



# Appearance Guidelines: Wood River Downtown District



The City's Guidelines for: New Construction, Historic Rehabilitation, Renovations Adaptive Reuse, & Development



# Acknowledgments

The City of Wood River Appearance Review Downtown Design Guidelines are updated and prepared in early 2023 in part with the support and guidance of the following individuals.

## Wood River

Mayor Tom Stalcup

Stephen J. Palen, PE, City Manager and Public Services Director  
Brad Wells, Chief of Police and Building and Zoning Administrator  
Jason Woody, Parks and Recreation Director  
Wade Stahlhut, Fire Chief  
Danielle Sneed, City Clerk  
Chris Sobrino, Finance Director

Dr. David Ayres, Councilman  
Bill Dettmers, Councilman  
Jeremy Plank, Councilman  
Scott Tweedy, Councilman

*For more detailed assistance & incentive programs call:  
Building and Zoning Department at (618) 251-3100*

*This document is an update to the previous Appearance Review Guidelines by the Adams Group  
All sketches are by the Adams Group from the Adams Report.*

*HeartLands Conservancy provided assistance in restoring and updating the content to assist the City in  
addressing trends, code changes, and design review guidelines for the purposes of assisting economic  
development and improving Wood River Downtown District and the community at large.*

Adopted \_\_\_\_\_, 2023

Cover Photos by the City of Wood River. Photos in this document are for reference.

# Table of Contents

	Introduction	4
	Administration	6
1	General Appearance Criteria	11
2	Streetscape General Appearance Criteria	12
	Street Trees & Planting	14
	Street Furniture	16
	Streets, Sidewalks, & Planting Areas	18
	Crosswalks	20
	Lighting	22
3	Building General Appearance Criteria	24
	Types of Buildings	24
	Types of Buildings Treatments	25
	Rehabilitation & Infill Buildings Height	26
	Infill Buildings Width	27
	Facade Materials	28
4	Facade	32
	Facade Color Palette	33
	Facade Components	36
	Facade Signage	40
5	Building Use: Upper Floors	41
6	Glossary	42

A large, black metal archway spans across a street in Wood River, Missouri. The archway features the words "HISTORIC DOWNTOWN WOOD RIVER" in large, gold, serif capital letters. Below the main text, a smaller plaque reads "EST. 1908". The archway is supported by two tall, black metal posts. In the background, there are several multi-story brick buildings, some with white accents, and a clear blue sky with a few wispy clouds. The street below the archway is paved and appears to be a main thoroughfare.

# HISTORIC DOWNTOWN WOOD RIVER

EST. 1908

## INTRODUCTION

This document is conceived and administered to guide ongoing development of Wood River's Downtown District so that it assures that all buildings are harmonious with each other and within the language or the vernacular architecture of the area. It further assures that the community adheres to a high-quality neighborhood structure having the following characteristics:

- Building frontages in alignment to create a harmonious district and define the public space.
- Public space and the streetscape provide places for vibrant informal social activity and recreation, creating a sense of community pride.
- Civic and special use buildings reinforce the identity of the community.
- Streets serve pedestrians and cars equitably while increasing walkability of the Downtown District.
- Residences, shops, workplaces, and civic buildings are within close proximity and provide vitality to Downtown Wood River.

Through the Building and Zoning Administrator, the City will use these guidelines in the review of proposed improvements by the public and private sectors, which includes streets, building, landscaping and other miscellaneous improvements. The administration of these guidelines is discussed in detail.

### Purpose of this Document

This document provides guidelines for standards of improving and maintaining the visual appearance of Downtown Wood River. The purpose is to establish a checklist of items that affect the physical appearance of Wood River's environment. Pertinent to appearance is the design of the site, buildings and structures, plantings, signs, street furniture and other miscellaneous objects that can be observed by the public. Each of these items will be discussed more specifically later in this document.

It is not the purpose of these criteria to restrict design, imagination, innovation or variety, but rather to emphasize the existing historic characteristics of Wood River as an urban community as it applies to new construction and most especially to the rehabilitation of existing facilities.

By focusing on the existing characteristics, function, and aesthetics of historic Wood River, creative solutions will evolve that will build upon and improve the visual appearance within the City, preserve taxable values, improve the quality of life, and promote the public's health, safety, and welfare.

### Use of this Document

The choice of the title "**Appearance Review Guidelines for the Downtown District**" for this document was made with particular care. It is based upon the recognition that rigid controls or predetermined rules do not embrace creativity or sustained trends when applied to the varied stakeholders of a community.

This document is a revision and update of guidelines previously set forth by the City of Wood River. For economy, continuity, and congruency, this update uses the images and modifies the standards set forth in the earlier Appearance Review Guidelines with additional information and updates.

Particular care is required to integrate new architectural forms and uses into the City's established historical context. There are many successful examples across the country where reverent new development or renovations work seamlessly within the existing structures and districts. Photos have been inserted as references and examples for discussion purposes.

Although this document is a technical document, every effort has been made to simplify the format in order that it is easy to use. Wherever possible, individual criteria includes a purpose followed by specific examples. All improvements and developments must meet code requirements in addition to the guidelines in this document.



**The Appearance Guidelines for use by the following parties:**

1. Assisting Building and Zoning Administrator for Wood River's Downtown District in determining the policy for a wide range of environmental design issues, including building height/scale, signage/graphics, facade color/materials and street furniture/landscaping;
2. Providing developers, investors, and architects with preliminary design criteria; and
3. Assisting property owners in rehabilitating/renovating existing buildings in a harmonious manner, which will ultimately increase the appearance and value of all properties.

**Relationship to Other Ordinances**

Other relevant ordinances, existing, amended, or subsequently passed, shall be deemed as important supplements to the "Appearance Guidelines." Such ordinances include but are not limited to, the following:

- Zoning Code
- Building Code
- Floodplain Regulations
- Subdivision Regulations
- Streets and Sidewalks
- Parking Regulations
- Trees and Shrubs
- Signs and Billboards

Nothing in these **Appearance Review Guidelines** shall conflict with, modify, or alter any provisions of said ordinances as passed or amended, unless otherwise stated.



## ADMINISTRATION

The purpose of this section is to briefly illustrate the process of approval and appeal and is meant to be used for informational purposes only. Please check with Building and Zoning that this document and process are current.

This document shall be prioritized in the case of any ambiguity or conflict between this document and the existing codes, it being the intent of the parties that the Developer be allowed to implement the plan, code, and adhere to the Appearance Review Guidelines in the completion of the development.

Recognizing the substantial investment, planning, and infrastructure integration required for the creation and development of the Downtown District, the City shall not hereafter adopt, promote, effect, or pass any ordinances, rules, regulations, interpretations, policies, recommendations, or guidelines that would materially impair, be inconsistent with, supersede, or conflict with the development rights and privileges created herein, the provisions of the appearance review guidelines, the comprehensive plan, or any component thereof. Official updates to the aforementioned documents shall amend this document where appropriate.

### **The Process**

The City of Wood River and their representatives are experienced in matters of aesthetic judgment by virtue of training, education, professional experience, interest, and possessing qualities of impartiality and broad judgment.

### **Jurisdiction of Building and Zoning**

Among other responsibilities, Building and Zoning Department have regulatory powers over exterior architectural features of buildings and structures within the City of Wood River, including the Downtown District. No permit required for the erection, construction, alteration or repair of any building or structure that involves an exterior design feature shall be issued by the City until the granting of a building permit by the Building and Zoning Administration.

### **Determination for a Building Permit**

It shall be the duty of the Building and Zoning Department, after the receipt of an application for permit to determine and advise the applicant whether, under the provisions of the Ordinance, if a building permit is required.

### **Preliminary Conference**

Any applicant or prospective applicant for a building permit may file a written request for a preliminary conference with Building and Zoning which will be addressed within twenty one (21) days of the receipt of the request. At this time, the Building and Zoning Administrator will give consideration to drawings, sketches, examples, plans, and material lists of the specific project and give the applicant an informal opinion to assist in the development of a plan.

### **Application for Building Permit**

All plans for building or any other structure(s) or improvement in Wood River Downtown District shall be initially reviewed and approved by Building and Zoning representative. Any such approved plans submitted to the City will be reviewed and approved in accordance with City's applicable building code. Plans receiving the approval of Building and Zoning shall be presumed to be in compliance. Upon formal application for a building permit, the Building and Zoning shall schedule a meeting to be held within twenty one (21) days.

At the time of the request and meeting the applicants will provide the Building and Zoning Administrator with drawings which may include plans and existing elevations, site plans, landscaping, and specifications on signage, parking, and building materials. The Administrator shall then make any recommendations which would tend to effect the general purposes of the review.

## Appeal

If the Developer and the Building and Zoning Administration disagree and cannot come to an agreement regarding the existence of any conflict or ambiguity, then (i) in the case of an issue relating to the comprehensive plan, zoning codes, or Appearance Review Guidelines, an appeal shall initially be made to the City Manager, and (ii) in the case of an issue relating to standards for construction for sanitary sewers, water lines, utilities and street infrastructure, the appeal shall initially be made to the Public Services Director.

In the event that Building and Zoning denies the building permit and the applicant cannot meet the guidelines as directed, the applicant shall have the right to appeal directly to the City Manager. Such appeal shall be in writing, and submitted to City Hall with all updates including all information submitted with the previous application and shall be within thirty (30) days of the decision. The City Manager shall have the power to accept the decision of the Staff or overrule or modify the decision of Staff and direct the issuance of a permit.

The parties acknowledge that the development does not fit all of the requirements of the existing codes and guidelines as these were designed under a different development regime and the City staff shall be encouraged to resolve ambiguity or conflict in a manner that permits the creation of the development project as envisioned by comprehensive plan, zoning code, and the new Appearance Review Guidelines. In the event the disagreement cannot be resolved, the Developer may exercise any of its other rights and remedies and may be heard in an expedited basis at City Council.

## Variations

Variations to provisions in the Appearance Review Guidelines are considered unique and not to set a precedent as future warrants and exceptions. Changes to these guidelines that are consistent with the original principles and approved by the Building and Zoning Administration shall be permitted provided such changes do not materially adversely affect public health or safety. A variance waiver or Special Use may be granted through and guided by the Board of Zoning Appeal on the basis of hardship, unique features, quality design, or excellence. Variations and special use approval cannot be approved administratively and must follow the process outlined in Article 12 of the City of Wood River Zoning Code and the statutory process of the Illinois Municipal Code (65 ILCS 5/11-13 et seq.).

## Violation

Upon the granting of a building permit, the drawings, sketches, plans, and other documentation upon which the permit was granted, will be filed with the City. They shall be on record to determine that there have been no deviations therefrom. Such deviations shall constitute a violation of the ordinance and shall result in the immediate revocation of the building permit.

### **The following factors and characteristics that affect the appearance of the development or project shall inform the evaluation of an application:**

- Preservation of the site
- Conformance to ordinances
- Logic of design
- Exterior space utilization
- Architectural character
- Attractiveness
- Material selection
- Conformity and compatibility with existing architectural styles.
- Relationship to streetscape
- Maintenance aspects

### **Design Review: Binding or Not?**

1. These design guidelines are used to help property owners understand the importance of design considerations and to raise expectations of good design and community-enhancing projects in a thoughtful and qualitative manner.
2. All projects must meet applicable building, zoning, and sign codes.
3. Some downtown structures may be located within the TIF or other Overlay Districts. These may present different binding applications of the guidelines occurring only with the use of certain city or federal programs, such as the Facade Improvement Program and the Tax Credit Program.
4. The Building and Zoning Administration will work with existing or prospective property owners or their representatives, and developers to reach a mutual understanding of successful application of guidelines and implementation.

## RELEVANT CASE STUDY PURPOSE

*The underlying purposes of the Design Guidelines are as follows:*

- 1. Aesthetic** - *To respect and build upon the human-scaled and historic building fabric of the Downtown while creating a more attractive, desirable, high-quality, rich and diverse environment.*
- 2. Pedestrian Use** - *To increase pedestrian activity through the enhanced character and comfort of the pedestrian environment.*
- 3. Accessibility** - *To assure accessibility to all.*
- 4. Culture [of Creativity]**- *To increase and support the integration of creativity, entrepreneurship, arts and culture throughout the Downtown environment.*
- 5. Economic** - *To recognize the fundamental relationships between property values, livability, and the character and quality of the physical environment; to protect and enhance public and private investments throughout the Downtown by assuring respectful and compatible new development; and to minimize development costs by providing specific guidelines at the outset of the development process.*

*From Portland Oregon's Design Guidelines*





# CRITERIA

## CRITERIA

- General Appearance
- Streetscape
- Building
  - Materials
  - Streetwall
  - Building Components
  - Building Signage
  - Exterior Lighting
  - Building Equipment
- Facade Components
- Special Building Use

# 1 GENERAL APPEARANCE CRITERIA

## Design Criteria:

The site shall be planned to accomplish a desirable transition with the streetscape, and to provide for adequate plantings, safe pedestrian movement, and parking areas.

Purpose: **To create and sustain a vibrant and cohesive Downtown.**

## 1.1 Relationship of Buildings to the Site

1. Without restricting the permissible limits of the applicable zoning district, the height and scale of each building shall be compatible with its site and existing (or anticipated) adjoining buildings.
2. Residential houses in the Downtown District adhere to other codes and plans.
3. Accessory uses of limited lodging or limited office shall also be permitted within in an outbuilding through Special Use.
4. Ground floor commercial shall be permitted throughout and shall be required at mandatory shopfront frontages.
5. Second and above floors may be used for living (with a Special Use permit), work, and office. Building code for public health and safety shall be adhered to for the premises.
6. Newly installed utility services, and service revisions necessitated by exterior alterations shall be underground where possible. They are to made visually non-intrusive otherwise.
7. Parking areas shall be treated with screen elements, building wall extensions, trees, plantings, berms or other innovative means so as to screen parking areas from view of public ways.

## 1.2 Relationship of Buildings & Adjoining Area

1. Adjacent buildings of different architectural styles shall be compatible by such means as visual screens, materials, etc.
2. Harmony in texture, lines, and masses is required. Monotony shall be avoided. Clarity and monotony are two different characteristics.
3. Architectural style is not restricted. Evaluation of the appearance of a project shall be based on the quality of its design, relationship to surroundings and harmony and consistency within Wood River.
4. Building should have good scale in harmony with surrounding buildings and the pedestrian environment.
5. Building should be generally prominent in relation to the boundaries of their lots.
6. Facades shall be built to the principal frontage line. Facades shall be built along or on the line tangent to a curved frontage line.
7. Clearly marked pedestrian crosswalks shall be provided where deemed appropriate by the City Engineer or applicable official..

## 1.3 Site Treatment

1. Where natural or existing topographic patterns contribute to beauty and utility of a development, they shall be preserved and developed. Modification to topography will be permitted where it contributes to good appearance and to improve drainage and stormwater management.
2. Green infrastructure for stormwater management are encouraged, but must be approved. This includes permeable paving, raingardens, bioswales, water collection,
3. Grades of walks, parking spaces, terraces and other paved areas shall provide an inviting and stable appearance for walking and for sitting, if provided.
4. Landscape treatment shall be provided to enhance architectural features, public spaces, buildings, strengthen vistas and important views and provide shape and screening of the public realm. Unique features, murals, and public art shall be reserved for special locations only by permit.
5. Precluding common walls of adjoining buildings, attractive landscape transition or barrier to adjoining properties shall be provided.
6. Unity of design shall be achieved by repetition of certain plant varieties and other materials and by coordination with adjacent developments.
7. In locations where plants will be susceptible to injury by pedestrian or motor traffic, they shall be protected by appropriate curbs, tree grates or other devices.
8. Parking areas and traffic ways shall be enhanced with landscaped spaces containing trees or tree groupings.
9. Unsightly planting, service yards and other places which tend to be messy shall be screened by use of walls, fences, or combinations of these.
10. In areas where general planting will not prosper, other materials such as fences, walls and brick, stone and cobble paving shall be used. Carefully selected plants shall be combined with such materials where possible.
11. Exterior lighting, when used, shall enhance the building design and the adjoining landscape. Lighting standards and building fixtures shall be of a design and size compatible with the building, streetscape, and adjacent areas. Colored lighting shall be avoided, unless temporary lighting for holidays and celebrations.
12. Loading docks and service areas shall not be permitted on frontages.
13. Drive-thrus will be discouraged. Any drive-through facility shall be designed so as not to impede or impair vehicular and pedestrian traffic movement or exacerbate the potential for pedestrian/vehicular conflicts.
14. Refer back to zoning ordinances.
15. No outside yards, playgrounds, grilling areas. Special Use Permits may be requested for courtyards and plazas with screening.
16. All items in maintenance and items need to be in good repair.

## 2 STREETScape

### General Design Criteria:

The streetscape of Wood River Downtown District must be designed to provide public spaces that are compatible and congruous with the character of Wood River and the buildings within it.

**Purpose:** Pedestrian areas must be improved and maintained so that the area is vibrant while remaining enjoyable to pedestrians and easily accessible.

### Appearance Guidelines

Innovation should be encouraged throughout both the public and private sectors when bringing new uses and streetscape designs within the constraints herein recommended.

1. These improvements must be of good quality and of lasting materials.
2. Pedestrian areas like plazas, courtyards, mini-parks, and sitting areas (can be a positive economic indicator) serve residents, visitors, and businesses alike and can provide economic benefit to the District.
3. Outdoor eating areas can provide vibrant and pleasant spaces for residents and visitors to enjoy while patronizing businesses in the Downtown. This can add to the vitality and the popularity of the Downtown District.
4. Parking areas should be added only where needed to further enhance existing facilities and maintain financial stability.
5. On-street parking throughout the District shall be considered and included in required parking counts.
6. The materials that comprise the streetscape, streets and walks, landscaping, lighting, parking, fountains, signage, and street furniture (benches, trash cans, etc.) shall contribute to the character of the District.
7. Fabric or vinyl banners shall only be used as temporary signage for special events or as a temporary sign replacement as approved by Building and Zoning on a case by case basis. Requests for thirty day extensions may be granted by Building and Zoning.

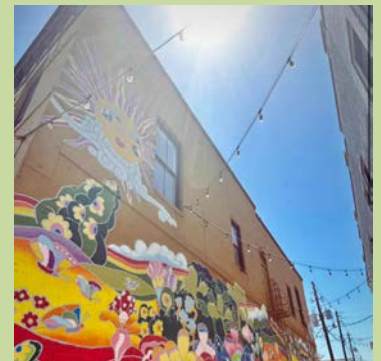
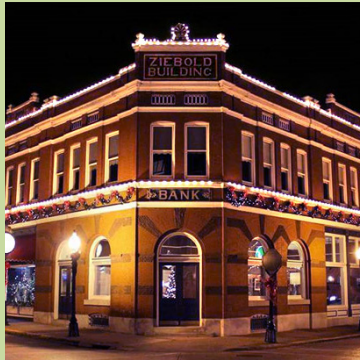
Minimum recommendations are made on the following pages that help create a place where people walk, live, shop, visit, and do business. The possibilities for creatively treating the streetscape are as varied as the people who use them.

Allowed



## 2 STREETScape (continued)

Allowed:



## 2.1 STREETScape: STREET TREES & PLANTING

### Street Trees & Planting Design Criteria:

Native street trees and plantings shall be encouraged to provide pedestrian scale and detail to streets, sidewalks and open area without masking or filling street space or buildings. Native species are encourage to benefit the biodiversity, stormwater management, and beautification of the district.

**Purpose:** To provide screening, shade, stormwater management, identity, and beautification to the District.

### Appearance Guidelines

#### Common Theme:

A common "theme" or pattern of streetscape plantings should be adhered to throughout the district.

**Planting areas** consisting of trees, shrubs, plantings, and ground cover shall be encouraged along the street where they do not interfere with pedestrian, accessibility, traffic, or parking. These can be approved for in-ground areas, large-scale containers, or collection of containers appropriate for commercial areas and scale. Invasive plant species are prohibited. Native plants are preferred to increase biodiversity and disease resistance.

1. Native flowering trees should highlight special areas and open spaces.
2. A variety of native tree planting along sidewalks will be encouraged and tree grates shall be used in areas of high traffic to provide shade, heat relief, habitat and shade for pedestrians. In consideration of first floor commercial window visibility, limbing up branches for care and maintenance and visibility is critical. Tree shape with upward directional branches are preferred.
3. Minimum sidewalk openings for trees shall be four feet square or larger where possible while still allowing for clear pedestrian and accessible clearance.
4. Work with Pubic Works and Building and Zoning to determine up to date Landscape guidelines and restrictions.

#### Street tree planting shall conform to the following standards:

- New tree diameter to be at least 1 1/2" - 2" in caliper.
- Street trees to be spaced 20' o.c. minimum and 40' o.c. maximum. Street corners and intersections to be placed as a unifying design and measure back from there.
- Trees to be fifteen feet from utility (lighting standards). Height of full grown trees shall be less than utility or not aligned under utility pole corridor.
- Tree planting season shall be from November 1 through May 1.

#### Recommended Native Planting Types:

##### Large Shade Trees

Large shade trees shall highlight pocket parks, plazas, major arterial streets. They shall have with shrub and groundcover beds. Upward branching and/or more columnar tree shapes are appropriate for Downtown District.

- Red Maple
- Tulip Tree
- Oaks

##### Medium Shade Trees

Medium shade trees with tree grates or in containers shall be used along the sidewalk at 20-25 feet on center. Combine with ornamental native trees, shrubs and ground cover shall be used in inverted planting islands to break up expanses of surface parking for stormwater recovery and provide for shaded sitting areas where appropriate.

- Black Willow
- American Hornbeam

##### Native Ornamental Trees

- Flowering Dogwood
- Flowering Eastern Redbud
- Flowering Plum
- Serviceberry (small multi-stem tree)

# 2.1 STREETScape: STREET TREES & PLANTING (continued)

Not Allowed:



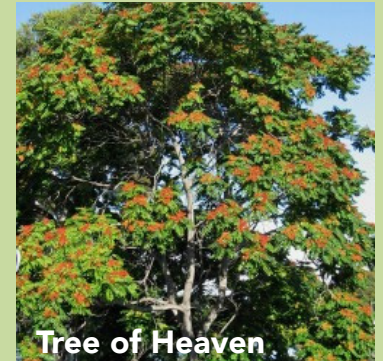
Princess Tree



Bradford/Callery Pear



Mimosa Tree



Tree of Heaven

Allowed:



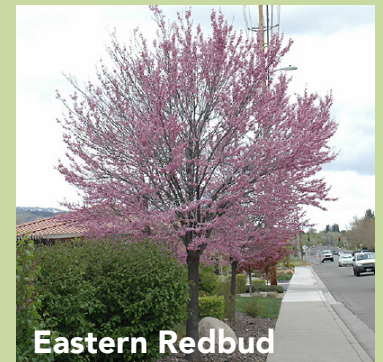
Red Maple



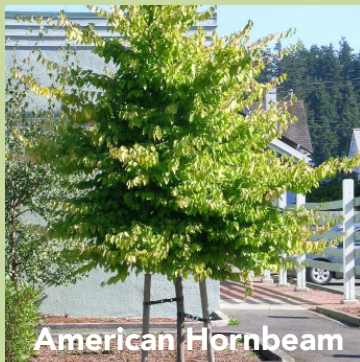
Tulip Tree



Black oak



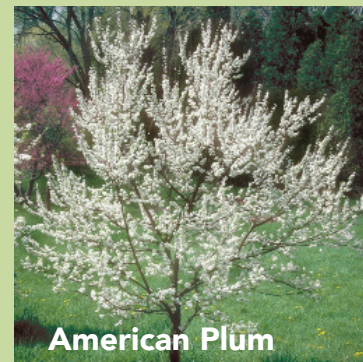
Eastern Redbud



American Hornbeam



Black willow



American Plum



Serviceberry

## 2.2 STREETScape: STREET FURNITURE

### Street Furniture Design Criteria:

A full vocabulary of street furniture to enhance Wood River's Downtown District. This should be coordinated with the City.

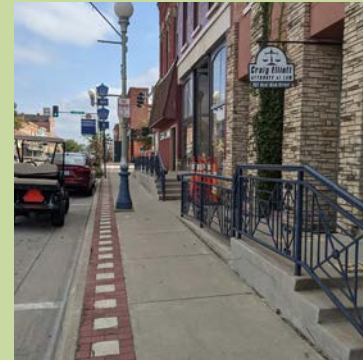
**Purpose:** To provide places for pedestrians to rest and socialize; provide appropriate and consistent lighting, and to provide receptacles for trash, sitting, plantings, and other necessities.

### Appearance Guidelines

Complement other parts of the streetscape (lighting, signage systems, etc.), these elements by use of consistent and harmonious streetscape vocabulary, these elements become supporting background allowing landscapes and businesses to the focus of the district. Establishing a proper pedestrian scale to these furnishings will bring and reflect a design unity to the District to used by residents, visitors, and vendors and businesses alike.

1. A vocabulary of street furniture should be developed and encouraged. Considerations of move-ability, ease of use, vandalism, and theft should be taken into consideration.
2. The complete vocabulary/selection of amenities and fixtures shall be coordinated with the lighting style and Downtown District character while complementing existing items in a positive way.
3. Large-scale planting containers/pots, planters, drinking fountains, tree grates, sign posts, accent lighting, hanging baskets, banners, gateway signs, waste receptacles, wayfinding signs, street clocks, bollards, bicycle racks, fountains, etc..
4. Street furniture should be detailed to reflect the best of this historic form of architectural ornamentation and the tradition of the area and complement prevalent materials of cast iron or brick.
5. Temporary street furniture shall not be allowed to stay beyond a reasonable amount of time after the event it is servicing.
6. For more information on tree, plantings, or signage, see other sections.
7. Overly designed or overly themed streetscape elements are to be avoided.

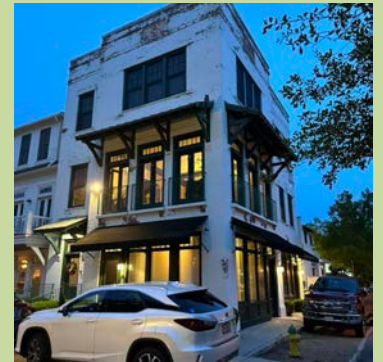
Allowed



Street Furniture

# 2.2 STREETScape: STREET FURNITURE (CONTINUED)

Allowed:



## 2.3 STREETScape: STREETS, SIDEWALKS, & PLANTING AREAS

### Streets, Sidewalks, & Planting Areas Design Criteria:

The streetscape of Wood River's Downtown District shall provide public amenities that are compatible and enhance the character of Wood River and the buildings and businesses within it. When replacing or restoring, current ADA requirements shall be met.

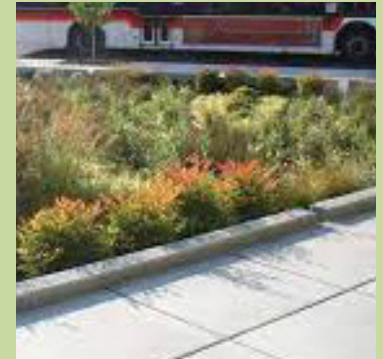
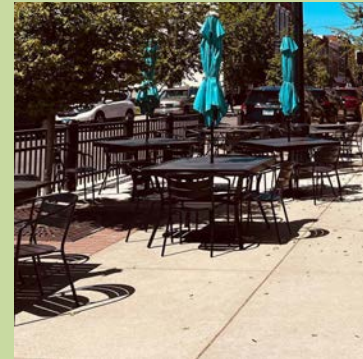
**Purpose:** Downtown District areas must be upgraded and maintained so that it enhances the environment and supports economic growth.

### Appearance Guidelines

This should be coordinated with the City when within the right of way.

- 1. Street Surface/Paving** shall not be altered from its present state, unless to enhance pedestrian crossings or restore to brick. All existing brick streets and alleys should be retained and restored.
- 2. Sidewalks** shall be maintained at a constantly usable condition. Whenever they are to be replaced, materials which are used throughout the district shall be used such as brick or crafted concrete. Minimum walk width of eight feet should be maintained or increased to ten feet for use as a shared-use path with bicycles. Check with the City for any sidewalk programs.
- 3. Bumpouts** may be used for outdoor seating, plantings in containers, and other streetscape amenities. As streetscape improvements occur more shall be considered where appropriate.
- 4. Curbs** Existing granite curbs, should be retained. New curbs should be a maximum of 8" high and interrupted only for wheelchair ramps (see following pages).
- 5. Planting areas** in the street and sidewalk shall be encouraged. Planting islands on streets should be increasingly used to break up large expanses of on-street parking and provide shade for pedestrians. Flowering plants, shrubs, and ground covers should also be used in street planters and containers for year-round display. Invasive plants shall be avoided. Planting containers shall be used for sidewalks, pedestrian areas, street corners, side streets, outdoor business areas, and public spaces. These shall be chosen and placed as not to block access to building entries, pedestrian walking paths or street crossings.

Allowed



## 2.4 STREETScape: PUBLIC GATHERING SPACES | PLAZAS

### Public Gathering Spaces | Plazas Design Criteria:

Public gathering spaces/plazas should be encouraged to serve as focal points throughout the Downtown District.

**Purpose:** To provide gathering places for relaxation for all in the Downtown District and to provide for a place where organized activities can take place.

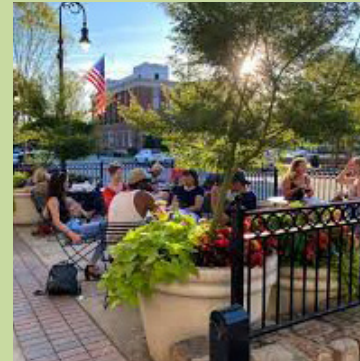
### Appearance Guidelines

1. **Public spaces or plazas** should contain adequate sitting and shaded areas provided by either structures or trees. They should be a combination of hard and landscaped surfaces.
2. **Public art** enhances spaces. Building and Zoning shall approve all art installations whether temporary, permanent or on loan for any period of time. This includes murals, sculpture, 3-D signage, etc.
3. **Fountains or other focal elements** should be included to enhance the character of District and be harmonious with the streetscape.
4. **Materials** such as bare aluminum, vinyl, and plastic shall be discouraged.
5. **Poorly maintained and neglected surfaces** are prohibited. Patina on quality materials is allowed, but shall be monitored.

### Special Use Areas:

- **Public gathering spaces (whether temporary or permanent) or outdoor seating areas, or special use areas** shall be deemed permissible by Special Use permitting process in place of vacant lots, extra parking lots, or parking spaces.
- **Private property/business owners with adjacent vacant lots** may transform the vacant lot for public or business use with permission through the Building and Zoning Administration.
- **Support: Everyday activities and support services** for residents, students, visitors, and businesses.
- **Support: Community celebrations:** Christmas tree lighting, Bike Ramble, parades, Downtown Business Trick-or-treating, etc.
- **Support: Special events** such as art fairs, farmers markets, festivals, music events, Food Truck Festival, etc.

Allowed



## 2.5 STREETScape: CROSSWALKS

### Crosswalk Design Criteria:

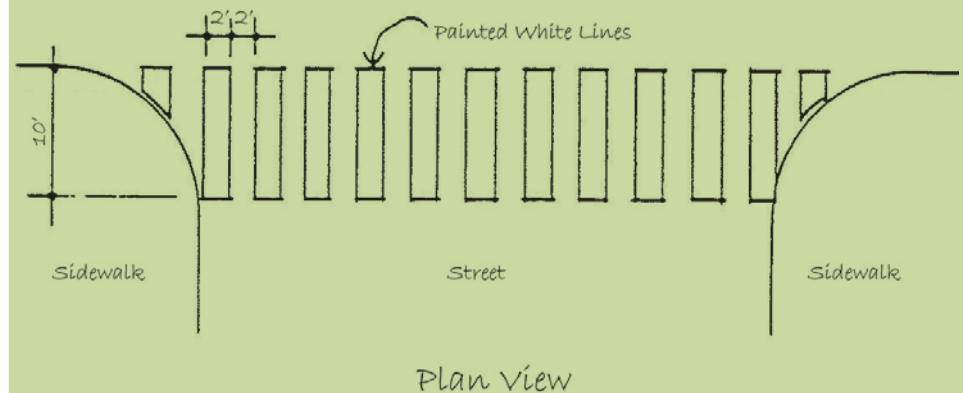
Provide streetscape themed stamped concrete crosswalks and painted crosswalks at all intersections which are easily identifiable to both pedestrians and motorists.

**Purpose:** To ease the convenience and increase safety of pedestrians in traffic areas.

### Appearance Guidelines

1. **Ferguson Avenue** shall have stamped concrete crosswalks to form the central corridor of the District or otherwise approved.
2. **Other corridors** one block north and south of Ferguson Avenue shall have painted ladder crosswalks or maybe changed when funding for upgrades is possible.
3. **Parallel corridors and perpendicular side streets** in the District shall have stamped concrete or painted ladder crosswalks. Work with City to replicate existing crosswalks at the time of request.
4. **Street murals/art** may occur as crosswalks or intersections by request and permission through a Special Use Permit where deemed appropriate by Building and Zoning Department and Public Works Department.

Allowed



## 2.6 STREETScape: RAMP

### Ramp Design Criteria:

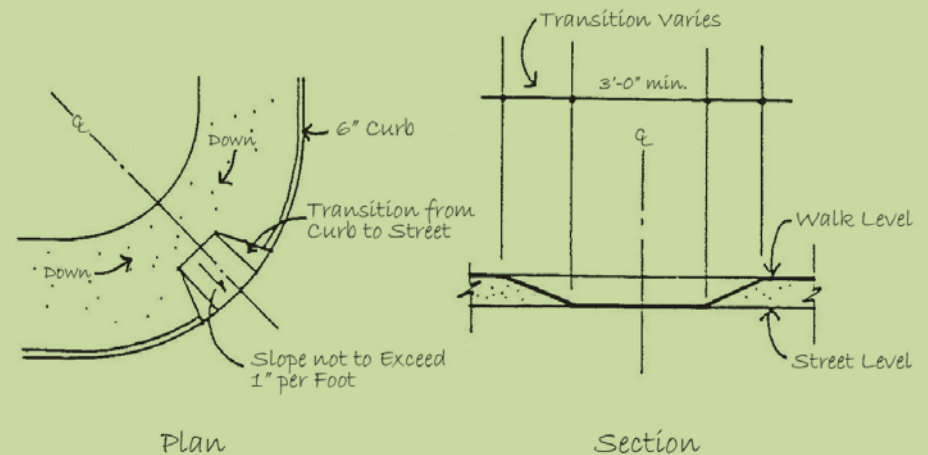
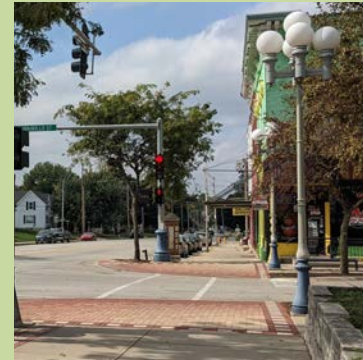
Provide ADA ramps at all intersections at a maximum slope to facilitate use of the district for mobility, scooters, wheelchairs and accessibility.

**Purpose:** To provide accessibility and connectivity throughout the District for all users.

### Appearance Guidelines

- American Disabilities Act Requirements:** When installing, replacing, or restoring any portion of the streetscape sidewalk, current ADA requirements shall be met, including sensory attributes as well as cross sections of curb to street slope.
- Crosswalk Ramps:** It is encouraged that all street corners or crossings have a crosswalk. As necessary, to create a thoroughly accessible district, ramps for ADA accessibility shall be installed.
- Equitable Access:** Consider accessibility for all types of pedestrian and mobility uses in the Downtown District.

Allowed



## 2.7 STREETScape: LIGHTING

### Lighting Design Criteria:

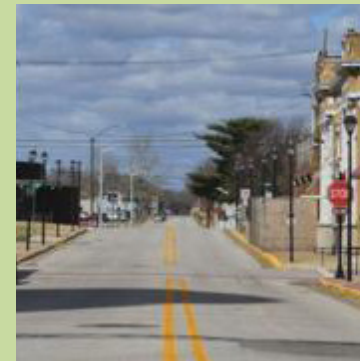
All lighting shall incorporate a traditional pole with a contemporary fixture similar as possible to existing ornamental iron street lighting in and throughout the Downtown District.

**Purpose:** To provide minimum foot-candle levels of .5 average while adding to and supporting the historic characteristics and ambiance of the District.

### Appearance Guidelines

- Lighting Poles** through the District should match in style and appearance. Pedestrian and vehicular scale light fixtures should be placed appropriately. Ornamental iron or high-quality materials shall be used.
- Ambiance:** Work with utility provider to coordinate updates for lamps (bulbs) and energy efficiency while maintaining a pleasant lighting level.
- Light Pollution:** Care should be taken and consideration for light pollution and night sky protection. Downcast fixtures and light shields shall be used.
- Wall-mounted Fixtures:** Where right-of-way is extremely narrow, or lighting fixtures may impede accessibility, building or wall mounted fixtures shall be considered.
- Lighting Pole Accessories** With special approval from Building and Zoning, banners, hanging baskets, or wayfinding signs may be attached to City-owned poles.
- Special Lighting** on unique features shall be allowed through Special Use Permit by Building and Zoning e.g gateways into the District.
- Holiday Lighting** shall be coordinated with the City with the streetscape (e.g. tree lights, hanging pole lights or lit decor, etc.). Building holiday lights are covered elsewhere, unless City allows string lights for all year or seasonally.
- Lit signage** is covered under signage.

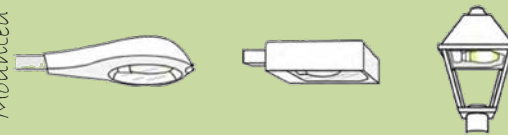
Allowed



Full Cut-off & Fully Shielded Light Fixtures

Unshielded Light Fixtures

Pole Mounted



Wall Mounted



## 2.8 STREETScape: SCREENED PARKING

### Screening for Parking Design Criteria:

To provide adequate screening and other site design provisions where off-street surface parking occurs. Specific items include: 1) visual screening of autos, 2) wheelstops, 3) signage, and 4) lighting.

**Purpose:** To provide screening of utilitarian areas or vehicles; provide shade or windbreak for cooling of surfaces.

### Appearance Guidelines

#### Visual Screening of Parking Lots and Autos:

1. For all parking lots or (longterm vacant lots), street tree planting along the property line shall be required. Trees shall be at least 15 feet high and no more than 25-30 feet apart, dependent on the tree species and distances of block and intersections. For corner lots, both street frontages should be addressed.
2. For corner lots and/or lots occupying 50 percent of a block or more. With three sides exposed, additional screening shall occur at the property line and consist of a planted hedge or screen wall.
3. Trees and inverted tree wells are encouraged on parking lots to provide shade, cooling of hard surfaces and pavement, and use for stormwater catchment.
4. All trees shall be maintained, limbed up for clearance for pedestrians and vehicles at a minimum of 7.5 feet above walking surface.
5. Trees and plantings shall be native species that are appropriate for streetscapes.
6. Invasive species are prohibited. Exotic species shall be discouraged.
7. Green infrastructure of raingardens, bioswales, inverted planters, green-walls, etc. shall be considered and used where of benefit.
8. When placed at ground level, screen walls of the dominant building material and plantings shall be used.

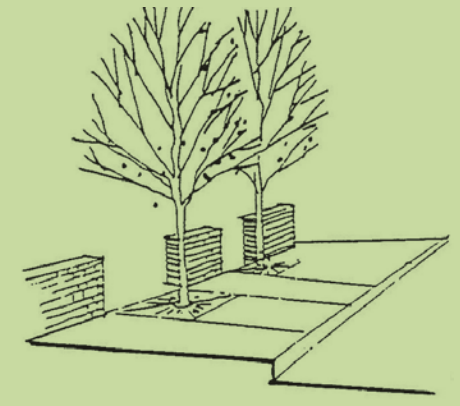
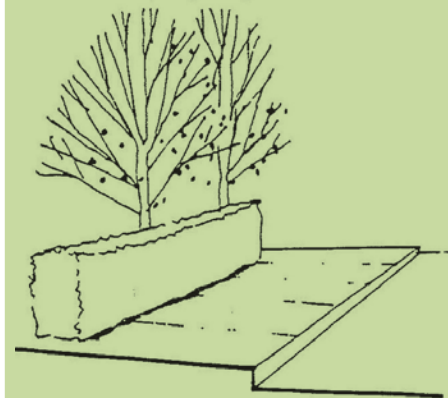
#### Wheelstops:

1. Wheelstops may be required where appropriate.
2. Wheelstops shall be of high-quality materials and spiked into place.
3. Wheelstops placement shall be coordinated with planting islands, inverted planting areas, and tree grates where applicable.

#### Signage:

1. One sign per entrance on the property line shall be allowed. The sign may be of unique character and must be approved.

Allowed



# 3 BUILDING: GENERAL APPEARANCE CRITERIA

## General:

New and existing buildings shall be designed, planned and detailed to be cohesive and harmonious within a cohesive Downtown District, streetscape, and be a vibrant addition to longterm the economic vitality of Wood River.

**Purpose:** To create and sustain a vibrant and cohesive Downtown.

## 3.0 Buildings

Developers, entrepreneurs, and business owners searching for continued economic viability in the community need not go far. There is a strong framework to work with, as these buildings are unique assets with strong characteristics that cannot be matched by any newly constructed facilities.

Buildings are some of the most important physical components of any community - economically, functionally, and aesthetically. It does little good to improve the flow of traffic, add parking, and landscape if the buildings are poorly maintained or in neglect. Most of the commercial buildings throughout Wood River's Downtown District provide property owners, merchants, and residents with a rare opportunity to leverage these historic cultural assets.

These buildings date predominantly from the late 1800s to the early 1900s. They possess ornamental features and important architectural typologies typical of a Downtown. The potential of buildings or facades obscured with siding, peeling paint, covered windows, or architectural details are rarely seen.

## 3.1 Types of Buildings

The following categories were developed to classify buildings within Wood River's Downtown in order to select appropriate building treatments whenever renovation is undertaken. Together with the following section of Building Treatment, the City may recommend appropriate or a particular action by the owner.

Type of Building	Characteristics
<b>TYPE A - HISTORICAL</b>	Buildings distinguished by consistent design from an architectural style or period.
<b>TYPE B - DEFACED</b>	Type "A" building partially covered or remodeled, thereby obscuring or omitting original historical detailing.
<b>TYPE C - STRIPPED</b>	Characterless, plain buildings, generally without historical styling but of traditional proportions.
<b>TYPE D - MODERN</b>	Generally and possibly no historical charm or character, undistinguished "franchise" buildings, poorly related to the traditional two-story streetscape because of their one-story height.
<b>TYPE E - NON-CONFORMING CIVIC-USE OR LOCAL LANDMARK</b>	Buildings with strong character or design features, yet out of harmony with the overall town character because of differing materials, scale, form, etc.

## 3.2 Types of Building Treatments

The following are the **seven basic approaches** to developing a downtown building. The applicability of each depends on both the nature and condition of the structure to be treated.

**Conservation:** In a few cases, existing older buildings are physically sound and basically appear as they did when they were built. Such buildings retain their architectural integrity and need little work beyond that necessary for maintaining them in their present visual form. Modifications due to evolving codes, structural stabilization, upgrading infrastructure, and life-safety concerns shall be made sensitively as needed.

**Cleaning and Tuckpointing:** Deposits of dirt and deteriorated mortar are significant causes of building decay and unsightliness. The appearance of many old buildings can be improved with a thorough exterior cleaning and tuckpointing or simply sandblasting (if appropriate).

**Renovation:** Renovation consists of the general upgrading of a building's external appearance and internal modifications to meet programming needs. It may consist of accentuating the existing features of the building with paint, replacement or other treatment; the addition of design elements which may or may not have appeared on the original building but are in keeping with the building's character; a general revamping of signage, replacing large overhanging signs with smaller signs; and cleaning, restoration etc.

**Restoration:** Sometimes a building or group of buildings (such as an entire block) is of such historic, architectural or particular aesthetic significance, that these buildings should be restored to the way they looked when new or at some other point in their history. Restoration is necessary when architectural details have been lost, disfigured, or permanently covered up, and replacement or replication is therefore required. If possible, these details should be restored to their original form and color and should be made from authentic/original materials whenever possible.

Restoration can be either full, taking in the entire structure, both inside and out, or partial, in which case only those aspects of the building which are considered important are restored. Common partial restorations involve only a building's exterior, allowing the inside of the structure to be adapted to a current use. The exact kind of restoration program will depend on the importance of the building as determined by the City and on the goals of carrying it out.

**Redesign/Adaptive Reuse:** Some buildings have virtually no architectural value or may be designed in such a manner as to detract seriously from the community's overall image. It may be necessary to completely redesign the

building's facade to fit in with surrounding buildings. Where adapting or redesigning the building exterior is impractical, demolition and clearance may be considered, particularly if a better use can be made of the site. This is a last resort as it can be more economically viable to save some part of the structure.

**Rehabilitation:** This form of building treatment consists of equipping a deteriorated or economically outmoded building to make it continuously useful to its occupants. Rehabilitation can, in many instances, be carried out in a manner which does not affect the external appearance of the building, thereby permitting renovation, restoration, or other treatment of the building's facade.

**New Construction:** New buildings will require the closest evaluation to assure that they are in character with surrounding buildings and the overall atmosphere of the community. "Modern" architectural treatment and materials such as excessive use of glass, tinted glass, single story mansard roofs, aluminum/vinyl siding, and aluminum canopies is discouraged.

**For each of the building types, one or more of the building treatments are recommended. These recommendations are summarized below.**

	TYPE A HISTORIC	TYPE B DEFACED	TYPE C STRIPPED	TYPE D MODERN	TYPE E NON- CONFORMING
Conservation	✓				
Cleaning and Tuckpointing	✓	✓	✓		
Renovation	✓	✓	✓		
Restoration	✓	✓	✓		
Redesign				✓	✓
Rehabilitation				✓	✓
New Construction				✓	✓

## 3.3 BUILDING: REHABILITATED & INFILL BUILDINGS HEIGHT

### Rehabilitated Buildings Height Criteria:

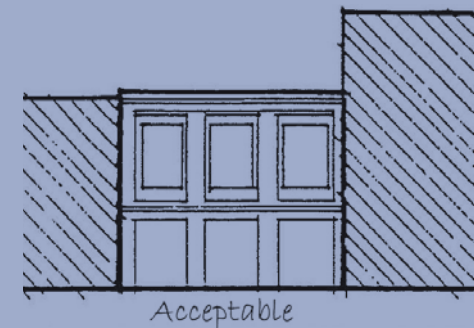
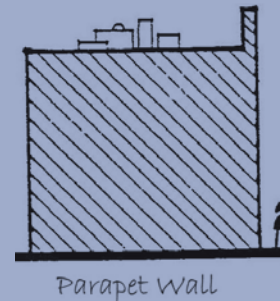
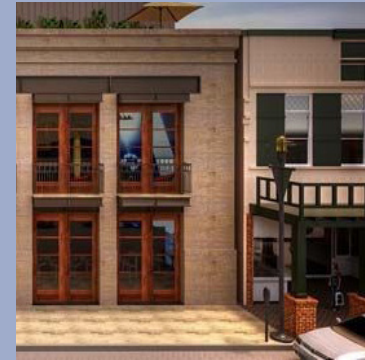
The allowable height of buildings after rehabilitation occurs will be no greater than the height of the buildings before rehab occurs. Exception shall be made for transformer vaults and mechanical equipment on the roof properly screened (not fencing) and not visible from eye level at grade.

**Purpose:** To retain integrity and characteristics of original building.

### Appearance Guidelines

1. **The maximum height** of Downtown Wood River shall be no greater than 3 stories or a maximum of 44 ft.
2. **Roof decks** may be allowed as a special use permit for qualifying properties with all requirements met (fire egress, structurally stabilized, and proper support structure).
3. **Major new buildings taller than the average height** of existing buildings on the block shall have a breakline equal to that highest average level of existing buildings.
4. **Maintain urban character and block massing of buildings.**
5. **Restoration of parapet walls** shall be historically accurate as referenced through photographs or drawings. The allowable height may be adjusted to screen roof mechanical equipment.
6. **Parapet walls:** When placed on top of buildings, parapet walls shall be used to conceal the equipment from ground level. No yard fencing shall be used to screen equipment.
7. **No new infill building shall be less than the height of adjacent buildings nor greater than one floor above** adjacent buildings unless conforming to the requirements set forth.
8. **Roof mechanical equipment,** utilities and trash containers and pick-ups shall be screened from public view.
9. **Solar panel equipment** shall be screened from public view.

Allowed



# 3.4 BUILDING: INFILL BUILDING WIDTH

## Infill Building Width Design Criteria:

All new infill construction property line frontage (i.e., shall extend the full width from party wall to party wall or 90% of lot width of).

**Purpose:** To prevent destruction of block massing.

## Appearance Guidelines

**Exceptions:** First floor voids are allowed for enclosed arcades or open courtyards if:

1. **Occupied floors** above the first floor extend the full width of the property line;
2. **A designation of cross block passages** requires that a minimum 6-foot wide pedestrian access to be reserved for circulation between buildings.



Acceptable



Acceptable



Acceptable with First Floor Courtyard

Allowed



## 3.5 BUILDING: FACADE MATERIALS

### Buildout Line Criteria:

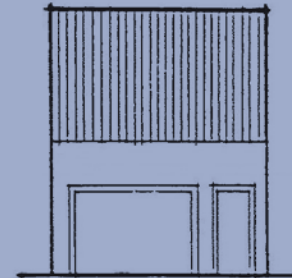
Buildings shall be rehabilitated in such a manner that the overall character components of the original building (i.e., windows, doors, columns, floor lines) are not obscured or eliminated.

**Purpose:** To maintain structural and facade integrity of architectural styling and the streetwall.

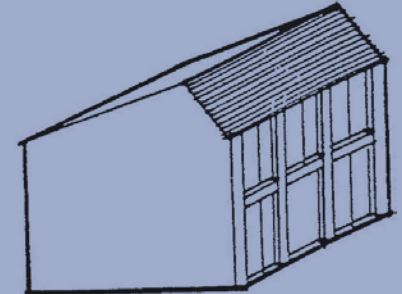
### Appearance Guidelines

- 1. Retain the existing urban and historic characteristics** of flat-roofed buildings within Wood River's Downtown District. No visible sloping or shingled roof forms will be allowed on rehabilitated commercial or mixed-use buildings, new infill or major new buildings. Exception is made for sloped roof not visible from public areas or which is behind a parapet wall.
- 2. Enrich and maintain the building's character and style.** All new and rehabilitated buildings shall have a variety of building detailing compatible with the architectural style and surrounding buildings. Buildings may not be left "stripped" of architectural details.
- 3. New infill and major new development shall match proposed fenestration** grids to the grids of existing buildings. The interval of vertical and horizontal bay elements shall approximate the proportions of buildings immediately adjacent to the building in question.
- 4. Portions of a building** which are structurally integral to the rest of the building cannot be built beyond the existing building line.
- 5. Building components**, such as windows, doors, eaves, and parapets, shall have good proportions and relationships to one another.
- 6. Maintain original building facades** such that building components and character are retained or enhanced.
- 7. New infill buildings shall maintain the general facade character** of adjacent building to maintain continuous and compatible facades which unify and complement existing buildings.
- 8. Architectural style details and proportions** shall be restored as much as possible when rehabilitation (rehabbing) or renovation of a building.

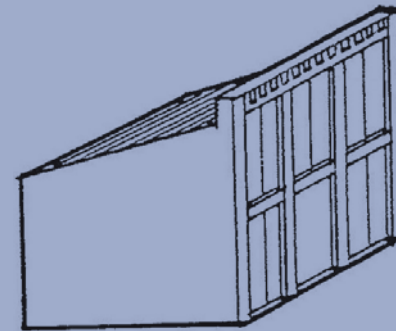
Allowed



Unacceptable Rehabilitation



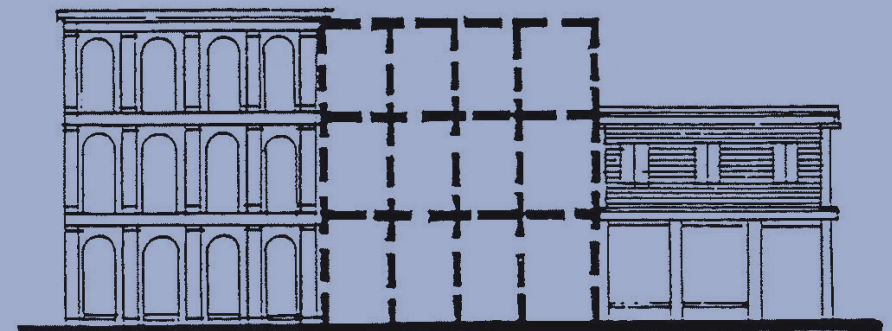
Not Acceptable



Acceptable



Acceptable Rehabilitation



Typical Facade Grid

## 3.6 BUILDING: FACADE MATERIALS

### Design Criteria:

Facade materials along the streetwall must be appropriate to an overall design continuity within Wood River's Downtown District. The conceptual use of material is distinguished by four different types.

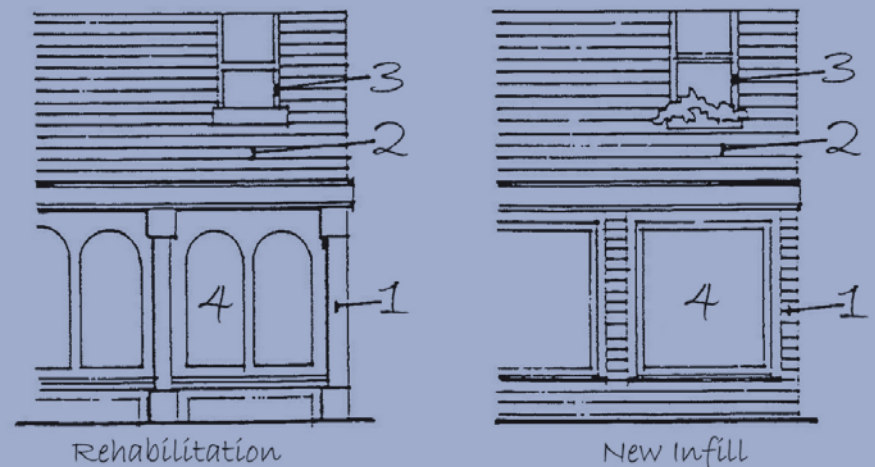
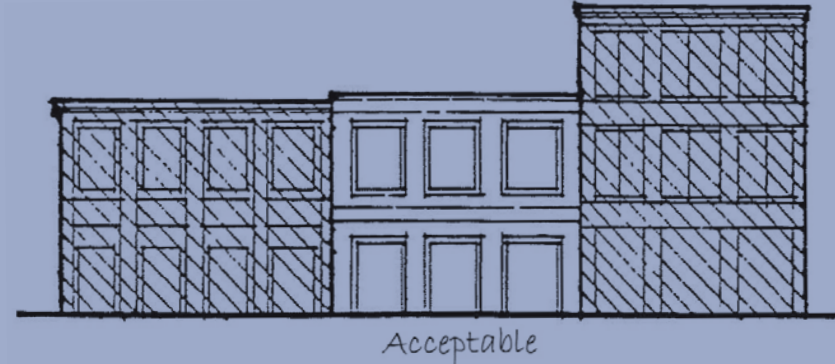
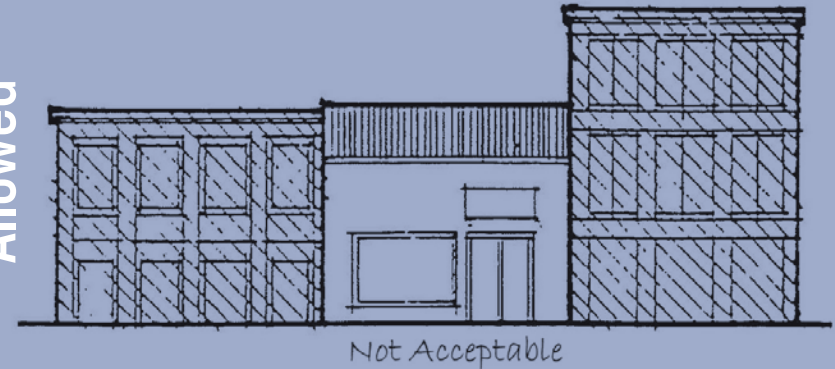
**Purpose:** To promote a cohesive aesthetic and consistency of materials within Wood River's Downtown District.

### Appearance Guidelines

#### General Materials Guidelines

1. **Buildings shall have similar materials or those that are architecturally harmonious** used for all buildings walls and other exterior building components wholly or partly visible from public ways.
2. **Materials shall have good architectural character** and shall be selected for harmony of the building and adjoining buildings.
3. **Materials shall be of durable and good quality.**
4. **Materials should be selected for suitability** to the type of buildings and design in which they are used.
5. **Building wall materials may be combined only horizontally**, with the heavier material generally below the other.
6. **Streetwall materials** shall be made to match facade of the principal building.
7. **Exterior finish materials of facades** shall be limited to brick, wood, or composite siding, clapboard, brick, block and stucco, fiber cement board, and precast concrete with stucco. Vinyl siding is prohibited.
8. **Fences**, if necessary, shall not be allowed within the first layer of a lot. Fences at other layers may be painted wood board, composite, or metal.
9. **Standing seam panels for roof and walls** with concealed mechanical fasteners shall require approval where appropriate.

Allowed



Facade Elements: 1) Structure 2) Surface 3) Ornament 4) Fenestration

## 3.6 BUILDING: FACADE MATERIALS (continued)

The conceptual use of a material is distinguished by four different types.

These materials may be applied or integral to a building's structure, to its surface or enclosure, ornament, or fenestration on the building.

Material Type	Materials
<b>Type I</b>	Materials which are used in their natural state, such as brick masonry walls, exposed concrete structural elements, etc.
<b>Type II</b>	Materials in their natural state, but whose form is associated with a different material, such as iron front details derive their form from cut stone, etc.
<b>Type III</b>	Materials not indicative of any natural material, such as porcelainized metal panels, expanded aluminum screens or bronze aluminum storefront sections.
<b>Type IV</b>	Materials which simulate another material such as artificial stones, artificial bricks, plastic and metal clad windows that simulate wood.

### Materials Permitted for Rehabilitation

- Structural:** Type I. Replacement and repair materials to original 19th and 20th century design as possible.
- Surface:** Type I. Sandblasting, steam cleaning or water blasting are strongly recommended.
- Ornamental:** Types I and II. Replacement and repair ought to be as close to original 19th and 20th century design as possible.
- Fenestration:** Types III and IV. Replacement and repair ought to be as close to original 19th and 20th century design as possible.

### Materials Permitted for New Infill and New Development

- Structural:** Type I only. For example, load-bearing brick masonry walls or cast-in-place concrete.
- Surface:** Type I is permitted, brick masonry or precast concrete panels. Type II is not permitted. Type III is not permitted. Type IV is not permitted. Materials explicitly prohibited: standard precast concrete block and minor glazing.
- Ornamental and Detail:** Type I is permitted, such as corbelled brick masonry. Type II is permitted as cast stone sills, iron fronts. Type III is permitted but shall be closely reviewed with respect to compatibility regarding texture, color, etc. Type IV may be permitted in extreme situations, but will be closely reviewed with respect to color, authenticity, longevity, etc.
- Fenestration:** The most important characteristics are the proportion of the opening and transparency. Replacement and repair ought to be as close to original 19th and 20th century design as possible and the original window openings should be restored.

# 3.6 BUILDING: FACADE MATERIALS (continued)

## Buildings:

### Materials

1. **Building Walls:** finished in stone, brick, stucco, cast stone, wood, fiber-cement plank siding. Piers, columns, posts, shall be made of wood, stone, composite, metal, or stone. Materials and colors to be from the palette with coordinating accents.
2. **Frontage fences and gates, side or rear Fences:** shall be made of metal in cast iron, vinyl or wood pickets painted or stained from the palette. May have brick, decorative concrete, stone bases and columns.

### Configuration:

1. **Walls** - shall show no more than two materials. Materials shall change only along a horizontal line, with heavier material on the bottom.
2. **Stucco** shall be cement or synthetic and may be integral color or painted. Finish shall be sand finish. Full-size samples must be approved by Building and Zoning.
3. **Brick** shall be approved and may be painted.
4. **Wood or fiber cement board** shall be on the pattern of clapboard, dropsiding, or board-batten and shall be painted.
5. **Trim** shall be minimum of grade "B" lumber, fiber cement trim (e.g. Azek).
6. **Arches and Piers** of masonry shall be no less than 12 in x 12in in plan view.
7. **Posts** shall be no less than 6in x 6in in cross-section
8. **Frontage fences** shall have different designs than adjacent lots.
9. **Colors on the building exterior** shall be selected from the approved palette.

## Accessories:

### Materials

1. **Chimneys** on fronting streets, sidewalks, and public spaces shall be brick, stone, stucco or enclosed in the same materials as the exterior walls. **Flues** may be painted black or the same color as the exterior walls.
2. **Signs** shall be made of wood, composite, or metal.
3. **Awnings** shall be light metal armature stretching a non-translucent canvas membrane.
4. **Balconies, arcades, colonnades, and porches** shall be made of wood, composite, or metal with details.

### Configurations:

1. **Chimneys** shall extend to the ground and have a projecting cap.
2. **Balconies and railings** shall be visibly supported by brackets and shall not exceed 3 feet in height. Maximum rail and stile spacing shall be according to latest building code.
3. **Facade signs** shall be designed integrally with the storefronts, no larger than 3 feet tall, shall not be back-lit, translucent, or located above the second-floor sill. **Blade signs** may be attached perpendicular to the facade no taller than 1.5 ft. No more than 4 sq feet total and minimum clearance of 7.5 ft.
4. **Awnings** shall be sloping rectangles without sides or bottom soffit panels.
5. **Yard equipment** including HVAC, meters, clothesline, satellite dishes, play equipment, hot tubs, and such, shall not front streets, sidewalks, public spaces.
6. **Trash containers** shall be located within in permanent enclosures when not in alley or lane for collections.

## Roof Elements:

### Materials

1. **Sloped roofs** shall be clad in slate metal tile, wood, asphalt, or fiberglass shingles.
2. **Flat roofs** shall be commercial quality roofing.
3. **Gutters, downspouts, and projecting drainpipes** shall be made of galvanized metal, painted aluminum, or copper.

### Configuration:

1. **Principal roofs** where sloped, shall be a symmetrical gable or hip.
2. **Flat roofs** shall be surrounded by a horizontal parapet wall not less than 2.5 feet higher than the roof deck's highest point.
3. **Soffits and fascias** shall be made of wood, metal or fiber cement board.
4. **Gutters** shall be half-round or ogee shaped.
5. **Roof penetrations and vent stacks** shall not be placed on the frontage roof slope and shall match the color of the roof. Continuous ridge vent is encouraged.
6. **Skylights** shall be flat and locations shall be approved by City.
7. **Eaves** shall be as deep and continuous as possible, where appropriate. Eaves which overhang less than 1 foot may have a closed soffit.
8. **Arcades, colonnades, and galleries** may have a soffit or painted neutral under coating.

## Fenestration

### Materials

1. **Windows** shall have frames made of wood or clad wood and shall have clear glass. Stained glass is permitted but must be approved by the City. Storefronts in traditional materials of glass, wood, metal are appropriate.
2. **Doors** shall be wood or composite. Glass lights may be approved for storefronts.

### Configuration:

1. **Windows** shall be single, double, triple-hung, or operable casements.
2. **Storefronts** shall be clear glass panes in good proportion with the building and first floor. Cast iron casings are appropriate. Openings shall be rectangular with vertical or square proportion.
3. **Shutters** shall be either louvered or paneled, sized, and shaped to match the associated openings.
4. **Storm windows and screens**, if provided, shall cover the entire window area.
5. **Doors** shall be side-hinged (sliders shall not front streets, sidewalks, and public spaces).
6. **Service doors** shall only be provided at the rear.

## 4.0 FACADE: COLORS

### Facade Colors Criteria:

Building facades should conform to a range of colors which are intended to give unity and an historic connotation to Wood River's Downtown District.

**Purpose:** The District is characterized by the intrinsic and existing colors of the building facades.

### Appearance Guidelines
























- 1. Color Defined:** The color applied to a broad building wall or to cast-iron members, which are structurally integral to the building is called the **dominant color**. This color is often synonymous with the "inherent" color.
- A color applied to trim, fascia boards, door panels, mullions, cornice mouldings, or miscellaneous metals is called an **accent color**.
- 3. Accessory colors** are applied to items attached to a building such as: planter boxes, awnings, or signage.
- Accent and accessory colors shall be harmoniously compatible with the dominant colors, thus forming a **color scheme**.
- 5. Use of similar colors is encouraged** for major new construction and new infill construction as well. If paint coating is applied, either a duplicate of the dominant material color or else a match of value and intensity is recommended.
- 6. Color palette has been selected** and are available as the Sherwin Williams American Heritage Palette. A selection of allowed sample colors and a chart of the colors are on the following pages. Other paint companies and vendors shall be permitted as long as they are color-matched to this palette.
- 7. Combinations of trim and accents** in neutral palettes can be found here: <https://www.sherwin-williams.com/property-facility-managers/color/find-and-explore-colors/hoa/galena/il/the-galena-territory-association/>.
- 8. All surfaces visible to the public** should be kept in non-faded colors and in good repair free of peeling paint.

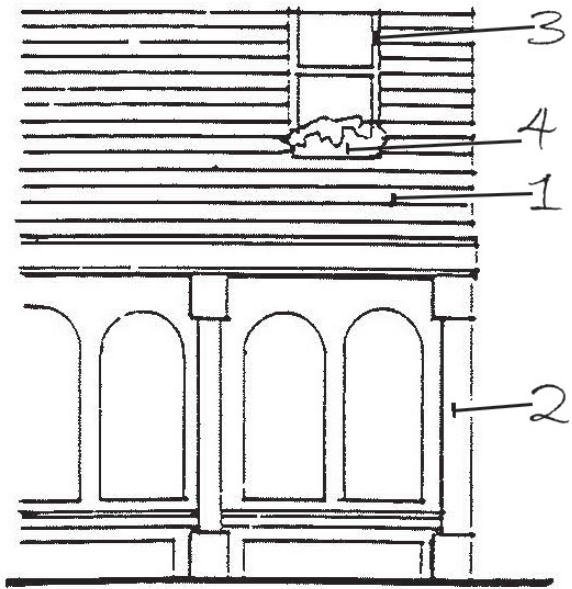
NOTE: The example photos to the right are intended to illustrate the use of complementing and contrasting facade color elements. They do not depict the approved color palette for the Downtown District.

Allowed



# 4.0 FACADE: COLOR PALETTE (continued)






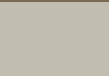


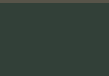


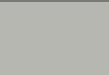





							
Silvermist SW 7621	Pure White SW 7005	Chamois SW 6131	Rushing River SW 7746	Colonial Revival Stone SW 2827	Polished Mahogany SW 2838	Roycroft Bronze Green SW 2846	Classical White SW 2829
							
Spiced Cider SW 7702	Peppercorn SW 7674	Uncertain Gray SW 6234	Fresco Cream SW 7719	Colonial Revival Gray SW 2832	Pure White SW 7005	Downing Slate SW 2819	
							
Cocoon SW 6173	Keystone Gray SW 7504	Pottery Urn SW 7715	Moderne White SW 6168				
							
Tricorn Black SW 6258	Roycroft Copper Red SW 2839	Rookwood Brown SW 2806	Naval SW 6244				







Facade Color Elements

- 1) Inherent 2) Dominant 3) Accent 4) Accessory

COLOR #	COLOR NAME	RED	GREEN	BLUE	HEX	COLOR	COLOR #	COLOR NAME	RED	GREEN	BLUE	HEX	COLOR
SW2801	Rookwood Dark Red	75	41	41	4B2929		SW2819	Downing Slate	119	127	134	777F86	
SW2802	Rookwood Red	98	47	45	622F2D		SW2820	Downing Earth	136	123	103	887B67	
SW2803	Rookwood Terra Cotta	151	88	64	975840		SW2821	Downing Stone	166	163	151	A6A397	
SW2804	Renwick Rose Beige	175	136	113	AF8871		SW2822	Downing Sand	203	188	165	CBBCA5	
SW2805	Renwick Beige	195	176	157	C3B09D		SW2823	Rookwood Clay	154	126	100	9A7E64	
SW2806	Rookwood Brown	127	97	74	7F614A		SW2824	Renwick Golden Oak	150	114	76	96724C	
SW2807	Rookwood Medium Brown	110	82	65	6E5241		SW2826	Colonial Revival Green Stone	163	155	126	A39B7E	
SW2808	Rookwood Dark Brown	95	77	67	5F4D43		SW2827	Colonial Revival Stone	167	148	124	A7947C	
SW2809	Rookwood Shutter Green	48	59	57	303B39		SW2828	Colonial Revival Tan	211	182	153	D3B699	
SW2810	Rookwood Sash Green	80	106	103	506A67		SW2829	Classical White	236	225	203	ECE1CB	
SW2811	Rookwood Blue Green	115	132	120	738478		SW2831	Classical Gold	235	184	117	EBB875	
SW2812	Rookwood Jade	151	159	127	979F7F		SW2832	Colonial Revival Gray	180	185	185	B4B9B9	
SW2813	Downing Straw	202	171	125	CAAB7D		SW2833	Roycroft Vellum	232	217	189	E8D9BD	
SW2814	Rookwood Antique Gold	165	130	88	A58258		SW2834	Birdseye Maple	228	196	149	E4C495	
SW2815	Renwick Olive	151	137	106	97896A		SW2835	Craftsman Brown	174	146	120	AE9278	
SW2816	Rookwood Dark Green	86	92	74	565C4A		SW2836	Quartersawn Oak	133	105	91	85695B	
SW2817	Rookwood Amber	192	134	80	C08650		SW2837	Aurora Brown	106	66	56	6A4238	
SW2818	Renwick Heather	139	125	123	8B7D7B		SW2838	Polished Mahogany	67	39	34	432722	

COLOR #	COLOR NAME	RED	GREEN	BLUE	HEX	COLOR
SW2839	Roycroft Copper Red	123	55	40	7B3728	
SW2840	Hammered Silver	151	138	127	978A7F	
SW2841	Weathered Shingle	147	127	104	937F68	
SW2842	Roycroft Suede	167	148	115	A79473	
SW2843	Roycroft Brass	122	106	81	7A6A51	
SW2844	Roycroft Mist Gray	194	189	177	C2BDB1	
SW2845	Bunglehouse Gray	152	143	123	988F7B	
SW2846	Roycroft Bronze Green	87	84	73	575449	
SW2847	Roycroft Bottle Green	50	64	56	324038	
SW2848	Roycroft Pewter	97	101	100	616564	
SW2849	Westchester Gray	121	121	120	797978	
SW2850	Chelsea Gray	182	183	176	B6B7B0	
SW2851	Sage Green Light	115	112	94	73705E	
SW2853	New Colonial Yellow	217	173	127	D9AD7F	
SW2854	Caribbean Coral	190	121	94	BE795E	
SW2855	Sycamore Tan	156	138	121	9C8A79	
SW2856	Fairfax Brown	97	70	58	61463A	

COLOR #	COLOR NAME	RED	GREEN	BLUE	HEX	COLOR
SW2858	Harvest Gold	217	160	106	D9A06A	
SW2859	Beige	223	200	181	DFC8B5	
SW2860	Sage	179	174	149	B3AE95	
SW2861	Avocado	133	124	93	857C5D	

# 4.1 FACADE: COMPONENTS - WINDOWS | DOORS | WINDOW AREA

## Windows/Doors/Window Area Criteria:

For all new and rehabilitated buildings, a maximum transparency of street level facade is highly encouraged. This goal applies to first floor only.

**Purpose:** To achieve high-transparency in order to encourage views and activities into the first floor level.

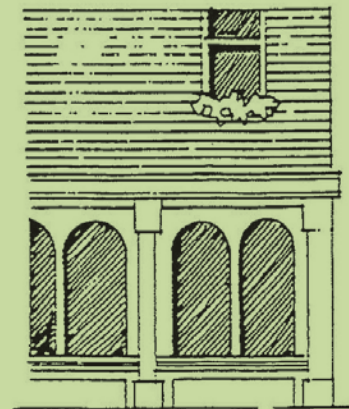
## Appearance Guidelines

**Rehabilitated Buildings:** The minimal percentage allowable for the first floor is dictated by the transparency allowable for the first floor of original design of the building.

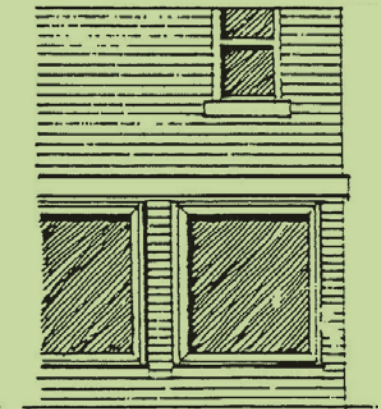
**New Buildings:** For each bay, the minimum area that is transparent on the street level facade from a level of three feet above grade to the bottom of the first floor lintel shall not be less than 60% nor greater than 90%.

1. **Buildings** shall have their principal pedestrian entrances on a frontage line.
2. **There shall be provided one zero-step entrance** from an accessible path on the front, side, or rear of each commercial building. This relative to the adjacent finished grade or this can be provided via an approved ramp.
3. **Windows shall use clear glass panels.** Stained glass windows shall be allowed on churches, synagogues, or other places of worship.
4. **Retail frontages** shall be traditional storefronts glazed no less than 70% of the sidewalk/entry level story.
5. **Openings** above the first story shall not exceed 50% of the total building wall area with each facade being calculated independently.
6. **Doors and windows that open as sliders** are prohibited along the frontages.
7. **Commercial buildings** shall not have blinds, patterned curtains or screens visible from the exterior through windows, glass doors, or commercial openings.

Allowed



Rehabilitation



New Infill

## 4.2 FACADE: COMPONENTS - EAVES, PARAPETS, & TRIM CRITERIA

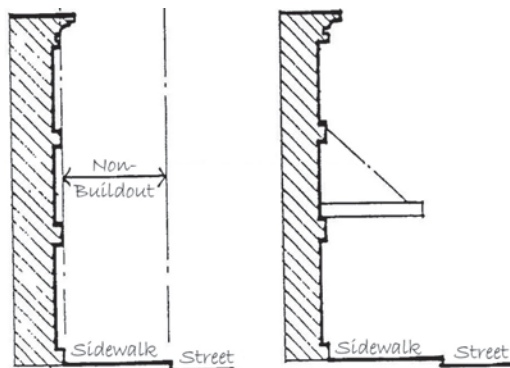
### Eaves, Parapets, and Trim Criteria:

Openings including porches, galleries, arcades, and windows, with the exception of storefronts, shall be square or vertical in proportion.

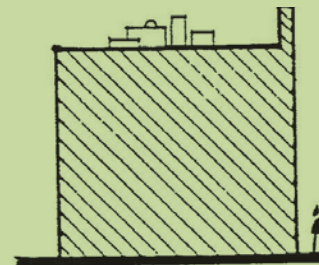
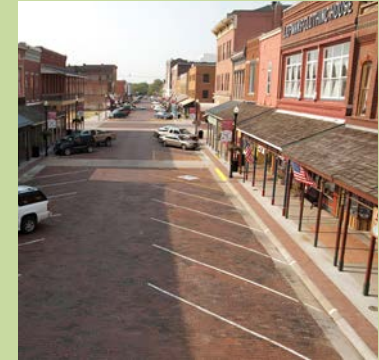
**Purpose:** To ensure architectural features and embellishments complement a cohesive design aesthetic.

### Appearance Guidelines

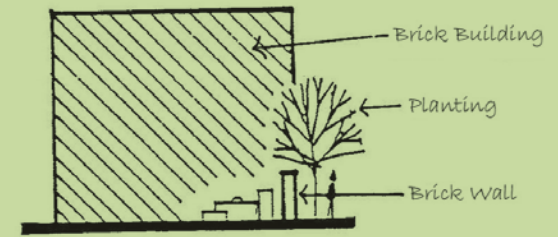
- 1. Shopfront and Awning:** A frontage wherein the facade is aligned close to the frontage line with the building entrance at sidewalk grade. This type is conventional for retail use with substantial glazing on the sidewalk level and an awning placed so as to overlap the sidewalk to the maximum possible.
- 2. Gallery:** A frontage wherein the facade is aligned close to the frontage line with a cantilevered shed, balcony, or lightweight colonnade overlapping the sidewalk. This type is appropriate for retail use. The Gallery should be no less than 10 feet wide and overlap the whole width of the sidewalk to within 2 feet of the curb.
- 3. Arcade:** A frontage wherein the facade is above a colonnade that overlaps the sidewalk, while the sidewalk level remains at the frontage line. This type is appropriate for retail use. The arcade shall be no less than 12 feet wide and overlap the whole width of the sidewalk to within 2 feet of the curb.



Allowed



Parapet Wall



Screen Wall



Acceptable Rehabilitation



Unacceptable Rehabilitation

## 4.3 FACADE: COMPONENTS - FACADE MOUNTED DETAILS

### Facade Mounted Details Criteria:

Facade mounted details such as awnings, planter boxes, flags, etc., shall be encouraged. Detail shall be as faithful as possible to the era of the building and harmonious with the types of elements found in the Downtown District.

**Purpose:** Encourage a variety of detail while creating a harmonious District.

### Appearance Guidelines

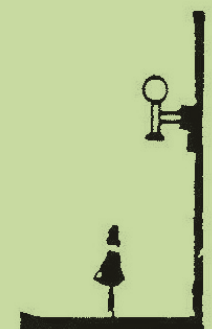
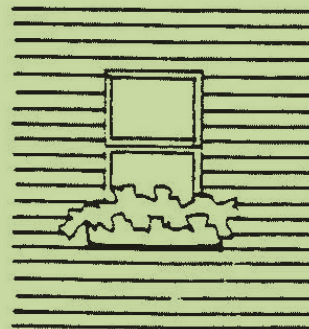
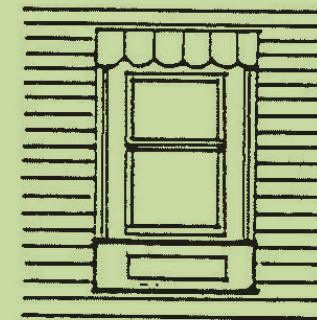
#### Items encouraged:

- Wall mounted exterior fixed shade louvers/ pergolas
- Awnings (with or without internal lighting). Awnings in disrepair or dirty need to be repaired, replaced, or removed.
- Historical retractable awnings
- Planter boxes
- Flags
- Exterior lighting
- Signs (see sign section)
- Vertical banners
- Permanent canopies with columns over existing walks.
- Holiday decorations and lighting. They shall be removed by 45 days after said holiday.
- Vertically-oriented building signs
- Vintage or new neon tube signage, may be animated

#### Items discouraged

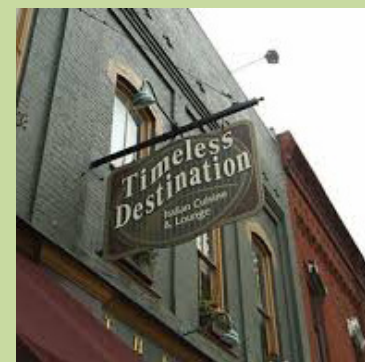
- Temporary signage for longer than 30 days.
- Temporary bunting for longer than 30 days or in poor repair.
- Items that block windows, transoms, exits, or entries.
- Limit product placement and branded signage
- LED sign on building or in window (inc. flashing or animated LED signs)
- Product branding LED signs

Allowed



# 4.4 FACADE: COMPONENTS - Facade Mounted Details(continued)

Allowed:



## 4.4 FACADE: SIGNAGE

### Design Criteria:

Signs of varying scale, location, color, materials, and typography will be encouraged; however, they will be strongly controlled and require a sign permit. The following general outline provides a basis for controlling signage within Wood River's Downtown District, but does not constitute a sign code.

**Purpose:** Encourage a variety of detail while creating a harmonious District.

### Appearance Guidelines

Signage solutions must come from the individual architectural concerns at and within each building. Each proposed sign must be evaluated for its individual merits and how it fits into and supports the whole.

**Four main signage types are recommended:**

**1) Building Attached 2) Small-projecting Blade Signs 3) On Storefront Glass; and 4) Awning Signs**

The following describes the basic criteria.

1. Exterior lighting and signage shall be part of the architectural concept. Fixtures, standards, and all exposed accessories shall be harmonious with building design and surrounding buildings.
2. All awnings signs, and similar architectural elements have a clearance above any sidewalks of at least 7 feet 6 inches.
3. The level of competition must be kept low in order to minimize clutter.
4. Allowable materials include paint, gold and silver leaf, fiberglass, wood stained glass, metal, glass and awning cloth.
5. Signs not connected with the actual business use of the premises such as commercial billboards and outdoor advertising display signs are prohibited.
6. In general no undulating, swinging, rotating or otherwise moving signs, or any flashing, fluttering, or blinking lights may be located, erected or altered. However, artful signs shall be considered for approval.
7. Artful vintage signs in good repair shall be considered for approval.
8. Colors shall be harmonious with the building color scheme.
9. Large projecting perpendicular signs shall not exceed 10% of the building's front wall surface, excluding awnings.
10. Attached signs shall not exceed 20% of the front wall surface.
11. Attached letters or logos of the business on property may be used.
12. Murals shall be allowed, but must be approved by Building and Zoning Department.
13. If neon is desired, it must be classic tube construction, not LED.
14. All signs shall be maintained and be in good repair at all times.
15. One address number no more than 6 inches vertically shall be attached to the building in proximity to the principal entrance. Address numbers shall be no smaller that permitted by the City's Fire Code.
16. One blade sign per each business may be permanently installed perpendicular to the facade. Such a sign may be at most 4 square feet unless otherwise specified for the specific zone.
17. Front facade sign may be applied to the facade at 3 feet in height and by any length.
18. Temporary sandwich boards are allowed, but must be of high quality, durable, and brought in when the business is closed. These cannot obstruct sidewalk at any time.
19. Signs for second floor businesses must adhere to the size requirements and can be hung over the primary entrance or on the primary exterior facade. They cannot hang in windows or otherwise block windows.
20. Materials not allowed are vacuum-formed plastic with internal illumination.

# 5.0 BUILDING USE: UPPER FLOORS

**Design Criteria:** In addition to commercial or office uses, upper floors on existing, renovated, rehabilitated, or new construction shall provide high-quality living units above street level commercial storefronts and offices. These residential dwellings will provide a new type of housing, vibrancy to downtown, and a new economic generator for Downtown.

**Purpose:** To make available quality "loft Living" housing opportunities in Wood River's Downtown District. Uses obtained by Special Use Permit only.

## Appearance Guidelines

1. First and foremost, all dwelling units must meet and comply with the City of Wood River's Occupancy Permit certifications in order to protect the public health, safety and general welfare of the residents of Wood River. All interior and exterior dwelling, premises, or any part thereof (including architectural features, details, amenities, and facilities shall comply with Wood River's ordinances.
2. The units may be condos, sole ownership, live-work units, multi-family dwelling, apartments, or short-term leased units. Hotels are allowed. Single rooming units are prohibited
3. Each unit must be designated for occupancy as defined Chapter 157 of the Occupancy Permit Ordinance for living purposes on the upper floors subject to the following criteria:
  - Meet all standards of the Occupancy Permit Requirements.
  - Clear egress for emergencies and safety.
  - Permanently installed cooking and sanitary facilities, if applicable.
  - Number of occupants allowed will be determined by the size of unit and room number.
4. Substandard amenities and dwelling units that are non-conforming to minimum standards, both interior and/or exterior, shall not be deemed occupiable as a dwelling unit or livable.
5. Basements and cellars shall not be used as living quarters unless there is sufficient ventilation and egress, and all other codes are met.
6. Occupants shall not do auto repair, store derelict vehicles, mechanical repair, temporary storage units, storage of junk, have grills/BBQs on any of the premises or nearby. Buildings may provide courtyards or gathering space for the units with screens per these guidelines with a special use.

Allowed



## 6.0 GLOSSARY

**Adjacent:** Near, close, or contiguous.

**Appearance:** The outward aspect visible to the public.

**Appropriate:** Fitting or suitable to a particular situation, location, or setting.

**Appurtenances:** The visible, functional objects accessory to and part of the buildings.

**Architectural Character:** The composite or aggregate of the characteristics of structure, building, group of buildings, form, materials and function of a or other architectural composition.

**Architectural Style:** The characteristic form and detail, as of buildings of a particular historical period.

**Articulation:** The visible expression of architectural elements through form, structure, or materials that break up the scale of, buildings and spaces.

**Attractive:** Having qualities that peak interest and aesthetic pleasure in the observer or user.

**Breakline:** A portion of a new building which is equal to the average height of the existing surrounding buildings.

**Buildout:** The imaginary line (limit) along the "street wall" to which a building portion of a building can be constructed. Usually equivalent to the property line.

**Character:** Prevailing existing architectural elements, including building mass, scale, and era they were built.

**City:** For the purposes of this document, it refers to the City of Wood River, Illinois.

**Colonnade:** Is a range of columns that supports a string of continuous arches or a horizontal entablature.

**Comfort:** To ease the trouble of. This document uses the word comfort to describe the physical ease of the human body in an outdoor place.

**Compatibility:** Harmony in the appearance of two or more buildings, structures, and landscape developments in the same vicinity.

**Compatible:** Able to exist or occur together without conflict.

**Complement:** Something that goes well with something. This document uses this term to express how elements can be adjacent and agreeable in scale, proportion, composition, and type but not identical in style or manner.

**Context:** Much like a building needs the right scale; it also needs to be

built in context. This means that the building suits its surroundings in style, materials, and proportion. A glass skyscraper rising on a block of low-rise, brick townhouses, then, would be referred to as "out of context."

**Dwelling unit:** a place of residence.

**Entablature:** Is a superstructure of moldings and bands which lie horizontally above columns, resting on their capitals. Entablatures are major elements of classical architecture, and are commonly divided into the architrave (the supporting member immediately above; equivalent to the lintel in post and lintel construction), the frieze (an unmolded strip that may or may not be ornamented), and the cornice (the projecting member below the pediment

**Facade:** The entire side or "face" of a building including all details. Usually the side facing the main public way or street. All wall planes of a building that are visible from one side or perspective.

**Focal Point:** A prominent structure, feature or area of interest or activity.

**Frieze:** Is a is the wide central section part of an entablature and may be plain or decorated with a band of richly sculpted ornamentation on a building.

**Harmony:** A quality which produces an aesthetically pleasing whole as in an arrangement or varied architectural and landscape elements.

**Lintel or lintol:** Is a structural horizontal block that spans the space or opening between two vertical supports. It can be a decorative architectural element, or a combined ornamented structural item. It is often found over portals, doors, windows and fireplaces.

**Live/Work:** denoting or relating to property which combines residential living space with commercial space.

**Mass:** The combination of the three dimensions of length, height, and depth which give a building its overall shape; a building is often composed of many masses, hence the term massing, which is often used to describe the form or shape of structures.

**Mechanical Equipment:** Equipment, devices and accessories, the use of which relates to water supply, drainage, heating, ventilating, air conditioning and similar building support purposes.

**New Infill:** New buildings to be constructed at a future date, and which would be located primarily within an existing mass or block of buildings.

**Pedestrian Scale:** This document uses pedestrian-scale to set or describe the size of and relationships between elements.

**Pediment:** Is a decorative triangular piece situated over a portico, door,

## 6.0 GLOSSARY (continued)

window, fireplace, etc. The space inside the triangular piece is called the “tympalum,” and is often decorated.

**Plant Materials or Plantings:** Trees, shrubs, perennials, native plants, vines, groundcover, grass, annuals and bulbs.

**Proportion:** The relationships of the various objects and spaces (parts of a building, landscape, structures, or buildings to each other) that make up a structure to one another and to the whole.

**Public Realm:** All spaces physically or visually accessible to the public, such as streets, sidewalks, plazas, parks and viewsheds.

**Relief:** Is a sculptural technique where images, patterns or artifacts are raised as sculpted elements, remaining attached to a solid background of the same material.

**Reveal:** Or demarcation feature is a groove or a step in a wall face generally used to create a desired architectural effect. Another name for it is rustication or false joint. Reveals can run vertically, horizontally or diagonally, and there may be several bands of them on a building.

**Rhythm:** The repeated physical characteristics of buildings within an area, on a street or block, including the building footprint, organization and massing.

**Scale:** Harmonious relationship of the size of parts to one another and to the human figure. A proportionate size, extent, or degree, usually judged in relation to some standard point of reference.

**Screening:** Structure or planting which conceals from view from public ways the areas which are otherwise objectional to view.

**Sense of Place:** The feeling associated with a location, based on a unique identity and other memorable qualities.

**Set back:** The distance between the building and the property boundary. Setbacks may apply to the front, side and rear of the property.

**Sill:** Like a lintel, is a structural horizontal block that spans the space or opening below and between two vertical supports that frame a window, but, unlike a lintel, does not serve to bear a load to ensure the integrity of the wall.

**Streetscape:** The environment of the street right-of-way as defined by adjacent private and public buildings, pavement character, street lighting and street furniture, and the use of the right-of-way.

**Streetscape Elements:** All of functional and decorative features that are placed, planted or built within the public realm. They include public utilities and amenities, visible elements of infrastructure, such as street lights and trees.

**Street Wall or Streetwall:** The edge formed by the line of facades of a series of buildings. Combined facades of buildings generally built to the property line facing a street or open space. A clear streetwall helps define “the urban room” or the public realm. A consistent streetwall that is visually interesting and has an active ground floor uses promotes pedestrian activity.

**Downtown District:** Special designation of a Tax Increment Finance area encompassing the area within the corporate limits of a city.

**Stepback:** A setback of the upper floors of a building which is greater than the setback of the lower floors.

**Variation:** A change or difference in condition, amount, or level, typically with certain limits. In design, variation describes how adjacent elements can contain different attributes with enough similarity to be recognizable as related. A pattern of variation generally requires the repetition of three or more elements.

**Visual Interest:** Focuses on the aesthetics of a site and its related materials with the use of images, colors, fonts, and other elements to create a more attractive environment for pedestrians.



[www.HeartLandsConservancy.org](http://www.HeartLandsConservancy.org)

2023