade areas with a minimum of 50% clear glass on the first floor/ground floor façade area.
- o Must incorporate Class A or Class B roofing materials. Class C and Class D roofing materials shall not be permitted.

Deck, Patio, or Rooftop Area Required

- o Each dwelling unit shall have its own deck, balcony, or patio (minimum 24 sq. ft in size), or access to a finished roof-top amenity deck located within the same building. At the discretion of the Zoning Administrator, a well finished outdoor amenity space may be considered as an acceptable alternative. This provision shall not apply to senior oriented housing.

Façade Articulation

- o Each primary façade shall be divided into vertical bays that are no greater than 50 feet in width. Façade bays shall be differentiated from the adjoining units through a combination of horizontal and vertical wall articulation including changes to the design of the individual entryway, changes to the roofline, and through the use of differing exterior finish materials and colors.
- o The minimum height for all 1-story principal buildings shall be 17 feet and the minimum first floor height of all multi-story principal buildings shall be 11-feet.
- o Buildings less than 3-stories in height shall include one tower elements or similar special vertical articulation to anchor the main entry or building corner.

Building Entryway

- o First floor, primary facades shall be pedestrian oriented with a combination of street-facing entries, clear glass store-front windows, awnings overhangs.
- o Individual, first floor building entries along all primary facades shall be covered by a projection from the façade or be recessed.
- o Elevated open walkways along the exterior of the building are prohibited.
- o The common or shared main building entries shall be defined by being covered by a projection from the façade or by being recessed.

Garages

- o Garage and overhead door shall not face a public street.
- o If visible from a public street, the garage and overhead doors shall be recessed a minimum of four (4) feet from the building façade line and be architecturally treated with a combination of glass windows, archways, columns, canopies and overhangs.

DESIGN GUIDELINES

ARCHITECTURAL DESIGN GUIDELINES

Industrial Building

Exterior Materials

- o Must incorporate no less than three (3) different Class A, Class B or Class C materials on 100% of all façades. Class D materials shall not be permitted.
- o The primary façade shall incorporate no less than two (2) different Class A or Class B materials on no less than 25% of all primary façade areas.
- o Must incorporate Class A or Class B roofing materials. Class C and Class D roofing materials shall not be permitted.

Façade Articulation

- o Each primary façade shall be divided into vertical bays that are no greater than 50 feet in width for buildings less than 100,000 square feet in gross floor area and no great than 100 feet in width for buildings 100,000 square feet or more in gross floor area (single tenant buildings or single tenant spaces larger than 50,000 square feet require approval of a Conditional Use Permit). Façade bays shall be differentiated from the adjoining units through a combination of horizontal and vertical wall articulation including changes to the design of the individual entryway, changes to the roofline, and through the use of differing exterior finish materials and colors.
- o Buildings less than 3-stories in height shall include one tower elements or similar special vertical articulation to anchor the main entry or building corner.

Building Entryway

- o Each main building entry along all primary facades shall be defined by being covered by a projection from the façade or by being recessed.

Garages

- o Garage and overhead door shall not face a public street.
- o If visible from a public street, the garage and overhead doors shall be recessed a minimum of four (4) feet from the building façade line and be architecturally treated with a combination of glass windows, archways, columns, canopies and overhangs.

[*Industrial Building Examples*]

[Mixed use development, top left; Single family residential, bottom left; Multi-family, right]

ARCHITECTURAL DESIGN GUIDELINES

Submittal Requirements

As part of the submittal of a site plan for any development with the overlay district, architectural drawings for building shall be submitted for review and approval by the City Council upon receipt of a recommendation from the Planning an Zoning Commission. The applicant shall submit the following for each proposed building, addition, or renovation subjec to this chapter:

1. Elevations and dimensions of all sides of existing and proposed buildings, including roof mechanical equipment, vents chimneys, and other projecting items above the roof line.

2. Color, 3D renderings showing all sides of each building included in the proposed development for all projects an building types except single-family and two-family dwelling units.

3. Elevations and dimensions of all existing or proposed solid waste and recycling containment areas.

4. Detailed exterior descriptions, including type and color of all exterior building materials, awnings, exterior lighting mechanical screening material, fencing, metal flashing and the like.

5. Detailed cut sheets of all proposed exterior light fixtures and an exterior lighting photometric plan.

6. Dimensioned building floor plans showing all windows, doors, and major architectural features including loadin docks, outdoor storage areas, and solid waste and recycling containment areas.

7. Heating, air conditioning, ventilating and electrical equipment heights, locations and screening materials.

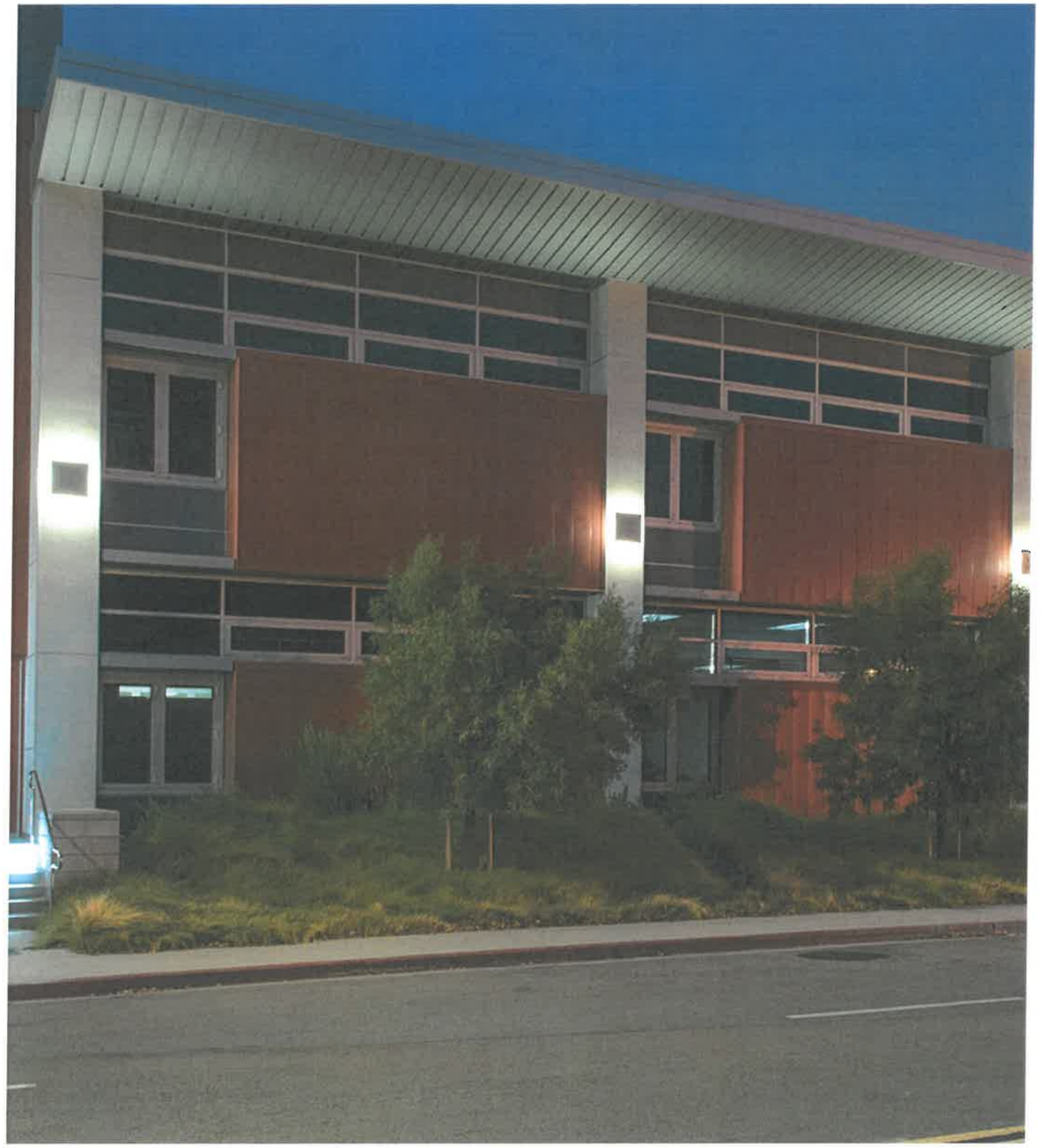
8. Exterior building and finish material samples and color palettes.

9. Other information as required by Zoning Administrator.

DESIGN GUIDELINES

EXTERIOR LIGHTING

All site lighting shall be LED type of a soft-white or bright-white quality. All light fixtures shall be downcast in nature and must possess sharp, cut-off qualities to limit off-site glare. Wall-pack type light fixtures are prohibited. A photometric plan and cut-sheets of all light fixtures shall be provided to the City during the site plan and/or building permit review process.



[*Exterior Lighting Examples*]

[*Building Foundation Plantings and Proper Use of Mulch Examples*]

LANDSCAPING, BUFFERING & SCREENING

Open Space Standards

No site shall exceed the maximum impervious area standards a established in the zoning code for each zoning district and use.

All areas not covered by building or paving shall be landscaped with tur grass, prairie grass, plant beds, shrubs and trees.

Landscaping Requirements

The following standards are required for all uses with the exception o Agricultural, Single Family Residential, and Duplex uses.

Minimum Open Space Landscaping Requirements

Two (2) trees shall be planted per 1,500 square feet of required oper space and one (1) shrub shall be planted per 1,000 square feet o required open space.

This landscaping is in addition to landscaping required for building foundation plantings, parking lot landscaping, and streetscape landscaping At a minimum, fifty percent (50%) of the required trees shall be overstory type and fifteen percent (15%) of the required trees shall be evergreer type. The balance of the required trees may be understory type.

Building Foundation Plantings

Low height plant materials (shrubs, ornamental grasses, perennials) shall be planted and maintained along all building foundation lines where not impeded by building entrances, loading areas and sidewalks. Foundation plant materials shall not count towards the fulfillment of the required open space landscaping.

Use of Mulch

Wood based mulch shall be used around all plantings and in all plant beds. Large areas of wood mulch that do not contain plantings shall not be permitted except when used around play structures. Inorganic ground cover material, including rock, chip brick, and synthetic turf, is prohibited except in extremely limited applications as may be deemed acceptable by the City.

DESIGN GUIDELINES

LANDSCAPING, BUFFERING & SCREENING

Parking Lot Landscaping and Screening

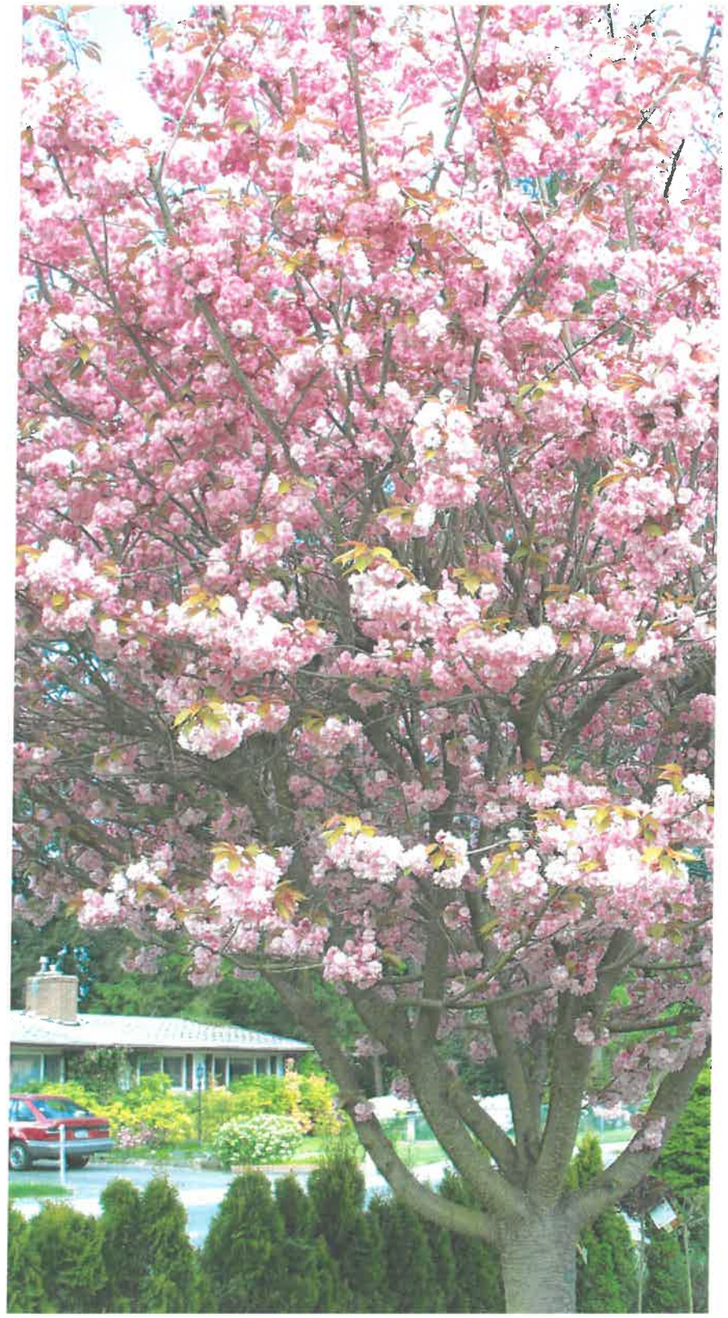
Whenever an off-street parking area fronts along a public street an average of one (1) deciduous shade tree and two (2) deciduous ornamental trees shall be planted every 50 feet within the parking lot setback area. Additionally, a minimum three (3) foot tall vehicle headlight screen shall be installed between the parking lot and the adjoining street. This screen can be constructed with any combination of prairie plantings, shrubs, ornamental grasses, earth berming, and low masonry walls.

Plantings shall be designed in clusters to create a more naturalized feel. Long, straight rows of plant material shall be prohibited. This requirement shall not be considered in lieu of any required trees and shrubs that may be necessary to satisfy other site plan submittal requirements.

All parking lot islands shall be planted with a minimum of one (1) overstory tree. The entire area shall be landscaped with plant materials, lawn, mulch or any combination thereof.

No off-street parking or loading area shall be more than 50 feet from an overstory tree located within a landscaped open space area.

[*Parking Lot Landscaping Examples*]



[*Understory tree, left; Overstory tree, right*]

LANDSCAPING, BUFFERING & SCREENING

Plant Material Standards

All plants shall be of the type and species appropriate for the climate an location being planted. All plant material shall be commercially produce and meet the minimum standards recognized by landscape professionals

In order to reduce the threat and impact of plant disease, multiple plar types and species shall be utilized on each site. No single tree or shru species shall make up more than 15% of the total tree or shrub species o a site.

Ornamental and prairie grass plantings must be appropriate in size scale, quantity, and type for the location they are being placed so not t appear unkept or encroach walkways and driveways.

Overstory Tree

Defined as a deciduous tree with one vertical stem or trunk which begin branching at a height of six (6) feet or more and has a distinct crown tha reaches a mature height of at least 30 feet.

Understory Tree

Defined as a deciduous tree (often an ornamental type tree) that reaches a mature height of less than 30 feet.

All plant sizes shall meet the following size requirements:

- o Overstory Trees – minimum 2.5-inch caliper.
- o Understory Trees – minimum 1.5-inch caliper.
- o Evergreen or Coniferous Trees – minimum six (6) feet in height.
- o Shrubs – minimum three (3) gallon container.
- o Ornamental Grasses – minimum one (1) gallon container.
- o Prairie Plantings – Must use at least three (3), but no more than five (5) varieties of short grass prairie species native to Iowa. Can be combined with similar height native wildflowers but is limited to 10 additional species per development.

Substitutions:

- o One (1) overstory tree may be substituted for 10 required shrubs.
- o One (1) understory tree may be substituted for five (5) required shrubs.
- o Three (3) ornamental grasses may be substituted for one (1) required shrub.

DESIGN GUIDELINES

LANDSCAPING, BUFFERING & SCREENING

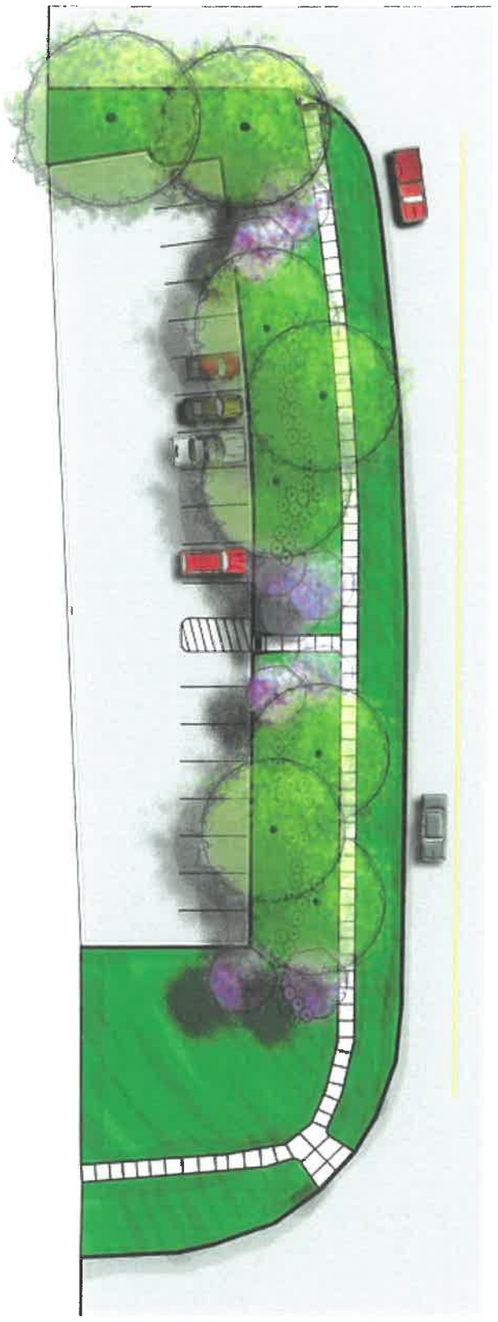
Plant Material Placement Standards

All planting shall comply with the following locational standards:

- In general, all plants shall be sited and spaced in a manner to allow for appropriate growth to mature size.
- Trees shall be located no closer than six (6) feet to the back of curb along any driveway and no closer than four (4) feet to the edge of any parking lot, sidewalk or walkway.
- Landscaping must meet minimum clearances from all fire hydrants and building sprinkler systems as required by the fire department.
- Overstory trees should not be placed within any public sanitary sewer, storm sewer or watermain utility easement.
- No landscaping shall be planted in violation of the City's traffic visibility clearance zone requirements.
- A permit must be obtained prior to planting any street tree or landscape material in the public right-of-way.

[Proper Plant Placement Examples]

[*Buffer Examples*]



LANDSCAPING, BUFFERING & SCREENING

Buffering

Buffers Required

Buffers are required, as provided in this section, for the following conditions. Properties separated by a public street right-of-way are not considered adjoining for the purposes of this section.

1. Between any residentially zoned or developed property and any adjoining commercial, office, or industrial uses.

2. Between any single family detached residentially zoned or developed property and any multi-family residential use.

3. Between any commercial or office zoned or developed property and any industrial use.

4. Double Frontage Lots. Any proposed detached single-family residential lot that has both its front and rear lines abutting a street shall have a buffer from the street along its rear yard. No fences or structures shall be permitted within this buffer and the rear yard building setback shall be measured from the buffer yard line.

Burden of Providing a Required Buffered

The burden of constructing and maintaining a required buffer shall be determined as follows:

1. In the case of a buffer required between two (2) undeveloped properties, the property with the more intensive zoning shall be burdened with the buffer requirements.

2. In the case of a buffer required between an undeveloped and a developed property, the property proposing the development shall be burdened with the buffer requirements.

3. In the case of a buffer required between a property proposed for redevelopment and a developed property, the property proposed for redevelopment shall be burdened with the buffer requirements.

4. Two properties may agree to transfer or share the burden of a required buffer.

DESIGN GUIDELINES

LANDSCAPING, BUFFERING & SCREENING

Buffering

General Buffer Provisions

All building and parking lot setbacks shall be measured from the closest edge any required buffer yard.

No structures or parking lots or loading areas may be permitted within a required buffer. Fences, sidewalks, and trails may be permitted within a required buffer except that no fence may be constructed within a buffer that fronts along a street.

Buffer plantings should be in small groupings to appear more natural versus evenly spaced in a line.

Earth berming required within a buffer may vary and undulate to accommodate drainage and to provide a more nature appearance.

Buffer Options

Any of the following options may be utilized for the initial development, unless a specific requirement is established by agreement with neighboring property owners or by the City Council as a condition of zoning or site plan approval to mitigate conditions that may otherwise be detrimental to adjoining properties.

30-Foot Wide Buffer

Minimum Width: 30 feet.

Landscape Requirements: For every 25 linear feet of required buffer a minimum of 1-overstory tree, 3-evergreen trees, and 6-shrubs shall be planted.

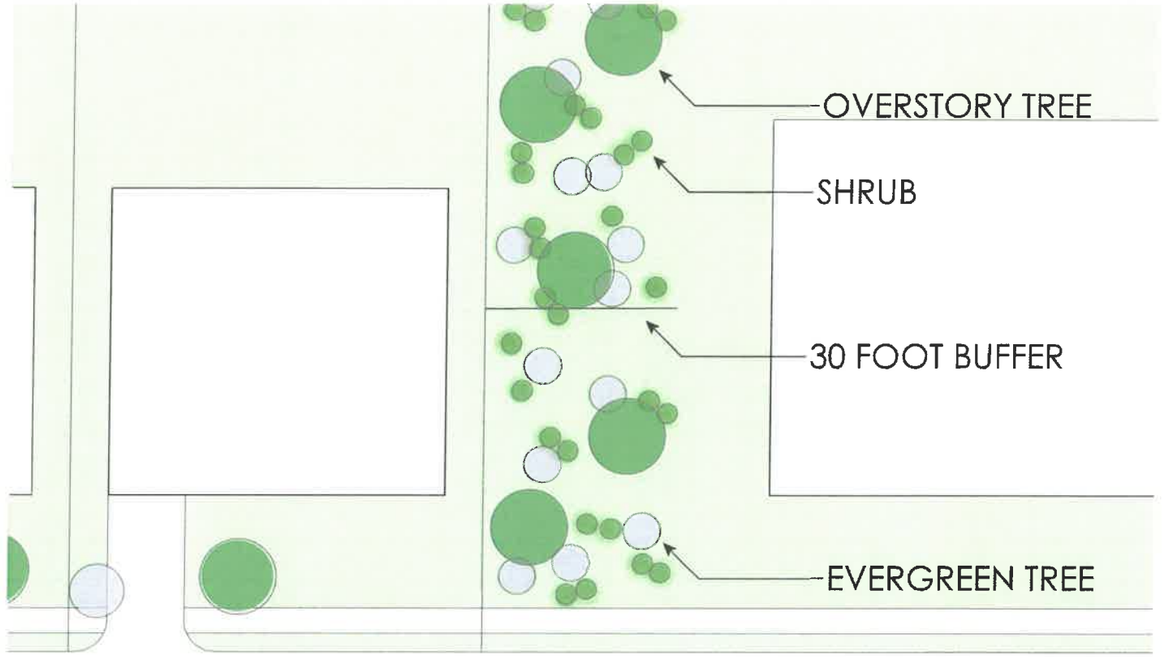
Earth Berming: three (3) foot tall.

60-Foot Wide Buffer

Minimum Width: 60 feet.

Landscape Requirements: For every 25 linear feet of required buffer a minimum of 2-overstory trees, 5-evergreen trees, and 10-shrubs shall be planted.

Earth Berming: three (3) foot tall.



[*30-Foot Buffer, top left; Buffer example, top right, bottom row*]

[*Streetscape Examples*]

LANDSCAPING, BUFFERING & SCREENING

Streetscape

Single Family Residential and Duplex Streetscape Standards

Street trees shall be required at the time of construction:

- o Quantity required shall be one (1) approved street tree per lot regardles of frontage length except where lots exceed 100 LF of street frontag in which case no less than two (2) trees shall be provided spaced nc less than 35' apart.
- o All street trees shall be selected from City approved street tree list.
- o All street trees shall be planted in the parkway between the curb an sidewalk except where parkway width is less than eight feet (8').

Streetscape Standards for All Other Streets

One (1) overstory tree (minimum 10 feet tall) shall be planted for every 5(feet of street frontage. Periodic clusters of ornamental grasses and/ o shrubs shall be repeated along the streetscape at an average interval o one (1) cluster or grouping for every 20 feet of frontage.

The trees and grasses/shrub clusters shall be located between the public street and any sidewalk or trail. Depending on the specific streetscape plan developed and placement limitations and restrictions necessary tc meet clearance requirements for public road intersections and utilities these trees may also be grouped or spaced at varying intervals as needed.

All street trees shall be selected from City approved street tree list.

All street trees shall be planted in the parkway between the curb and sidewalk except where parkway width is less than eight feet (8').

DESIGN GUIDELINES

LANDSCAPING, BUFFERING & SCREENING

Screening

Trash Enclosures

All outdoor trash and recycling receptacles, dumpsters, and grease collection containers shall be screened on all sides by the use of a permanent enclosure, with opaque gates for disposal truck access. The enclosure shall be constructed of permanent materials such as textured block, split faced concrete block, brick or stone. Wood or composite material fencing is not an acceptable enclosure. Colors and materials shall be compatible with the dominant architectural materials of buildings on site and shall be integral to a building on site whenever possible. The enclosure shall be located out of public view and constructed to visibly screen the views from the adjoining properties. Landscaping should be included around the enclosure to soften its impact.

[*Trash Enclosures Examples*]

[*Inappropriate Cart Corral Example, top left; Appropriate Cart Corral Example, bottom left & right*]

LANDSCAPING, BUFFERING & SCREENING

Screening

Shopping Cart Corrals

Shopping carts must be stored within a building and may not be store or kept outside after regular business hours or for longer than a 24-hou time period. Outdoor areas (shopping cart corrals) may be designated fo the temporary collection of shopping carts. No letters, logos, images, c graphics are permitted on or within the shopping corral. Corrals shoul consist of decorative wall or fenced enclosures and/or landscape islands. Prefabricated metal tubing or plastic type shopping corrals sha be prohibited. The location and details for all shopping corral areas sha be provided on the site plan for City review.

DESIGN GUIDELINES

PRIVATE SIGNAGE GUIDELINES

All signage shall comply with the City's sign code regulations for the underlying zoning, except as modified herein for permanent wall signs and ground signs.

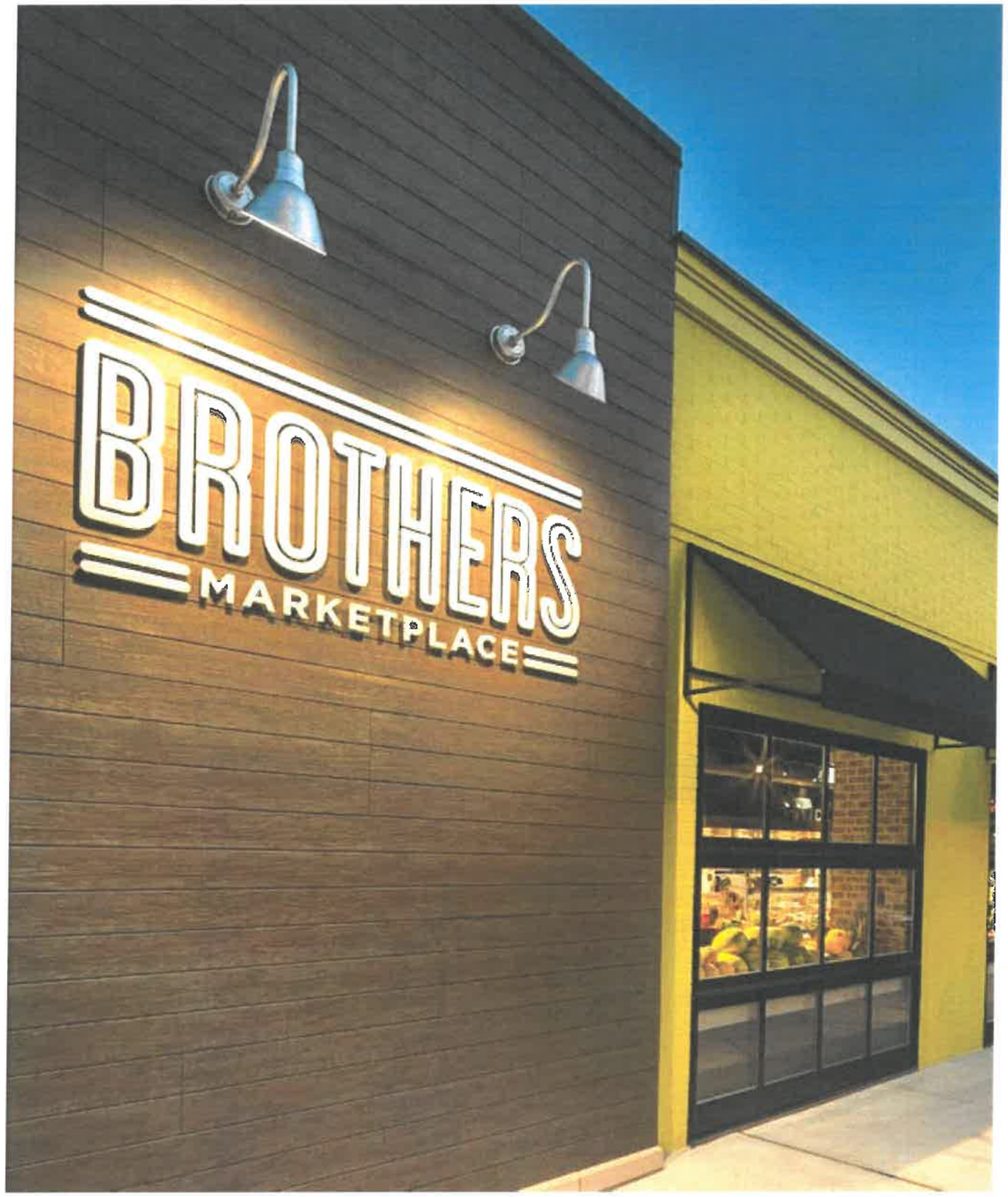
Building Wall Signs

All building wall signs, including roof and projecting signs but not including awning and window signs, should consist of solid individual letters and symbols made of anodized aluminum or similar materials or should consist of individual illuminated self-contained letters and symbols made of anodized aluminum or similar materials with translucent plastic faces. Signs with exposed neon or exposed florescent tubes or light bulbs are prohibited. Painted signs, including any lettering, graphics, images, and logos, are prohibited except as may be permitted on awnings and windows.

No individual letter or symbol should exceed six (6) feet in height and six (6) feet in width. All letters and symbols should be individually attached to the building wall. Raceways are prohibited. In any situation where it is not physically practical to mount a wall sign without a raceway, a pan style raceway may be utilized.

Panel signs are prohibited; however, a panel type sign of an individual logo or graphic may be permitted as part of a building sign provided the panel area does not exceed six (6) feet in height and six (6) feet in width and is designed as if it were an individual illuminated self-contained letter or symbol.

All building signage on a single building should be uniform in appearance employing an identical system of construction and use of materials and colors. Prior to installation of any signage, all multi-tenant buildings should provide a signage plan detailing the general design of all signage and how and where signage will be allocated to each individual tenant space. This plan should be adhered to unless an alternate plan is provided to the City by the building owner.



[*Wall Sign Examples*]

[*Ground Signage Examples*]

PRIVATE SIGNAGE GUIDELINES

Ground Signs

All free standing or ground signs shall be monolithic or columnar in style that maintains essentially the same contour from grade to top. Pole signs (signs mounted on poles) are prohibited. The sign face shall consist of solid individual letters and symbols made of anodized aluminum or similar materials or should consist of individual illuminated self-contained letters and symbols made of anodized aluminum or similar materials with translucent plastic faces. Signs may also consist of routed face signs. Painted signs are prohibited. Signs with exposed neon or exposed florescent tubes or light bulbs are prohibited.

No individual letter or symbol should exceed four (4) feet in height and four (4) feet in width. All letters and symbols should be individually attached to the sign monument surface. Raceways are prohibited.

Panel signs are prohibited; however, a panel sign of an individual logo or graphic may be permitted as part of a monument sign provided the panel area does not exceed four (4) feet in height and four (4) feet in width and is designed as if it were an individual illuminated self-contained letter or symbol.

DESIGN GUIDELINES

UNIFYING ELEMENTS

Architectural style and building type alone are not responsible for the appearance of the Mt. Vernon. It is desirable to introduce elements, materials and places along the roadways that serve to unify existing and new areas of the community. These elements and materials work in concert to assist in establishing community character and to help heighten the sense of place.

Within and adjacent to any public right-of-way (ROW) there are any number of elements that contribute to (or detract from) the roadway's function, safety, efficiency, and aesthetic appeal. The attention one pays to these elements will change depending on how they are using the road. Pedestrians have very different needs than motorists; through-travelers have very different needs (and experiences) than destination seekers whether they are operating a motor vehicle, utilizing public transportation, riding a bike or walking. Regardless of the mode of transport, the common elements that affect one's experience are similar and can be categorized very generally into two categories. Vertical elements are those which protrude from the ground and have the potential to obstruct views and/or alter paths of travel and included everything from trees, to light poles, to signs, traffic signals, and street furnishings. Horizontal elements are those that affect and guide one's path (and mode) of travel and include pavements, ground covers (grasses, mulch beds, etc.) and bodies of water. Topography, regardless of whether it is paved or landscaped, may alter the path of travel.

Where competing architectural styles and scales exist along a roadway we must look to those common elements for unification. Linear spaces, like roadways, are defined by the buildings on either side and accentuated by the elements and materials in between. Repeating elements within a corridor that are consistent in type, style, color, and height serve reinforce that the space is special or unique or, at the very least, that it is well considered. Introducing a standard roadway and a standard pedestrian light fixture is one way to create a unified look. Developing and maintaining a consistent width sidewalk along one or both sides of the street is a way to create a unified pedestrian experience. Using a higher quality paving material in select places along the roadway is a way to elevate that pedestrian experience.

New roads inherently elevate the look and feel of the community. Installing traffic signals and signage that use similarly (identically) colored poles will help to unify the aesthetics from one end of the corridor to the other. Adding banner signs and decorative elements to common lighting elements with further contribute to the aesthetic enhancement.

Introducing common plant materials on either side of or within the right-of-way is another way to improve the aesthetics of any transportation corridor. In new roadway design and construction, common plantings are one of the least expensive but most effective aesthetic enhancements. Given the constraints in width of the available ROW it does not seem likely that a replanting approach will be feasible along Mt. Vernon Road.

Introducing a common material for all the retaining walls is an improvement that would have a dramatic effect on the overall aesthetic character of the corridor. Where a steep slope affects the grade change a wall should be constructed in its place. In addition to using a common material, all walls should be constructed to a minimum height to insure a consistent visual appearance is achieved.

In commercial areas where no grade change device is needed and parking abuts the property line, a similar wall type should be constructed to partially screen parking areas from view of passing motorists. The net effect will be a reduction of visual clutter and a reinforcement of the common aesthetic elements in both the residential and commercial districts.

PUBLIC ART IN THE COMMUNITY

Public art is widely considered to be a community asset but it is ofte treated as a low priority because many of its benefits seem intangibl Prioritizing public art, however, can lead to increased levels of communit engagement and social cohesion while serving as a platform for civi dialogue. When done well, public art can engage citizens in on-goin conversations about local history, cultural influences, and social issues c the time. Public art contributes to and reinforces civic pride.

Public art can be funded by enacting "Percent for Art" programs, throug private donation, and through public-private partnerships.

Public art can take many forms, as such, each piece contributes to th landscape differently. In any new development, it is important that cit planners think ahead about where public art is desired. An oft considere location is the center of new roundabouts. Other locations include majo intersections and community gateways.

Public art is less prevalent in new residential development but can ver often be found in mixed-use and retail/commercial projects. Regardles of the project type, planners should identify potential locations early i the planning process.

Local arts organizations are a good resource for identifying potentia artists with existing pieces available or who are willing to take on site-specific commissions.

Examples.
o 16th Avenue roundabout
o IC Literary Walk

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4 OVERLAY ZONING FRAMEWORK

OVERLAY ZONING FRAMEWORK

APPLICATION & PROCEDURES

The US Highway 30 Future Land Use Plan is intended to be adopted and made part of the City's Comprehensive Plan and is the basis for the regulations in this zoning overlay. The design guidelines contained within the US Highway 30 Master Plan shall apply to all property officially zoned within this overlay district's boundaries. When a standard or code requirement is not covered by this overlay, the regulations as contained elsewhere within the City's code for the underlying zoning district in which the property is zoned shall apply. Should a conflict arise between the City Code and these design guidelines, the more restrictive requirement, as determined by the City's Zoning Administrator, shall prevail.

The site plan review and approval process as well as the rezoning or subdivision of land within the overlay district shall follow the procedures as established in the City's Zoning Regulations. Prior to the development or redevelopment of any parcel located within the overlay district, the property should be zoned or rezoned consistent with the land use designation provided in the US Highway 30 Future Land Use Plan. It is recognized that overtime, it may be necessary to modify and amend this Future Land Use Plan. Should it be determined desirable to rezone a property in a manner that is not consistent with the Future Land Use Plan, the Plan should be amended accordingly prior to or as part of the rezoning process.

The following Zoning/Land Use Compatibility Table identified the zoning district or districts compatible within each land use designation. Those columns marked with a "C" are considered compatible with the corresponding land use category. Those columns that are blank are not considered compatible with the corresponding land use category.

ZONING AND OVERLAY LAND USE COMPATIBILITY TABLE

Zoning Districts	Overlay Land Use Categories: Ag & Open Space	Ag Residential & Tourism	Low Density Residential	Mixed-Use Development	Highway Oriented Commercial	Business Park
AG Agricultural	C	C	C			
SR Suburban Residential			C			
NR New Residential			C			
TR Traditional Residential			C			
HR High-Density Residential			C			
CB Central Business District			C			
TC Town Center			C		C	
UC Mixed-Use Center			C		C	
LC Limited Commercial					C	
GC General Commercial					C	C
BP Business Park						C
LI Limited Industrial						

[Table 3.1 Zoning and Overlay Land Use Compatibility]

PERMITTED USES TABLE

USE	Ag & Open Space	Ag Residential & Tourism	Low Density Residential	Mixed-Use Development	Highway Oriented Commercial	Business Park
	Overlay Land Use Categories					
RESIDENTIAL USES						
Household Living						
Single-Family dwelling, detached	P	P	P			
Two-family dwelling		C	P			
Townhouse dwelling (3+ units)		C	P	P		
Multiple family dwelling				P		
Dwelling units located above the ground floor (mixed use building)				P		
Group Living						
Family home / group care facility	P	P	P	P		
Elder group home			P	P		
Assisted living residential facility			P	P		
Nursing or convalescent home			P	P		
Supervised group residence						
PUBLIC AND CIVIC USES						
College, university, or vocational school			P	P	P	P
Cultural exhibit, museum or library			P	P	P	
Membership or religious organization, social club or lodge, and other places of public assembly			C	P	P	P
Public or private elementary, middle or high school		C	P	P	P	P
Public or private golf course, golf driving range, country club, swimming pool, and indoor or outdoor recreational facilities and fields	P	P	P	P	P	P
Public Utilities (not including gas and electrical power distribution stations)	P	P	P	P	P	P

[Table 3.1 Zoning and Overlay Land Use Compatibility]

PERMITTED USES

The following are the desired uses within the Overlay District area pe each land use category. Rows that include a "P" indicated the use i permitted within the corresponding land use category. Rows that includ a "C" indicate the use requires approval of a Conditional Use Permit a prescribed in the City's Zoning Regulations. Uses not listed in the tabl as permitted or conditional within the corresponding land use categor are not compatible and should be prohibited even if listed as permitte within the underlying zoning of the property.

PERMITTED USES TABLE

USE	Ag & Open Space	Ag Residential & Tourism	Low Density Residential	Mixed-Use Development	Highway Oriented Commercial	Business Park
	Overlay Land Use Categories					
PUBLIC AND CIVIC USES (CONT'D)						
Government buildings and properties			P	P	P	P
Hospital				P	P	P
COMMERCIAL USES						
After hours business						
Animal Services						
Kennel (including day kenneling)						
Veterinary Services (without overnight kenneling)				P		
Art Gallery				P	P	
Banks and Financial Services						
Banks, not including delayed deposit service businesses				P	P	
Delayed deposit service business (including cash checking, payday lending, car title loan business)						
Pawnshop						
Freestanding automated teller machine (ATM)					P	
Body Piercing studio or tattoo studio				P		
Child Care Center			C	P	P	
Construction Sales and Service						
No outdoor storage						P
With outdoor storage						
Drive-in or Drive-thru facilities				C	P	
Eating and Drinking Establishment						
Restaurant		C		P	P	
Micro-brewery, micro-distillery, or winery with on-site tasting / sampling and sales		C		P	P	
Tavern / bar				C	C	

[*Table 3.1 Zoning and Overlay Land Use Compatibility*]

PERMITTED USES TABLE

USE	Ag & Open Space	Ag Residential & Tourism	Low Density Residential	Mixed-Use Development	Highway Oriented Commercial	Business Park
	Overlay Land Use Categories					
COMMERCIAL USES (CONT'D)						
Entertainment						
Movie theater, performance hall, performing arts studio				P	P	
Indoor: waterpark, miniature golf, bowling, video game arcades, go-carts, trampoline park, playground play space or similar use					P	
Outdoor: waterpark, miniature golf, go-carts, trampoline park, playground play space or similar use					P	P
Funeral and Interment Services						
Cemetery, mausoleum, columbarium	P	P	P	P	P	P
Cremation services						
Funeral Home including funeral services and retail sales with no outdoor display or storage					P	P
Retail sales with outdoor displays and storage						P
Lodging						
Bed and breakfast inn		C	C	P	P	
Boarding or roaming house						
Extended stay or apartment hotel						
Hotel or motel				P	P	
Short-term rental		C	C	P	P	
Medical or dental clinic, pediatrician's office, outpatient surgery center, medical testing center, or similar use				P	P	
Mini Warehouse or self-storage facility						
Indoor only						P
Outdoor storage including vehicle, boat, camper, recreational vehicle						
Motor vehicle and motor equipment						
Automobile service center (auto parts sales)					P	
Car wash (auto, manual, or attended)					P	

[*Table 3.1 Zoning and Overlay Land Use Compatibility*]

PERMITTED USES TABLE

USE	Overlay Land Use Categories					
	Ag & Open Space	Ag Residential & Tourism	Low Density Residential	Mixed-Use Development	Highway Oriented Commercial	Business Park
COMMERCIAL USES (CONT'D)						
Motor vehicle and motor equipment (cont'd)						
Gas station or service station with minor repair and services (brakes, batteries, tires, oil changes)					P	
Major motor vehicle repair (painting, body, fender, frame, transmission, engine overhaul)						
Automobile sales, storage lot, and off-site parking						
Recreational vehicle, camper, boat, motorcycle, snowmobile, and similar sales, lease, and rental and ancillary repair and maintenance						
Light equipment sales, rental, or repair service						
Heavy equipment sales, rental or repair service						
Truck stop						
Personal and Consumer Service						
Beauty salon, barbershop			P		P	
Dry cleaner and laundry service			P		P	
Dry cleaner and laundry service (pick-up / drop-off service only)			P		P	
Laundry (self-serve laundromat)					P	
Fitness center, gym, health spa			P		P	
Tailor			P		P	
Print shop, copy center, retail shipping					P	P
Professional Office (corporate, law, engineering, architecture, real estate, insurance, accounting, bookkeeping or similar use)			P		P	P
Retail sales (grocery store, pharmacy/drug store, office supplies store, bakery, clothing or department store, and similar retail use)			P		P	
Retail Sale - Intensive						
Convenience store					P	
Fireworks sales						
Hardware store, lawn and garden store, or similar use with outdoor storage					P	P

[Table 3.1 Zoning and Overlay Land Use Compatibility]

PERMITTED USES TABLE

USE	Overlay Land Use Categories					
	Ag & Open Space	Ag Residential & Tourism	Low Density Residential	Mixed-Use Development	Highway Oriented Commercial	Business Park
COMMERCIAL USES (CONT'D)						
Retail Sale - Intensive (cont'd)					C	
Large retail (over 25,000 sq. ft. gross floor area, single uses or tenant space)					C	
Liquor store						
Lumber yard						
Medical cannabidiol dispensary						
Smoking lounge or hookah lounge						
Tobacco store (including vape shop)						
Sexually oriented business						
Spectator sports						
Indoor						
Outdoor						
INDUSTRIAL USES						
Animal feedlots, processing of animals or animal by-products						
Electrical power generation (utility scale for off-site use, distribution, or sale)						
Manufacturing, Production and Industrial Services						
Limited (no food related processing and manufacturing, all activities wholly contained within a building)						P
General (limited food processing, outdoor storage limited)						
Intensive (may include outdoor storage of materials and activities not contained within a building)						
Medical cannabidiol manufacturer						
Repair Service						
Electronics, appliance, household goods, furniture or similar						
Small engine						

[*Table 3.1 Zoning and Overlay Land Use Compatibility*]

PERMITTED USES TABLE

USE	Overlay Land Use Categories					
	Ag & Open Space	Ag Residential & Tourism	Low Density Residential	Mixed-Use Development	Highway Oriented Commercial	Business Park
INDUSTRIAL USES (CONT'D)						
Research laboratory and testing						P
Storage of equipment, data and records, electronic data center, furniture and similar						
Trucking / freight terminal						
Wholesale fuel storage, sales, or distribution						
Warehousing and wholesaling (outdoor storage limited to licensed and operable trailers, trucks, power equipment, and shipping containers)						
Waste related use						
OTHER USES						
Accessory uses	P	P	P	P	P	P
Agricultural Uses						
Farming (row crop, vegetables, greenhouse, vineyards, orchards)	P	P				
Animal Husbandry (raising of livestock)	C	C				
Truck gardening and nurseries	P	P				
Boarding stables and riding schools	P	P				
Gas and electrical power distribution						
Mining operation, sand and gravel extraction or processing, gas or oil well, or similar mineral or earth resource extraction						
Wireless Facility						
Tower	P	P	P	P	P	P
Collocated	P	P	P	P	P	P

[*Table 3.1 Zoning and Overlay Land Use Compatibility*]

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5 IMPLEMENTATION PLAN

IMPLEMENTATION PLAN

NEXT STEPS

The following are the next steps the City should undertake to implement the goals of the US Highway 30 Master Plan.

US Highway 30 Future Land Use Plan

The City should adopt the Future Land Use Plan in this Plan as part of the City's adopted Comprehensive Plan. All rezonings and development projects should only be approved if consistent with this Plan. It may be desirable to make minor changes or amendments to this plan as necessary to approve a warranted rezoning or development proposal, and any amendment should be completed prior to or as a part of the approval of such rezoning or development proposal.

US Highway 30 Overlay Zone

The City should adopt a new US Highway 30 Overlay Zone as a part of the City's Zoning Regulations and identify the overlay boundary on the City's Zoning Map. This Overlay Zone should reference the US Highway 30 Master Plan's design guidelines and they should be applied to all new development within the overlay area.

Infrastructure Planning and Extensions

As noted on page 22, only certain areas within the US Highway 30 Master Plan are currently served with water and sanitary sewer service. Development will also require the improvements to existing roads and the extension of new roads. Pages 20 and 21 of this Plan identify the anticipated arterial and collector road system necessary to serve the Plan area as it develops.

To determine the infrastructure necessary to adequately support the property growth and development of the area, the City should conduct a water system study (estimated at $40,000 to $60,000) and a sanitary sewer service study (estimated at $30,000 to $50,000). A wastewater treatment plant study is also necessary to plan for needed treatment capacity (estimated at $30,000 to $40,000).

After these studies, the City can begin to plan and budget for infrastructure extensions as either speculative improvements to help kick-start development or reactive improvements as needed to support a planned development project. Water and wastewater capacity improvements will further need to be planned and prepared for as development increases demand on the City's existing infrastructure.

Much of the necessary infrastructure improvements (especially road improvements) should be "pay-as-you" with the developer constructing the infrastructure necessary to serve their development. City funded improvements should be reserved only for major water and sewer main extensions and system capacity improvements typically born by cities.

Consistent with current City code and policy, new development should improve and/or construct all roads within their site and be responsible for the improvement and construction of at least one-half of any road bordering or fronting along their property. With the exception as may be appropriate for agriculture-related development, all new development should be accessed by paved roads adequate to support their traffic and serviced by City water and sanitary sewer.

Financing options for City-funded improvements should further be evaluated and may include Tax Increment Financing (TIF), which is best suited for non-residential development, and water and sanitary sewer connection fee districts, which requires the City upfront the costs for the infrastructure improvements and receiving payback over time. The US Highway 30 Master Plan area will likely require a variety of financing options to fund improvements over time as the area develops.

NEXT STEPS

Incentives Policy

In order to help attract the type and quality of development desired fc the Plan area, the City should consider what incentives it may wish t offer and develop a policy. Incentives might be limited to assistance wit infrastructure or matching support for state incentive programs. Typicall incentives are reserved for major industrial or commercial developmer that creates new jobs and or adds significant property tax base to th community.

Marketing

Utilizing the information from the US Highway 30 Master Plan, th City should consider creating content for its website marketing th opportunities, desirability, and planning that is in place for the Plan area Developers and site locators typically glean their initial data from Cit websites to determine properties for further analysis and evaluation.

Wayfinding Signage and Streetscape Improvements

As new development occurs within the Plan area, the City should inves in streetscape and wayfinding signage improvements along 1st Street tc market travelers along US Highway 30 to Uptown and the rest of Moun Vernon. Streetscape improvements should further include pedestriar and bike enhancements to encourage visitors and residents to park thei cars and explore the community.

Review and Evaluation

On an annual basis, the City should evaluate the progress of the US Highway 30 Master Plan reviewing the rate of new growth, anticipatec infrastructure demands, and if the resulting new development has the appearance and function envisioned in the Plan. Both the land use plar and the design guidelines may need to be adjusted over time to ensure they are meeting the needs of the community and achieving the desireo results.