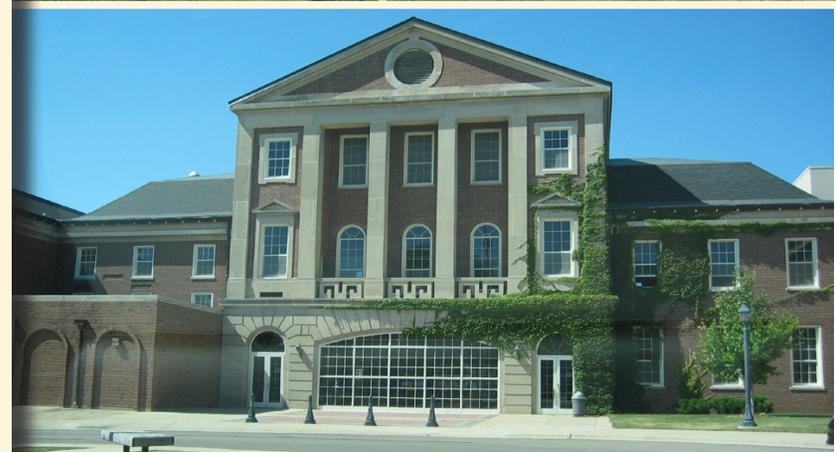


City of Sterling Design Guidelines

STERLING
Shining brightly ... Leading the way

CRISPELL-SNYDER, INC.
PROFESSIONAL CONSULTANTS



RESOLUTION #PC xxx-2008

APPROVAL OF THE CITY OF STERLING DESIGN GUIDE

WHEREAS, The City of Sterling developed this Design Guide in order to serve as a reference in guiding and reviewing future development for citizens, developers, and commissioners, and

WHEREAS, This is a General Design Guide that applies to the entire City, and future Design Guides may be developed that are unique to the character of a specific area, and

WHEREAS, Said Guide sets the minimum design standard for building, site, and operation plans that are to be submitted to the City for more complete and accurate Planning Staff and Plan Commission review, and

WHEREAS, Said Guide is prepared under Sections 65 ILCS 5/11 – 13-1 of the Illinois Municipal Code and Chapter 102 Zoning of the City of Sterling Municipal Code, and the City of Sterling Comprehensive Strategic Plan being deemed necessary to promote the public health, safety, morals and welfare of the City of Sterling, and

WHEREAS, This Guide may require various updates due to policy changes and/or references to Municipal Code amendments.

THEREFORE BE IT RESOLVED, That the Plan Commission recommends approval of the City of Sterling General Design Guide to the City Council.

Plan Commission
City of Sterling

Adopted: [date]

Steve Munson, Plan Commission Chair

ATTEST:

Marie Rombouts, Recording Secretary

TABLE OF CONTENTS

SECTION 1 PREAMBLE 1

1.01 AUTHORITY 1

1.02 PURPOSE 1

1.03 INTENT 1

1.04 APPLICABILITY..... 1

1.05 EXEMPTIONS 2

1.06 CITATION OF GUIDE..... 2

SECTION 2 PROCESS & REQUIREMENTS..... 2

2.01 REVIEW PROCESS 2

2.02 BSO SUBMITTAL REQUIREMENTS 3

2.03 DEVIATIONS & MODIFICATIONS..... 5

2.04 CONFLICTING PROVISIONS 5

SECTION 3 SITE DESIGN STANDARDS..... 5

3.01 SITE PREPARATION REQUIREMENTS..... 6

3.02 SITE LAYOUT/DEVELOPMENT PATTERN..... 6

SECTION 4 ARCHITECTURAL GUIDELINES..... 12

4.01 GENERAL 12

4.02 BUILDING SCALE AND FAÇADE TREATMENTS 12

4.03 SIGNAGE..... 15

SECTION 5 COMPLIANCE 16

SECTION 6 AMENDMENT OF AN APPROVED BSO PLAN 17

SECTION 1 PREAMBLE**1.01 AUTHORITY**

This General Design Guide (Design Guide or Guide) is prepared by the Plan Commission for transmittal to the Common Council of the City of Sterling, pursuant to the authority conferred by Sections 65 ILCS 5/11 – 13-1 of the Illinois Municipal Code and Chapter 102 Zoning of the City of Sterling Municipal Code, and the City of Sterling Comprehensive Strategic Plan, deeming it necessary to promote the public health, safety, morals and welfare.

1.02 PURPOSE

The purpose of this Design Guide is to promote the public health, safety, and welfare by aiding, to the maximum extent practical, the Plan Commission in the planning, design, and re-design of the built environment of the City.

The provisions of this Guide are designed to ensure that all proposed land use and development activity complies with the requirements of this Guide. Specifically, this Guide requires that the initiation of all development activity (including building permits, zoning certificates, occupancy permits for a change of use of an existing lot or structure where there is contemplated a site plan revision, clear cutting, grading or filling) require the approval of Building, Site and Operational Plans (herein referred to as BSO Plans) by the City staff before the building, occupancy, and zoning permits can be issued.

1.03 INTENT

It is not the intent of this Guide to repeal, abrogate, annul, impair or interfere with any existing easements, covenants, or agreements between parties or with the rules, regulations, or permits previously adopted or issued pursuant to laws: provided, however, that where this Guide in any way imposes greater standards than are required by other rules, regulations or permits or by easements, covenants or agreements, the provisions of this Guide shall govern.

The intent of this Guide is to enhance and unify the City's visual character while avoiding monotony and repetition. These standards will also assist in fostering sound, functional, attractive and quality development according to the City's goals, objectives, and policies for its physical growth and change, as expressed in this Guide.

1.04 APPLICABILITY

Unless exempt under Subsection 1.05 EXEMPTIONS, the following types of developments in the City of Sterling shall be subject to the provisions of this Guide:

- (1) Development of residential land uses consisting of three or more attached dwelling units per building, hereinafter defined as multi-family residences.

- (2) Development of all projects in which a principal use is a commercial, industrial, or institutional use.
- (3) Any accessory use to one of the principal uses listed in subsections (1) or (2), including but not limited to signage, lighting, accessory buildings over 300 square feet in floor area, telecommunications facilities, and exterior building alterations.
- (4) Any addition to an existing use listed in subsection (1) or (2) which existed as of **[INSERT DATE OF ORDINANCE ADOPTION]** that results in a total cumulative expansion of 25-percent or more over the life of the development in:
 - (a) Building floor area,
 - (b) Outdoor storage area, or
 - (c) Parking lot area.
- (5) Where developments under subsection (3) or (4) are proposed, the project, building, and site shall comply with the provisions of this Guide to the extent practical, given existing site and building conditions.

1.05 EXEMPTIONS

All single-family detached and two-family residences on individual lots or zero-lot line shall be exempted from the provisions of this Section.

1.06 CITATION OF GUIDE

This Guide shall be cited as follows, e.g.: General Design Guide, Section 1.04.

SECTION 2 PROCESS & REQUIREMENTS**2.01 REVIEW PROCESS**

- (1) INITIATION OF REQUEST FOR BSO PLAN APPROVAL. Procedures for approval of a BSO plan shall be initiated by the owner(s) of the subject property, or their legally authorized representative(s).
- (2) PRE-APPLICATION MEETING. The petitioner is encouraged, but not required, to first meet with the Director of Community Services and other applicable City Staff to discuss preliminary concepts and plans for the development. Guidance will be provided to the Petitioner on technical requirements and procedures, and a timetable for project review may be discussed.
- (3) APPLICATION REQUIREMENTS. Petitioner shall submit a complete BSO Plan application as outlined in Section 2.02 SUBMITTAL REQUIREMENTS for Community Services Department review, accompanied by all fees and deposits which from time to time may be adopted by the City Council and in effect at the time of submittal.

- (4) **COMMUNITY SERVICES DEPARTMENT REVIEW.** The Community Services Department shall review the application and submitted plans to determine whether the development complies with the provisions of this Guide. As part of its review, the Community Services Department may consult with other City Staff, consultants, the Plan Commission and officials of the City, county, state, fire and emergency medical services departments, or other agencies. The Community Services Department review may be combined with related Plan Commission reviews for rezoning, conditional use permit, land division, or other land use approvals. The Director of Community Services or his designee shall reserve the right to defer decision regarding a BSO Plan to the Plan Commission for review and approval.
- (5) **PROJECT COMMENCEMENT.** No building permit shall be issued and no development project under the jurisdiction of this Guide shall commence construction until the Director of Building and Zoning Services has received, in writing, Community Services Department approval of the application and submitted plans (or Plan Commission or City Council approval if the decision was appealed), and all conditions of approval that reasonably could have been satisfied have in fact been satisfied. The property owner shall be responsible for installing and maintaining all site improvements in conformance with the approved plans and all conditions.
- (6) **APPEALS.** Final actions of the Community Services Department under this Guide shall be permitted to be appealed as administrative interpretations to the Plan Commission and, following Plan Commission decision, to the City Council.

2.02 BSO SUBMITTAL REQUIREMENTS

All Building, Site, and Operation Plan applications for review shall contain or include the plans listed in this section, and such other information as deemed necessary for consideration or as waived by the Plan Commission or the City Council. All plans shall be drawn to a recognized scale, and include a north arrow, date of preparation, and contact information.

- (1) **WRITTEN DESCRIPTION.** A narrative which outlines the following:
 - (a) Full name and contact information of the petitioner and / or agent, and property owner, if different;
 - (b) Full name and contact information of petitioner's engineers, surveyors, architects, and other design professionals used in BSO Plan preparation;
 - (c) Existing zoning district(s) and proposed zoning district(s) if different;
 - (d) Current land uses present on the subject property;
 - (e) Proposed land uses for the subject property
 - (f) Land use designation(s) as depicted in the adopted Comprehensive Plan;
 - (g) Description of environmental features existing on the property;
 - (h) Projected number of residents, employees, and/or daily customers;

- (i) Proposed amount of dwelling units, floor area, open space area, and landscape surface area, expressed in square feet and acreage to the nearest one-hundredth of an acre;
 - (j) Resulting site density, floor area ratio as calculated using the criteria established in Chapter 102, Article I of the Municipal Code, and greenspace;
 - (k) Operational considerations relating to hours of operation, projected normal and peak water usage, sanitary sewer or septic loadings,
 - (l) Traffic generation;
 - (m) Operational considerations relating to potential nuisance creation pertaining to the appropriate design of street access, traffic visibility, parking, loading, exterior storage, exterior lighting, vibration, noise, air pollution, odor, electromagnetic radiation, glare and heat, fire and explosion, toxic or noxious materials, waste materials, drainage, and hazardous materials;
 - (n) Material Safety Data Sheets (MSDS) for all materials anticipated to be used or stored on site;
 - (o) Exterior building and fencing materials;
 - (p) Possible future expansion and related implications for (a) – (o) above, and:
 - (q) Any other information pertinent to adequate understanding by the Plan Commission or City Staff of the intended use and its relation to nearby properties.
- (2) SITE PLAN. Illustrating, where applicable:
- (a) Lot area and current zoning of the site;
 - (b) All existing and proposed lot lines, labeling dimensions, required minimum setbacks for buildings and other structures;
 - (c) Wetlands, shoreland zoning areas, and floodplains;
 - (d) Slopes of greater than twelve (12) percent;
 - (e) Existing and proposed buildings, indicating gross floor area and capacity.
 - (f) Other structures, such as accessory structures, fences, etc.;
 - (g) Parking lots, vehicle and pedestrian circulation and driveway areas, loading areas, and proposed ingress and egress to the site;
 - (h) Calculations for determining the number of off-street parking spaces as required by the Section 102-235 of the Municipal Code.
 - (i) Outdoor storage areas, dumpsters, and proposed screening;
 - (j) Adjacent streets and land uses, including all buildings within 50-feet of the site's boundaries.

- (3) TREE SURVEY PLAN. As outlined in Section 3.02(2) of this Guide.
- (4) LANDSCAPE PLAN. All existing plantings and all proposed new landscape plantings for the site, indicating their locations, quantities, species, size at time of planting, and size at maturity.
- (5) GRADING, EROSION CONTROL, AND STORMWATER PLANS. As required to meet all applicable City, County, and state requirements, and including existing and proposed surface elevations of the parcel.
- (6) BUILDING ELEVATIONS. Depicting and describing the dimensions, colors, and materials proposed for all exterior building sides and roofs, along with building mounted lighting, signs, and mechanical units. The Plan Commission may also require building material samples.
- (7) SIGN PLAN. Including the location, height, dimensions, color, materials, lighting and sign copy area of all proposed exterior signage.
- (8) EXTERIOR LIGHTING PLAN. Applicants shall submit a unified lighting plan in accordance with Section 102-22(g) of the Municipal Code.

2.03 DEVIATIONS & MODIFICATIONS

The Plan Commission or City Council may waive or modify any design standard contained in this ordinance 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. The Plan Commission or City Council may grant any such modifications, if approved by a simple majority of all members in attendance.

In granting a modification, the Plan Commission or City Council 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.

2.04 CONFLICTING PROVISIONS

If the provisions of this ordinance are inconsistent with one another, or if they conflict with provisions found in other adopted codes, ordinances, or regulations of the City of Sterling or Whiteside County, the more restrictive provision will control unless otherwise expressly provided.

SECTION 3 SITE DESIGN STANDARDS

The following Design Standards shall be applied in the preparation of plans as specified in Section 2.02 BSO PLAN SUBMITTAL REQUIREMENTS, and shall be used by the Community Services Department and the Plan Commission to evaluate such plans.

3.01 SITE PREPARATION REQUIREMENTS

(1) ENGINEERING.

- (a) Grading. Modifications to pre-existing landforms, terrain, and vegetation shall be minimized. Site grading shall reflect the natural contours of the land and the contours of adjacent properties. Abrupt or unnatural appearing grading design shall not be permitted. Created slopes shall be no steeper than three vertical feet for every one horizontal foot (3:1).
- (b) Drainage. Development shall be planned and constructed that all surface drainage meets the standards of applicable City, county, and state erosion control and stormwater management regulations, and does not adversely affect neighboring properties. Stormwater management facilities, such as basins and conveyance routes, shall be located, designed, and landscaped to be an integral and attractive part of the site, with an emphasis on curvilinear shapes and natural edge vegetation.
- (c) Retaining Walls. Where a retaining wall is necessary, it shall be designed to not exceed 8 feet in total height, shall be set back from lot lines, and shall be constructed with stone or masonry. Terracing shall be considered as an alternative to the use of tall or prominent retaining walls, particularly in highly visible areas on hillsides. Terraces within staggered retaining walls shall be at least 4-feet (4') in depth and landscaped.

(2) TREE PRESERVATION.

- (a) The site plan shall be designed to preserve a majority of existing high-quality, mature, healthy, non-plantation trees and woodlands. Mature trees are defined as trees with a diameter at breast height (DBH) of over 12 inches, and woodlands are defined as non-plantation, continuous wooded areas where at least 50-percent of the trees meet this DBH standard. Such trees and woodlands shall be included in the site plan submittal under Section 2.02(2) of this Guide. The Plan Commission may allow for credit against the landscaping requirements in Section 3.02(3) for preserved mature trees and woodlands.
- (b) Trees identified for preservation on the approved site plan shall be protected during construction with barrier fencing installed near the drip line. If a tree or woodland designated for preservation is removed or substantially damaged during site clearing, grading, or construction, the property owner shall replace the removed or damaged tree on a diameter inches for diameter inches bases. New tree should be a species native to Whiteside County and have a minimum planting size of 2.5-inches DBH.

3.02 SITE LAYOUT/DEVELOPMENT PATTERN

(1) BUILDING ORIENTATION/PLACEMENT.

- (a) The proposed building orientation should respect the orientation of surrounding buildings and the orientation of surrounding streets. Building facades shall be oriented parallel to the primary abutting street. Buildings shall be oriented so that entrances are clearly identifiable and directly accessible from the street and parking areas.

- (b) Building and structures shall be sited to ensure that site circulation promotes contiguous pedestrian and vehicle circulation patterns and that parking areas provide safe and efficient access to buildings.
- (c) Buildings shall relate appropriately to surrounding developments and streets and create a cohesive visual identity and attractive street scene.
- (d) Deep building setbacks behind large expanses of parking areas or vacant land shall be avoided. For multi-tenant buildings, the “active” wall shall be oriented toward the primary abutting street. The “active” wall shall be the side of the building containing the majority of storefronts, customer entrances, and windows.
- (e) Multiple Building Development Layouts. Linear, “strip commercial” development patterns shall be avoided. Buildings and development shall be arranged and grouped so that their orientation complements adjacent, existing development and frames the corner of an adjacent street intersection, pedestrian and/or vehicle access way within the development site; and parking areas, public spaces, or other site amenities.
- (f) Traditional Neighborhood Development. This is intended to promote the development and redevelopment of land through compact, mixed-use neighborhoods where residential, commercial and civic buildings are within close proximity to each other; with interconnected circulation and open space systems; and with careful attention to the design, layout, and relationships between different land uses.

(2) SITE ACCESS, CIRCULATION, AND PARKING REQUIREMENTS.

- (a) Access and Circulation. All developments shall provide safe, efficient, and convenient vehicular and pedestrian access and circulation patterns within and between buildings, both within the site and to adjacent sites. All elements of the site design shall accommodate access requirements of emergency vehicles and services.
- (b) Primary Entrances. The number and location of vehicle entrances 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 Illinois Department of Transportation, Whiteside County Highway Department, and/or the City of Sterling and will be largely dependent on: the location of existing or planned median breaks; separation requirements between the entrance and major intersections; separation requirements between adjacent entrances (or minor intersections); the need to provide shared access to adjacent parcels of land; the need to align with previously-approved or constructed access points on the opposite side of the street; and the minimum number of entrances needed to move traffic onto and off the site safely and efficiently.

- (c) Internal Circulation. Internal vehicle circulation patterns shall provide a clear and direct path to the principal customer entrance of the primary building, to outlot sites, and to on-site and adjacent parking areas.
- (d) On-Site Delivery Circulation and Loading. Developments shall be required to provide loading and delivery facilities separate from customer parking and pedestrian areas. Loading requirements shall comply with Section 102-237 of the Municipal Code.
- (e) Cross-Access to Adjacent Properties. To the maximum extent feasible, connections between development sites shall be provided by providing access points continuous to the adjacent development. The City may require access easements to ensure that all development sites and adjacent parcels are afforded adequate access in perpetuity.
- (f) Pedestrian/Bicycle Facilities. A system of walkways shall provide direct access and connections to and between building entrances, parking lots, and sidewalks and paths in public rights-of-way or adjacent properties. Where walkways cross vehicular routes, striping or other appropriate markings shall be provided to improve visibility and safety. Convenient bicycle parking lots and facilities shall be provided, such as a bicycle rack close to the main customer and/or employee entrance.
- (g) Outdoor Storage of Materials and Products. Site plan design shall consider areas to store vehicles, manufactured goods and raw materials



to ensure minimal impact on neighboring uses and the public. Outdoor storage shall be prohibited in required front, side, and rear yards. Permanent outdoor storage shall be screened by landscaping or materials compatible with the building's architecture as outlined in Section 3.02(3) Landscaping and Screening below.

- (h) Off-Street Parking Requirements. All development shall comply with Section 102, Article V of the Municipal Code.
- (i) Off-Street Parking Layout and Design.
 - i. All off-street parking areas shall comply with Chapter 102, Article V of the Municipal Code.
 - ii. Siting Requirements. A minimum of 30-percent 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 principal building(s)).
 - iii. Layout and Design. The parking field in which the main activities of parking and travel are conducted shall have a landscape island with a minimum size of 200 square feet (10' x 20') at the minimum rate of one (1) island for every ten (10) parking spaces.

(3) LANDSCAPING AND SCREENING.

- (a) Entryways. Development entryways shall be planted with ornamental plant material, such as ornamental trees, flowering shrubs and perennials, and ground covers
- (b) Street Trees. Street trees shall be installed along the public right-of-way for all developments. Street trees shall be illustrated on the landscape plan and shall be required in addition to any proposed on-site landscaping. Street trees shall be planted at fifty (50) foot intervals.
- (c) Parking Lot. Parking lot landscaping shall be utilized to minimize the expansive appearance of parking lots and provide shaded parking area, and shall comply with Section 102-233 of the Municipal Code. The



primary landscaping materials used in, and at the perimeter of, parking lots shall be trees that provide shade or are capable of providing shade at maturity.

The perimeter of the parking area shall provide for a landscaped area in which trees and shrubs will be planted to screen parking areas from view and to allow snow storage capacity. Perimeter plantings shall be at the rate of one tree and/or grouping of three or more shrubs for every forty (40) lineal feet.

- (d) Building Foundation Landscaping. Building foundations shall be planted with ornamental plant material, such as ornamental trees, flowering shrubs and perennials, and ground covers. Planting shall be massed and scaled as appropriate for the building.
- (e) General Yard Areas. The development site should include additional general planting materials to provide visual appeal to the site. Groupings of shrubs with ornamental trees should be used.
- (f) Plant Materials. The use of native plant species is strongly encouraged. Effective use of earth berms, existing topography, and pre-existing, high-quality vegetation is also encouraged as a component of the landscaping plan.
- (g) Planting Size Specifications. Deciduous trees shall be 1.5 inch to 2.5 inch minimum DBH. Coniferous trees shall be a minimum height of six (6) feet. Shrubs, hedges, and similar plantings shall be a minimum of 24 inches in height or the two-gallon (2-gal.) variety. All planting materials shall be guaranteed for a period of two (2) years from the date of planting. The installation of seed or sod shall be required for all yard areas.
- (h) Service Area Screening. 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 or properties. Screening materials shall be the same as, or of equal quality to, the materials used for the principal building and landscaping.



- (i) **Dumpster Enclosures.** Trash enclosures shall include adequate, accessible and convenient areas for collecting and loading recyclable materials. Trash enclosures shall be constructed of sturdy, durable, opaque materials (with trash receptacles screened from view) which are designed to be compatible with the project architecture, and shall not be located in a street yard. Trash enclosure screening should comply with Section 3.02(3)(h) of this Guide.
 - (j) **Mechanicals/Utility Screening.** 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. All mechanical equipment and utilities shall be screened.
 - (k) **Outdoor Storage, Sales, and Display Areas.** Non-enclosed areas for the storage and sales 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 3.02(3)(l) Fencing and Walls of this Guide.
 - (l) **Fencing and Walls.** All fencing should be designed as an integrated part of the site, and shall comply with Section 102-7(f) of the Municipal Code. Retaining walls shall comply with the standards outlined in Section 3.01(1)(c) of this Guide.
 - (m) **Screening between residential and nonresidential uses.** Screening requirements between adjacent residential and nonresidential uses shall comply with the provisions outlined in Section 102-16 of the Municipal Code.
- (4) **EXTERIOR LIGHTING.** All development lighting proposals shall comply with the regulations outlined in Section 102-22 of the Municipal Code.



SECTION 4 ARCHITECTURAL GUIDELINES

4.01 GENERAL

- (1) ARCHITECTURAL STYLE. Style is not restricted; evaluation of the appearance of a project shall be based on professional quality of its design, relationship to surroundings and the community.
- (2) CORPORATE IDENTITY. Corporate identity may be apparent yet reserved in its display.
- (3) FOUR-SIDED ARCHITECTURE. Continuing an architectural theme on all exposed exterior surfaces through the use of the same building materials shall be required.

4.02 BUILDING SCALE AND FAÇADE TREATMENTS

- (1) BUILDING SCALE. Height and scale of new development should be compatible with that of surrounding development. New development height should transition from the height of adjacent development to the maximum height of the proposed structure. Building scale shall be reduced through the proper use of window patterns, structural bays, roof overhangs, siding, awnings, moldings, fixtures, and other details.
- (2) BUILDING FAÇADES. Building façades should be articulated by using color, arrangement, or change in materials to emphasize the facade elements. The planes of the exterior walls may be varied in height, depth or direction. Design elements and detailing shall be continued completely around the structure. Such design elements shall include window treatments, awnings, trim detailing, and exterior wall materials.
- (3) BUILDING MATERIALS.
 - (a) Multi-Family Residential and Commercial Structures.
 - i. Materials shall have good architectural character (i.e., strength, durability and quality) and shall be selected for harmony of the building with adjacent buildings and the surrounding community. Buildings shall have the same materials, or materials that are



architecturally harmonious, used for all building walls and other exterior building components wholly or partly visible from public streets.

- ii. Brick, architectural panels, pre-cast concrete, decorative (architectural) masonry block shall be utilized for at least seventy-five percent (75%) of the exterior treatment of all buildings, exclusive of fenestration.
 - iii. Natural materials (i.e. cedar siding, brick, stone) are preferred materials for the exterior treatment of structures.
 - iv. Metal or steel external siding shall not be permitted as a construction material for building elevations. The use of metal/steel for roofing material is permissible and may be approved by the Community Services Department based upon context and overall site design.
 - v. Exterior Insulation and Finish System (E.I.F.S.) or Dry-vit are permitted building materials and may be approved by the Community Services Department based upon context and overall site design.
- (b) Industrial Structures.
- i. Materials shall have good durability and quality and shall be selected for compatibility with adjacent buildings and the surrounding developments.
 - ii. The façade of any building facing a public right-of-way shall be faced with brick, brick veneer, architectural panels, pre-cast concrete, decorative (architectural) masonry block, stone, glass, or similar materials.
 - iii. Metal siding shall not be utilized for any building elevation abutting a public right-of-way and may only be utilized for other elevations in conjunction with a brick or stone wainscoting. The use of metal/steel for roofing material is permissible and shall be approved



by the Community Services Department based upon context and overall site design.

- iv. Building elevations along a public right-of-way shall wrap around a minimum of twenty feet (20') or to a natural dividing point approved by the Plan Commission. Elevations facing side or rear yards shall be finished with materials complementary to the street elevations. Side and rear elevations that do not incorporate a significant proportion of the building material outlined above shall incorporate enhanced landscape and screening measures. Appropriateness and effectiveness shall be subject to Community Services Department approval.
 - v. The use of staggered façades, articulated entryways, canopies, awning, bays, doors, windows, and variations in rooflines are strongly encouraged. Entries to industrial structures should portray a quality office appearance while being architecturally tied into the overall mass and building composition.
- (4) **BUILDING COLORS.** Building colors should contribute to the desired character and image of the City. Modifications to standardized prototype and corporate franchise designs may be required.
- (a) Colors utilized in the project design shall be non-florescent, with bright or brilliant colors avoided. Earth tones such as gray, green, brown, burgundy, tan, and similar are encouraged.
 - (b) All proposed color schemes shall be reviewed by the Plan Commission on their individual merit.
- (5) **SERVICE AND LOADING AREAS.** 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.
- (a) Loading facilities shall be located at the rear or side of the development, and shall not be located in a required street yard setback. Loading



facilities shall not be located within 50-feet of lands zoned or used for residential purposes.

- (b) Loading facilities shall be provided access to a public street and shall not interfere with a public right-of-way. In no instance shall loading areas rely on backing movements into a public right-of-way.
- (c) Screening for loading areas shall be incorporated in the required landscape plan. A combination of elements, including berms, walls, and plantings should be utilized to provide effective screening of loading areas. For double frontage lots, especially those abutting arterial and collector roadways, enhanced landscape and screening measures shall be incorporated into the site and landscape plans. Appropriateness and effectiveness shall be subject to Community Services Department approval.

- (6) MULTIPLE BUILDINGS ON A DEVELOPMENT SITE. Multiple buildings on the same site shall be designed to create a cohesive visual relationship between the buildings and shall comply with Section 3.02(1) of this Guide.
- (7) CONSTRUCTION PHASING. When there is no alternative but to leave portions of a phased project in an unfinished state over a period longer than one year (e.g. – expansion wall on industrial building), a mitigation plan shall be submitted and approved by the Community Services Department to ensure acceptable site conditions will be maintained.

4.03 SIGNAGE

All proposed and existing signs shall comply with the City of Sterling’s existing sign ordinance, outlined in Chapter 102, Article VI of the Municipal Code. Proposed signs should be part of a BSO Plan where applicable. Signs may be approved by the Community Services Department or Plan Commission at a later time.

- (1) Wall signs shall be part of the architectural concept. Size, color, lettering, location, and arrangement shall be harmonious with the building design, and shall be compatible with signs on adjacent buildings. Signs shall have good proportions appropriate for the subject building and its surroundings.



Appropriate Multi-Tenant Retail Sign & Landscaping

- (2) Ground or monument signs are strongly encouraged and should be designed to be compatible with the architecture and materials of the building. The same criteria applicable to wall signs shall apply to ground signs.
- (3) Identification signs of a prototype design shall conform to the criteria for building and ground signs.
- (4) Materials used in signs shall be harmonious with building design and surrounding landscape.
- (5) Every sign shall have good scale in its design and in its visual relationship to buildings and surroundings.
- (6) Colors shall be used harmoniously and with restraint. Excessive brightness and brilliant colors shall be avoided.
- (7) Lighting shall be harmonious with the design, and comply with the regulations outlined in Section 102-22 of the Municipal Code.
- (8) The location and design of freestanding signs within a setback area should be coordinated with the landscape treatment.
- (9) Landscaping, including low growing shrubs, flower, and ground cover is to be provided at the base and full perimeter of such freestanding signs as outlined in Section 3.02(3) of this Guide.



Appropriate Retail Monument Sign & Landscaping

SECTION 5 COMPLIANCE

Approvals of development plans shall run with the land, and compliance in perpetuity shall be required regardless of subsequent property or structure ownership. Any BSO Plan granted through the authority of this Guide shall be perpetually binding upon the development to the extent that: all buildings and structures shall be maintained in a tasteful, safe and appropriate manner; all landscaping shall be periodically groomed and/or replaced when necessary; all drive, parking and pedestrian areas shall be kept in a safe and passable condition, and all natural areas and environmental areas identified for protection shall be maintained in manner that preserves their aesthetic and natural function. All repairs and maintenance shall be executed in a timely manner.

SECTION 6 AMENDMENT OF AN APPROVED BSO PLAN

Where an amendment to an approved BSO Plan is requested, the Director of Community Services or his designee is authorized, upon initial review of the proposal, to make a determination that the modification is to be approved by the City Staff or to be forwarded to the Plan Commission for approval.

Where it is determined that the amendment is to be reviewed by the City Staff, the Director of Community Services or his designee may approve the modification inasmuch as the required plan submittals have been provided. Where it is determined that the amendment shall be the purview of the Plan Commission, the Plan shall be revised and reviewed pursuant to the procedures of Sections 1.04 and 2.01 of this Guide prior to the initiation of any modifications.

