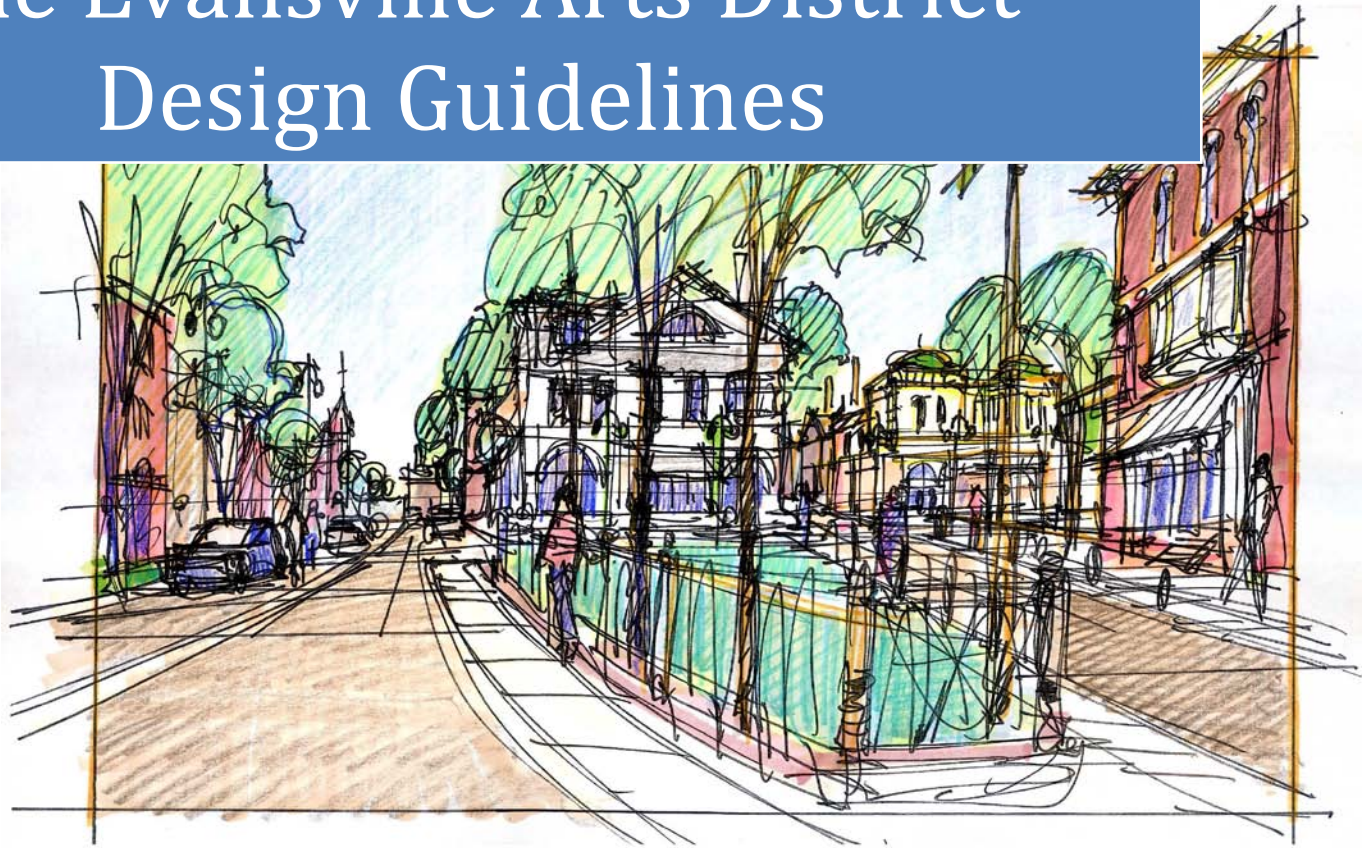


2011

The Evansville Arts District Design Guidelines



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Introduction

All new development and renovations *should* be contextually sensitive to the history, community and environment which shape these historic neighborhoods. The guidelines are intended to provide guidance and general direction for new construction and renovations to maintain and preserve the neighborhoods. Within this document you will find requirements and suggestions which will help developers, homeowners, renovators, and entrepreneurs maintain the aesthetic values of the Evansville Arts District at Haynie's Corner. This document was compiled by the diligent work of public officials, stakeholders and citizen input through numerous public meetings.

Authority of The Guidelines

This manual is one of the tools available to the City of Evansville and the Evansville Arts District. The guidelines contained in this manual will be used by the Evansville Redevelopment Commission and the Evansville Arts District Design Review Committee to evaluate development proposals in the Evansville Arts District.

Powers of the Evansville Redevelopment Commission are derived from the Indiana State Statutes I.C. 36-7-14. The authority is reinforced by the local ordinances incorporated within the local redevelopment area. Further, the establishment of these guidelines is enabled by I.C. 36-7-14-11, I.C. 36-7-14-30, and I.C. 36-7-14-32 as an element of the Redevelopment Commission's program for the voluntary repair and rehabilitation of buildings and other features in the area.

Supporting Documents

- Regulations in the Zoning Ordinance of the City of Evansville
- Sign Ordinance of the City of Evansville
- The Evansville Arts District Redevelopment Focus Area Plan
- The 2001 Downtown Master Plan
- Vendor's Ordinance (Title 5 of the Evansville Municipal Code)
- Sidewalk Café Ordinance (Title 5, Section 5.55 of the Evansville Municipal Code)

The Guidelines are intended to be used by developers, home owners, home builders, designers, redevelopment commission members, planning staff, business owners, artists, engineers, the general public and anyone else who has the capacity to impact the physical design of the Evansville Arts District.

Design Review Process

STEP ONE

Contact:

Department of Metropolitan Development (DMD)
c/o Evansville Arts District Design Review Committee
Room 306 Civic Center Complex
Evansville, Indiana 47708-1869
(812) 436-7823

Fill out a Design Approval Application form and gather supporting documentation including:

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- Photograph of existing conditions- (establishing the front elevation and surrounding structures)
- Dimensions, details of proposed change including location and position-(with respect to entire structure)
- Site plan or an illustration of proposed change
- Samples of colors and/or materials

Submit electronic copies of the complete application packet to DMD one week prior to the scheduled Design Review Committee (DRC) meeting. (Please refer to a current list of meeting dates.) The Committee generally meets once a month. The applicant must attend the Design Review Committee meeting. The Committee forwards a written recommendation to the Evansville Redevelopment Commission.

STEP TWO

Submit electronically copies if changes are required by the DRC, incorporating any changes resulting from consultation with the Design Review Committee, to DMD one week prior to the scheduled Evansville Redevelopment Commission (ERC) meeting. (Please refer to a current list of meeting dates.) The ERC generally meets the 1st and 3rd Tuesday of each month. The applicant must attend the meeting.

All applications are subject to review and approval by the Evansville Redevelopment Commission. Approval by the Commission does not exempt an applicant from any other required permitting or approvals. Please contact the Area Plan Commission, Room 312 Civic Center, 812-435-5226 and/or the Building Commission, Room 310 Civic Center, 812-436-7879 for required permits.

Objective and Principles

The objective of these design guidelines is *not to prohibit or deny*, but to encourage the reuse of structures and vacant land within the Evansville Arts District while ensuring that new development, and renovation of existing buildings, fits well with the surroundings.

Guiding Principles

1. Maintain the urban fabric by encouraging the reuse of structures and vacant land whenever possible.
2. Preserve the residential feel of the neighborhood even as home businesses are introduced in the residentially zoned areas.
3. Enhance the commercially zoned areas of the neighborhood around the Alhambra Theater and Haynie's Corner by encouraging residential use (when possible), reuse of existing commercial buildings and infill on available commercially zoned land.
4. Recognize that a mix of contemporary and historic styles makes for an interesting area by incorporating complementary architectural styles.
5. Support alternative modes of transportation and pedestrian activity on all streets by supporting those uses through bike/pedestrian facilities and traffic calming technology.
6. Always observe the objective of the Evansville Arts District Design Guidelines and make final judgments accordingly.

I. Site Planning for a Pedestrian Environment

A pedestrian-oriented streetscape is perhaps the most important characteristic to be achieved in the District. New infill development in the District should expand pedestrian opportunities as well as support those patterns currently found in the designs and characteristics of the underlying zones. (*i.e.: C-4 is a Commercial zone district and has a different physical characteristic than R-2 Residentially zoned areas in the District, different zones have different pedestrian needs and site designs*)

A. Create continuous pedestrian interest and activity:

- a. Street wall with minimal space between buildings; or at least the perception of a continuous wall by using landscape design or other materials. There should be an obvious transition between commercial and residential areas.
- b. In commercial areas, frequent entries to street level businesses, and frequent windows with a view of the activity within.
- c. Include street trees, drop lighting on buildings, benches and planters
- d. Provide and enhance small seating areas or other areas for human interaction.
- e. Provide way-finding signs or kiosks when possible.

B. Provide safe environment for pedestrians:

- a. Limit direct vehicle/pedestrian interaction
- b. Pedestrians have clear access to business via sidewalk or walkway, not through or around parking area
- c. Only clear, well designed crossing of pedestrian path is allowed; pedestrian maintains the right of way
- d. Vehicle entrances to buildings should not dominate the streetscape

C. Encourage alternative modes of transportation and local transit whenever possible:

- a. Place attractive, accessible and covered bus shelters whenever possible; with bus route schedules posted inside.
- b. Provide accessible bike racks whenever possible
- c. Provide signage for connections to the Pigeon Creek Greenway and future neighborhood bike routes or trails.

Human Activity

An active and interesting sidewalk engages pedestrians through effective transitions between the public and private realm.

In the commercial core and commercial expansion areas of the District, new proposed developments are encouraged to take advantage of minimum setbacks, but also incorporate areas of recess for public/private spaces, such as benches and café seating. Building facades should give shape to the space at the street's edge through arrangement and scale of elements. Display windows should be large and open at the street level to provide interest and encourage activity along the sidewalk. At night, these windows should provide a secondary source of lighting.

In residential areas of the District, new homes are encouraged to take advantage of the historic setbacks. The minimum front setback for all of Pigeon Township has been changed to allow for

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historic residential front setback to be used. Owners are expected to maintain the upkeep of residential homes consistent with Section 15.15.020 of the City of Evansville Municipal Code.

Corner Lots

Pedestrian activities are usually concentrated at street corners. These are places of convergence for all transportation modes. Corners are where people stop, pay attention, wait to cross and are most likely to converse with others. New development on corner lots in the District should take advantage of this condition, adding interest to the street while providing clear space for movement both vehicular and pedestrian.



New buildings should reinforce street corners, while enhancing the pedestrian environment. Public space at the corner, whether open or enclosed, should be scaled in a manner that allows for pedestrian flow and encourages social interaction. To achieve a human scale, these spaces should be well defined and integrated into the overall design of the building. Consider providing seating, incorporating art that engages people, setting back corner entries to facilitate pedestrian flow and allow for good visibility at the intersection. Redesign of existing

buildings on corners should also be oriented toward the corner. There are several corners of interest within the Evansville Arts District. Others may exist but are not identified.



Parrett Street & SE Second Street
Potential space for sculpture



Parrett Street, SE Second Street & Adams Ave. Previously a historic business corner now used for storage



8th Street & Washington Avenue
Potential space for mixed-use development



Businesses should utilize the corner vantage point to be inviting to pedestrians



Jefferson Ave. & SE Second Street has space for a potential mixed-use development. To the right is an artist rendering of what mixed use structures may look like on this property. This property may be ideal for two to three story developments which will provide residential and retail opportunities.



Design

Projects in the District should enhance the pedestrian environment. Larger scale developments are encouraged to alter setbacks (where possible) and incorporate pedestrian walkways or open spaces to create small breaks in the street wall. Illumination should be provided to eliminate dark recessed areas such as inset areas and alley-way ingress/egress. Interesting street wall breaks and alcoves enhance designs and overall pedestrian experience. Orient business entrances to the street and eliminate entrances behind parking lots.

Utilities

All utilities servicing the building must be screened from any/all pedestrian and vehicular views. This includes heating and air conditioning systems, dumpsters and garbage containers, satellite dishes, etc. Commercial and residential trash, garbage containers or bags are not permitted to be stored in front of buildings. *The exception to this would be on curbside recycling and trash pick-up days in the District.*

Whenever possible or as opportunity arises, overhead utility lines, exposed utility boxes and other service lines are encouraged to be placed underground. This improves the streetscape and protects residents from loss of power during extreme weather.

Other Considerations

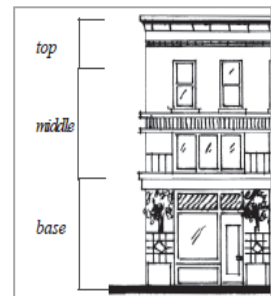
Outdoor power and water sources are encouraged to be provided in order to facilitate building maintenance and exterior decorative lighting needs. Conveniently located sources could also be taken advantage of for special community events. Planting such as water gardens and bioswales are highly encouraged for aesthetics as well as runoff mitigation and should take advantage of the city rain barrel program.

II. Architecture

Commercial Area

The scale of existing commercial/mixed-use structures should be considered for new development in the district. A transition in height, bulk and scale—in terms of relationship to surrounding context and within the proposed structure itself—should be considered.

1. The scale, setback and site layout of the proposed development should be compatible with its surroundings. Keep with the established development patterns within the district and be considerate of prominent views and structures; such as the Alhambra Theater.
2. New buildings in the commercial core and renovations should use architectural methods including color, texture, material, entries and detailing to break up the facade— particularly important for long buildings —into sections and character consistent with traditional, multi-bay commercial buildings similar to the existing structures within the area.
3. The arrangement of architectural elements, materials and colors should aid in mitigating height, bulk and scale impacts of development, particularly at the upper levels. For development greater than 1-1/2 stories in height, a strong horizontal treatment (i.e. cornice line or frieze) should occur at the first story. Consider a change of materials, as well as a color application. The use of architectural style, details (i.e. rooflines, cornice lines, fenestration patterns), and materials found in surrounding buildings is strongly encouraged.



Residential Area

The scale of existing residential structures should be considered for new residential development in the district. Transitions in height, bulk, design, and scale—in terms of relationship to surrounding context and within the proposed structure itself—should be considered.

1. The scale, setback and site layout of the proposed development should be compatible with its surroundings. Keep with the established development patterns of the existing commercial area and be considerate of prominent views and structures; such as the Alhambra Theater or other focal points of the neighborhood.
2. New structures and renovations in the residential area should use architectural methods including color, texture, entries, materials and detailing to break up facades and complement the diverse architectural styles already present in the neighborhoods and within the area.
3. The design review committee strongly encourages 1.5 to 2.0 story residential homes within the Evansville Arts District to complement and continue the pattern of existing homes in the district. The committee does recognize that under certain circumstances a 1 story home may be appropriate as long as the intent and overall concepts are consistent with the guidelines provided in this document.

Architectural Cues

New residential, mixed-use and commercial development should respond to architectural features common to existing nearby buildings to preserve and enhance the pedestrian experience and maintain an acceptable level of consistency with the existing residential structures. To create cohesiveness in the district, identifiable and exemplary architectural patterns should be reinforced. New elements can be introduced, provided they are accompanied by strong design linkages.



Example: New commercial development which is compatible with existing historic structures

Typical Materials

Preferred elements can be found in examples of residential, commercial and mixed-use buildings within the district and throughout the neighborhoods and business center.



Example: Corner lot commercial development, notice the style and transition to residential. Courtesy of Jody Phillips

- Each structure should be considered as a high quality, long term addition to the neighborhood and/or business center. Exterior components and materials should exhibit permanence and quality.
- Materials, colors and details of a structure should unify the buildings appearance and surrounding structures to form an appealing streetscape.
- Encouraged materials which exhibit quality and permanence are those such

Design Guidelines, Evansville Arts District

- ❖ Brick
- ❖ Cementitious siding; Hardiplank
- ❖ Wood siding
- ❖ Vinyl siding and aluminum siding is strongly discouraged but if used shall be of superior quality and the configuration shall be triple three or double four with a minimum thickness of .042 of better with a “brushed smooth” finish.

Other quality materials are acceptable and will be considered as presented to the Design Review Committee.

Other elements to consider are structural and prevalent throughout the District such as front porches and orientation of garages.

- Front porches are strongly encouraged as part of residential designs and may be used as a focal point of new structures within the district.
- Whenever possible alley access to garages is strongly encouraged and curb cutting strongly discouraged. Garages shall be oriented to the rear of a structure with alley access whether attached or detached. Garages should not be placed or incorporated into the design of the front elevation of a structure. Under certain circumstances side placement may be acceptable depending on orientation of the home, alley access, and parking restrictions.
- Detached garages are encouraged to match the design of the home they serve; however this is not required and should not be a determining factor for approval or disapproval.

III. Signage

In addition to identifying a business and attracting customers, a sign should enhance the building and add interest to the street level environment. Signage should be designed to be appropriate for the scale, character and use of the project and surrounding area. A sign should be used to unify the overall architectural concept of the building, or provide unique identity for a commercial space. The appearance of a building can be more effective advertising than the sign itself. Signs should be oriented and scaled for both pedestrians on sidewalks and slow moving vehicles.

Note: Signage for the Evansville Arts District is covered under Section 18.115.020 Subsection J. Signage in the Arts Overlay District ordinance. All signs including banners require a sign permit from Area Planning Commission.

General Guidelines

- Sign design shall be based on the architectural style of the building and its surroundings.
- Design and placement shall accentuate the positive aspects of the building.
- Signs should not obscure the building’s architectural features or detailing.
- High quality craftsmanship and traditional material enhance impression; materials should have matte or dull finish.
- Flat signs should have a trimmed edge, **frame or border** detailed to match the building and/or to enhance the appearance of the sign.

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- Signs shall be designed with the viewer's position in mind; signage should be incorporated into the façade of the building as much as possible.
- Fewer words are more likely to be read; fewer signs per building are more likely to be noticed **and are encouraged.**
- Externally lit signs, with pendant lighting fixtures are encouraged.(up-lighting discouraged)
- Signs should be limited to two or three contrasting colors that are compatible to the colors on the building.
- Reader-board signs (i.e. signs with slots for changeable letters) are discouraged. Signs with moving text or scrolls are discouraged. Use of these signs is permitted for temporary display or special events.
- Signs protruding over pedestrian pathways or sidewalks require an Encroachment Permit which can be applied for at:

The City Engineers Office
321 Civic Center Complex
1 N.W. Martin Luther King, Jr. Boulevard
Evansville, Indiana 47708-1833
Phone: 436-4990
TDD-Hearing Impaired: 436-4952

Site Signage Plan

Structures more than one story with multiple tenants or the potential for multiple tenants will provide a signage plan. This plan should include any future additional signage locations, process or plans for placement of future signage. The intent of this plan is to address additional location or numbers of signage before issues arise. This may also give the owner an idea of where and what the signs will look like.

Please provide:

- Site photos (*front elevation and street photo showing sign locations*)
- Color samples
- Sizes
- Texture Samples

Other Signage

Genuine Retractable Awnings

Awnings are encouraged as a way to enhance the pedestrian environment. Because the awning will project over pedestrian areas, an encroachment permit is required and can be issued by the City Engineers Office.

- In certain situations, awnings can be used in place of, but not in addition to, surface mounted signs for identifying a business.

True Neon Signs

Neon signs are permitted only as artistic expressions, feature lighting (*i.e. The Alhambra Theater marquee and sign*) or internally mounted within a storefront window. Neon lighting should be considerate of surrounding residential uses.

Temporary Signs

Temporary signs are permitted to announce sales, special events or changes in operations. These temporary signs should be made of paper or other non-permanent material and affixed to the inside of street level windows. Temporary signs shall be used to announce an unusual event for no longer than 21 days and will be removed within seven (7) days after the sign is out of date.

Banners

Custom, unique banners announcing a specific event are permitted with certain time and size limits:

- a banner announcing a Grand Opening may be displayed for 30 days
- a banner announcing a Special Activity, such as **‘Music Friday Night’** may be displayed for one **week**
- a banner announcing an Annual Event may be displayed for 15 days
- One ‘open’ or other flag is permitted to be displayed when the business is open. Creativity in the design of the flag is encouraged.

Other Considerations

Since this is an Arts District, signs are encouraged to be fun, exciting and generally reflect the nature of Arts, Cultural and Entertainment Districts. Special consideration and latitude for signs and banners will be given to businesses that specifically include activities related to arts, culture and entertainment. Digital flashing or scroll signage are strongly discouraged and are only allowed by special permitting. Contact Area Planning Commission at:

1 N.W. Martin Luther King Jr. Blvd
Civic Center Complex, Room 312
Evansville, IN 47708
Phone (812) 435-5226



Historic Corners Sign may be used with permission from the Arts District Design Review Board to display community events, festivals or meetings. Use of the sign is highly encouraged for local events and neighborhood gatherings.



Way finding signs are highly encouraged and should be used to identify connections to the greenway, neighborhood routes and trails, downtown and the Old Evansville Historic District.

Billboards

Permitted in the C-4 underlying zoning district but are strongly discouraged in the Arts District.

IV. Lighting

The purpose of lighting is to provide the minimum level of illumination for safety, security and visual appeal. Illumination should be at a level to encourage pedestrian activity after sunset, without adding unnecessary glow outside the site.

Safety

Illumination levels should not exceed the minimums to provide safe conditions as currently defined by the Illumination Engineering Society of North America (IESNA) and be within all Indiana State guidelines. Recesses and alley-ways should be illuminated whenever possible especially if they carry pedestrian traffic.

Design

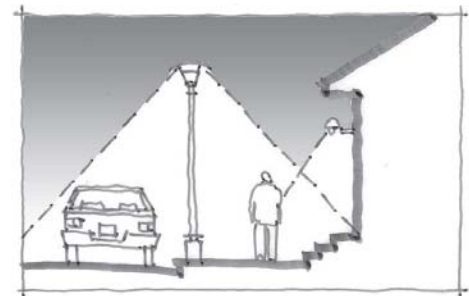
The location and design of lighting systems should complement the subject property, site amenities and site elements. Poles and fixtures should be proportionate to the buildings and spaces they are illuminating.

Feature Lighting

Unique building or landscape features can be highlighted if the lighting does not create glare or distraction. Neon tubes, or rope lighting are not permitted as lighting features on the exterior of buildings unless; used as true neon signage (*i.e. The Alhambra Theater marquee and sign*).

Light Pollution

Lighting should be directed in such a way as to not spill over onto adjacent properties, especially residential properties, nor be directed upward. Lighting should use a lighting fixture with canopy or shield that directs the light; sockets with bare bulbs are not permitted.



Energy Consumption

Wherever practical, lighting design should include the installation of timers, photo sensors, and other energy saving devices to reduce the overall energy required. Efficient lighting such as LED is encouraged as energy saving devices; other may be encouraged as well.

Maintenance

Non-functioning bulbs should be replaced in a timely manner so as to maintain the attractiveness and perceived vitality of the business.

Holiday Lighting

Temporary holiday lighting may be used for no more than a total of 60 days per year. The design of the lighting should coordinate with organized displays in the downtown district or special events within the Evansville Arts District.

V. Site Amenities, Landscaping and Parking

Site Amenities

Benches, flower boxes, bicycle racks and outdoor café seating, all contribute to the pedestrian experience. All developments are encouraged to consider including site amenities. Amenities should be designed to add an attractive and creative element to the streetscape.



The use of public art as site or street amenities is strongly encouraged



Landscaping

Trees and shrubs play an important role in creating a welcoming atmosphere; the planting of new and replacement of trees and shrubs is encouraged where appropriate.

Wherever feasible, shade trees, shrubs and other plantings are desirable. Shade trees should be planted in all parking lot islands, street edges, or near buildings to enhance the site. The trees selected should be listed or recommended by Indiana's Street Tree Species Distribution report or as recommended by the City of Evansville Arboricultural Specification Manual. For more information contact:

Urban Forestry Department
1000 Oak Hill Road
Evansville, IN 47711
(812) 436-5752

Any and all trees planted between the building and the street should be sized and located to enhance the site without interfering with the site line of driver-to-building.



Landscaped islands are required in parking lots per Evansville Municipal Code Section 18.135.120

Parking

On street parking is strongly encouraged to deter the use or need for additional parking lots. On street parking also acts as a traffic calming device and also provides a buffer between pedestrians and the street traffic.

Parking areas should be designed to provide a safe pedestrian environment, encourage connection to contiguous parking and minimize curb cuts.



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All development should be characterized by safe, user-friendly and efficient vehicular traffic flow. Access Management Principles should be followed to reduce the number of curb cuts, provide a safer vehicular and pedestrian environment. Wherever possible, the majority of the parking should be located in the rear of buildings. Parking areas should be designed as part of the overall plan for the site and co-ordinate with pedestrian walks leading to the building's entrances and to public sidewalks.

Where appropriate, consider the following treatments:

- Whenever possible, parking areas are encouraged to be located in the rear of structures
- Integrate the parking area with building's overall design
- Consider the parking area as an extension of the building
- Screen the view of dumpsters, utilities and other service related features from the parking area
- Parking structures/areas adjacent to the public realm (sidewalks, alley) should improve the safety and appearance of parking uses in relation to the pedestrian environment

All parking lots and garages, or garage areas, private or municipal, should incorporate the design of the associated commercial/mixed-use building. If not associated with a building, the design should be contextually sensitive to the architecture found in the District. Consider the following:

- Limit blank walls on structures adjacent to pedestrian travel
- Provide hard edges for parking lots, such as knee high brick walls, decorative concrete walls or continuous well maintained shrubbery, these define public and private spaces
- In cases where full walls are needed, incorporate architectural elements of the commercial building or structure into the wall
- In cases of full or blank walls, consider attaching decorative art or unique designs elements to the garage wall for a better pedestrian experience and a gallery for public art

VI. Amendments and Deletions

1. Upon the suggestion to amend the guidelines by a member of the Evansville Arts District Design Review Committee or the Evansville Redevelopment Commission, the chairperson shall call for discussion on the proposed amendment or deletion.
2. Following discussion, the chairperson shall request a motion to place the proposed amendment on the agenda for the next regularly scheduled meeting of the Evansville Arts District Design Review Committee. The committee staff or the design committee shall report to the Evansville Redevelopment Commission at the next regularly scheduled meeting regarding the amendment and the discussion.
3. The amendment to the guidelines of the Evansville Arts District Design Guidelines shall be publicly advertised once a minimum of 14 days prior to the date of the meeting of the Evansville Redevelopment Commission when the proposed amendment is to be considered for adoption.
4. At the Evansville Redevelopment Commission meeting where the proposed amendment is to be considered for adoption, the chairperson shall read the text of the amendment to all present. The chairperson shall then ask if there are any persons present who wish to speak for or against the proposed amendment.
5. Following discussion from the floor, the chairperson shall call for discussion of the proposed amendment by members of the commission and a representative of the Evansville Arts District Design Review Committee. The chairperson shall then request a motion to consider the amendment for adoption. If so moved and seconded, the chairperson shall call for any additional discussion. When discussion is closed, the chairperson shall call for a vote on the motion. A majority vote shall be deemed sufficient to adopt or deny the proposed amendment.

Glossary of Terms

To be determined as needed.

Access Management Principles— the process that provides access to land development while simultaneously preserving the flow of traffic on the surrounding street system in terms of safety, capacity and speed. (*Federal Highway Administration*)

Infill development— the use of vacant or underutilized land within a previously developed area for viable appropriate development which will benefit the surrounding areas and governing bodies.

Setback— the placing of a face or façade of a building on a line some distance from the front, rear and sides of the property line; *also*: the area produced by a setback referring to the area in between the property line and the building.

Streetscape— the actual appearance or view of each individual street and the character which defines the street

Street wall— a street wall is the part of a building that faces the street, but it generally refers to how and where several buildings line up to define a proper walking environment.

Urban fabric— the physical form; the composition of all elements such as buildings, streets, sidewalks, colors textures, heights of structures, setbacks, etc.