Architectural Design Guidelines • Comprehensive Plan Recommendations

Downtown District—Key Goals

- Reposition downtown as an entertainment destination
- Downtown should drive a City rebranding campaign
- Explore downtown gateway sign features
- Create improved public gathering spaces
- Soften the overall look of the downtown corridor
- Seek opportunities for public art displays
- Create a more bicycle friendly environment
- Promote more 1st floor retail and less 1st floor office uses
- Increase wayfinding signage in the Downtown District
1. All elevations of a building shall be subject to review. A front facade shall be architecturally emphasized, although all sides of a building shall be architecturally consistent with the front facade.

2. Buildings shall be architecturally oriented to the street and the main entrance shall be located on the street facade.

3. Mechanical equipment and dumpsters shall be located so as not to be visible from any public ways or adjacent residential areas. Where such limitation is not possible, the facilities shall be screened from public view with materials compatible with those used in the building.

4. No more than twenty percent (20%) of the facade of the building facing the public right-of-way or the front facade may be glass. Windows and doors shall be vertical in orientation. Black, opaque and reflective glass is prohibited.

5. Building projects must provide a design that emphasizes an activity level from the street.

6. Acceptable materials for use shall include brick, wood, stone or stucco. Concrete block or slick prefabricated materials such as plastic, neon or metallic are not acceptable. Back lighted or polycarbonate awnings are not permitted.

7. Heights of structures shall be roughly equal to the average height of surrounding buildings.

Mildred Zoning Ordinance 1157-7

CHAPTER 115—"B 2" DOWNTOWN MIXED USE DISTRICT

1155.01 PURPOSE

The purpose of the B 2 Downtown Mixed Use District is to encourage a variety mixture of high activity and residential uses within downtown Mildred. Commercial, office and retail uses shall be placed on the lower floor, while residential uses shall be placed on the upper floors. The remaining area of downtown commercial uses shall be adaptive reuse in keeping with the character of the area while providing a continuous street for people to walk and visit the area.

1155.02 PERMITTED USES

Permitted uses in that district shall be as follows:

- A. Clubs
- B. Clubs on the second floor
- C. Financial Institutions
- D. Entertainment Buildings
- E. Offices on the second floor
- F. Personal Service Establishments
- G. Public Recreational Areas
- H. Rental Hobby
- I. Restaurants
- J. Retail Showrooms
- K. Teavest
- L. Theaters

1155.03 CONDITIONAL USES

The following conditional uses shall be permitted only if expressly approved by the Planning Commission in accordance with Chapter 1159, Conditional Uses:

- A. Clubs on the first floor of a structure on Main Street, Water Street or any side street
- B. Child Day Care Centers
- C. Climate Heating
- D. Biotechnology
- E. Fast Food Restaurants
- F. Manufacturing
- G. Mixed Uses

Mildred Zoning Ordinance 1155.1
• Streetwall Treatment

• Ground Floor Façade—Promote Pedestrian Activity

• Awnings

• Façade Lighting
Architectural Design Guidelines

- Exterior Building Materials
- Roof Line, Parapets, Cornices
• Corporate Architecture (building + signs)
• Building Massing / Density
• Variables Include:
  - Density
  - Building Height
  - Building Setbacks
  - Open Space Requirements
• Building Placement / Entrance Orientation

• Treatment of Alley Entrances
• On-Site Plazas / Pocket Parks

• Bicycle Friendly Facilities (on-site or sidewalk)
• Public (Sidewalk) Dining

• Street Furniture (private furniture in public ROW)

• Fencing in the Sidewalk Area
• Planters / Landscaping (in the public ROW)

• Public Art (located on private property)
Sign Guidelines

- Sign Elements to Consider
  - Sign Size
  - Sign Color
  - Sign Materials
  - Sign Lighting
  - Sign Placement
  - Number of Permitted Signs
  - Types of Signs Permitted
  - Corporate Branding
• Sign Goals / Issue to Consider

- Balance Allowable Signage vs. Aesthetics

- Political Pushback

- Sign Enforcement
Landscaping & Screening Standards

- Amount of Landscaping Required (on-site)
- Parking Lot Landscaping
- Dumpster / Mechanical Equipment Screening
- Certificate of Appropriateness

- Minor Building Improvements (City Manager or Planning Commission)

- Major Building Improvements (Planning Commission Public Hearing)

- Application Contents

- Design Review Board
What’s Next?

- Homework Assignment (For the May Meeting)
- City Council Input Sessions (May & June)
- Stakeholders Input Session (June)
- Create 1st Draft (July)
- City Council Work Sessions (Revise Zoning August & September)
- Revise Draft Zoning District Text (August–October)
- Presentation to City Council (October)