

ORDINANCE NO. 2008-44

**AN ORDINANCE AMENDING CHAPTER 15 SUBDIVISION CODE
TO ADOPT SITE AND BUILDING DESIGN STANDARDS
FOR COMMERCIAL DEVELOPMENT**

WHEREAS, these commercial design standards are intended to implement the city's vision for commercial development as set forth in the City's General Plan; and,

WHEREAS, the intent of these standards is to improve the overall quality of commercial development with surrounding land uses and enhance pedestrian safety and walkability; and,

WHEREAS, these regulations provide clear standards for quality development while permitting flexibility and creativity in design;

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF BENTONVILLE, ARKANSAS:

Section 1. That Article 1100 Design Standards of Chapter 15 Subdivision Code should be and the same is hereby amended with the following Attachment "A", three copies of which are on file with the City Clerk and which is hereby adopted by reference as though it were copied herein fully.

Section 2. That Article 900 Plat and Plan Requirements of Chapter 15 Subdivision Code should be and the same is hereby amended by replacing (63) and adding (64):

(63) Rendered elevation drawings of all facades and a description of external building materials.

(64) A sample of exterior materials to be used for the proposed structure that indicates texture, color and type of materials.

Section 3. This Ordinance shall be in full force and effect 30 days from the date of its passage and approval.

PASSED and APPROVED this 27th day of May, 2008.

APPROVED:

Mayor Bob McCaslin

ATTEST:

Suzanne Grider, City Clerk

City Clerk

ATTACHMENT “A”

SEC. 1100.13 SITE AND BUILDING DESIGN STANDARDS FOR COMMERCIAL DEVELOPMENT

- A. Purpose and Intent.** The design standards in this section are intended to implement the city’s vision for commercial development as set forth in the City’s General Plan. The intent of these standards is to improve the overall quality of commercial development with surrounding land uses and enhance pedestrian safety and walkability.
- B. Applicability.** The provisions of this section shall apply to all commercial developments, defined as any development in a R-0, C-1, C-2, C-3, C-4, and PUD zoning districts that meet one or more of following conditions.
1. New commercial construction requiring large scale development approval.
 2. Additions or alterations to a building or site, excluding interior-only improvements, which total fifty percent (50%) or more of the gross square footage of the existing building(s) or site.
- E. Exemptions.** The following developments shall be exempt from the application of these Site and Building Design Standards for Commercial Development: A development that is subject exclusively to the Site and Building Design Guidelines and Standards for the Downtown Redevelopment District set forth in Sec. 1100.12 of the Subdivision Code.
- F. Review Process.** These standards shall be applied in the normal review process for large scale developments and shall be approved by the Planning Commission.
- G. Building Design.**
1. **Material.** The primary material shall constitute at least 75 percent of the wall area, excluding glass. The primary exterior material shall consist of a combination of brick, architectural concrete panels, textured concrete block, natural stone, architectural steel or stone panels. The standard shall apply to all sides of any building. The remaining exterior material shall be considered building trim. Trim is defined as an ornamental design feature, that when removed does not significantly alter the appearance of the building. This commonly consists of moldings, cornices, parapet, frieze, sills, lintels, stringcourse, quoining, and ledgement. No wood, masonite, asphaltic exterior wall or roof material, aluminum or steel siding, non-architectural sheet metal, non-textured concrete block, stucco, vinyl, E.I.F.S. (Exterior Insulation and Finish Systems) or other similar materials shall constitute a portion of any building except trim.
 2. **Color.** The building’s exterior color scheme shall utilize primarily muted, neutral, or earth tone type colors. The primary use of bright, intense, or extreme colors not consistent with the adjoining developments shall not be permitted. This regulation is not intended to prohibit the use of these colors for specifically approved architectural detailing.

3. **Compatibility.** All commercial structures shall be designed in a manner compatible with other structures in the surrounding vicinity. The exterior building design, including roof style, color, materials, architectural form and detailing, shall be consistent among all buildings in a common commercial development and on all elevations of each building to achieve design harmony and continuity within itself.
4. **Scale and Bulk.** The height and scale of new buildings shall be consistent or compatible with the height and scale of adjacent buildings. Special care, however shall be taken to achieve the compatibility of larger buildings next to small scale buildings; techniques shall include limited size, building articulation, and shadow patterns. The scale of the building shall also consider building setback, lot size and relationship to street width.
5. **Wall Articulation.** Buildings shall avoid long uninterrupted façade planes and/or blank walls. All commercial building with facades greater than 200 feet in length shall incorporate wall plane projections or recess that are at least two (2) feet deep. Projections/recess must be at least 25% of the length of the façade. No uninterrupted length of a façade may exceed 100 feet in length.
6. **Facades.** All commercial structures shall be architecturally finished on all sides with same materials, detailing, and features when visible from the public realm or adjacent residential areas. The degree of visibility from the public realm shall be evaluated using the following criteria:
 - The degree of visibility from all adjacent public ways;
 - Possible visibility from future buildings and public ways; and
 - Internal overall appearance in relation to the site.
7. **Roofs.** Roof lines and/or parapets shall be varied with a change in height every 100 linear feet in the building length. Parapets, gable roofs, high roofs, or dormers shall be used to conceal flat roofs and rooftop equipment from public view. Alternative lengths and designs may be acceptable and may be approved by Planning Commission.
8. **Entrances.** Each primary building on a site, regardless of size, shall have clearly defined, highly visible customer entrances featuring no less than two (2) of the following:
 1. Canopies or porticos;
 2. Overhangs;
 3. Recesses/projections;
 4. Arcades;
 5. Raised corniced parapets over the door;
 6. Peaked roof forms;
 7. Arches;
 8. Architectural detail such as tile work and moldings integrated into the building structure and design;
 9. Integral planters or wing walls that incorporate landscaped areas and/or places for sitting; or,
 10. Other architectural features approved by Planning Commission.

9. Architectural Details. All buildings shall be designed to incorporate no less than three (3) of the architectural elements from the list below, in addition to regulations regarding the design of entrances above. Buildings over fifty thousand (50,000) square feet shall include a minimum of five (5) of the referenced architectural elements. Buildings over one hundred thousand (100,000) square feet shall include a minimum of six (6) of the referenced architectural elements.

- Canopies, awnings, or porticos;
- Recesses/projections;
- Arcades;
- Peaked roof forms;
- Arches;
- Display windows;
- Accent materials (minimum of 15% of exterior façade);
- Architectural details (such as tile work and moldings) integrated into the building façade;
- Articulated cornice line;
- Articulated ground floor levels or base;
- Varied roof heights; or,
- Other architectural features approved by Planning Commission.

H. Utility and Mechanical Equipment Screening

1. Screening of service yards, utility meters and hardware, mechanical equipment, refuse areas, and/or other potentially unattractive places from public view, shall be accomplished by the use of walls, fencing, planting, or a combination of the measures that follow. Screening shall be equally effective in the winter and the summer seasons. For rooftop equipment, parapet walls or other screening methods approved by Planning Commission are required along street frontages and bordering residential areas.
 - Adjusting the architectural or landscape profile to screen those elements from view.
 - Placing those elements on service courts or other locations usable by the general public.
 - Integrating those elements into the architecture or landscaping of the site.
2. The degree of visibility and screening of service yards, utility meters and hardware, mechanical equipment, refuse areas, and/or other potentially unattractive places shall be evaluated using the following criteria:
 - The degree of visibility from all adjacent public ways;
 - The architectural compatibility of the design and color of the yards, meters and equipment of the building;
 - Possible visibility from future buildings and public ways; and
 - Internal overall appearance in relation to the site.

F. Site Planning

1. **Building Placement.** Place as much of the building width at the front of the lot as possible to maximize front façade exposure to the public. The front façade shall be kept parallel with the street. On corner lots, place as much building mass near the intersection as possible to help anchor the lot and take advantage of high visibility.
2. **Parking Placement.** No more than 60% of the off-street parking area for the entire property shall be located between the front façade within the front yard of the principal building and the primary abutting street unless the principal building and/or parking lots are screened from view by outlot development and additional tree plantings or berms. Whenever possible, attempt to link with adjacent parking lots or provide shared parking areas which can serve neighboring buildings simultaneously. Parking lots shall be designed in regular, rectangular shapes.
3. **Pedestrian Circulation.** Clearly defined pedestrian walkways or paths shall be provided from parking areas to primary building entrances. Design walkways and parking lots so that pedestrians do not have to cross parking aisles and landscape islands to reach building entries. All internal walkways shall be distinguished from driving surfaces through the use of durable, low maintenance surface materials such as pavers, bricks, or scored concrete to enhance pedestrian safety and comfort, as well as the attractiveness of the walkways. Painted crosswalks shall not be considered sufficient definition of the pedestrian path from the driving surface.
4. **Site Amenities.** Each commercial development shall contribute to the establishment or enhancement of the community and public spaces by providing at least two (2) of the amenities listed below. Any such areas shall have direct access to the public sidewalk network and such features shall not be constructed of materials that are inferior to the principal materials of the building and landscape.
 - Patio, seating area;
 - Pedestrian plaza with benches;
 - Mini park, square or green;
 - Transit stop;
 - Public art;
 - Window shopping walkway;
 - Outdoor play area;
 - Kiosk area;
 - Water feature;
 - Clock tower or steeple; or
 - Any other deliberately shaped area and/or focal feature that, in the Planning Commission's judgment adequately enhances such development and serves as a gathering place.