

Bel-Red Subarea Design Guidelines

DRAFT
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Introduction

The Bel-Red Subarea Design Guidelines consist of a design review checklist and six guideline chapters:

- Character and site guidelines
- Pedestrian emphasis guidelines
- Architecture guidelines
- Lighting guidelines
- Sign guidelines

Each of the six chapters contains a series of distinct guidelines. Each individual guideline page provides the following detail:

- **Intent:** An initial concise statement of the objective of the guideline
- **Guideline:** Explanatory text describing the details of the guideline
- **Recommended:** Textual and photographic examples of recommended development consistent with the intent of the guideline
- **Not Recommended:** Textual and photographic examples of development that does not meet the intent of the guideline

Visual examples are included as models for design and review purposes. They are intended to provide a means to effectively judge a building or project relative to the design criteria; they are not intended to be specific examples to be replicated.

The Checklist

The accompanying design guidelines checklist outlines each individual guideline. This tool can be used to assess which guidelines apply, and whether the applicable guideline is being followed.

Why Are Design Guidelines Necessary?

Guidelines give developers and citizens an understanding of the city's expectations and provide consistent criteria by which to review proposed

projects. They ensure a degree of order, harmony and quality within the built environment.

Role of Design Guidelines

The Bel-Red Subarea Design Guidelines support and complement the community vision described in the Bel-Red Subarea Plan that is part of the city's adopted Comprehensive Plan. The Design Guidelines offer a flexible tool for quality and innovation. They do not prescribe specific design solutions or make rigid requirements. There are many ways to meet a particular guideline. The guidelines are a descriptive template for promoting and improving the urban character of the area without dictating or prescribing a specific style or theme.

Design Review Process

The Bel-Red Design Standards and Guidelines will be implemented through the Design Review process (LUC Sec. 20.30.F). This is a land use entitlement process that ensures a development proposal is consistent with the Comprehensive Plan, meets all applicable guidelines or criteria of the Land Use Code and is compatible with and responds to the intended character, appearance, quality of development and physical characteristics of the vicinity.

The review and approval process is made up of three phases.

1. **Preapplication Conference:** This is a one-time service that allows for early feedback and direction from Development Services staff on a development proposal. This occurs at the schematic design phase when access, site and building design are easily modified.
2. **Predevelopment Services:** This is an optional step that allows a developer to get on-going feedback and detailed direction from staff on proposal. The

purpose is to resolve issues early and assist in the preparation of a complete formal Design Review application and quality project.

3. **Design Review:** Design Review is a Land Use review process in which Development Services staff from every city permit authority, including Fire, Utilities, Transportation will review a project for compliance with applicable codes, standards, and guidelines. In most cases the SEPA Determination will be included in this review. This is an administrative decision made by the Director using Process II (LUC 20.35.200).

Character and Site Guidelines

Overview

The Character and Site Guidelines address the qualities that make the Bel-Red Subarea unique. They consider what makes an area a special, distinct “place,” not simply a group of individual buildings and streets.

The Character and Site Guidelines are divided into the following elements:

- Integrate the natural environment
- Provide graceful transitions between land uses
- Promote architectural compatibility
- Establish and strengthen gateways
- Protect and enhance surface water resources
- Integrate art

Visual examples are included as models for design and review purposes. They are intended to provide a means to identify recommended character and site elements.

Integrate the Natural Environment

Intent

Reinforce linkages and orient buildings to the Bel-Red Subarea's natural and landscaped features.

Guideline

Site and building design should capitalize on significant elements of the natural environment, Highland Community Park and planned park and open space, riparian corridors and wetlands. Designs should incorporate open space amenities for residents, employees and visitors. Depending on the location, this may be accomplished through integration of the natural environment with new development or providing a smooth transition between the natural and built environments.

Recommended

- Active and passive gathering places and walkways oriented toward parks and open, natural spaces
- Clear and convenient public access to open space amenities
- Elements that engage the natural environment where the sight, sound and feel of nature can be directly experienced
- Buildings sited to take maximum advantage of adjacent public amenities
- Walkways and plazas paved with high-quality materials (such as brick or stone), and other architectural elements that use materials, colors and forms that are harmonious with the natural surroundings

Not Recommended

- Buildings that turn their back on open space amenities
- Islands of 'native' planting schemes within large, automobile oriented parking lots



Recommended



Not Recommended

Promote Architectural Compatibility

Intent

New buildings should contribute to the quality and character of their architectural context.

Description

Buildings should “fit” with their architectural surroundings – relating to nearby buildings rather than calling attention to themselves through design excesses or novel variations. Architectural elements should enhance not detract from the area’s overall character.

Recommended

- Architectural elements used at a scale and level of detailing proportionate to the size of the building
- Forms, proportions, rhythms, materials, colors and architectural motifs that are suggested by and complement adjacent buildings

Not Recommended

- Out-of-scale, over-simplified, cartoon-like or other architectural elements applied without regard to size or use of the element
- Building elements that do not respect the scale, materials, proportions and heights of adjacent high-quality buildings



Recommended



Not Recommended

Establish and Strengthen Gateways

Intent

Use architectural and landscape elements to mark transitions and entrances.

Guideline

Entrances into and within the Bel-Red Subarea should be celebrated at many levels. Pedestrians, cyclists, transit passengers, and motorists should experience a sense of “entering” or moving into the area as well as entry into unique districts or neighborhoods in the subarea.

Recommended

- New buildings designed to create gateways, using elements such as arches, arcades, pylons, columns, fountains and bridges
- Signage, landscaping, lighting, or sculptural and artistic elements used to identify a gateway
- Markers or inlaid art treatment in sidewalk paving to strengthen sense of entry into a particular district or neighborhood
- Design elements that indicate a change or separation in transportation modes (i.e., from auto to pedestrian areas, or into transit stations)

Not Recommended

- Gated, private, residential compounds



Recommended



Not Recommended

Protect and Enhance Surface Water Resources

Intent

Conserve water quality, natural hydrology and habitat, and preserve biodiversity through protection of water bodies and wetlands.

Guideline

Natural water systems regulate water supply, provide biological habitat and may provide recreational opportunities. Undeveloped ecosystems absorb the precipitation and convey only a small portion of rainfall as surface runoff. New and infill development should minimize disturbances to the on-site, adjacent, and regional natural water systems.

Recommended

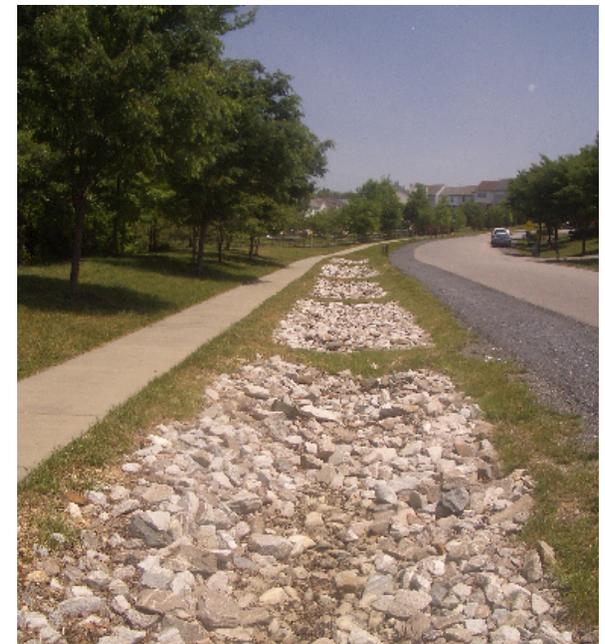
- Grading and plan layout that captures and slows runoff
- Pervious or semi-pervious surfaces that allow water to infiltrate soil
- On-site landscape-based water treatment methods that treat rainwater runoff from all surfaces, including parking lots, roofs and sidewalks

Not Recommended

- New and infill development within close proximity of wetlands and/or streams
- Buried, piped or culverted stream channels
- Water quality enhancement projects that detract from the urban character of the area



Recommended



Not Recommended

Integrate Art

Intent

Art in the Bel-Red Subarea should complement the character of a site, building or district as a whole. Art should be integrated into the design of the building or outdoor space.

Guideline

Large scale art in both public and private applications should bring focus to an outdoor space while small scale pieces should bring detail to the pedestrian realm surrounding a building or site. At any scale, art should not overwhelm outdoor spaces or render buildings mere backdrops.

Recommended

- Artwork designed for and integrated into the building or site
- Functional or interactive artwork
- Durable materials that are vandal-resistant and designed to age well

Not Recommended

- Amateur art projects
- Artwork used as advertising
- Display conditions that detract from the artwork



Recommended



Recommended



Not Recommended



Not Recommended

Pedestrian Emphasis Guidelines

Overview

These guidelines promote an environment where pedestrians are a priority. The highest consideration should be given to the ease and comfort of pedestrian movement and gathering places.

The pedestrian emphasis guidelines fall into the following elements:

- Define the pedestrian environment
- Enhance the pedestrian system
- Protect pedestrians from the elements
- Create a variety of successful outdoor spaces
- Provide places for stopping and viewing

Visual examples are included as models for design and review purposes. They are intended to provide a means to identify recommended character elements.

Define the Pedestrian Environment

Intent

A building should provide a continuous, visually rich pedestrian experience along its ground floor street front.

Guideline

The most important part of a building to a pedestrian is its ground floor – the lowest 15 feet of the facade, which a person experiences walking past or entering the building. This “pedestrian experience zone” should provide a sense of enclosure, and a continuous and comfortable street edge for the pedestrian. Ground floor building transparency should foster interaction between the public and private realms.

Recommended

- Windows that are transparent or have displays at the street level
- Walls that create visual interest by using a variety of forms, colors and compatible cladding materials
- Facades that provide a rhythm by using bays, columns, pilasters or other articulation at the street level
- Signs and lighting at the ground level that complement the human scale

Not Recommended

- Blank, flat, nondescript walls that are not articulated by any visual interest or detail at the street level
- Uniform treatment of entire block face



Recommended



Not Recommended

Enhance the Pedestrian System

Intent

Establish the pedestrian as the priority, eliminating pedestrian barriers and ensuring that walking routes are convenient, direct and pleasant.

Guideline

Pedestrian routes should be attractive, easy to use and encourage walking and activity. Sidewalks should be continuous, avoiding interruptions such as vehicle curbcuts or changes in direction or grade. The portion of the sidewalk dedicated to walking should be free of barriers such as utility poles, newspaper boxes, cafe tables and chairs, permanent planters, tree grates or other obstructions and clutter.

Recommended

- Develop direct pedestrian routes
- Separate pedestrians from visual and other nuisances (e.g. trash dumpsters, loading docks, mechanical equipment, etc.)
- Maintain pedestrian access where rights-of-way have traditionally been located
- Parking lot walkways

Not Recommended

- Indirect or circuitous pedestrian routes
- Pedestrian-only streets
- Permanent or temporary pedestrian route obstructions
- Interrupted or discontinuous pedestrian routes



Recommended



Recommended



Not Recommended

Protect Pedestrians from the Elements

Intent

Provide pedestrians with protection from wind, sun, rain, sleet and snow.

Guideline

Awnings and canopies are encouraged along the ground floor of buildings to protect pedestrians from rain and snow and provide shade in summer.

The design of awnings and canopies should be an integral component of the building facade. Awnings should be in proportion to the building and sidewalk, and not so large as to impact street trees, light fixtures or other street furniture.

Recommended

- Canvas fixed or retractable awnings
- Horizontal metal canopies, especially if transom or clerestory windows are above storefront glazing
- Glazed canopies
- Weather protection follows pattern of storefronts

Not Recommended

- Vinyl or other synthetic fabrics
- Backlit awnings
- Oversized advertising or tenant signs on awnings



Recommended



Not Recommended

Create a Variety of Successful Outdoor Spaces

Intent

Provide comfortable and inviting outdoor spaces for a variety of activities during all hours and seasons.

Guideline

Outdoor gathering spaces should be inviting and maximize opportunities for use. They should be spatially well defined, inviting, secure, easy to maintain. They may be intimate and quiet or active and boisterous. All areas should work well for pedestrians and provide space for special events as well as passive activities.

Recommended

- Courtyards, squares and plazas with active adjacent ground floor uses
- Buildings surrounding green spaces to give the space visual definition and vitality generated by active ground floor uses
- Trees, shrubs and plants to help define walkways, create Recommended transitions from the park to the street and provide visual interest
- Structures, pavilions and seating areas that are easily accessible, and feel safe and secure during day and evening hours
- Greenways or pedestrian walkways and courtyards in residential or office development areas

Not Recommended

- Pocket parks, forecourts and plazas without active enclosing uses along retail streets
- Outdoor spaces separated from the street by visual barriers or change of grade
- "Leftover" green spaces, busy streets, parking lots or other adjacent inhospitable areas
- Sunken plazas at the edge of the street



Recommended



Recommended



Not Recommended

Provide Places for Stopping and Viewing

Intent

Provide comfortable and inviting places where people can stop to sit, rest and visit.

Guideline

People watching, socializing and eating are restful and pleasurable activities for the pedestrian; providing special places where they can do these activities increases the pedestrian's sense of enjoyment.

Seating and resting places can add vitality to the urban environment. People will use available seating in open, well-designed areas, not in secluded or awkward spots.

Recommended

- Formal (benches) and informal (e.g. wide steps, edges of landscaped planters and low walls) seating areas
- Higher degree of seating areas near active retail establishments (esp. outside eating and drinking establishments and near food vendors)
- Seating located directly off of pedestrian walkway
- Places for stopping and viewing adjacent to and within parks, squares, plazas and courtyards

Not Recommended

- Seating areas more than three feet above or below street grade
- Seating areas adjacent to loading, service bays or storage areas
- Seating areas that are hidden, secluded, dark or unsecured spaces behind or to the side of buildings
- Seating areas along busy or noisy streets



Recommended



Recommended



Not Recommended



Not Recommended

Architectural Guidelines

Overview

The architecture guidelines promote high quality development while reinforcing the area's sense of place and Northwest provenance by encouraging innovative design, construction techniques and materials that reflect the industrial roots of the area while emphasizing the emerging urban character of Bel-Red. The architecture guidelines fall into the following elements:

- Encourage high quality materials
- Provide interesting building massing
- Create attractive building silhouettes and rooflines
- Foster attractive rooftops
- Promote welcoming residential entries
- Promote visually interesting upper floor residential windows
- Design inviting retail and commercial entries
- Encourage retail corner entries
- Encourage inviting ground floor retail and commercial windows
- Build compatible parking structures

Visual examples are included as models for design and review purposes. They are intended to provide a means to identify recommended character elements.

Encourage High Quality Materials

Intent

Create a sense of permanence in the Bel-Red Subarea through the use of high quality building materials.

Guideline

Quality wall materials can provide a sense of permanence and bring life and warmth to a neighborhood. Wall and building materials must enhance the street environment while maintaining compatibility with adjacent buildings. Articulation of wall materials should be bold, with materials that show depth, quality and durability. It should be apparent that the materials have substance and mass, and are not artificial, thin “stage sets” applied only to the building’s surface.

Recommended

- Natural materials such as wood or masonry, or other high quality materials such as brick, finished concrete, stone, terracotta and cement stucco
- Natural or subdued building colors and limited use of bright accent trims
- Varied, yet compatible cladding materials
- Boldly articulated window and storefront trim

Not Recommended

Building materials such as:

- Flagstone, simulated river rock or other similar veneer cladding
- Synthetic stucco (EIFS)
- Rough-sawn, simulated wood siding, wood veneer, clapboard or other types of residential siding
- Aluminum, plastic or vinyl siding
- Thin brick
- Cementitious lap or shingle siding
- Corrugated metal siding
- Concrete or cinder block

External wall treatments such as:

- Exposed metal storefront window systems
- Architectural foam detailing
- Applied simulated divided lite window systems



Recommended



Not Recommended



Not Recommended

Provide Interesting Building Massing

Intent

Use scale-defining devices to break up the longitudinal dimensions of buildings, creating a comfortable sense of enclosure by establishing an uninterrupted street edge.

Guideline

The length and breadth of a building should be friendly in scale and inviting to the pedestrian. Portions of a large building mass should be broken into smaller, appropriately scaled modules, with changes in plane indicated by bold projections and indentations. This allows an overly large building to appear as smaller, side-by-side buildings. Vertical and horizontal elements should be used to create a human scale and form a coherent pattern providing visual interest to the pedestrian.

Recommended

- Break down long expanses of building frontage both horizontally and vertically.
- A vertically articulated tripartite facade division – base, middle and top for buildings over three stories.
- Upper floors set back.
- Vertical articulation of windows, columns and bays.

Not Recommended

- Long unbroken volume along street facade.
- Smooth, undifferentiated facade.
- Suburban-styled horizontal orientation of building elements – walls, doors and windows.



Recommended



Recommended



Not Recommended



Not Recommended

Create Attractive Building Silhouettes and Rooflines

Intent

Building rooflines should enliven the pedestrian experience and provide visual interest with details that create forms and shadows.

Guideline

A building's silhouette should be compatible with the intended character of the area and enhance the streetscape. In some cases, it may be appropriate to mark an entryway with a distinct form, such as a tower, to emphasize the significance of the building entry. Roof massing should be simple yet detailed and articulated. For example, flat roofs may be appropriate if they have a cornice designed with depth and detail expressing the top of the building wall. Dormers set into sloped roofs may be appropriate. These forms provide visual interest and bring additional living space, light and ventilation to upper floor and attic spaces.

Recommended

- Dormer windows
- Towers or similar vertical architectural expressions of important building functions such as entries
- Varied roof line heights
- Well-detailed cornices that have significant proportions (height and depth) and create visual interest and shadow lines

Not Recommended

- Unarticulated rooflines
- Poorly detailed decorative roof forms



Recommended



Not Recommended

Foster Attractive Rooftops

Intent

Integrate rooftop elements into the building design.

Guideline

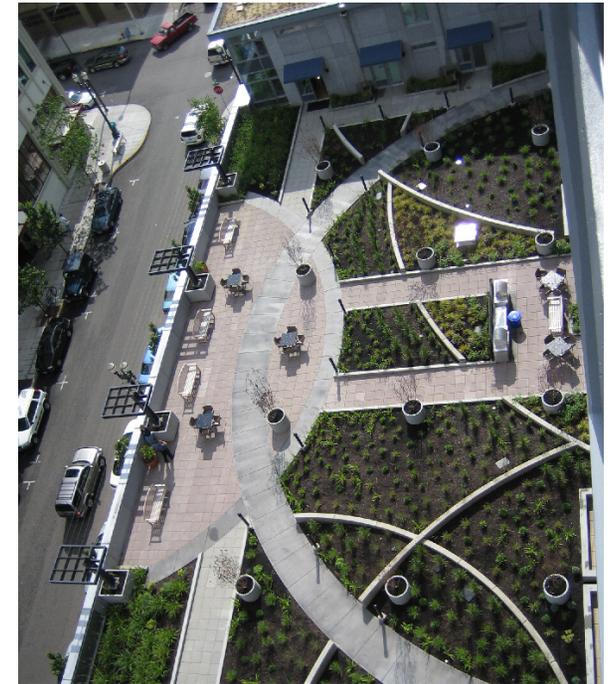
Roof shape, surface materials, colors, and penthouse functions should all be integrated into the overall building design. LUC 20.20.525 provides guidance for rooftop mechanical equipment.

Recommended

- Rooftop penthouse occupied residential or office spaces
- Rooftop terraces and gardens
- Green roofs that reduce stormwater runoff
- Consolidated and screened mechanical units

Not Recommended

- Exposed rooftop mechanical or electrical units
- Exposed telecommunications equipment, including satellite dishes, cell-phone towers or antennae



Recommended



Not Recommended

Promote Welcoming Residential Entries

Intent

Residential entries should provide a graceful transition between the public and private realms.

Guideline

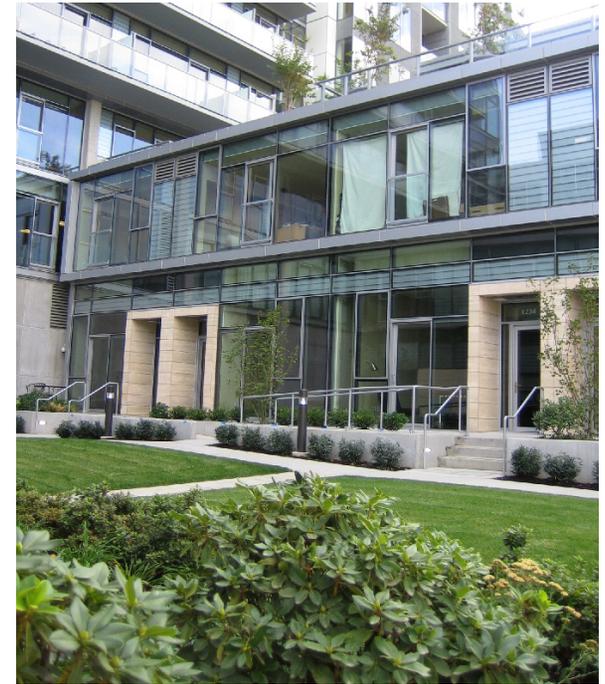
Residential entries should be substantial enough to suggest privacy yet welcoming to those who approach and enter. The overall character of the entry treatments will vary depending on street type. Entries on active edge streets will have a higher degree of transparency, orientation towards the street, and design detail than other portions of the subarea.

Recommended

- Multi-panel painted doors
- Doors combined with transom windows or side lites
- Durable, high-quality metal door hardware
- Wood solid core doors
- Doors accessed from canopy-covered entries
- Moderate change of grade from sidewalk level to entry; more for townhouse-style housing than residential lobbies
- Lobby entries to multi-family buildings providing double or multiple doors

Not Recommended

- Doors raised more than three feet above sidewalk level for townhouse-style housing
- Unarticulated, flush doors or sliding glass doors
- Doors accessed directly from parking lots
- Door glazing with simulated divided lites
- Doors glazed with reflective or tinted glazing



Recommended



Not Recommended

Promote Visually Interesting Upper Floor Residential Windows

Intent

Upper floor residential windows should create an open and inviting atmosphere that add visual interest and enhances the experience of the building both inside and out.

Guideline

The windows of a residential building should be pleasing and coherent. Their size and detailing should be of a human scale with regular spacing and a rhythm of similarly shaped windows.

Recommended

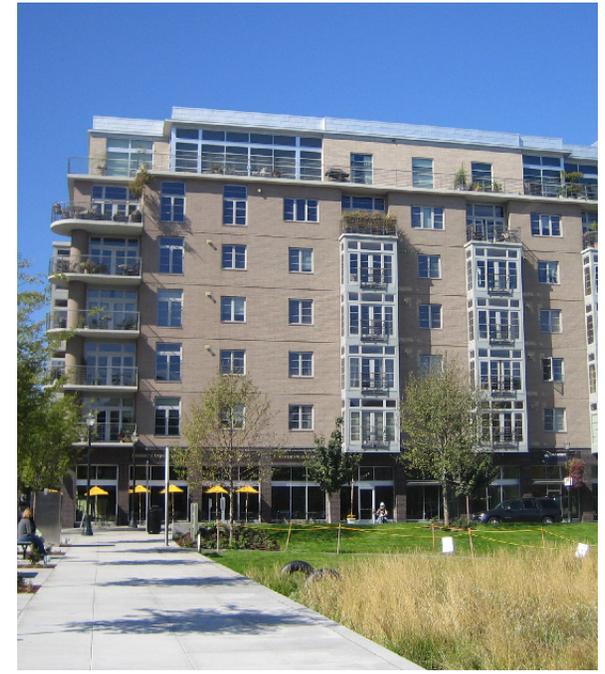
- Multiple lites or divisions
- Operable windows
- Trim around framed openings
- “Punched” windows recessed from building facade, not flush

Not Recommended

- “Strip” windows with more of a horizontal than vertical emphasis
- Windows flush with building facade
- New or replacement vinyl frames and sashes



Recommended



Recommended



Not Recommended

Design Inviting Retail and Commercial Entries

Intent

Design retail and commercial entries to create an open atmosphere that draws customers inside.

Guideline

Primary entries to retail and commercial establishments should be transparent, allowing passersby to see the activity within the building and bring life and vitality to the street. Architectural detail should be used to help emphasize the building entry.

Recommended

- Doors with a minimum of 50% window area
- Building lighting that emphasizes entrances
- Transom, side lites or other window combinations
- Doors combined with special architectural detailing
- Double or multiple door entries
- Well-detailed or ornate door hardware
- Large cafe or restaurant doors that open the street to the interior by pivoting, sliding or rolling up overhead

Not Recommended

- Primary entry doors that are solid or windowless
- Primary entry doors raised more than three feet above sidewalk level
- Doors flush with the building facade
- Clear anodized aluminum frames
- Glazing with simulated divisions
- Reflective, opaque or tinted glazing
- Visual and physical obstructions near the entry



Recommended



Not Recommended

Encourage Retail Corner Entries

Intent

Use corner entries to reinforce intersections as important places for pedestrian interaction and activity.

Guideline

Locate entry doors on the corners of retail buildings wherever possible. Entries at 45 degree angles and free of visual obstructions are encouraged.

Recommended

- Primary building entrance located at corner
- Weather protection, special paving, and building wall lighting, to emphasize corner entry
- Architectural detailing with materials, colors, and finishes that emphasize the corner entry
- Doors with large glass areas with adjacent windows

Not Recommended

- Visual and physical obstructions, especially utilities and columns



Recommended



Not Recommended

Encourage Inviting Ground Floor Retail and Commercial Windows

Intent

Use transparency to enhance visual interest and to draw people into retail and commercial uses.

Guideline

Retail and commercial uses should use unobstructed windows that add activity and variety at the street level, inviting pedestrians into retail and commercial uses and providing views both in and out.

Recommended

- Clear window glazing
- Operable windows that open by pivoting, sliding or shuttering for restaurants and cafes
- Painted wood, metal, and tile or stone clad panels below windows
- Transom windows

Not Recommended

- Clear or light bronze anodized aluminum windows
- White painted aluminum framed windows
- Residential-styled bays, multi-paned divided lites, half-round or other similar forms
- Tinted or reflective glazing
- Six-foot maximum between mullions
- Small scale windows



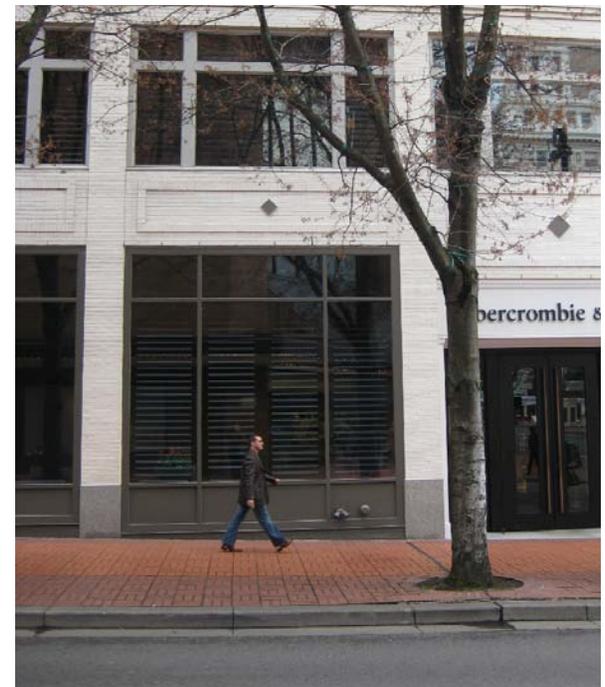
Recommended



Recommended



Not Recommended



Not Recommended

Build Compatible Parking Structures

Intent

Use design elements so enhance the compatibility of parking structures with the urban streetscape.

Guideline

Parking structures should be designed so that their streetscape interface has a consistent form, massing and use of materials with the vision for the area. Any sidewalk facing parking garage frontages should appear be designed to appear like any other occupied buildings in the area. The horizontal garage form can be broken down by adding more wall surface and usable retail space, while retaining adequate garage ventilation.

Recommended

- Ground floor retail or other active uses
- Small openings that may be glazed to function as windows
- Stairways, elevators and parking entries and exits that occur at mid-block
- Single auto exit/entry control point to minimize driveways
- Vertical expression of building structure
- Cladding to disguise sloped floors from the outside view

Not Recommended

- Parked cars on the ground floor that are visible from adjacent sidewalks
- Exposed sloped floors visible from the street
- Stairways, elevators and parking entries and exits occurring at the building's corners, where retail is a more appropriate use
- Horizontal expression of building structure



Recommended



Not Recommended

Lighting Guidelines

Overview

The lighting of buildings and open spaces should provide security, and also contribute to the character and overall sense of and vitality of the area. The lighting guidelines include the following elements:

- Orient lighting towards sidewalks and public spaces
- Integrate building lighting

Visual examples are included as models for design and review purposes. They are intended to provide a means to identify recommended character elements.

Orient Lighting Toward Sidewalks and Public Spaces

Intent

Pedestrian-scaled lighting should be used to highlight sidewalks, street trees and other features, and harmonize with other visual elements in the subarea.

Guideline

Pedestrian-scaled lighting should be provided along pedestrian walkways and public open spaces. A single fixture type should be used throughout an area with slight variations allowed to identify smaller districts. Fixtures should be visually quiet as to not overpower or dominate the streetscape.

Lighting may also be used to highlight trees and similar features within public and private plazas, courtyards, walkways and other similar outdoor areas to create an inviting and safe ambiance.

Recommended

- Lighting of district design
- Pole standards black or dark green in color
- Dual-purpose standards (that accommodate pedestrian and vehicular fixtures)
- Standards accommodating banners and hanging flower pots
- Lighting to highlight landscape areas
- Fixtures concealed and integrated into the design of buildings or landscape walls and stairways
- Footlighting that illuminates walkways and stairs
- Energy efficient lighting
- Bollard lighting that is directed downward toward walking surfaces
- Festive lighting along signature streets on buildings and trees

Not Recommended

- Flashing or colored lights
- Exposed cords, outlets or other electrical devices that may provide safety hazards and are unsightly
- Exposed light source (bulbs should not be visible)
- Low pressure sodium lamps



Recommended



Not Recommended

Integrate Building Lighting

Intent

Architectural lighting that enhances and helps articulate building design, including illumination of cornices and entries, uplighting and other effects.

Guideline

Exterior lighting of buildings should be an integral component of the facade composition. Lighting should be used to create effects of shadow, relief and outline that add visual interest and highlight aspects of the building. Lighting should not cast glare into residential units or onto adjacent lots or streets in any way that decreases the safety of pedestrians and vehicles.

Recommended

- Wall-washing lighting fixtures
- Decorative wall sconce and similar architectural lighting fixtures
- Screened uplight fixtures on buildings or integrated with landscape
- Lighting that provides natural color

Not Recommended

- Flashing or colored lights
- Exposed light source (bulbs should not be visible)
- Fluorescent tube lighting
- Security spotlight
- Low pressure sodium lamps



Recommended



Not Recommended

Sign Guidelines

Overview

Signs may provide an address, identify a place of business, locate residential buildings or generally offer directions and information. Regardless of their function, signs should be architecturally compatible with and contribute to the character of the subarea. Signs should be good neighbors – they should not compete with each other or dominate the setting due to inconsistent height, size, shape, number, color, lighting or movement. Signs can contribute significantly to a positive retail and pedestrian environment, improve public safety perceptions and reinforce a sense of place.

The sign guidelines include the following elements:

- Consider size and placement of wall signs
- Orient hanging signs to pedestrians

Visual examples are included as models for design and review purposes. They are intended to provide a means to identify recommended character elements.

Consider Size and Placement of Wall Signs

Intent

Signs that are sized and placed so that they are compatible with a building's architectural design and contribute to the character of the subarea.

Guideline

Signs should not overwhelm the building or its special architectural features. Signs should not render the building a mere backdrop for advertising or building identification. Signs should be good neighbors – they should not compete with each other or dominate the setting due to inconsistent height, size, shape, number, color, lighting or movement.

Recommended

- Signs incorporated into the building architecture as embossing, low relief casting or application to wall surfaces
- Signs constructed of individual, three-dimensional letters, as opposed to one single box with cutout flat letters
- Signs may be painted or made with applied metal lettering and graphics.
- Signs made of durable and long lasting materials
- Signs incorporating lighting as part of their design
- Signs located above storefronts, on columns or on walls flanking doorways

Not Recommended

The material, size and shape of signs that overwhelm, contrast greatly or adversely impact the architectural quality of the building

- Roof-mounted signs
- Cabinet or bow signs
- Backlit signs
- LED animated signs
- Video signs
- Painted window signs
- Electronic billboards



Recommended



Not Recommended

Orient Hanging Signs to Pedestrians

Intent

Hanging signs that are oriented to the pedestrian and highly visible from the sidewalk. Hanging signs can contribute significantly to a positive retail and pedestrian environment and reinforce a sense of place.

Guidelines

Signs should not overwhelm the streetscape. They should be compatible with and complement the building's architecture, including its awnings, canopies, lighting and street furniture.

Recommended

- Sign lighting that is integrated into the facade of the building
- Signs constructed of high-quality materials and finishes
- Signs attached to the building in a durable fashion

Not Recommended

- Signs interfering with sight lines, creating a safety hazard or obstructing views



Recommended

Appendix

Bel-Red Corridor Design Guidelines
DESIGN GUIDELINES CHECKLIST

Project and Applicant Name: _____ Other: _____
 Zoning: _____ Submission Date: _____
 Building Use: _____

DESIGN GUIDELINES

	Applies		Complies	
	Yes	No	Yes	No
1. Character and Site				
Integrate the Natural Environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promote Architectural Compatibility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Establish and Strengthen Gateways	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Protect and Enhance Surface Water Resources	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Integrate Art	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Pedestrian Emphasis				
Define the Pedestrian Environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enhance the Pedestrian System	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Protect Pedestrians from the Elements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Create Successful Outdoor Spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provide Places for Stopping and Viewing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Architecture				
Encourage High Quality Materials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provide Interesting Building Massing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Create Attractive Building Silhouettes and Rooflines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Foster Attractive Rooftops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promote Welcoming Residential Entries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promote Visually Interesting Upper Floor Windows	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Design Inviting Retail and Commercial Entries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encourage Retail Corner Entries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encourage Inviting Ground Floor Retail and Commercial Windows	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Build Compatible Parking Structures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Lighting Guidelines				
Orient Lighting Toward Sidewalks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Integrate Building Lighting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Sign Guidelines				
Consider Size and Placement of Wall Signs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Orient Hanging Signs to Pedestrians	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>