

Commercial Design Guidelines and Standards



Planning and Development Services Department
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CREDITS

Commercial Design Guidelines and Standards

The project team would like to thank all of the Overland Park residents, property owners, and local developers who provided their time and input into this document.

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I. INTRODUCTION

A. MAJOR THEMES AND GOALS FOR IMPROVEMENT

In conceiving the project, the city identified a number of important overarching issues to tackle in revamping the design guidelines. These were confirmed and supplemented during the interview process and in meetings with staff and city officials. These major issues provide a context for the more detailed diagnosis that follows. This section provides a summary overview of these major themes. They include:

1. Implement the Master Plan

The Master Plan contains some fairly specific commercial land use goals. These focus on compatibility of commercial development with surrounding land uses, locational criteria for different types of shopping centers, and lighting among others. While some of these goals are addressed by the existing Shopping Center Guidelines (1989), others are not. For example, the Master Plan suggests fairly specific criteria to govern the location of neighborhood, community, and regional shopping centers. To illustrate, the Master Plan recommends targeting community centers to key intersections of thoroughfare streets and limiting the size to 400,000 square feet. None of these recommendations is addressed in the current guidelines or zoning regulations.

2. Achieve a Balance Between Clear, Quantitative Standards and Creativity in Design

Like most communities that have embraced detailed project design review, Overland Park is facing the challenge of crafting clear, quantitative review standards that are easy to administer and offer certainty to developers and citizens alike while maintaining a requisite degree of design flexibility to allow and encourage creative site and building design. On the one hand, the existing process is criticized as being too flexible with too much left to negotiation. Indeed, many of the current design guidelines are just that—they are rather vague and not mandatory. This puts city staff and review bodies in an unenviable position of having to negotiate certain design aspects of each development from scratch. On the other hand, developers can never be sure exactly what is required of them until they are into the review process. At the same time, many lament the sameness of commercial developments in Overland Park in terms of building design, materials, and other aspects of site plans. This sameness is said to be the direct outgrowth of the city adhering religiously to certain design requirements such as earthtone colored masonry building materials. Many voiced a desire to create a distinctive style and feel for development in the city that would be easily identified as “Overland Park,” or at least a style that is not dictated by franchise architecture and is punctuated by unique, individualized building design decisions.

An important, but difficult assignment will be to quantify standards where possible to inject more certainty in the system while maintaining the ability to modify standards and encourage alternative design solutions that result in a better, distinctive product.

3. Tailor Standards to the Type of Commercial Development

Currently the shopping center guidelines apply across the boards to all retail development in commercial centers no matter what the scale of the center (e.g., neighborhood vs. regional shopping center). This results in several problems. First, the one-size-fits-all approach is simply not realistic because of the significant differences between these types of centers, their locations, and their impacts. Second, the shopping center guidelines do not, at least on their face, apply to free-standing retail development that is not part of a shopping center. There is significant agreement that any new standards should be applied to all retail commercial developments, not just shopping centers.

4. Improve the User-Friendliness of the Current Design Guideline Manual

While the current guidelines are better written and illustrated than some, there is consensus that additional illustrations of key concepts need to be added, particularly with regard to parking lot landscaping, building design, and architectural criteria. Similarly, key definitions need to be added to make clear the meaning of important terms.

5. Balance the Need for Specificity in Early Submittals With Time and Expense Associated With Detailed Preliminary Plans

Again, like many communities involved in design review, Overland Park faces the quandary of what level of detail and information to require in preliminary plans. City staff and review bodies like to see as much detail as possible so that they can fully understand the impacts of the development early on. On the other hand, applicants prefer more conceptual applications and plans until they have at least preliminary approval to avoid spending money and time only to have to significantly alter plans later in the process at the direction of review authorities.

B. HOW TO USE THIS DOCUMENT

Set forth below are the key steps in the development process and points at which the design standards should be consulted and applied:

- Locate the property and identify the applicable zoning district.
- Discuss the proposed project with city staff (informal discussion only--typically pre-design).
- Review the design standards.
- Understand and document the context of the building site; inventory adjacent land uses.
- Develop the site plan and building design using the standards in conjunction with relevant chapters of the Unified Development Ordinance ("UDO") and other applicable development regulations and policies.
- Contact staff regarding a preapplication meeting.
- Complete the developer's checklist to ensure conformance with the design standards.
- Submit the project for formal review per relevant procedures as set forth in Chapter 18.140 of the UDO.

Section IV of this document sets forth specific design standards that are organized in a format that contains both design principles, guidelines, and regulatory language. Each subsection contains the following components, which should be applied as discussed.

Intent Statement. This is a broad statement explaining the design intent for the standards that follow. They should be used to help interpret the application of a standard in a specific situation. In cases in which special conditions exist that are not specifically addressed by the standards, the intent statement should serve as the basis for determining the appropriateness of the proposed design.

Design Guidelines and Standards. The text indicates whether the proposed criteria are a guideline or a standard. Guidelines ("should") are advisory, but strongly recommended; and standards ("shall") are mandatory;.

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II. BACKGROUND CONDITIONS AND ANALYSIS

Once a small community with a recognizable downtown core, the City of Overland Park is now a metropolitan community supporting a population of approximately 160,000 extending north to Interstate 35 and south to the rural community of Stanley.

The City of Overland Park historically regulated commercial design before adopting formal design guidelines and a design review process in 1984, beginning with the adoption of the Interim Design Guidelines for Downtown Overland Park. A Signage Ordinance combined with the Shopping Center Design Guidelines (1988) have resulted in high-quality commercial development that has gained regional recognition.



Figure 1—Example of recent commercial development.

Recent commercial development includes numerous small- and medium-sized retail shopping centers comprised of one or two anchor stores with attached retail rental space and satellite pad sites. While of higher quality than many, new commercial development in southern portions of the city is completely dependent on vehicular access. As a result, the primary consideration of a commercial site plan is providing convenient vehicular access to and from the highway or street. There are typically few or no connections with nearby residential areas. In addition, national retailers, such as drugstore chains, fast-food franchises, and video rental businesses often rely on architectural detailing to provide visual cues to the consumer that reflect their corporate identity. The result is an abundance of corporate, generic architectural styles that do not reflect the image and character of Overland Park, nor distinguish Overland Park from other suburban areas that play host to the same retail chains.

Interspersed among commercial development are large tracts of single and multi-family residential housing. Often in close proximity to commercial retail centers, residential neighborhoods do not include direct physical links to adjacent commercial development (in compliance with current land use policies and regulations). So dependent is new development on the automobile that the primary focus of commercial development is often the parking lot, with little if any emphasis placed on pedestrian access and site amenities.

In contrast to the newer areas of Overland Park, in older sections of the city, including sections of Metcalf Avenue and 95th Streets and the Downtown District, commercial buildings are sited close to the street edge with display windows visible from the sidewalk and the street. Commercial density is higher in these neighborhoods and such densities along busy streets encourage pedestrian traffic between businesses. Sidewalks, street trees, benches, and bus stops are indicative of pedestrian activity that is not normally found in

other areas of the city that offer lower commercial density. Newer, low-density commercial development often includes large quantities of surface parking and wide, landscaped buffers separating the primary commercial business from the street. Significant separations between commercial developments combined with busy, congested intersections do little to encourage pedestrian activity in these areas.

To the outsider, Overland Park contains a wide variety of natural features that reflect the true essence of the Midwest: rolling hills, tall grasses and shrubs, hardwood forests, meandering drainages and ravines that dramatically cut through the landscape. Most significantly, the combination of these landscape elements results in a complex and visually appealing color palette reminiscent of the open prairie.

Within the Downtown District and along Metcalf Avenue, older commercial buildings integrate building materials and façade elements that result in an architectural character indicative of midwestern communities. Architectural detailing that reflects the local context, combined with responsible site planning and design principles that integrate natural landscape features of the prairie, would convey a character truly unique to Overland Park. As development pressure increases, the city must strengthen its sense of visual identity by recognizing the elements that are an inherent part of the city's heritage and convey a unique, attractive image that reflects the character of Overland Park and distinguishes Overland Park from neighboring communities.



Figure 2—Downtown commercial character.

III. GENERAL PROVISIONS

A. GENERAL INTENT

The intent of these Commercial Design Guidelines and Standards is to improve the overall quality of commercial development in Overland Park, ensure the compatibility of commercial development with surrounding land uses, prescribe the location of commercial development in the city, enhance pedestrian safety and walkability, and improve the user-friendliness of the document and review process.

B. APPLICABILITY

Unless exempt under III.C. (*Exemptions*) below, these Commercial Design Guidelines and Standards shall apply to all new commercial development within the City of Overland Park that involves either a rezoning request pursuant to Chapter 18.150 of the UDO; a site plan approval pursuant to Chapter 18.140.180 of the UDO; a revised preliminary plan where a public hearing is necessary pursuant to Chapter 18.140.200 of the UDO; a special use approval for motels/hotels pursuant to Chapter 18.370 of the UDO; or a major rehabilitation of an existing commercial structure. Major rehabilitation shall mean any renovation, restoration, modification, addition, or retrofit of a structure or site that exceeds fifty percent (50%) of the current appraised value of any structure or site as established by Johnson County. Rehabilitation costs shall be aggregated over a five-year period to determine whether the development is subject to these rules. Major rehabilitation shall not include routine maintenance and repair of a structure or other feature on the surrounding site, such as roof replacement or general repairs to a parking area or other site feature.

The standards stated in section IV.B.5.e. (*Site Layout and Building Orientation at Two Intersecting Thoroughfare Streets*), shall apply to all new commercial development, commercial office development, and multi-family developments.

C. EXEMPTIONS

The following developments shall be exempt from application of these Commercial Design Guidelines and Standards: A development that is subject exclusively to the Overland Park Infill/Redevelopment Design Guidelines and Standards; or a development that is subject to the Overland Park Downtown Design Guidelines and Standards.

D. REVIEW PROCESS

1. General

The Commercial Design Guidelines and Standards shall be applied, as applicable, in the normal review processes for rezonings, site plans, and development plans as set forth in Chapter 18.140 of the UDO or the normal review process for special use permits as set forth in Chapter 18.370 of the UDO.

2. Review Criteria

In addition to the review criteria specified for each type of development application in Chapter 18.140, each rezoning, site plan, subdivision, or development plan application for commercial development, unless exempt under III.C. above, shall evidence compliance with these Commercial Design Guidelines and Standards. In addition to the review criteria specified for special uses in Chapter 18.370 of the UDO, each application for a special use described in B.1.d. above shall evidence compliance with these Commercial Design Guidelines and Standards.

E. VARIANCES AND MODIFICATIONS ALLOWED

1. Variances

The Board of Zoning Appeals may grant variances from the standards contained in these Commercial Design Guidelines and Standards according to Chapter 18.140.350 of the UDO (*Consideration of Variances*).

2. Deviations

The Planning Commission or City Council may grant deviations from the standards contained in these Commercial Design Guidelines and Standards under the terms of an approved plan for development in a planned zoning district according to Chapter 18.150.070 of the UDO (*Planned Zoning Districts; Standards of Development*).

3. Modifications to Allow Alternative Compliance

In addition, the Director of Planning and Development Services may waive or modify any design standard contained in these Commercial Design Guidelines and Standards to encourage the implementation of alternative or innovative practices that implement the intent of the modified standard(s) and provide equivalent public benefits without significant adverse impacts on surrounding development.

4. Conditions of Approval

In granting a variance, deviation, or modification, the Board of Zoning Appeals, the City Council or Planning Commission, or the Director of Planning and Development Services may require conditions that will substantially secure the objectives of the modified standard and that will substantially mitigate any potential adverse impact on the environment or on adjacent properties, including but not limited to additional landscaping or buffering.

F. CONFLICTING PROVISIONS

If the provisions of these Commercial Design Guidelines and Standards are inconsistent with one another, or if they conflict with provisions found in other adopted codes, ordinances, or regulations of the City of Overland Park, the more restrictive provision will control unless otherwise expressly provided.

IV. COMMERCIAL DESIGN GUIDELINES AND STANDARDS

A. SITE PLANNING

1. Intent

These guidelines and standards are intended to encourage an orderly and logical pattern of commercial development that is easily recognized by local residents, and that enhances the convenience and livability of Overland Park. It is also the intent that these guidelines and standards encourage forethought and consideration of both a development's external relationships as well as its internal organization.

2. Required Scope of Development Plans

a. Intent

The design issues inherent in commercial development are generally easier to resolve if the full extent of commercial development at a particular location is dealt with as one unified project, rather than split into a number of isolated projects. Although ownership patterns may limit the degree to which large parcels can be assembled, preliminary development plans should contain all contiguous land under the developer's control, including land that is zoned for uses other than commercial. Cooperative planning between adjacent property owners is encouraged and may, in some cases, be required.

b. Design Guidelines and Standards

Preliminary development or site plans for new commercial development subject to these Commercial Design Guidelines and Standards shall include the full development of the site, even where final development will be phased. The preliminary development plan or site plan shall show all contiguous land under the applicant's control, including land that is zoned for uses other than commercial.

3. Preservation of Natural Features

a. Intent

Mature trees, rolling topography, streams and natural drainage ways are a few of the elements that contribute to the distinct character of Overland Park. Preserving these significant natural features enhances the local character as well as protects such features' important natural functions, including stormwater management, air purification, and provision of shade. New development shall work with the natural environment by preserving and integrating natural features, including mature trees, where feasible.

b. Design Guidelines and Standards

i. General Guidelines for Integration: New commercial development should integrate existing natural features, required open space, and existing historic structures or cultural resources located on-site into the overall design and layout of the development. Existing natural features, as well as the required common open space, should be used to create site amenities and provide physical separators and buffers from adjacent development, where needed.

ii. Protection of Stream Corridors and Wetlands:

(a) Perennial streams, wetlands, and their riparian corridors shall be incorporated into site plans and site designs as major amenities, with trails, seating, and appropriate supplemental vegetation. Buildings, parking areas, and other structures should be set back from such features a sufficient distance to ensure their continued quality and natural functions.

(b) As part of the submittal requirements for commercial development subject to these Commercial Design Guidelines and Standards, applicants shall evidence compliance with all applicable federal, state, and city laws and regulations related to preservation and protection of stream corridors and wetlands.

iii. Preservation of Existing Trees and Vegetation/Mitigation for Removal:

(a) Tree Survey/Plan Requirement. Developers shall submit an existing tree survey and preservation plan to show compliance with these guidelines and standards. The extent of the survey required shall be determined by staff.

(b) General Guideline. Existing trees and vegetation should be preserved whenever possible to act as buffers between adjoining developments and as site amenities within the commercial development.



Figure 3—Existing trees and vegetation should be preserved whenever possible to act as buffers between adjoining developments and as site amenities within the commercial development.

(c) Significant Trees:

(1) On sites with existing, mature trees, at least twenty percent (20%) of significant trees shall be preserved or transplanted on site, to the maximum extent practicable. For purposes of this section, "significant" trees include the following:

(a) Deciduous trees with twelve inch (12") minimum caliper;

(b) Evergreen trees twelve feet (12') or more in height; or

(c) Groups or stands of ten (10) or more trees with a minimum caliper of six inches (6").

- (2) At the time of preliminary plan approval, trees, which cannot practicably be preserved or transplanted, may be required to be replaced according to the standards in subsection 3.b.iii.f (Tree Replacement) below.
- (3) Significant trees in appropriate locations, such as along drainages and along the perimeter of the site should be used to fulfill landscaping or buffering requirements under these Commercial Design Guidelines and Standards or under the UDO.
- (d) Other Existing Trees and Vegetation. Any existing vegetation or non-significant trees that are in appropriate locations, in sufficient quantities, and of acceptable quality to be used to fulfill transition, landscaping, or buffering requirements under these Commercial Design Guidelines and Standards, or under the UDO, shall be preserved to the maximum extent practicable.
- (e) State of Preserved Trees and Vegetation. All preserved trees and vegetation shall be healthy and free of mechanical injury.
- (f) Tree Replacement. If a significant tree designated to be preserved is removed or substantially damaged during clearing, grading, or construction, the developer shall replace the removed or damaged tree with new trees. Replacement trees shall be the same or similar species to the trees removed or damaged, or alternately a species native to Johnson County and approved by the city. For every one inch (1") of tree caliper removed or damaged, the applicant or developer shall:
 - (1) install two inches (2") of replacement tree caliper; or
 - (2) with the city's concurrence, contribute an equivalent sum to the city's tree replacement fund.
- (g) Tree Protection during Construction:
 - (1) Significant trees shall be protected during construction with the erection of barrier fencing.
 - (2) Grading shall be avoided within the root area or drip line of any existing preserved trees.

4. Land Disturbance (Grading and Retaining Walls)

a. Intent

The natural rolling and vegetated topography is a key element in distinguishing Overland Park and defining its character. Wherever possible, new development should respect and maintain the natural topography on a site through sensitive site organization and minimizing land disturbance. Extensive grading or unusual site improvements (e.g., large retaining walls) to force a preconceived design onto a particular piece of property is strongly discouraged. Modifying the design of a commercial development to fit the site generally results in a reduced potential for environmental problems and an improved level of visual interest and variety.

b. Design Guidelines and Standards

- i. Prior Approval of Land Disturbance. Where significant topographical issues are identified at a preapplication conference (for example, substantial differences in grade on site), the city may require the applicant to submit a preliminary grading plan. As applicable, no grading, excavation, or tree/vegetation removal shall occur on a site, whether to provide for a building site, for on-site utilities or services, or for any roads or driveways, before the city’s approval of such preliminary grading plan.
- ii. Respect the Natural Topography. To the maximum extent feasible, the layout of commercial developments shall follow and respect the natural topography of the site. Berms, channels, swales, and similar man-made changes to the landscape shall be designed and graded to be an integral part of the natural landscape and to provide a smooth transition in changes of slope.

- iii. Limits on Graded or Filled Man-Made Slopes. The maximum slope of any man-made slope shall be 3:1. Retaining walls shall comply with the requirements for retaining walls set forth in this subsection.

- iv. Site Drainage Patterns. Site drainage patterns shall be designed to prevent concentrated surface drainage from collecting on, and flowing across pedestrian paths, walks, and sidewalks.

v. Retaining Walls.

- (a) Use of retaining walls is encouraged to reduce the steepness of man-made slopes and to provide planting pockets or terraces for revegetation and landscaping.

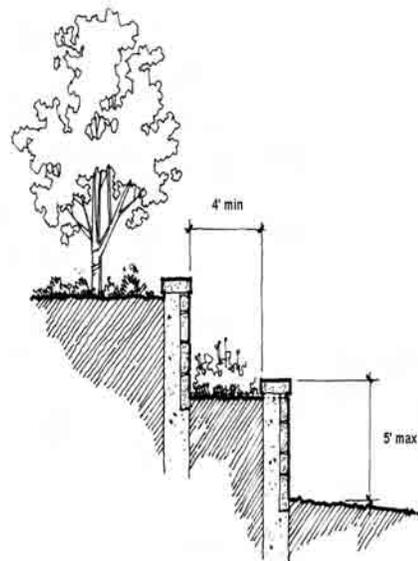


Figure 4—The width of the terrace between any two 5-foot retaining walls shall be a minimum of 4 feet with a maximum slope of 3:1.

- (b) Retaining walls may be permitted to support steep slopes but shall not exceed five feet (5’) in height from the finished grade.
- (c) Terracing shall be limited to four tiers. The width of the terrace between any two 5-foot retaining walls shall be a minimum of four feet (4’) with a maximum slope of 3:1. Terraces created between retaining walls shall be permanently landscaped or revegetated.
- (d) Retaining walls shall be stacked natural stone or faced with stone or earth-colored materials, or a material compatible with the primary building materials. Railroad ties, timber, and gabion-type retaining walls are prohibited.

- (e) All retaining walls shall comply with the building code currently adopted by the city, except that when any provision of this subsection conflicts with any provision set forth in the building code, the more restrictive provision shall apply.

B. SITE LAYOUT/DEVELOPMENT PATTERN (INCLUDING BUILDING ORIENTATION)

1. Intent

Site layout and building orientation often define the focus of activity that occurs at the front door or along the street. These standards are intended to use site planning and building orientation in order to:

- a. Create a sense of place for users and passers-by;
- b. Ensure that buildings relate appropriately to surrounding developments and streets and create a cohesive visual identity and attractive street scene;
- c. Ensure that site circulation promotes contiguous pedestrian and vehicle circulation patterns;
- d. Ensure that parking areas provide safe and efficient access to buildings; and
- e. Create a unique and identifiable image for development in Overland Park.

2. Location of Parking

In order to reduce the scale of the paved surfaces and to shorten the walking distance between the parked car and the building, off-street parking for all commercial developments shall be located according to one of the following options:

- a. A minimum of thirty percent (30%) of the off-street surface parking spaces provided for all uses contained in the development's primary building shall be located other than between the front façade of the primary building and the primary abutting street (e.g., to the rear or side of the primary building(s)); or

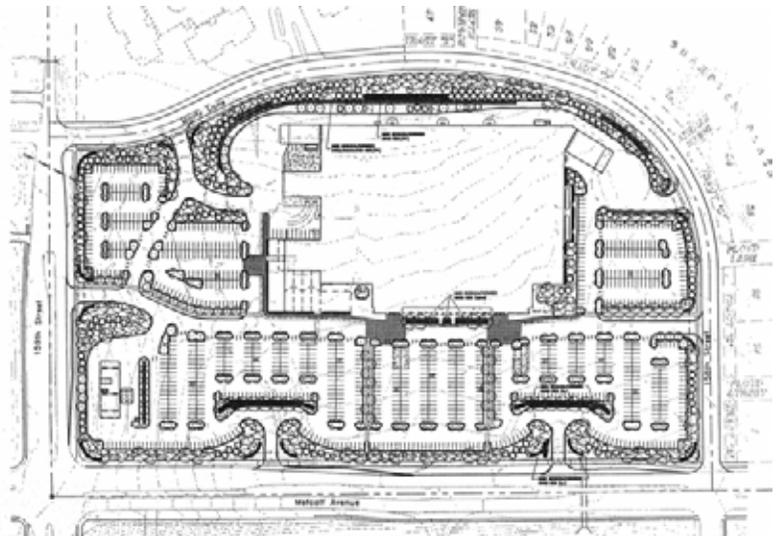


Figure 5—A minimum of 30% of the off-street surface parking spaces provided for all uses contained in the development's primary building shall be located other than between the front façade of the primary building and the primary abutting street (e.g., to the rear or side of the primary building(s)).

- b. More than seventy percent (70%) of the off-street surface parking spaces provided for all uses contained in the development's primary building may be located between the front façade of the primary building(s) and the primary abutting street, provided the amount of interior and perimeter parking lot landscaping required by section IV.G.4. (*Parking Lot Landscaping*) below is increased by fifty percent (50%).

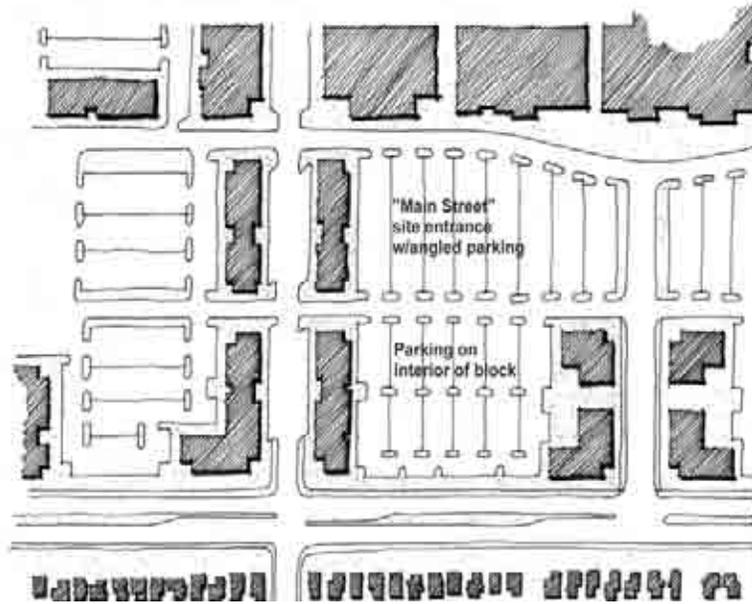


Figure 6—In this development pattern, a side "main street" off the primary abutting street is the core and focus of the center. Buildings are closely spaced and front directly on this "main street." The majority of parking is typically on the interior of the block behind the buildings, although parallel or angled parking could be allowed along the "main street." The "main street" could be intersected by smaller side streets providing access to other uses on the parcel.

3. Multiple-Building Developments

a. Applicability

When there is more than one (1) building in a commercial development, the development shall comply with the following standards, except that multiple-building developments located at the intersection of two thoroughfare streets shall comply instead with the standards stated in subsection IV.B.5. (*Site Layout and Building Orientation at Two Intersecting Thoroughfare Streets*) below.

b. Site Layout and Building Orientation

All primary and pad site buildings shall be arranged and grouped so that their primary orientation complements adjacent, existing development and either:

- i. Frames the corner of an adjacent street intersection;
- ii. Frames and encloses a "main street" pedestrian and/or vehicle access corridor within the development site;
- iii. Frames and encloses on at least three sides parking areas, public spaces, or other site amenities.
- iv. Alternatives. An applicant may submit an alternative development pattern, provided such pattern achieves the intent of the above standards and this section. Strictly linear or "strip commercial" development patterns shall be avoided.

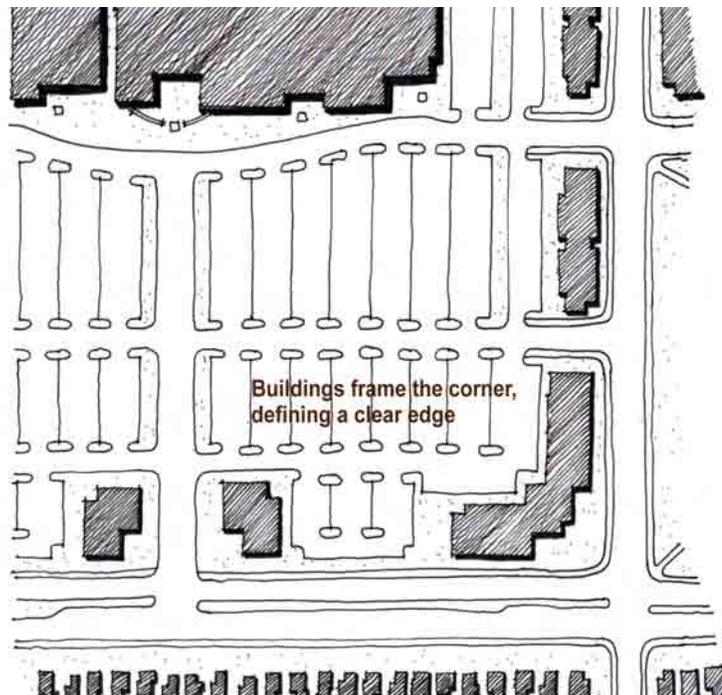


Figure 7—In this development pattern, most buildings front directly on the street and define a clear edge. The pad site on the corner makes a strong architectural statement and announces the center. Parking is typically on the interior of the block.

4. Single-Building Developments

a. Applicability

Unless part of a larger planned development or commercial center, when there is only one (1) building in a proposed commercial development, the development shall comply with the following standards, except that single-building developments located at the intersection of two thoroughfare streets shall comply instead with the standards stated in subsection IV.B.5. (*Site Layout and Building Orientation at Two Intersecting Thoroughfare Streets*) below.

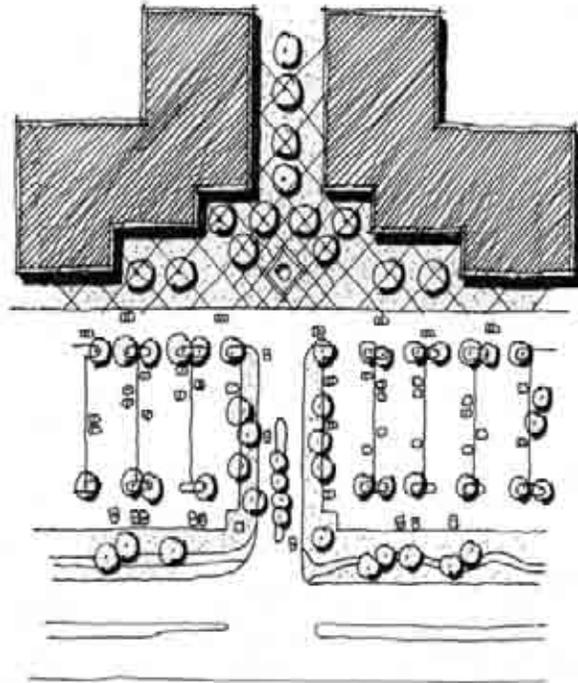


Figure 8—This development pattern uses buildings to frame an internal open space or plaza to give the center focus. Primary buildings orient to the plaza.

b. Single-Tenant Building

Unless part of a larger planned development or commercial center, when there is only one (1) building in a proposed commercial development that will be occupied by a single tenant, such building shall be oriented toward the primary abutting street and shall otherwise comply with standard B.2.a. (*Location of Parking*) above. Deep setbacks behind large expanses of parking areas or vacant land shall be avoided.

c. Multi-Tenant Building

Unless part of a larger planned development or commercial center, when there is only one (1) building in a proposed commercial development that will be occupied by multiple tenants, at least fifty percent (50%) of the building's "active" wall shall be oriented toward the primary abutting street and shall otherwise comply with standard B.2.a. (*Location of Parking*) above. Deep setbacks behind large expanses of parking areas or vacant land shall be avoided. For purposes of this standard, the "active" wall shall be the side of the building containing the majority of storefronts, customer entrances, and windows.

5. Site Layout and Building Orientation at Two Intersecting Thoroughfare Streets

a. Intent

Major intersections of commercial activity in Overland Park need special attention so that all four corners are linked and function as a whole, and so that a sense of place and "arrival" unique to Overland Park is created.

b. Applicability

All new office, and commercial developments located at the intersection of two thoroughfare (arterial) streets shall comply with this subsection's site layout and building orientation standards.

c. Site Layout and Building Orientation

To the maximum extent practicable, within each intersection quadrant, primary buildings and/or pad site buildings shall be arranged to orient to the thoroughfare streets and to frame the corner at the intersection of the two thoroughfares. Deep building setbacks behind large expanses of parking areas or vacant land shall be avoided.

- i. A minimum of sixty percent (60%) of all thoroughfare street frontages shall be occupied by:
 - (a) building frontage;
 - (b) decorative architectural walls (no higher than three feet (3'));
 - (c) landscaped entryway signage or features;
 - (d) required focal point; and/or
 - (e) site amenities.

See subsections B.5.d. (*Focal Point Required*) and B.8. (*Site Amenities*) below. The remaining forty percent (40%) of thoroughfare street frontage may be occupied by parking areas as limited by subsections A.5.c.ii. and A.5.c.iii. below and subsection B.2.a. (*Location of Parking*) above, or by breaks for vehicle or pedestrian access.

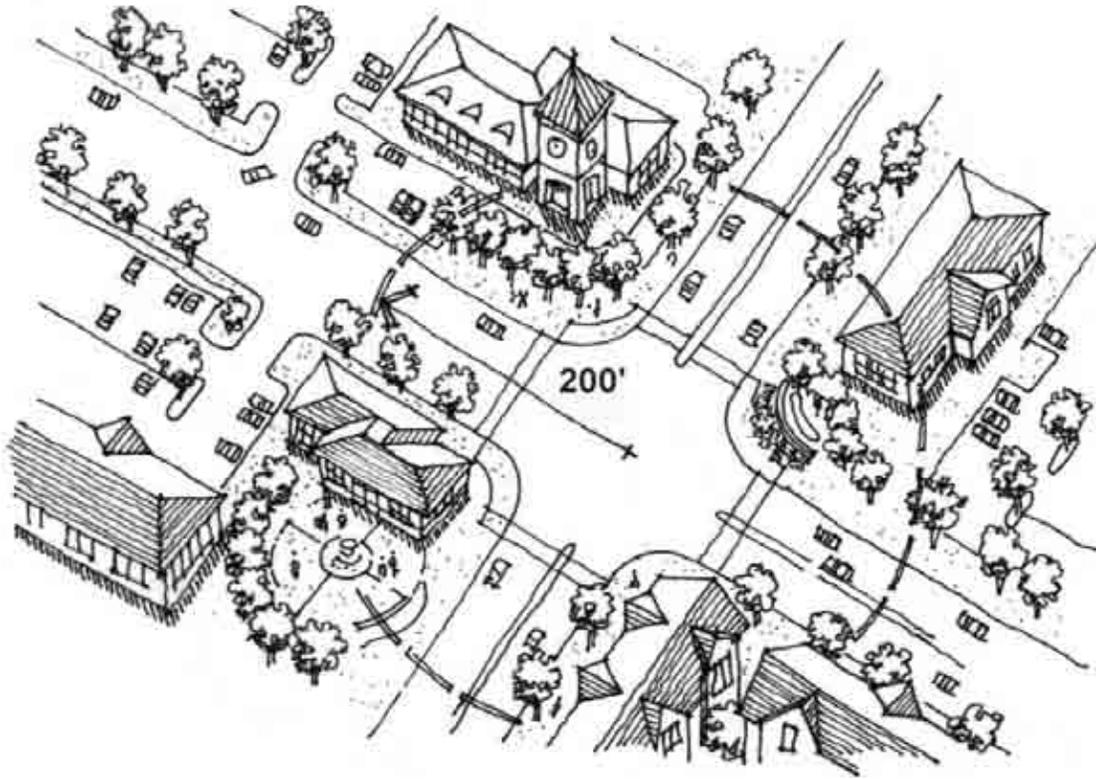


Figure 9— On four corners of a thoroughfare/thoroughfare street intersection, developments shall provide a "focal point" within a 200-foot radius from the intersection of the centerlines of the two intersecting thoroughfare streets.

- ii. Parking areas shall not be located within a 200-foot radius from the intersection of the centerlines of the two thoroughfare streets.
- iii. Parking areas shall not be located within a 300-foot radius from the intersection of the centerlines of a thoroughfare street and 135th Street.

d. Focal Point Required

On each of the four corners of a thoroughfare/ thoroughfare street intersection, developments shall provide a "focal point" within a 200-foot radius from the intersection of the centerlines of the two thoroughfare streets (300-foot radius from the intersection of the centerlines of a thoroughfare street and 135th Street). A "focal point" shall be visible from the intersecting thoroughfare streets and may be either:

- i. A distinctively-designed building, which may include a pad site building, preferably with a vertical element; but shall not include drive-through facilities and automobile service stations;
- ii. An architectural feature that is a minimum of twenty-five feet (25') tall and a maximum forty-five feet (45') tall (e.g., a clock tower, spire, or interesting roof form);
- iii. Public art or sculpture;
- iv. Fountains or other water feature;
- v. Public plazas or other open space; or
- vi. Landscape feature.

e. Integration

Any of the features listed above may be integrated with major entryway signage for the development. With city approval, the "focal point" required by subsection B.5.d above may be used to satisfy the site amenities requirement for commercial developments stated in subsection B.8 (*Site Amenities*) below.

f. Organization

Within each intersection quadrant, new buildings shall be organized to align with existing buildings located across the intersecting thoroughfare streets in a way that "completes" the space around the corner and unites the adjacent developments.

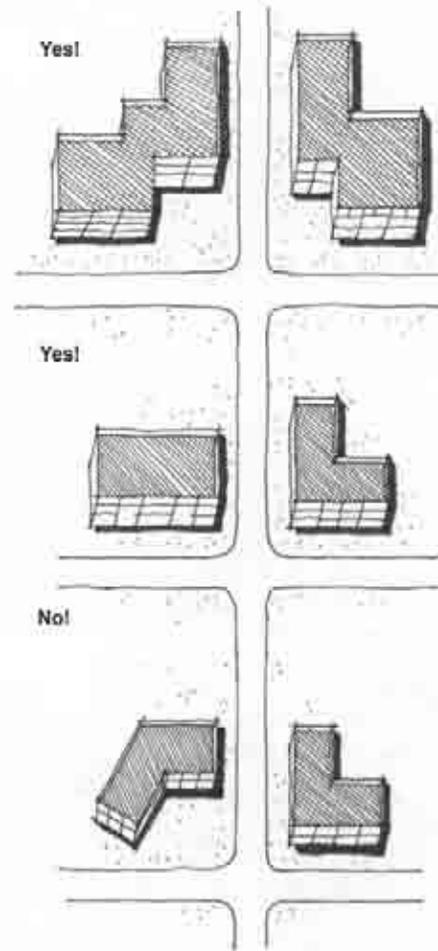


Figure 10— Within each intersection quadrant, new buildings shall be organized to align with existing buildings located across the intersecting thoroughfare streets.

6. Pad Sites

a. Intent

The siting and design of smaller retail stores, or "pads," can create a more inviting appearance in a larger development by visibly reducing the project's scale and by expanding the range of activities and businesses found within a single development. The location, orientation of the entry, and architecture of

pad site buildings also provide opportunities to frame entries into larger developments and contribute to the development's visual interest by placing storefront spaces closer to the street and creating a street scene. Accordingly, pad site structures shall be compatible with the main buildings on a commercial site. The layout of pad site buildings shall relate coherently to the public street and surroundings (outward) as well as to the main center (inward), and specific siting decisions shall further the general intent of creating a "sense of place," focal points, site amenities, and arrival into the commercial center.

b. Design Guidelines and Standards

- i. General Guideline.
The number, location, and design of independent pad sites shall reinforce, rather than obscure, the identity and function of a commercial development, especially in Large Commercial Centers.
- ii. Clustering of Pad Sites. To the maximum extent practicable, pad sites shall be clustered together to define street edges and entry points or to enclose and create interesting places between buildings.

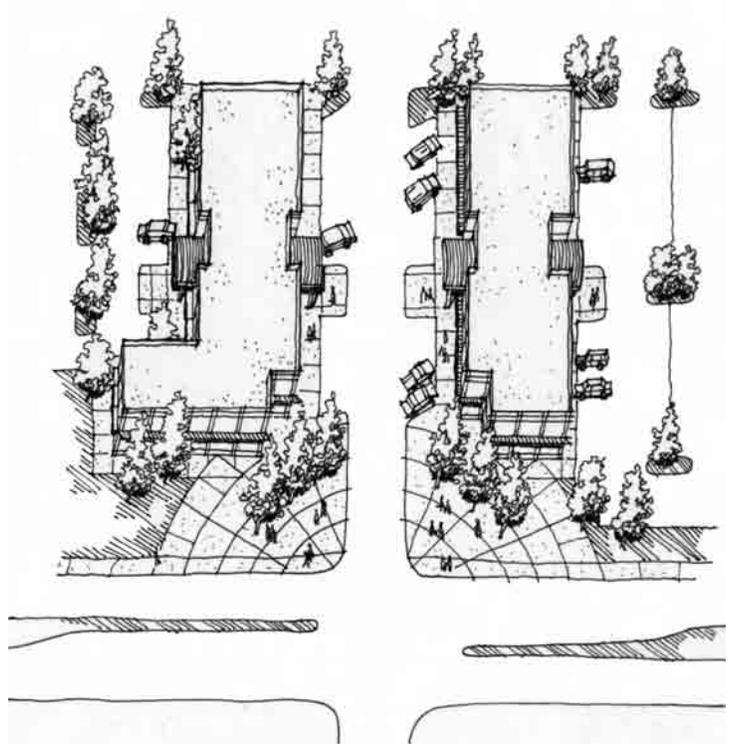


Figure 11— To the maximum extent practicable, pad sites shall be clustered together to define street edges and entry points or to enclose and create interesting places between buildings.

Even dispersal of pad sites in a widely-spaced pattern within the development, even if along the street edge(s), is discouraged. Placement of pad sites shall be consistent with the requirements for overall development pattern and site layout set forth in section IV.B. (*Site Layout/Development Pattern*) above.

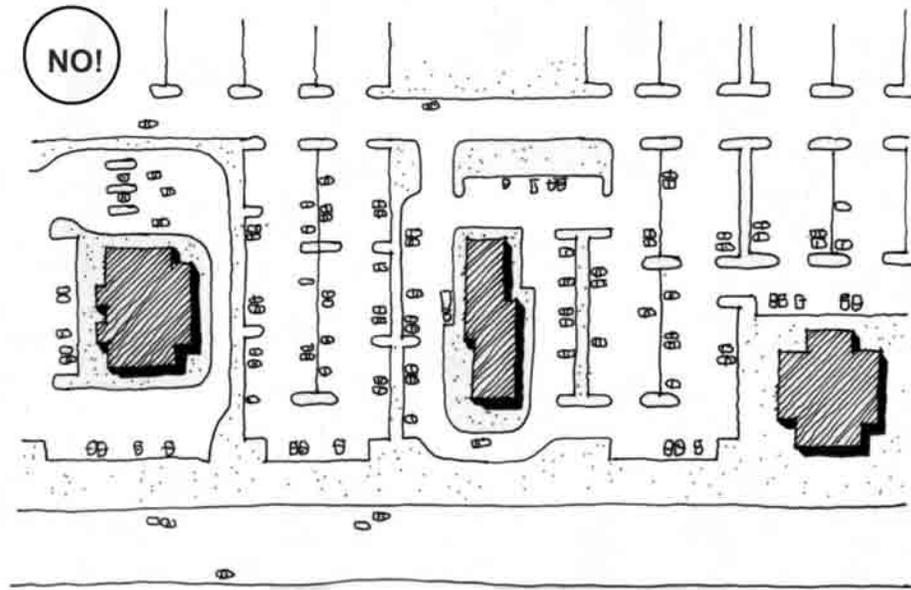


Figure 12—Even dispersal of pad sites in a widely-spaced pattern within the development, even if along the street edge(s), is discouraged.

iii. Spaces Between Adjacent Pad Sites. Wherever practicable, spaces between adjacent pad site buildings should be improved to provide small pockets (preferably heavily-landscaped) of customer parking, pedestrian connections, small-scale project amenities, or focal points. Examples include, without limitation:

- (a) A landscaped pedestrian walkway linking customer entrances between two or more pad site buildings;
- (b) A public seating or outdoor eating area;
- (c) An area landscaped with a variety of living materials emphasizing four-season colors, textures, and varieties; or
- (d) Sculptures or fountains.

iv. Building Orientation on Pad Sites. The primary façade of a building located on a pad site, typically the façade containing the primary customer entrance, may be oriented in a variety of ways, including, without limitation, toward the primary access street,



Figure 13—This figure illustrates a significant departure from "off-the-shelf" standardized building design.

toward an internal "main street," framing a primary entrance to the development or center, toward the side (especially when that side faces another pad site building), or toward the interior of the center.

- v. Pedestrian Connections. See section IV.D.3. (*Pedestrian Access and Circulation*) below.
- vi. Pad Site Building Design.
 - (a) Pad site buildings shall incorporate the same materials and colors as those on the primary commercial building(s) in the development or center.
 - (b) Significant departures from "off-the-shelf" standardized building design may be required to meet this standard.
 - (c) Pad site entrances are appropriate locations to express individual building character or identity. Customer entrances shall be emphasized through incorporation of a building recess, projection, canopy, or similar design element.
 - (d) The design of any pad site shall comply with section IV.F (Building Design) below.

7. Free-Standing Kiosks/ ATM Structures

a. Intent

Ensure that free-standing kiosk structures, like pad site structures, are compatible with the appearance and function of the overall commercial development.

b. Design Guidelines and Standards

- i. General Guideline. All kiosk-type buildings and structures shall be integrated with the overall commercial or center development, and shall be subject to the same guidelines as all other buildings with the development.
- ii. Location. Free-standing kiosks and drive-up ATM structures shall not be located along the primary access street frontage.
- iii. Access. Access to a free-standing kiosk or drive-up ATM structure shall not be from the adjacent public streets. Access shall be from drives and streets internal to the development.
- iv. Structure Design. Free-standing kiosks and drive-up ATM structures shall comply with the building design standards applicable to pad sites set forth in section 6.b.vi. above.



Figure 14—Ensure that free-standing kiosk structures are compatible with the appearance and function of the overall commercial development.

8. Site Amenities

a. Intent

Site amenities and pedestrian-scale features (e.g., outdoor plazas, street furniture, playgrounds, statuary, sidewalk cafes) in commercial developments offer attractive spaces for customer and visitor interaction and create an inviting image for both customers and employees. The use of site amenities can also provide pedestrian spaces at the entry to buildings, can break up expanses of parking, enhance the overall development quality, and contribute to the character of an area.

b. Design Guidelines and Standards

- i. General Guideline. Site amenities and gathering places can vary widely in size, in type, and in degree of amenity. Buildings, trees, walls, topography, and other site features within a commercial development should be oriented and arranged to enclose such gathering places and lend a human scale.
- ii. Standards for Site Amenities.
 - (a) Minimum Area Devoted to Site Amenities.
 - (1) New commercial developments with a parking ratio of less than 5 spaces per 1000 square feet of gross floor areas shall provide a minimum of 10 square feet of site amenities, open areas, and public gathering places for each 10 parking spaces.

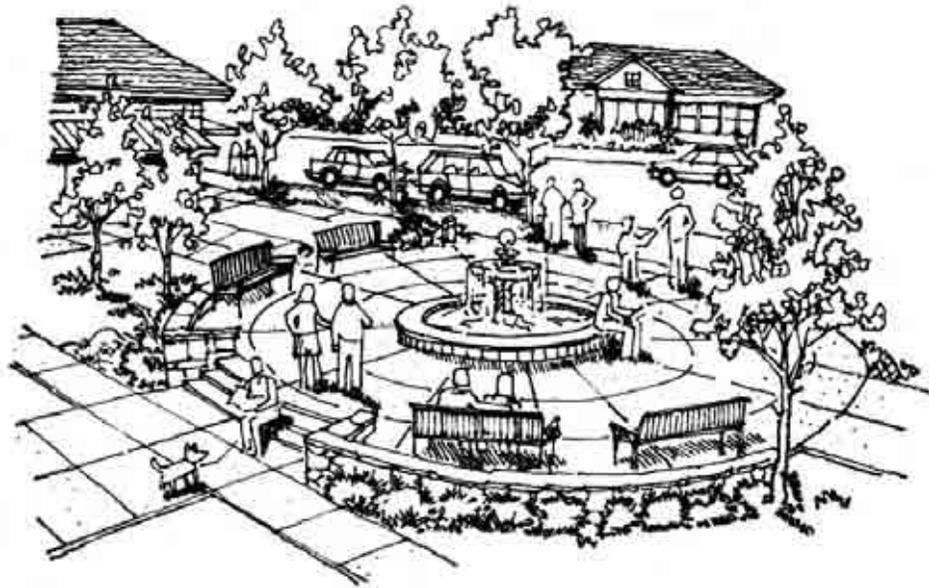


Figure 15— This illustration of a plaza within a commercial development provides a public gathering place and a significant site amenity.

- (2) New commercial developments with a parking ratio of 5 per 1000 square feet of gross floor area or greater shall provide the minimum of 15 square feet of site amenities, open areas, and public gathering places for each 10 parking spaces.
- (b) Allowed Site Amenities. Site amenities may consist of any of the following:
 - (1) Patio or plaza with seating area;
 - (2) Mini-parks, squares, or greens;
 - (3) Bus stops in coordination with Johnson County Transit;
 - (4) Customer walkways or pass-throughs containing window displays;
 - (5) Water feature;
 - (6) Clock tower; and/or
 - (7) Public art;
 - (8) Any other similar, deliberately shaped area and/or focal feature that, in the city's judgment, adequately enhances such development and serves as a gathering place.
 - iii. Aggregation Allowed. In commercial developments containing more than one building, the required area may be aggregated into one larger space, provided such space is within easy walking distance of the major tenant(s) in the development.
 - iv. Design Requirements.
 - (a) All site amenities within a commercial development shall be an integral part of the overall design and within easy walking distance of major buildings, major tenants, and any transit stops.
 - (b) Any such amenity/area shall have direct access to the public sidewalk network.
 - (c) The amenity/area shall be constructed of materials that are similar in quality to the principal materials of the primary buildings and landscape.
 - v. Site Amenities as Focal Points. A site amenity may qualify as a focal point required under section IV.B.5. (*Site Layout and Building Orientation at Two Intersecting Thoroughfare Streets*) above, provided the site amenity meets all applicable requirements for focal points stated in section 5.d. above.
 - vi. Site Amenities as Transitions. A site amenity may qualify as a "green/open space transition" required under section C.3. (*Transitions Between Land Uses*) below, provided the site amenity meets all applicable requirements for transitions stated in section C.3. below.

9. Crime Prevention

a. Intent

Integrate site planning principles, such as easy surveillance of common areas and walkways by residents, into the design of new commercial developments to lessen the likelihood of crime within the development.

b. Design Guidelines and Standards

Commercial development site planning should integrate the principles of "Crime Prevention through Environmental Design," (CPTED) to the maximum extent practicable. Applicants are encouraged to consult with the Overland Park Police Department and Planning and Development Services Department regarding implementation of CPTED principles to commercial developments. These principles include:

- i. Territoriality. Space within the development and along the edges should be well-defined and delineated to create a sense of ownership, such that intruders and strangers stand out. This may be accomplished through the use of pavement treatments, landscaping, art, signage, screening, fencing, and similar techniques.
- ii. Natural Surveillance. Create an environment where it is possible for people engaged in their normal behavior to observe the spaces around them. Maximize a space's visibility through thoughtful design of building orientation, window placement, entrances and exits, landscaping of trees and shrubs, and other physical obstructions. Utilize nighttime illumination of parking lots, walkways, entrances, stairwells, and related areas that promote an environment in which natural surveillance is possible.
- iii. Access Control. Plan and implement access control to restrict criminal intrusion, especially in areas where criminal activity cannot be easily observed. Access control may include, but is not limited to, use of fences, walls, landscaping, and lighting to prevent or discourage public access to or from dark or unmonitored areas. In addition, sidewalks, pavement, lighting, and landscaping areas should be used to guide the public to and from primary development entrances and exits.
- iv. Activity Support. Create activity support by placing new or existing activities in an area so that individuals engaged in a particular activity become part of the natural surveillance of other areas.
- v. Maintenance. Maintain landscaping, lighting fixtures, and other features to facilitate the principles of CPTED, territorial reinforcement, natural surveillance, and access control.

C. RELATIONSHIP TO SURROUNDING DEVELOPMENT

1. Intent

Typical tools for making the transition between commercial development and other, less intensive land uses have included back-to-back building orientation, large distances between uses, and heavily-landscaped buffer areas, often with fences and walls. However, some of the unintended results of this include excessive land consumption and lack of pedestrian and vehicle connections. Accordingly, the following design guidelines and standards ensure that new commercial development, where practicable, provides convenient pedestrian and vehicle access and connections to adjacent uses. In addition, they urge the use of alternative transitions, including architectural transitions such as reducing the scale of commercial building mass next to residential uses and at least some front-to-front building orientations, and development of less intense land uses between commercial and single-family residential areas, such as lower-intensity office, civic/open space, or multi-family land uses. Limited operational compatibility standards are offered as a tool to further ease transitions from more intense to less intense land uses. Landscaped buffers, walls, and fences are used only when these other alternative transitions are not effective, not possible, or not desirable given prevailing development patterns in a specific area.

2. Connectivity Between Land Uses

See Section IV.D. (Vehicular and Pedestrian Access and Circulation) below for applicable guidelines and standards.

3. Transitions Between Land Uses

a. When Required

Transitions may be required in the following situations:

- i. Changes in use between adjoining properties, especially from commercial to residential;
- ii. Changes in intensity of use between adjoining properties, such as from Large Commercial Centers to multi-family residential; and
- iii. Views, uses, or activities on the commercial development site that could be a nuisance for neighbors, such as commercial loading and service areas.

b. Transition Techniques

- i. General Guideline/Standard. An applicant shall incorporate Architectural Transitions and Green/Open Space Transitions and Lesser Intensive Uses as Transitions to the maximum extent practicable before employing more traditional Landscaping and Screening Transitions. Operational compatibility standards (section C.3.c. below) shall apply to all commercial development, regardless of type of transition technique used; however, the combination of Architectural Transitions, Green/Open Space Transitions, and operational compatibility standards should work to reduce the need for more intensive Landscaping and Screening Transitions.

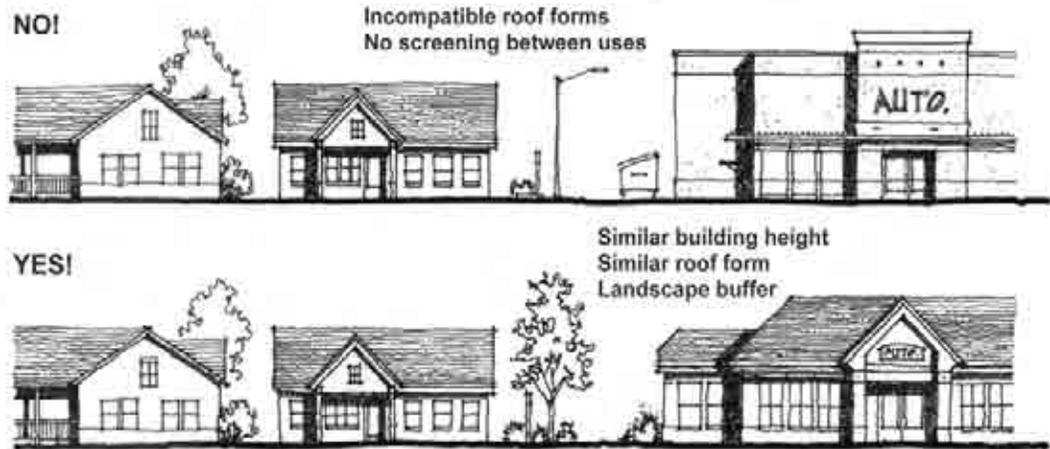


Figure 16— To the maximum extent practicable, commercial development shall employ transition techniques to ensure compatibility with surrounding development, including adjacent residential development.

- ii. Preferred Techniques. When a transition is required, an applicant shall incorporate, to the maximum extent practicable, the architectural and green/open space transition techniques tools in subsections b.ii.(a) and b.ii.(b) below:
 - (a) Architectural Transitions. To the maximum extent practicable, commercial development shall employ a minimum of three (3) of the following techniques to ensure compatibility with surrounding development, including adjacent residential development:
 - (1) Use similar building setback.
 - (2) Use similar building height.
 - (3) Use similar roof form.
 - (4) Mitigate the larger mass of commercial buildings with façade articulation (see section IV.F.2., *Building Massing and Façade Treatment*, below).
 - (5) Use front-to-front building orientations, especially with commercial uses that are pedestrian-intensive (e.g., restaurants, banks). Other building-to-building orientations may be utilized except that a back-to-front building orientation is not an acceptable transition tool.
 - (b) Green/Open Space Transitions. Commercial development may employ the following technique to provide transitions and ensure compatibility between the commercial development and surrounding development:
 - (1) Use small green spaces, courts, squares, parks, plazas, and similar spaces that can also function as community gathering places.
 - (2) Use existing natural features as transitions, including natural differences in topography (not retaining walls), streams, existing stands of trees, and similar features. When existing natural features are used as transitions, the city may still require that adequate

pedestrian connections to adjacent land uses be accommodated (see section IV.D. below).



Figure 17— Commercial developments may use small green spaces, courts, squares, parks, plazas, and similar spaces that can also function as community gathering places to provide transitions and ensure compatibility with surrounding non-commercial uses.

- (c) Community-Serving Uses as Transitions. When office, small-scale retail, pedestrian-intensive retail, civic, or public uses are planned as part of the same development containing more intensive commercial uses, the applicant may site the lesser-intensive uses or more community-serving uses as transitions to lower-intensity, adjacent uses. For example, post offices, banks, and restaurants--all of which are pedestrian-intensive, community-serving uses--can be sited next to adjacent medium-density residential uses.



Figure 18— Each boundary to be screened between the commercial development and the adjacent use shall be landscaped with at least 4 trees and 20 shrubs per 100 linear feet of edge

- (d) Orient potentially bothersome or nuisance features or uses away from neighboring uses. For example, avoid placing garages, parking lots, or service areas facing the fronts of neighboring buildings.
- (e) Landscaping and Screening Transitions. Where other transition tools are not possible, or where the city determines other transition tools by themselves do not create an adequate transition to, or buffer for, less intensive land uses, the following landscaping and screening requirements shall apply:
 - (1) Amount of Landscaping Required. Each boundary to be screened between the commercial development and the adjacent use shall be landscaped with at least four (4) trees and twenty (20) shrubs per one-hundred linear feet (100') of edge, with fractional requirements rounded up. Conifers may be substituted for shrubs at a ratio of one (1) conifer for every four (4) shrubs.
 - (2) Supplemental Fences and Walls. When necessary to further assure an adequate buffer between the commercial development and adjacent use, fences and walls meeting the requirements of section IV.G.9 (*Fencing and Walls*) below may be used in combination with the landscaping provided in subsections (e).(1) above.

c. Operational Compatibility Standards

- i. The city may impose conditions upon the approval of development applications to ensure that new commercial development will be compatible with existing neighborhoods and uses, including, but not limited to, conditions on the following:
 - (a) Placement of trash receptacles;
 - (b) Location of delivery and loading zones; and
 - (c) Placement and illumination of outdoor vending machines.

D. VEHICULAR AND PEDESTRIAN ACCESS AND CIRCULATION

1. Intent

Provide safe, efficient, and convenient vehicular and pedestrian access and circulation patterns within and between developments. By creating a safe, continuous network of pedestrian walkways within and between developments, pedestrians will feel more inclined to safely walk (rather than drive) between stores. A pedestrian network that offers clear circulation paths from the parking areas to building entries creates a friendlier, more inviting image.

2. Vehicle Access and Circulation

a. Primary Vehicle Access--Large Commercial Centers

- i. Primary access to Large Commercial Centers shall be from the thoroughfare street system. In order to maximize the efficiency of the city's street network, major traffic generators should be located so that their primary access is from a thoroughfare or commercial access road.

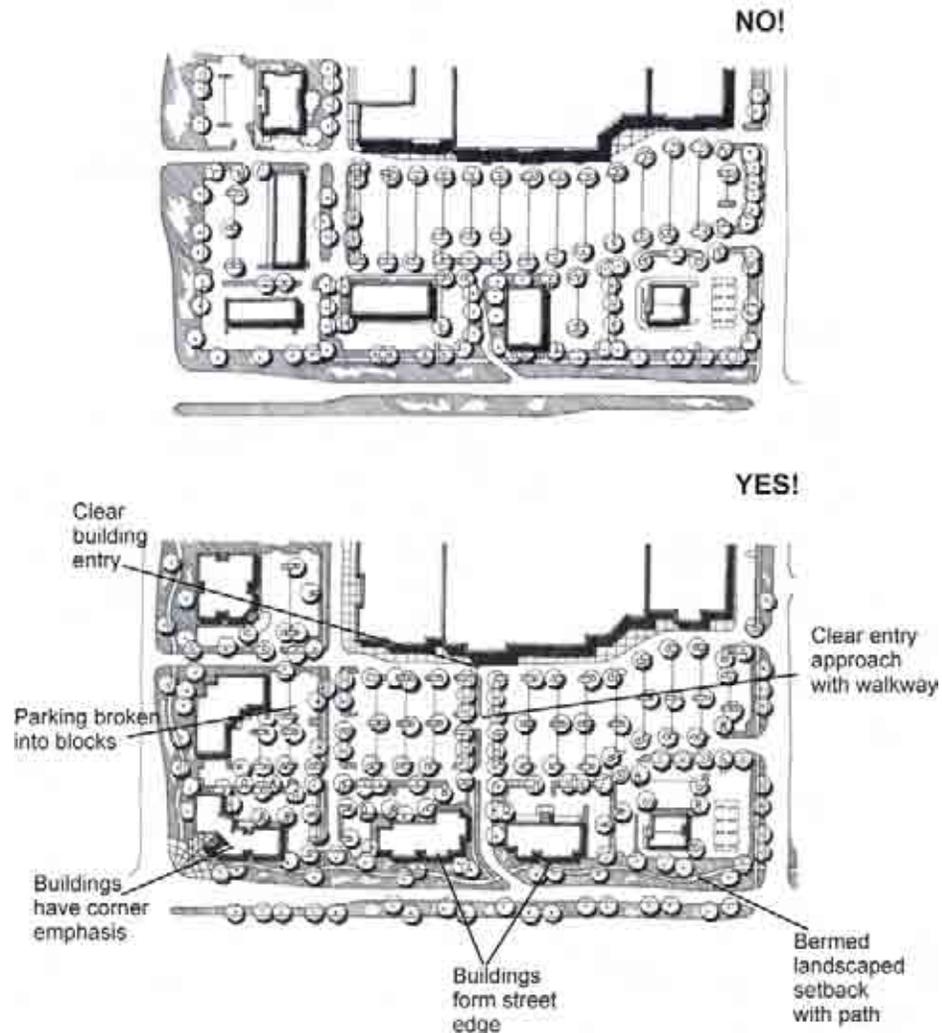


Figure 19— Provide safe, efficient, and convenient vehicular and pedestrian access and circulation patterns within and between developments.

- ii. Large Commercial Centers should be located at the intersection of thoroughfare streets so that access is available for both east/west and north/south traffic. Primary access points should be located so that commercial traffic is separated from the residential street system.

- iii. If a Large Commercial Center is proposed at a location or density that will have a significant effect on current traffic patterns, a traffic impact study may be required to ensure that the street network can accommodate the anticipated traffic demands and to define required street improvements.

b. Primary Vehicle Entrances

- i. The number and location of vehicle entrances to a commercial development shall be consistent with the existing or anticipated design of adjacent streets. The specific location of primary vehicle entrances are subject to the approval of the Planning and Development Services Department and will be largely dependent on the following factors:
 - (a) The location of existing or planned median breaks;
 - (b) Separation requirements between the entrance and major intersections;
 - (c) Separation requirements between adjacent entrances (or minor intersections);
 - (d) The need to provide shared access to adjacent parcels of land;
 - (e) The need to align with previously-approved or constructed access points on the opposite side of the street; and
 - (f) The minimum number of entrances needed to move traffic onto and off the site safely and efficiently.

c. Entry Driveway Configuration

- i. The specific design or geometrics of commercial development entry driveways shall comply with the intent of these Commercial Design Guidelines and Standards and shall conform to the standards of the Planning and Development Services Department.
 - (a) Commercial driveway configuration and design shall be appropriate given the size of the development and the capacity of the street.
 - (b) Driveway geometrics shall be dependent on a variety of factors, including traffic volume, speed, and distribution. The following design issues should be addressed in each case and the resulting driveway design should provide an efficient ingress and egress to the development without causing undue congestion or accidents on the public street system:
 - (1) The number of in-bound and out-bound lanes;
 - (2) Lane width (minimum width curb-to-curb is twenty-eight feet 28'););
 - (3) Throat length (i.e., the distance between the street and the first point at which cross traffic or left turns are permitted);
 - (4) Curb radii;
 - (5) The need or desirability of a raised median;
 - (6) The need for a deceleration lane; and
 - (7) Accommodation for pedestrian crossings.

d. Internal Vehicle Circulation

- i. Internal vehicle circulation patterns shall provide a clear and direct path to the principal customer entrance of the primary building, to outlying pad sites, and to each parking area.
- ii. In Large Commercial Centers, a clear system of main circulation drives (containing few or no parking spaces that directly access the main drives) shall be established to carry the highest volumes of traffic within the site.
 - (a) In order to reduce pedestrian and vehicular conflicts, to the maximum extent feasible, those main circulation drives shall not be located along the façades of buildings that contain primary customer entrances. In areas where the location of access points and the configuration of the main circulation drives indicate that traffic volumes will not be excessive, drives may contain directly-accessing parking spaces and may be located along façades containing primary customer entrances.
 - (1) To the maximum extent feasible, the intersection of two main circulation drives shall be designed as a "t" intersection, rather than a four-legged intersection, to minimize vehicular conflicts.
- iii. In Small Commercial Centers where traffic volumes are lower and, consequently, pedestrian-vehicular and vehicular-vehicular conflicts are less likely, more flexibility is available in the location and design of internal drives.
 - (a) Because of the lower traffic volumes, entry drive throat lengths can be shorter.
 - (b) The use of four-legged intersections can be utilized more extensively.
 - (c) Depending on the size of the shopping center and the number and location of access points, fewer restrictions may be placed on the extent to which traffic entering the site is directed to the drives along the building façades.
- iv. Main drive aisles shall be continuous and connect to the main entrance to the development site.
- v. Internal intersections shall have adequate sight lines, design geometrics, and/or traffic controls to minimize accident potential.

e. On-Site Truck Traffic/Loading and Circulation

- i. Every shopping center will be required to provide loading and delivery facilities separate from customer parking and pedestrian areas.
- ii. Due to their greater size and lower maneuverability, truck circulation paths should be designed with larger curve radii and more maneuvering room.
- iii. As the size of the development and the volume of trucks increase, internal circulation patterns should reflect an increasing separation between automobile and truck traffic in order to minimize accidents and congestion.

f. Vehicle Connections with Adjacent Properties

i. Adjacent Non-Residential Uses.

(a) To the maximum extent feasible, connections between adjacent non-residential development parcels shall be provided by siting a logical array of access points continuous to the adjacent development.

(b) To the maximum extent feasible, common or shared service and delivery access shall be provided between adjacent parcels and/or buildings.

(c) The city may require access easements to ensure that pad sites or adjacent parcels have adequate access if ownership patterns change.

ii. Adjacent Residential Uses. Commercial drives or on-site streets shall not align with access to adjacent residential developments. Exceptions may be made in cases where physical constraints dictate that no other option is possible.

iii. Emergency Access. All commercial developments shall comply with the currently-adopted building code provisions regarding emergency vehicle access and fire lanes.



Figure 20—A clear, on-site system of pedestrian walkways shall be provided.

3. Pedestrian Access and Circulation

Applicants shall submit a detailed pedestrian circulation plan with all development applications that shows compliance with the following guidelines and standards:

a. Required Pedestrian Connections

i. An on-site system of pedestrian walkways shall be designed to provide direct access and connections to and between the following:

(a) The primary entrance or entrances to each commercial building, including pad site buildings;

(b) Any sidewalks or walkways on adjacent properties that extend to the boundaries shared with the commercial development;

(c) Any public sidewalk system along the perimeter streets adjacent to the commercial development (see subsection 3.c., *Pedestrian Connections to Perimeter Public Sidewalks*, below);

(d) Where practicable and appropriate, adjacent land uses and developments, including but not limited to adjacent residential developments, retail shopping centers, office buildings, or restaurants; and

- (e) Where practicable and appropriate, any adjacent public park, greenway, or other public or civic use including but not limited to schools, places of worship, public recreational facilities, or government offices.

b. Pedestrian Connections from Buildings to Parking Areas, Pad Sites, and Site Amenities

- i. In addition to the connections required in subsection 3.a. (*Required Pedestrian Connections*) above, on-site pedestrian walkways shall connect each primary entrance of a commercial building to a pedestrian network serving:
 - (a) All parking areas or parking structures that serve such primary building; and
 - (b) Site amenities or gathering places provided pursuant to section B.8 above.



Figure 21—On-site pedestrian walkways shall connect each primary entrance of a commercial building to the adjacent parking blocks, structures, or site amenities.

c. Pedestrian Connections to Perimeter Public Sidewalks

- i. Connections between the on-site (internal) pedestrian walkway network and any public sidewalk system located along adjacent perimeter streets shall be provided at regular intervals along the perimeter street as appropriate to provide easy access from the public sidewalk to the interior walkway network.



Figure 22— Continuous pedestrian walkways no less than 8 feet wide shall be provided along the full length of a primary building along any façade featuring a customer entrance and along any façade-abutting customer parking areas.

d. Minimum Walkway Width

- i. All site walkways connecting parking areas to buildings shall include a 5-foot minimum walkway with planting areas. This area shall be a minimum of fifteen feet (15') wide to accommodate car overhangs.

e. Walkways Along Buildings

- i. Walkways Along Primary Buildings. Continuous pedestrian walkways no less than eight feet (8') wide shall be provided along the full length of a primary building along any façade featuring a customer entrance and along any façade

abutting customer parking areas. Such walkways shall be located at least six feet (6') from the façade of the building to provide planting beds for foundation landscaping, except where features such as arcades or entryways are part of the façade.

- ii. Walkways Along Pad Site Buildings. Continuous pedestrian walkways no less than five feet (5') wide shall be provided along the full length of a pad site building along any façade featuring a customer entrance and along any façade abutting customer parking areas. Such walkways shall be located at least three feet (3') from the façade of the building to provide planting beds for foundation landscaping, except where features such as arcades or entryways are part of the façade.

f. Walkways Through Vehicle Areas

- i. At each point that the on-site pedestrian walkway system crosses a parking lot or internal street or driveway, the walkway or crosswalk shall be clearly marked through the use of a change in paving materials distinguished by their color, texture, or height.



Figure 23—Walkways through vehicle areas.

E. PARKING

1. Intent

While recognizing the paramount role of cars in everyday life and the need to provide adequate and convenient space for them, these guidelines and standards move away from the typical suburban pattern of predominant and highly-visible parking areas within commercial developments. Placing large amounts of parking between the front door of buildings and the adjacent street contributes to a formless arrival experience for users, and creates a detached relationship between the primary building and the street. These standards are also intended to reduce the scale of parking areas, siting a portion of the parking lot out of view, providing clear pedestrian circulation paths and amenity areas with parking areas, and using increased landscaping within parking lots to screen spaces and reduce the overall visual impact of large parking areas.

2. General Siting Requirements for Parking

See Section IV.B. (Site Layout/Development Pattern) above for standards applicable to the location of parking within commercial developments.

3. Parking Amount

- a. Except as required by 3.b below, chapter 18.430.150 of the UDO specifies the minimum amount of parking spaces to be provided in all commercial development. In order to minimize customer walking distance, adequate parking for each specific use within a development (which does not mean the total maximum peak amount of parking) should be provided in close proximity to the entrance for that use.
- b. All commercial developments over 150,000 square feet shall provide a minimum of 4 parking spaces per 1,000 square feet of gross floor area and a maximum of 5 parking spaces per 1,000 square feet of gross floor area regardless of specific uses or tenants within the center.



Figure 23-- In order to avoid pedestrian/vehicle conflicts, locate accessible parking spaces at entrances and adjacent to sidewalks.

4. Accessible Parking

- a. Accessible parking spaces for the disabled shall be provided according to city standards and specifications.
- b. Accessible parking for the disabled shall be located to avoid the need for disabled persons to cross drive aisles. In instances where high traffic volumes along the face of a large building are expected, the Planning Commission or City Council may waive this requirement where the accessible parking will be located across the drive aisle or in another suitable location nearest the building entrance.

5. Parking Layout and Design

a. General Guideline

- i. Parking areas should be designed for a safe and orderly flow of traffic throughout the site. Major circulation patterns within parking areas should be well-defined with curbs and landscaped islands (see section IV.G.4, *Parking Lot Landscaping*, below for parking lot landscaping requirements), and parking spaces along main circulation drives should be avoided. To the maximum extent practicable, dead-end parking lots shall be avoided.

b. Parking Blocks Required

- i. In order to reduce the scale of parking areas, the total amount of parking provided shall be broken up into parking blocks containing no more than 40 spaces.
 - (a) Parking blocks shall be separated from each other by landscaping, access drives or public streets, pedestrian walkways, or buildings.
 - (b) Each parking block or pod shall have consistent design angles for all parking within the block.
 - (c) Parking blocks should be oriented to buildings to allow pedestrian movement down and not across rows (typically with parking drive aisles perpendicular to customer entrances).
- ii. Where parking blocks are not easily defined, there shall be no more than (10) parking spaces without an intervening landscape island at least nine (9) feet wide.

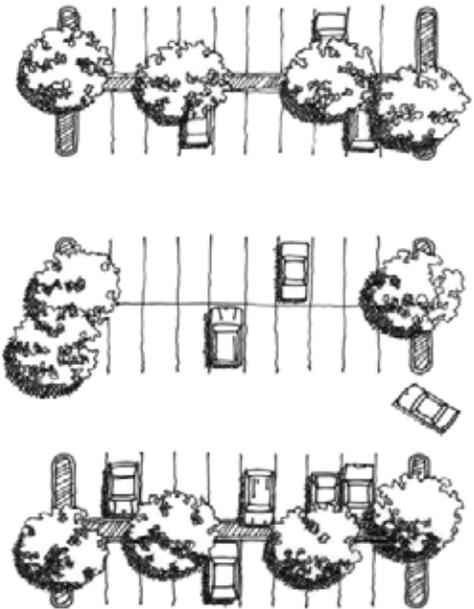


Figure 24— *Parking blocks shall be separated from each other by landscaping, access drives or public streets, pedestrian walkways, or buildings.*

c. Parking Lot Landscaping

See section IV.G.4 (*Parking Lot Landscaping*) below.

d. Shopping Cart Return Areas

As applicable, shopping cart return stations shall be evenly distributed within and between separate parking blocks. Shopping cart return stations shall be identified on the final plan.

F. BUILDING DESIGN

1. Intent

Create commercial developments with a recognizable image as a distinct place; vary massing to provide visual interest; as applicable, ensure compatibility with surrounding developments; and use building height and massing to emphasize important corners, designate points of entry, and create a visible skyline to differentiate Overland Park's new commercial areas from other activity nodes.

2. Building Massing and Façade Treatment

Except where noted, all new commercial development shall comply with the following standards:

a. Variation in Massing

- i. A single, large, dominant building mass shall be avoided.

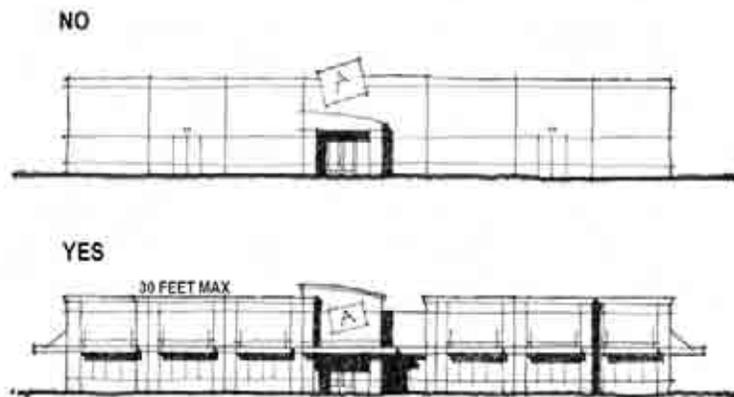


Figure 25— No wall that faces a street or connecting pedestrian walkway shall have a blank, uninterrupted length exceeding thirty (30) feet without including architectural features such as columns, ribs, pilasters or piers, changes in plane, changes in texture or masonry pattern, or an equivalent element that subdivides the wall into human scale proportions.

b. Building Façade Treatment.

All building walls shall have architectural interest and variety to avoid the effect of a single, long or massive wall with no relation to human scale. The building design shall be consistent with the following standards:

- i. Minimum Wall Articulation. There shall be no blank, unarticulated building walls exceeding 30 feet in length. All building walls shall be designed to meet all the following standards:
 - (a) All buildings walls shall consist of a building bay or structural building system that is a maximum of thirty feet (30') in width. Bays shall be visually established by architectural features such as columns, ribs or pilasters, piers, changes in wall planes, changes in texture or materials, and fenestration pattern no less than twelve inches (12") in width.
 - (b) Any wall exceeding 30 feet in length shall include at least one change in wall plane, such as projections or recesses, having a depth of at least three percent (3%) of the entire length of the façade and extending at least twenty percent (20%) of the entire length of the façade.
 - (c) All building walls shall include materials and design characteristics consistent with those on the front.
- ii. Building walls facing public areas. In addition to 2.b.i above, building walls that face public streets, connecting walkways, or adjacent development shall meet the following standards:
 - (a) Facades shall be subdivided and proportioned using features such as windows, entrances, arcades, arbors, awnings, trellises with vines, or alternate architectural detail that defines human scale, along no less than sixty percent (60%) of the façade.
- iii. Customer Entrances. See subsection F.4 (*Customer Entrances*) below.
- iv. Awnings.
 - (a) Awnings shall be no longer than a single storefront.
 - (b) Fabric awnings are encouraged; canvas awnings with a matte finish are preferred. Awnings with high gloss finish are discouraged. Illuminated, plastic awnings are prohibited.
 - (c) Rigid frame awnings are allowed, but shall stop at the top section and shall not be included in the valence.
 - (d) Awning colors shall be compatible with the overall color scheme of the façade from which it projects. Solid colors or subtle striped patterns are preferred.
 - (e) Awnings for rectangular openings shall be simple, shed shapes.
- v. Downspouts. All downspouts shall be concealed. No exposed downspouts shall be used. The view through scuppers shall be screened.



Figure 28—*Facades that face public streets or adjacent development shall be subdivided and proportioned using features such as windows, entrances, arcades, arbors, awnings, trellises with vines, along no less than 60% of the façade.*

c. Multi-Story Buildings: Base and Top Treatments

The following standards shall apply to all commercial buildings, including hotels and motels, with more than two stories:

- i. The composition of the building shall present a clearly-recognizable base, middle, and top, or a clearly-defined alternative building composition.
- ii. A recognizable "base" may consist of, but is not limited to:
 - (a) Thicker walls, ledges, or sills;
 - (b) Integrally-textured materials such as stone or other masonry;
 - (c) Integrally-colored and patterned materials such as smooth-finished stone or tile;
 - (d) Lighter or darker colored materials, mullions, or panels; or
 - (e) Planters.
- iii. A recognizable "top" may consist of, but is not limited to:
 - (a) Cornice treatments, other than just colored "stripes" or "bands," with integrally-textured materials such as stone or other masonry or differently colored materials;
 - (b) Sloping roof with overhangs and brackets;
 - (c) Stepped parapets; or



Figure 29—*All primary buildings should be constructed or clad with materials that are durable, economically-maintained, and of a quality that will retain their appearance over time.*

- (d) Horizontal rhythms, such as openings and articulations, shall logically align between levels.

3. Building Materials/Colors

All commercial development shall comply with the following design guidelines and standards. In addition, hotels and motels shall comply with the special standards stated in IV.I (*Hotels and Motels*) below:

a. Intent

Achieve unity of design through compatible materials and colors throughout commercial developments; select building materials that are durable, attractive, and have low maintenance requirements; and utilize colors that reflect natural tones found in the environment of Overland Park.

b. Submittal Requirement

- i. Applicants shall submit a color palette and building materials board as part of their development plan application.

c. Building Materials

- i. All primary buildings should be constructed or clad with materials that are durable, economically-maintained, and of a quality that will retain their appearance over time, including, but not limited to, natural or synthetic stone; brick; stucco; integrally-colored, textured, or glazed concrete masonry units; high-quality prestressed concrete systems; water-managed Exterior Installation Finish Systems (EIFS); or glass.
- ii. Natural wood or wood paneling shall not be used as a principal exterior wall material, but durable synthetic materials with the appearance of wood may be used.
 - (a) Exterior building materials shall not include the following:
 - (1) Split shakes, rough-sawn or board and batten wood;
 - (2) Vinyl siding;
 - (3) Smooth-faced gray concrete block, painted or stained concrete block, tilt-up concrete panels;
 - (4) Field-painted or pre-finished standard corrugated metal siding;
 - (5) Standard single- or double-tee concrete systems; or
 - (6) Barrier-type EIFS.
- iii. Exterior building material shall be continued down to within nine inches (9") of finished grade on any elevation. Exterior masonry materials shall be continued to the top of grade.
- iv. In selecting exterior building materials, consideration should be given to the appropriateness of the materials to the scale of building proposed.

d. Building Color

- i. Color schemes shall tie building elements together, relate separate (free-standing) buildings within the same development to each other, and shall be used to enhance the architectural form of a building.
- ii. Color schemes should utilize earth and other natural tones as found in the soil types and/or plant material found in Overland Park and, more specifically, that area immediately adjacent to the development site.
- iii. All building projections, including, but not limited to, chimneys, flues, vents, and gutters, shall match or complement in color the permanent color of the surface from which they project.
- iv. Intense, bright, black, or fluorescent colors shall be used sparingly and only as accents; such colors shall not be used as the predominant color on any wall or roof of any building. Permitted sign areas shall be excluded from this standard.

4. Customer Entrances

All commercial development shall comply with the following design guidelines and standards:

a. Number of Entrances Required

- i. Each principal commercial building greater than 50,000 square feet (gross floor area) shall provide at least two (2) customer entrances, each of which shall be on separate building façades that are oriented to a public street.
- ii. Principal commercial buildings smaller than 50,000 square feet (gross floor area) are encouraged to provide multiple customer entrances on sides of the building that face an abutting public street.
- iii. Where additional stores will be located in the primary building, each such store may have an exterior customer entrance, which shall comply with the prominent entrance requirement below.

b. Prominent Entrances Required

Each primary building on a site, regardless of size, shall have clearly-defined, highly-visible customer entrances featuring no less than three (3) of the following:

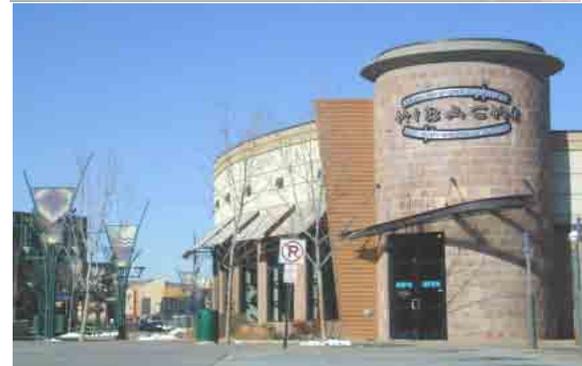


Figure 30— Each primary building on a site, regardless of size, shall have clearly-defined, highly-visible customer entrances.

- i. Canopies or porticos;
- ii. Overhangs;
- iii. Recesses/projections;
- iv. Arcades;
- v. Raised corniced parapets over the door;
- vi. Peaked roof forms;
- vii. Arches;
- viii. Outdoor patios;
- ix. Display windows;
- x. Architectural detail such as tile work and moldings integrated into the building structure and design; or
- xi. Integral planters or wing walls that incorporate landscaped areas and/or places for sitting.

5. Multiple Buildings in Commercial Centers

All Large and Small Commercial Centers, as defined in Section V. (*Definitions*) below, that contain multiple buildings, including pad sites, shall comply with the following design guidelines and standards:

a. Use of Similar Building Materials in a Commercial Center

- i. In order to achieve unity between all buildings in a Commercial Center, all buildings in the center, including pad site buildings, shall be constructed of building materials from the color and materials palette approved for the center.

b. Use of Similar Architectural Styles or Theme in a Commercial Center

- i. A consistent architectural style or theme should be used throughout a Commercial Center, and in particular to tie outlying pad site buildings to the primary building.
- ii. Building entrances are appropriate locations to express individual building character or identity.

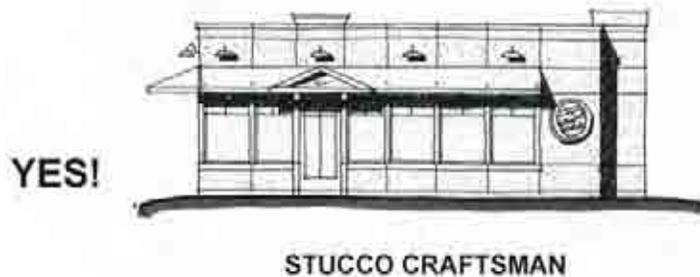
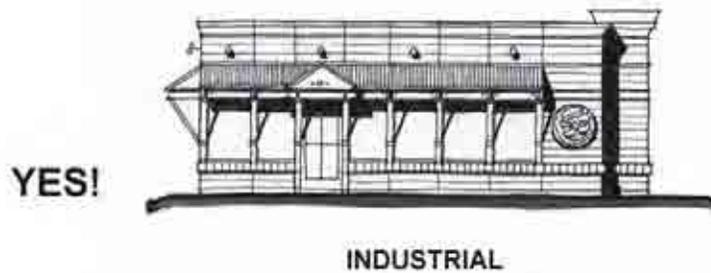
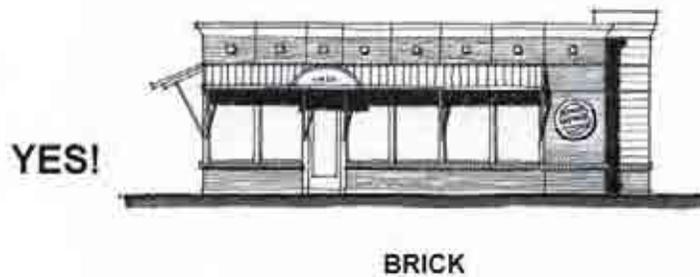


Figure 31—A consistent architectural style or theme should be used throughout a Commercial Center and, in particular, to tie outlying pad site buildings to the primary building.

6. Roofs on Large Commercial Buildings

All commercial buildings containing 50,000 square feet or more (gross floor area) shall comply with the following guidelines and standards:

a. Screening of Roof-Top Equipment

All roof-top equipment must be screened according to Section G.8 (*Mechanical/Utility Screening*) below.

b. Roof Design and Treatment

Roofs shall have no less than two (2) of the following features:

- i. Parapets concealing flat roofs and rooftop equipment such as HVAC units from public view area appropriate. The average height of such parapets shall not exceed fifteen percent (15%) of the height of the supporting wall and such parapets shall not at any point exceed one-third (1/3) of the height of the supporting wall. Such parapets shall feature three dimensional cornice treatment;
- ii. Overhanging eaves, extending no less than three feet (3') past the supporting walls;
- iii. Sloping roofs that do not exceed the average height of the supporting walls, with an average slope greater than or equal to one foot (1') of vertical rise for every three feet (3') of horizontal run and less than or equal to one foot (1') of vertical rise for every one foot (1') of horizontal run; or
- iv. Three (3) or more roof slope planes.

G. LANDSCAPING AND SCREENING**1. Intent**

Landscaping is a visible indicator of quality development and must be an integral part of every commercial project, and not merely located in leftover portions of the site. Landscaping is intended to visually tie the entire development together, define major entryways and circulation (both vehicular and pedestrian) and parking patterns, and, where appropriate, help buffer less intensive adjacent land uses.

2. Plant Materials**a. Intent**

Incorporate plant species found throughout the region into the planting plan, and visually soften paved areas and buildings. Use and repeat plant materials throughout the development to visually tie the commercial center together.

b. Design Guidelines and Standards

- i. Refer to the UDO requirements regarding the submission of landscaping plans and minimum plant sizes.
- ii. Each area required to be landscaped shall be covered in live material. Live material includes trees, shrubs, ground cover, and sod. Areas not covered in live material may be covered by woody mulch, other organic or inorganic mulch, rock mulch, or other natural materials other than exposed gravel and aggregate rock.

- iii. Applicants should refer to Sections 7.16.170, 7.16.180, and 7.16.185 of the Overland Park Municipal Code regarding prohibited species of trees and location of trees near utility easements.

3. Entryway Landscaping

a. Intent

Entryway landscaping announces and highlights entries into the development for the visiting public.

b. Design Guidelines and Standards

- i. Development entryways shall be planted with ornamental plant material, such as ornamental trees, flowering shrubs and perennials, and ground covers.
- ii. Landscaping should break down in scale and increase in detail, color, and variety to mark entryways into developments.
- iii. Planting shall be massed and scaled as appropriate for the entryway size and space.
- iv. Landscaping at street intersections and driveway corners shall "pull back" to open view lines into the site and to create corner features. See also section IV.B.5. (*Site Layout and Building Orientation at Two Intersecting Thoroughfare Streets*) above regarding the use of landscaping as a focal point at thoroughfare street intersections.

4. Parking Lot Landscaping

a. Interior Parking Lot Landscaping:

- i. Intent
 - (a) Use parking lot landscaping to minimize the expansive appearance of parking lots, provide shaded parking areas, and mitigate any negative acoustic impacts of motor vehicles. The interior of all uncovered parking blocks containing ten (10) or more spaces shall be landscaped



Figure 32 – Each parking block shall be separated from other parking blocks.

according to this subsection. These requirements for interior parking area landscaping are in addition to the requirements set forth below for perimeter parking area landscaping.

ii. Design Guidelines and Standards

- (a) Separation of Parking Blocks. Each parking block (see section IV.E.5. (Parking *Layout and Design*)) shall be separated from other parking blocks by a landscaped median or berm that is at least ten feet (10') wide, or by a pedestrian walkway or sidewalk within a landscaped median (minimum width of ten feet (10')), or by a low decorative fence or wall (maximum height three feet (3')) bordered by landscaping on at least one side.
- (b) The primary landscaping materials used in parking lots shall be trees, which provide shade or are capable of providing shade at maturity. Shrubbery, hedges and other planting materials may be used to complement the tree landscaping, but shall not be the sole means of landscaping. Effective use of earth berms and existing topography is also encouraged as a component of the landscaping plan.

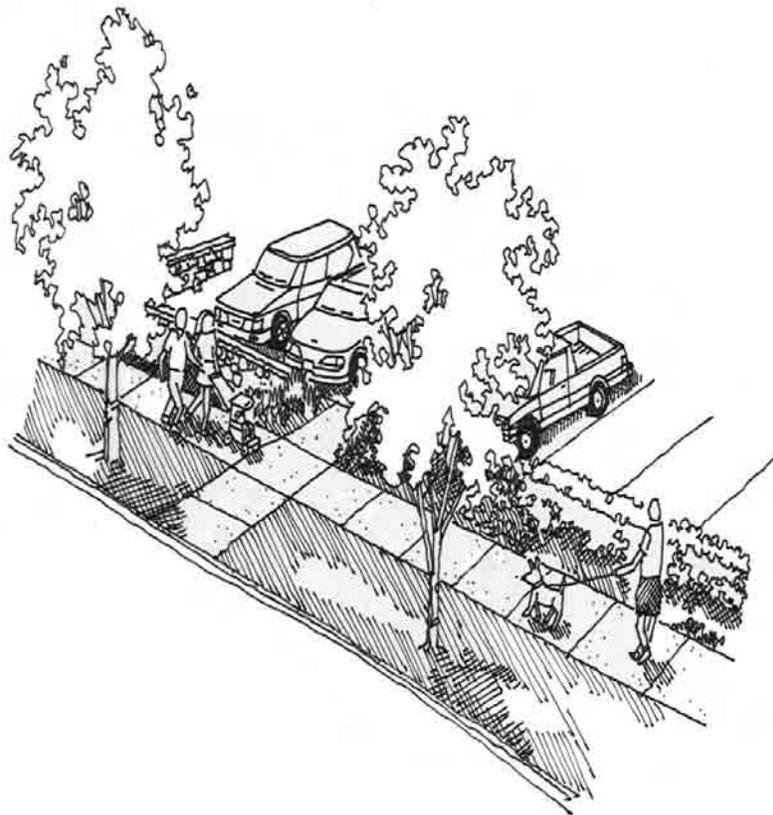


Figure 33— *The perimeter of all parking areas shall be screened from adjacent streets, public sidewalks, and adjacent uses by a landscaped hedge, a decorative masonry wall, a landscaped berm, or a combination of these methods.*

b. Perimeter Parking Area Landscaping

i. Intent

Provide an attractive, shaded environment along street edges that gives visual relief from continuous hard street edges, provides a visual cohesion along streets, helps buffer automobile traffic, focuses views for both pedestrians and motorists, and increases the sense of neighborhood scale and character.

ii. Design Guidelines and Standards

(a) Parking area edges shall be screened from public streets and sidewalks, public open space, and adjacent properties. Perimeter parking lot landscaping may be satisfied by required landscaped buffers where the locational requirements for the buffer overlap with these perimeter landscaping requirements.

(b) The perimeter of all parking areas shall be screened from adjacent streets, public sidewalks, and adjacent uses by either of the following methods:

(1) A berm three feet (3') high with a maximum slope of 3:1 in combination with coniferous and deciduous trees and shrubs, or

(2) A low continuous landscaped hedge at least three feet (3') high, planted in a triangular pattern so as to achieve full screening at maturity;
or

(3) A low decorative masonry wall at least three feet (3') high in combination with landscaping; or

(4) A combination of any of these methods.



Figure 34— Building setback areas along thoroughfare, collector, or residential streets, or along private drives, shall be landscaped with a minimum of 1 tree per 40 linear feet of linear frontage.

5. Building Setback Landscaping

a. Design Guidelines and Standards

i. Building setback areas along thoroughfare, collector, or residential streets, or along private drives, shall be landscaped with a minimum of one (1) tree per forty feet (40') of linear frontage, as required by the UDO.

6. Building Foundation Landscaping

a. Intent

Articulate building façades with landscaped seating areas to provide visual interest and pedestrian-friendly places.

b. Design Guidelines and Standards

- i. Building foundations shall be planted with ornamental plant material, such as ornamental trees, flowering shrubs and perennials, and ground covers.
- ii. Planting shall be massed and scaled as appropriate for the entryway size and space.
- iii. Landscaping should break down in scale and increase in detail, color, and variety to mark entryways into developments.

7. Service Area Screening

a. Intent

Service areas create visual and noise impacts on surrounding uses and neighborhoods. These standards visually screen on-site service areas, including loading docks, trash collection areas, outdoor storage, and similar service uses, from public rights-of-way and adjacent uses.

b. Design Guidelines and Standards

- i. To the maximum extent feasible, areas for outdoor storage, truck parking, trash collection or compaction, loading, or other such service areas shall not be visible from abutting streets and shall be oriented toward on-site service corridors. See Chapter 18.450.100 of the UDO.
- ii. No areas for outdoor storage, trash collection or compaction, loading, or other such uses shall be located within twenty feet (20') of any public street, public sidewalk, or internal pedestrian walkway.
- iii. Loading docks, truck parking, outdoor storage, trash collection, trash compaction, and other service functions shall be incorporated into the overall design of the building and landscaping so that the visual and acoustic impacts of these functions are fully contained and out of view from adjacent properties and public streets. Screening materials shall be the same as, or of equal quality to, the materials used for the primary building and landscaping.
- iv. Non-enclosed areas for the storage and sale of seasonal inventory and/or vending machines shall be permanently defined and screened with landscaping, walls and/or fences. Materials, colors, and design of screening walls and/or fences, and of any covering for such area, shall be compatible with those used as predominant materials and colors on the primary building(s). The height of stored or displayed inventory shall not exceed the height of the screening wall or fence. In addition, all fences/walls shall comply with the standards set forth in section IV.G.9. (*Fencing and Walls*) below.

8. Mechanical/Utility Equipment Screening

a. Intent

Mechanical and utility equipment can detract from the quality of a development and the character of an area. These standards mitigate the negative visual and acoustic impacts of mechanical and utility equipment systems located in a commercial development.

b. Design Guidelines and Standards

- i. Mechanical/utility screening shall be an integral part of the building structure and architecture and not give the appearance of being "tacked on" to the exterior surfaces. The building parapet shall be the primary means of screening roof top equipment.
- ii. All mechanical equipment and utilities shall be screened as required by Chapter 18.450.100 of the UDO.

9. Fencing and Walls

a. Intent

While fences and walls are often necessary to buffer uses, they can create a visually-monotonous streetscape. These standards provide fencing and walls that are visually-appealing, complement the design of the overall development and surrounding properties, and provide visual interest to pedestrians and motorists.

b. Design Guidelines and Standards

When a commercial development includes a fence or wall, the following guidelines and standards apply:

- i. The maximum height of a fence or wall shall be eight feet (8').
- ii. Walls and fences shall be constructed of high quality materials, such as decorative blocks, brick, stone, treated wood, and wrought iron.
- iii. Breaks in the length of a fence shall be made to provide for required pedestrian connections to the perimeter of a site or to adjacent development (see section IV.D.3. (*Pedestrian Access and Circulation*) above).
- iv. The maximum length of continuous, unbroken, and uninterrupted fence or wall plane shall be fifty feet (50'). Breaks shall be provided through the use of columns, landscaping pockets, transparent sections, and/or

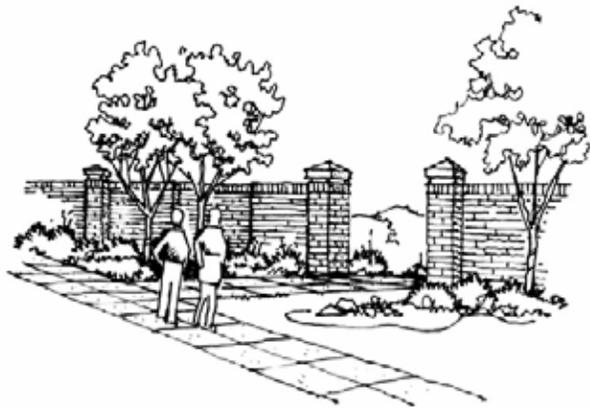


Figure 36— The maximum length of continuous, unbroken, and uninterrupted fence or wall plane shall be 50 feet. Breaks shall be provided through the use of columns, landscaping pockets, transparent sections, and/or a change to different materials.

- a change to different materials.
- v. Fences and walls shall be set back from the property line to allow a landscape setback area. Such setback area shall be landscaped with a turf, shrubs, and/or trees, using a variety of species to provide seasonal color and plant variety.
 - vi. Use of landscaping beyond the minimum required in these standards is strongly encouraged to soften the visual impact of fences and walls.



Figure 35— Walls and fences shall be constructed of high quality materials, such as decorative blocks, brick, stone, treated wood, and wrought iron.

H. LIGHTING

1. Intent

Eliminate adverse impacts of light through spillover; provide attractive lighting fixtures and layout patterns that contribute to unified exterior lighting design of non-residential developments; and provide exterior lighting that promotes safe vehicular and pedestrian access to and within a development, while minimizing impacts on adjacent properties.

2. Design Guidelines and Standards

a. Plan Required

- i. Applicants shall submit a unified lighting plan with final plan applications for all commercial developments subject to these lighting standards. A point-by-point calculation to show compliance with the lighting standards is required. The calculations shall be measured at grade for lighting levels within the development site. A cut sheet of proposed fixtures, including a candlepower distribution curve, shall also be submitted. A vertical plan footcandle calculation shall be submitted for property lines abutting residential properties.

b. General Lighting Standards

- i. Pedestrian Walkway Lighting. Pedestrian-level, bollard lighting, ground-mounted lighting, or other low, glare-controlled fixtures mounted on building or landscape walls shall be used to light pedestrian walkways.
- ii. Lighting Height. Bollard-type lighting shall be no more than four feet (4') high. See subsection 2.d. below for lighting standards specific to parking areas.
- iii. Lighting for Security.
 - (a) Accent lighting on buildings is encouraged as a security feature.
 - (b) Interior and exterior lighting shall be uniform to allow for surveillance and avoid isolated areas.
- iv. Illumination Levels. Pedestrian areas shall be illuminated to a minimum of one (1) footcandle.
- v. Design of Fixtures/Prevention of Spillover Glare. Light fixtures shall use cut-off lenses or hoods to prevent glare and light spill off the project site onto adjacent properties, buildings, and roadways.
- vi. Color of Light Source. Lighting fixtures should be color-correct types such as halogen or metal halide to ensure true-color at night and ensure visual comfort for pedestrians.

c. Architectural Building-Mounted Lighting

- i. Building-mounted lighting may be used only to highlight specific architectural features or primary customer or building entrances. General floodlighting of building façades is not permitted.
- ii. Building-mounted neon lighting is allowed only when recessed, or contained in a cap or architectural reveal.

d. Parking Lot Lighting

- i. Luminaire Fixture Height. The mounting height for luminaire fixtures shall not exceed thirty-three feet (33') as measured to the top of the fixture from grade.
- ii. Average Maintained Footcandles:
 - (a) The maximum average maintained footcandles for all parking lot lighting shall be three (3) footcandles, the minimum average maintained footcandles shall be one (1) footcandle. For the purpose of this standard, the average maintained footcandle shall be calculated at 0.8 of initial footcandles.
 - (b) The maximum maintained vertical footcandle at an adjoining residential property line shall be 0.5 footcandles, measured at five feet (5') above grade.
- iii. Uniformity Ratios. Luminaire fixtures shall be arranged in order to provide uniform illumination throughout the parking lot of not more than a 6:1 ratio of average to minimum illumination, and not more than 20:1 ratio of maximum to minimum illumination.

e. Canopy Lighting

- i. Average Maintained Footcandles. The maximum average maintained footcandles under a canopy shall be 35 footcandles. Areas outside the canopy shall be regulated by the standards in 2.d. above.
- ii. Fixtures. Acceptable fixtures and methods of illumination include:
 - (a) Recessed fixtures incorporating a lens cover that is either recessed or flush with the bottom surface (ceiling) of the canopy.
 - (b) Indirect lighting where light is beamed upward and then reflected down from the underside of the canopy. Such fixtures shall be shielded such that direct illumination is focused exclusively on the underside of the canopy.

I. HOTELS AND MOTELS

1. Intent

These standards are intended to ensure that hotel and motel building design, which imparts a strong first impression of the city to visitors, incorporate materials and architectural styles that reasonably relate to Overland Park's natural and built context and history. In addition, these standards encourage hotel and motel ground-floor building use and design that contributes to a more active pedestrian streetscape.

In addition to all generally applicable building design standards set forth in these Commercial Design Guidelines and Standards, hotel and motel buildings shall comply with the following specific design guidelines and standards. In case of conflict between the following specific standards and a more generally-applicable design standard, the hotel and motel specific standard stated here shall apply.

2. Building Materials

- a. Façade area at least equal to twenty-five percent (25%) of the total exterior surface area of the hotel or motel building shall be surfaced in brick or natural stone.
- b. Brick or stone shall be applied to logical places on each of the building's façades, and shall begin and end at logical breaks related to the structure of the building. A single, one-story high, horizontal "banding" of brick or stone is strongly discouraged.
- c. The remainder of the exterior may be surfaced in stucco, water-managed EIFS, or integrally-dyed decorative concrete or ceramic masonry units. Metal or vinyl siding is prohibited.

3. Internal Circulation Components

All stairwells, corridors, and other circulation components of the building shall be completely enclosed within the building envelope.

4. Building Form

When public or semi-public spaces such as the hotel/motel lobby, restaurants, meeting rooms, and banquet-facilities are sited at ground level adjacent to a connecting pedestrian walkway or adjacent to a "main street," these spaces shall be accented with the use of glass and transparent materials between the height of three feet (3') and eight feet (8') above the walkway or street grade.

5. Building Architecture

Significant departures from standardized architectural "themes" intended to market or brand a hotel or motel building, such as Swiss chalets or castles, may be required to meet the intent of these Commercial Design Guidelines and Standards.

J. SIGNAGE

1. Intent

Signage must be scaled appropriately to appeal to both pedestrians walking on the adjacent sidewalks and to vehicles driving at reduced speeds. The following sign guidelines and standards are intended to create aesthetically pleasing and cohesive sign standards while reinforcing the existing context of the infill or redevelopment area.

2. Design Guidelines and Standards

- a. All commercial developments shall comply with the signage requirements set forth in Chapter 18.440 of the Unified Development Ordinance.
- b. On all street frontages, signage material shall be integrated into the overall design of the building.
- c. Signs shall be located to complement the architectural features of a building such as above the building entrance, storefront opening, or other similar feature.

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V. DEFINITIONS

As used in this document, the following terms shall mean:

Adjacent or Abutting—To physically touch or border upon, or to share a common property line or border. "Adjacent" or "abutting" shall include properties or uses that are separated by a drive, street, or other public-dedicated right-of-way.

Arcade—A series of arches supported on piers or columns.

Berm—An earthen mound designed to provide visual interest, screen undesirable views, decrease noise, and/or control or manage surface drainage.

Block Face—The properties abutting one side of a street and lying between the two nearest intersecting or intercepting streets, or nearest intersecting or intercepting street and railroad right-of-way, unsubdivided land, watercourse or city boundary.

Buffer—Open spaces, landscaped areas, fences, walls, berms, or any combination thereof, used to physically separate or screen one use or property from another so as to visually shield or block noise, lights, or other nuisances.

Building Form—The shape and structure of a building as distinguished from its substance or material.

Building Mass—The three-dimensional bulk of a building height, width, and depth.

Building Scale—The size and proportion of a building relative to surrounding buildings and environs, adjacent streets, and pedestrians.

Commercial Center, Large—A "large commercial center" contains one or more commercial buildings or establishments with 50,000 square feet or more (gross floor area).

Commercial Center, Small—A "small commercial center" contains one or more commercial buildings or establishments and all the buildings in the center contain less than 50,000 square feet (gross floor area).

Commercial Development—All retail, restaurant, service, hotels, motels, and similar businesses, but shall not include office or industrial uses. However, any office or industrial development or building that includes more than a twenty percent (20%) retail component by square footage shall be subject to these Commercial Design Guidelines and Standards.

Façade—Front or principal face of a building, and any side of a building that faces a street or other open space.

Fence—An artificially constructed barrier of any material or combination of materials erected to enclose, screen, or separate areas.

Floor Area Ratio—The relationship of the total gross floor area of a building to the land area of its site, as defined in a ratio in which the numerator is the gross floor area, and the denominator is the site area.

Guidelines—Shall mean advisory regulations. Guidelines are indicated by use of the terms “may” and “should.”

Thoroughfare Street—“Thoroughfare street” shall mean streets designated by the city's Master Plan as thoroughfares (arterials).

Major Tenant—Within a commercial center that does not fit the definition of “Large Commercial Center,” any user or tenant containing 15,000 square feet or more of gross floor area. Where more than one user or tenant in such a center contains more than 15,000 square feet, the user or tenant with the largest amount of gross floor area shall be considered the center's “major tenant.”

Maximum Extent Feasible—No feasible and prudent alternative exists, and all possible efforts to comply with the regulation or minimize potential harm or adverse impacts have been undertaken. Economic considerations may be taken into account but shall not be the overriding factor in determining “maximum extent feasible.”

Maximum Extent Practicable—Under the circumstances, reasonable efforts have been undertaken to comply with the regulation or requirement, that the costs of compliance clearly outweigh the potential benefits to the public or would unreasonably burden the proposed project, and reasonable steps have been undertaken to minimize any potential harm or adverse impacts resulting from the noncompliance.

Mixed-Use Development—A single building containing more than one principal permitted land use or a single development of more than one building containing more than one principal permitted land use. Such land uses may include office, retail, residential, or service uses such as hotels and motels. In a mixed-used development, the different types of land uses are in close proximity, planned as a unified complementary whole, and functionally integrated to the use of vehicular and pedestrian access and parking areas.

Natural Features—“Natural features” include but are not limited to flood plains and surface drainage channels, stream corridors and other bodies of water, steep slopes, prominent ridges, bluffs, or valleys, and existing trees and vegetation.

Orient—To bring in relation to, or adjust to, the surroundings, situation, or environment; to place with the most important parts facing in certain directions; to set or arrange in a determinate position: as in ‘to orient a building.’

Pad Site—Typically used in the context of retail shopping center development, a building or building site that is physically separate from the principal or primary building and reserved for free-standing commercial uses, each such use containing no more than 15,000 square feet of gross floor area. Typical pad site uses include, by way of illustration only, free-standing restaurants, banks, and auto services.

Primary Abutting or Access Street—The street abutting a commercial development that carries the most traffic volume. If a commercial development abuts two streets that have traffic volumes within twenty percent (20%) of each other, the applicant shall designate which street is the "primary abutting or access street."

Primary or Principal Building—The building or structure on a commercial development site used to accommodate the majority of the principal permitted use(s). When there are multiple buildings on a commercial development site, such as in a shopping center, the primary or principal building shall be the one containing the greatest amount of gross floor area. Buildings sited on pad sites or free-standing kiosk/ATM machines cannot be "primary" or "principal" buildings.

Setback Line—A line, parallel to the respective lot line and internal to the lot, that defines the required building setback.

Standards—Shall mean mandatory regulations. Standards are indicated by use of the terms "shall" and "must."

Steep Slopes—Any portion of a development site where the natural grade of the land has a slope of thirty percent (30%) or greater.

Transitions—Generally, an array of tools and techniques designed to ensure compatibility between adjoining land uses that may differ by type and in intensity., including the following techniques:

1. **Architectural Transitions**—Designing and adapting the form of a building to take into consideration neighboring buildings and land uses.
2. **Landscape Buffer and Screening Transitions**—The use of landscaping, berms, fences, walls, or any combination of these, to buffer and screen a more intense land use from an adjacent, less intense land use.

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