

ORDINANCE NO. 728

AN ORDINANCE TO AMEND THE ZONING ORDINANCE OF THE VILLAGE OF WATERLOO; TO AMEND SECTION 512 "SIGN REGULATIONS"; TO ADD A NEW SECTION 902 "CIVIC, COMMERCIAL AND OFFICE DESIGN GUIDELINES"; TO PROVIDE FOR SEVERABILITY; AND, TO PROVIDE THE EFFECTIVE DATE HEREOF.

BE IT ORDAINED BY THE CHAIRPERSON AND BOARD OF TRUSTEES OF THE VILLAGE OF WATERLOO, DOUGLAS COUNTY, NEBRASKA, AS FOLLOWS:

Section 1. The Zoning Ordinance of the Village of Waterloo is hereby amended by adopting a new Section 512 "Sign Regulations", set out in Exhibit "A", attached hereto and made a part hereof, and deleting the existing Section 512.

Section 2. The Zoning Ordinance of the Village of Waterloo is hereby amended by adopting a new Section 902 "Civic, Commercial and Office Design Guidelines", set out in Exhibit "B", attached hereto and made a part hereof.

Section 3. If any section, subsection, sentence, clause or phrase of this Ordinance is, for any reason, held to be unconstitutional or invalid, such unconstitutionality or invalidity shall not affect the validity of the remaining portions of this Ordinance. The Board of Trustees of the Village of Waterloo hereby declare that it would have passed this Ordinance and each section, subsection, clause or phrase thereof, irrespective of the fact that any one or more sections, subsections, sentences, clauses or phrases be declared unconstitutional or invalid.

Section 4. This Ordinance shall take effect and be in full force fifteen days from and after the date of its passage.

Passed this 12 day of March, 2013.

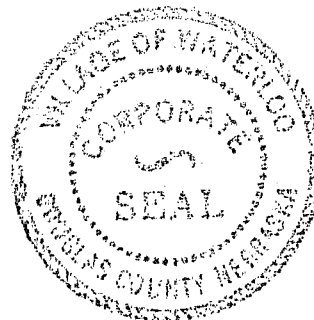
ATTEST:

Village of Waterloo

By: Stanley E. Benke, Jr.
Stanley E. Benke, Jr., Chairperson

Nancy Hert
Nancy Hert, Village Clerk

(SEAL)



Section 512 Sign Regulations

512.01 Purpose.

The sign regulations provide standards for communicating information in the environment of the Village of Waterloo and its jurisdiction. The regulations recognize the need to protect public health, safety and welfare; to maintain the Village's attractive appearance; to provide for adequate business identification, advertising and communication of information; and to encourage the fair enforcement of sign regulations.

512.02 On and off-site signs on interstate and federal-aid primary highways

The erection or maintenance of any advertising sign, display, or device which is visible to the traveled way of the National System of Interstate and Defense Highways, and the System of Federal-Aid Primary Roads of the State of Nebraska as defined by the Nebraska Department of Roads, is hereby prohibited unless in compliance with the regulations set forth within the Rules and Regulations Relating to the Control of Advertising in Area Adjacent to the Interstate and Federal-Aid Primary Highways; as amended, adopted and published by the Nebraska Department of Roads.

512.03 General sign and street graphics regulations.

- A. Compliance. Each sign or part of a sign erected within the zoning jurisdiction of the Village of Waterloo must comply with the provisions of this chapter and of other relevant provisions of the Village of Waterloo's Municipal Code.
- B. Resolution of conflicting regulations. This chapter is not meant to repeal or interfere with enforcement of other sections of the Village of Waterloo's Municipal Code. In cases of conflicts between Code sections, state or federal regulations, the more restrictive regulations shall apply.
- C. Prohibited signs. The following signs are prohibited in all zoning districts:
 - (1) Signs painted on or attached to rocks, trees or other natural objects.
 - (2) Signs or sign structures which resemble or conflict with traffic control signs or devices, which mislead or confuse persons traveling on public streets or which create a traffic hazard.
 - (3) Signs on public property or public right-of-way, unless specifically authorized by the appropriate public agency.
 - (4) Signs that create a safety hazard by obstructing the clear view of pedestrians or vehicles or which obscure official signs or signals.
 - (5) Abandoned signs. Any abandoned sign must be removed within two months of date of abandonment.
 - (6) Portable signs, including signs painted, mounted or printed on parked vehicles and

trailers that are repeatedly parked in or around a specific location that causes them to have the function of a sign.

- (7) Signs that are not clean or in substantial good repair, or are not affixed to a sound structure.
- (8) Signs advertising activities that are illegal under federal, state or local laws and regulations.

D. Exempt signs. The following signs are permitted in any zoning district subject to (G) and are exempt from other provisions of this chapter:

- (1) Bulletin boards for religious assembly or school uses, provided that they have a maximum sign area of 20 square feet and are not located in a required sign setback.
- (2) Real estate signs.
- (3) Official signs authorized by a government or governmental subdivision which give traffic, directional or warning information.
- (4) Public flags.
- (5) Seasonal decorations for display on private or public property.
- (6) On-premises construction signs.
- (7) Temporary signs for grand openings or special events, per requirements of (1) below.
- (8) Works of graphic art painted or applied to building walls which contain no advertising or business identification messages.
- (9) Residential signs under two square feet in size.
- (10) Neighborhood or subdivision identification signs under 50 square feet.
- (11) Street numbers.
- (12) Signs which are not visible from a public right-of-way, private way or court or from a property other than that on which the sign is installed.
- (13) Directional or informative signs.

E. Temporary and civic signs.

- (1) Temporary or portable signs for grand openings, sales and special events are permitted in commercial and industrial zoning districts or for a civic use in any district, subject to the following requirements:
 - (a) Such signs are located on private property and do not cause a sight obstruction

at street or driveway intersections.

(b) The size of such signs does not exceed the limitations set forth in Table IV.

(c) No more than two such signs are permitted at any single premises.

(d) Temporary or portable signs may be present at any single premises for a maximum of seven consecutive days and not more than 30 days per year.

(e) Inflatable signs and figures are considered temporary signs.

(2) Temporary signs for nonprofit civic campaigns or events, political campaigns or other noncommercial events are permitted in any zoning district and are exempt from permitting requirements, subject to the following requirements:

(a) Such signs are installed no earlier than 30 days before the date of the event or election and removed no later than 7 days after the date of the event or election.

(b) The maximum size of such signs is 10 square feet when located in any residential, or Commercial Zoning District; and 100 square feet in any other zoning district.

(3) Signs painted on vehicles and placed in a stationary location on a repetitive basis so as to function as fixed signs are considered temporary signs and are subject to the restrictions of this section.

F. Bufferyards. No sign other than on-premises directional signs shall be placed within any bufferyard required by Landscaping and Screening Regulations, except bufferyards adjacent to intervening major streets

G. Vision-clearance area. No sign may project into or be placed within a vision-clearance area defined by a triangle with legs of 40 feet from the point at which the projected back of curb lines meet on two intersecting streets, private ways or courts.

512.04 Basic design elements for signs.

A. Wall signs and graphics. Wall signs and graphics are subject to the following general regulations:

(1) A wall sign shall not extend more than 30 inches from the wall or frame to which it is attached.

(2) A wall sign must be parallel to the wall to which it is attached.

(3) A wall sign may not extend beyond the corner of the wall to which it is attached; except where attached to another wall sign, it may extend to provide for the attachment.

(4) A wall sign may not extend beyond its building's roofline.

(5) A wall sign attached to a building on its front property line may encroach upon the public

right-of-way by no more than 18 inches. Such a wall sign shall provide minimum clearance of eight feet six inches.

(6) For the purpose of calculating permitted sign areas pursuant to this chapter, signs painted on the walls of buildings shall be considered wall signs.

(7) Where permitted, canopy signs are counted as wall signs when calculating total permitted sign area.

B. Projecting signs and graphics. Projecting signs and graphics are subject to the following general regulations:

(1) The maximum projection of any projecting sign shall be as follows:

(a) Six feet six inches over public sidewalks less than 12 feet wide.

(b) Eight feet over public sidewalks 12 feet wide or more, or over private property.

(2) A projecting sign may be no closer than two feet from the vertical plane of the inside curbline.

(3) Each projecting sign must maintain at least the following vertical clearances:

(a) Eight feet six inches over sidewalks; except that a canopy may reduce its vertical clearance to seven feet six inches.

(b) Ten feet outside of parking areas or driveways, but within three feet of such areas; or within 50 feet of the right-of-way lines formed by a street intersection.

(c) Fourteen feet over parking lots.

(d) Eighteen feet over alleys or driveways.

(4) No projecting sign extending three feet or more from a property line may be located within 22 feet of any other projecting sign extending three feet or more from a property line.

(5) Projecting signs must minimize visible support structure and may not expose guy wires, cables, turnbuckles, angle iron or other similar external support structure.

C. Pole signs, where permitted, are subject to the following general regulations:

(1) Each pole sign must maintain at least the following vertical clearances:

(a) Eight feet six inches over sidewalks.

(b) Ten feet outside of parking areas or driveways, but within three feet of such areas; or within 50 feet of the right-of-way lines formed by a street intersection.

(c) Fourteen feet over parking lots.

(d) Eighteen feet over alleys or driveways.

(2) Permitted pole signs may revolve at a rate not to exceed six revolutions per minute.

D. Roof signs. Roof signs are subject to the following regulations:

(1) Where permitted, integral roof signs may be used interchangeably with wall signs.

(2) Integral roof signs may not exceed the permitted height for pole signs.

(3) An integral roof sign must be mounted parallel to the wall of the building that it faces.

512.05 Other design elements.

A. Illumination. Lighting, when installed, must be positioned in such a manner that light is not directed onto an adjoining property or onto a public street or highway.

B. Marquees and marquee signs. Signs placed on, attached to or constructed on a marquee are subject to the maximum projection and clearance regulations of projecting signs.

C. Banners.

(1) A banner sign projecting from a building may not exceed the wall height of the building.

(2) Maximum projection for any banner is five feet with a minimum clearance of 10 feet.

(3) Maximum size of a banner is the lesser of twice the permitted size of a projecting sign or 120 square feet.

D. Clocks. For the purposes of this chapter, clocks are not considered a moving sign.

E. Electronic Identification or Advertising signs or Electronic Information Signs. When visible from a public right-of-way shall have a refresh rate of not less than five seconds except that video imagery and bright flashing imagery is prohibited. General animation and scrolling text is permitted. Area shall not exceed 50% of maximum permitted sign area.

512.06 Specific regulations and application for zoning districts.

This article sets forth regulations and design standards for signs and graphics for each zoning district. Under this ordinance, on-premise and off-premise signs are subject to the same regulations and requirements.

512.07 Method of measurement for regulators.

A. Maximum permitted sign area. Maximum permitted sign area for a premises is set forth as a numerical limit or as a function of the frontage of the premises on a street or private way. For properties with frontage on more than one street or private way, the total frontage shall be calculated as the longest frontage, plus $\frac{1}{2}$ the length of all additional frontages.

B. Sign area.

- (1) Sign area includes the entire area within the perimeter enclosing the extreme limits of the sign, excluding any structure essential for support or service of the sign, or architectural elements of the building.
- (2) The area of double-faced signs is calculated on the largest face only.
- (3) The sign area for ground signs, monument signs and architectural sign bands is calculated as the area enclosing the extreme limits of the copy only.
- (4) In the case of individual letters mounted to a wall, only the total area of the letters themselves is included within the sign area.

C. Height. The height of a sign is measured from the average grade level below the sign to the topmost point of the sign or sign structure.

D. Setback. The setback of a sign is measured from the property line to the supporting frame, mast, pole or base of the sign.

512.08 Permitted sign types by zoning districts.

- A. Table I sets forth the sign types permitted within each zoning district of the Village of Waterloo. Under this ordinance, on-premise and off-premise signs are subject to the same regulations and requirements.
- B. Civic uses located within AG or residential districts may apply for a special use permit to allow signage per C requirements

**Table I
Permitted Sign Types by Zoning
Districts**

Key:
 P = Permitted for all uses
 P (C) = Permitted for civic uses only
 N = Not permitted

Sign Types	AG	R-1	R-2	C	I
Detached Signs					
Residential	P	P	P	N	N
Business Identification	P	P(C)	P(C)	P	P
Incidental	P(C)	P(C)	P(C)	P	P
Ground	P	P	P	P	P
Monument	P	P	P	P	P
Pole	N	N	N	N	P
Attached Signs					
Awning	N	N	N	P	P
Banner	N	N	N	P	P
Building Marker	P	P	P	P	P
Canopy	N	N	N	P	P
Business Identification	P	P(C)	P(C)	P	P
Incidental	P(C)	P(C)	P(C)	P	P
Marquee	N	N	N	P	P
Projecting	N	N	N	P	P
Roof, integral	N	N	N	P	P
Roof, above peak	N	N	N	N	P

Wall	P	P	P	P	P
Window	N	N	N	P	P
Miscellaneous					
Flag	P	P	P	P	P
Portable	N	N	N	N	N

512.09 Auxiliary design elements.

Table II sets forth auxiliary design elements permitted within each zoning district of the Village of Waterloo.

Table II
Auxiliary Sign Design Elements by Zoning Districts

Key:

- P = Permitted for all uses
- P (C) = Permitted for civic uses only
- N = Not permitted

Design Element	AG	R-1	R-2	C	I
Illumination					
Indirect	P(C)	P(C)	P(C)	P	P
Direct	N	N	N	N	N
Internal	P(C)	P(C)	P(C)	P	P
Neon	N	N	N	P	P
Flashing	N	N	N	N	N
Flame	N	N	N	N	N
Bare Bulb	N	N	N	N	N
Other					
Electronic Identification or Advertising				P	P
Electronic Information	P	P	P	P	P
Moving	N	N	N	P	P
Rotating	N	N	N	P	P

512.10 Maximum permitted sign area.

The maximum sign area permitted within each zoning district of the Village of Waterloo is established by the table below.

Table III

The maximum permitted area for all signs on a premises excluding incidental signs, building marker signs and flags shall not exceed the smaller of the following:					
	Zoning District				
Use	AG	R-1 R-2	C	I	Special Use Permits in any district
Square feet of signage per linear foot of frontage	NA	NA	1.5	1.5	Note 4
Maximum total square feet	Note 1	Note 2	500 Note 3	500 Note 3	Note 4

NOTES:

Note 1: One hundred square feet for commercial uses, two square feet for residential uses.

Note 2: Thirty-two square feet for civic uses, two square feet for residential uses.

Note 3: One additional business center identification sign with a maximum area of 150 square feet is permitted subject to the regulations set forth by Table IV.

Note 4 : Special use permits. In approving a special use permit within a zoning district, the Planning Board and/or Village Board may impose regulations for signs and graphics that are more restrictive than the underlying zoning district.

512.11 Permitted signs by numbers, dimensions and location.

Table IV Type	AG	R-1 R-2	C Note 1	I GI	Special Use Permits in any district
Detached Signs					
Number permitted per premises	1	1	NA Note 1	NA	Note 2
Per feet of frontage		NA	1 per 200	1 per 200	Note 2
Maximum size* (square feet)	100*	32*	150	200	Note 2
Maximum height of structure above ground (feet)	25	10	15	20	Note 2
Front yard setback(feet)	25	5	5	0	Note 2
Side yard setback (feet)	10	10	5	0	Note 2
Attached Signs					
Maximum size* (square feet)	100	32*	150	200	Note 2
Percentage of street facade	NA	NA	25%	25%	Note 2

NOTES:

*For those uses only permitted a maximum sign area in by Section 512.08 that is consistent with this size.

Note 1: In addition to its total permitted sign area, each premises used for a business center may have one detached center identification sign, subject to the following conditions:

1. The maximum area for a center identification sign shall be 150 square feet. The maximum height shall be 15 feet
2. No center identification sign shall be within 300 feet of any other center identification sign or within 150 feet of any other detached sign on the same or adjacent premises.
3. The sign shall primarily display the name of the business center and may also secondarily display tenant names.
4. Each sign shall be subject to all other regulations for detached signs or graphics set forth in this article.

Note 2: Special use permit. In approving a special use permit within a zoning district, the Planning Board and/or Village Board may impose regulations for signs and graphics that are more restrictive than those for the underlying zoning district.

512.12 General permit procedures.

- A. Applicability. Any installation, modification or expansion of any sign which is not exempt from the provisions of this article shall be subject to the following permit procedure prior to installation.
- B. Maintenance of valid sign permit. The owner of a property containing signs requiring a permit under this chapter shall at all times maintain in force a sign permit for such property. Sign permits shall be issued for individual zoned lots. A sign permit may be revoked if the sign is not maintained in good condition.
- C. Sign permit applications. All applications for sign permits shall be submitted to the Building Department in accordance with application specifications established by the Village.
- D. Application fees. Each application for a sign permit shall be accompanied by any applicable fees, which shall be established by the Village Board from time to time by resolution.
- E. Action. Within 10 working days of the submission of a complete application for a sign permit, the Village shall either:
 - (1) Issue the sign permit, if the sign conforms to the provisions of this article.
 - (2) Reject the sign permit if the sign(s) that is the subject of the application fails in any way to conform with the requirements of this article.
- F. Permit expiration. If a sign is not constructed in accordance with an approved permit within six months of the date of approval, such permit shall lapse.
- G. Assignment of sign permits. A current and valid sign permit shall be freely assignable to a successor as owner of the property or holder of a business license for the same premises.

512.13 Nonconforming signs.

- A. All permanent signs in place and lawfully established on the effective date of this chapter shall be considered as legal nonconforming signs. The copy of such a sign may be changed from time to time, provided that the sign area shall not be enlarged beyond the sign area in existence on the effective date of this chapter.
- B. Any nonconforming sign which presently is or becomes structurally damaged or deteriorated or is altered by more than 50% of its replacement cost shall be either removed or altered so as to comply with this article.
- C. For business centers preexisting on the effective date of this chapter which do not conform to the total permitted sign area provisions of this article, individual signs must be replaced, modified or substituted within 10 years of the effective date of this chapter.

Section 902 Civic, Commercial, and Office Design Guidelines

902.01 Purpose.

The purpose of the civic, commercial, and office design guidelines for the Village of Waterloo are to:

1. Encourage development design that reflects the physical character and image of the Village of Waterloo.
2. Develop civic, commercial, and office projects that become valued places within the fabric of the village.
3. Set minimum requirements for site design and development, building design, landscaping, and signage without discouraging creativity and flexibility in design.
4. Permit safe and convenient transportation access and circulation for motorized and non-motorized vehicles and for pedestrians.
5. Respect the relationship of commercial development to surrounding neighborhoods.

902.02 Application.

The civic, commercial, and office design guidelines apply to all civic, commercial, and office development constructed after the effective date of this Ordinance.

902.03 Site Design Guidelines.

A. Relationship to Landforms.

- (1) Buildings shall maintain a minimum buffer of 30 feet from the edge of any floodway or from the edge of any wetlands identified by the National Wetlands Inventory or a site specific inventory of wetlands.
- (2) Site design shall minimize cut-and-fill and generally follow the natural topography of the site.
- (3) Developments shall preserve natural and scenic areas, streams and natural drainageways, floodplains, prairies, and wetlands. Developments shall, to the degree possible, preserve individual trees or stands of trees.

B. Building Location and Orientation

- (1) Facades with principal entrances shall be oriented to the project's primary street or to an active pedestrian or public zone within the site. For multi-tenant buildings, at least 50% of the entrances shall be oriented to the primary street or pedestrian or public zone, such as an internal community street. Facades with principal customer entrances may be turned perpendicular to the primary street if they provide a direct pedestrian connection from a

public sidewalk to the major customer entrance without interruption by vehicular traffic. The primary street for a development is any arterial or collector street that fronts the development or an internal community street. When the development has two primary streets, the project design may designate one of the streets as primary.

- (2) Drive-through facilities shall be substantially screened from view from adjacent arterial streets.
- (3) Developments should maximize the amount of parking located to the side or rear of buildings and should locate buildings near their primary fronting streets.
- (4) Developments at intersections shall identify or emphasize their corners with significant landscaping or similar public feature.

C. Pedestrian Access.

- (1) Developments shall provide a continuous walkway connection at least 5 feet in width from the public sidewalk or right-of-way to the customer entrances of all principal buildings on the site. Developments adjacent to multi-use trails shall provide a direct connection from the trail to the development's internal pedestrian circulation system.
- (2) Multi-building developments shall provide clear and safe walkways at least 5 feet in width that connect all buildings on the site. Buildings not intended for routine customer access or intended solely for drive-up services are excluded from this requirement.
- (3) Where the required walkways specified in this section cross drives, parking aisles, or other vehicular ways, the crosswalks shall be distinguished from driving surfaces by the use of durable, low-maintenance surface materials such as concrete or brick pavers; or scored, colored concrete. Painted concrete is not acceptable in this application.
- (4) Sidewalks no less than 8 feet in width and separated by curbs from adjacent vehicular circulation ways shall be provided along the full length of the building along any façade that either includes a customer entrance or adjoins a customer parking area.
- (5) Pedestrian connections to adjacent developments shall be provided. If adjacent properties are undeveloped, the development plan shall indicate how future connections will be provided.

D. Vehicular Access.

- (1) Development plans shall minimize the number of access points to adjacent arterial streets. Access from arterial streets shall be controlled and will typically be limited to one point of access per 600 linear feet, or as otherwise determined during site plan review. Developments shall make maximum use of internal cross-easements and shared access points when possible. Cross accesses between adjacent properties shall use traffic calming techniques to reduce speeds.
- (2) Main driveways and drive aisles shall provide a continuous system that connects to the main site entrance.

- (3) Commercial developments are encouraged to provide means of access to residential areas that avoid requiring residents to use arterial streets for short-distance trips. Such connections must be designed to avoid channeling commercial traffic onto residential streets.
- (4) When possible, shared service and delivery access should be provided between adjacent parcels and buildings.
- (5) Parking lots and streets in adjacent developments shall be interconnected unless such connection is precluded by topography or other site-related constraints, as determined by the Planning Board.

E. Parking.

- (1) Parking shall be grouped into parking blocks that are defined by pedestrian paths, landscaping, and buildings.
- (2) A maximum of 200 parking stalls may be located in any one parking block.

F. Signs.

- (1) Attached signs shall be designed as an integral part of the building elevation and integrated into the overall design of the building. Attached signs shall be located above the building entrance, storefront opening, or at other locations that are consistent with and emphasize the architectural features of a building.
- (2) All new commercial or office development shall use monument or ground signs. The width of any vertical element over fifteen feet in height shall not exceed ten feet. Pole signs shall not be permitted for new commercial or office development covered by these guidelines.
- (3) A landscaped base area shall be provided for monument or ground signs appropriate to the mass and height of the sign. As a guideline, a base area of 1.5 square feet shall be provided for each square foot of sign area. The landscaped area may include trees, shrubs, flowering perennials, ornamental tall grass, fountains, water features, decorative stonework, planters, sculpture, and decorative paving. Turf grass, loose stone, or mulch are not credited for satisfying this requirement.
- (4) Other sign regulations and requirements are set forth in Section 512.

G. Screening.

- (1) Developments shall provide year-round screening of loading docks, truck parking, outdoor storage, utility meters, HVAC equipment, trash collection and processing, and other service functions. Screening shall be provided for 75% of the smaller of the height of the feature to be screened or 8 feet. Trash enclosure gates shall furnish a steel frame with decorative steel or wood covering, or another design acceptable to the Planning Board. Chain-link fencing with inlaid wood or metal slats shall not be considered

acceptable. Screening shall be integrated into the overall design of buildings and landscaping and fully contain the visual impact of these service functions from adjacent public streets and neighboring properties.

- (2) Architectural elements, materials, colors, and design of screening walls, coverings, and fences shall be consistent with the predominant materials, colors, and elements of the primary building.
- (3) Other screening requirements are set forth in per, Landscaping and Screening Requirements in the zoning manual

H. Lighting.

- (1) All lighting used to illuminate an off-street parking area, sign or other structure shall be arranged so as to deflect light away from any adjoining property and from public streets through fixture type and location. When lighting is mounted to the underside of canopies, these lights shall be recessed so that the visible light source is no lower than the plane of the underside of the canopy.
- (2) The maximum height of lighting standards shall be 35 feet.
- (3) Exterior lighting of buildings shall be limited to low-level spotlights, floodlights, and similar illuminating devices hooded in such a manner that the direct beam of any light sources will not glare upon adjacent property or public streets. The Planning Board may approve exceptions to these requirements for sports and athletic field lighting, flagpole lighting, public street lighting, temporary lighting for seasonal/holiday or special events, and lighting used for public safety.

902.04 Building Design Guidelines.

A. Mass and Scale for Buildings over 20,000 Square Feet.

- (1) Breaks shall be incorporated into the mass if the building at significant entrances or along walls that front plazas or other significant pedestrian features. Methods of breaks may include towers, pediments, or façade articulations or variations; changes in the horizontal plane; or enhancements in color and materials, consistent with the overall design of the building.
- (2) Primary building facades shall meet one of the following guidelines:
 - (a) Facades greater than 100 feet shall incorporate projections or recesses in the wall plane with a depth of at least 3% of the length of the façade and extending for at least 20% of the length of the façade. Maximum uninterrupted length of wall shall be 100 feet.
 - (b) Facades shall display a repeating pattern of at least three cycles of color change, texture change, material change, or expression of structural bays with an offset of at least 12 inches from the ruling plane of the façade.

- (3) The Planning Board may waive these guidelines if the applicant demonstrates an alternative building design that in the Planning Board's opinion provides visual interest and scale to the building.

B. Mass and Scale for Buildings over Two Stories.

- (1) Building mass and architectural elements shall differentiate between the base of the building and upper levels of the façade.

C. Architectural Elements.

- (1) Front facades facing a primary street shall have visible, clearly defined customer entrances that include at least three of the following elements: canopies or porticos, overhangs, recesses or projections, arcades, raised cornice parapets over the entrance door, distinctive roof forms, arches, outdoor patios or plazas, display windows, or integral planters.
- (2) At least 20% of the surface area of front commercial facades up to a height of 16 feet shall be transparent. Transparency may include glazed doors, windows, and display windows.
- (3) Front facades shall utilize variations in color, horizontal planes, materials, patterns, height, and other techniques to provide visual interest and scale to buildings.
- (4) All rear and side building facades oriented to the streets as determined by the Planning Board shall be subject to all requirements for front façade design with the exception of providing customer entrances.
- (5) Other rear and side facades may use a simplified expression of the materials and design used on other building elevations.

D. Building Materials.

- (1) Permitted exterior building materials shall be high quality, durable materials that include, but are not limited to, brick; native or manufactured stone (Renaissance stone or similar masonry materials); integrally colored, burnished, textured, or glazed concrete masonry units; pre-finished metal panel systems; quality metals such as copper; high quality pre-stressed concrete systems; tilt-up concrete panels with an architectural finish; and drainable (water managed) EIFS.
- (2) The following exterior materials are prohibited: split shakes, rough-sawn wood; painted concrete block; tilt-up concrete panels without an architectural finish; field-painted or pre-finished standard corrugated metal siding; standard single- or double-tee concrete systems; or barrier type EIFS. The Planning Board may permit the use of these materials, up to 10% of any façade as an accent material.
- (3) Materials on all sides of the building shall be consistent with materials and colors of the front façade when visible from public streets and trails and adjacent residential areas.

- (4) These guidelines are not intended to inhibit creativity and innovation in building design. The Planning Board may permit the use of any building material if the applicant demonstrates that the use of such materials will result in a building that gives a sense of quality and permanence.

E. Roof Forms.

- (1) Buildings with flat or slightly sloped roofs shall incorporate parapets on all facades that face a public street or residential district. Variations in parapet height and articulation of cornice lines should be used to add interest.
- (2) Roof forms shall be designed to express various building functions and features, such as entrances.
- (3) Any section of roof that is visible from an adjacent property or right-of-way shall consist of any of the following materials: clay or concrete tile, standing seam metal, architectural grade asphalt shingles, architectural metals, copper, natural or synthetic slate, or similar durable materials.
- (4) Mansard or false roofs shall require the approval of the Planning Board. The intent is to prevent situations where the rear of the roof structure is visible from adjacent streets or residential districts.
- (5) Roofs shall effectively screen all rooftop mechanical equipment from public view.