

COUNCIL ACTION FORM

**SUBJECT: ZONING TEXT AMENDMENT FOR LINCOLN WAY CORRIDOR PLAN
IMPLEMENTATION OF THE DOWNTOWN GATEWAY COMMERCIAL
ZONING DISTRICT STANDARDS**

BACKGROUND:

The Downtown Gateway area is a Focus Area for redevelopment identified within the Lincoln Way Corridor Plan. The Downtown Gateway area is generally described as property on the north and south side of Lincoln Way extending from Grand Avenue to Duff Avenue (Attachment 1-Potential Rezoning Area). The Corridor Plan identified redevelopment and repositioning of commercial properties in the Downtown Gateway Area to support a transition to more intense and urban development. To facilitate this desired change to the area staff believes allowing for mixed-use residential development and reductions in parking requirements are beneficial. Additionally, any new zoning will need to strike a balance between accommodating commercial uses in traditional one and two-story buildings while allowing for multi-story redevelopment that includes housing versus mandating multi-story development. Staff believes continuing to emphasize commercial use as a priority in the Downtown Gateway Area is important along Lincoln Way.

Staff proposes a new special purpose zoning district for the Downtown Gateway area. The proposed zoning is a new district for the City and is not an overlay of the existing Highway Oriented Commercial (HOC) zoning district or Downtown Service Center (DSC) zoning district. The proposed special purpose district includes standards based upon site size and proposed uses with specific street frontage requirements. The allowed uses are similar to those of the Downtown Service Center zoning district rather than the Highway Oriented Commercial zoning district.

Uses

Allowed uses are intended to be a more focused set of commercial uses compared to the HOC zoning district. **The allowed uses principally include office, retail sales and services, restaurant, recreation, and entertainment uses.** The intent behind the list of allowed uses is to focus on the desired commercial uses while helping to insure compatibility with any future residential that could be added to the area.

The proposed zone will prohibit the following uses that are permitted in the HOC zoning district: vehicle service facilities (gas stations and auto repair), vehicle sales, college and university, lodges and social clubs, catering establishments(primary use), medical centers, wholesale trade, detention facilities, sports practice facilities, and mini-warehouse. By prohibiting these uses it would preclude new establishments and also make existing uses non-conforming. For example, a gas station that exists today would become

nonconforming and be allowed to continue to operate as is, but they would be unable to expand or if they cease to operate it could not be restarted.

Drive through windows and pickup areas are also restricted within the proposed zoning standards. Drive through uses are not precluded in their entirety, but would have separation requirements. The proposed spacing standard is for no more than one drive through use per Lincoln Way street block face and no drive through uses are permitted along Kellogg Avenue. A drive through would be precluded if any part of the property had frontage along a block face of Lincoln Way that already has a drive through use, regardless of the ingress/egress to the site. The drive through limitation would apply to any type of use, fast food, banks, pharmacies, etc.

Residential uses for short-term lodging are permitted as a standalone use; however, household living may only be established as part of a mixed-use development. Major Site Development Plan review is required for any residential mixed-use development. No density standard will apply to the residential development for either a minimum or maximum. The goal is to promote smaller units at higher density and to allow for a limited number of larger units. No more than 25 percent of the total units in a development may exceed two bedrooms. No dwelling units shall exceed four bedrooms.

The proposed zoning standards do not prescribe a minimum total commercial square footage requirement in combination with mixed-use buildings. Specific tenant spaces sizes, orientation, and total square footage in a project will need to be evaluated on a case-by-case basis to determine if a proposed mixed-use design achieves the goals of the Corridor Plan for commercial first development plans that enhance the commercial options for the city and are complimentary to Downtown.

Parking

The proposed commercial standards are a hybrid of standard parking requirements and the reduced parking standards of Downtown Service Commercial. Staff did incorporate parking minimums for the district due to the lack of public parking in the immediate area and the desire to ensure that the commercial development was viable for a large range of uses. The proposed parking modifies commercial parking standards by reducing parking for larger sites to promote shared and common parking areas, principally for bar and restaurant uses. Individually developed sites are subject to standard parking requirements for commercial uses. Staff also added a fast food parking standard that is at 9 spaces per 1,000 square feet so as to not incent redevelopment with fast food establishments in this area.

The proposed requirement for commercial parking results in the 100 Block of Kellogg Avenue requiring parking compared the current DSC zoning where none is required. For the HOC zoned properties there is either no change or a potential reduction compared to current standards.

Residential parking standards are also a hybrid of the standards used in other parts of the City. The typical apartment standard is one parking space per bedroom. However, Campustown and Downtown only require one space per apartment

regardless of the number of bedrooms. In an effort to incentivize smaller apartment units and to recognize the area is highly walkable with multiple transportation options, parking is reduced for smaller units. Staff believes this a balance of allowing for a variety of unit configurations while promoting construction of smaller apartment units.

Apartment	Parking Spaces Required
Studio	0.8 per unit
1 Bedroom	0.8 per unit
2 Bedroom	1.0 per unit
3 Bedroom	2.5 per unit
4 Bedroom	4.0 per unit

The parking standards also permit additional reductions in parking through Major Site Development Plan approval. There are allowances for shared parking, remote parking, and collective parking. Reductions of up to 25% of the commercial parking can be approved through these options. Another unique standard relates to allowing for residential to be utilized in a shared or collective parking situation when at least one parking space per dwelling unit is provided on site assigned to the residential use. Typically, shared use of residential parking spaces is not permissible in other zoning districts.

The parking requirements include a bicycle parking standard for commercial uses. However, there are no mandatory bicycle parking standards for residential uses. Staff believes that most new residential apartment development accommodates bicycle parking and does not believe a prescribed parking standard is needed. However, for commercial uses visitor parking is not typically addressed by developers. Staff proposes requiring a minimum of four bicycle rack parking spaces with each building and that larger buildings include additional parking. A reduction in vehicle parking spaces can be accommodated with the provision of bicycle parking, with a maximum reduction of five vehicle parking spaces.

Lot Standards

The site development standards are intended to promote property aggregation to take advantage of increased development intensity compared to the current HOC zoning. Existing sites and buildings will not become non-conforming based upon lot size. Existing sites may be used in their current configuration and buildings can be modified under the new standards. However, mixed-use residential development with reduced parking standards will only apply to larger scale sites.

Minimum Lot Size is 1 acre and 100 feet of frontage on a public street for redevelopment intensification standards. Lots less than 1 acre in size or with less than 100 feet of frontage are subject to a use restriction of commercial uses only and must comply with standard parking requirements. A 1 acre standard means that for almost all properties in the Gateway Area that at least one additional property will need to be combined with another parcel to get to the larger site size for mixed use development.

For comparison, if the site size was set at 0.5 acres there would be approximately 22 out of 70 properties that could develop mixed use without property aggregation.

Building Setbacks

The Downtown Gateway Area consists of a street hierarchy with primary streets of Lincoln Way, Kellogg Avenue, Clark Avenue, and Duff Avenue. Secondary streets include Washington Avenue, Sherman Avenue, Market Avenue, Commerce Avenue, and Gilchrist Street. Additionally there are alleys within most of the block areas. Staff proposes to differentiate setbacks based upon street type and intended design aesthetic for the blocks.

In most cases there are minimal setbacks required to either encourage a building to be built up to the street, as is the case along Kellogg Avenue, or to ensure a site is redevelopable when accounting for lot sizes and restrictions on where parking is permitted on a site. The greatest setback is planned along Lincoln Way. This is due to the intended larger scale of buildings along Lincoln Way and the intent to include widened sidewalks along with redevelopment due to the narrow right-of-way width for Lincoln Way. Setbacks for corner properties can be reduced through design review when the buildings include specific features supportive of a pedestrian design.

There are no proposed minimum side or rear setbacks required for redevelopment projects.

Building Design

Due to the desired flexibility of uses and redevelopment options for the area, individual design standards are difficult to apply consistently through the district. The intent is to state base design standards and rely upon individual project review to ensure consistency with the overall design intent for the area. The Kellogg Avenue frontage has design preferences for storefront patterns of 25 feet for consistency with Main Street buildings. However, due to design options to promote gathering areas and entertainment uses, alternative design approaches can be approved that include high activity spaces and pedestrian friendly design features at the ground floor. The other areas in the district do not require a storefront pattern.

Kellogg Avenue includes design standard to act as a transition to historic Downtown with a minimum of two-story buildings, architectural detailing, high levels of glazing, and the use of clay brick façade materials. There are no specified percentages for brick, but it is a required material for each building.

Properties with frontage on other streets do not have as many mandatory standards. The design standards do require façade variation and detailing with use of clay brick without a specified percentage.

Planning and Zoning Commission

The Planning and Zoning Commission first reviewed issues related to creating a new zoning district at its November 15, 2017 meeting. Staff described the overall goals for the new zoning standards and some of the trade-offs in allowing for a wide range of flexibility. The Commission provided a consensus opinion of support for standards addressing the following issues:

- Property aggregation for larger site redevelopment.
- Rezoning of both sides of Lincoln Way.
- Allow for Mixed use development with smaller apartment sizes, but allow for some larger residential apartment units that exceed two-bedrooms.
- Allow for reduced parking compared to standard parking rates and encourage shared parking.
- Limit auto oriented uses, including drive through uses.
- Limit parking between buildings and a street.
- Includes design requirements that differentiate Kellogg Avenue as the gateway to Downtown with similar storefront patterns at the ground level.

The Planning and Zoning Commission reviewed the draft standards at their February 7, 2018 meeting and recommended approval of a draft ordinance with a 6-0 vote. The Commission discussed some of the outcomes of the zoning on nonconforming uses, building design requirements, reduced parking allowances, and the potential subsequent area for rezoning. The Commission also recommended addressing bicycle parking requirements and reviewing streetscape standards to include street trees.

Public Input

Staff provided mailed notification to property owners in the Downtown Gateway Area of a workshop on March 1st to discuss the proposed standards. Information about the draft standards and a presentation on the Downtown Gateway area is posted online on the Planning Division website.

Approximately 10 people attended. Most of the attendees were small business owners in the area. Questions were asked about the policies for land use changes in the area and how the area is different than Downtown. Three small business owners expressed concerns about how they could remodel or redevelop their properties compared to the current standards of HOC and DSC. A number of concerns were brought up concerning nonconformities that would occur if zoning is changed from HOC to Downtown Gateway Commercial for property owners that did not have an interest in redevelopment. Questions also were asked about changing the 100 Block of Kellogg from DSC to Downtown Gateway Commercial and how the mandatory building and parking requirements would affect these properties.

ALTERNATIVES:

1. The City Council can approve on first reading the proposed ordinance to create the new Downtown Gateway Commercial Zoning District.
2. The City Council can recommend alternative language for the proposed text amendment.
3. The City Council can request additional information and defer making a recommendation.

CITY MANAGER'S RECOMMENDED ACTION:

The proposed zoning standards are an attempt to address the flexible design options for a wide range of uses, site sizes, and design priorities for different street frontages within the Downtown Gateway Area. The tradeoff of this approach is less predictability on final outcomes as many decisions on design will not be complete until final approval of a project.

Reuse of small sites will be permitted with staff approved Minor Site Development Plans. Major redevelopments or mixed-use developments will be subject to the Major Site Development Plan requirements where alternative standards may also be approved for a project.

Staff proposes no maximum height, floor area ratio, or density standards for development within the district. No base landscape or open space percentage requirements are included within the standards. Development would be required to comply with surface parking and front yard landscaping requirements for conventional development; however, redevelopment with large scale buildings and pedestrian oriented designs along streets would be exempt from most landscaping requirements in recognition of the urban design goals of the district.

The changes to allowed uses in the area will create a handful of non-conformities for vehicle oriented uses, such as gas stations, car washes, and auto repair if the zoning district is applied to all the properties within the area shown in Attachment 1. A final decision on the applicability of the zoning district to specific properties is not part of the review at this time and will be a separate noticed public hearing for review of a rezoning request initiated by the City. With City

Therefore, it is the recommendation of the City Manager that the City Council approve Alternative #1 to approve on first reading the ordinance for the new Downtown Gateway Commercial Zoning District.

ORDINANCE NO.

AN ORDINANCE TO AMEND THE MUNICIPAL CODE OF THE CITY OF AMES, IOWA, BY ENACTING NEW SECTIONS 29.1004 AND 29.1005 THEREOF, FOR THE PURPOSE OF DOWNTOWN GATEWAY COMMERCIAL ZONING; REPEALING ANY AND ALL ORDINANCES OR PARTS OF ORDINANCES IN CONFLICT TO THE EXTENT OF SUCH CONFLICT; PROVIDING A PENALTY; AND ESTABLISHING AN EFFECTIVE DATE.

BE IT ENACTED, by the City Council for the City of Ames, Iowa, that:

Section One. The Municipal Code of the City of Ames, Iowa shall be and the same is hereby amended by enacting new Sections 29.1004 and 29.1005 as follows:

Sec. 29.1004 "DGC" DOWNTOWN GATEWAY COMMERCIAL

The Downtown Gateway Commercial Zoning District (DGC) is established to implement the vision and objectives of the Lincoln Way Corridor Plan and more specifically for the Downtown Gateway Focus Area.

The City of Ames finds that implementation of the DGC will facilitate redevelopment of the area consistent with the objectives of the Lincoln Way Corridor Plan and create new commercial retail, entertainment, and office uses that are a compliment to the Downtown area north of the Gateway Area. The Gateway Area is a commercial redevelopment area intended to promote an enhanced streetscape, commercial uses complimentary to the broader Downtown area with retail, entertainment, and employment, and in some situations the addition of mixed use residential development.

It is the purpose of the provisions of this Zoning District to promote public health, safety, and general welfare and define development procedures for obtaining the objectives of the Lincoln Corridor Plan with redevelopment of property within the District.

1. Development Process

Development or redevelopment of site is required to conform to this Chapter and the procedures of Article XV. The approval process within the District has been modified to address site size and the types of uses permitted on each site. A Building Design conformity finding is required with all Site Development Plans.

Major Site Development Plan review is required for mixed-use development. Mixed-use residential development requires a Major Site Development Plan to ensure the primary purpose of commercial development is accomplished in conjunction with the addition of housing. The Major Site Development Plan grants additionally flexibility for the configuration of a site and for the arrangement of uses. No Major Site Development Plan for Mixed-use development shall be approved that does not specify appropriate commercial tenant space sizes, orientation, and total square footage in a project. An appropriate mix of commercial and residential development will be evaluated on case-by-case basis to ensure a mixed-use project fulfills the redevelopment goals of the Lincoln Way Corridor Plan for commercial first redevelopment that incorporates community commercial uses and uses that are complimentary to Downtown.

(a) Standard Site

A standard site is defined as any site that that is less than one acre in net lot area or as a site that exceeds one acre in net lot area that does not include Household Living Mixed Use. A standard site may be developed or redeveloped consistent with the zone development standards. A standard site review process consists of approval of a Zoning/Building Permit, Minor Site Development Plan or Special Use Permit, as applicable to the principle use and scope of the development project. A standard site may be approved for a plat of survey or subdivision consistent with the standard lot zone development standards.

(b) **Redevelopment Intensification Site**

A Redevelopment Intensification Site is an optional designation requested by a property owner for a site that meets minimum net lot area standards of 1 acre and 100 feet of lot frontage. A Redevelopment Intensification Site designation allows for approval of Household Living Mixed Use development in addition to the other allowed uses of the zoning district. A Redevelopment Intensification Site is subject to a Major Site Development Plan approval.

2. **Parking Standards**

Parking shall be provided in accordance with this Chapter, notwithstanding the modified parking requirements of this zone. Uses not listed below are subject to standard parking requirements of Article IV of this Chapter.

**Table 29.1004(2)
Downtown Gateway Commercial Parking Standards**

Household Living-Apartments	
1 Bedroom Dwelling Unit (DU)	0.8 spaces/DU
2 Bedroom Dwelling Unit	1 space/DU
3 Bedroom Dwelling Unit	2.5 spaces/DU
4 Bedroom Dwelling Unit	4 spaces/DU
Short Term Lodging	1 space per room/1 space per 2 employees largest shift/accessory uses for meeting areas at 5 spaces /1000 sq. ft.
General Office	3 spaces /1000 sq. ft.
Medical Office	6 spaces /1000 sq. ft.
Retail and Service-Standalone or Existing	3 spaces/1000 sq. ft.
Restaurant or Bar uses with Retail and Service Uses -Redevelopment Site	5 spaces /1000 sq. ft.
Recreation Use- Redevelopment Site	Determined by Major Site Development Plan Review
Restaurant and Fast Food-Standalone or Existing	9 spaces /1000 sq. ft. (gross floor area)

Parking reductions are subject to City Council approval as part of a Major Site Development Plan. Parking requirements may be modified as part of the Major Site Development Plan review process to either reduce parking requirements by twenty percent or to apply a five parking spaces per 1,000 square feet of gross floor area for all Trade Uses. Parking reductions of 25% of the required parking may be approved for a use with shared parking or collective parking allowances for use by other adjacent commercial properties that are also approved for collective parking. Residential parking spaces may be approved as part of a share or collective parking plan for commercial uses when there is at a minimum one parking space available per dwelling unit. City Council may approve use of remote parking or public parking for non-residential uses through the Major Site Development Plan review process.

Parking Decks are subject to Article IV standards with the exception of parking setbacks requirements for decks proposed along Gilchrist, Commerce, and Market. City Council may approve additional setback exceptions through the Major Site Development Plan review.

**Table 29.1004(2)-1
Downtown Gateway Commercial Bicycle Parking**

Bicycle Parking	
Non-Residential	Provide a minimum of four visitor bicycle parking spaces for the first 10,000 of commercial space. Provide additional visitor bicycle parking at a rate of one space for every 10,000 square feet of floor area.
Residential	Residential development should include secured bicycle parking for residents and provision of visitor bicycle parking.

Bicycle parking shall be placed in a visible location that is either adjacent to a primary commercial entrance or within a visitable open area of the site. Bicycle rack parking shall provide adequate space and access to permit use of the rack system with the locking of a wheel and frame to the bicycle rack. A parking reduction of one non-residential parking space for each four bicycle parking spaces is permitted up to a maximum of 5 parking spaces.

**Table 29.1004(3)
Downtown Gateway Commercial Uses**

USE CATEGORY	STATUS	APPROVAL REQUIRED	APPROVAL AUTHORITY
RESIDENTIAL USES			
Group Living	N	--	--
Household Living, Mixed Use Development	Y, on sites greater than one acre in combination with non-residential use Dwelling units shall be configured as studio, one, or two bedroom dwelling units for a minimum of 75% of the total dwelling units within a building. No dwelling unit shall consist of five bedrooms or more within any building.	SDP MAJOR	CITY COUNCIL
Short-term Lodging (stand alone or mixed use)	Y	SDP MAJOR	STAFF
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 Trade	Y	SDP MINOR	STAFF
Catering Establishments	N	--	--
Lodge or Social Club	N	--	--
Wholesale Trade	N	--	--
INDUSTRIAL USES			
Industrial Service	N	--	--
Small Production Facility	Y standalone, if Mixed Use Development SDP Major	SP/ SDP MAJOR	ZBA/ CITY COUNCIL
Warehouse, Mini-storage	N	--	--
INSTITUTIONAL USES			
Colleges and Universities	N	--	--
Community Facilities	Y	SDP MINOR	STAFF
Social Service Providers	N	--	--
Medical Centers	N	--	--
Parks and Open Areas	Y	SDP MINOR	STAFF
Religious Institutions	N	--	--
Schools	N	--	--
Funeral Homes	N	--	--
TRANSPORTATION, COMMUNICATIONS AND UTILITY USES			
Passenger Terminals	N	--	--
Basic Utilities	Y	SDP MAJOR	CITY COUNCIL
Commercial Parking	Y	SDP MINOR	STAFF
Radio and TV Broadcast Facilities	Y	SP	ZBA
Rail Line and Utility Corridors	N	--	--
Railroad Yards	N	--	--
MISCELLANEOUS USES			
Commercial Outdoor Recreation	N	--	--
Child Day Care Facilities	Y	SP	ZBA
Detention Facilities	N		
Major Event Entertainment	Y	SP	ZBA
Vehicle Service Facilities	N	--	--
Adult Entertainment Business	Y, SUBJECT TO ARTICLE XIII	SDP MINOR	STAFF

Downtown Gateway Commercial Development Standards
Table 29.1004(4)

DEVELOPMENT STANDARDS	Downtown Gateway Commercial
Standard Site, Minimum Lot Area	0.25 net acres
Standard Site, Minimum Lot Frontage	50 feet
Redevelopment Intensification Site	One (1.0) net acres
Redevelopment Intensification Site, Minimum Lot Frontage along at least one of the following streets: Lincoln Way, Clark Avenue, Kellogg Avenue, South Kellogg Avenue, Duff Avenue.	100 feet
Building Design	Building design and material standards described below.
Minimum Street Building Setbacks*: Lincoln Way Kellogg/ S Kellogg Clark/Walnut Sherman Gilchrist Washington Duff Commerce and Market	15 feet ground floor/10 feet above ground floor 5 feet 5 feet 10 feet 5 feet (except through lots) 10 feet 15 feet ground floor/10 feet above ground floor 5 feet *Properties on Kellogg and corner properties along Lincoln Way may have reduced setbacks approved with design review of a Major Site Development Plan when buildings include high levels of quality materials, architectural interest, glazing, and a pedestrian oriented design.
Minimum Side and Rear Setbacks	No minimum setbacks required except for utility service separation and access requirements, typically 10 feet or less along a rear property line.
Landscaping in Setbacks Abutting a residential zoned lot or South Lincoln Mixed Use District Zoned Lot with an existing residential use.	High Screen. See Section 29.403
Maximum Building Coverage	100%
Minimum Landscaped Area Percentage	No minimum
Maximum Height	None
Minimum Height	Kellogg Avenue- two (2) stories. No minimum other streets
Parking Allowed Between Buildings and Streets	No, Except Gilchrist, Commerce, and Market
Drive-Through Facilities Permitted	Yes, Major Site Development Plan approval required. Maximum of one facility per Lincoln Way Block Face. No Drive-Through Facilities are permitted for any property with frontage along Kellogg Avenue or S Kellogg Avenue.
Outdoor Display Permitted	Yes. See Section 29.405
Outdoor Storage Permitted	No
Trucks and Equipment Permitted	No

5. **Building Design Standards**

The following development standards apply to all projects subject to a Site Development Plan or Special Use Permit. The intent of the design standards is to promote high levels of architectural interest, enhancement of the pedestrian oriented streetscape, and to accommodate desirable commercial uses as the primary use within the District. Each proposed building shall undergo a design review for conformance to the applicable design standards and objectives for development within the District. Design review will be incorporated into the review of the Site Development Plan or Special Use Permit and require a finding that the proposed project includes conforming design elements that support a high quality building design with architectural interest and enhances the structures appearance in a manner that is compatible with both existing and planned uses adjacent to the site.

(a) **Kellogg Avenue Frontage**

Buildings with facades along the Kellogg Avenue are intended to be designed in a manner that is compatible with the traditional look of Main Street and incorporate architectural elements that support the transition of the uses from Lincoln Way to Main Street. Buildings are required to consist of a minimum of two stories along Kellogg Avenue. Each building shall incorporate the following design elements into the design.

- i. Transparent windows at ground level. Glazing shall consist of a minimum of 40% to 50% of the façade area at the ground level. Commercial retail storefronts require higher levels of glazing than other uses. Glazing requirements apply along street frontages and to designated activity areas or plaza spaces.
- ii. Each tenant space shall have a pedestrian entrance that connects directly to the street. Corner lots may be required to provide an entryway at a corner or to include two entries.
- iii. Minimum ground floor to ceiling height of 15 feet for all buildings.
- iv. Incorporate wall plane changes and variations in the façade to create visual relief along long facades, e.g. 50 feet of facade length. Incorporate store front pattern and rhythm similar to Main Street, e.g. 25 feet.
- v. Clay brick building materials for front and side facades.
 - a. There is an exception for side facades obscured from view by an abutting building located within 5 feet of the property line.
 - b. Accent materials may be approved in addition to the use of clay brick.
 - c. Buildings greater with three or more stories may propose to incorporate a secondary façade material in addition to clay brick.
- vi. The building design shall include architectural details to create visual interest and design diversity, such as transoms, brick soldier course, corbel, cornice, lintels, projecting window bays, inset windows, canopies, parapet variation.
- vii. Alternative high interest architectural building materials, such as stone, glass, steel, architectural metal panels may be approved in lieu of clay brick when approved with a Major Site Development Plan.
- viii. Rear facades may include materials other than clay brick that are compatible with the overall design of the building.
- ix. No balconies are permitted along the perimeter of a building adjacent to a street.
- x. Commercial floor area requires a minimum depth of 60 feet, minor variations allowed through Design Review.

(b) **Other Street Frontages**

Buildings in areas without frontage along Kellogg Avenue may take on a variety of architectural appearances to meet the goals of the District for enhanced architectural design that creates visual interest and identity for the Lincoln Way Corridor. Buildings with facades along streets other than Kellogg shall incorporate the following design elements:

- i. Minimum ground floor to ceiling height of 15 feet.
- ii. Commercial floor area requires a minimum depth of 60 feet, minor variations allowed through Design Review.

- iii. Incorporate pedestrian entrances that lead directly to an abutting street.
- iv. Transparent windows at ground level. Glazing shall consist of a minimum of 30% to 50% of the façade area at the ground level. Commercial retail storefronts require higher levels of glazing than other uses. Glazing requirements apply along primary street frontages and to designated activity areas or plaza spaces.
- v. Clay brick shall be used as a primary building material for front and side facades, unless alternative high interest architectural building materials are approved through a Major Site Development Plan review.
- vi. Incorporate wall plane changes and variations in the façade to create visual relief along long facades, e.g. 50 feet of facade length.
- vii. The building design shall include architectural details to create visual interest and design diversity, such as transoms, brick soldier course, corbel, cornice, lintels, projecting window bays, inset windows, canopies, parapet variation.
- viii. Minimize the placement of balconies along Lincoln Way. When balconies are permitted along Lincoln Way, balconies shall not project more than 2-feet from the front primary building facade. Balconies may not project within 5 feet of the right-of-way.
- ix. Drive-through facilities may require a covered pick-up window and street screen walls with compatible materials to the principal building.”

Section Two. Violation of the provisions of this ordinance shall constitute a municipal infraction punishable as set out by law.

Section Three. All ordinances, or parts of ordinances, in conflict herewith are hereby repealed to the extent of such conflict, if any.

Section Four. This ordinance shall be in full force and effect from and after its passage and publication as required by law.

Passed this _____ day of _____, _____.

Diane R. Voss, City Clerk

John A. Haila, Mayor