### COUNCIL ACTION FORM

# <u>SUBJECT</u>: TEXT AMENDMENT TO REVISE THE DEVELOPMENT STANDARDS OF THE NEIGHBORHOOD COMMERCIAL (NC) ZONING DISTRICT.

### BACKGROUND:

At the August 14<sup>h</sup> City Council meeting, the City Council initiated a text amendment to proceed with changes identified by Fareway and staff in relation to the Neighborhood Commercial (NC) zoning standards for their Downtown store location. Fareway has an interest in redeveloping the site of their store located at 619 Burnett. Their goal is to redevelop the entire block with a new medium-sized grocery store of approximately 24,247 square feet placed along Burnett Avenue. Fareway intends to keep their current store open during the construction of the new store.

There are a number of issues for siting a grocery store in the NC zoning district due to the overall size of the site and the fact that the site encompasses street frontage on four sides. The list of NC standards subject to change in relation to the Fareway request include:

- Maximum lot area of 100,000 square feet
- Maximum street lot line setback of 60 feet
- Minimum front yard setback of 10 feet
- Parking prohibited between the building and the street
- Prohibition on outdoor display and sales
- Maximum signage size of 16 square feet, except up to 32 square feet when facing an arterial street

# In addition to the changes requested by Fareway, staff has reviewed all of the NC standards and identified additional changes to the standards for lot width, building coverage, and architectural design requirement.

The NC zoning district is a unique zone created in 2000 to address isolated commercial sites scattered throughout the City that did not fit within the other commercial districts of the City. It is considered a small scale neighborhood-friendly commercial district zoning. However, sometimes its use is as a catch-all when other zoning was not deemed appropriate. For this reason, it is sometimes difficult to find characteristics that reflect the majority of the district properties and to consider the ramifications of changes.

The stated purpose of the district (found in Section 29.801(1)) speaks to this relationship:

"The Neighborhood Commercial (NC) zone is intended for small areas in or near residential neighborhoods. The zone encourages the provision of small-scale retail and service use for nearby residents. Uses Parcels are restricted in size to promote a local orientation and to limit adverse impacts on nearby residential areas. Development is intended to be pedestrian-oriented and compatible with the scale of surrounding residential areas. Parking areas are strictly regulated, to promote compatibility with the character of surrounding residential development and the intended pedestrian orientation of the uses."

**Currently, there are eight NC district areas around the City.** There are 56 parcels zoned NC- this is fewer than most of the other districts in the city. These include: north of Downtown between 6<sup>th</sup> and 7<sup>th</sup> Street, the corner of 6<sup>th</sup>/Grand Avenue, the corner of 24<sup>th</sup>/Grand Avenue, 35<sup>th</sup>/ Grand Avenue, the corner of Creekside and S 16<sup>th</sup> St., the corner of S. Hazel and Lincoln Way, properties on West Street, and the Florida Ave/Reliable Street area.

Each grouping of NC sites varies in size, from the smallest with less than an acre to the largest encompassing 9.0 acres. The total acreage of all NC zoned properties is 27.29 acres. Sites within each district also vary in size, from approximately 2614 square feet for a site on West Street to the Fareway site, which totals 100,800 square feet. The majority of parcels include small buildings with building footprints less than 2,500 SF that predate the establishment of the district. Due to the age of the sites, many of the sites have nonconformities. All eight NC zoning groupings have residential uses abutting them on at least two sides, although many are completely surrounded by residential zoning.

### **PROPOSED AMENDMENTS:**

The proposed changes are divided into two sections. The base zoning standards are proposed in response to the Fareway request and are intended to be responsive, while ensuring that the intent of the district is maintained. The additional proposed changes are highlighted by staff as options to clean-up the administration of the zoning district and to add design requirements consistent similar to other similarly situated zones, specifically Convenience General Service (CGS), where the north Fareway store is located. A full draft of all the changes is included as Attachment 'A'.

### **Base Zoning Standards**

 Maximum Lot Area of 100,000 square feet with allowance of 20,000 square feet, 30,000 square feet with Special Use Permit– In many zones it is common to have a minimum lot area. It is uncommon to have a maximum lot area- This standard is unique to the NC zone and is believed to be directed at ensuring large retail uses do no locate in or adjacent to neighborhoods. Exceeding the maximum lot area has not previously been a concern in NC. Currently, no lots exceed 100,000 square feet; it is only through the assemblage of multiple properties that the lot size issue could occur.

The Fareway lot size is expanding to include the entire block. This increase is needed to support the redevelopment of the site, while keeping the existing store operational. Staff supports eliminating the max lot area in regards to all sites and uses. Staff recommends establishing a special use permit requirement that includes a more discretionary review of larger projects based on a site size threshold of 20,000 square feet. The 20,000 square foot threshold is based on the current zoning site size limit of 20,000 square feet of lot area for a single building.

Requiring discretionary review with larger projects is consistent with the intent of the prior zoning, but allows for more redevelopment options with larger sites. It will be incumbent upon the review process to ensure scale, use, and design address the intent for the zoning district. Use of design standards can also help to address concerns about larger site development.

- <u>Maximum street lot line setback of 60 feet</u> Similar to prohibiting parking between the building and the street, the maximum street lot line setback of 60 feet encourages buildings to be sited closer to the street than they might be otherwise. The difficulty with the Fareway site is that with an entire block encompassing four street frontages, one or more of the frontages will necessarily result in a setback of more than 60-feet. The intent of the standard is met when the building is located with a street and corner relationship, but the maximum setback will still be exceeded. Therefore, staff recommends changing the standard to "front" lot line setback which would allow the building sides to be setback from a street with the front located near the street. The parking location issue is addressed separately.
- Minimum front yard setback of 10 feet The standard for front setbacks in residential areas is generally 25 feet. Commercial front setbacks vary from 0 feet in urban areas of the city to 20 feet in suburban areas. A front yard setback of 10 feet provides room for both front yard landscaping and architectural projections from the façade while creating a street edge. Due to unique site conditions, staff supports changes to the minimum setbacks to address the different context of the diverse NC zoned sites. Staff recommends that a reduction to five feet be allowed where enhanced design interest is added. This will enable constrained sites, such as Fareway, to have a means to implement a smaller setback. Additionally, staff recognizes the importance of a primary public building entrance connection at the front street facing façade. As an incentive to promote pedestrian-oriented design preferences, staff is also recommending a zero setback if the primary street façade includes a primary public entrance.
- <u>Parking prohibited between the building and the street</u> –This is an important criterion in supporting a pedestrian-friendly and walkable district purpose of the zone. Encouraging buildings located near a street creates accessibility and interest without the interruption of parking and automobile focused design. The difficulty with the Fareway site is that with four street frontages, the building automatically results in at least one building frontage having parking located between the building and the street. Staff has addressed this unusual situation by an exception allowing parking between the building and the street when the site is bounded by more than two streets. With the wording of this standard, a typical corner lot would still require a building at the street, it is only if there are three or four street frontages that an allowance for one side is permitted.
- <u>Prohibition on outdoor display and sales</u> Outdoor display and sales have a mixed pattern of applicability to commercial zones. It is prohibited in many commercial districts and limited to Plants and Produce in others. Section 29.405 (b) provides regulatory guidance for outdoor display areas, where permitted. In the discussion of the issues with

the City Council, it was the consensus of the Council that the outdoor sales be limited to ensure items like fireworks are not allowed. In response to Fareway's request, **Staff** recommends that the current prohibition of outdoor display and sales be relaxed in the NC district, by allowing the outdoor display of seasonal consumer goods, such as plants and produce, but excluding fireworks.

<u>Maximum signage size of 16 square feet, except up to 32 square feet when facing an arterial street</u> – Signage is purposefully limited in NC due to proximity to residential use and reduced setbacks. Fareway has requested a change to allow for their typical corporate "sign package" which would include two signs on a façade and a size allowance of up to 120 square feet per sign. At the initiation of the text amendment in August, staff was asked to consider the compatibility of the signage request with other sites throughout the City.

The current NC standard is 16 square feet for each wall sign with an increase to 32 square feet for walls facing arterial streets. Most zones, such as Highway Oriented Commercial have no individual sign limitation, only the total allowance for a site. However, for comparison the North Ames' Fareway store located within a CGS zoning district is limited to 16 square feet but allows an increase to 70 square feet for signage facing arterials and limits signage to a maximum of two signs per tenant space. Although allowed up to 70 square feet, the installed signage in North Ames is only 27.42 square feet for each of the two wall signs.

Staff supports some modification related to the unique conditions of the larger site and larger building. It is appropriate for larger buildings to be allowed larger signage or increased signage while maintaining some proportionate relationship to the architecture and setbacks. The signage standards should reflect the desired building configurations of a building located near to street rather than standards based upon design anticipating large parking lots between a sign and a street. **Staff is not recommending support for the full 120 square foot sign allowance.** If Council is interested in the original Fareway request, staff would likely recommend deleting sign size allowances from NC and follow typical total signage allowances for large commercial spaces.

Currently within the NC zoning, wall signage is only limited in location (street facing walls) and in size- but not in number. This would be a non-issue with smaller buildings, but is an issue with larger buildings. **Staff recommends keeping the standard as it is for smaller buildings, but allowing larger, single tenant buildings to have increased signage.** 

Single tenant buildings exceeding 20,000 square feet would be allowed an increase the wall sign size, with a maximum of two facades with signage. The maximum size for the wall signs on each façade is proposed to be no greater than:

- (a) One wall sign not to exceed thirty-two square feet, and
- (b) One wall sign not to exceed seventy square feet.

Staff originally considered a 10,000 square foot building size for the extra signage allowance. This threshold would make a handful of other existing sites eligible for the signage increase. The 20,000 square foot threshold would apply at this time only to the Fareway site, but may apply to other sites with future redevelopment.

Lighting for signage has also been clarified for its intent to control internally illuminated signs. It is now clearly stated that external lighting, direct or indirect is required, rather than a reference to down lighting. This allows for lighting from above or for a "halo" lit lighting effect where lighting is directed back at a building rather than out from the sign face.

### Additional Proposed Changes.

The following are additional changes proposed by staff beyond those requested by Fareway:

- <u>Minimum Lot Frontage</u> Although the 60-foot lot frontage is not an issue for Fareway, 50 feet is the typical lot frontage for all residential zones as well as several commercial districts. Therefore, Staff is recommending a 50-foot frontage standard since it is a more common standard and is more compatible with the adjacent residential uses.
- <u>Maximum Building Coverage</u> Staff supports the increase of the maximum building coverage from 35% to at least 40%. A 35% maximum is common for single family uses, but considered low for commercial districts intended for buildings on small sites. The 40% threshold maintains consistency of scale with residential zoning allowances for uses other than single family dwellings.
- <u>The Addition of Architectural Standards</u> At the time the NC zoning was written the City had not established design standards for commercial zones. More recently, newer zoning districts, such as CGS, have included criteria that express the interest of the City supporting quality design features. Not all zones include design requirements. However, these standards are most appropriate when issues of compatibility and meeting the intent and purpose of the zone are a concern.

Design standards could be utilized within NC to promote neighborhood compatibility and pedestrian-friendly development. These standards would provide clearer direction on expectations in addition to the general criteria of the Special Use Permit process. For example, through the use of architectural standards, massive stretches of blank walls can be broken up through detailing, and fenestration (openings such as windows). Larger buildings can include features to give the appearance of smaller shops, rather than simply a big box. These features together address the massing and scale of a building and increase its visual interest. Of the various commercial districts within the city, NC can realize the most gain in implementing architectural standards.

Staff proposes to utilize the requirements of the CGS zoning district that were written in 2010 as the basis for NC zoning design standards. Although CGS zoning is written as suburban style shopping center district, many of the standards are appropriate for larger scaled commercial buildings that could be built in NC zoning. They

do not require one specific design style. The standards would apply to new development, but not strictly to additions based upon the existing building conditions and sites. The standards could be defined as applying only to larger buildings, recognizing the wide range of building types within the NC zoning district.

The design standards address the following:

- Exterior building materials.
- Façade treatment.
- Roof design.
- Pedestrian circulation.
- Lighting requirements.

The proposed design standards would result in buildings similar in appearance to those in CGS areas of north Ames. Due to the ability have no setback in NC compared to CGS, the proposed standards have an additional emphasis on pedestrian scale design.

# PLANNING AND ZONING COMMISSION RECOMMENDATION:

Draft ordinance language was reviewed by the Planning & Zoning Commission on September 19, 2018. The Commission reviewed the need for the changes and consistency with the requirements of the zoning district. The commission voted unanimously (5-0) in favor of the text amendments to the Neighborhood Commercial (NC) development standards; inclusion of new architectural standards, pedestrian circulation, and lighting requirements; and amendments to the signage standards, with a correction to the text as proposed by staff. The Commission also discussed the rationale for including bike parking with the zoning update. Staff described that Council is planning to address the issue as a citywide standard possible late this year. In light of the potential citywide changes, **the Commission also included a recommendation that the zoning standards reference a need for bicycle parking, but do not prescribe an exact ratio.** This would allow for bike parking to be considered during a site development plan review. Staff supports the inclusion of a general requirement for bicycle parking with the new NC zoning standards and has included it within the draft standards.

# Since the P&Z review, staff has changed its recommendation regarding the design requirements to incorporate general references rather that include specified percentages as is the case with CGS zoning that the standards were based upon.

# ALTERNATIVES:

- 1. The City Council can direct staff to finalize the attached zoning text amendment for the text amendments to the Neighborhood Commercial (NC) zoning district which include changes to the base zone standards and inclusion of new architectural standards, and the inclusion of bicycle parking.
- 2. The City Council can direct staff to finalize only the text amendments related to the Fareway request for the NC base zone standards.

- 3. The City Council can recommend alternative language to the proposed text amendment.
- 4. The City Council can direct staff to not proceed with publishing notice for a public hearing on a zoning text amendment.

### **CITY MANAGER'S RECOMMENDED ACTION:**

The proposed changes are designed to accommodate the interest of redeveloping the Downtown Fareway site, which is a unique site within the context of NC zoning. However, the changes in site size and setbacks do allow for potentially larger redevelopment to occur in other areas of the city as well. To mitigate this, staff believes a public review process, such as Major Site Plan or Special Use Permit, is essential for reviewing larger sites. The proposed changes are an appropriate balance struck between the reductions in limitations regarding lot size, setbacks, signage, and parking with the goals for limited sized development within the district. In addition, the proposed new design standards will provide greater detail on expectations for appropriate development in these areas and is consistent with other smaller scale commercial zoning districts.

Therefore, it is the recommendation of the City Manager that the City Council approve Alternative #1 which is to direct staff to finalize the attached text amendment to the Neighborhood Commercial (NC) zoning district which include changes to the base zone standards and inclusion of new architectural standards.

# ATTACHMENT 'A' Draft Changes to NC Zoning Standards with strikeout and underline

## Sec. 29.801. NEIGHBORHOOD COMMERCIAL ZONING STANDARDS.

(1) **Purpose.** The Neighborhood Commercial (NC) zone is intended for small areas in or near residential neighborhoods. The zone encourages the provision of small-scale retail and service use for nearby residents. Uses are restricted in size to promote a local orientation and to limit adverse impacts on nearby residential areas. Development is intended to be pedestrian-oriented and compatible with the scale of surrounding residential areas. Parking areas are strictly regulated, to promote compatibility with the character of surrounding residential development and the intended pedestrian orientation of the uses.

(2) **Permitted Uses**. The uses permitted in the NC Zone are set forth in Table 29.801(2) below:

| USE CATEGORY  | STATUS | APPROVAL<br>REQUIRED | APPROVAL<br>AUTHORITY |
|---|--------|----------------------|-----------------------|
| RESIDENTIAL USES                                      |        |                      |                       |
| Group Living  | Ν      |                      |                       |
| Household Living                                      | Y      | SDP Minor            | Staff                 |
| Short-term Lodging <del>s</del>                       | N      |                      |                       |
| OFFICE USES   | Y      | SDP Minor            | Staff                 |
| TRADE USES  |        |                      |                       |
| Retail Sales and Services- General                    | Y      | SDP Minor            | Staff                 |
| Retail Trade - Automotive, etc.                       | N      |                      |                       |
| Entertainment, Restaurant and Recreation<br>Trade     | Y      | SDP Minor            | Staff                 |
| Wholesale Trade                                       | Ν      |                      |                       |
| INDUSTRIAL USES                                       |        |                      |                       |
| Industrial Service - Low Impact                       | N      |                      |                       |
| INSTITUTIONAL USES                                    |        |                      |                       |
| Colleges and Universities                             | Ν      |                      |                       |
| Community Facilities                                  | Y      | SDP Minor            | Staff                 |
| Social Service Providers                              | Y      | SDP Minor            | Staff                 |
| Medical Centers                                       | Ν      |                      |                       |
| Parks and Open Areas                                  | N      |                      |                       |
| Religious Institutions                                | Y      | SDP Minor            | Staff                 |
| Schools   | Ν      |                      |                       |
| TRANSPORTATION,<br>COMMUNICATIONS AND UTILITY<br>USES |        |                      |                       |
| Passenger Terminals                                   | N      |                      |                       |
| Basic Utilities                                       | Y      | SDP Minor            | Staff                 |

Table 29.801(2)Neighborhood Commercial (NC) Zone Uses

| Commercial Parking                         | N<br>Y, only as an<br>accessory use for<br>remote parking<br>pursuant to Section<br>29.406(18)                     | SDP Minor | <u>Staff</u> |
|--|--|-----------|--------------|
| Personal Wireless Communication Facilities | Y  | SP        | ZBA          |
| Radio and TV Broadcast Facilities          | Ν  |           |              |
| Rail Line and Utility Corridors            | Ν  |           |              |
| Railroad Yards                             | Ν  |           |              |
| MISCELLANEOUS USES                         |  |           |              |
| Commercial Outdoor Recreation              | N  |           |              |
| Child Day Care Facilities                  | Y  | SDP Minor | Staff        |
| Detention Facilities                       | N  |           |              |
| Major Event Entertainment                  | N  |           |              |
| Vehicle Service Facilities                 | N, except convenience<br>stores in combination<br>with gasoline service and<br>car wash, by Special Use<br>Permit. | SP        | ZBA          |

Y = Yes: permitted as indicated by required approval

N = No: prohibited

SP = Special Use Permit required: See Section 29.1503

SDP Minor = Site Development Plan Minor: See Section 29.1502(3)

SDP Major = Site Development Plan Major: See Section 29.1502(4)

ZBA = Zoning Board of Adjustment

(3) **Zone Development Standards**. The zone development standards for the NC Zone are set forth in Table 29.801(3) below:

| DEVELOPMENT STANDARDS  | NC ZONE   |
|--|---|
| Maximum FAR  | 0.70  |
| Maximum site development size-Maximum Lot Area,<br>Single Building                               | 20,000 sf. Sites greater than 20,000 sf require a Special Use<br>Permit according to Sec. 29.1503   |
| Maximum Lot Area, Neighborhood Commercial Center   | <del>30,000 sf</del>  |
| Maximum Lot Area for Pre-existing Buildings and Pre-<br>existing Neighborhood Commercial Centers | 100,000 sf (with approval by Special_Use Permit according to Sec. 29.1503   |
| Minimum Lot Frontage   | <del>60</del> - <u>50</u> ft.   |
| Minimum Building Setbacks:   |   |
| Front Lot Line Primary Facade with a primary public pedestrian entrance                          | <u>0 ft.</u> 0 if pre existing, 10 ft. if not pre existing  |
| Side Lot Line Primary or Secondary Façade with<br>no primary public pedestrian entrance          | <del>0</del> - <u>10 ft., may be reduced to 5 ft., where there is enhanced</u><br>design interest with features such as storefront windows, |

Table 29.801(3)Neighborhood Commercial (NC) Zone Development Standards

| Side and Rear Interior Lot Line                               | building relief, high quality textured building materials, e.g.<br>stone, brick, and architectural projections   |
|---|--|
| Side and Rear Lot Line Abutting a Residentially<br>Zoned Lot  | 5ft. side (for RM & RH zones) & 10 ft. side for RL, UCRM & RLP zones, or a historic district; 15 ft. rear  |
| Maximum Building Setbacks: Street Front Lot Line              | 60 ft.   |
| Landscaping in Setbacks Abutting a Residentially<br>Zoned Lot | High Screen. See Sec. 29.403   |
| Maximum Building Coverage                                     | <del>35%</del> <u>40%</u>  |
| Minimum Landscaped Area                                       | 15%  |
| Maximum Height  | 35 ft.   |
| Parking Allowed Between Buildings and Streets                 | No, for the primary and secondary façadeexcept where<br>allowed prior to the effective date of this ordinance. May be<br>allowed between additional secondary facades and the<br>street, when the site is bounded by three or more streets.<br>(For example, one façade of a lot with three abutting street<br>lot lines.) |
| Drive-Through Facilities Permitted                            | No   |
| Outdoor Display Permitted                                     | No-Seasonal consumer goods, including plants and produce.<br>Excludes fireworks. See Sec. 29.405   |
| Outdoor Storage Permitted                                     | No   |
| Trucks and Equipment Permitted                                | No   |

(4) **Architectural Standards**. The following standards apply to all new development. Additions are excluded from strict compliance based upon existing building and site conditions.

(a) Exterior Building Materials.

(i) More than 50% of the total exterior wall surface area shall be high quality and highly durable, such as stone, clay brick and/or pre-cast panels with the appearance to the pedestrian of stone or brick. Measurement of the exterior wall area:

a. Does not include windows, doors or their trim; and

b. Includes gable ends of roofs or ends of dormers if they are on the same visual plane as an exterior wall surface.

(ii) Prohibited materials are:

a. Pre-cast panels with surface appearance other than brick or stone;

b. Smooth-faced concrete block; and

c. Painted masonry.

(b) Facade Treatment.

(i) To diminish the building mass in order to be similar in scale to nearby residential structures and to provide architectural interest and variety, each façade that faces a street shall be subdivided and proportioned with at least two of the following elements so that the façade has an interrupted length at least every 40 feet:

a. Modulation (i.e., change in wall plane or step-backs off-set by at least two feet feet);

b. Change in material or texture, including masonry brick pattern;

c. Patterns of columns, or pilasters with at least a six-inch depth, or equivalent elements that subdivide the wall:

d. Fenestration, such as storefront windows or doors,

e. Projecting structures such as arcades, arbors, or awnings, with a depth of six-feet.

(ii) Architectural features, such as columns, arcades, arbors, and awnings, may protrude into setbacks.

#### (c) Roof Design.

(i) In order to be compatible with the scale of surrounding residential uses, and give emphasis to architectural elements that will help divide the mass of a large building into smaller identifiable pieces. All buildings shall incorporate one or more of the following groups of roof forms:

(a) Roof elements commonly found on unattached or attached single-family dwellings, such as pitched roofs equal to or steeper than 6:12, gables, dormers, or cupolas with a durable, high-quality surface, such as architectural shingles, standing seam, metal or tile;

(b) Variations in roof forms and also variation in height of roof elements; and/or

(c) Roof forms that correspond to and bring attention to elements and functions such as entrances, arcades, porches, building corners and/or focal points.

(ii) Flat roofs are permitted for commercial buildings, but only if concealed by parapets, sloped roof forms or other architecturally integrated features and also include variation in height of these roof elements. Flat roofs shall not be permitted for any structure with a residential use;

#### (5) Pedestrian Circulation.

(a) Site design shall include a pedestrian pathway system on the perimeter and within the site to support neighborhood access from surrounding areas and transit stops on its periphery;

(b) An on-site sidewalk shall connect the street to a primary pedestrian entrance of the primary

structure on the site. On corner lots, on-site sidewalks shall connect both streets to a primary pedestrian entrance of the building; and

(c) Where two or more buildings are on the same lot or on adjacent lots, on-site sidewalks shall connect at least one pedestrian entrance of each building.

(6) Signage Standards. The sign standards for the NC Zone are set forth below:

(a)(1) No signs are permitted in the Neighborhood Commercial (NC) zoning district except those signs that conform to the standards and restrictions stated in this section.

(b)(2) The only types of signs permitted in the Neighborhood Commercial (NC) zoning district are wall signs and monument signs.

(c)(3) Size restrictions.

(i)(a) A wall sign is a sign that is displayed by being affixed to the outside of an exterior wall of a building in which at least one business is located. Wall signs shall be affixed to only those walls that face a street. A wall sign shall be no larger than sixteen square feet, except that a wall sign may be up to thirty-two square feet in size if it is on a lot that abuts an arterial street, and the wall sign faces the arterial street.

(ii) Exception. Single tenant commercial buildings exceeding 20,000 square feet may increase the size of a wall sign, while not exceeding a maximum of two facades with signage. The maximum size for the wall signs on each facade shall be no greater than:

(a) One wall sign not to exceed thirty-two square feet, and

(b) One wall sign not to exceed seventy square feet.

(ii)(b) Monument signs shall be no larger than sixteen square feet, excluding the base; and no more than one such sign is permitted for each principal building on a lot. A monument sign is not permitted on a lot that is not the site of a principal building. If the principal building is on a lot that abuts an arterial street, the monument sign may be as large as thirty-two square feet, excluding the base.

<u>(e)(4)</u> Height restrictions. The maximum permissible height for a monument sign is eight feet, including the sign base; that is, the top of a monument sign shall be no more than eight feet above the grade of the site on which it is erected. However, the height of a monument sign, including the base, may be up to twelve feet if the sign is erected on a lot that abuts on an arterial street.

(f) Materials. Monument signs must incorporate materials of the same type, quality and color as the principal materials of the building.

(g) (5) Lighting restrictions. The lighting of both wall signs and monument signs <u>shall use external</u> direct or indirect lighting sources, without the use of up lighting or internal illumination directed <u>outward</u>. lighting be projected downward. Internal lighting sources are pro regardless of whether the lighting source is internal or external. If the sign faces an abutting residentially zoned lot, or a residentially zoned lot that is separated from the site of the illuminated sign by only one street, the face of the illuminated sign shall have a dark background.

(7) **Lighting.** Outdoor lighting shall comply with Section 29.411 and also comply with the following: (a) Types of outdoor lighting prohibited:

(i) Bare lamps;

(ii) Neon, fiber optics rope, L.E.D. or other types of strip style lighting;

(iii) Illuminated translucent materials;

(iv) Illuminated striping or banding; and

(b) Pole mounted lights exceeding 25 feet in height.

(c) General floodlighting of buildings is not permitted. Lighting may be used to highlight specific architectural features, such as building entrances, provided that the light output shall be directed totally to that specific architectural feature.

(8) Parking Requirements.

(a) All parking is required to be provided on-site as required in Table 29.405(2). However, if on-street parking is available on the street immediately adjacent to the site, those on-street stalls may be counted towards the required parking at 1:1 ratio for commercial uses only. For parking to be available it must be designated for on-street parking by the City.

(b) Provide bicycle parking at locations that do not obstruct the flow of pedestrians and are located adjacent to customer entrances.