

CHAPTER 02-27 Commercial and Industrial Guidelines Overlay Introduction

Section 02-27-001	Project Area Description and Design Theme
Section 02-27-002	Definitions
Section 02-27-003	Commercial Guidelines
Section 02-27-004	Design Goals
Section 02-27-005	Design Framework
Section 02-27-006	General Provisions
Section 02-27-007	Circulation Guidelines
Section 02-27-008	Site Planning Guidelines
Section 02-27-009	Site Grading and Drainage Guidelines
Section 02-27-010	Architecture Guidelines
Section 02-27-011	Landscape Architecture Guidelines
Section 02-27-012	Exterior Lighting Design Guidelines
Section 02-27-013	Sign Design Guidelines
Section 02-27-014	Typical Landscaping, Road class, and Buffering examples

02-27-001 Project Area Description and Design Theme “South Western European Design”

Located in the dramatic Uintah Basin, Naples City is a mix of residential, commercial, and industrial adapted to the native landscape of Ashley Valley. The aesthetic tenor for the development is rooted in the heritage of the Basin. Drawing from the area’s historic agricultural land base, the design reveals the traditional uses of the region, reinterpreted for today. Elements such as orchards, horse pastures, drainage channels, and irrigation channels have become defining forms for the community. The mingling of the native context with modern vernacular construction allows for contemporary living in a city and country style. The intertwining of environmental needs with developer constraints results in compact development preserving agricultural lands, and open areas.

The interpretation of the historic landscape surrounding Naples City blends the ideas of new urbanism with the natural western landscape. The linear and gridded forms of the landscape elements are recreated in each commercial area. Using a modified grid to structure the community allows for preservation of natural drainage channels while maintaining clear orientation and circulation. Short blocks, pedestrian ways, narrow streets with detached walks, regularly planted street trees, defined setbacks, and parks define the human scale for the community.

The elements of development shall emphasize greening the City by increasing buffering and landscaping requirements. The developments shall be walk-able and transit-oriented. We should not allow a strip mall with a sea of asphalt out front. Instead provide small wooded areas as buffer zones and locate parking areas behind or to the side of retail establishments with sidewalks and attractive streetscapes in front.

The street design reduces vehicle travel speeds and encourages pedestrian activity. The planning process involved city officials and community leaders in negotiating narrower street standards than those found in nearby communities. The design structure of each development promotes commercial, and retail to encourage a retail environment through variable commercial types and land uses.

02-27-002 Definitions

Should compliance with a guideline using this term is important to the Design Review Committee, but MAY NOT be required.

Shall compliance with a guideline using this term is MANDATED.

Consider used when suggesting a range of alternative design solutions. Compliance is recommended by not required.

Encouraged compliance with a guideline using this term is important to the Planning Commission, but is not required.

Provide The action mentioned shall be followed. Lack of compliance, where it applies, may be grounds for denial of approval.

Use This and other verbs presented in the imperative mood indicate that the action shall be followed, where applicable. Other examples are include, develop, delineate.

Alley A walk cutting through massed trees, or a formal procession of trees, originally in French seventeenth century gardens.

Bosque a grove of trees, particularly a thickly planted block forming part of the architecture of a garden.

Clerestory A portion of an interior rising above adjacent rooftops and having windows admitting daylight to the interior.

Stewardship The protection, management, care and guardianship of a property.

Fenestration The design and placement of windows in a building.

Streetscape The visual elements of street design.

Modern Vernacular Design that modulates precedent with innovation and blends recognition with surprise through the use of materials and forms.

Business Parks are self-contained commercial areas used for office space separated from other commercial zones by intervening zones of other types.

Satellite Commercial areas are self-contained commercial areas used for retail space separated from other commercial zones by intervening zones of other types.

Mixed Use Village Cores are commercial areas which have also incorporated residential uses. Mixed use village cores can be found only in the C zone in Naples City.

Commercial Village Cores are those areas designated as C-1 in the Naples City Land Use Ordinance.

02-27-003 Commercial Guidelines

These commercial guidelines address those physical elements of urban development that contribute to overall character, including built form, architectural style, streetscape, landscape architecture, parkland and open space, parking, service areas, signs, lighting and grading. The guidelines provide prospective developers with a clear statement of the design goals and objectives and development requirements for the Commercial/Retail Development. This framework will be used to create cohesive commercial zones through high quality design and construction. The guidelines are a tool for the development of site and building plans that will be submitted to the Planning and Land Use Commission.

The commercial areas are divided into four types: 1) mixed use village cores, 2) commercial village cores, 3) business park, and 4) satellite commercial. The design will maintain visual continuity and ease of movement between residential, village cores, commercial parcels, and business parks.

02-27-004 Design Goals

The goals for development in Naples City are to ensure that future urban form and development patterns are sustainable, that the architectural form of buildings relates to both pedestrians and automobiles, and that new development is in physical and visual harmony with the natural environment.

Develop corridors to connect people to commercial areas; these may be streets, pathways, or recreational corridors.

Develop mixed use, commercial and business zones that have distinct and identifiable characters.

Preserve and create open space that respects existing topography and minimizes the impact of development on the natural environment.

Design urban space and buildings that create or contribute to a sense of community.

Build lasting infrastructure, architecture and landscape architecture.

02-27-005 Design Framework

A. Preface

This section defines design themes for Naples City that uphold the preservation of the natural environment and the heritage of rural and small city in Uintah County, and establishes design principles that support innovative architecture, landscape architecture, and site planning.

B. Design Vision: The Natural Environment Theme

The aesthetic tenor for Naples City is rooted in the heritage of rural Eastern Utah. Drawing from the area's historic agricultural Land base, the design reveals the traditional uses of the region reinterpreted for today. The site was long used for agricultural farming and still displays agrarian oriented patterns on the land. Accordingly, drainage channels, horse and cattle pastures, orchards, and irrigation channels are defining forms for the new community.

The following forms are central to the vision for Naples City:

- 1 Regional historical planting patterns such as horse and cattle pastures, orchards, and alleys shall be promoted as landscape elements
- 2 Southwestern architecture shall be promoted within Naples City. The southwestern theme is comprised of a combination of earthen tones, exposed wood/lumber, columns, and stucco or rock finishes. Flatter roof lines copy the surrounding mountains and arched windows and doors are set apart with strong framing and supports.
- 3 The existing topography shall direct design; land use patterns shall respect and complement the land forms. The character of the natural site must be incorporated into the design such that the geometric forms of the built environment and the natural forms of the land form a complementary relationship.
- 4 Environmentally sensitive areas shall be protected from encroachment or inappropriate use.

C. Commercial Development of Naples City

There are two types of commercial zones within Naples City: C, which is associated with downtown, and C-1 which is non-downtown commercial. There is also an Industrial Zone (I-1). Each will provide a set of uses and facilities to serve the residents of Naples and the larger region. The following tenets will guide commercial and industrial development:

- 1 Create commercial corridors (commercial village cores) that maximize regional marketing potential afforded by high visibility yet maintain cohesion with adjacent properties and village centers.
- 2 Create a business park that will attract heightened technology, research and development firms.
- 3 Create and support the industrial areas that allow storage, manufacturing, and business operations.

D. Urban Design

Within all three commercial zones, buildings should relate to one another through scale, form and material, and should be appropriately scaled for pedestrian activity. Creating a relationship between the street, open space, and public amenities is critical to the overall character of Naples City. To this end, the following design precepts shall guide the development of the commercial zones:

- 1 Within the mixed use village cores, locate buildings adjacent to the street. The bulk or mass of buildings should establish a consistent streetscape that defines a recognizable street edge.
- 2 Building masses should be scaled to integrate with neighboring properties, particularly where dissimilar land uses abut.
- 3 Provide open space to accommodate active public life. These include city squares, village greens, pocket parks, and urban plazas.
- 4 Maintain a well designed transition between open spaces and developed area.
- 5 Where appropriate, use formal street scape treatments such as parkway strips between street and sidewalk, regularly spaced canopy trees, and special paving to denote pedestrian zones.
- 6 Establish gateway features at key intersections of the various commercial areas. These elements may include entrance plazas, fountains, tree bisques, special pavement treatments, monumentation, or public art.
- 7 Establish a series of vehicular and pedestrian nodes designed to enhance points of convergence and concentration of activities.
- 8 Provide direct vehicular access to specialty retail storefronts through on street diagonal and parallel parking.
- 9 Break up parking areas into smaller units in order to reduce the walking distance to storefronts and other commercial activities.
- 10 Require reciprocal cross access between parcels in order to minimize multiple entrances and curb cuts.
- 11 Promote a mixture of daytime and evening uses in order to concentrate shared parking arrangements and to increase opportunity for 24hour activity in the commercial zones.

12 Establish an off street open space/greenbelt link between commercial zones and adjacent neighborhoods and public facilities.

13 Use detached sidewalks whenever possible throughout the City.

14 All commercial development is encouraged to dedicate 1% of building cost for public artwork: fountains, bell tower, plaza w/colonnades and benches” to be located at or near the building or within public areas.

E. Industrial Cores

a. Preface

The industrial cores are in high demand along the US 40 corridor and the airport area. These areas are used for business administration, material and equipment storage, and industrial manufacturing. Prominent components of the design include prominent entries, strong frontal roof lines, upgraded fronts such as: stucco, cut stone, arches, that create a strong building character, and front and side lot landscaping. Evergreen and deciduous trees and large shrubs combined with other water conserving plants create the landscaping presence of the site.

b. Permitted Uses:

- Light Industrial
- Temporary storage
- Equipment and vehicular services
- Food/dining

c. Metal building regulations

All buildings constructed of metal, having any exterior wall or façade fronting a public street shall have the exterior wall or façade of such building of such construction as to have a minimum of architectural treatment of Grick, glass, wood stucco, stone or Masard after the South Western European Design. The exterior wall or façade of any metal building fronting upon any public street shall not have the appearance of a metal building.

Permitted Uses:

- Retail commercial
- Office and related uses
- Personal services
- Food/dining
- Health
- Arts/cultural
- Automotive certain auto uses
- Childcare
- Hotel/Motel

Grocery
Big box retail
Multifamily residential

F Commercial Village Cores

Commercial village cores are designed to accommodate the immediate needs of both vehicles and pedestrians by providing easy access to goods and services. Commercial village cores are similar to mixed use village cores in permitted uses, differing primarily in the addition of big box retail. Appropriate uses for commercial village cores include offices, governmental functions, restaurants, retail shops, professional services and entertainment. Located at the intersections of parkways, these areas offer high visibility yet maintain a design character that is cohesive and unified with adjacent properties. The intent is to create an environment where larger buildings are stitched together by plazas, squares, courtyards, internal private streets, and pedestrian walks. The layout and size of parking lots, landscaping, signage, and entry monuments are integral in creating continuity within the commercial village cores.

G Business Park

a. Preface

Business parks demonstrate the high quality design inherent to the community. Developed as a commercial zone hosting a low density mix of professional offices, research, and light industrial uses, the business park zones will be a technological center for the region. While primarily a location for business, research and technology, the business center will allow supporting services such as restaurants, lodging, and other such uses.

Views into the surrounding mountain ranges, and valleys provide the business park with a dramatic natural backdrop that will support innovative architecture and landscape architecture. The campus like site plan allows businesses the flexibility to house a variety of services within a central location and provides opportunities to establish corporate identity through design. The business park will become a premier location for new and relocating companies with the growing community of Naples providing quality living for employees.

b. Permitted Uses:

Office
Research
Light industrial
Restaurants
Lodging
Day care
Medical and dental facilities

Veterinary services
Computer and equipment sales and repair
Residential

H Special Permit Uses

The Planning Commission approve special uses. The prospective purchaser must submit plans and a detailed description of the proposed use. Approval or disapproval shall be based in part on the effect of the proposed use on adjacent properties. Special uses must be approved in writing by the Planning Commission.

02-27-006 General Provisions

A Conflict with Other Regulations

All development within Naples City planning area shall comply with Laws of the State of Utah and the United States Federal Government and be compatible with the intent of the codes and regulations of the City of Naples to the extent that in Naples City Commercial and Industrial Design Guidelines conflict with Design Guidelines that may be required by Naples City then the Commercial and Industrial Design Guidelines shall prevail.

B Waivers

The Developer shall have the right to waive, at its sole discretion, any provisions of Naples City Design Guidelines as may be applied to any specific development plan, except for any provision that is mandated (as described in definitions on page 12 herein). The City and the Developer will need to mutually agree to waive a mandated guideline/provision. No such waiver shall be construed or held to be a waiver of any other provisions of Naples City Design Guidelines, or of the same provisions as to any other party.

C Amendments and Supplements

Naples City, may from time to time with written notice to all owners of real property of Naples City, amend or supplement the Design Guidelines, at its sole discretion. Any such amendments shall be applicable to all development plans which are subsequently mutually approved by The Developer and the City.

D Approvals

Unless otherwise explicitly provided herein to the contrary, all approvals required under Naples City Design Guidelines shall be in writing and may be granted or withheld at the sole discretion of the City. Any approval pursuant to these design

guidelines does not constitute a warranty, assurance or representation by the Planning Commission and the approving party should have no responsibility by virtue of such approval.

E Design Review Committee Requirements

a. Design Review Committee

The Design Review Committee is established to assure current and future owners that the adopted covenants, codes and restrictions are being enforced and that the overall design theme will be adhered to by future development and the Planning Commission which has been established. The Planning Commission is responsible for reviewing plans for all development, including construction of any type, landscaping, lighting, signage, deed restrictions, reviewed by the Planning Commission to determine their compliance with the covenants and this document.

b. Design Review Procedure

All plans for construction must be submitted to the Planning Commission for approval. Staff review will take approximately 30 days per submittal. Action will take place no more than 60 days from the submittal of final working drawings. For a typical building project, 3 copies (one copy for owner, one copy for PC, one copy for Building Official) of the required information must be submitted. One copy shall remain on file with one copy to be returned to the applicant with Planning Commission comments.

Prior to the submittal, the applicant should arrange to obtain a copy of any available engineering, grading, utility, street and drainage plans.

c. Submittal Process

There is a four-step submittal/approval process. These are:

1. Pr-application Conference (Pre-Design review)
2. Preliminary Review (Schematic Design review)
3. Final Review (90% Construction Documents)
4. Final Approval Prior to Certificate of Occupancy

The following sections describe the process for each step and the information required.

d. Application Fee

An application fee must accompany the submittal; it shall be based on the following criteria:

<u>Project Type</u>	<u>Fee Amount</u>
Industrial/R&D/Warehouse	\$250.00
Retail/Commercial/Office	\$250.00

e. Pre-application Conference

Prior to the formal submittal of a request for approval, an informal conference is recommended between the applicant and the Planning Commission. This conference will serve to acquaint the applicant with the overall context of Naples City as well as covenants and design guidelines. At the same time, the Planning Commission will become familiar with the applicant's development intent. Conceptual site plans and conceptual building drawings will aid in discussion at this conference, however; applicants are strongly encouraged NOT to prepare detailed schematic designs until after this conference.

Suggested material for discussion at the Pre-application conference includes;

1. General project concept
2. Specific uses proposed and intensity of use proposed (floor area/parking demand)
3. Proposed construction timing
4. Conceptual building size, massing, and site plan ideas.

F Preliminary Submittal

This review cover conceptual site planning, architecture, and landscape architecture for the project. Review by the Planning Commission will not commence until all specified information has been submitted. The material must be submitted 21 days prior to a regularly or specially scheduled Planning Commission meeting. The material submitted should constitute schematic level design documents for architecture and landscape architecture. The required drawings are to be prepared by licensed design professionals. Based on the results of the pre-application conference, the following information shall be submitted by the applicant:

a. Preliminary Site Plan (to include)

1. Site and context plan (immediately adjacent properties)
2. Site coverage data total property area
3. Required setbacks for buildings and parking areas
4. Building height
5. Pedestrian circulation
6. Vehicular access and circulation
7. Buildings, storage, loading and trash location areas
8. Parking areas with total spaces provided
9. Driveways, sidewalks, trash enclosures, and utility screening
10. Site lighting including fixture selection
11. Landscape plan including hardscape elements
12. Grading and drainage plan
13. Development phasing concept, if applicable

Note: the site plan(s) must show development of the entire property, including proposed future phases.

b. Preliminary Architectural Plans (to include)

1. Building elevations (all sides)
2. Typical floor plans noting exterior dimension and total gross floor area
3. Notations explaining building materials, colors, and finishes
4. Special attention to screening of storage areas, mechanical equipment, loading docks and trash receptacles.

c. Preliminary Landscape Architecture Plan

1. Location of trees, shrubs, ground covers, berms, walls, fencing, etc .
2. Plants under consideration
3. Conceptual design of courts, plazas, terraces and other special features.
4. Delineate landscape theme areas: native, formal, naturalized, agrarian.

d. Project Data (to be included on the site plan)

1. Name of Owner, Developer and/or Builder (as applicable)
2. Name of project
3. Name of Architect/Landscape Architect/Engineer
4. Proposed use
5. Development schedule
6. Total site area
7. Total building area (gross and net rentable as applicable)
8. Total landscape area
9. Identification of project phasing and phasing schedule
10. Required parking by code
11. Location and block number
12. Name, address and telephone number of person who will maintain communication with the Planning Commission. This should be a person who will have long term responsibility for the projects.
13. A proposed building construction schedule to describe:

Start of site preparation and building construction
Building completion
Landscape and site work completion
Phasing and expansion plans
Occupancy

e. Final Application (Construction Drawings)

After preliminary approval, a final application must be submitted prior to

final Planning Commission approval and/or issuance of a building permit. The material submitted should constitute 90% complete construction drawings for architecture and landscape architecture. The following information shall be submitted for the final application.

G Site Development Construction drawings (to show in addition to the Preliminary Application requirements):

1. Location and size of building/easements/utility locations
2. Curb cuts and access points for autos and service vehicles
3. Parking areas, islands, and drive aisles with number of spaces noted
4. Pedestrian circulation system
5. Loading area (location and design)
6. Trash enclosures (location and design)
7. Open space area
8. Finished contour grading/drainage plan with drainage structures and any drainage storage.
9. Building pad elevations

Site plan shall be prepared on a topographic base map of 1foot contour interval and 1" = 20' unless otherwise approved by the Planning Commission.

H Landscape Construction Documents to show:

1. Grading, water retention, retaining walls, rock work, and slope stabilization
2. Walkways, plazas, decks, walls, and fences (type, details, materials, and location)
3. Trees, shrubs, ground covers, grasses and mulches; indicate type, size and location.
4. Location and dimensions of berms and other grading elements
5. Location and type of hardscape materials
6. Site furniture: benches, fountains, kiosks, trash receptacles, flag poles, etc.
7. Irrigation plan including line size, locations, valves and controllers
8. Materials list, including type, size, quantity, and specification of all materials.

Landscape plan shall be prepared on a topographic base map of 1foot contour interval; Scale: 1"=20' unless otherwise approved by the Planning Commission.

I Building Construction Documents to show:

1. Architectural site plan
2. Building floor plans

3. Exterior elevations, colored to accurately indicate the colors and materials to be used.
4. Building and wall sections specific to exterior elevations.
5. Sample board displaying actual samples of all exterior building materials and actual colors, as requested by the Planning Commission.

J Signage and Lighting documents to show:

1. Location of all information and directional signs
2. Location of all lighting fixtures by type, e.g., (area, building accent, security signage)
3. Signage system design: plan and elevation drawings to show the size, graphic layout, type face, construction details, materials, color and lighting method of all signs.
4. Exterior Lighting system design: plan and elevation drawings to show the size, construction details, material, and colors of all light fixtures.
5. Photometric analysis of lighting coverage

Plan shall be 1" = 20' unless otherwise approved by the Planning Commission.

K Construction Schedule

L Pertinent Details and Specifications

M Written material to include tabulation, expressed in square feet and in percent of site coverage describing (minimum, required, proposed):

1. Building coverage (footprint)
2. Landscaped open space
3. Driveways, parking, and loading areas.

This tabulation should total 100% of the site.

N Final Approval/Building Permit

The final submittal will be reviewed by the City Council and approved, conditionally approved, or disapproved. Detailed reasons for its conditional approval or disapproval will be given in writing. Final approval and infrastructure acceptance is required prior to building permit issuance.

O Construction Compliance Verification

The (City Council) shall have the right to review construction work in progress to evaluate compliance with the construction documents as approved. All design changes, which affect the exterior conditions of the project shall be approved by the Planning Commission and can be sent to City Council for final acceptance.

Construction Precautions:

In order to minimize soil erosion by water and wind, practical combinations of the following shall be used:

1. Expose smallest practical area of cleared land during construction
2. Temporary ditches, dikes, vegetation and/or mulching shall be used to protect critical areas exposed during development or construction.
3. Sediment basins (debris basins, desilting basins, or silt traps) shall be installed and maintained to remove sediment from runoff waters during development.
4. Permanent landscaping shall be installed as soon as practical after construction activities.
5. Temporary mulching shall be used for imported fill and other distributed areas subject to erosion, on construction projects over 6 months in duration.

All construction storage, equipment yards and on site trailer and San-o-lets shall be fenced or segregated in a manner approved by the Planning Commission and shall be located on the site in a way to minimize their impact on adjacent properties and public streets. Construction sites shall be maintained in a neat and orderly manner. All trash shall be kept in enclosed containers and emptied frequently.

Construction access shall be coordinated with and approved by the City Building Official. Special care shall be taken to protect existing curbs and pavements from damage and removal of site soil tracked onto streets.

At the end of the construction period, by phase, the applicant shall submit to the City Building Official reproducible copies of record drawings (as built) showing the actual locations of all underground utilities and irrigation systems.

P Modifications

If it becomes impossible or impractical to complete construction of a structure or a multiple structure project substantially in accordance (with design consistency determinations obtained pursuant to the Design Review Process), the owner of such structure or project shall notify the Land Use administrator of such impossibility or impracticality and shall submit to the Land Use administrator an alternative design that is as close as reasonably possible to the consistent or approved design. The Planning Commission shall refer such proposed alternative design to the City within 30 days. The City shall treat such referral as a new application.

02-27-007 Circulation Guidelines

A Preface

The circulation concept for Naples City is based on a hierarchy of roadways and pedestrian paths that connects village cores, commercial cores, and business parks, to neighborhoods and surrounding development. The primary system consists of Highway 40 and other local collection roads. This circulation network is organized to allow for the greatest number of possible routes from one location to another. The street design and pattern is geared toward reducing vehicle travel speeds and encouraging pedestrian activity. Streets, alleys, walks, and trails are interconnected to facilitate access and minimize congestion.

B General Parameters

- a. The circulation system shall respond to topography and environmental constraints. On relatively flat terrain, grid, or modified grid street patterns should be used to reinforce traditional neighborhood design (TND).
- b. There shall be a clear separation between pedestrian and vehicular traffic.
- c. Pedestrian circulation layout on any development site should take into account all offsite generators of pedestrian movement, such as open spaces, schools, retail centers, bus stops, etc.
- d. Surface accent strips of brick or textured paving should be used to define pedestrian walkways.
- e. Long straight streets shall be avoided. Human scale, narrower and shorter run streets shall be encouraged.
- f. Streets and pathways should lead directly to visual anchors and/or focal points.
- g. Direct connections shall be provided to public features (e.g., village cores, golf course), thereby reducing public traffic on residential streets.

C Roadway Hierarchy

The variously sized roads within Naples City are intended to accommodate traditional and alternative forms of movement within the community.

Vehicular Circulation System:

The road system is divided into a seven part hierarchy: 1) four to six lane arterials; 2) two lane with turn lane community collectors; 3) two lane local streets; 4) two lane private byways in commercial areas. All roads will be built to minimum paved travel width, except for special provisions for commercial streets in the village cores.

Note: all roadway dimensions are to back of curb.

1. Four lane Arterials Parkways

Parkways are designed as four-lane roads expandable to six-lanes (total) and maintain 45 mph speeds.

2. Two lane Community Collector Class I

Designed to collect traffic from individual neighborhoods and carry it to the arterials, the two lane collectors have two, 12 feet drive lanes turn lane 14' and two, 8' parallel parking lanes within a 60 feet easement. Right-of-Way, (ROW). Additional features include 6 feet park strips, 5 feet minimum (6 ft. sidewalks would require 12 ft minimum fence setback) detached sidewalks within the ROW and a 10 feet minimum fence setback outside the ROW to allow for landscaping between the sidewalk and (optional) fence. Community Collectors Class I are designed for 25 mph.

3. Two-lane Community Collector Class II

Similar to the Class I except with only one, 10 feet parallel parking lane. Drive land widths are increased to 16 feet and designed to accommodate speeds of 35 mph.

4. Two-lane Private Internal Commercial Street with Diagonal Parking

The two lane private internal commercial street consists of two 12 feet drive lanes with associated 20 feet diagonal parking bays on each side of the street. Internal commercial streets will be characterized by traditional 10 to 12 feet adjacent sidewalks located within a 64 to 68 feet ROW.

5. Two-lane Private Internal Commercial Street with Parallel Parking

Two lane private internal commercial street consists of two, 12 feet drive lanes with parallel parking bays on each side of the street and 10 to 12 feet adjacent sidewalks all located within a 60 to 64 feet ROW.

6. Alleys

Alleys are characterized by a minimum 15 feet wide paved section in a 24 feet right-of-way and provide access to service entrances in mixed use village cores. An additional two and a half feet setback shall be provided from the edge of pavement to the service door.

D Mixed Use Village Cores Circulation

a. Pedestrian Circulation

Great pedestrian streets are characterized by a dense development pattern that accommodates several modes of transportation, particularly walking and biking.

1 Design direct connections along roads: pedestrian walks shall be provided along all roads within the village cores. Adequate separation from automobile traffic in the form of landscaped park strips, parking lanes, etc., should be provided.

2 Sidewalk size should be sufficient for easy use by more than one person. Standard walks of five feet wide should be increased to ten to twelve feet in areas of intense pedestrian use, such as shopping streets

3 Streetscapes should incorporate tree canopies, windrows, pergolas, arcades, colonnades, awnings, canopies, and other landscape or architectural devices to enhance pedestrian protection and comfort. Street furniture should be provided in pedestrian intense areas such as: plazas, courtyards, squares, turnouts, and porte-cocheres.

4. Provide direct connections to open space within the village core. Connections may be in the form of sidewalks between buildings to courtyards, plazas, and squares located behind storefronts.

b. Automobile Circulation

The presence of automobiles should complement rather than dominate the circulation system. To minimize vehicle presence, the following street standards should be adopted.

1. Multiple, direct vehicular connections to and from village cores should be provided to minimize the importance of any single vehicle connection and thereby reduce traffic on internal village core streets.

2. Within village cores roads shall be narrower and speeds slower to enhance the pedestrian atmosphere.

3. Driving speeds for village core internal streets should not exceed 20 mph.

4. The curb return radius of internal streets at intersections should not exceed 25 feet.

E Commercial Village Core Circulation

Located only at the intersections of parkways, commercial village cores offer high visibility and easy access for automobiles and pedestrians. The following circulation parameters have been established to aid the success of these commercial zones.

a. Pedestrian Circulation

Pedestrian accessibility opens auto-oriented developments to adjacent neighborhoods resulting in reduced traffic and creating a more inviting pedestrian environment. The following design standards should be followed.

1. Provide continuous sidewalk circulation contiguous to vehicular circulation elements (e.g., arterial, collectors, and local internal streets).
2. Provide connections to individual sites and buildings that are adjacent.
3. Link open spaces.
4. Provide direct and easy pedestrian access to storefronts.
5. Provide convenient pedestrian connections from the parkways regardless of differing grade conditions through the use of sidewalk ramps and staircases.
6. Sidewalks adjacent to retail storefronts should be 6 to 10 feet wide and located between storefront and planted or paved parkway strip.
7. Buildings should incorporate pedestrian pass through to allow for pedestrian circulation from rear parking lots to street frontage and sidewalks.
8. Sidewalks at least 5 feet in width shall be provided along all sides of the lot that abut a public street.
9. Continuous internal pedestrian walkways, no less than 5 feet in width, shall be provided from the public sidewalk or right-of-way to the principal customer entrance of all buildings on the site. At a minimum, walkways shall connect focal points of pedestrian activity such as, but not limited to, transit stops, street crossings, building and store entry points, and shall feature adjoining landscaped areas that include trees, shrubs, benches, perennial beds, ground covers, or other such materials for no less than 50 percent of its length.

10. Sidewalks, no less than 6 feet in width, shall be provided along the full length of any building facade that features a customer entrance, and along any facade abutting public parking areas. Such sidewalks shall be located at least 5 feet from the facade of the building to provide planting beds for foundation landscaping, except where features such as arcades or entryways are part of the facade.

11. Internal pedestrian walkways provided in conformance with the above guidelines shall provide weather protection features such as awnings or arcades within 30 feet of all customer entrances.

12. All internal pedestrian walkways shall be distinguished from driving surfaces through the use of durable, low maintenance surface materials such as pavers, bricks, or scored concrete.

b. Automobile Circulation

Vehicular access to the commercial village cores occurs along parkways and major intersections. Subsidiary connections are made along internal private streets and circled aisles. The internal circled system moves through smaller parking areas and open space elements.

1. Development shall minimize curb cuts. Wherever possible, curb cuts and driveways should be shared between multiple projects.
2. The area of paved surface between the street and any structures on the property should be minimized.

F Business Park and Satellite Commercial Circulation

Within the business park, site access and internal circulation should be designed to emphasize safety and efficiency by reducing conflicts between vehicular and pedestrian traffic. Circulation and access areas should be combined where possible and adequate maneuvering and stacking areas should be provided.

a. Pedestrian Circulation

1. As throughout Naples City, pedestrian access is key to the design of the business park and satellite commercial. Site layout should encourage walking through the business center in order to reduce the number of vehicular trips within the site.
2. Areas of pedestrian activity such as plazas, courtyards, and seating areas, should be delineated with accent paving and pedestrian scale lighting. Where pedestrian and vehicular traffic interface, paving and signage should be used to alert drivers.

3. Clear pedestrian routes to building entrances should be provided.
4. Textured or integral-colored paving that is distinguishable from the road surface should be used to define main pedestrian routes within parking lots.
5. Each owner is responsible for public sidewalk portions that extend on and through his/her property. These responsibilities are and not limited to snow removal, repair, and cleaning.
6. Building entries should incorporate pedestrian amenities such as seating, appropriate lighting, and hardscape.

b. Automobile Circulation

Vehicular circulation within the business park should follow a hierarchy and organization that minimizes the visual presence of automobile circulation and service functions while maximizing uninterrupted sidewalks and pedestrian access.

1. Development shall minimize curb cuts. Wherever possible, curb cuts and driveways should be shared between projects.
2. Where multiple access points are provided, entrances and exits to and from parking and loading facilities should be clearly marked with appropriate directional signage.
3. Vehicles should not be required to enter a public street in order to move from one area to another on the same site.

02-27-008 Site Planning Guidelines

A Preface

Site planning for Naples City's commercial areas is intended to maintain visual consistency, ensure strong connections between neighborhoods and commercial area, and to create inviting and dynamic shopping zones. To this end, the site planning guidelines seek to: 1) control building placement; 2) establish building setbacks that promote dynamic streetscape; 3) site buildings to frame formal open spaces; 4) promote pedestrian connections that link commercial activity centers; 5) provide conveniently located access points and driveways; and 6) lessen the impact of visually disruptive elements such as service areas.

Requirements for parking, service, loading, special equipment, utilities, communication devices, and fencing and screening are similar for each commercial area. Specifications are at the end of this section.

B Industrial Development (No Heavy Industrial)

Much of the area around the airport and US 40 will be developed into light industrial development. Each different development will have its own unique needs. The buildings will be primarily steel box with type facades including buildings with storage and parking areas in the rear and sides. Some visitor parking will be located in the front of the building and most employee parking will be located in the rear or side of the site. There is little pedestrian demand in these locations other than connectivity through the area along streets or through open space corridors.

a. Metal building regulations

All buildings constructed of metal, having any exterior wall or façade fronting a public street shall have the exterior wall or façade of such building of such construction as to have a minimum of architectural treatment of brick, glass, wood stucco, stone or Masard after the South Western European Design. The exterior wall or façade of any metal building fronting upon any public street shall not have the appearance of a metal building.

b. Spatial Structure

Variation in types and sizes building within the Industrial development is encouraged. Open space areas should be maintained within the areas at intersection and entryways. Roadway designs and intersections should anticipate large vehicular movements and access. Entrances to sites should anticipate large turning movements also. Building frontages should face the roadway with landscaping and slight berming.

c. Setback Requirements

Front setbacks should reinforce the streetscape edge and allow for a suitable sidewalk, parking, landscaping and streetscape amenities. Setback requirements shall be measured from the front, side and rear parcel boundary lines to the front, side and rear setback lines. Setbacks for buildings and parking lots from adjacent street rights-of-way are:

Front setback	55' minimum
Side setback	10' minimum
Rear Setback	30' minimum

(At corner lots, the “front” side is the direction the major entry faces, or the direction the majority of the building mass faces.)

1. No storage or outside work areas shall be allowed within the setback areas.
2. No building or architectural feature shall penetrate the setback area without special approval of the City.
3. Setbacks from major parkways shall be an additional 20'.
4. All setbacks shall be measured from the foundation wall or outermost architectural feature, e.g. overhand, etc.
5. Setback requirements may be varied with approval from the City to accommodate special site and building conditions.

C Commercial Village Core

Commercial village cores will be located at the intersections of the major parkways. These commercial areas feature a variety of goods and services ranging from small retail establishments to big box retail. To avoid the strip mall structure, the commercial village cores will be organized around public open space amenities and will maintain lesser setbacks and smaller parking lot configurations. This section provides general design guidelines for the commercial village cores should be personal and pedestrian friendly.

a. Spatial Structure

Buildings should offer pedestrian scale features, spaces, and amenities. Entrances and parking lots should be functional and inviting with walkways conveniently tied to logical destinations. Furthermore, bus stops and drop off/pickup points should be considered as integral parts of the configuration. Pedestrian ways should be anchored by special design features such as towers, arcades, porticos, public art, pedestrian light fixtures, bollards, planter walls, and other architectural elements.

Each retail establishment shall contribute to community and public spaces by providing at least two of the following; patio/seating area, pedestrian plaza with benches, courtyard, transportation center, window shopping walkway, kiosk area, water feature, clock tower, fountains or other such focal feature or amenity. Such areas shall have direct access to the public sidewalk and shall not be constructed of materials that are inferior to the principal materials of the building and landscape. Large retail buildings should feature multiple entrances to reduce walking distances from cars, facilitate pedestrian and bicycle access from public sidewalks and open spaces, and provide convenient movement

between buildings. All sides of a building that directly face a public street shall have at least one customer entrance. The rear or sides of buildings should feature architectural details and landscaping to alleviate expanses of blank walls.

b. Setback Requirements

Setbacks from streets shall conform to setback requirements established in the corresponding zone guidelines (See Land Use Ordinance chapters 02-21 through 02-26 and 02-28).

D Business Park and Satellite Commercial

This section addresses broad site planning issues for buildings, parking and utilities. Roadways and sidewalks should be organized in an axial fashion, with visual terminus in a building element, landscape element or view corridor. Buildings should be organized to relate to adjacent buildings rather than as separate pieces of the plan and should work together to create pedestrian areas. To structure site planning in the Business Park the following precepts have been established:

1. Controlled site access. A minimum of two accesses are required.
2. Structures should be surrounded by landscape/hardscape features so that the office portion of the building does not directly abut paved areas. A landscape strip, minimum 20 feet long and 5 feet wide, should be provided between parking areas and the office portion of a structure.
3. Where business park uses are adjacent to non business park uses, appropriate buffering techniques such as setbacks, screening, berming, and landscaping shall be provided to mitigate any negative effects of business park operations.
4. Development in the Business Park is encouraged to dedicate 1% of building cost for public artwork to be located at or near the building or within public areas.

a. Setback Requirements

A variety of building and parking setbacks should be provided in order to avoid long monotonous building facades and to create diversity. In addition, building setbacks should be proportionate to the scale of the structure and in consideration of existing development adjacent to it. Larger structures require

more setback area for the balance of scale and so as not to impose on neighboring uses.

Setback requirements shall be measured from the front, side and rear parcel boundary lines to the front, side and rear setback lines.

Minimum setbacks for buildings and parking lots from adjacent street rights-of-way are:

Front setback 30'
Side setback 20'
Rear setback 30'

(At corner lots, the “front” side is the direction the major entry faces, or the direction the majority of the building mass faces.)

1. No storage or outside work areas shall be allowed within the setback areas.
2. No building or architectural feature shall penetrate the setback area without special approval of the Planning Commission.
3. All setbacks shall be measured from the foundation wall or outermost architectural feature, e.g. overhand, etc.
4. Setback requirements may be varied, with approval from the Planning Commission, due to special site and building conditions.

E Site Planning Requirements

This section delineates requirements for parking, service, loading, special equipment, utilities, communication devices, and fencing and screening for mixed use village cores, commercial village cores, and the business park.

a. Parking Requirements

Parking areas should provide safe, convenient, and efficient access. They should be distributed to reduce overall scale of paved surface and to shorten walking distances between cars and buildings. No more than 50 percent of the off street parking area for the lot, tract, or area of land devoted to the large retail establishment shall be located between the front facade of the building and the abutting streets.

1. The parking lot and cars should not be dominant visual elements of the site. Large expansive paved areas located between the street and the building shall be avoided in favor of smaller multiple lots separated by landscaping and

buildings.

2. Divide lots with planted buffers to create a series of smaller lots (maximum 200 cars).

3. Parking areas, drive aisles and lots adjacent to and visible from public streets shall be adequately screened from view by the using rolling earth berms and landscaping. Water conserving profiles are encouraged in the design of landscape berms. Low decorative screen walls, changes in elevation, landscaping, or combinations thereof should be used wherever possible.

4. The business park site should be a self contained development capable of accommodating its own parking needs. The use of public streets for parking and staging of trucks shall not be allowed.

5. For security purposes, all parking spaces should be visible from the interior of the structures, especially entrances.

6. The layout of parking lots should work with the existing site grading. The use of terraced or stepped parking platforms is encouraged to break down apparent size of parking areas.

7. Minimize walking distance from furthest parking space to a building.

8. Locate vanpool and carpool spaces close to buildings to encourage their use.

9. Standard minimum parking space dimensions shall be 10'0" by 20'0" for full size cars and 8'0" by 16'0" for compact cars.

10. Minimum drive aisle width shall be 23'0".

11. Handicap parking required per Naples City Development Code.

12. Parking is not permitted in landscape areas.

13. Parking lots shall have landscaped islands provided at maximum intervals of 23 spaces at retail uses and 15 spaces at office uses and at the end of all parking rows. These islands shall be a minimum width of six feet (6'0"). A continuous poured in place concrete curb shall be provided around landscape islands.

14. The use of parking bumpers in surface lots is prohibited.

15. A continuous poured in place concrete curb and gutter shall be provided around all parking and access areas. Curb may be used as a wheel stop with a maximum 5' overhang.

16. Roadways and primary drive lanes within parking lots shall be oriented so as to create an axis which terminates in either a building element, landscape element, or view corridor whenever possible.

17. Human services facilities (day care centers, schools, libraries, etc.) That regularly have more than 20 clients onsite and are located on an arterial, major collector, or parkway shall be served by a minimum of one passenger loading area.

18. Minimum parking requirements by land use are defined in the Naples Development Code, Appendix A (See parking requirements)

b. Service, Loading, and Special Equipment Areas

To minimize visual and noise impacts on adjacent uses, loading areas, storage areas, HVAC units, garbage receptacles, etc., shall be screened, recessed, or enclosed. Appropriate locations for loading and outdoor storage include areas between buildings, where more than one building is located on a site and such buildings are not more than 40 feet apart, or on those sides of buildings that do not have customer entrances.

1. Service and delivery activities shall be separated from primary public access and screened from public view either by being located underground or internal to structures, or by providing walls, fences, and/or landscaping of sufficient height and density. Roofs shall be required if the area is over viewed by residential uses.

2. Service, storage, and maintenance areas shall be constructed and maintained according to the following criteria:

a. No materials, supplies, or equipment, including trucks or other motor vehicles, shall be stored onsite except inside a closed building or behind architectural screening, to prevent visibility from neighboring properties and streets.

b. All storage areas shall be located on the side or rear portions of buildings.

c. No service, storage, maintenance, or loading area shall extend into a setback area.

3. Loading areas shall be entirely onsite. Offsite vehicle loading shall not be permitted.
4. All service and loading areas shall be positioned so service vehicles will not disrupt traffic flow to or from the site.
5. Commercial and industrial buildings shall have one off street freight loading area for each 10,000 square feet of gross floor and/or outdoor storage area.
6. Loading areas should not be visible from street frontages. Loading docks shall be located on the interior side or rear yards (where the rear of a building does not face a public street) and concealed from public view.
7. Refuse collection areas shall be screened with solid perimeter walls using materials and colors compatible with those of the adjacent buildings.
8. Areas for outdoor storage, truck parking, trash collection or compaction, loading, or other such uses shall not be visible from abutting streets.
9. No area for outdoor storage, trash collection or compaction, loading, or other such uses shall be located within 20 feet of any public street, public sidewalk, or internal pedestrian way.
10. Delivery and loading operations should not distribute adjoining neighborhoods or other uses. No delivery, loading trash removal or compaction, or other operations shall be permitted between the hours of **10 p.m. and 7 a.m.** within the mixed use village cores unless the applicant submits evidence that sound barriers between all areas for such operations effectively reduce noise emissions to a level of 45 db, as measured at the lot line of any adjoining property.
11. Loading docs, truck parking, outdoor storage, utility meters, HVAC equipment, trash collection, trash compaction, and other service functions shall be incorporated in to the overall design of the building and the landscape so that the visual and acoustic impacts of these functions are fully contained and out of view from adjacent properties and public streets.
12. Non enclosed areas for the storage and sale of seasonal inventory shall be permanently defined and screened with walls and/or fences.
13. Vehicles shall be stored in designated areas only. If vehicles are to be stored more than 48 hours, they shall be stored in an area screened from adjacent properties, parking areas, public roadways, and pedestrian areas.

C Utilities and Communication Devices

1. Utility equipment and communication devices located on the ground shall be screened so that the site will appear free of all such devices. Utility lines for water, gas, sewage, electrical, and communication shall be installed underground.

All permanent utilities shall be underground; above ground utility access points shall be screened from public view and permitted by conditional use permit.

2. Minimize visual and audio impact of utilities, transmission dishes and related services.

3. Transmission dishes and antennae are not permitted on roofs of buildings unless adequately screened. Where located on the ground, screen these devices with landscaping and screen walls constructed of the same materials as the building.

4. Overhead wiring and telephone lines are permitted during construction only.

5. Provide utility easements where required.

6. Transformers and utility meters shall be grouped where possible. Where street cuts are made for utilities, cutting, backfilling and paving shall be repaired in accordance with Naples standards and specifications.

7. Utilities shall be grouped and screened with materials consistent with the architecture of the building and at a height acceptable to the Design Review Committee.

D Fencing and Screening

1. No fence or screen of any kind shall be constructed unless specifically approved by the Planning Commission.

2. Where screening is required, a combination of elements should be used including solid decorative masonry walls, berms, and landscaping.

3. Chain link fencing of any type is prohibited.

4. Any mechanical equipment, whether on the roof, side of building, or ground, shall be screened. The method of screening shall be architecturally integrated in terms of materials, color, shape, and size.

5. Screen fences or walls shall be built at a height at least 12" higher than that of the materials or equipment being stored.

6. No fence shall be located within 25 feet of the front property line or of any street right of way unless specifically approved by the Planning Commission.

E Walls

1. Decorative walls shall be used to screen automobiles, loading areas, utility structures, and automobile headlights from neighboring residential areas. Decorative walls shall be kept as low as possible while performing their screening and security functions.

2. Where walls are used at property frontages, or screen walls are used to conceal storage and equipment areas, they should be designed to blend with the site's architecture. Landscaping should be used in combination with such walls wherever possible.

3. Long expanses of wall surfaces should be offset and architecturally designed to prevent monotony. Landscape pockets should be provided.

02-27-009 Site Grading and Drainage Guidelines

A. Preface

Each site within Naples City represents a specific set of conditions that should influence the grading design applied. A grading concept that would be ideal for one site might be totally inappropriate for another. Most of the design concepts are based on the creation of more natural appearing landforms.

B. Guidelines

Excessive grading should not be necessary in Naples City and is not desirable. Grading should produce graceful contours, not sharp angles, and should respect the natural land forms. Contoured swales and berms will soften the impact of structures on each lot. Varying the degree of long slopes will avoid the unnatural look of broad flat surfaces. The following are general grading guidelines:

1. Grading practices shall respect the natural features of the development by avoiding prominent ridgelines and contouring in harmony with existing landforms.
2. All manufactured slopes shall be rounded to conform with the existing topography.
3. Grading shall be minimized and buildings and roadways are to conform to and "blend" with landforms.

4. Variation and undulation of slopes to retain the natural character of Naples City shall be encouraged.
5. All graded slopes shall be planted with a combination of native grasses, ground covers, shrubs, and trees to insure slope stability, reduce erosion potential and improve visual quality. Plant materials of varying form and density should be used to soften slope banks.
6. Borrow ditches should not be paved with asphalt concrete or concrete. Borrow ditches should be seeded and accented with native rocks.
7. Finished floor heights in relation to any adjacent curb in commercial areas should be limited to a 5% differential to minimize excessive handicap ramps.
8. Building and site design is encouraged to work with the natural contours of the land.
9. The following standards shall apply to all site grading:

<u>Area</u>	<u>Min Slope</u>	<u>Max Slope</u>
Planted Areas	2%	33%
Parking Lot	1%	5%
Driveways, Access Drives	1%	5%
Pedestrian Plaza	1%	2%
Sidewalks(direction of travel)	1.5%	6%
Sidewalks (horizontal tilt)	0%	2%

All slopes must also conform to ADA Standards.

10. No cut or fill slopes shall be steeper than 3:1 with smooth vertical transitions. Terracing with retaining walls of approved materials will be allowed in certain situations. Materials will be compatible with the building design and shall be approved by the Planning Commission.
11. Add site topographic features (such as landscape berms and swales)
12. Site drainage must be designed to eliminate water collection at building foundations and minimize water collection at entrances and service ramps.
13. Retention/detention areas should be designed as year round amenities with pedestrian access.

02-27-010 Architecture Guidelines

A Preface

These guidelines address the visual image of all buildings within the commercial development. The prominence and location of commercial and institutional buildings along major roads should encourage architectural design which is highly visible and innovative, while being sympathetic to surrounding built form. Building design should address the sidewalk through elements such as entrance structures, colonnades, canopies, and awnings. Building envelopes that are well proportioned and aesthetically interesting on all visible sides are encouraged. Where substantial building setbacks are required, greater articulation of the building is required.

B Design Professionals

Design and documentation of all buildings shall be by licensed architect.

C Guidelines

a. General Tenets

1. Modern southwest design for architecture is strongly encouraged.
2. Building massing should include variations in the building envelope. Elements such as entrances, forecourts, terracing or other building features should provide interest and detail when viewed from public streets.
3. In all areas, a strong articulation of building facades is encouraged. However, details or elements that appear as “add-ons” are discouraged.
4. Front facades should be of a high standard of design and quality of materials. Flanking facades should be upgraded to a design and materials standard equal to the front facade treatment.
5. Where appropriate, building design should provide for future expansion, and should demonstrate how expansion can be accommodated while respecting design principles.
6. Mechanical and equipment facilities located on building roofs shall be screened.

b. Siting and Orientation

Placement of the building in relation to the surrounding elements is as important as the design of the building. The proposed building orientation should respond to surrounding buildings, existing pedestrian paths and sidewalks, and adjacent streets. Rows of buildings which create a monotonous, “cookie cutter” design are discouraged.

1. The proposed building orientation should respect climatic conditions. Buildings should maximize public comfort by providing comfortable public outdoor areas. Building exposures subject to climatic intensities should utilize landscaping and architectural surface relief to offset weather impact.
2. Building siting should be sensitive to surrounding roads and public spaces in terms of height, scale, massing and blocked views.
3. Buildings should be sited to reinforce the character and quality of plazas, courtyards, greens and open spaces.
4. Buildings should be oriented so that entrances are clearly identifiable and directly accessible from a sidewalk. Buildings should be accessible for pedestrians and public transit users, not just for people driving private automobiles.

c. Scale

Scale relationships must be carefully considered and appropriate transitions provided where a change of scale is proposed or required. Stair stepping building height, breaking up the mass of the building and shifting building placement can mitigate the impact of differing building scales and intensities.

d. Building Elevations

Elevations should incorporate the use of strong vertical and/or horizontal reveals, offsets, and three dimensional detail between surface planes to create shadow lines and break up flat surface areas.

1. Rear building elevations, especially those facing adjoining residential areas, should be aesthetically enhanced with materials to match the front of the building. Side elevations along side streets should be treated with same quality of design and materials as the front elevations. There shall be no unimproved side to a structure.
2. Building siting should be sensitive to surrounding roads and public spaces in terms of height, scale, massing and blocked views.
3. Buildings should be sited to reinforce the character and quality of plazas, courtyards, greens, and open spaces.
4. Buildings should be oriented so that entrances are clearly identifiable and directly accessible from a sidewalk. Buildings should be accessible for pedestrians and public transit users, not just for people driving private automobiles.

5. On commercial sites, especially large retail centers, a portion of the total building area should be located near the street perimeter to reinforce the streetscape.

e. Transparency

A high degree of transparency should occur at lower levels of building facades to insure the visibility of pedestrian uses, and to provide an active, human scaled architectural pattern along the street. On front elevation or elevation facing public open space of golf course, between 60% and 90% of the ground floor facade should be transparent glazing. Areas of the building that are functionally restricted from providing vision glass may be exempted from minimum glazing percentages provided other architectural scaling techniques are employed. A pattern of individual windows at upper floors also should be established to increase variety of scale through fenestration patterns, material variation, detail and surface relief.

f. Roof Forms and Materials

Rooftops should contribute to the visual unity of the project and should be considered from both the ground level as well as from adjacent buildings. Roof forms should support and reinforce overall building massing. Roof form should compliment the context in terms of height, proportions, form and materials, and whether the surrounding buildings are of a similar scale.

Roofing materials should be tile or other hard surface, durable materials. The use of asphalt shingles is discouraged.

g. Materials and Colors

Materials and colors of the development should be selected for earth tone compatibility with the site, as well as compatibility with the neighboring area. High quality, low maintenance materials are encouraged as well as building materials that age well.

1. The selected materials and color palette should be compatible with the valley's mountain and basin environment.
2. Building materials should convey durability and express regional character.
3. Facade materials that appear tacked on shall be avoided.

4. The use of reflective glass as a complete exterior surface is discouraged due to the great increase in reflected glare. Use of highly reflective glass should be avoided. Reflective glass should be limited to an outside reflective factor of 30% or less. Mirror glass is not allowed except in very limited applications.
5. All sides of a structure should exhibit design continuity.
6. All facades facing public streets or open space shall be constructed of high quality materials including the following:
 - Masonry, including stone, brick, terra cotta, architectural precast concrete, cast stone and prefabricated brick panels, stucco
 - Glass and glass block

The final approval of exterior materials is at the discretion of the City Council.

h. Maintenance

Owners or occupants shall maintain all buildings, drives, parking lots, signs or other structures located upon the property in good and sufficient repair and shall keep such premises painted, windows glazed, paving swept and otherwise maintain the property in a neat, clear and orderly manner. Building, site, material and color modifications after initial construction require City approval.

1. Any structure, driveway or parking lot surface that is damaged by the elements, vehicles, fire or any other cause shall be repaired as promptly as possible.
2. Grounds shall be maintained in a healthy growing condition. Dead or dying plants shall be removed as soon as possible and replaced during the next growing season.
3. If the owner or occupant does not achieve and maintain high quality maintenance standards, the City shall issue a notice requesting action. If the problem is not remedied within 30 days, the City shall cause the maintenance work to be performed and shall charge the owner or occupant for all costs incurred.

i. Parking Garages

Parking garages may be used in the commercial zones and are subject to the same architectural standards as other structures.

1. Parking structures shall be designed to conceal the view of all parked cars and light sources from adjacent public right-of-way or public open space for the

full height of the structure.

2. Facade openings that face any public right-of-way or open space shall be vertically and horizontally aligned and the floors fronting on such facades shall be level.
3. The sidewalk level of parking structures shall be designed to accommodate active uses, display windows, public art or other features that enhance the structure's relationship to pedestrians. Adequate ground floor dimensions are required and shall include floor to floor heights, structural, driving aisle and utility layouts within 30 feet of public right-of-way designed to accommodate occupancy by pedestrian uses.
4. Parking structures should not exceed 50% of any given block frontage.
5. Parking structures should utilize materials and architectural detailing found in the primary development being served.
6. Reduce impact on pedestrians from cars entering and exiting parking garages by locating garage access on alleys, wherever possible.

D Industrial Core

a. General Character

1. Architecture expressed throughout all buildings should relate contextually in form and scale and be of consistent quality.
2. Buildings should be broken into smaller components, where large buildings are perceived as a cluster of smaller elements at a scale complementary to adjacent structures.
3. Consistent rhythms of similar (not identical) details and architectural elements should be used to reinforce the continuity of the street and aid in the creation of a strong community image.
4. Buildings that address a primary intersection or street terminus should employ wall projections, recessions, materials, and other details and enhance the visibility and character of these locations.
5. Entry ways and building roof lines should be constructed with focused architectural improvements.

b. Fenestration

1. Window fenestration should continue or establish a rhythm along the street.
2. Clear glass is preferred for glazing, but some tinting based on functional considerations, such as building orientation, is acceptable.
3. Use of reflective glass is strongly discouraged.

c. Height Restrictions

All roof top mechanical equipment must be set back at least 15 feet from all roof edges that are parallel to street lot lines. Other roof top mechanical equipment which cumulatively covers no more than 10 percent of the roof area may extend 10 feet above the height limit.

1. Radio and television antennas, utility power poles, and public safety facilities are exempt from the height limit, but should be placed underground whenever possible and screen and hide antenna towers so to blend in with the theme.
2. Chimneys, flag poles, satellite receiving dishes, and other similar items with a width, depth, or diameter of 5 feet or less may rise 10 feet above the height limit, or 5 feet above the highest point of the roof, whichever is greater. If they are greater than 5 feet in width, depth, or diameter, they are subject to the height limit.

E Commercial Village Core

a. General

1. Where possible, large buildings (big box architecture) should be broken into smaller components through facade articulation, staggering, fenestration, etc., to maintain scalar continuity with adjacent commercial buildings.
2. The sidewalk level of parking structures should be designed to accommodate active uses, display windows, public art or other features that enhance the structure's relationship to pedestrians.
3. Locate and shape buildings to provide for future infill development on surface parking areas.
4. Coordinate commercial building placement and appearance in relation to the street.
5. Multiple use developments should be designed comprehensively to

provide a cohesive appearance.

6. Integrate clearly defined pedestrian and vehicular access routes.
7. Rooftop mechanical equipment and vents should be incorporated as an integral part of the building wherever possible. Roof top units and vents should be screened using materials complementary to the building.
8. Variations in roof lines should be used to add interest to and reduce the scale of large buildings. Roof features should complement the character of adjoining neighborhoods. Parapets, overhanging eaves and sloping roofs are acceptable roof treatments.
9. Where additional stores will be located in the principal building, each such store shall have at least one exterior customer entrance, which shall conform to the above requirements.

b. Elevations

1. Facades greater than 100 feet in length, measured horizontally, shall incorporate wall plane projections or recesses having a depth of at least 3% of the length of the façade and extending at least 20% of the length of the facade. No uninterrupted length of any facade shall exceed 100 horizontal feet.
2. Ground floor facades that face public streets shall have arcades, display windows, entry areas, awnings, or other such features along no less than 60% of their horizontal length.
3. Facade colors shall be low reflectance, subtle, neutral or earth tone colors. The use of high intensity colors, metallic colors, black or fluorescent colors is permitted only with Planning Commission's approval.
4. Customer entrances should feature a combination of the following:

Canopies or porticos
Overhangs
Recesses/projections
Arcades
Raised corniced parapets over the door
Peaked roof forms
Arches
Outdoor patios
Display windows
Architectural details such as tile work and moldings which are integrated into the building structure and design.
Integral planters of wing walls that incorporate landscaped areas and/or places for sitting.

5. Exterior building materials shall be high quality materials including:

brick
wood
sandstone
native stone
tinted, textured, concrete masonry units

c. Height Restrictions

Height restrictions shall be in accordance with guidelines established within the corresponding zones (see Land Use Ordinance chapters 02-21 through 02-26 and 02-28).

F Naples Retail Commercial Center

The Naples Retail Commercial Center will build out over several years so establishing continuity between structures is critical. Buildings should respond to one another through shared scale, massing, and plan organization. Buildings should work in harmony with adjacent structures to create and maintain pedestrian scaled outdoor space and view corridors to the golf course and mountains.

a. General

1. Use stepped down buildings to break up larger structures, particularly those over 2 stories in height.
2. Consider variations in facade elements, such as inset window areas, entries and/or projections of building volumes.
3. Building mass should be broken down where possible. Horizontal breaks and vertical projections will effectively reduce the perceived scale of buildings.
4. The creation of pedestrian scaled plazas between buildings is encouraged.
5. Use berming and other landscape treatments at building edges to reduce

- the building's visual mass and length.
6. Fenestration and detailing shall be scaled appropriately to the building to articulate the wall surface.
 7. Building entries shall be architecturally related in mass and composition to the entire building.
 8. Tall buildings adjacent to lower structures should establish scale relationships with the neighboring buildings through methods such as horizontal alignment of architectural features and fenestration, similar proportions, similar use of materials, and step backs that reflect the height of the lower structures. Other options include cornice alignment, belt courses, colors, and modules.
 9. Each building facade oriented to a public street or open space shall at minimum incorporate three or more of the following architectural scaling patterns:
 - ✦ Expression of building structural elements such as floors (banding, belt coursing, etc. columns (pilasters, piers, quoins, etc.), foundation (water tables, rustication, etc.)
 - ✦ Patterns of window and door openings that are emphasized through change of plane, and/or the use of sills, lintels, mullions, muntins, and other scale providing elements.
 - ✦ Changes in material
 - ✦ Changes in color
 - ✦ Changes in texture
 - ✦ Changes in material module or pattern

Patterns of architectural ornament integral to the building materials

10. Architectural detail may relate to but not necessarily mimic traditional building details, such as pilasters, belt courses and cap or reveal in order to establish a recognizable human scale vocabulary. August 4, 2014 retail patterns may also relate to the inherent formal qualities of architectural structural systems.
11. Building footprints should be designed to minimize their shadow impacts on public rights-of-way and other public open space.
12. Long expanses of high, unbroken street walls shall be avoided.
13. Locate and shape buildings to provide for future infill development on surface parking areas.
14. Rooftop mechanical equipment and vents should be incorporated as an integral part of the building. Roof top units and vents should be screened using materials complementary to the building.

02-27-011 Landscape Architecture Guidelines

A Purpose and Intent

The landscape guidelines are intended to establish criteria necessary for the development, preservation and enhancement of open space in Naples. A well designed and maintained landscape will enrich buildings and create a unified and visually pleasing character for the entire community.

B Concept

The landscape concept for Naples City derives its character from the rural Utah landscape. This landscape possesses a rustic quality that blends with the agricultural tradition. Reflecting these two aspects, the cultivated landscape at Naples City is divided into two distinct categories: the native landscape and the agrarian landscape.

C The Native Landscape

The native landscape consists of native plant materials currently present in the area and those used for re-vegetation after development construction. The native landscape will occur in designated open space areas within Naples City. No water other than natural rainfall and snow runoff will be applied to these landscapes. Efforts shall be made to minimize disturbance of these areas from adjacent roadways and development parcels. Native plants shall be used in groupings similar to those seen in nature to facilitate visual integration of the community with the surrounding terrain.

D The Agrarian Landscape

An orchard-like landscape will be created in areas that, because of their visual prominence or intense use, are important elements in the community. These areas include village cores, the business park, formal parks, squares, commons, recreation facilities, entry gateways, and edges of major public roads. Alleys will be used in conjunction with the orchard-style planting. Trees to be used in these areas include crab apple, pear, cherry, or other ornamentals orchard trees. Poplar varieties will be used to create windrows defining the orchard edges.

E Conserving Resources

In addition to utilizing agricultural elements, the landscape concept incorporates several ideas that are essential to its long term viability. First, landscape development will be efficient: resources will be concentrated to areas receiving the most intense human use such as parks and recreation facilities. Second, the landscape will be designed with the objective of reducing water requirements. Third, the landscape will be designed to minimize maintenance requirements. This will be achieved by limiting areas of irrigated turf and restricting use of high maintenance elements such as clipped hedges, etc.

F Design Professionals

Design and documentation of all site layout and landscape architecture shall be by a licensed landscape architect.

G General Requirements

1. Landscaping in accordance with the approved plan shall be installed prior to obtaining a certificate of occupancy for the building except where seasonal limitations exist, in which case, the landscaping must be installed within 60 days from the time planting operations can be undertaken. Erosion control must be undertaken when seasonal conditions do not permit immediate planting.
2. All planting shall be per the plant material list.
3. The street concept has been designed to provide continuity throughout the development. Each developer is required to provide street trees and ground plane landscaping as per the streetscape plan.
4. All areas not paved or built upon must be landscaped and, where necessary, irrigated. Large areas of gravel or mulch are prohibited. Use of water conserving trees, shrubs, and ground covers is required.
5. Areas to be developed in a further phase need not be landscaped or irrigated. They do, however, require a minimum application of a drought tolerant seed mix that must be established and properly maintained to prevent erosion. Weed control and periodic mowing of these areas is required.
6. All public rights-of-way must be landscaped and irrigated within one year of the purchase of property, whether or not development has begun.
7. The irrigation system must be below ground and fully automatic. Use a drip irrigation for trees and shrubs is encouraged. All back flow devices must be either underground or screened from view. Over spray onto hard capped areas should be minimized.
8. Each owner shall regularly maintain all segments of their property, keeping them in a neat and orderly condition, including the replacements of dead and unhealthy plant materials.
9. All landscape design must be approved by the City.
10. All landscaping will be bonded or cash hold in escrow until completed.

H Landscape Criteria for Development Edges

Three -edge zones have been identified at Naples City: buffers between land uses and at development edges; and Naples City and US 40. A graduated transition between non-irrigated and irrigated landscapes is necessary for these areas.

1. Landscape Buffers Between Land Uses and at Development Edges

Perimeter buffers consisting of berms and plant groupings shall be used to provide a soft edge between different uses. A minimum 25 feet landscape buffer shall be provided around the perimeter of development enclave. This transition should be smooth and continuous. Retaining walls shall only be used in buffer situations if the grade is too steep for any other solution.

2. US 40

The parkway plants should reflect the native hillsides. Gentle earth mounding and native plant materials should be incorporated for transitioning and screening. Native Junipers or Pine or listed trees shall be planted in loose groves to preserve views. (Clusters of formal orchard plants shall occur at all intersections.)

I Commercial Areas

The four types of commercial zone will have complementary landscape treatments, yet each design shall be modified to reflect the scale and use intensity particular to the different areas.

1. Industrial Core

The landscape character of the industrial cores shall be agrarian in form. Orchard style tree grids, windrows, special paving and lighting, and more water conserving plants are some of the elements to be used in these urban areas with a focus on trees and large shrubs.

2. Commercial Village Cores

The landscape treatment of the commercial villages cores shall be similar to the industrial village cores. Elements generally will be larger in scale to reflect the more broad spatial quality of commercial areas. Generally, non water intense plants will be used with courtyard plazas, and squares. Parking medians shall be slightly mounded and able to accommodate shade trees.

3. Business Park and Satellite Commercial

The business park and satellite commercial landscape shall be more detailed and formal, maintaining the level of finish typically associated with quality, corporate environments. A substantial transition zone will be created to blend the business park with adjacent landscapes.

J Landscape Elements

1. Courts and Plazas

Landscape development in the court and plaza areas shall include ornamental trees and shrubs, annuals and perennials, and public art. Special paving is recommended in pedestrian traffic areas.

2. Key Intersections

Treatment at key intersections and entry points shall include accent paving, bollards, signage, low walls, and ornamental/accent planting. Accent paving is also recommended to highlight pedestrian crossings across the road.

3. Landscape Transitions

Planting materials, grading, land forms, and landscape features shall be used to provide smooth transitions between landscape types. These transitions should be used to reinforce the soft edge of property lines. Site design of grading, land forms, walks, walls, fences, paths, roads and irrigation systems should establish and maintain these transitions.

4. Streetscape Landscaping

The planting of street trees is required for each property. A streetscape tree design has been provided to ensure continuity throughout the development.

5. Service and Utility Areas

The use of low walls, berms, and hedges is suggested to aid in screening loading docks and service areas. See Site Planning section for further details.

6. Plant Materials Standards

Planting materials used shall meet the minimum standards established by the American Association of Nurserymen, as published in the "American Standards for Nursery Stock".

7. Site Furnishings

A wide variety of site furnishings may be utilized on any particular site. Selection of these furnishings shall require approval by the Planning Commission. The terms "site furnishings" is intended to cover at least the following items: shelters, fences, walls, water features, benches, trash receptacles, bicycle racks, telephones, flagpoles, lighting, and security fencing.

02-27-012 Exterior Lighting Design Guidelines

A Preface

The lighting standard shall provide visual continuity for the development and minimize the impact of exterior lighting on adjacent residential areas. The spacing, location, height, source, fixture, and illumination level of all lighting is subject to review by the City.

1. Use accent lighting at specific building features. Lighting of architectural features is to provide accent, not to exhibit or advertise buildings. All illumination sources must be located within the property boundaries and be shielded from public view. Lamp selection should be compatible with building color and texture.
2. Accent lighting of landscaping is permitted. Landscape illumination shall be low level and background in appearance.
3. Exterior paved areas and pedestrian walks shall be lighted using (low) intensity fixtures.
4. Lights shall be placed so as not to cause glare or excessive spillage onto adjacent lots.
5. Service area lighting should be contained within the service yard boundaries. No light sleep-over shall occur outside the service or storage area.
6. All seasonal/temporary lighting must be reviewed by the City.
7. Poles and luminaries shall be as described in schedule of exterior fixtures.
8. Pole height shall not exceed 30 feet in height, measured from the ground to the top of the pole.
9. Internally illuminated awnings are prohibited.

02-27-013 Sign Design Guidelines

A Preface

All signage within Naples City is regulated for aesthetic consistency and appropriateness.

B General Requirements and Prohibitions

1. All signs and graphics require approval of the City. Signs and graphics not having this approval shall not be installed. A specific signage plan and design must be submitted to the City for approval.
2. Signs on the interior of buildings that are not visible from the building exterior are not subject to City approval.
3. No unfinished, exposed, illuminated sign cans, electrical raceways, or wiring crossovers will be permitted unless in the construction or installation phase.
4. Flashing, blinking or moving signs, exposed light, iridescent colors, fluorescent materials, steamers, or searchlights are prohibited.
5. Signs using special effects, such as exposed neon or fluorescent tubing, must be approved in advance by the Planning Commission. A color layout to scale of the proposed sign must be submitted for approval.
6. Temporary signs, posters, or banners of a specific advertising or promotional nature may be displayed for short time periods if the signage, size, color, placement and their mounting devices are first submitted, in layout form to scale, for approval to the Planning Commission. If so approved, a removal date of the sign will be established at the time the temporary permit is granted.
7. Off premises billboard signs are prohibited.
8. Bench signs are prohibited.
9. Tenants and owners are responsible for the installation and maintenance of all signs. Tenants and owners must obtain all necessary permits and approvals.
10. All materials used in signage, except temporary signage, shall be durable, or permanent in nature, require minimum maintenance, and be resistant to weathering and staining.
11. No signs shall be posted, or attached to trees, public utility improvements, lighting poles or fixtures, traffic signs, or traffic control devices.
12. No sign shall be posted, placed or erected within public rights-of- way and thoroughfares.
13. The display of banners (signs made of fabric, plastic, or other similar material) is prohibited unless approved for special uses by the City.

14. No sign or any portion thereof may project or extend above the parapet wall or top of the exterior wall or building facade upon which the sign is mounted.

15. Rooftop signs are prohibited.

16. Except for directional and traffic control signs, offsite signs are prohibited unless approved by the Planning Commission.

17. All unapproved signs or banners are subject to removal.

C Industrial Core

1. Signs on building surfaces shall be mounted flush and shall not exceed 10% of the front facade.

2. All signage is for identification and not advertising.

D Commercial Village Core Signage

1. Signs may be mounted flush to building front. However they may not exceed 20% of that surface.

2. Externally lighted signs may overhang the building line no more than four (4) feet.

3. Neon signs may not exceed four (4) square feet. These signs are allowed only inside business windows.

4. Neon lettering is allowed on building fronts but shall be placed no higher than the floor line of the second story or a maximum of 12 feet above the ground plane. Neon lettering may not exceed 18 vertical inches.

E Business Park Signage

1. Signs erected within the Business Park are required to be for identification not advertising.

2. Landscaped monuments are to be used adjacent to streets. They should be made of materials and colors relating to the buildings.

3. Monument signs, not including support structure, cannot exceed 20 square feet per sign face for a single business. In complexes containing several businesses, up to 30 square feet will be allowed per sign face.

F Signage Plan Submittal

1. A signage plan must be submitted to the Planning Commission for review and approval prior to installation
2. The signage plan submittal should include the following:
 - a. A scale site plan showing the location and type of proposed signage.
 - b. Scaled drawings of proposed signs including lettering and logos, materials, dimensions and colors.

02-27-014 TYPICAL LANDSCAPING, ROAD CLASSES AND BUFFERING EXAMPLES

- A. Typical Landscaping examples
- B. Typical Road Class examples
- C. Typical Buffering example