

SMART GROWTH LEADERSHIP INSTITUTE
UNIVERSITY OF SOUTHERN CALIFORNIA
US ENVIRONMENTAL PROTECTION AGENCY

MAKING SMART GROWTH WORK:

Draft Recommendations

Design Framework and Building Types

For Lawrence Kansas

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LAWRENCE ASSIGNMENT

Strategies to incorporate design standards -- to help shape the development character in two distinct commercial corridors:

- Redevelopment in existing commercial corridors

Examples: Iowa (south of 31st)

23rd Street Corridor (Iowa to Louisiana)

- Recommend approach for development in fringe areas

Examples: 6th and SLT

6th and Wakarusa

PREPARATION

- Review existing planning and policy documents
- Become familiar with market context
- Phone interviews with Lawrence staff
- Examine examples of selected design guidelines
- Comparisons with other study communities
- Tour of selected commercial zones
- Informal discussion with local designers and developers
- USC/CU/SGA Team dissemination

EXPECTATIONS AND OUTCOMES

Process:

- Use site visit to ensure CU team understands the existing planning framework, commercial character and market context;
- City staff and CDRC convey their priorities for the study;

Products:

- Framework identifies:
 - High leverage design standards and building types,
 - Areas of potential change within the commercial corridors, and
 - Administration of the guidelines (largely staff driven)
- Benchmark Study for other communities

KEY COMMUNITY CONCERNS

- Continued growth in Lawrence (double in 25 years)
- Increased traffic congestion
- Maintain Lawrence's identity – “Don't lose character and become like ‘everywhere’ US”
- Unclear how to implement Smart Growth principles, especially in existing commercial corridors
- Cumbersome special project review
- Desire to streamline review process
- Create clear standards

ANALYSIS STEPS

ANALYSIS

1. Policy Context
2. Code/Development Context
3. Market Context
4. Corridor and Building Type Analysis
5. Guidelines Administration and Fit
6. Guideline Template
7. Refined Design Framework and Revised Building Types

TOOLS

Policy Audit, Smart Growth Principles
Greentape and Code Audit
Development Scorecard
Market Profile
Site Visit; Aerials, Building Types
Guidelines Matrix
Template
Framework
Building Types

CURRENT POLICY CONTEXT

PRIORITIZED SMART GROWTH PRINCIPALS

COMMERCIAL CORRIDORS

- **Strengthen and direct development towards existing communities**
- **Make development decisions predictable, fair and cost effective**
- **Encourage community and stakeholder collaboration in development decisions**
- **Foster distinctive, attractive communities with a strong sense of place**
- **Take advantage of compact building design**
- **Create walkable neighborhoods**
- Mix land uses
- Preserve open space, farmland, natural beauty, and critical environmental areas
- Provide a variety of transportation choices
- Create a range of housing opportunities and choices

CURRENT POLICY CONTEXT

Relevant Lawrence Vision and Policies:

- Horizon 2020
- Corridor Plans (Draft)
- Zoning – (proposed revisions – Draft)
 - CC, CN2, CR
- Site Plan Review
- Street Standards
- Access Management Plan (Draft)
- Landscape Design Standards

CURRENT POLICY CONTEXT

Horizon 2020 Plan

- Overall Goals
 - To preserve the special character and commercial activity of Downtown Lawrence.
 - Planning and managing future growth
 - Increase diversity
 - Pursue quality and efficiency in regulations
 - Increase compatibility with surrounding areas
 - Strive for the sustainability of the entire community

CURRENT POLICY CONTEXT

Horizon 2020 Plan

- Growth Management
 - Establish Urban Growth Areas
 - Encourage annexation
 - Limit premature development
 - Evaluate traffic impact on new developments
- Commercial Land Uses
 - Encourage commercial development in nodes
 - Maintain downtown Lawrence character
 - Focus on transition from commercial development to less intensive uses
 - Traffic considerations for new development

CURRENT POLICY CONTEXT

Horizon 2020 Plan - Continued

– Transportation

- Coordinate new development transportation considerations with other jurisdictions
- Conduct traffic impact analysis and develop appropriate level of service
- Develop Public Transportation as a alternate transportation method
- Provide a continuous sidewalk and bicycle network

– Implementation

- Develop land use inventory and database
- Develop measurement techniques that gauge the community's ability to absorb new commercial development
- Conduct follow-up studies (EX: Stormwater management study)
- **Incorporate urban design guidelines**

CURRENT POLICY CONTEXT

Adequate Public Facilities

- Audit to ensure that reductions in the level or quality of service will not occur with new development
- Desire for the regulations to work seamlessly with the provisions in the comprehensive plan
- Preliminary Recommendations:
 - Improve planning process for new development and public facilities
 - Undertake the initial steps of the adequate public facilities regulations
 - Improve public facilities financing

CURRENT POLICY CONTEXT

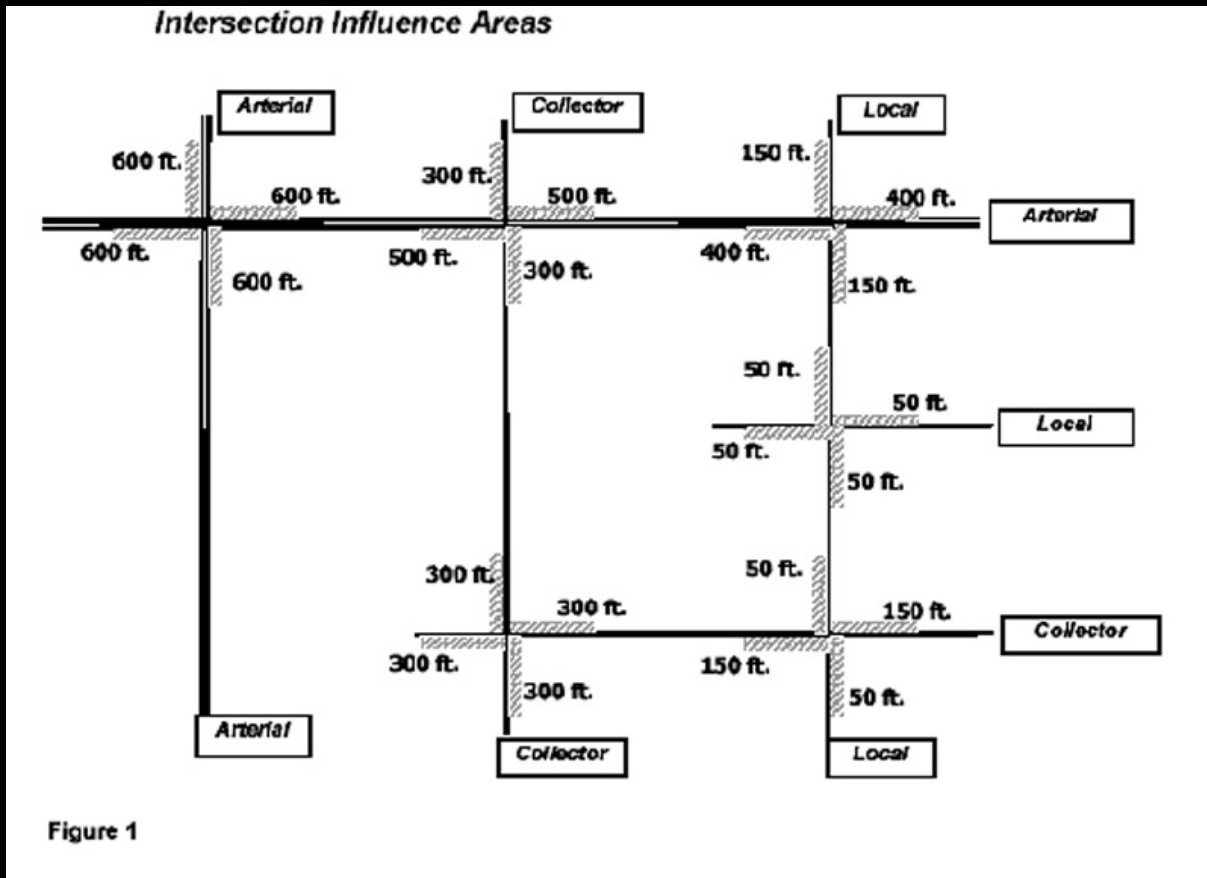
Access Management Guidelines - Summary

Guideline	Effects
<u>Intersection Influence Area</u> - Max left turn lane 250 ft - Min right turn lane 250 ft - Avoid driveways near right turn lanes	• Increase traffic flow • Ability to make frequent U-turns • Fewer curb cuts • Possibility of significantly changing the character of 23rd street and South Iowa – Pedestrian friendly areas – Medians can reduce perceived scale of 23rd street – Fewer curb cuts will promote continuous sidewalks • Detailed Access Management Guidelines can be found in the Appendix
<u>Median Break Spacing</u> - No median break within 1000 ft of interchange - No median break within intersection influence area	
<u>Street Spacing</u> - No streets within intersection influence area - No streets within 1000 ft of interchange - 500 ft min on arterial st. 300 min on collector	
<u>Left Turn Lanes</u> - Required on arterial streets at all intersections with public streets - Min. turning radius of 50 ft on arterial streets	

CURRENT POLICY CONTEXT

Access Management Guidelines – Continued

- Graphic representation of recommended policies



CURRENT POLICY CONTEXT: OBSERVATIONS

Concerns that:

- Continued growth will spread outward and not fill in the existing fabric;
- New commercial zoning will not get the community the character that it desires (as expressed in Horizon 2020);
- Community fears that creating several walkable village centers might diminish the market and vitality of downtown;
- Access Management guidelines overemphasize auto movement -- must also recognize pedestrian, transit and bicycle mobility;

CODE AND DEVELOPMENT CONTEXT

Existing vs. Proposed Development Code

- Proposed Use Changes Promote Mixed Use / Smart Growth
- C1 to CN1
 - Household Living: Cluster Dwelling
 - Household Living: Zero Lot Line Dwelling
- C4-5 to CC
 - Household Living: Multi-Dwelling Structure
- CR: New
 - General Commercial Zoning
- Use Group 11: Inner Neighborhood Commercial Uses
 - Proposed Zoning includes Retail Sales and Services / Personal Convenience

CODE AND DEVELOPMENT CONTEXT

Proposed Zoning Changes

- Multi-Dwelling Residential-Office Districts (RMO)
 - Previously designated as RO-1 and RO-1A
 - Reserved for low and moderate intensity administrative and professional offices
 - New density and dimensional standards include:
 - 50% of site maximum building cover (platted after April 4, 2004)
 - 75% maximum impervious cover
 - 50 sq ft minimum outdoor area – to be used for outdoor recreation or relaxation
- Inner Neighborhood Commercial District (CN1)
 - Previously C-1
 - Pedestrian orientated, small scale retail and service businesses that serve nearby residential neighborhoods
 - Changes in density and dimensional standards include:
 - 1 Ac maximum site area
 - Exterior side backing up to abutting yard setback reduced from 25ft to 20ft
 - Interior side abutting a property in a residential district increased from 5ft to 10ft
 - 65% maximum building cover of site
 - 75% maximum impervious area
 - Max height reduced from 35ft to 25ft

CODE AND DEVELOPMENT CONTEXT

Zoning – Continued

- Neighborhood Commercial Center District (CN2)
 - Formally C-2, promotes Neighborhood Shopping District
 - Changes in density and dimensional standards include:
 - No more than 75% of site can be covered with buildings
 - No more than 80% of site can be impervious surface
 - Height restriction increased from 35ft to 45ft

- Community Commercial District (CC)
 - Formally C-4, promotes commercial development at a community level to serve multiple neighborhoods
 - Changes in density and dimensional standards include:
 - Minimum site area increased from 5,000 sq ft to 20,000 sq ft
 - No more than 85% of site covered with buildings and 80% with impervious area
 - Height restrictions increased from 45ft to 50ft

MARKET CONTEXT

- Approximately 90,000 residents in Lawrence and 100,000 residents in Douglas County.
- 5.27 million square feet of existing retail.
- 7.2% vacancy rate in 2003, up from 6% in 2002.
- \$14.5 - \$26 per sq ft base rent for newly developed areas.
- \$8 - \$10 per sq ft base rent for mature strip commercial areas.
- Pad sites not available for new tenants.
- Lack of attractable anchors to attract new tenants.
- Near Term Development Trends (3-5 years):
 - Iowa Corridor buildings will be upgraded, but will maintain current use mix and character.
 - 23rd Street Corridor will experience building face-lifts, and transform itself into a pedestrian-oriented corridor with mixed uses in 1-2 locations.

TYPES OF GUIDELINES AND ADMINISTRATION

Team has identified six types of guidelines that can be applied:

- Principles
- Checklist
- Architectural
- Standards
- Prototype
- Site Specific

GUIDELINE TYPES

- Principles

- Example: Olathe, Kansas

- *“Buildings should be designed in an attractive and interesting manner to define the image of the community.”*
 - *“Building massing should be varied to create a logical hierarchy of building forms; to break up long expanses of facade; to create shade and shadow; and to create human scale.”*

- Checklist

- Example: Frisco, Texas

- *“All buildings shall be designed to incorporate no less than four (4) of the architectural elements from the list below”*
 - Canopies, awnings, or porticos
 - Peaked roof forms
 - Accent materials (minimum 15% of exterior facade)
 - Etc...

GUIDELINE TYPES

- Architectural

- Example: Manhattan, Kansas

- ***“Guideline:** Projections and recesses provide visual interest and reduce the massive scale of Large Retail Buildings. Long, flat walls are discouraged.”*
 - ***“Standards:** Facades greater than 100 feet in length shall incorporate wall plane projections extending at least 20% of the length of the facade.*

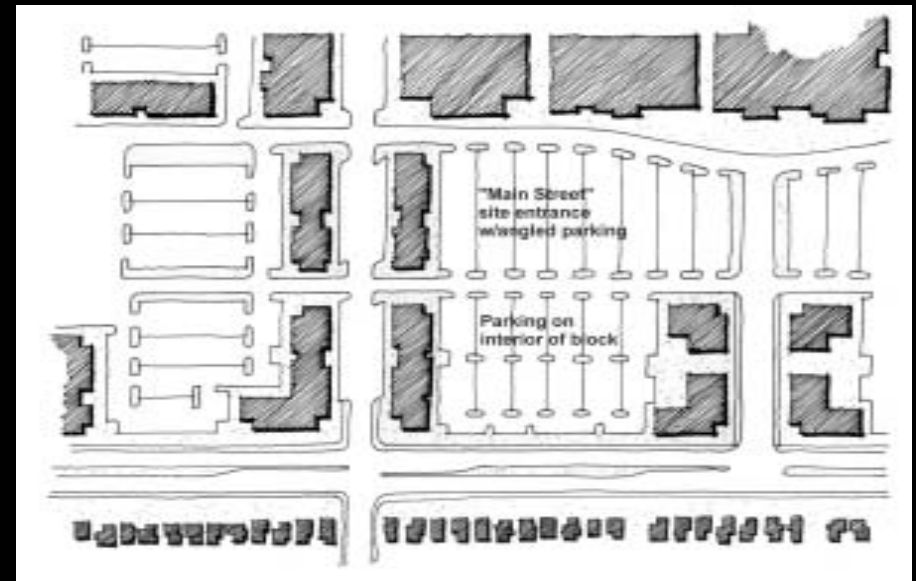


GUIDELINE TYPES

- Standards

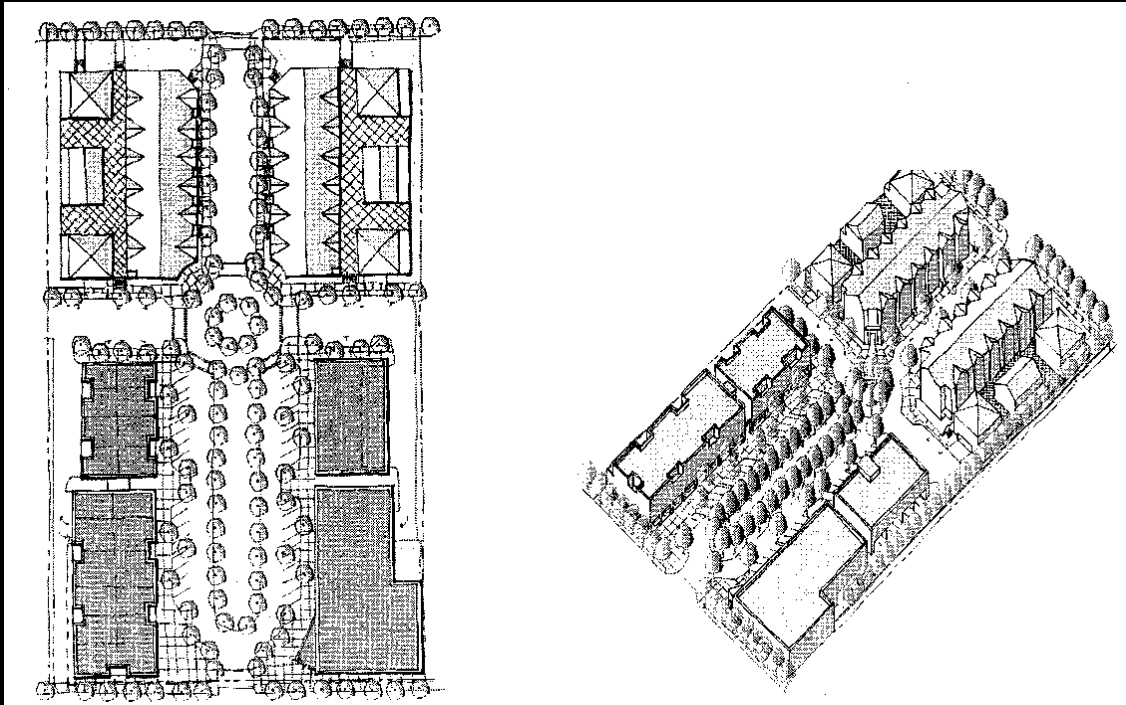
- Example: Overland Park, Kansas

- *“More than 70% of the off-street surface parking spaces provided for all uses contained in the development’s primary building may be located between the front façade of the primary building(s) and the primary abutting street.”*



GUIDELINE TYPES

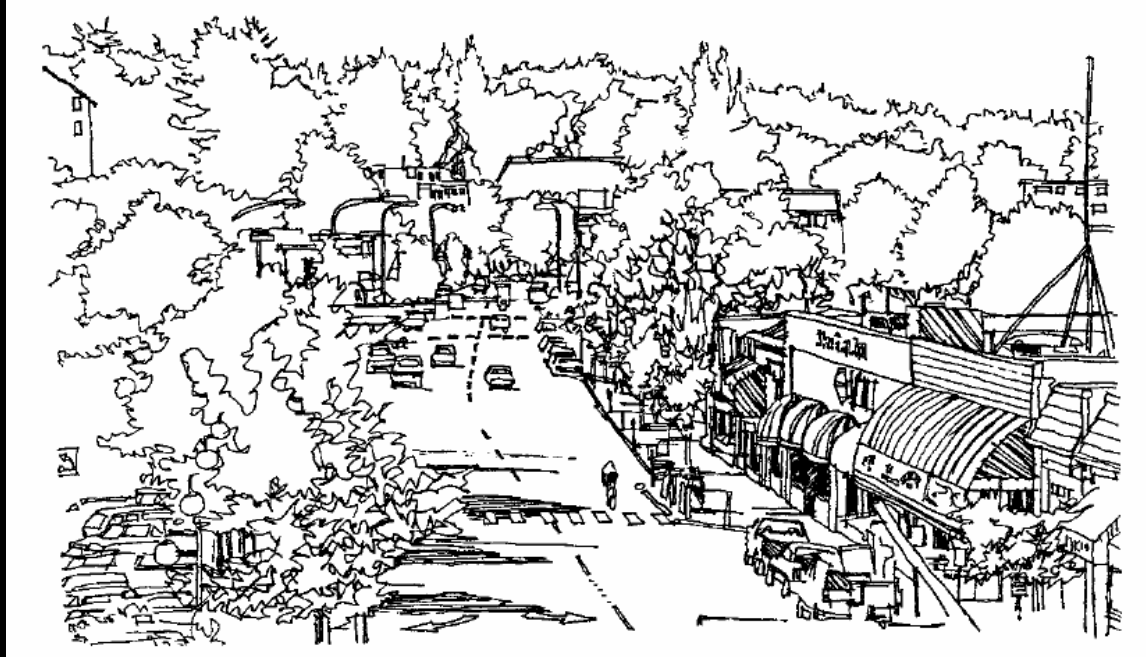
- **Prototype**
 - Example: Palo Alto, California



Lot Area	178,750 sq/ft
Front Setback	5
Height	30
Usable Open Space	58,110
Stories	3
Total FAR	0.85

GUIDELINE TYPES

- Site Specific
 - Example: Kirkland, Texas
 - *The guidelines also apply to residential development in the Central Business District (CBD), the Juanita Business District (JBD), and the North Rose Hill Business District.*

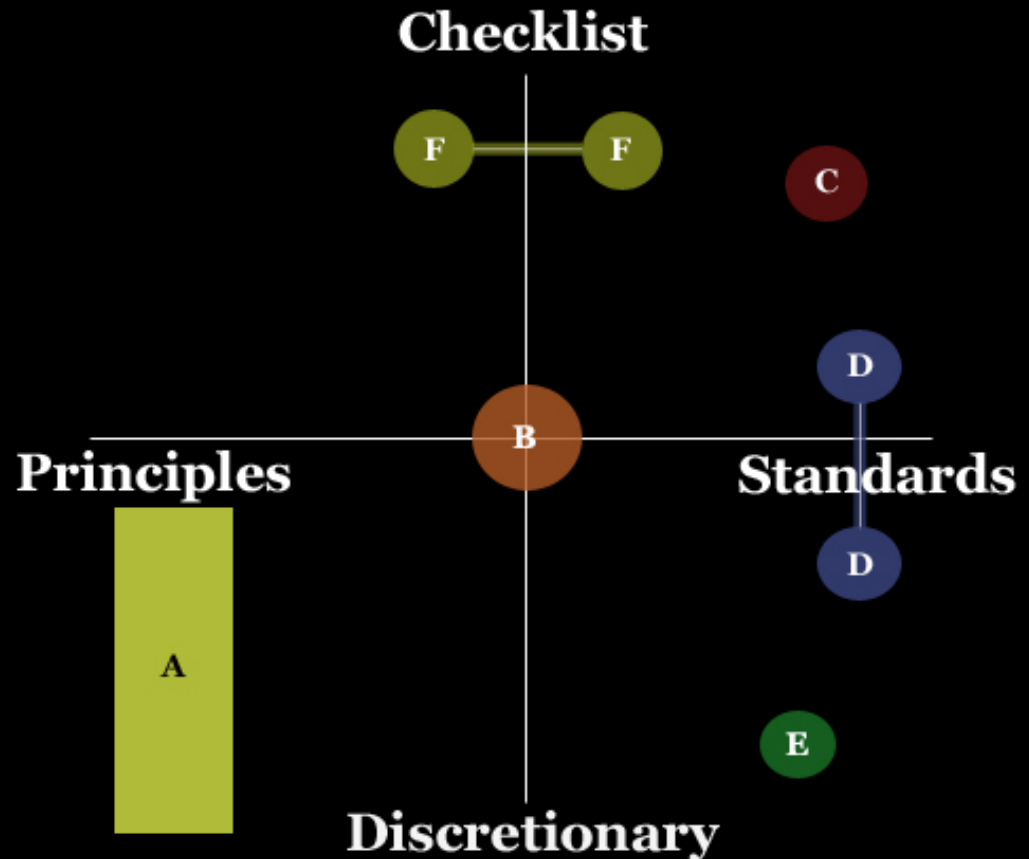


Design Guideline Administration

Design Guideline Suitability Matrix

Matrix Key

A	Principals
B	Site Specific
C	Prototype
D	Standards
E	Architectural
F	Checklist



DRAFT DESIGN TEMPLATE

- Vision for Corridor
- Guiding Principles
- District Visions
 - Pedestrian Oriented Nodes
 - Corridor Areas
- Site Planning and Landscape Design
 - Street Frontage
 - Parking Lots
 - Landscape and Hardscape
 - Site Lighting
 - Sidewalks and Bus Shelters
 - Outdoor Storage and Service Areas
- Renovations and Façade Improvements
 - Designated Historical Quality or Merit
 - Non Designated Buildings with Architectural Quality and Merit
- Building Design and Prototypes
 - Massing and Articulation
 - Entrance Design
 - Façade Design
 - Amenities
 - Roofs and Parapets
 - Materials
- Signage
 - Wall/Building Face
 - Window Signs
 - Projecting Signs
 - Monument Signs
 - Awning Signs
 - Design Specs
- Adjacencies with Residential Uses
 - Within the Project Site
 - Adjacent to the Project Site

Lawrence
Corridor and Building Type Analysis

CORRIDOR ANALYSIS

- Building Typologies
 - Type A: Big Box Retail
 - Type A1: Stand Alone Big Box (Example: Wal-Mart)
 - Type A2: Big Box with Retail with Pad Sites (Example: Super Target)
 - Type B: Small Office / Retail
 - Type B1: Stand Alone Retail (Example: Radio Shack)
 - Type B2: Drive Through (Example: McDonalds)
 - Type C: Corner Retail
 - Type C1: Principle Street Corner Retail (Example: Bank)

23rd Street Corridor



Addressing
the corner?

Yes

No



Rock used as landscaping

23rd Street Corridor



Landscaping used to screen autos



High auto visibility



Disconnect between building entry and street

23rd Street Corridor



Sidewalk disconnect



Impact of frontage road



Transition between commercial and residential

23rd STREET CORRIDOR ANALYSIS

- 49 Total Buildings
 - 10 % are Type A1 buildings: Stand Alone Big Box
 - 4 % are Type A2 buildings: Big Box Retail with Pad Sites
 - 48 % are Type B1 buildings: Stand Alone Retail
 - 15% are Type B2 buildings: Drive Through Retail
 - 25% are Type C buildings: Corner Retail

23rd STREET CORRIDOR ANALYSIS

Building Typology A1 - Big Box Retail

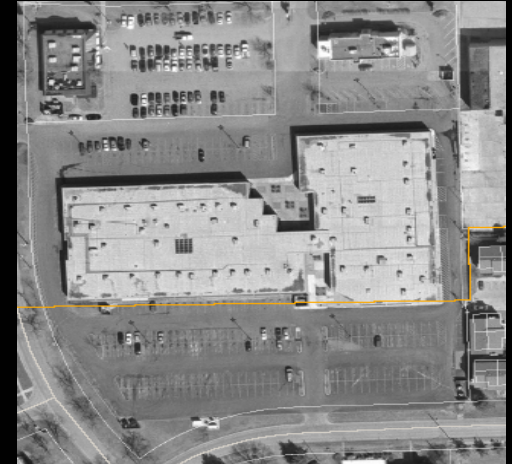
Lot Depths	400 – 450 feet
Lot Frontage	175 – 225 feet
Front Setbacks	175 – 250 feet
Side Setbacks	40 – 75 feet
Rear Setbacks	30 – 50 feet
Building Size	120, 000 – 150,000 sq/ft
Principle Street Sidewalk	Yes
Interior Street Sidewalk	None
Parking Lot Sidewalk	None
Building Sidewalk	Some
Principle Access Points	1-3
Secondary Access Point	1-2
Adjacent Parcel Access	1-2
Landscaping	10 – 25 feet on side
Parking	350 spaces



23rd STREET CORRIDOR ANALYSIS

Building Typology A2 - Big Box Retail with Pad Sites

Lot Depths	400 – 800 feet
Lot Frontage	325 -800 feet
Front Setbacks	150 - 200 feet
Side Setbacks	10 - 150 feet
Rear Setbacks	50 - 150 feet
Building Size	15, 000 – 50,000 sq/ft
Principle Street Sidewalk	Yes
Interior Street Sidewalk	None
Parking Lot Sidewalk	None
Building Sidewalk	Some
Principle Access Points	1-2
Secondary Access Point	1-2
Adjacent Parcel Access	1-2
Landscaping	10 – 25 feet on side
Parking	350 spaces



23rd STREET CORRIDOR ANALYSIS

Building Typology B1 - Drive-thru Retail

Lot Depths	125 - 250 feet
Lot Frontage	100 - 150 feet
Front Setbacks	100 -1 50 feet
Side Setbacks	30 - 40 feet
Rear Setbacks	35 -75 feet
Building Size	3500 sq/ft
Principle Street Sidewalk	Yes
Interior Street Sidewalk	None
Parking Lot Sidewalk	None
Building Sidewalk	Some
Principle Access Points	1-2
Secondary Access Point	1
Adjacent Parcel Access	1-2
Landscaping	10 – 20 feet on side
Parking	1:10



23rd STREET CORRIDOR ANALYSIS

Building Typology B2 - Small Office or Retail

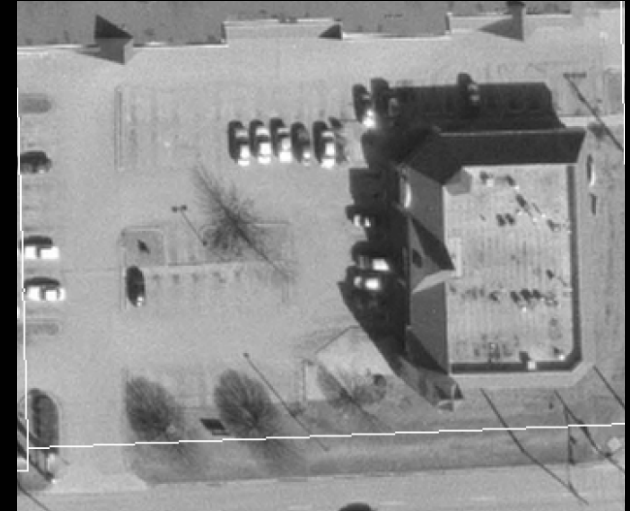
Lot Depths	100 - 150 feet
Lot Frontage	50 - 200 feet
Front Setbacks	50 - 100 feet
Side Setbacks	25 - 100 feet
Rear Setbacks	15 - 50 feet
Building Size	1250 - 2250 sq/ft
Principle Street Sidewalk	Some
Interior Street Sidewalk	Some
Parking Lot Sidewalk	Some
Building Sidewalk	Some
Principle Access Points	1-2
Secondary Access Point	1
Adjacent Parcel Access	none
Landscaping	15 - 25 feet on side
Parking	1:4 – 1:6.5



23rd STREET CORRIDOR ANALYSIS

Building Typology C - Corner Retail

Lot Depths	100 - 150 feet
Lot Frontage	50 - 200 feet
Front Setbacks	50 - 100 feet
Side Setbacks	25 - 100 feet
Rear Setbacks	15 - 50 feet
Building Size	1250 - 2250 sq/ft
Principle Street Sidewalk	Some
Interior Street Sidewalk	Some
Parking Lot Sidewalk	Some
Building Sidewalk	Some
Principle Access Points	0-1
Secondary Access Point	1
Adjacent Parcel Access	1
Landscaping	15 - 25 feet on side
Parking	1:4 – 1:6.5



Iowa St. South of 31st St.



Sidewalk connections
Bus shelter presence



Pedestrian walkways
Scaled lighting



Lack of pedestrian character

Iowa St. South of 31st St.



Large blank wall
along street edge



Pedestrian scale building in
front of large scale retail



No integration of transit and building layout

SOUTH IOWA CORRIDOR ANALYSIS

- 18 Total Buildings
 - 17 % are Type A1 buildings: Stand Alone Big Box
 - 22 % are Type A2 buildings: Big Box Retail with Pad Sites
 - 39 % are Type B1 buildings: Stand Alone Retail
 - 6% are Type B2 buildings: Drive Through Retail
 - 16% are Type C buildings: Corner Retail

SOUTH IOWA CORRIDOR ANALYSIS

Building Typology A1 – PCD2, C5

Stand Alone Big Box Retail (EX: Wal-Mart)

Lot Depths	1,000– 1,300 feet
Lot Frontage	475 – 675 feet
Front Setbacks	500– 800 feet
Side Setbacks	65 – 180 feet
Rear Setbacks	75 – 150 feet
Building Size	112, 000 – 125,000 sq/ft
Principle Street Sidewalk	Yes - discontinuous
Interior Street Sidewalk	None
Parking Lot Sidewalk	None
Building Sidewalk	None
Principle Access Points	0
Secondary Access Point	2
Adjacent Parcel Access	1-2
Landscaping	30 ft side / 150 ft rear
Parking	600 – 750 spaces



SOUTH IOWA CORRIDOR ANALYSIS

Building Typology A2 – PCD2, C5

Big Box Retail w/ Pad Sites (EX: Super Target)

Lot Depths	850 – 1,200 feet
Lot Frontage	600 – 750 feet
Front Setbacks	375 – 750 feet
Side Setbacks	112 – 160 feet
Rear Setbacks	75 – 120 feet
Building Size	92, 000 – 180,000 sq/ft
Principle Street Sidewalk	Yes - continuous
Interior Street Sidewalk	None
Parking Lot Sidewalk	None
Building Sidewalk	None
Principle Access Points	0
Secondary Access Point	3
Adjacent Parcel Access	0
Landscaping	75 ft side / 35 ft rear
Parking	600 – 750 spaces



SOUTH IOWA CORRIDOR ANALYSIS

Building Typology B1 – PCD-2, C4, C5

Stand Alone Retail (EX: Radio Shack)

Lot Depths	185 – 225 feet
Lot Frontage	150 – 185 feet
Front Setbacks	38 – 75 feet
Side Setbacks	38 – 75 feet
Rear Setbacks	40– 112 feet
Building Size	3,000 – 7,500 sq/ ft
Principle Street Sidewalk	Yes - continuous
Interior Street Sidewalk	Yes - continuous
Parking Lot Sidewalk	None
Building Sidewalk	None
Principle Access Points	0
Secondary Access Point	1-2
Adjacent Parcel Access	1-2
Landscaping	38 ft side / 100 ft rear
Parking	25 – 50 spaces



SOUTH IOWA CORRIDOR ANALYSIS

Building Typology B2 – PCD-2

Drive Through Retail (EX: McDonalds)

Lot Depths	215 – 230 feet
Lot Frontage	185 - 200 feet
Front Setbacks	70 - 90 feet
Side Setbacks	65 – 85 feet
Rear Setbacks	65 – 85 feet
Building Size	3,000– 3,700 sq/ft
Principle Street Sidewalk	Yes - continuous
Interior Street Sidewalk	Yes - continuous
Parking Lot Sidewalk	None
Building Sidewalk	None
Principle Access Points	0
Secondary Access Point	1
Adjacent Parcel Access	0
Landscaping	30 ft perimeter
Parking	25 – 40 spaces



SOUTH IOWA CORRIDOR ANALYSIS

Building Typology C – PCD-2, C5

Corner Retail (EX: Douglas County Bank)

Lot Depths	190 – 450 feet
Lot Frontage	225 – 270 feet
Front Setbacks	75 – 120 feet
Side Setbacks	60 – 85 feet
Rear Setbacks	40 – 150 feet
Building Size	4,500 – 8,000 sq/ft
Principle Street Sidewalk	None
Interior Street Sidewalk	Yes - discontinuous
Parking Lot Sidewalk	None
Building Sidewalk	None
Principle Access Points	0
Secondary Access Point	1 - 2
Adjacent Parcel Access	1 - 2
Landscaping	40 – 75 ft sides
Parking	45 – 70 spaces



6th Street Corridor



Special landscape
identity



Enhanced architectural
design



Overall scale of street

6th and SLT



Future commercial development

6th and SLT -- Adjacent Residential



Existing residential pattern

6th Street and Wakarusa – Sidewalks and Pedestrian Connections



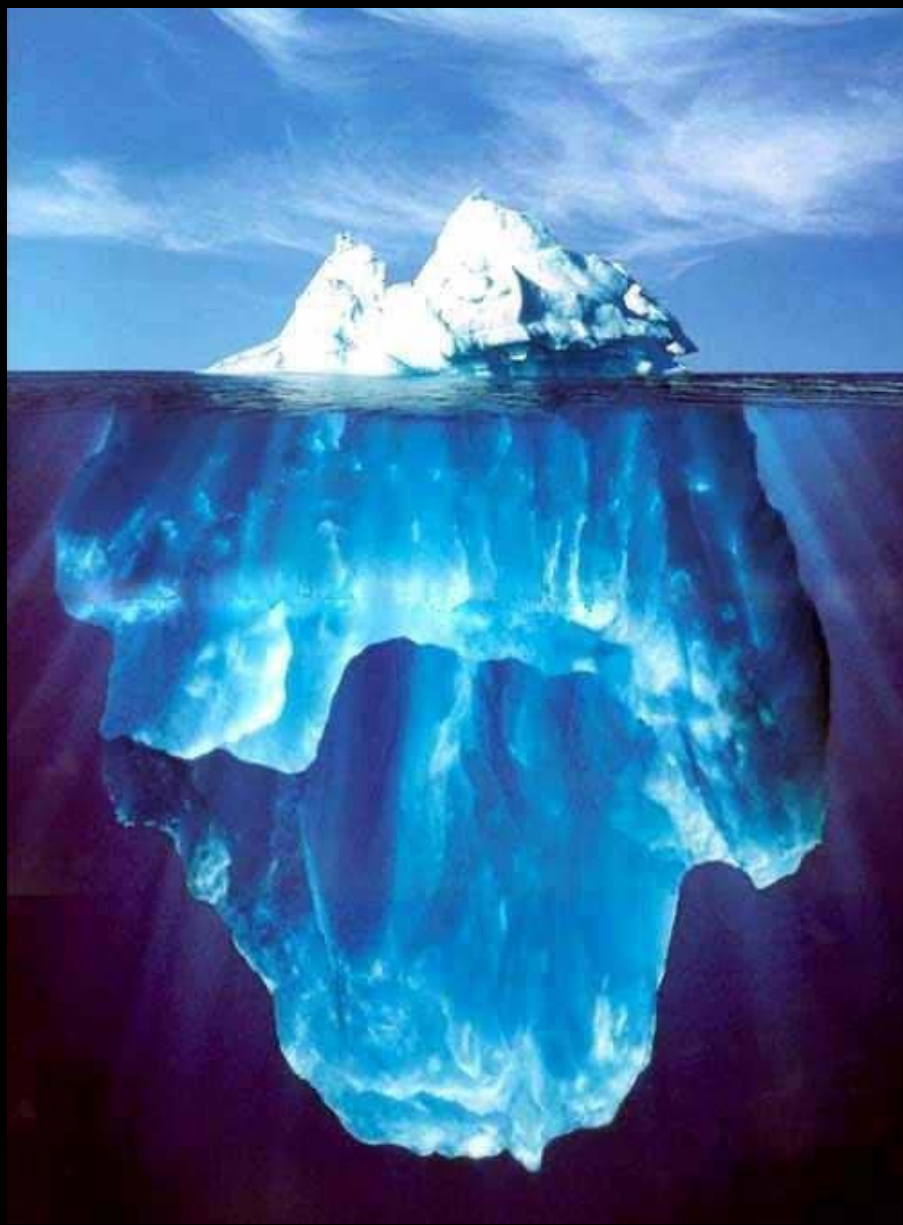
Discontinuous sidewalk



Abrupt transition between commercial and residential



**TIP OF THE
GUIDELINE
ICEBERG....**



PURPOSE OF SGA RECOMMENDATIONS

- Convey the *policy and market context* within which the design guidelines must operate;
- Establish a *direct connection between the type of guidelines and their interpretation/administration*;
- Focus the *city and committee* on those guidelines that will have the most *wide-ranging impact*; and
- Provide a *framework that can be expanded* by staff with *additional standards and adjusted over time*.

Corridor and Prototype Recommendations

Iowa Street South of 31st

SOUTH IOWA RECOMMENDATIONS

Site Planning and Landscape Design

- **Street Frontage**

([Manhattan, KS, pg 7](#))

- Develop / Re-develop retail space (pad retail) along principal streets in front of large scale retail.
- For pedestrian scale retail development, bring buildings closer to the street front, and integrate pedestrian walkways and landscaping with surrounding development.
- Develop street corners to promote a “sense of space” and encourage foot traffic.
- Reduce the “moat” effect of secondary drives by locating in a block pattern rather than a curvilinear placement..

- **Parking Lots**

([Sacramento, CA, pg 15](#))

- Break down the massing of parking lots into a block pattern (see secondary drives above).
- Concentrate tree and shrub landscaping in few, but larger islands, in order to break down the scale of large lots.
- Parking areas should be accessed from rear and/or side drive aisles to minimize front of store conflicts between vehicles and pedestrians

SOUTH IOWA RECOMMENDATIONS

Site Planning and Landscape Design

- **Landscape and Hardscape**

([Overland Park, KS, pg 18](#))

- Concentrate landscaping adjacent to sidewalks and store fronts to promote better pedestrian experience and create a visual landscape “wall” for drivers.

- **Sidewalks and Bus Shelters**

([Kirkland, pg 13](#))

- Integrate pedestrian walkways that connect from bus stops and principal streets to the front doors in order to provide a sense of safety and comfort for pedestrians.

- **Site Lighting**

([Sacramento, CA, pg 21](#))

- Provide pedestrian scaled lights along main ped routes and in front of store entrances.

- **Outdoor Storage and Service Areas**

([Frisco, TX, pg 5](#))

- Low wall screening/landscaping adjacent to walkways and residential uses.

SOUTH IOWA RECOMMENDATIONS

Building Design and Prototypes

- **Massing and Articulation**

([Sequim, WA, pg 5](#))

- In order to avoid single, dominating building masses, encourage secondary architectural elements (setbacks, cornices, pilasters, etc) at the lower 15-18' height that creates visual interest and breaks down the main building elevation.

- **Entrance Design**

([Kirkland, TX, pg 11](#))

- Enhance entrances with additional architectural expression and detail (i.e. trellises, awnings, projections, colonnades, etc) in order to raise the visual attraction.
- Pad buildings entries

- **Façade Design**

([Sequim, WA, pg 5](#))

- Vary material and colors along lengthy monolithic facades
- Add banding or ornament to help break down the visual monotony

SOUTH IOWA RECOMMENDATIONS

Building Design and Prototype

- **Amenities**

(Manhattan, KS, pg 23)

- In limited circumstances between pad sites, create small pocket plaza/park areas for people to sit, eat and relax. Should be located near or adjacent to existing or future bus stop along the principal street.

- **Roofs and Parapets**

- Buildings along the principal street front should be encouraged to have more expressive roof forms or extended parapets.

- **Materials**

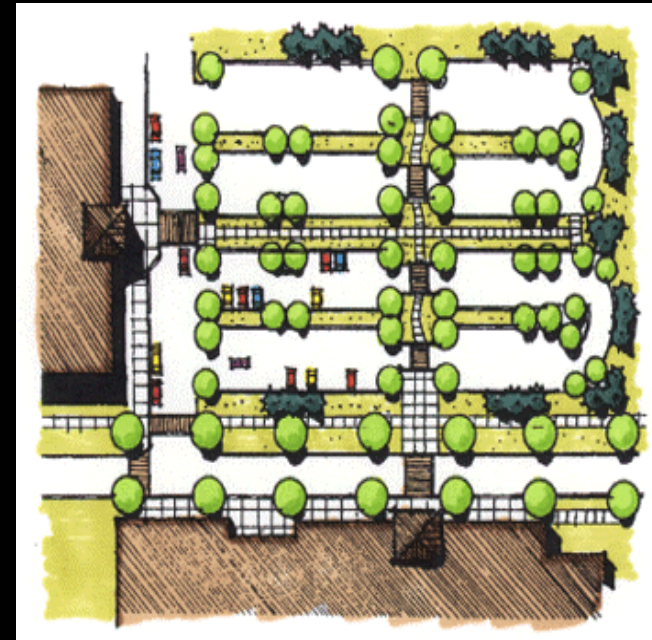
- Not a major issue for this corridor
- Use of color can help create special identity along the corridor.

SOUTH IOWA RECOMMENDATIONS

Building Typology A1 – PCD2, C5

Stand Alone Big Box Retail (EX: Wal-Mart)

	Current	Proposed
Lot Depths	1,000– 1,300 feet	1,000– 1,300 feet
Lot Frontage	475 – 675 feet	475 – 675 feet
Front Setbacks	500– 800 feet	500– 800 feet
Side Setbacks	65 – 180 feet	65 – 180 feet
Rear Setbacks	75 – 150 feet	75 – 150 feet
Building Size	112, 000 – 125,000 sq/ft	112, 000 – 125,000 sq/ft
Principle Street Sidewalk	Yes - discontinuous	Yes - Continuous
Interior Street Sidewalk	None	Yes - Continuous
Parking Lot Sidewalk	None	Yes - Continuous
Building Sidewalk	None	Yes - Continuous
Principle Access Points	0	0
Secondary Access Point	2	2
Adjacent Parcel Access	1-2	1-2
Landscaping	30 ft side / 150 ft rear	50 ft front & side, 150 rear
Parking	600 – 750 spaces	285 – 350 spaces



SOUTH IOWA RECOMMENDATIONS

Building Typology A1 – Older Big Box Retail (EX: Wal-Mart, HD)

Recommendation: Integrate landscaping with sidewalks and store front to encourage and promote pedestrian friendly areas and reduce the perceived scale of larger scale retail.

Guideline: Landscaping should be an integral part of the development, not merely located in leftover portions of the site. Plant species should be selected based on their appropriateness for their intended function within the overall landscape and screening plan, giving consideration to hierarchy, placement, mass, exposure, and year-round effect.

Standards: Example Landscaping Standards

- a) Landscaped areas shall cover at least fifteen (15) percent of the area within pedestrian promenades:
 - i. Trees within pedestrian promenades shall be planted at ratio of at least (1) tree per forty (40) linear feet of building frontage. Tree wells shall be no smaller than five (5) feet by eight (8) feet in dimension.
 - ii. Non-living materials such as mulch and decorative rock should not cover more than twenty-five (25) percent of landscaped areas.
 - iii. Landscaped areas may either abut the building or be integrated elsewhere into the promenade. Landscaped areas which abut the building shall be at least twelve (12) feet in depth.

SOUTH IOWA RECOMMENDATIONS

Building Typology A2 – PCD2, C5

Big Box Retail w/ Pad Sites (EX: Super Target)

	Current	Proposed
Lot Depths	850 – 1,200 feet	850 – 1,200 feet
Lot Frontage	600 – 750 feet	600 – 750 feet
Front Setbacks	375 – 750 feet	375 – 750 feet
Side Setbacks	112 – 160 feet	112 – 160 feet
Rear Setbacks	75 – 120 feet	75 – 120 feet
Building Size	92, 000 – 180,000 sq/ft	92, 000 – 180,000 sq/ft
Principle Street Sidewalk	Yes - continuous	Yes - continuous
Interior Street Sidewalk	None	Yes - continuous
Parking Lot Sidewalk	None	Yes - continuous
Building Sidewalk	None	Yes - continuous
Principle Access Points	0	0
Secondary Access Point	3	2-4
Adjacent Parcel Access	0	2-4
Landscaping	75 ft side / 35 ft rear	100 ft side / 35 ft rear
Parking	600 – 750 spaces	285 – 350 spaces



SOUTH IOWA RECOMMENDATIONS

Building Typology A2 – Big Box Retail (EX: Super Target)

Recommendation: Integrate pedestrian walkways with surrounding development to provide a sense of safety and comfort for pedestrians

Guideline: Pedestrian promenades are encouraged along building frontages of Large Retail Buildings by incorporating wide sidewalks, seating areas, and extensive landscaping. Pedestrian promenades should include such features as benches, bollards, and lampposts. Landscaped areas within the promenade should include a mixture of trees, shrubs, flower beds, ground covers and other living plant materials.

Standards:

- a) Pedestrian promenades shall be provided along the full length of any facade of a Large Retail Building that features a customer entrance. Sidewalks incorporated into promenades shall have a continuous width of at least ten (10) feet.
- b) Continuous pedestrian walkways ways, no less than five (5) feet in width, shall be provided from customer entrances to public sidewalk and public parking areas
- b) Sidewalks shall be provided along all sides of the lot that abut a public street
- c) All pedestrian crosswalks shall be clearly distinguished from the driving surface through a change in color and texture

SOUTH IOWA RECOMMENDATIONS

Building Typology B1 – PCD-2, C4, C5

Stand Alone Retail (EX: Radio Shack)

	Current	Proposed
Lot Depths	185 – 225 feet	185 – 225 feet
Lot Frontage	150 – 185 feet	150 – 185 feet
Front Setbacks	38 – 75 feet	38 – 75 feet
Side Setbacks	38 – 75 feet	15 – 25 feet
Rear Setbacks	40– 112 feet	40– 112 feet
Building Size	3,000 – 7,500 sq/ ft	3,000 – 7,500 sq/ ft
Principle Street Sidewalk	Yes - continuous	Yes - continuous
Interior Street Sidewalk	Yes - continuous	Yes - continuous
Parking Lot Sidewalk	None	Yes - continuous
Building Sidewalk	None	Yes - continuous
Principle Access Points	0	0
Secondary Access Point	1-2	1-2
Adjacent Parcel Access	1-2	2 - 4
Landscaping	38 ft side / 100 ft rear	15-25 ft side / 100 ft rear
Parking	25 – 50 spaces	20 – 35 spaces



SOUTH IOWA RECOMMENDATIONS

Building Typology B1 – Stand Alone Retail (EX: Radio Shack)

Recommendation: Develop / Re-develop pedestrian scale space in front of large scale retail – wide sidewalks, connectivity, bus stops, etc...

Guideline: The presence of smaller retail stores gives a center a "friendlier" appearance by creating variety, breaking up large expanses, and expanding the range of the site's activities. Windows and window displays of such stores should be used to contribute to the visual interest of exterior facades. The standards presented in this section are directed toward those situations where additional, smaller stores, with separate, exterior customer entrances are located in principal buildings.

Standards: Where principal buildings contain additional, separately owned stores which occupy less than twenty five thousand (25,000) square feet of gross floor area, with separate, exterior customer entrances:

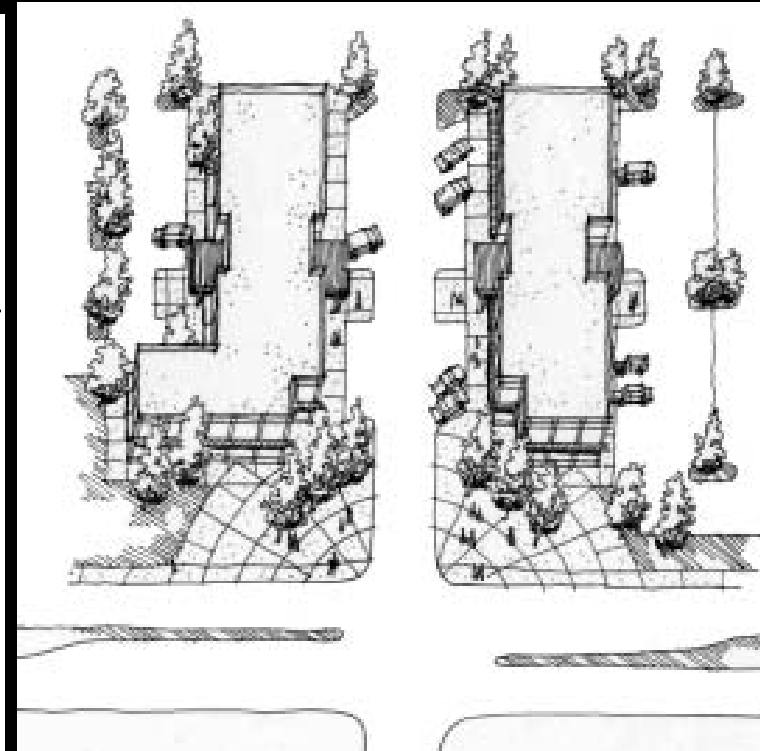
- a. The street level facade of such stores shall be transparent between the height of three feet and eight feet above the walkway grade for no less than 60 percent of the horizontal length of the building facade of such additional stores.
- b. Windows shall be recessed and should include visually prominent sills, shutters, or other such forms of framing.

SOUTH IOWA RECOMMENDATIONS

Building Typology B2 – PCD-2

Drive Through Retail (EX: McDonalds)

	Current	Proposed
Lot Depths	215 – 230 feet	215 – 230 feet
Lot Frontage	185 - 200 feet	185 - 200 feet
Front Setbacks	70 - 90 feet	10 – 20 feet
Side Setbacks	65 – 85 feet	15 – 25 feet
Rear Setbacks	65 – 85 feet	15 – 25 feet
Building Size	3,000– 3,700 sq/ft	3,000– 3,700 sq/ft
Principle Street Sidewalk	Yes - continuous	Yes - continuous
Interior Street Sidewalk	Yes - continuous	Yes - continuous
Parking Lot Sidewalk	None	Yes - continuous
Building Sidewalk	None	Yes - continuous
Principle Access Points	0	0
Secondary Access Point	1	1 - 2
Adjacent Parcel Access	0	2 - 4
Landscaping	30 ft perimeter	15 - 25 ft perimeter
Parking	25 – 40 spaces	25 – 40 spaces



To the maximum extent practicable, pad sites shall be clustered together to define street edges and entry points or to enclose and create interesting places between buildings.

SOUTH IOWA RECOMMENDATIONS

Building Typology B2 – Drive Through Retail (EX: McDonalds)

Recommendation: Building orientation should promote a clear street front and integrate pedestrian walkways with surrounding development.

Guideline: The number, location, and design of independent pad sites shall reinforce, rather than obscure, the identity and function of a commercial development, especially in Large Commercial Centers.

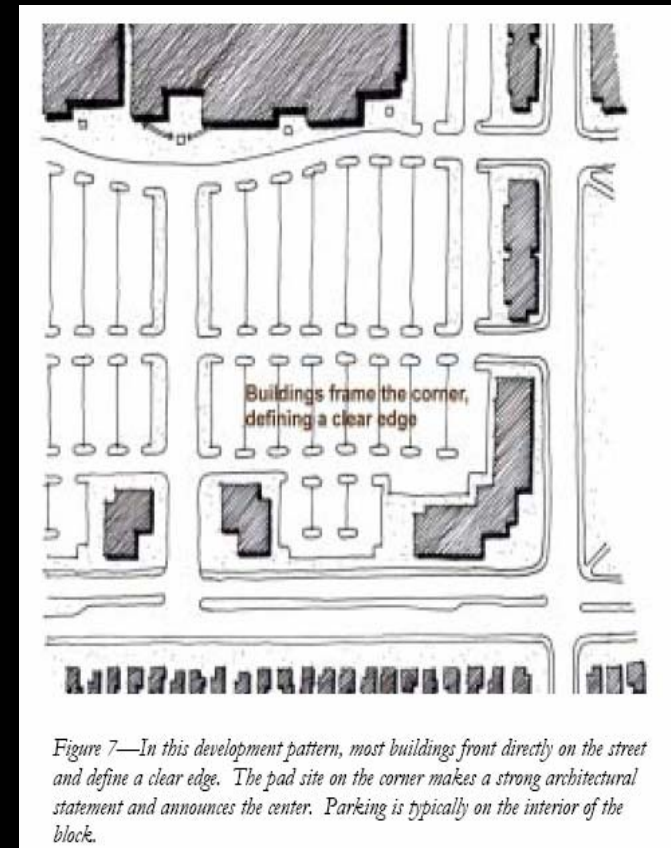
Standards:

SOUTH IOWA RECOMMENDATIONS

Building Typology C – PCD-2, C5

Corner Retail (EX: Douglas County Bank)

	Current	Proposed
Lot Depths	190 – 450 feet	190 – 450 feet
Lot Frontage	225 – 270 feet	225 – 270 feet
Front Setbacks	75 – 120 feet	25 – 40 feet
Side Setbacks	60 – 85 feet	25 – 40 feet
Rear Setbacks	40 – 150 feet	40 – 150 feet
Building Size	4,500 – 8,000 sq/ft	4,500 – 8,000 sq/ft
Principle Street Sidewalk	None	Yes - continuous
Interior Street Sidewalk	Yes - discontinuous	Yes - continuous
Parking Lot Sidewalk	None	Yes - continuous
Building Sidewalk	None	Yes - continuous
Principle Access Points	0	0
Secondary Access Point	1 - 2	1 - 2
Adjacent Parcel Access	1 - 2	1 - 2
Landscaping	40 – 75 ft sides	25 – 40 feet
Parking	45 – 70 spaces	45 – 70 spaces



SOUTH IOWA RECOMMENDATIONS

Building Typology C – Corner Retail (EX: Douglas County Bank)

Recommendation: Develop street corners to promote a “sense of space” and encourage foot traffic

Guideline: Site Layout and Building Orientation

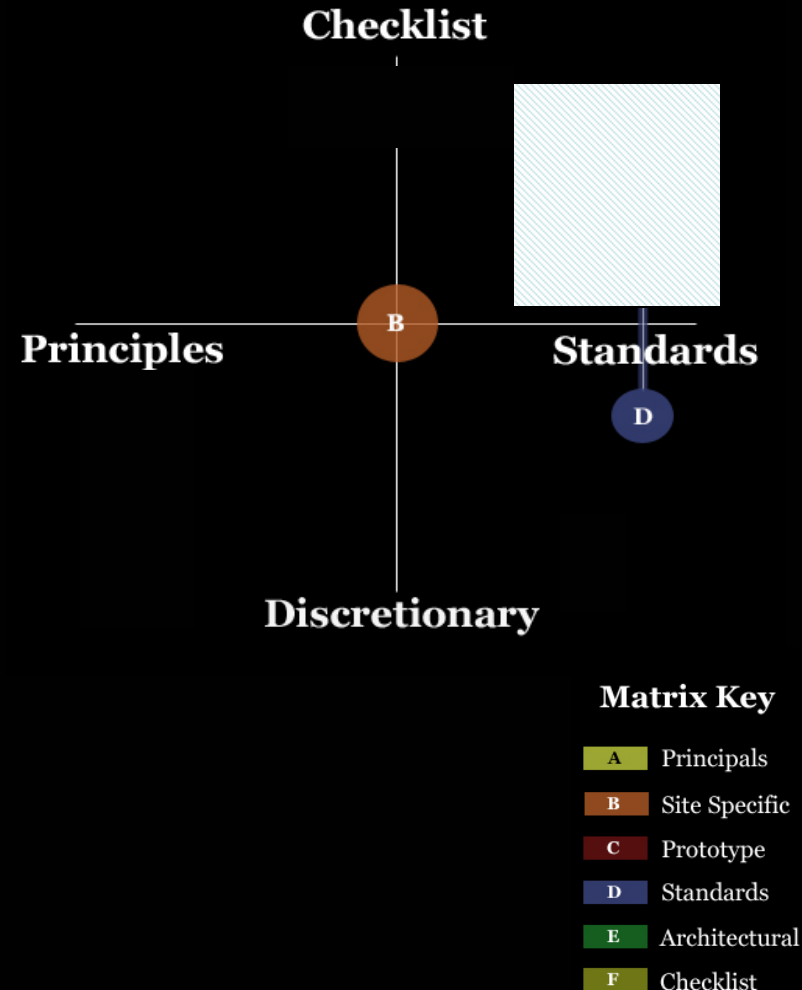
- All primary and pad site buildings shall be arranged and grouped so that their primary orientation complements adjacent, existing development and either:
 - Frames the corner of an adjacent street intersection;
 - Frames and encloses a "main street" pedestrian and/or vehicle access corridor within the development site;
 - Frames and encloses on at least three sides parking areas, public spaces, or other site amenities.
 - Alternatives: An applicant may submit an alternative development pattern, provided such pattern achieves the intent of the above standards and this section. Strictly linear or "strip commercial" development patterns shall be avoided.

SOUTH IOWA RECOMMENDATIONS

Administration Fit

- South Iowa will continue to attract large commercial developers. Therefore, the most appropriate administration method is a combination of prototypes and standards.
- Benefits
 - Easy to interpret (both staff and developer)
 - Broad applications – prototypes can be used for a variety of current building typologies
 - The use of standards will help enforce specific smart growth policies that encourage pedestrian friendly areas

Design Guideline Suitability Matrix



Corridor and Prototype Recommendations

23rd Street from Iowa to Louisiana

23rd STREET RECOMMENDATIONS

Site Planning and Landscape Design

- **Street Frontage**

(Overland Park, KS, pg 16 and Manhattan, KS, pg 7)

- Encourage zero lot line development along the corridor
- Develop street corners to promote a “sense of space” and identity to major intersections that will encourage foot traffic.

- **Parking Lots**

(Overland Park, KS, pg 39)

- Encourage parking in rear and side lots of building.
- When parking is needed along the street frontage, promote the use of shrubs and other lower height landscaping to screen the cars.
- Provide clearly marked pedestrian access to the building from the parking area by use of different colors and materials in the surface.
- Establish combination of landscape/fence buffer between rear parking area and residential lots.

23rd STREET RECOMMENDATIONS

Site Planning and Landscape Design

- **Landscape and Hardscape**

([Sequim, WA, pg 10](#))

- Concentrate landscaping adjacent to sidewalks and store fronts to enhance the primary pedestrian paths.
- Create a visual landscape “wall” for drivers along the principal street.

- **Sidewalks and Bus Shelters**

([Sacramento, CA, pg 17](#))

- Create a continuous sidewalk network along the primary and secondary streets.
- Establish clear pedestrian “zone” from street sidewalk to the primary building entrance (i.e. painted walk; different material or texture, etc).

- **Site Lighting**

([Sacramento, CA, pg 21](#))

- Provide pedestrian scaled lights along main ped routes and in front of store entrees.

- **Outdoor Storage and Service Areas**

([Manhattan, KS, pg 20](#))

- Build wall/landscaping screening around loading and trash receptacles facing walkways and residential uses.

23rd STREET RECOMMENDATIONS

Building Design and Prototypes

- **Massing and Articulation**

([Manhattan, KS, pg 25](#))

- Use varying cornices and setbacks on buildings over 20 feet in height to distinguish the character of the building.

- **Entrance Design**

([Overland Park, KS, pg 18](#))

- Enhance entrances with additional architectural expression and detail (i.e. trellises, awnings, projections, colonnades, etc) in order to raise the visual attraction.

- **Façade Design**

([Sequim, WA, pg 5](#))

- Vary material and colors along lengthy monolithic facades.

23rd STREET RECOMMENDATIONS

Building Design and Prototypes

- **Amenities**

([Manhattan, KS](#), pg 22 and [Sacramento, CA](#), pg 13)

- In limited circumstances between pad sites, create small pocket plaza/park areas for people to sit, eat and relax. Should be located near or adjacent to existing or future bus stop along the principal street.

- **Roofs and Parapets**

- Ensure adequate screening of rooftop mechanical equipment.

- **Materials**

- Not a major issue for this corridor
- Use of color can help create special identity along the corridor.

23rd STREET RECOMMENDATIONS

23rd Street and Louisiana

- Possibility of a future neighborhood center.
- Mixed Used development
- Encourage shared and aggregate parking
- Create pedestrian areas that include plazas for sitting, eating and relaxing
- Create an internal pedestrian network for ease of walkability between stores
- Build medians at the main intersection to act as a traffic calmer and to encourage foot traffic between locales.

NEIGHBORHOOD CENTER

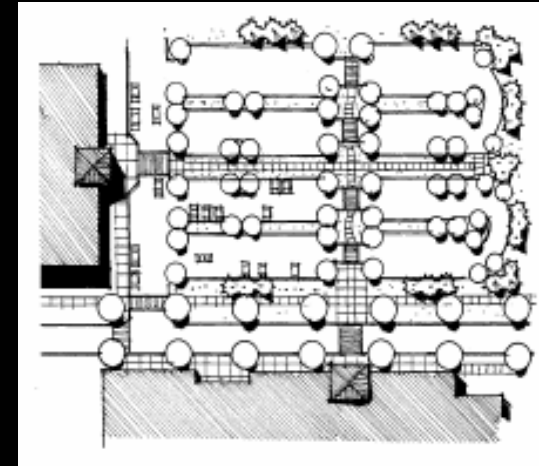


By bringing the store fronts closer to the street, widening the sidewalks and adding some landscaping and amenities, the area becomes more pedestrian friendly and a place to congregate and relax.

23rd STREET RECOMMENDATIONS

Building Typology A1 - Big Box Retail

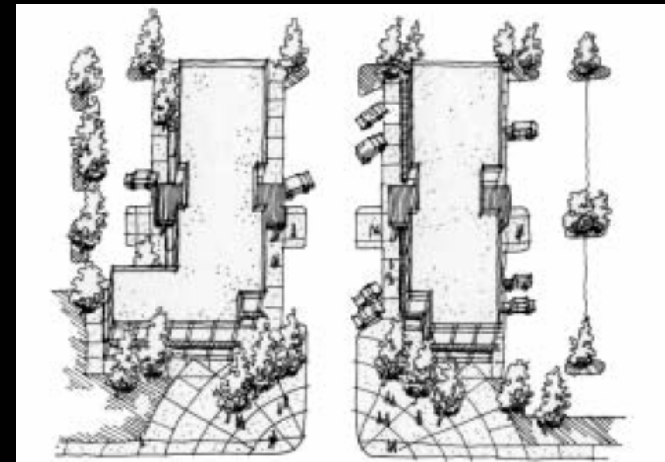
	Current	Proposed
Lot Depths	400 – 450 feet	400 – 450 feet
Lot Frontage	175 – 225 feet	175 – 225 feet
Front Setbacks	175 – 250 feet	10 - 80 feet
Side Setbacks	40 – 75 feet	40 – 75 feet
Rear Setbacks	30 – 50 feet	10 -30 feet
When Abutting Residential		30 – 50 feet
Building Size	120, 000 – 150,000 sq ft	120, 000 – 150,000 sq ft
Principle Street Sidewalk	Yes	Yes - continuous
Interior Street Sidewalk	None	Yes - continuous
Parking Lot Sidewalk	None	Yes - continuous
Building Sidewalk	Some	Yes - continuous
Principle Access Points	1-2	1-2
Secondary Access Point	1-2	1-2
Adjacent Parcel Access	1-2	1-2
Landscaping	10 – 25 feet on side	Front and corners: concentrate in the first 10 feet; sides: minimize
Parking	350 spaces	Screen cars with landscaping



23rd STREET RECOMMENDATIONS

Building Typology A2 - Big Box Retail with Pad Sites

	Current	Proposed
Lot Depths	400 – 800 feet	400 – 800 feet
Lot Frontage	325 -800 feet	325 - 800 feet
Front Setbacks	150 - 200 feet	150 - 200 feet
Side Setbacks	10 - 150 feet	10 - 150 feet
Rear Setbacks	50 - 150 feet	10 - 30 feet
When Abutting Residential		30 – 50 feet
Building Size	15, 000 – 50,000 sq ft	15, 000 – 50,000 sq ft
Principle Street Sidewalk	Yes	Yes
Interior Street Sidewalk	None	Yes - continuous
Parking Lot Sidewalk	None	Yes - continuous
Building Sidewalk	Some	Yes - continuous
Principle Access Points	1-2	1-2
Secondary Access Point	1-2	1-2
Adjacent Parcel Access	1-2	1-2
Landscaping	10 – 25 feet on side	Front and corners: concentrate in the first 10 feet; sides: minimize
Parking	350 spaces	Screen cars with landscaping



23rd STREET RECOMMENDATIONS

Building Typology B1 - Drive-thru Retail

	Current	Proposed
Lot Depths	125 - 250 feet	125 - 250 feet
Lot Frontage	100 - 150 feet	100 - 150 feet
Front Setbacks	100 - 150 feet	10 - 40 feet
Side Setbacks	30 - 40 feet	10 - 30 feet
Rear Setbacks	35 - 75 feet	10 - 30 feet
When Abutting Residential		30 – 50 feet
Building Size	3500 sq ft	3500 sq ft
Principle Street Sidewalk	Yes	Yes
Interior Street Sidewalk	None	Yes - continuous
Parking Lot Sidewalk	None	Yes - continuous
Building Sidewalk	Some	Yes - continuous
Principle Access Points	1-2	1-2
Secondary Access Point	1	1
Adjacent Parcel Access	1-2	1-2
Landscaping	10 – 20 feet on side	Front and corners: concentrate in the first 10 feet; sides: minimize
Parking	1:10	1:10



23rd STREET RECOMMENDATIONS

Building Typology B2 - Small Office or Retail

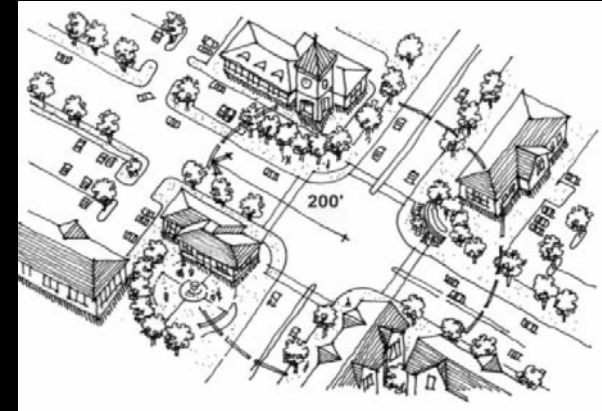
	Current	Proposed
Lot Depths	100 - 150 feet	100 - 150 feet
Lot Frontage	50 - 200 feet	50 - 200 feet
Front Setbacks	50 - 100 feet	0 - 30 feet
Side Setbacks	25 - 100 feet	10 - 30 feet
Rear Setbacks	15 - 50 feet	10 - 30 feet
When Abutting Residential		30 - 50 feet
Building Size	1250 - 2250 sq ft	1250 - 2250 sq ft
Principle Street Sidewalk	Some	Yes - continuous
Interior Street Sidewalk	Some	Yes - continuous
Parking Lot Sidewalk	Some	Yes - continuous
Building Sidewalk	Some	Yes - continuous
Principle Access Points	1-2	1-2
Secondary Access Point	1	1
Adjacent Parcel Access	none	none
Landscaping	15 - 25 feet on side	Front and corners: concentrate in the first 10 feet; sides: minimize
Parking	1:4 - 1:6.5	1:4 - 1:6.5



23rd STREET RECOMMENDATIONS

Building Typology C - Corner Retail

	Current	Proposed
Lot Depths	100 - 150 feet	100 - 150 feet
Lot Frontage	50 - 200 feet	50 - 200 feet
Front Setbacks	50 - 100 feet	0 - 30 feet
Side Setbacks	25 - 100 feet	0 - 30 feet
Rear Setbacks	15 - 50 feet	15 - 25 feet
When Abutting Residential		30 - 50 feet
Building Size	1250 - 2250 sq ft	1250 - 2250 sq ft
Principle Street Sidewalk	Some	Yes - continuous
Interior Street Sidewalk	Some	Yes - continuous
Parking Lot Sidewalk	Some	Yes - continuous
Building Sidewalk	Some	Yes - continuous
Principle Access Points	0-1	1
Secondary Access Point	1	1
Adjacent Parcel Access	1	1
Landscaping	15 - 25 feet on side	Front and corners: concentrate in the first 10 feet; sides: minimize
Parking	1:4 - 1:6.5	Behind or side of building

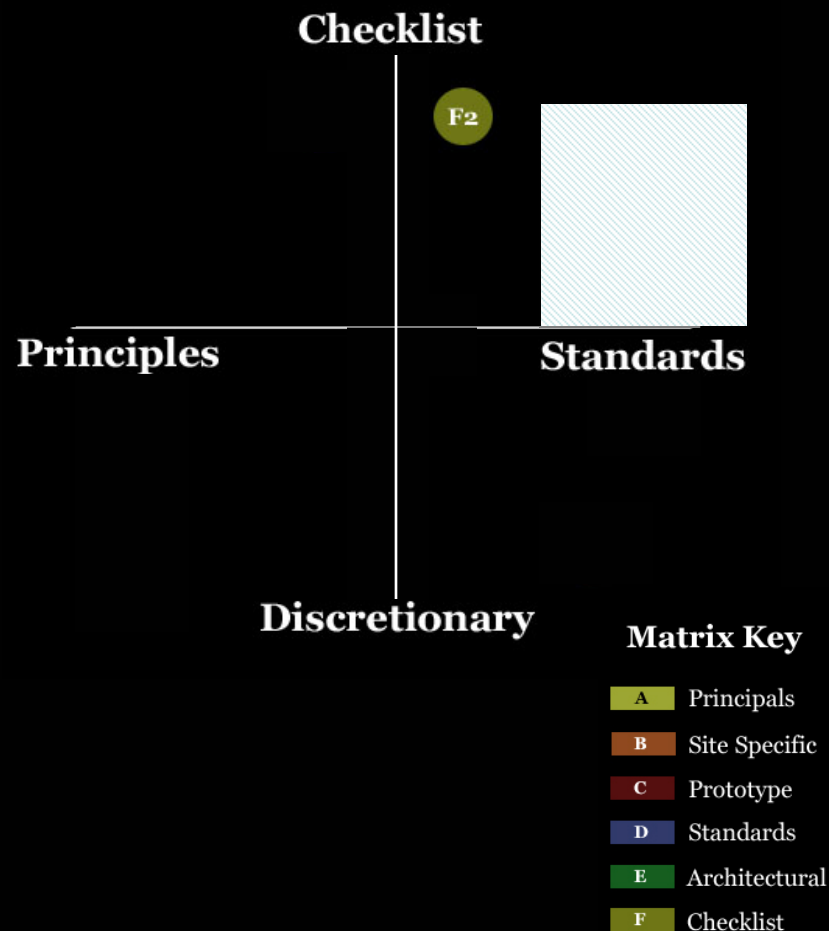


23rd STREET RECOMMENDATIONS

Administration Fit

- 23rd Street existing character is that of strip development. To avoid that in the future, development in the area should be by right, adhering to strict standards. Therefore, administration should fall into either the standards or prototype category
- Benefits
 - Easy to interpret (both staff and developer)
 - Broad applications – prototypes can be used for a variety of current building typologies
 - The use of standards will help enforce specific smart growth policies that encourage pedestrian friendly areas

Design Guideline Suitability Matrix



6th and SLT / 6th and Wakarusa Recommendations

- Scale of development warrants specific design recommendations
- Site specific conditions and adjacencies
- Sites are likely to be approved through PUD / special review development process
- City should explore benchmark projects as examples and / or provide urban design expertise during review process
- In collaboration with adjacent property owners and site developer, consider site specific design guidelines in advance of development proposal

NEXT STEPS

- Review and comment on draft recommendations by CDRC, staff and community
- SGLI team prepare final recommendations and report
- Lawrence Staff establish specific standards for most critical design categories
- Conduct training sessions with design and development community to understand new guideline principles, standards and administration
- Revisit guidelines 18-24 months after implementation to adjust and tweak as necessary

APPENDIX

Current Policy Audit

- Access Management Guidelines
 - Intersection Influence Areas
 - Maximum length for left-turn lanes should be 250 feet
 - Minimum recommended right-turn lane is 250 feet plus a 150 foot taper
 - Avoid driveways within the length of the right-turn lane
 - Recommended intersection influence distance on arterial streets should be at least 600 feet when intersection another arterial and 500 when intersecting a collector street.
 - Street Spacing
 - No street will be allowed within 1,000 feet of an interchange.
 - No street will be allowed within an intersection influence area. The hierarchy of intersections for establishing priority is arterial/arterial, arterial/collector, collector/collector, arterial/local, and collector/local.
 - 500 feet minimum on arterial streets.
 - 300 feet minimum on collector streets (as specified in the Technical Specifications and Design Criteria).

Current Policy Audit

- Access Management Guidelines – Continued
 - Median Break Spacing on Arterial Street
 - No median break within 1,000 feet of an interchange.
 - No median break within an intersection influence area.
 - Must accommodate left-turn lanes and tapers along arterial street. Successive left-turn lanes must be separated by at least 150 feet (measured between the beginning of the taper for each turn lane).
 - Full median break access allowed where traffic signals, if installed at some time in the future, would be adequately spaced from adjacent traffic signals.
 - Left-turn Lanes
 - Required on arterial streets at all intersections with public streets. Minimum length shall be 250 feet plus the taper at the intersection with another arterial street and 200 feet plus the taper at collector and local streets.
 - A continuous left-turn lane should be provided where successive left-turn lanes are required. Minimum length shall be 100 feet plus the taper.
 - On an arterial street, the turning radius shall be no less than 50 feet. On a collector street, the turning radius shall be no less than 30 feet. Where double left-turn lanes are used, the minimum inside turning radius shall be no less than 75 feet.

Current Policy Audit

- Access Management Guidelines – Continued
 - Right-Turn Lanes
 - Required on arterial streets at each intersecting street or driveway. Minimum length shall be 250 feet plus the taper at the intersection with another arterial street and 150 feet plus the taper at other locations.
 - Required on collector streets in non-residential areas at the intersection with any street or driveway where the right-turn volume on the collector street is or is projected to be at least 100 vehicles in any hour. The minimum length shall be 100 feet plus the taper.
 - Right-turn lane lengths cover the full-width segment between the taper and the end of the lane at an intersection with a public street or driveway. The end of the lane at the intersection shall be determined as the point of curvature for the corner radius.
 - The introductory taper shall be a straight line and its length shall be determined by using a rate of 12.5 to 1 based on the width of the right-turn lane.
 - The beginning of a taper shall be no closer than 100 feet from the centerline of the nearest street or driveway preceding the turn lane.
 - Continuous right-turn lanes will not be allowed.

ADDITIONAL CODE EXAMPLES (VIA DISK)

- Form Based Codes
- Alameda Cornerstone (Lakewood, CO)
- Traditional Neighborhood Westminster
- Dover Kohl

BACKGROUND

2003, EPA issued RFP for the development of a “Smart Growth Implementation Toolkit.”

Smart Growth Policy Audit

Smart Project Scorecard

Development Review – “Greentape”

Template for Design Standards

SGLI, USC and the CU Real Estate Center submitted proposal, awarded multiyear grant

Fall 2003, solicited requests for assistance from communities (over 50 submitted)

Lawrence, Kansas was selected in 1st Round (1st year: 9 communities)

PEOPLE INVOLVED

University of Colorado

- William Fleissig, Continuum Partners, LLC and Senior Advisor, CU Real Estate Center
- Colleen Lyons
- Brian Morrow

University of Southern California

- Professor Tridib Banerjee, Lusk School of Planning
Policy and Development

SGLI

- Jessica Cogan, Project Coordinator

Lawrence Staff

- Linda Finger, Planning Director
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- Sheila Stogsdill
- Brad Hauschild