

La Verkin City Commercial Design Guidelines

Purpose

The La Verkin Development Design Guidelines will serve as a reference document and guide for the development community to use in reaching the city's objectives of providing quality, attractive and well-designed commercial development. The guidelines will serve as a road map for the city's consideration of acceptable design excellence and will also provide developers/designers with the ability and flexibility to provide creative, innovative solutions to design problems.

Commercial Design Guidelines

Generalized Statements

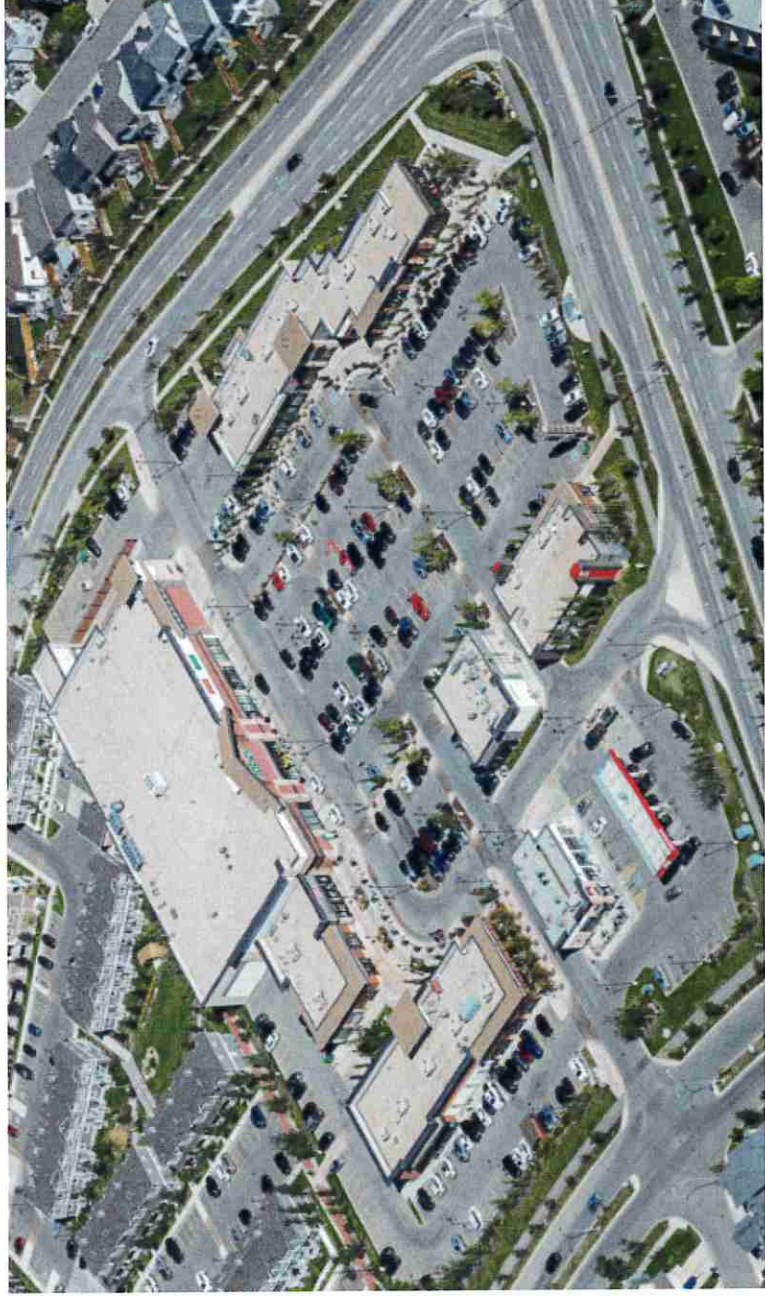
- Design guidelines are not meant to be specific but, rather, be general in nature to provide proper guidance while also allowing flexibility by the designer.
- Design guidelines should be a reflection of the city's values, culture, and complement existing historic architecture.

Commercial Design Guidelines

Site Design

- **Placement** - Buildings, entries, office areas, windows, prominent design features should generally face streets, parking lots and public areas.
- **Access** - Internal circulation should be designed in a manner that emphasizes access, safety and efficiency while providing an attractive environment.
- **Parking** – All parking lots should be landscaped. Reciprocal driveways and reciprocal parking should be encouraged. Each site should be a self-contained development capable of accommodating its own parking needs.

Commercial Development – Street Facing, Landscaping, Access, Parking

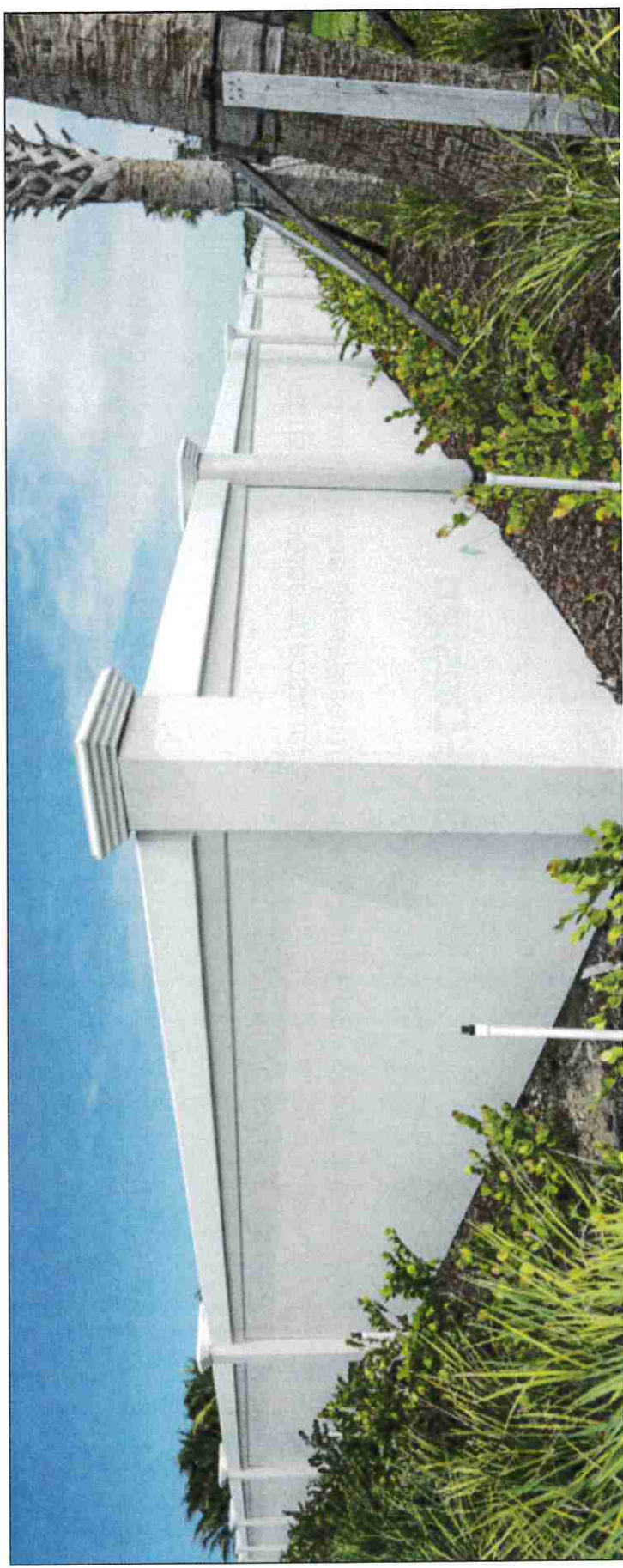


Commercial Design Guidelines

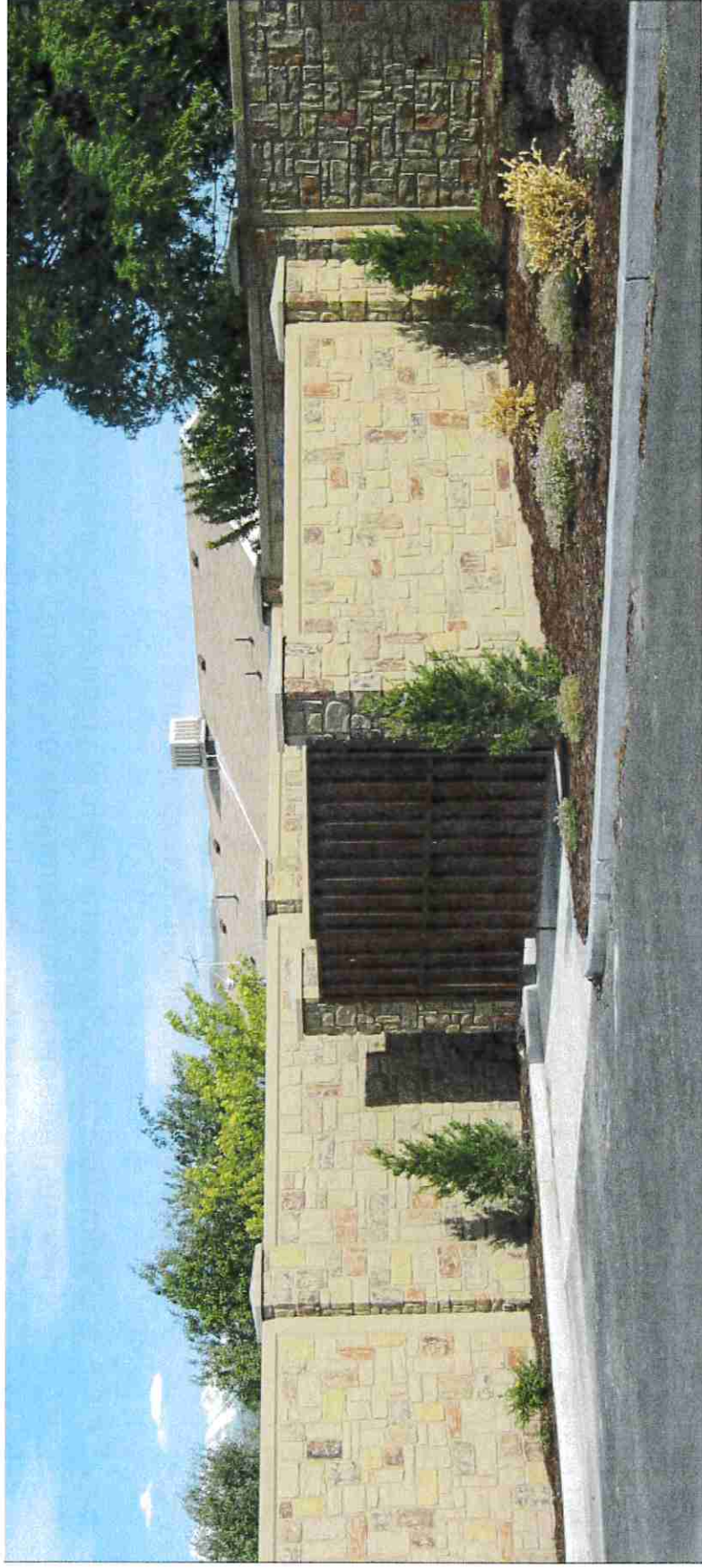
Site Design

- **Residential Areas** - Buffering of adjacent residential areas/uses should consist of vegetation and masonry walls. In addition to walls, landscape screening should be provided between residential and commercial uses.
- **Trash Enclosures** – Unenclosed trash bins are not acceptable. Decorative enclosed trash structures are required and should complement the architectural design of the associated structure.
- **Loading Spaces**- Loading spaces should be located to the rear, side, or in an internal location to reduce visibility and noise and should be screened appropriately when necessary.

Block Wall/Landscape Buffer



Trash Enclosure



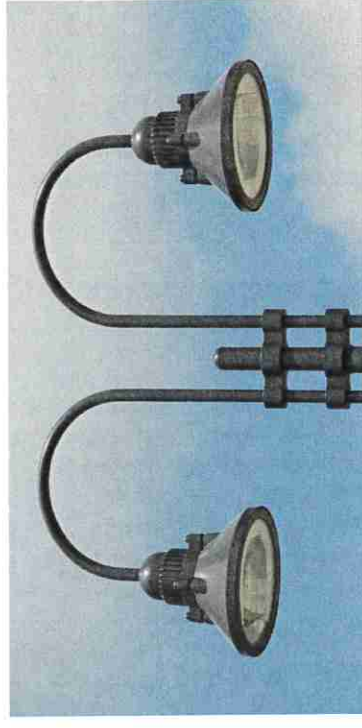
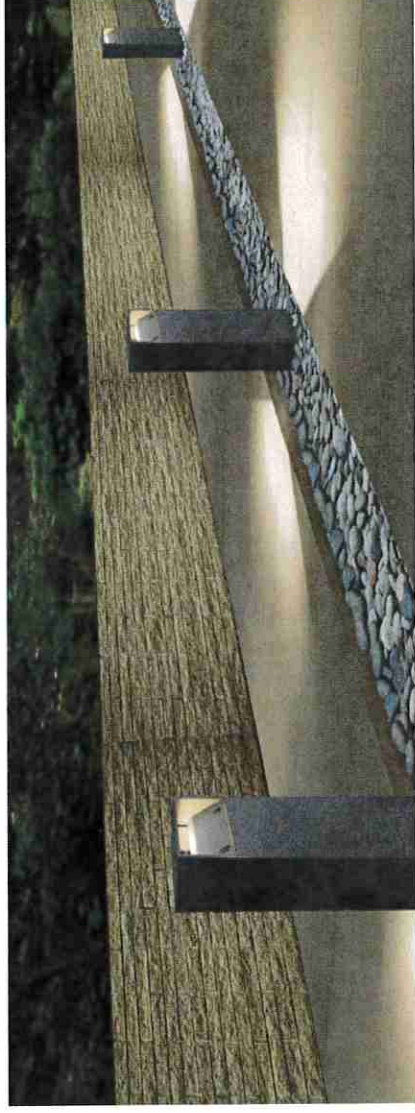
Commercial Design Guidelines

- **Landscaping** – Landscaping should enhance building design, create and define spaces, and provide shade and aesthetic appeal. Landscaping should be provided along building edges facing the street and parking lot or areas visible to public view.
- **Lighting** – Parking lot lighting and façade lighting should be directed downward to avoid spillage. The design of any lighting should complement the design of the associated development.
- **Perimeter walls** – Perimeter walls are required if commercial development is located adjacent to residential development. Any perimeter wall should be constructed of decorative block that complements the color and design of the development. Long expanses of uninterrupted walls should be avoided. Precision block is prohibited.

Landcaping



Lighting



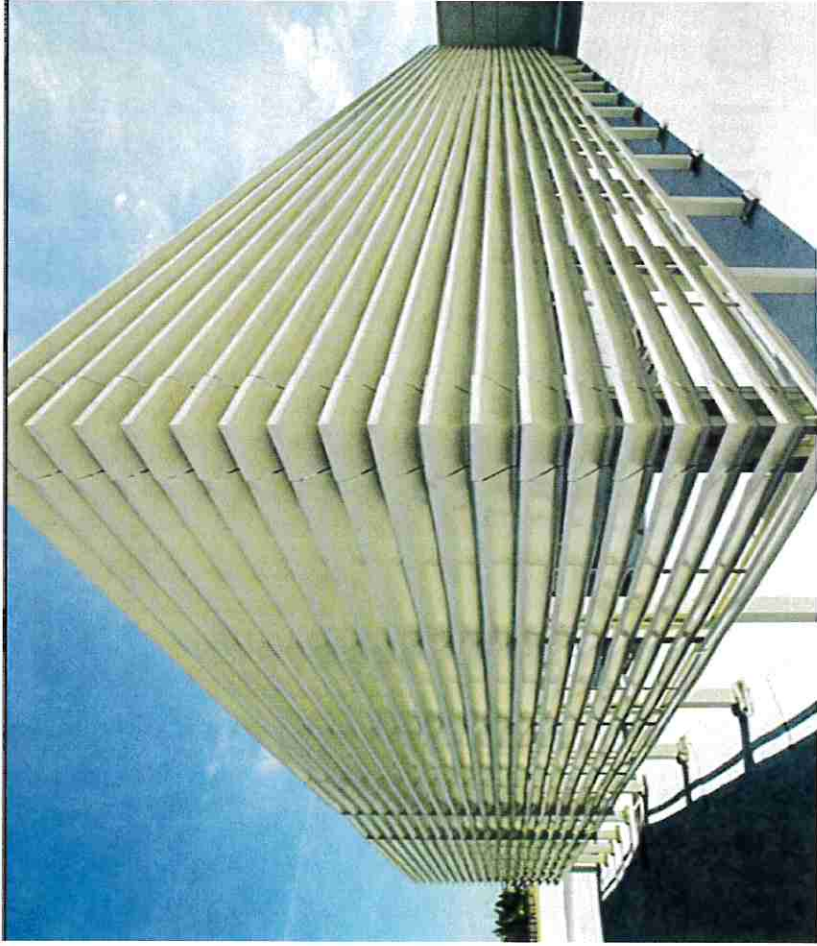
Block Wall - Precision



Commercial Design Guidelines

- **Storage** – No outdoor storage is permitted. An enclosed storage structure is allowed if it matches the architectural design of the development and if space on the lot is available.
- **Equipment screening**- All mechanical equipment should be screened, including roof-mounted equipment. Screening materials should complement and match the architecture of the development. All ground-mounted utility appurtenances such as transformers shall be located out of public view or adequately screened through the use or combination of concrete or masonry walls and landscaping.

Equipment Screening



Commercial Design Guidelines

Structural Design

- **Colors** - Color and finishes on building exteriors of all elevations of a structure should complement the structure's design. Colors used should be energetic and contemporary. The actual building colors and color palette should complement existing color themes utilized in the Southern Utah area.
- **Materials** - Attractive, durable, quality materials should be used. Acceptable materials for the primary portion of the building include glass, stucco, brick and stone. Accent materials should complement the façade and generally consist of a different texture or composition of the façade.

Colors

CHINA	BRIGHT WHITE	POLAR WHITE	IVORY
LIGHTSTONE	SEA WOLF	SAND/EN TAN	TERRA COTTA
COUNTRY RED	COCOA BROWN	ASH GRAY	OLD TOWN GRAY
CHARCOAL	BURNISHED SLATE	BURGUNDY	HAWAIIAN BLUE
TAHOE BLUE	PATINA GREEN	DENALI GREEN	EMERALD GREEN

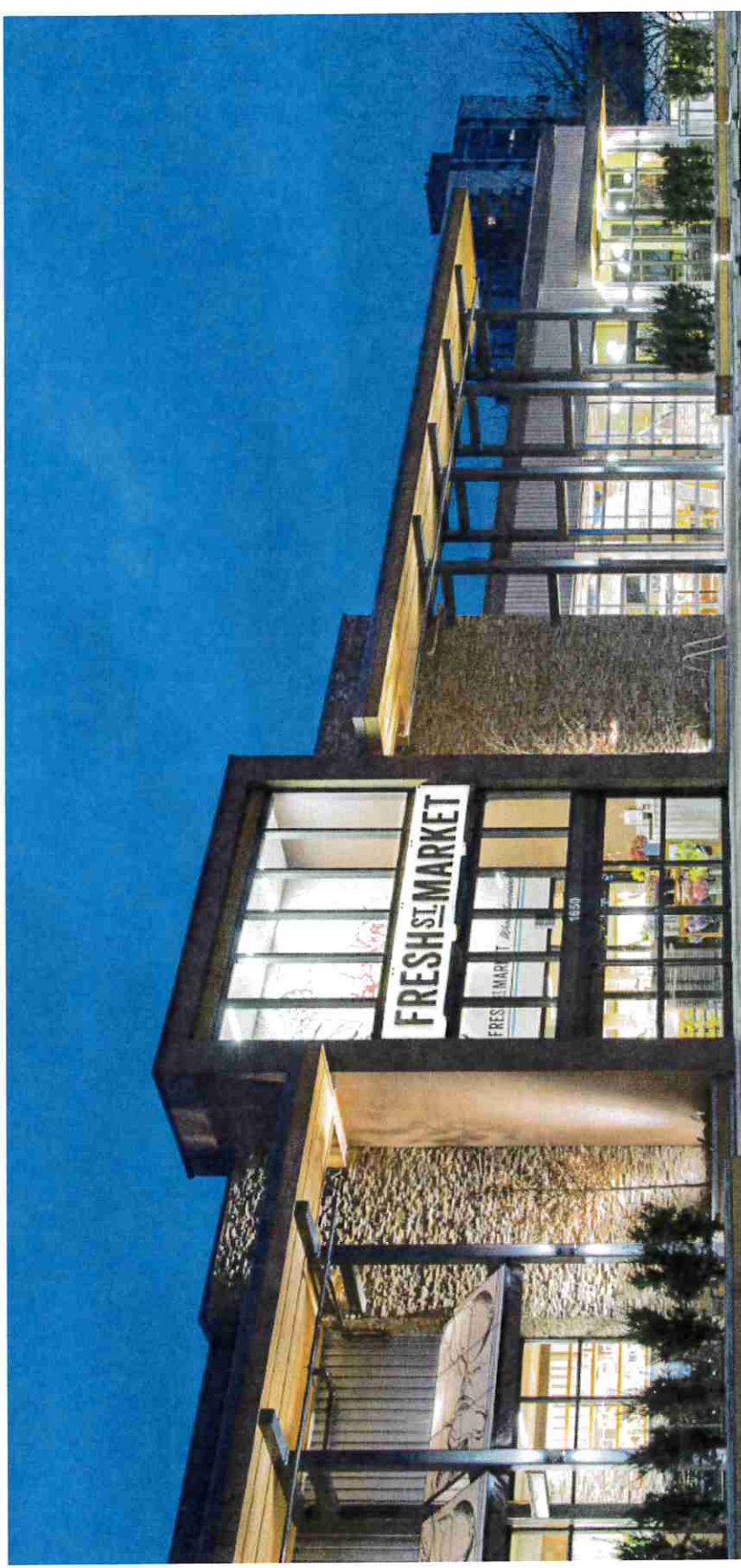
Materials



Commercial Design Guidelines

- **Massing** – Long expanses of flat unarticulated building facades along streets and other areas visible to public view are not acceptable. A single, dominant, monolithic building mass is not acceptable. Massing breaks are encouraged. Façade articulation and creativity is encouraged. Massing breaks, size, duration, material changes and building projections should complement that of the overall design of the building. Recessed entries are encouraged. Changes in plane, including building offsets, are encouraged.
- **Roofs** – Roofs shall be attractive, complement the architecture of the structure and consist of durable materials. Roof lines may be used to help delineate building entries and introduce additional shapes, angles, shadows, add visual relief to the tops of buildings and be designed as an integral component of the form of the building, its mass and façade.

Massing



Roofs

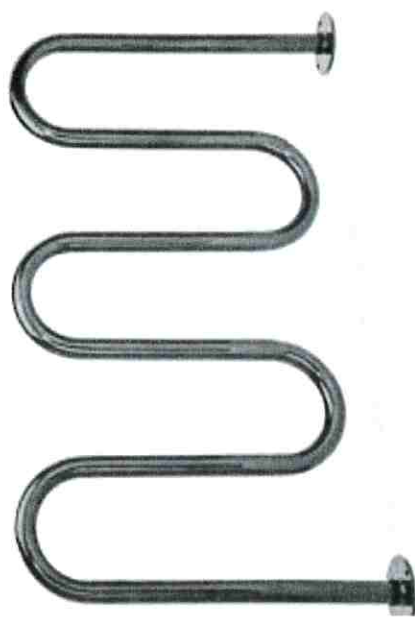


Commercial Design Guidelines

Other Design Considerations

- Decorative pavement and walkways.
- Accent trees and other landscape accent features.
- Public art.
- Pedestrian courtyards and sitting areas.
- Fountains.
- Bike racks.
- Downspouts should be concealed.
- Parking lots adjacent to and visible from public streets must be adequately screened from view through a combination of undulating earth berms, low screen walls and changes in grade elevation whenever possible.
- Awnings and associated framing systems should be compatible with building design.
- Prohibitions – sea containers, chain link fencing, certain colors, corrugated metal roofing, outdoor storage, etc.
- Franchise design and colors should be permitted.

Other Features



Commercial Design Guidelines

Applicability:

The La Verkin Commercial Development Design Guidelines shall be used to review new development as well as existing development for any expansion, remodel or addition. With regard to existing development, the guidelines will be utilized only to the extent necessary to complement and enhance existing development.

Implementation:

The La Verkin Commercial Development Design Guidelines will be implemented by the planning commission. However, if agreement cannot be reached between the developer/designer regarding any suggested architectural guideline suggested by the planning commission, the developer/designer can appeal to the city council for final determination.

**** Can add a precise plan requirement for review of all commercial development to be approved by the PC.**