# OAKLAND TENNESSEE
# DESIGN REVIEW GUIDELINES


**Adopted November 1, 2016**

# TOWN OF OAKLAND DESIGN REVIEW COMMISSION
## Design Guidelines Manual

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The Town of Oakland is a community rich in history and heritage in the midst of vibrant growth. Incorporated in 1919, Oakland holds its small town charm in high regard, and therefore, it seeks to maintain that charm and character by ensuring attractive and quality residential and commercial development. The Board of Mayor and Aldermen, town administration, and citizens of Oakland desire to protect the established character of the community by developing, enacting, and maintaining an architectural and aesthetic vision for all development. This vision consist of:

1. The Design Review Commission; a body of citizens appointed to review and approve all proposed commercial architecture, landscaping, signs, and residential entrances.

2. A Design Guidelines Manual; a collection of the principles and design standards that the Design Review Commission applies to the applications it reviews.

The primary goals of this architectural and aesthetic vision are to protect the community's identity, enhance and protect property values, and promote economic development. These factors, as they relate to commercial and residential development, are critical elements in developing and maintaining an attractive and thriving municipality. So, through the successful implementation of the Design Review process and guidelines, the Town of Oakland intends to secure its character, heritage, and small town charm for many years to come.

# I. INTRODUCTION

## 1. WHAT IS DESIGN REVIEW

The purpose of Design Review is to protect the established character of the Town, and to ensure that new development, or changes to existing development, are consistent with the Town's aesthetic vision for its built environment. Design Review will work to keep Oakland from looking and feeling like every place and everywhere.

The Design Review process considers a wide range of design issues. These include such things as open space and natural features, building scale and massing, architectural details, signs, landscaping, site lighting, utility connections and stormwater detention/retention areas. Each issue considered may appear individually small. However, in combination, they can make the difference between a poor project and a successful project.

Design Review is a very important tool for protecting community character and enhancing community appearance and property valuations. It allows the Town to look beyond the specifics of a proposed development, and consider its context and how a project will fit and bendfit its surroundings. Design Review benefits the community and individual property owners in many important ways:

### A. Protect Community Identify

Oakland has a small town charm, as well as a unique history that should be preserved and enhanced. Additionally, Town leaders desire to improve the community's existing high quality of life and make the Town more attractive for investment. Design Review will help to protect these assets for future generations.

### B. Enhance and Protect Property Values

Design Review helps assure property owners that their investment will be protected. Just like traditional Zoning prevents landfills from locating in a residential neighborhood, Design Review tries to ensure that the character of the neighborhood is maintained. Improvements in the quality of design stabilize, and in some cases enhance, the value of private property.

### C. Promote Economic Development

Design Review is an especially important tool for commercial districts where increased private investment and maintaining an image of vitality is a community goal. Areas such as the U.S. Highway 64 and State Route 194 corridors will increasingly rely on Design Review to protect and enhance public and private investments, and to support and encourage new development.

## 2. BASIS FOR DESIGN GUIDELINE STANDARDS

The Town of Oakland Mayor and Board of Aldermen created the Oakland Design Review Commission (DRC) by ordinance (Ordinance 16-3) in March 2016. The DRC is governed by the following provisions:

**Section 1. Composition**

The Design Review Commission shall consist of the seven (7) members of the Planning Commission.

**Section 2. Qualifications of Members**

Members shall be members of the Oakland Municipal Planning Commission as outlined by Tennessee Code Annotated Title 13 and Oakland Municipal Code.

**Section 3. Meetings**

Meetings of the Design Review Commission shall be at such other times as the Committee may determine. Four (4) members shall constitute a quorum; and, in the absence of the Chairman. The Committee shall keep minutes of its proceedings.

**Section 4. Responsibilities**

It shall be the duty of the Design Review Commission to develop specific review procedures for construction of development for all non-residential properties, multiple family residential, and any entrances to residential or nonresidential development and to apply such procedures in either approving or disapproving proposals for such improvements in the Town of Oakland.

**Section 5. Applications**

Every application for a building permit or other permission to construct a regulated improvement shall be submitted to the Oakland planning department ("planning department"), shall include design review forms provided by the planning department and shall include whatever information the DRC and/or the planning department requires. The planning department shall conduct an administrative review of the application and then forward same, along with comments and/or recommendation, to the DRC for its review at its next convened meeting. ("DRC package").

**Section 6. Due Consideration**

The DRC shall review the DRC package and any other evidence that may be pertinent or requested, at a convened meeting and determine whether the regulated improvement conforms to the general guidelines the DRC promulgated. The applicant or its designee shall appear at the DRC review meeting. The DRC shall:

1. Approve the application if the proposed regulated improvement will conform with the DRC's general guidelines and is otherwise conductive to the proper development of Oakland.

2. Disapprove the application, with written comments and recommendations, if the proposed regulated improvement does not conform with its promulgated guidelines or is otherwise not conducive to the proper development of Oakland. If disapproved, the applicant may re-submit its application incorporating the DRC's comments and recommendations, pursuant to Section 5 Applications above.

**Section 7. Permit**

If the DRC approves the application, then the planning department shall issue the building permit. If the DRC rejects the application, then the planning department shall not issue the building permit. The planning department shall nevertheless accept a revised application incorporating any comments and recommendations, treating same as a new application under Section 5 to be reviewed pursuant to the guidelines hereunder.

**Section 8. Appeals**

If the applicant is dissatisfied with any DRC action regarding its application, it may, no later than thirty (30) days after the action, appeal to the Board of Mayor and Aldermen ("Board") to review the DRC's action. The Board shall review the DRC's action not more than sixty days (60) after the appeal is taken. The Board's review shall be upon the record submitted to, and reviewed by, the DRC, which record shall be assembled and transmitted to the Board by the planning department. The Board, at a hearing, shall consider the record and any other evidence that may be pertinent or requested and shall either approve or disapprove the application on appeal. If the Board approves, then the planning department shall issue the building permits.

# 3. PURPOSE OF THE DESIGN GUIDELINES MANUAL

This manual is intended to identify the principals and design standards that the DRC will apply to the applications before them. These standards do not reproduce all the specific requirements stated in the Zoning Ordinance, Subdivision Regulations, or other applicable development standards and regulations. DRC approval does not relieve the applicant of compliance with the existing Zoning Ordinance and Subdivision Regulations. Property owners, developers, architects, builders, business owners and others should consult these standards when considering redevelopment or new construction prior to preparing their plans. These standards are intended to complement the Town's ordinances and regulations by providing a graphic explanation of what is intended. In the event that there is a conflict between these standards and other Town ordinances/codes, or other standard(s) adopted by any Town board or commission, the more stringent shall apply.

*The Design Standards Do:*

- Provide developers and design professionals with a clear and equitable set of parameters for site and building design.
- Identify important design elements that are to be maintained or enhanced.
- Encourage high quality development through recommended appropriate design approaches.
- Provide for reasonable, logical, and timely review and appeal procedures.
- Maintain as well as enhance the quality of life for Town of Oakland residents.
- Reinforce civic pride of its citizens through attractive development.
- Protect and enhance property values.
- Increase awareness of aesthetic, social, and economic values.
- Create a "sense of place."

*The Design Standards Do Not:*

- Discourage growth within the Town of Oakland
- Dictate stylistic design approaches or restrict creative design solutions.

# II. BUILDING DESIGN AND ARCHITECTURAL CHARACTER

Building design and the character of the architecture exhibited are key elements in the build environment that will contribute to Oakland's success and prosperity as a community. The building design guidelines contained herein are intended to help protect the integrity and enhance the value of the Town's existing neighborhoods by articulating to the development community those design values and preferences that the Town has determined will result in a high quality build environment and improved quality of life.

## A. GENERAL BUILDING DESIGN GUIDELINES

1. All building facades visible from a public right a way should be of high quality and finished in a manner that is consistent with the front façade.

2. Buildings that have long walls should use varied setbacks or architectural details to reduce the perceived length and mass of the building.

3. Development sites with multiple buildings should contain compatible design elements and a strong visual relationship between buildings.

4. Buildings should reflect the unique "Rural" style of the Town as determined by the Design Review Commission (DRC), and not develop according to a standard "corporate" or "franchised" style that is typically found with big-box or other national businesses.


*Examples of Preferred Town Style*

5. Historic buildings as identified by the DRC in the Church Street/Main Street area will be preserved and new buildings are to be built with a turn of the century/rural style. All new buildings will abut the street with an 8'-0" sidewalk and parking in the rear or sides of the building. Sidewalk dining, benches, sculpture and fountains are encouraged in this area. The goal is to provide an attractive destination area where small local shops and artist can afford to run their business while preserving the feel of a small town Main Street shopping area.

6. Exterior building wall materials shall be of high quality and be subject to the following:

   **a. Primary Building Materials**: The primary materials for exterior wall surfaces, exclusive of all windows, doors, roofs and walkway covers, shall be natural materials such as clay brick, stone, marble, limestone and natural wood.

   Other materials such as cement fiberboard may be considered on a case-by-case basis, but in no case shall the primary building material be simulated to give the appearance of the above listed primary materials. In consideration of alternate materials, the design professional should select appropriate materials for the architectural style of the building.

   In selecting exterior building materials, consideration should also be given to the appropriateness of the materials to the scale of building proposed. The dimensional size of the material should relate to the size of the building. For example, a traditional size brick should be used on smaller buildings, with consideration being given for larger scaled buildings and larger brick sizes. Exterior finish colors should fit into the context of the built environment. Subtle earth tones are preferred.

   For industrial and office park zoned properties, tilt-up concrete wall panels and split face block may be used as approved by the DRC. However, no more than 60% of the wall area, exclusive of all windows, doors, roofs and walkway covers, visible from the public right-of-way may be constructed of these materials on a building's exterior. The remaining area visible to the public shall be one of the primary building materials listed.

*Example of Appropriate Tilt-Up Office Building*

   **b. Secondary Building Materials**: Secondary materials for exterior wall surfaces may be used for up to 25% of the elevations, exclusive of all windows, doors, roofs and walkway covers, for the purpose of accent. Acceptable secondary building materials include:

   - Precast concrete

- Exterior insulation and finishing systems (EIFS)
- Dryvit
- Aluminum/metal panels
- Textured block
- Simulated materials that give the appearance of the primary building materials listed in (a) above, may be used as secondary building materials if approved by DRC.

Where the rear of the building is not/will not be visible from the public right of way or ingress/egress easement and does not abut a residential development or Zoning district, the DRC has the option to consider up to 60% of the rear of the building to be constructed with secondary building materials. This exception will be reviewed on an individual basis, with the burden of proof lying with the applicant on the question of visibility.

**c. Non-preferred Building Materials:** On non-industrially-zoned properties, exclusive of all windows, doors, roofs and walkway covers, non-preferred building materials include the following:

- Exposed or painted concrete block
- Plywood or pressed board
- Vinyl or aluminum siding
- Industrial metal siding including insulated panels
- Plastic materials (including Fypon) or similar materials

**d. Exceptions:** For those properties located within an industrial zoning district the DRC shall have the discretion to permit industrial metal facades or other materials on the side and rear of a building not generally visible from a public right of way, and where that side or rear elevation of the building does not abut a residentially zoned property.

## B. COMPATIBILITY WITH SURROUNDINGS

1. Building forms shall be tailored to fit within the existing topography of the site and other site features, specifically existing trees and vegetation. Buildings are viewed in context with other buildings in the immediate vicinity with regard to mass, placement, scale, and proportion of window openings, entryways, roof types and the degree of detail.

*Example of Compatibility with Surroundings*

2. Use of similar building materials in a Commercial Center.

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

b. A comprehensive building materials and color package will be submitted to the DRC for approval prior to starting construction.

3. Use of similar architectural styles or theme in Commercial Center.

   a. A consistent architectural style or theme should be used throughout a Commercial Center, and in particular to tie outparcel buildings to the primary building(s).

   b. Building entrances are appropriate locations to express individual building character or identity.

*Example of Unique Building Entrances*

4. Where a site or building is not part of a Commercial Center, the architecture should consider surrounding sites in terms of building materials, colors and architectural style. These buildings should blend architecturally. The intent is not to have all developments look the same, but to have developments of high quality design and materials, that transition well from surrounding developments where stark contrasts are not evident to the visitor or passerby.

5. Full Chroma colors are highly discouraged. However, an appeal can be made to the DRC for the use of some building accents.

*Inappropriate Chroma Colors* *Acceptable Building Accents*

## C. BUILDING HEIGHTS

Building heights shall conform to the Town of Oakland Zoning Regulations per the applicable zone district in which the development is located or as part of a Planned Unit Development approved by the Planning Commission and the Mayor and Board of Aldermen. Building heights are specifically regulated not to exceed 35 feet in height in all commercial districts. A minimum of 40 feet in height is permitted within the industrial area.

## D. ADAPTING PROTOTYPICAL DESIGNS TO PARTICULAR SITES

Prototype designs shall be adapted to reflect the Town of Oakland design standards and should be compatible with the site's immediate surroundings. Careful siting, use of compatible materials and colors and landscaping are some of the ways that a franchise design is expected to be adapted to blend with it's surroundings and the Town's character.

**Appropriate Design**


**Inappropriate Prototypical Design**


*Appropriate Design*


*Inappropriate Prototypical Design*

*Appropriate Design*


*Inappropriate Prototypical Design*

## E. MASSING, FACADES AND ROOF LINE

### 1. Massing

a. Buildings should avoid a long uninterrupted façade plane. The maximum permitted width of an uninterrupted plane shall be 60 feet.

b. Pilasters, variations in the roof line or parapet wall, and building wall recesses shall be used to break up the mass of a single building into distinct vertical bays which maintain a rhythm to surrounding buildings.


*Appropriate Massing and Façade*

## 2. Facades

a. Buildings should have a defined base and cap of appropriate size and scale.

b. Window and door openings shall have proportions similar to those on adjoining buildings.

c. Where a clearly established development character and scale exist, new in-fill development should include the key design elements of surrounding buildings with respect to windows, rhythm of bays, detailing, roof forms, materials and colors.

d. Rear and side facades, if visible from public streets, shall be similar to the primary façade in their architectural treatment.

*Appropriate Rear Facade*

e. Blank walls facing public streets shall be avoided. The use of various architectural materials, windows and patterns shall be used to break up blank walls.

**3. Roofs**

a. Roof forms shall be appropriate to a building's design and scale.

b. On flat roofs or low-pitched roofs, parapet walls are encouraged to screen mechanical units from public view. Alternative roof forms may be used if appropriate for a particular architectural style.

## F. RELATIONSHIPS TO STREETS

1. Facades along public streets shall be treated in a manner, which creates an attractive and interesting street front. Undifferentiated and bland facades that are visible from the public right of way will not be approved by the DRC.

2. "Stage-set" facades are not acceptable. Aesthetic considerations go beyond the primary elevation of the building. The materials and colors utilized on the street face shall continue on the sides and rear of the structure.

3. Mature landscaping shall define the building entries, as well as the entrances to the development from the public street. Landscaping should not impede visibility from entrances onto public streets and shall not conflict with pedestrian traffic.


*Appropriate Landscaping for Parking Lot Entries*

# III. LANDSCAPING AND SCREENING

## A. PRESERVATION OF EXISTING TREES

The general location of tree-covered areas within a development site shall be illustrated. Specific identification is required for all existing trees proposed to be removed with a diameter of ten (10) inches or greater at a point five (5) feet above the ground level. The extent of the proposed grading shall be shown where trees are to be retained. (See Oakland Zoning Ordinance 3.15.5 and the Oakland Municipal Subdivision Regulations).

Measures shall be taken to protect mature healthy trees. Grading, construction, or materials storage should not disrupt their vitality. If ground alterations are of necessity within or near the drip line, or within critical distance of mature trees, they should be planned and executed in consultation with a tree expert. Adequate protection measures shall be performed for trees to be preserved on a construction site and shall comply with guidelines outlined in the Zoning Ordinance (*Article 3.17.5i, Landscaping and Screening*). Protection measures shall be maintained during construction to ensure the protection of trees to be preserved.

Tree planting specifications shall meet the minimum tree density criteria as specified in Appendix A and shall be illustrated in table form on the Landscape Plan.

*Preserved Mature Tree*

## B. LANDSCAPE PLAN

All new developments, whether public or private and all existing commercial, industrial or multifamily residential projects where the site or the exterior of the building is to be modified shall be required to submit a Landscape Plan. A licensed Landscape Architect shall prepare all Landscape Plans.

Landscape areas shall include all designated open space. Landscaping should be located along the public boundaries of a site, including site entrances, parking areas around buildings, building entries, along drainage or storm water management structures and retention areas, to provide visual and physical separation of conflicting land uses and hide views or conceal areas from public view such as loading areas, dumpsters, HVAC units, electrical boxes and meters.

Landscape Plans shall illustrate proposed new trees, shrubs and ground covers with plant common names and size. A plant list shall be provided denoting plant names, quantities and sizes. All landscaped areas shall be irrigated with an irrigation system approved by the Town. (See Appendix A).

## C. STREETSCAPE

The streetscape is generally defined as the visual appearance of a roadway formed by the location of physical features such as street trees, lawns and landscape buffers. The streetscape area is located behind and adjacent to the road right-of-way line. A consistent landscape treatment along public streets enhances the appearance of the public domain. All streetscapes shall adhere to the following guidelines:

1. No parking or structures, other than signage, approved street furniture and art shall be permitted in a designated streetscape area.

2. The streetscape for non-residential developments and single-family residential developments, which utilize reverse frontage lots, shall be a minimum depth of 25 feet from the public right-a-way. The streetscape for multi-family residential developments shall be a minimum depth of 30 feet from the public right-a-way. For larger non-residential developments that require surface parking of greater than 100 parking spaces, additional streetscape depth may be required to provide a buffer from the street right-a-way. Berms and additional plantings may also be appropriate. The DRC will consider site location, building, parking lot location and quantity of parking spaces in determining the appropriate streetscape.

*Appropriate Streetscape Landscaping*

*Inappropriate Streetscape Landscaping*

3. All streetscape areas shall lie within defined common open space areas or landscape easements owned and maintained by established property owner associations.

4. Streetscape plantings shall include a mixture of tree and understory plantings. Street trees should be planted no further apart than 30 feet on center. All new street plantings shall be a minimum of two and one-half (2.5") inches in caliper at the base of the trunk and multi-stemmed ornamental trees should have a minimum caliper of one (1") inch.

5. The sidewalk should be set back a minimum of four and five-tenths (4.5') feet from the back of the curb. Where sidewalks are incorporated within a landscaped pedestrian way, street trees shall be planted between the curb and sidewalk, unless such plantings would interfere with overhead utility lines or underground utilities. In such cases ornamental trees shall be planted behind the sidewalk and shall be of a species that will not interfere with overhead wires at maturity.

## D. PERIPHERAL SCAPE AND SCREENING

1. **The peripheral scape** is defined as the area in the side and rear yard between the property line and any paved area or structure. All peripheral scapes shall adhere to the following provisions:

   a. No parking, dumpsters or other structures shall be permitted in a designated peripheral scape area.

   b. The peripheral scape shall be a minimum of ten (10') feet in depth; however, when the lot adjoins a residential district, the depth shall be fifteen (15') feet and may be increased to twenty-five (25') feet by the Planning Commission.

   c. Evergreen trees are to be planted at a minimum one tree for every twenty (20') lineal feet or portion thereof to obtain a dense planting. Two to three rows shall be provided of planting where appropriate with trees alternately spaced to provide an adequate screen. All new tree

plantings shall be a minimum of two and one-half (2.5”) inches in caliper and should be six (6’) feet in height at the time of planting.

*Appropriate Peripheral Scape*

2. **Screening** is designed to provide a visual, physical, or sound separation of service areas and/or adjacent conflicting land uses, and should be designed so that it is an orderly part of the landscape and does not dominate the view. Screening should not compromise safety by blocking vision at intersections, and elements requiring screening should not be placed to impede vision of any street corner or obstruct visibility of vehicles entering or leaving driveways.

   Required screening between conflicting lands uses should consist of densely planted strips or areas that provide an effective buffer for all seasons of the year. Mature vegetation is to be retained in such areas and supplemented as necessary by new evergreen vegetation.

   **Screening shall be required in the Town of Oakland in the following instances:**

   a. In all multi-family residential, commercial or industrial developments that are adjacent to a conflicting land use, residentially zoned property, residential development.

   b. In all developments that propose the use of double frontage lots.

   c. In all developments that have outdoor work areas on vehicles, provide for the storage of vehicles, provide auto service functions such as the storage of cars while they are being repaired or provide outdoor garden centers or display areas.

*Appropriate Physical Screening*

d. In all developments that provide for the self-storage of goods.

*Appropriate Screening for Self-Storage*

e. Around all waste disposal or garbage collection sites of all multi-family residential, commercial and industrial developments.

*Appropriate Dumpster Screening*


*Inappropriate Dumpster Screening*

f. And in any other development that has been deemed beneficial to the Town by the DRC.

3. **Vegetative Screening**: Vegetative screening is the preferred screening method in the Town of Oakland where industrial and commercial developments adjoin less intensive development zones. When vegetative screening is required, the screening, at a minimum shall form a solid continuous visual screen. All new plantings shall be at least six (6') feet in height upon planting. The proposed vegetative screening strip shall be composed of trees and shrubs that are of a major deciduous and evergreen nature. Use and preservation of existing, mature vegetation is encouraged. The photo below is appropriate vegetative screening.

4. **Fencing:** Fencing with landscaping is the preferred screening method in the Town of Oakland for all developments that adjoin a conflicting land use or residential development, proposing double frontage lots. All required fencing, which is used to screen or create privacy in the Town of Oakland, shall adhere to the following requirements:

   a. The preferred fencing type is brick/split-block masonry or stone. Fencing constructed of cedar or red wood, ornamental metal or PVC may be presented to the DRC for use on a limited basis in specific areas. The use of untreated wood, treated pine, concrete block, chain link, wire, metal mesh or corrugated metal panels shall not be used as fencing.


*Appropriate Fencing*

   b. Fences shall be set back from the street right-of-way to allow a clear area for utilities and landscaping. Landscaping shall not conflict with any utility easements.

   c. Where approved, wood and ornamental metal fences shall have brick or stone columns located a maximum of fifty (50') feet on center. Wood fences will be constructed with corrugated metal post located every eight (8') feet maximum between columns and shall be constructed with a wood cap.


*Appropriate Wood Fence*

*Appropriate Ornamental Metal Fence*

   d. The fencing shall provide an opaque view of the screened area.

   e. Fences shall not create a stockade appearance. Staggering or using a wave pattern with fencing materials between columns to add depth to the screening can accomplish this. Fences over 100 feet long and facing streets shall have no more than 50 percent of their length every 100' in a straight line and shall provide a setback of five feet or more from the fence line.

f. Fencing shall be designed to facilitate maintenance and shall not modify natural drainage so as to endanger adjacent property.

g. The maximum height of the fence may not exceed a height of six (6') feet unless approved by the DRC. The DRC reserves the right to require a fence to be a higher height based upon the use of adjoining properties.

h. The use of berms with appropriate dense screen planting along the top of the berm is encouraged. Landscaping shall include trees planted fifty (50') feet on center, flowers and shrub groupings.

i. Fencing shall lie within defined common open space areas or easements owned and/or maintained by established property owner associations or property owners.

5. **Berms**: The berm is the preferred screening method for the Town of Oakland for more intensive commercial and industrial developments; in particular, developments that will have loading docks, storage areas, and large parking areas or drives that adjoin or infringe upon a residential area or zone. The use of the berm may be imposed upon any development as a screening method along a major thoroughfare or between a sidewalk and parking or a road.

   When a berm is required as a screening method or is incorporated into a landscaping plan, the berm shall be a minimum of three (3') feet in height with the DRC having the option of requiring a five (5') foot high berm depending upon the use being buffered. The slopes on all berms within the Town of Oakland shall not exceed a ratio of 3 to 1. In instances of industrial developments adjoining a residential development or zone, the DRC shall require a twenty-five (25') foot wide, five (5') foot high landscaping berm with a minimum six (6') foot high vegetative screen.

## E. PARKING LOT LANDSCAPING

1. **Orientation/Layout:** Parking areas should be designed to complement the streetscape of the adjacent roadway. Areas should include landscaping to minimize the visual impact of large expanses of asphalt and a large number of vehicles. Parking lots shall conform to the requirements set forth.

   a. Landscaping shall be provided around the perimeter to serve as a buffer screen and assist in minimizing the impact from public view.


*Appropriate Perimeter Screening*

   b. Parking islands shall be landscaped and covered with shredded bark, turf, low shrubs and shall have at least one tree per island, or two trees if there is a double row of parking. Shade trees and trees of sufficient size at maturity shall be planted in parking lot-landscaped islands. Parking islands shall include trees of two and one-half (2.5") inch

caliper for large trees; two (2”) inch caliper for medium and small trees; and three (3) gallon shrubs a minimum of twelve (12”) inches tall at time of planting.


*Appropriate Landscape Island*

*Inappropriate Landscape Island*

c. Maintenance and management of all landscaped areas is the responsibility of the property owner.

d. All landscaped parking islands shall be irrigated. Backflow preventers shall be screened or camouflaged.

## F. STORMWATER MANAGEMENT

Overland drainage and detention are required to minimize the impact of peak water discharges on downstream facilities. The rate of peak run-off at site boundaries cannot be greater than a peak run-off prior to development. Where site run-off requires detention areas, the areas shall be designed as a visual amenity for the site and be incorporated into the overall landscaping of the site.

All drainage must conform to the Town of Oakland Subdivision Regulations and shall be approved by the Town Engineer prior to construction or alteration in the case of existing storm water facilities.

All detention/retention areas shall incorporate the following standards:

1. Detention basins must be fully sodded

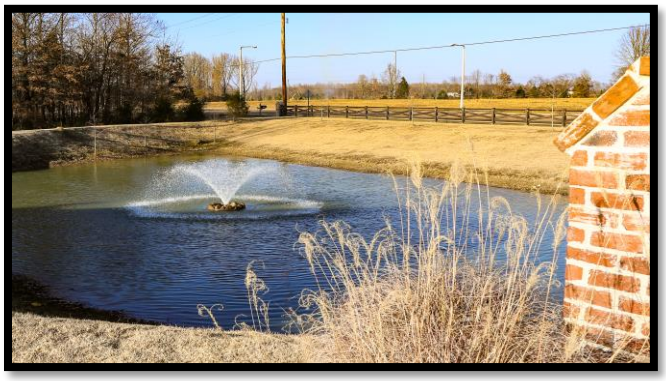
2. A concrete swale shall be provided for adequate drainage flow to drain outlets.

3. Earth cut slopes of 3:1 horizontal to vertical shall be preferred for erosion control and maintenance. These cut slopes should be no steeper than 3:1 horizontal to vertical.

4. Landscaping shall be provided around the basin so as to provide a visual amenity within the overall landscaping of the site. Site elements such as gazebos, bridges and benches are highly encouraged to enhance the overall aesthetics.

*Appropriate Detention Basin*

5. In retention basins that shall retain water so as to provide an aesthetic feature of the development, water should not remain stagnant. Fountains shall be provided to aerate the water surface. A fountain shall be required every acre or portion of every acre above an acre. The minimum horsepower shall be five (5) horsepower.



## I. MAINTENANCE AND IRRIGATION

1. All planted areas installed by the developer shall be privately maintained as originally designed and approved by the DRC for the life of the project. All dead and/or dying landscape material shall be removed by the property owner or homeowners association and replanted per the Committee's original approved Landscape Plan on a yearly basis at minimum. Any revisions to the landscaping not in conformance with the approved plan require prior approval of the DRC.

2. Irrigation shall be provided to ensure longevity and health of the planting areas on all new construction. Existing and renovated landscape areas will be evaluated individually based on the complexities of providing irrigation.

3. Irrigation backflow preventer shall be screened or concealed. Backflow preventers shall not be located within a required streetscape area.

4. Irrigation systems must be installed below ground, with spray heads flush with the ground surface.

# IV. REHABILTATION AND IMPROVEMENTS TO EXISTING BUILDINGS AND SITES

As buildings and sites are renovated, updated and improved over time, it is the desire of the Town that these sites and buildings be updated to comply with the most current Design Guidelines and open space requirements

Applicants are encouraged to work closely with the Town staff to review existing conditions and proposed renovations of a building or developed site to determine the best path to compliance.

Any change to the exterior of a building or site, including signage, requires compliance with the current Design Guidelines and prior approval from the DRC, unless such changes fall in the following categories:

1. Repair and replacement of existing materials or items with the same.

2. Repainting using the same colors.

3. Repairing an existing roof using the same style and color. (However, a complete re-roof must comply with the current Design Guidelines).

4. Replacements of windows with the same design and color.

# V. SITE DESIGN AND SITE ELEMENTS

## A. SITE DESIGN

Sites should be designed so as to consider adjacent land uses, design, site size, location, vehicular and pedestrian movement, interconnectivity, ingress/egress and proposed use of site.

### 1. Building Orientation

a. Buildings should be oriented such that their main entrances are visible from the public right-of-way and streets located therein.

b. Building service areas, loading and utility areas shall not be visible from public streets. Such service areas should be located behind the façade of the main structure. If still visible they will require screening.

c. Review of local sanitation company criteria is essential in the placement and number of sanitation collection service areas.

d. Primary entrances to office and retail buildings are to be oriented to the closest public right-a-way, with secondary entrances opening to parking areas.

### 2. Parking Lot Design

a. Parking islands shall be interspersed between every fifteen (15) parking spaces with an island being a minimum of ten (10') feet in width and twenty feet in length or forty (40') feet long if there is a double row of parking.

b. All required parking islands will be surrounded with a continuous six (6") inch standard curb and gutter.

c. Landscape divisions between double rows of parking are encouraged for large developments. This helps to break the visual impact of a large parking lot.

### 3. Interconnectivity

a. Sites along Highway 64 shall be interconnected as per planning and zoning to eliminate the need for residents to utilize the adjacent street to gain access to adjoining sites, and to encourage pedestrian movement between sites.

b. An internal drive network can be used to gain interconnectivity.

c. All property/business owners must cooperate with neighboring business's to provide connectivity between parking lots.

### 4. Pedestrian and Bicycle Movements

a. Sites shall be designed to provide for internal pedestrian movements and to neighboring sites and rights-of-way to enhance pedestrian safety and comfort.

b. Areas for bicycle storage should be incorporated into the site.

c. Pedestrian crosswalks should be incorporated in the site, providing clear access from the public right-a-way to the buildings main entrance.

d. Crosswalks can be marked with different paving mechanisms. Examples include pavers, bricks and scored concrete.

### 5. Open Space

Minimum open space percentages for developments shall be thirty percent (30%). The location of the open space can be integral to a sites characteristics and scale.

a. As discussed in Section III, streetscapes are required along all roadways.

b. Landscaping should be located along a buildings base to soften the building and add a pedestrian scale to it.

c. Industrial-zoned property should locate the majority of open space to the front of the parcel, to be visible from the public right-of-way.

## B. SITE ELEMENTS

Site elements, such as furniture and amenities within a site contribute to the visitor's overall experience. Coordinated and well-placed elements can provide for a greater sense of community, places for people to gather, focal points and individuality of a site.

### 1. Exterior Furniture

a. Furniture should be provided to allow for visitor resting places, waiting on tables and general gathering places.

b. Furniture should be of high quality materials and of such weight so as not to be affected by strong winds, and should coordinate with the scale and design of the development.

### 2. Outdoor Dining

a. Restaurants are encouraged to provide for outdoor dining spaces.

b. The use of any umbrella covering shall be coordinated with the character of the development in terms of color and design. No signage is permitted on umbrellas. Canvas umbrellas should be of a flame retardant, mildew resistant fabric.

c. Outdoor dining areas should be separated from common pedestrian areas and walkways with fencing or other elements such as planters.


*Appropriate Outdoor Dining Spaces*

### 3. Art and Water Features

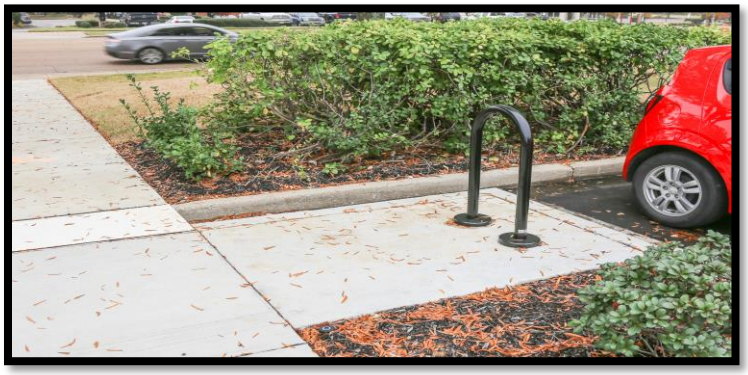
a. The use of public art, water features, murals, statuary and architectural elements that enhance the site is encouraged but must be approved by the DRC.

*Appropriate Art Features*

### 4. Miscellaneous

a. Planters and trash receptacles are to be made of metal, wrought iron, stone or other durable materials that are compatible with architectural site elements.

b. Bike racks should be provided and located so as not to interfere with vehicular and pedestrian traffic, but still provide easy access to the building entrance.



## C. EXTERIOR LIGHTING


Exterior lighting plays an important role in the design of a development site whether its function is to emphasize architectural features of a building, the landscape of the site, or to illuminate a parking area serving as a security measure.

However, left unregulated, poor site lighting can result in the degradation of the nighttime visual environment as a result of obtrusive light trespass, glare and light pollution.

The site lighting standards contained herein are intended to regulate exterior lighting in order to reduce or prevent light pollution. This means to the extent reasonably possible the reduction or prevention of glare and light trespass, the conservation of energy, and the promotion of safety and security.

### 1. Site Lighting Definitions

*Foot-candle*: A quantitative unit of measure referring to the measurement of illumination incident at a single point. One foot-candle is equal to one lumen uniformly distributed over an area of one square foot. By way of reference, the luminance of full moonlight is measured at 0.01 foot-candles.

*Glare*: The sensation produced by a bright source within the visual field that is sufficiently brighter than the level to which the eyes are adapted to cause loss in visual performance and visibility.

*Light*: That part of the electromagnetic radiation in the wavelength range visible to the naked eye.

*Lighting*: An artificial supply of light.

*Lumen*: A standard unit of measurement referring to the amount of light energy emitted by a light source, without regard to the effectiveness of its distribution.

*Luminaire*: A complete light unit consisting of a lamp or lamps together with the components designed to distribute light on any property, to position and protect the lamps, and to connect the lamps to the power supply. A luminaire is also commonly referred to as a fixture.

*Outdoor Light Fixtures*: Any Illuminating device, including electrically powered devices; reflective or refractive surfaces; and lamps and similar devices that is installed outdoors, including, but not limited to, devices used to illuminate any site, structure, or sign.

*Maintenance Fact*or: A factor related to the lumen depreciation throughout the life of a luminaire as a result of electrode deterioration, lamp blackening, and gradual accumulation of airborne particles on the optical surfaces of luminaries.

*Photometric Pla*n: A point-by-point plan depicting the intensity and location of lighting on the subject property.

*Shield*: A protective cover or shelter designed to obscure light emission.

*Shielded (Fully)*: A lighting fixture that is shielded in such a manner that all light rays emitted by the fixture are projected below the horizontal plane passing through the lowest point on the fixture from which light is emitted.

*Shielded (Partially)*: A lighting fixture that is shielded in such a manner that ninety percent (90%) of the light rays emitted by the fixture are projected below the horizontal plane passing through the lowest point of the shield.

*Uniformity Ratio*: A quantitative unit of measure referring to the measurement of lighting uniformity over a specific area. Specified uniformity ratios are designed to protect areas of insufficient or excessive luminance.

The DRC shall review a Lighting Plan illustrating the style, locations, height and intensity of fixtures proposed.

**2. The following design criteria shall apply to all exterior site lighting:**

a. Lighting levels should meet the minimum IESNA standards, and shall not exceed 200% of the recommended values.

b. The maximum permitted pole height for all non-residential applications are:
   • Perimeter Lighting *(within 50 feet of residential property*): 14 feet
   • Interior Applications *(50 to 100 feet from residential property*): 25 feet
   • Interior Applications *(over 100 feet from residential property*): 30 feet

   Generally, the height of light fixtures should be in proportion to the building mass. For the purposes of these standards, height shall be measured from the ground surface in the bottom of the lighting fixture.

c. The lighting of a structure or parking area should not cast light beyond property boundaries, and shall not, under any circumstances, exceed one (1) foot-candle at a commercial property line, or one-half (1/2) foot-candle at a residential property line, and one quarter (1/4) foot-candle ten feet over the property line.

d. Building mounted light fixtures shall not be located higher than the roofline and shall have its lamp source shielded from view to minimize glare.

e. The use of creative lighting, such as up-lighting, down lighting, accent lighting and façade lighting should be used to prevent glare with the fixtures being aimed away from the pedestrian or motorist.

f. Lighting levels shall be based on initial lamp lumens and a 1.0 maintenance factor.

g. All lighting installations shall be maintained such that they continually provide acceptable luminance levels and glare control.

h. All exterior illuminating devices shall be full cutoff.

*Appropriate Light Fixtures*

*(For additional examples of acceptable and unacceptable light fixtures, see Appendix C.)*

**3. Site Specific Standards and Requirements**

a. Gasoline Station/Convenience Store Aprons and Canopies:

1. Light fixtures mounted under canopies should be completely recessed into the canopy with flat lenses that are translucent and completely flush with the bottom surface (ceiling) of the canopy.

2. The sides (fascia's) of the canopy should extend below the lens of the fixture twelve (12) inches to block the direct view of the light sources and lenses from the property line.

3. Lights shall not be mounted on the top or sides (fascia) of the canopy, and the sides of the canopy shall not be illuminated.

4. The lighting levels for new facilities (pump islands and under canopies) shall not exceed a maintained average horizontal illumination level of twenty (20) foot-candles and should conform to IESNA recommended practices. Individual luminaire lamp wattage should not exceed 250 watts.

b. Parking Lots:

1. All luminaires should be a full cut-off design, aimed downward and away from the property line.

2. Maintained average horizontal illuminance at grade shall not exceed two and one half (2 ½) foot-candles and should conform to IESNA recommended uniformity ratios (mas. to min.) of 20:1 for basic design and 15:1 for enhanced security.

c. Recreational Areas:

Where playing fields or other recreational areas are to be illuminated, lighting fixtures shall be specified in the Photometric Plan, mounted and aimed so that the illumination falls within the primary playing area and immediate surroundings so that no direct light illumination is directed off site. No outdoor recreational facility, public or private, shall be illuminated after 11:00 p.m. except to conclude any recreational event in progress prior to 11:00 p.m.

d. Exterior Illumination of Building, Landscaping and Signs

The unshielded outdoor illumination of any building or landscaping is prohibited. Lighting fixtures used to illuminate an outdoor sign shall be by either directed ground lighting or mounted on the top of the sign, and shall comply with shielding requirements provided herein.

**4. Exemptions:**

a. Municipal Roadway lighting, approved by the Town of Oakland.

b. Temporary exemptions (with specific written permission from the Board of Mayor and Aldermen, based on findings and a recommendation from the Planning Commission).

c. Construction and emergency lighting (Lighting necessary for construction or emergencies is exempt from these provisions provided said lighting is temporary and is discontinued immediately upon completion of the construction work or abatement of the emergency necessitating said lighting}.

**5. Prohibitions:**

a. Floodlights
b. Searchlights
c. Mercury Vapor fixtures
d. Sag or drop lenses

6. **Required Submittals:**

   a. A site plan drawn to scale showing building(s), landscaping, parking areas and proposed exterior lighting fixtures.

   b. Location of all post, canopy, supports and light fixtures, including the height of each fixture.

   c. Specifications of the illuminating devices, lamps, supports and other devices, including designation as IESNA “cut-off” fixtures.

   d. A photometric report with point-by-point spacing no greater than 10’x10’. Report shall include minimum, maximum and average foot-candle lighting levels, max-to-min ratio, uniformity ratio and shall indicate the lighting level at the property line.

   e. Indicate the means intended for on/off control of exterior lighting fixtures.

## D. GARBAGE COLLECTION AREAS

Trash containment areas including dumpsters, trash, refuse, compactors and recyclable containers shall be set in a location that is at the rear of the buildings or site and shall not be located within any designated streetscape/peripheral scape. The following criteria shall apply:

1. Dumpster enclosures shall be located on a concrete pad of sufficient size to accommodate the desired number of receptacles.

2. Such collection areas shall be enclosed by opaque material on all three sides with doors to remove front end commercial dumpsters.

3. Dumpster enclosures shall be constructed of brick and/or masonry walls, and screened with appropriate plant material. The dumpster enclosure shall be constructed of a similar material from which the principal property was constructed.

*Appropriate Dumpster Enclosure*

4. The screening of all dumpsters shall be at least two feet taller than the dumpster, but no more than eight feet. Doors shall be in a closed position when the dumpster is not being loaded or emptied and the doors shall have a usable latch to ensure that they can stay closed.

5. The door framework shall be of metal construction.

6. For compaction units the concrete pad shall have an outside floor drain which ties directly to the sewer.

7. For restaurants, exterior grease collection devices shall be located underground or within an opaque enclosure similar to the dumpster enclosure.

8. All refuse material and items to be recycled must be enclosed and located on a concrete pad.

9. Grocery cart storage should be concealed from public view. Storage of carts should be provided within the interior of the building, or if outside, be incorporated into the exterior design of the building frontage. For cart storage within parking lots, the storage should be screened within or adjacent to planter islands

## E. GAS, ELECTRIC METERS AND TRANSFORMER LOCATIONS

Utility meters shall be screened from public view with an opaque fence, wall or evergreen hedge that screens objectionable views at the time of planting but leaves three feet (3') of access for maintenance workers to access the device.

Transformers shall be screened with evergreen landscape materials of sufficient height and width at the time of planting to hide the transformer. An area of ten (10) feet shall remain open on the side of the transformer used for access.

Locations of all meters, gas and electric must be identified on landscape plans with the type of screening proposed.

*Appropriate Meter/Transformer Screening*

## F. MECHANICAL UNITS, VENTS, PLUMBING AND HEATING

1. Ground mounted mechanical and HVAC equipment shall be screened from public view with an opaque fence, wall or evergreen hedge that screens objectionable views from the public.

*Appropriate HVAC Equipment Screening*

3. Roof mounted mechanical and HVAC equipment, vents and pipes must be screened from public view. Where parapets are used, they must be of a height to completely screen such items from neighboring properties and right-of-ways. Individual rooftop screens are not acceptable. Vents, pipes and other rooftop items on a pitched roof must be incorporated into the design of the building. The use of dormers is one way to conceal such items.

The location of all ground and roof mounted mechanical and HVAC equipment must be identified on the Architectural Plans with the type of screening proposed.


*Appropriate HVAC Screening*

*Inappropriate HVAC Screening*

## G. SIGNAGE

The Town of Oakland permits a wide variety of signage intended to identify businesses and institutions, and to convey commercial and non-commercial messages alike. The primary purpose of the Town's sign standards is to promote the reasonable, orderly and effective use and display of signs, while enhancing the physical appearance of the Town. Specific sign requirements, including the types of signs allowed and prohibited, dimensions and siting restrictions are found in **Article VIII of the Town of Oakland Zoning Ordinance**.

### 1. General Design Criteria

a. Signage should be consistent in size, material and location within each development, and proportional to the building it is placed on as identified in Article VII Town of Oakland Zoning Ordinance.

b. Signage shall conform to the architectural character of the principal building in terms of style, location, size, configuration, materials and color. In new multi-tenant developments the preferred sign face color is white.

c. Sign logos shall be subordinate to the overall sign design.

d. The number of signs is identified in Article VIII Town of Oakland Zoning Ordinance and should be limited to encourage compatibility with the building and discourage visual clutter.

e. A comprehensive Sign Policy is required for developments of two or more tenants outlining the proposed colors, type, illumination, size and location of all development signage.

f. Signage should be consistent in size, material, location and design throughout each development.

### 2. Sign Types and Location

#### a. Wall Signs

1. Wall signs should be placed in a manner that does not obstruct or crowd architectural elements and detail that define the design of the building.

2. Wall signs for commercial buildings can be located above the storefront, within the frieze of the cornice, on covered transoms, on the pier that frames display windows or on flat, unadorned surfaces of the façade. Wall signs that extend beyond the building roofline are not permitted.

3. Box panel/cabinet wall signs and wood or metal wall signs are not permitted on new construction or new tenant signage. Channel letter signs are the preferred standard. Face replacements in existing box/cabinet signs will require approval by the DRC. An exception may be requested for industrial areas.

4. Sign color should be consistent with the overall development and DRC standards.


*Inappropriate Box/Wall Signage*


*Appropriate Wall Signage*

**b. Ground Signs**

1. Ground signs, including single tenant and project signs should emulate the materials and architecture of the principal building.

2. Sign structures for incidental signage (i.e. directional, traffic management, etc.) within Commercial retail centers and office parks should also emulate the materials and architecture of the principal building.

3. The base of ground signs shall have a solid skirt that is landscaped.

4. Ground signs should be located so as not to impede visibility at entrances, exits and intersections.



*Appropriate Ground Signs*

5. Multi-tenant ground signs should be no more than twenty (20') tall and eight (8') wide.



*Appropriate Multi-Tenant Ground Signs*

6. Pole type ground signs cannot be more than 20'0" in height as per Article VIII of the Town's ordinances and also require approval of the DRC.

**c. Subdivision Entrance Signs**

1. Subdivision entrance signs shall be constructed of quality materials such as brick and stone.

2. Subdivision entrance signs may be placed on one or both sides of the entrance.

3. Subdivision entrance signs shall be placed in a landscape easement or common open space and shall be maintained by the homeowner's association or a designated homeowner.

4. Subdivision entrance signs and their appurtenances (support structures, landscaping, etc.) shall not obstruct the "clear site triangle" established for motorists at the subdivision entrance. The "clear site triangle" shall be measured 35 feet back from the point of the intersection of the roadways.

*Appropriate Subdivision Entry Signage/Landscaping*

## 5. Sign Materials

a. Preferred sign materials include brick, stone, limestone, molded concrete, natural weather resistant woods, non-corrosive metal, reverse channel letters or channel letters.

b. Individual channel letters are strongly encouraged for all signs.

c. Plastic or glass faced box/cabinet signs will be permitted for ground signs if used with appropriate base materials and landscaping, but will require DRC approval.


*Appropriate Box Ground Sign*


*Inappropriate Box Ground Sign*

d. Plywood, canvas, hand-painted or stenciled signs are not permitted. They may be used as temporary signage as per Article VIII if professionally produced and approved by the DRC.



*Inappropriate Permanent Signs*

## 6. Sign Illumination

a. The light for or from any sign shall be so shaded, shielded or directed that intensity will not be objectionable to surrounding areas.

b. No sign shall have blinking, flashing or fluttering lights or other illuminating devices that change light intensity, brightness or color.

c. Reverse channel lighting is encouraged. Exposed bulbs, LED's and neon shall not be used on the exterior surface of any sign or building without approval from the DRC.

d. Canopies and awnings shall not have backlighting. Canopy signs shall not be illuminated. Beacon lights are prohibited.

## 7. Sign Colors

a. Use colors that complement the materials and color scheme of the associated building, including accent and trim colors.

b. The Town of Oakland standard is earth tone tints of reds, browns, blues, and greens. Black, white, copper, bronze and stainless steel are acceptable alternatives, as approved by the DRC.

c. Full Chroma colors are to be avoided.

d. Corporate logo signage must be a registered trademark and will require approval by the DRC for both wall and ground signage.

e. In new multi-tenant retail developments, white face, channel letters and logos is the preferred standard for all tenants.


*Appropriate White Face Channel Signage*


*Inappropriate Sign Materials, Colors & Landscaping*