

APPENDIX G: DESIGN GUIDELINES

One of Keyport's unique features is its pedestrian oriented small town "main street" character within the Keyport Rural Village and specifically upon Washington Avenue NE. This character and historical context are of great value and importance to the Keyport community and expressed in their responses reflecting these issues in the comments received and the Keyport Online Survey (Appendix A).

In an effort to reduce the future impacts of commercial and mixed-use infill development in the small commercial core of the Keyport Rural Village, a proposal for design guidelines was proposed to the community group at the May 22nd, 2007 Keyport Improvement Group meeting and was unanimously supported for inclusion in the Keyport Community Plan. The design guidelines would provide guidance for new construction on the commercial parcels in a way that will be sensitive to the pedestrian context of the community and is intended significantly reduce the negative impacts of new development.

Design Guidelines Overlay Zone

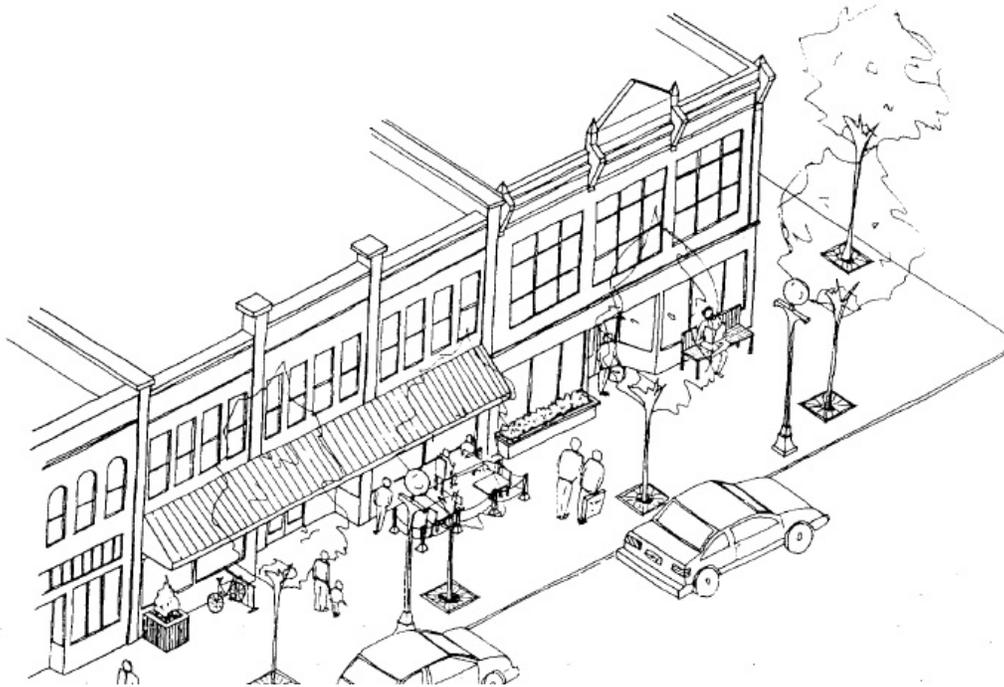
Within the Keyport village boundary, a Design Guidelines overlay zone would be established for all commercial parcels. The following design guidelines will only apply to the commercially zoned properties including Keyport Village Commercial (KVC) and Neighborhood Commercial (NC).

Design Guidelines

The main intent of the Keyport Design Guidelines are focused on building facades, streetscape, transparency at the ground floor, of entrances, and the location of balconies and terraces at second floors. Additional items of review would include window types, canopies and weather protection, landscaping around blank walls and how the back of buildings are treated.

Also addressed are building corners at the major intersections and how they could be emphasized or enhanced. Specialized treatment of the building facades are encouraged where different base, middle, and cap portions of a building façade could be differentiated with materials, paint, or embellishment. Additionally, signage is discussed with a focus on pedestrian oriented blade signs along Washington Avenue, illuminating Washington as the "front door" to Keyport and the main interaction with tourists and visitors.

KEYPORT DESIGN GUIDELINES



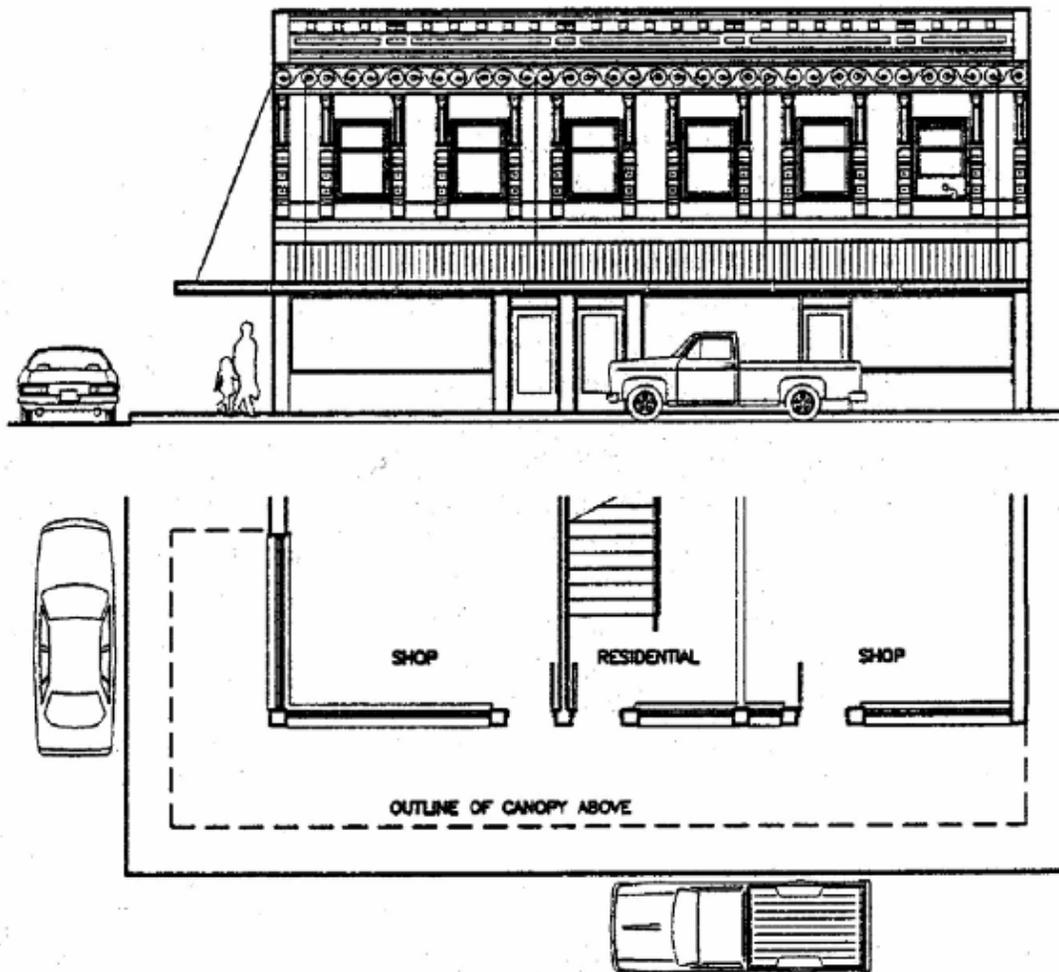
BUILDING DESIGN STANDARDS.

A. Application

1. Design Guidelines shall apply to all new development within commercial zones (Keyport Village Commercial, KVC and Neighborhood Commercial, NC Zones).
2. Design Guidelines shall apply to all rehabilitation projects with a value of more than fifty percent of the current assessed value of the property

B. Articulated building mass, bulk, and transparency.

1. Offsets to facades and multi-planed roof design shall be provided to add interest to the building and emphasize entries.
2. Design shall incorporate wall insets, canopies, awnings, wing walls, trellises, or other features which diminish or eliminate large, blank featureless walls.
3. Windows shall be enhanced by trim, awnings or other articulation.
4. On Washington Avenue NE, construction at the street level shall be a minimum of sixty percent transparent with a maximum of eighty-five percent transparency.



5. Any building located at a corner intersection of Washington Avenue NE is encouraged to provide an enhanced corner or corner entrance consisting of specialized façade treatment including awnings, towers, parapets, or similar.

C. Roof Design.

1. Roof top mechanicals shall be screened and architecturally integrated with the main structure. Vents, ducts, chimneys and steeples are exempt from this requirement.

D. Color and materials.

1. Glaring, obtrusive, or high-contrast color schemes are not encouraged except as small accents.
2. Trim and detailing (fascia, cornice, pediments, windows, doors and trims, moldings) color is encouraged to contrast or compliment the main color or materials.

3. Large graphics or bright accent colors shall be limited to fifteen percent of the main facade area, excluding glass. Bright, high-contrast color banding is limited to maximum four inches in width.

E. Awnings, trellises, permanent building canopies, and weather protection.

1. Awnings, trellises, permanent building canopies, and other structures which do not restrict pedestrian or vehicular movement may project into the front right-of-way.
2. The minimum height above the sidewalk of a canopy or sign hung over a pedestrian walkway shall be eight feet to the lowest point of the sign or canopy.
3. Pedestrian oriented blade signage may be attached to Awnings, trellises, and permanent building canopies and may project into the front right-of-way.



F. Landscape

1. Building facade landscaping shall be required along a building facade twenty feet in height or fifty feet in length.
2. The review authority may increase landscaping, and screening to minimize conflicts with adjacent uses. This may be in addition to the setback or landscaping requirements outlined in KCC zoning chapters.

G. Exterior Lighting

1. In all zones, artificial outdoor lighting shall be arranged so that light is shaded, directed downward and away from adjoining properties.

H. Compatibility

1. The proposed development shall be designed and oriented to be compatible with existing land uses and structures adjacent to the site, and with the surroundings. Elements influencing compatibility include size, mass and scale; color and materials; building and wall articulation; intensity of adjacent uses; relationship to adjacent sites and/or streetscapes.



2. Corporate franchise design shall be reviewed for compatibility with adjacent sites and above design standards.

PUBLIC STREET FRONTAGE IMPROVEMENTS.

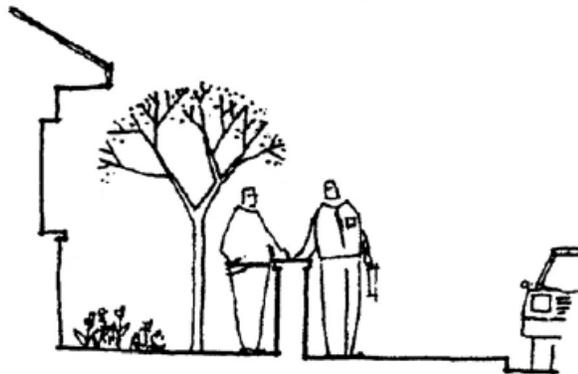
A. Public Improvements

1. Any new construction shall require the improvements of public right-of-way for public pedestrian purposes at minimum for Washington Avenue NE. This requirement may be determined through conditions of approval on the site plan, as determined by the review authority.

B. Pedestrian circulation.

1. The review authority may require that commercial and mixed-use developments include pedestrian circulation and access to adjacent land uses, bicycle facilities, and transit facilities in the review process.
2. Existing buildings not adjacent to the sidewalk should be encouraged to create pedestrian courtyard, squares, or seating areas with the space between the sidewalk and building wall.
3. New commercial or mixed-use buildings shall be placed adjacent to the front property line or sidewalk on Washington Avenue NE in order to maintain the existing style of downtown, except where a courtyard or square is provided.
4. Courtyard / square. Increased front yard setbacks are allowed at the ground level on Washington Avenue NE if the area is designed as a pedestrian courtyard or square:

- a. Front yard setbacks at ground level shall be paved in a decorative brick, textured concrete, or enhanced paving. If the setback area is not used for retail or restaurant purposes, it shall be maintained as an urban park area, with benches, waste receptacles, potted plantings, and similar features.



- b. An optional low wall (maximum thirty inches high) may be located as enclosure for restaurants or other uses utilizing the plaza for active retailing or other entertainment uses. The wall shall not encroach on the minimum width of the public sidewalk.

B. Parking and vehicular access.

1. Parking lots and structures, if provided, shall be located to the extent possible at the rear or side of buildings away from Washington Avenue NE.
2. Locating parking lots or structures between the front property line of Washington Avenue NE and the primary building or storefront is prohibited.
3. Vehicular entry points to parking lots shall receive special paving accents where the drive crosses a public sidewalk or walkway.

