WEST WENDOVER DOWNTOWN ZONE DESIGN GUIDELINES

CREDITS

IMPORTANCE OF PLACE.

The purpose of this City of West Wendover Downtown Zone Design Guidelines document is to guide the development of new residential, commercial and mixed-use projects within the downtown zone and give clear direction for the adaptation and redevelopment of existing properties. These guidelines intend to encourage quality development and ensure that both existing and new development within the City of West Wendover:

- It is compatible in size, scale and appearance with the existing and future planned character of West Wendover Downtown.
- Is attractive and an asset to the overall community.
- Preserves and enhances the natural features of the site.
- Incorporates quality community character features, a variety of building forms and other elements that embody excellence in development and design.
- Provides pedestrian-oriented design to enrich the Downtown West Wendover experience.

IT'S ALL IN THE CONTEXT.

West Wendover has often been a destination point for many traveling out west. Located on the Nevada/Utah border, the city is known for its iconic sense of place. Established in 1906 as a railroad town, the city has been a destination point since its creation and a crossroads for many travelers. The city enjoys a rich cultural heritage among the striking Great Basin Desert.

Located directly off Interstate 80, the new West Wendover Downtown will slow traffic, create community gathering space, strengthen identity, serve as a heart for the city, and provide the framework to encourage quality development.

OVERARCHING PRINCIPLES.

The overarching principles of these design guidelines work together to help establish a city center possessing qualities that make the downtown memorable and unique to residents, businesses and visitors.

ECONOMIC ACTIVITY

West Wendover's Downtown Area was created to enhance the economic vitality of the city center downtown area through attractive, consistent design. By adhering to these guidelines, each proposed project will complement another, resulting in a cohesive city center over time. The guidelines were developed to guide new and infill development. These guidelines are not intended to limit creativity but rather to provide a framework to foster aesthetic diversity while adhering to the overarching principles embodied in these guidelines.

TIMELESS DESIGN

Projects developed with an aesthetic sensibility and characteristics that suggest long-term value. The physical fabric of the city center downtown should neither reflect a sense of being frozen in time nor having been built yesterday.

SENSE OF PLACE

The built environment must be woven together with the natural environment to reflect the specific characteristics unique to each project site and the surrounding environment. The overall character should create a feeling of originality and not a duplicated place.

ENVIRONMENTAL PERFORMANCE

The new development offers an opportunity for sustainable construction practices that incorporate technological innovation and green building practices. Projects should strive to achieve the best practices that create high-performance buildings. New buildings should be constructed with low-embodied energy material to the highest sustainability standards.

SENSE OF COMMUNITY

New development should incorporate design elements that foster a sense of community and interconnectivity in West Wendover.

INTENDED USERS OF GUIDELINES.

The users of these guidelines may greatly vary and are for the general The users of these guidelines may greatly vary and are for the general use of the public and development.

PROPERTY OWNERS

This document provides property owners with a design review process, principles, and restrictions beyond that of local code. This document pays attention to detail and maintains property context with the overall development.

DESIGN PROFESSIONALS AND DEVELOPERS

The guidelines provide clear and graphic information as a tool to help designers and developers. Providing a greater link between designers, developers, owners and the city.

CITY STAFF

City staff may use these guidelines in assisting applications to create project development continuously with the city's design standards. The guidelines serve as a basis for evaluating the proposals for quality of design and implementation. City staff may also use the guidelines when working with the City Council.

REVIEW BODIES

- City Council
- Community Development Department

RELATIONSHIP TO OTHER PLANNING DOCUMENTS.

This document is a tool for implementing The West Wendover City Center Plan. These guidelines do not supersede code and are considered “recommended practices” that the community development department considers essential.

- West Wendover Downtown Master Plan 2020
- West Wendover Community Center Master Plan 2001
- Landuse Streets-Final 2.4 2-20-2018
- Landuse Pedestrian-Final 2.3 2-20-2018
- Airport Industrial Park Proposed Plan

APPLICATION PROCESS

Submittal of economic plan, site design, and conservation plan council for approval.

CATEGORIES / TABLE OF CONTENTS.

DESIGN FRAMEWORK AND COMMUNITY SETTING.

URBAN FORM AND DESIGN FRAMEWORKS.

SMART GROWTH

Smart growth is how developers and planners seek to grow with little environmental impact. It incorporates mixed-use developments, pedestrian-oriented neighborhoods and a variety of uses.

NEW URBANISM

New urbanism is a design movement focused on reducing car dependency in developments. This may also be referred to as neo-traditional and transit-oriented development. New urbanism promotes streetscapes and connectivity to a variety of programs. It focuses on maintaining the urban scale and narrows streets.

LOW IMPACT DEVELOPMENT

Low-impact development is encouraged in all development practices. It refers to on-site stormwater treatment through the pervious pavement, bioswales, rain gardens and bioretention.

SUSTAINABLE DESIGN PRINCIPLES

The sustainable design principle refers to developing and implementing developments in response to the environment. Sustainable design seeks to minimize negative impacts on the natural world and can utilize a series of green building technologies.

GENERAL DESIGN PRINCIPLES

The following are general design principles that apply to all development

DESIRABLE ELEMENTS OF DESIGN

- High-quality, sustainable materials
- Colors that reflect the natural environment the development is placed in
- Building height and massing that relate to the existing context
- Buildings reinforce a sense of human scale
- Greater connectivity
- Pedestrian interest

UNDESIRABLE ELEMENTS

- Large blank walls
- Disjointed parking and complex circulation patterns
- Lack of street presence

COMMUNITY CHARACTER.

INTRODUCTION.

COMMUNITY IDENTITY

As an original railroad town, the people of Wendover have been accustomed to travelers and tourists while remaining self-sufficient. Rooted within the rural fabric of the desert plains, West Wendover provides an oasis in the vast openness.

ARCHITECTURAL CHARACTER

Architectural character is rustic, natural and timeless; The Character of each building should honor the historical significance of the place.

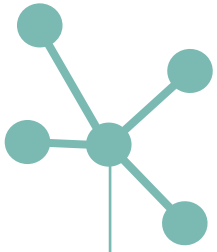
New development should draw upon the fundamental design elements of its context.

EXTERIOR BUILDING MATERIALS

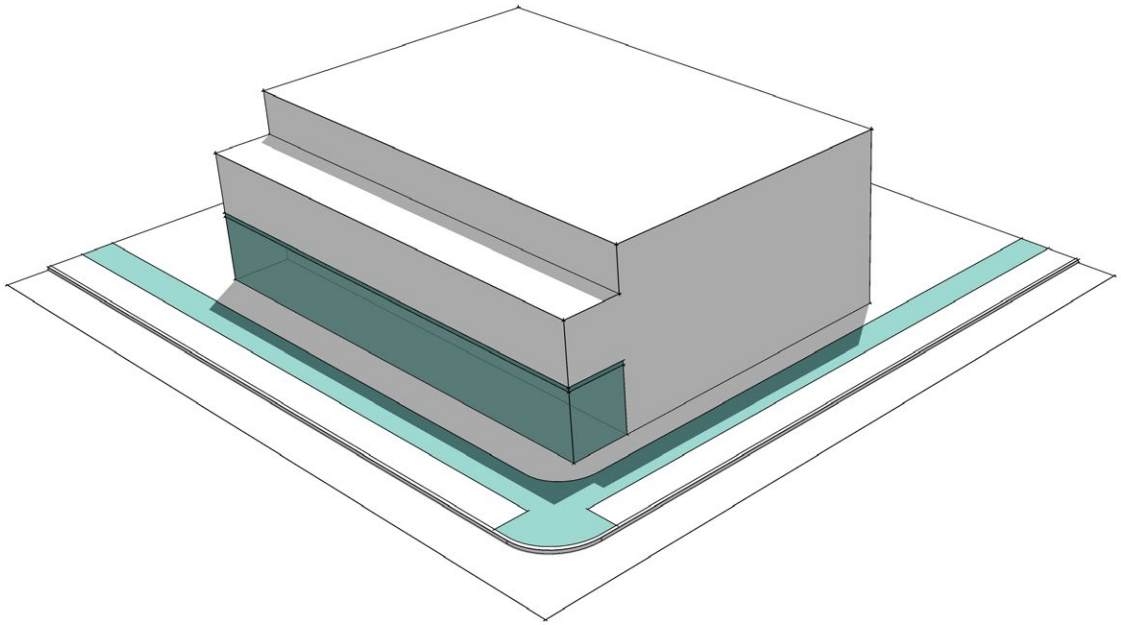
Materials such as brick, wood, and stone that are locally sourced are encouraged and provide the development with an overreaching sense of intimacy and care.

COLORS

Colors should be reflected in the surrounding landscape and current structures. Colors should be muted and balanced. Bright jarring colors are unsuitable for large areas of exterior finishes but may be used as accents, such as neon lighting.



PUBLIC REALM INTERFACE



GOALS.

The relationship between the buildings and the street is crucial in various users' experiences. This relationship creates a bright community that enriches the residents' social, economic and physical lives. Commercial and retail spaces should be easily navigational, clear and creative. Public plazas, parks, and trailways connect the amenities and create a pedestrian-oriented environment. Plants protect the sidewalk and pedestrian spaces from traffic and car-oriented movement.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ELEMENTS.

1 UPPER-LEVEL EXTERIOR SPACES

Upper-level exterior spaces should face the street or public spaces, activating the space, allowing for eyes on the street, and providing successful mix-use development.

2 CANOPIES AND AWNINGS

Canopies and Awnings should be used to clearly define pedestrian entrance spaces - creating a vertical plane that creates a consistent visual field. When used appropriately, canopies and awnings help emphasize the first floor, entry, rhythm, and proportions of the façade.

3 PUBLIC SPACES

Public spaces are scaled appropriately and well-designed in relationship to adjected buildings. Public spaces will be programmed and have connectivity to trails, streets, or additional public spaces.

4 FREQUENT ENTRANCES

Frequent entrances along the street façade encourage an active street and encourage walkability. Encouraging retail, such as shops, cafes, and lobbies, increases foot traffic and creates a more interesting pedestrian experience.

5 STREETS / VEGETATION

Trees and vegetation will be planted along the street to soften buildings and protect the pedestrian space. Tree selection should be limited to species such as the Austrian Pine, which can thrive despite extreme temperatures and wind. Street trees should be appropriately placed to provide safe circulation and a richer shared experience. This includes providing shade in public spaces, reducing the urban heat index, and creating visual interest.

6 STREET FURNITURE

Street Furniture will provide visual consistency throughout the street and encourage pedestrians to linger and dwell within the development. Benches and trash receptacles should be located near vegetation and protection from the sun. Bike racks and storage should be visually appealing and placed in areas near retail and residences to encourage alternate means of transportation.

7 LIGHTING

Lighting will be placed to sufficiently illuminate the street and public walkways, always providing safety. Lighting should encourage visual clarity emphasizing entrances and public spaces.

8 GROUND-LEVEL TRANSPARENCY

Additional glazing at the ground level creates a unified visual barrier between the interior and exterior spaces, allowing additional spaces to benefit from the activity. The use of shaded or reflective glass should be avoided.

9 SCREENING

Screening pulls the eye away from unsightly amenities such as extensive trash collection and loading zones. Screening is created by planting, using landscape walls, or art pieces.

10 PARK LAND AND TRAILS

Park land and trails create connectivity and additional usable space for the community. Park lands and trails connect to destinations and activate the street.

11 PLANTING DESIGN

Planting design will rely on mass planting combinations to create visual unity in the development, minimize maintenance requirements, and reduce the urban heat index.

12 PAVING PATTERNS

Varying paving patterns through pavers, concrete, and permeable surfaces create visual interest and a sense of identity. The pedestrian vehicular interface should be clearly defined with paving transitions; such transitions help with pedestrian safety and benefit the visually impaired.

STRATEGIES.

ENCOURAGE

PEDESTRIAN INTEREST
Emphasis is placed upon the pedestrian experience through planting design, protected sidewalks, paving patterns, frequent entrances and public spaces. The ground level of the building is the most used area of the public and requires the most detail and attention.

APPROPRIATELY SCALED SIDEWALKS
Sidewalks are scaled to the appropriate size in relationship to the height of the adjacent buildings. Smaller sidewalks are appropriate in smaller residential streets, whereas taller buildings require larger sidewalk widths.

GREATER CONNECTIVITY
Designs should consider all transportation means to access the site, emphasizing circulation options outside vehicular access. Connectivity to trailways, bike lanes, and public open spaces should be increased and supported.

BIKE PATHS
Bike path efforts should be made throughout the site, especially near retail and mixed-use development. An increase in bike lanes should be considered and planned for developers.

LARGE CALIPER TREES
Larger Caliper trees should be placed along the street due to the success rate of the trees' survival rate. Larger trees will affect the public space more and benefit the site faster than smaller caliper trees. Tree species selected for hardiness to thrive despite extreme temperatures and wind.

APPEALING, PUBLICLY ACCESSIBLE OUTDOOR SPACES
Parks, outdoor seating, pedestrian corridors and exterior shop space enrich the pedestrian experience. These spaces connect to private entities and provide essential transition spaces and additional benefits for residences.

PUBLIC ART OPPORTUNITIES
Public art is encouraged as much as possible. Art pieces encouraging the historical significance of West Wendover are preferred. Art walls, galleries, and opportunities for public interaction with art create a landmark and supports local artists in the community.

PRECEDENTS


Sweets
Handmade Candies
AND GRILL
word after word
BOOKSHOP


Cabana's
Cabana's
Cabana's

DISCOURAGE

RESIDUAL PRIVATELY OWNED "PUBLIC SPACES"

Public spaces should not only meet the minimum requirements but rather capture the spirit of the place. Open spaces inaccessible to the public should be discouraged along with the thin stretches of area considered "left over" from the development.

WIDE BUILDING SETBACKS

Commercial and retail spaces benefit from a continuous street wall. Buildings should be strategically placed to enhance and create the public realm. Overly generous setbacks remove the building from pedestrian accessibility. Setbacks should only be included when the existing right of way does not allow for an adequately scaled public realm.

PREFERENCING AUTOMOBILES

All forms of movement and transportation should be given equal preference. Buildings should front sidewalk and place parking on street, at rear, or in parking structures. Placement of pedestrian circulation should be placed in higher priority.

MULTIPLE CURB-CUTS

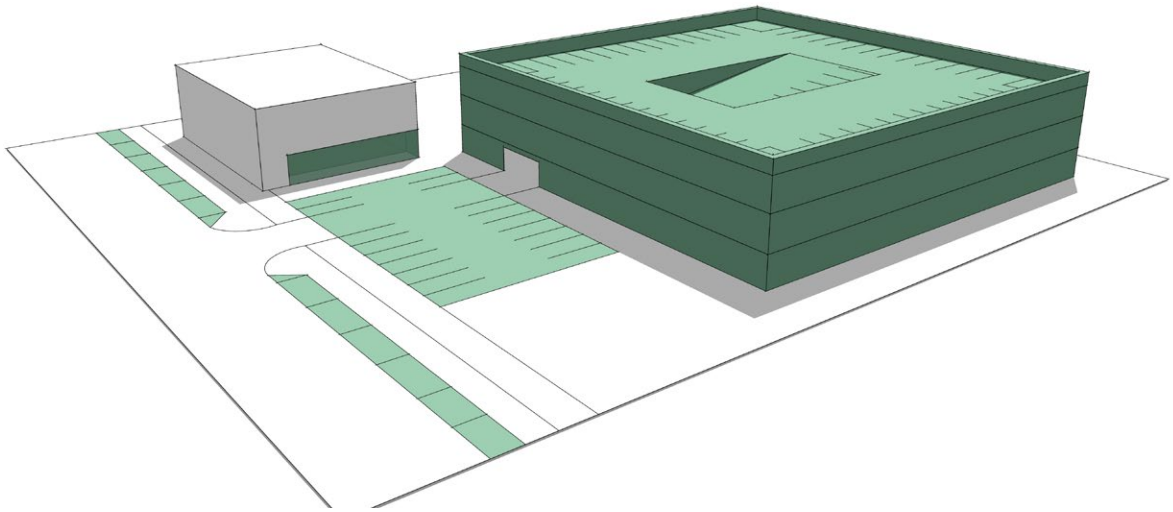
Curb cuts creates a potential area of conflict for pedestrian and vehicles. To minimize such conflict curb-cuts should be minimized within the development.

PRECEDENTS

The manner in which a building meets the sidewalk is critical. Along commercial corridors there is an aspiration to have a mix of uses and to enhance the pedestrian experience. This impacts the relationship of a building to its primary street frontage.


the cafe

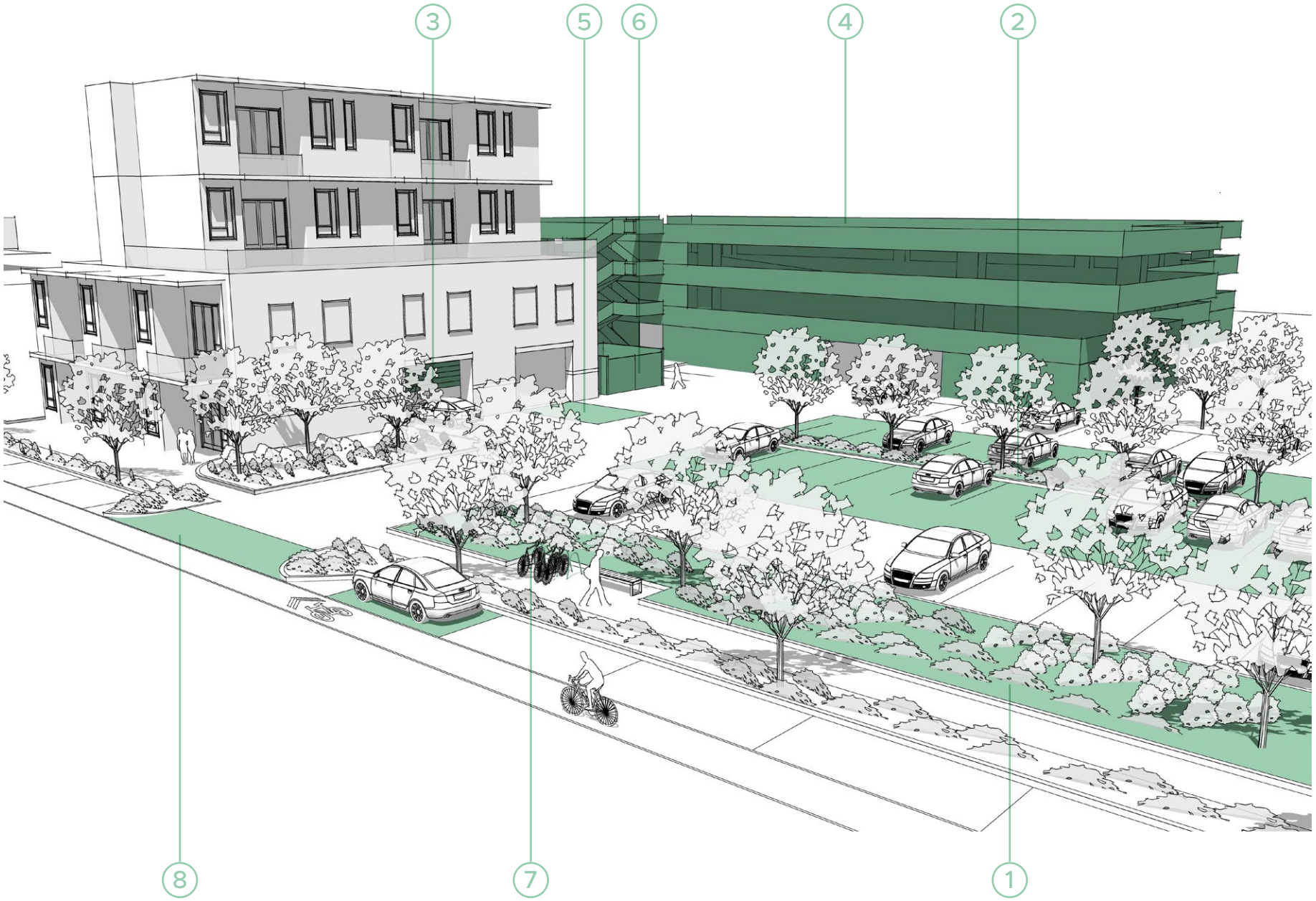
PARKING AND ACCESS.



GOALS.

Parking is an essential portion of the development. Parking will be located towards the back of the commercial and retail space, prioritizing the public interface and pedestrian uses. Parking may vary on site and should give priority first to the pedestrian, then cyclists, transit and lastly, the automobile. Shared parking opportunities should be encouraged when day and night uses are separate. Encouraging shared parking increases the use of alternate means of transportation, such as trailways, bike lanes, and transit.

Pulling parking to the rear of the development and keeping parking structures and parking lots away from the street protects the public interface and provides an enriched user experience.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ELEMENTS.

1 **VEGETATED BUFFERS**
Buffers should include a mix of deciduous and evergreen plantings to maintain the screening of parking lots year-round. The buffers should be adequately planted to provide this amount of screening.

2 **PARKING LOT AREA PLANTING**
Parking lot planting should include bioswales and trees to minimize parking heating and maintenance water treatment of impervious pavement.

3 **ENCLOSED PARKING**
Enclosed parking is located at grade and the rear of the building. Enclosed parking should not be located on the street front and should use other parking lot access when available. Exposed portions should be visually screened with planting, doors, or other means.

4 **PARKING STRUCTURES**
Parking structures should be planned for future growth and development. Access to such structures should utilize surface parking lots and be visually appealing and screened.

5 **LOADING AND DELIVERY ZONES**
Loading and Delivery zones should be located to not be in the visual field of the public. The screening should be attractive and blend into the adjacent developments.

6 **TRASH AND RECYCLING**
Trash and recycling should be located away from the public field of view and screened with planting, doors or other means. Trash should be located as easily accessible to trucks for ease of maintenance.

7 **BICYCLE STORAGE**
Developments must include bicycle storage and external bike racks. Racks should be easily accessible and out of the way from walking paths. Whenever possible, it is encouraged to provide cover for bike racks.

8 **CURB CUTS / APRONS**
Curb cuts are at entrances from parking areas that cross the sidewalks and bike lanes. Safety is the priority, and they should address the safety of all and not affect traffic.


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ELEMENTS.

9 BICYCLE LANES
Bicycle lanes will be placed on the street delineated with a white line to increase visibility. Bike lanes should be protected and connected to the greater trailways and open spaces.

10 SIDEWALKS
Sidewalks are the main pedestrian movement opportunity. Sidewalks should be calculated based on building height, road width, and overall pedestrian comfort.

11 PLAZAS
Plazas should be publicly accessible and face the road. Plazas are encouraged to add art pieces and seating for users and residences. Plazas should have connections to amenities and be considered a benefit for the development.

12 OPEN SPACE CONNECTIONS
Open space connections are crucial to maintaining good connectivity throughout the city. Plazas, sidewalks, and bike lanes should have relationships with the existing open space amenities within the city.

13 ON-STREET PARKING
On-street parking should support the retail and commercial spaces within the development. Development should visually enhance on-street parking by creating bulb-outs and other visual clues.

14 DWELLING-UNIT ACCESS AND EXTERIOR STAIRS
Access to dwelling units should be clear and defined. With the use of stairs, an ADA ramp will also be required. Entries should be well-lit with recessed doorways to provide security and privacy.

STRATEGIES.

ENCOURAGE

WELL-LANDSCAPED PARKING LOTS

Parking lots should be well landscaped with water-wise plantings, a mix of deciduous and evergreen screening and hardy trees. Planting buffers should help with stormwater management and participate in reducing emissions. Invasive species and high-water plants are prohibited.

REAR OR MID-BLOCK PARKING

Parking is to be located mid-block or to the rear of the street. This ensures the protection of the public realm and gives a greater sense of arrival, experiences, and visual connectivity between the sites.

CHARGING STATIONS

Charging stations are encouraged throughout the development to promote sustainability and to provide an alternative service for all people. Charging stations should be located close to the street and amenity spaces to encourage the use of such stations.

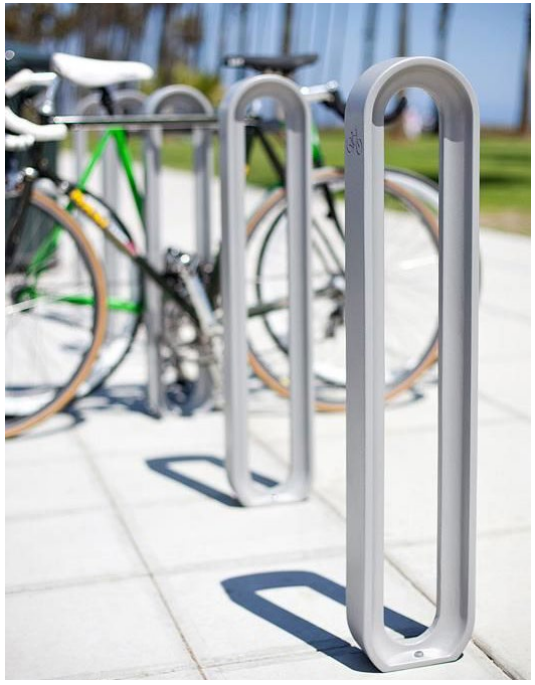
ANTICIPATE WINTER LIMITATIONS

Anticipating the winter snow and requirements for snow removal is crucial in parking lot design and safety. This includes snow piles, snow blade width, public experience, and pedestrian connectivity. Snow should be placed in such a location so as not to cause harm to the vegetation and not obstruct or create visual barriers for the public realm.

BICYCLE AND PEDESTRIAN ACCESS

Non-vehicular movement should be given priority within the development. Emphasis should be placed on bike lanes and pedestrian circulation. Bikeways and pedestrian walkways should be buffered from vehicular movement.

PRECEDENTS



DISCOURAGE

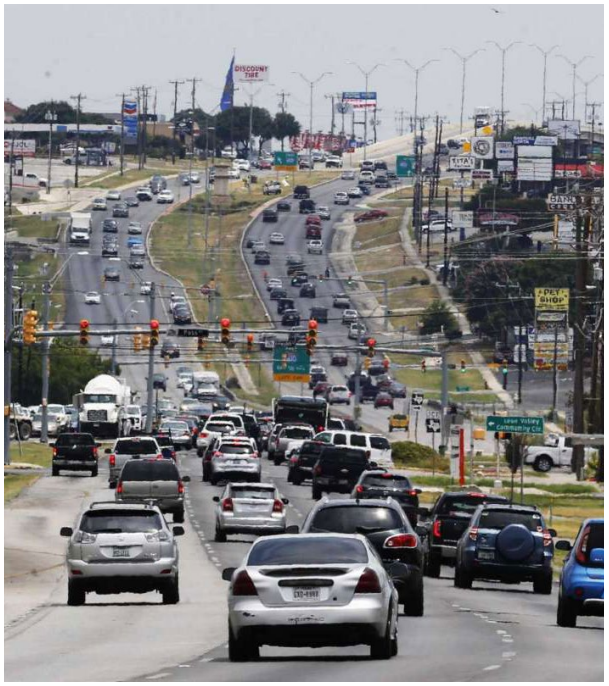
SURFACE PARKING IN FRONT OF BUILDINGS

Except for parallel street parking, parking lots in front of buildings are to be prohibited.

PREFERENCING CARS OVER PEDESTRIANS AND CYCLISTS

Cars are to be placed at a lower preference over pedestrians and cyclists.

PRECEDENTS



SPECIAL DESIGN CONSIDERATIONS.

CORPORATE ARCHITECTURE

– Office buildings and Corporation campuses

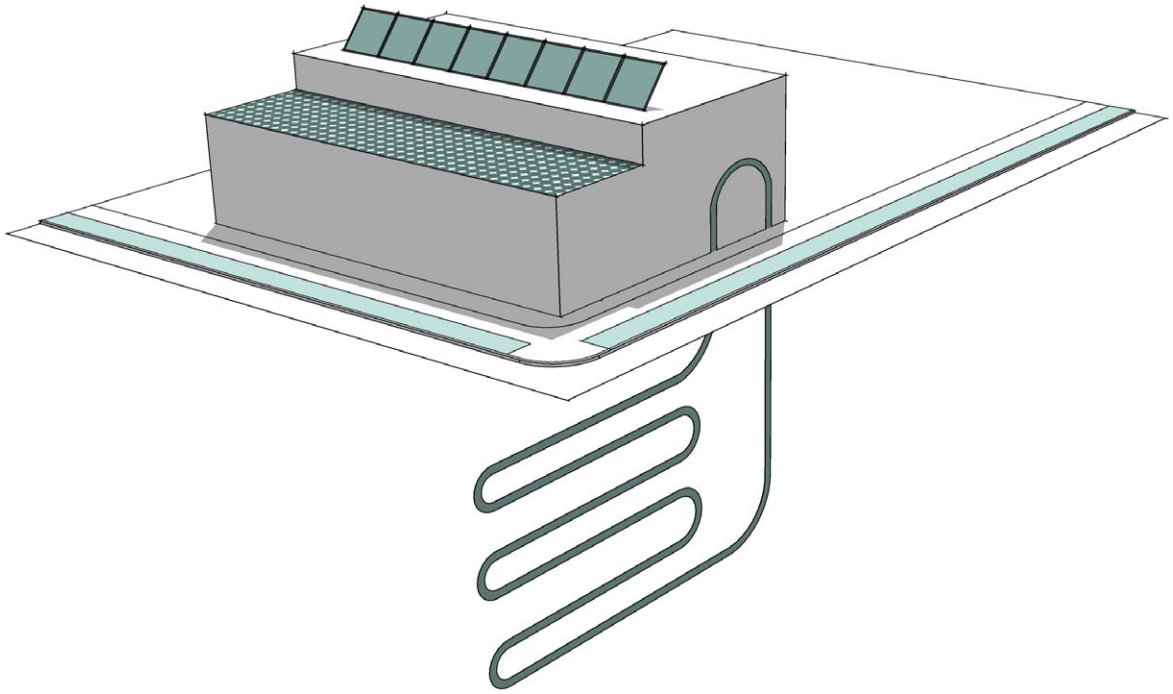
RELIGIOUS AND EDUCATIONAL FACILITIES

– Religious institutions, public and private schools, Higher education institutions

PARKING STRUCTURES

– Structures with at least two stories of building designated for parking

SUSTAINABLE DESIGN.

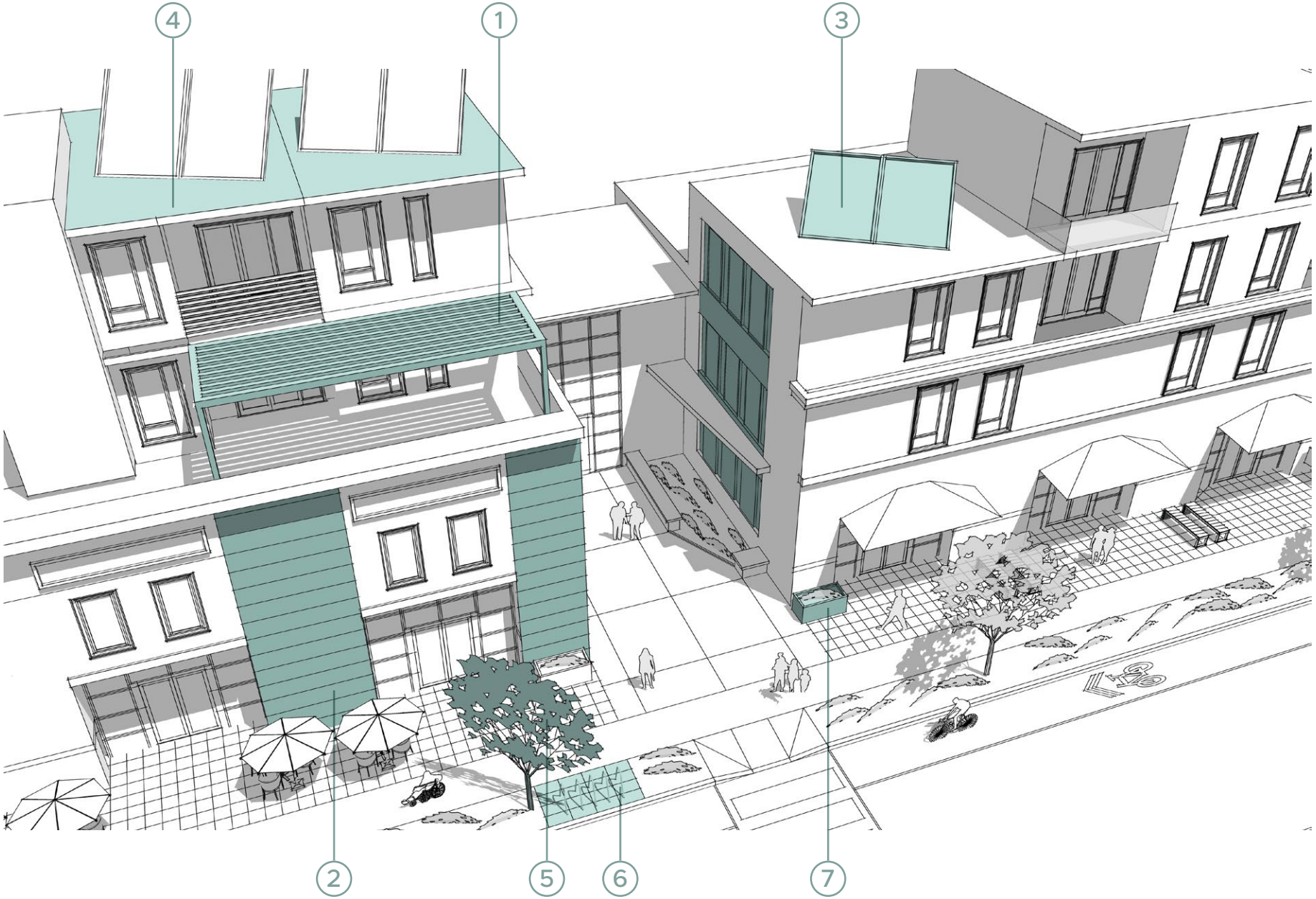


GOALS.

- Sustainable design is defined as a connected development that seeks to be in harmony with its environmental setting. Buildings utilize various energy sources, including solar, geothermal, green roofs, and rainwater retention or treatment. Buildings are encouraged to utilize energy-responsive facades, sun shading devices, natural daylighting, recycled content and low-energy materials. Sustainability is the balance between environmental and aesthetic concerns.

- Building design, massing, height and orientation are crucial in sustainable development. It is well recognized that the construction's environmental impact is mitigated. A sustainable design requires a thoughtful and ecological approach to design and implementation.

- Nevada is battling environmental issues such as low air quality and low water levels. These are to be considered in the design of all builds and development.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ELEMENTS.

1 LOCALLY SOURCED MATERIALS

Materials are to be sourced from local businesses whenever possible. This helps to support local businesses and creates a stronger community. Locally sourced materials have lower shipping needs and utilize natural materials consistent with the region's aesthetic.

2 HIGH-PERFORMANCE BUILDING SKIN

As a standard, buildings should strive to exceed energy codes when designing the building envelope. A high-performance building skin protects the building from the elements while reacting to interior and exterior conditions. High-performance strategies can include passive and active systems: collecting solar energy, providing daylight and minimizing glare, reducing solar gain through shading, increasing R values of roofs and walls, providing fresh air to occupants and even harvesting rainwater.

3 LATENT ENERGY

The energy that is naturally accruing on site is called Latent Energy. This energy comes from the sun and the stable temperature within the ground despite seasonal temperature ranges. Solar energy is best if harvested from the south-facing surfaces.

4 GREEN ROOFS

Green roofs reduce rainwater runoff and release the water slowly, reducing flooding and allowing soil opportunity to absorb water. They protect the roof and insulate the building. They can also provide habitat for native species in the region. It is encouraged for green roofs to be planted with native plantings and low-water use plants.

5 STREET TREES

Street trees are essential in lowering the urban heat from the paving materials. They provide shade, convert Co2 to Oxygen and protect pedestrians. Planning should allow for trees to reach mature heights. Structural soil may need to be placed to reach these optimal results. Planning documents should ensure water, root growth, and location requirements for optimal growth.

6 PERMEABLE PAVING

Permeable paving allows rainwater to move through and saturate the soil below. This decreases the impact on the stormwater system and replenishes groundwater. Pervious paving comes in many forms and should remain consistent with the design aesthetic of the development.

7 RAIN GARDENS / BIOSWALES

Rain gardens and bioswales should be used when pervious pavement is not feasible. Rain gardens and bioswales are collection points for rainwater in planter beds. Plants utilize the water and clean it, allowing it to percolate back into the soil. These should be planted with plants typically in the region and can thrive with rain fluctuations.

STRATEGIES.

ENCOURAGE

LID / LEED OR OTHER CERTIFICATION REQUIREMENTS

LID (Low Impact Development) building addresses the site development of the building process, protecting the existing landscape as much as possible during design and construction.

LEED (Leadership in Energy and Environmental Design) provides a framework for healthy, highly efficient, and cost-saving green buildings.

LEED requirements are a good starting point for development, but projects should aim to exceed this standard. Buildings should seek harmony with the local environment and become an asset to the ecological region. Sustainable design is much more than a checklist or quota.

RENEWABLE ENERGY SOURCES

Renewable energy sources are encouraged in the capacity available, including parking structures, overhead structures and garages. The use of solar and geothermal energy can be used to offset temperature variations throughout the seasons.

GREEN ROOFS, GARDEN SPACES AND HEALTHY TREES

Green roofs, garden spaces, balcony gardens and trees are encouraged throughout the development. Utilizing these spaces can become an additional natural system working together to provide habitat, lower the heat index, and create comfortable spaces. Public accessible green spaces maintain a unique experience and provide greater amenities for both human and ecological users.

BIOSWALES AND PERMEABLE PAVERS

Bioswales and permeable pavers allow for the natural treatment of rainwater. As water is in short supply, allowing it to perform as naturally as possible on-site is essential. These solutions will minimize flooding and allow water to enter the natural systems.

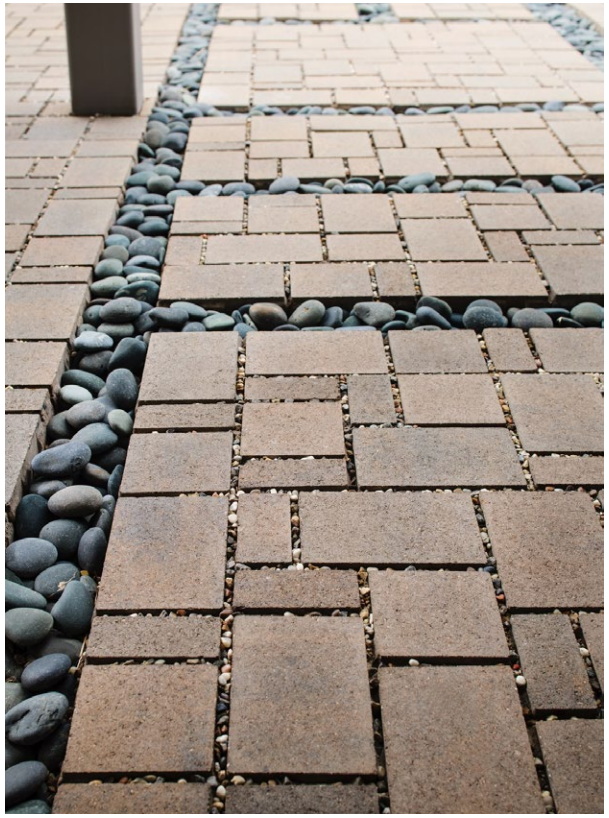
ENERGY EFFICIENCY AND GREEN INFRASTRUCTURE

Energy-efficient systems should be a priority and operate as a backup to passive energy uses. Mechanical systems, appliances, and other devices should be chosen with energy efficiency as a priority.

EDUCATION

The education of natural systems and building responses to the region are greatly encouraged. Whether through art pieces, informational signage, or interactive education events allowing the community to understand their ecological environment and how they can treat their landscapes or building. The development should be an example of the optimal design and balance with the region it is set in.

PRECEDENTS



DISCOURAGE

SINGLE-USE CAR-FOCUSED BUILDINGS

A structure's program and purpose evolve over time. Designing buildings that can be adjusted and transformed with development is critical in sustainable design. Buildings should not be built for a single use or short-term programming.

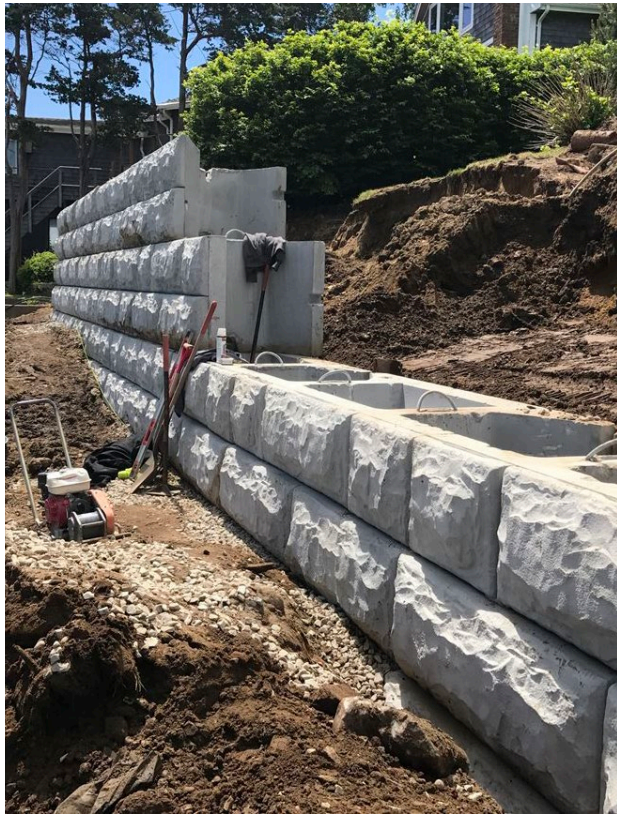
LARGE SURFACE PARKING AREAS

Large areas of impervious parking surfaces cause the greatest strain on stormwater management and groundwater depletion. Surface parking areas should be kept to a minimum as much as possible, encouraging sheltered and on-street parking.

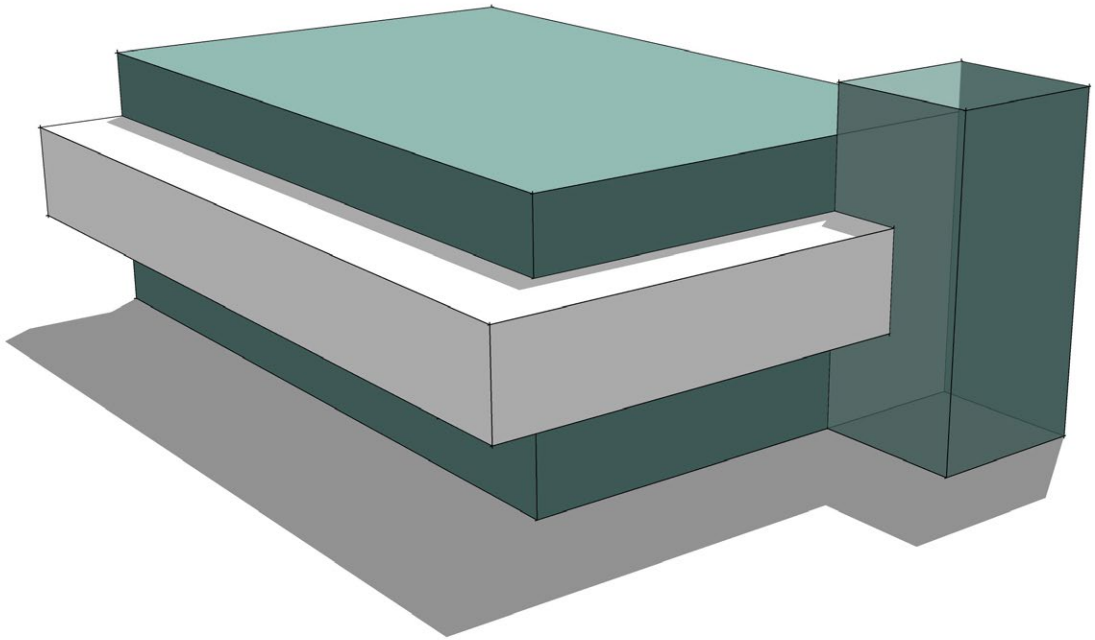
EXTENSIVE MODIFICATION OF EXISTING TOPOGRAPHY

Topography should be significantly considered when designing and building. Though change may be necessary, efforts should be made to minimize changing the terrain and disrupting hydrological paths, natural systems, and green space connections. Developers can use the existing topography to create unique opportunities and interests.

PRECEDENTS



BUILDING MASSING.



GOALS.

Building massing refers to the building's size, footprint, and relationship in the context where it resides. As population increases and density moves upward, building massing becomes critical in creating transitions and a sense of place.

Commercial and retail development and civic cores have larger massing and greater street presence. As buildings begin moving toward residential neighborhoods, massing should taper and become more unified with the character of the residences.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ELEMENTS.

1 ARTICULATION

Punched openings create a pattern within a building element.

Articulation is the geometry of form and space. A highly articulated building form emphasizes the building's distinct parts – whether formal or programmatic. An emphasis on each distinct part – whether through program or building level- gives a clear articulation.

2 VOLUME

Vertical circulation is emphasized by a change of finish and an eyebrow detail.

Volume refers to the total area a building takes up in space. A building can be one solid volume or broken into several smaller volumes. Buildings are encouraged to be broken into several volumes depending on the overall context and relationships.

3 SOLID/VOID

Awnings over recesses highlight building entrances

Void spaces are windows, recesses, and similar elements and visually subtract from the building's solid elements. The relationship between void spaces and solid spaces should be determined by the programming for each building and space.

4 PASS-THROUGHS

Landscape and hardscape define people spaces between buildings

Buildings should respond to the development's overall connectivity, leading to pass-throughs between buildings or through them. Pass-throughs should be scaled appropriately to avoid an ominous feeling in the space. These spaces can become amenity spaces for residences, retail and commercial uses. Art and unique identity features are encouraged within these pass-through spaces. Archways or bridges are encouraged within buildings if they respond appropriately to the site and are scaled correctly.


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ELEMENTS.

1 **SCALE**
Scale is the way the form and shape of a building interact with the context of its surroundings. It should be balanced by the space in which it is placed. Good building design can be seen from different visual points and reveal differences about itself from different vantage points.

2 **PROPORTION**
Proportion is scaling elements appropriately with their context and the sum of the whole building. Appropriate proportions help create a friendly pedestrian experience.

3 **CONTINUITY AND RHYTHM**
Buildings should "fit" within the massing of the site around them. This creates continuity and rhythm throughout the development. Buildings should maintain interest while respecting the character around them. Buildings should have various massing elements to create interest and an exciting pedestrian experience.

4 **VERTICAL ELEMENTS**
Vertical elements are encouraged within the building on the building facade. With typically long horizontal facades, buildings should seek to break them with vertically expressed elements. These elements include stair and elevator cores expressed externally, fenestration of a living room, double-height lobby or spaces, and vertical solar shading. Creating vertical elements allows for the appearance of multiple buildings as opposed to a long continuous street facade.

5 **CORNER SITES**
Corner sites should be articulated to scale and have a presence on both sides of the street. Massing should encourage activating the entire corner and creating a sense of transition from one space to another. Corner buildings should be mindful of pedestrian crossings and may need to provide additional space for a seamless transition.

STRATEGIES.

ENCOURAGE

BREAK BUILDING'S MASS INTO SMALLER FORMS

Breaking the building into smaller forms can be accomplished in several various ways. Buildings can accomplish this by adding or subtracting elements that add depth and shadows.

ADDITIVE

Additive massing includes the addition of elements such as dormers, porches, balconies, awnings, and projecting bays. These elements should be scaled appropriately and increase the overall interest of the building.

SUBTRACTIVE

Additive massing includes adding elements such as dormers, porches, balconies, awnings, and projecting bays. These elements should be scaled appropriately and increase the overall interest in the building.

VARIATION IN BUILDING MASSING

To preserve the historical significance of West Wendover, variation in the building massing is essential. This includes various roof heights, facades, setbacks and floor-to-floor heights. A large continuous building can be visually broken apart to appear more comfortable for the pedestrian experience.

PASS-THROUGHS

Large sites and overscale blocks should be broken up with pass-through spaces appropriate to the scale of the development. These pass-throughs should be made with additional planning and growth in mind. Allowing for pass-throughs to evolve into additional trail space, roadways or connectivity. These spaces should be well designed and encourage connectivity to the adjacent communities and development.

EMPHASIZE CORNERS

Corners should be emphasized as critical locations for development. Buildings should reinforce the urban scale and the role of the public interface. Buildings should have various massing to help emphasize the corner. Increased height may be necessary to emphasize the importance of the corner of the building.

PUBLIC OPEN SPACES SCALED TO PROJECT SIZE

Public open spaces should be designed as a thoughtful part of the development, not as residual left-over unusable space. Developments should seek to create publicly accessible, be useful for recreation, and provide additional amenities such as public art, community gardens, benches and bicycle storage.

LOWER MASSING ABUTTING OPEN SPACE AND RESIDENTIAL DEVELOPMENT

When appropriate, the massing of a building should be sympathetic and in context with its neighbors. This can be accomplished in several ways, by borrowing vertical patterns or rhythms from neighbors, aligning floor-to-ceiling heights, and aligning the face of the building to an existing street wall. Styles and visual quality should depend on the region, time period and uses, but underlying themes and scales should respond to the overall development.

PRECEDENTS

DISCOURAGE

BIG BOXES WITH MONOTONOUS BUILDING ELEVATIONS

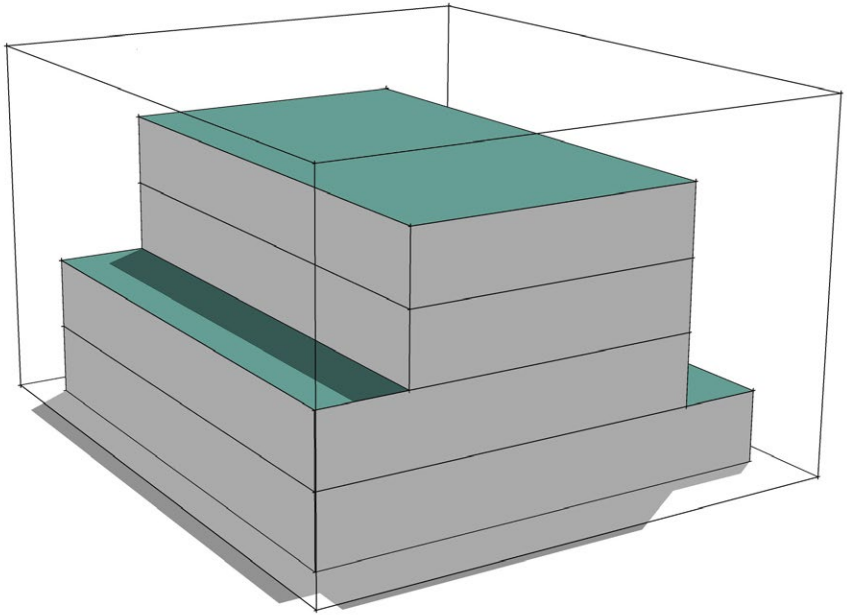
Buildings should not be one large continuous façade facing the development.

LARGE BLOCKS WITH FEW CONNECTIONS

Large blocks that have no permeability or connectivity are to be discouraged.

PRECEDENTS

BUILDING HEIGHT.



GOALS.

A building's height is one element of massing but is the most noticeable. Buildings with greater height are reserved for civic buildings and institutions. Buildings should respond to the urban context and the adjacent scales. Taller buildings can be diminished by increasing the setback, including open space, or stepping back upper levels from the street façade. Taller buildings should emphasize their façade in the public right of way. These areas are the places that have the greatest impact on the pedestrian experience. Taller buildings in specific locations can benefit and offset the need for building in other places.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ELEMENTS.

1 PARAPETS AND CORNICES
Parapets are the elements on the exterior walls that continue after the roof plane. Cornices are a minor linear capping element on a Parapet. Parapets and cornices can be varying heights and visually screen rooftop mechanical equipment.

2 HEIGHT ALLOWANCES
Height variance beyond allowed may be granted in special cases.

3 ROOF FORMS
There are two types of roof forms: a flat roof and a sloped one. Though all roofs have some pitch, flat roofs visually have no slope and are typically partnered with parapets. These roof types are typically seen in commercial, retail, and, more significantly, dense residential buildings. Sloped roofs with discernable slopes are typically found in smaller residential and can include eaves and dormers.

4 MECHANICAL PENTHOUSES
Mechanical systems are often placed on the roof of a structure and should be screened with appropriate design elements to create a unified feel for the structure. These mechanical elements should be placed in the middle of the building wherever possible; placing the equipment back from the roof edge helps screen from the pedestrian view.

5 AWNINGS, OVERHANGS AND CANOPIES
Awnings, overhangs and canopies should be located within the pedestrian interface, delineating the public realm from the private stories above. These elements help to reduce solar gain and create a visual ceiling for the public experience.

STRATEGIES.

ENCOURAGE

MULTI-STORY DEVELOPMENT

3-5 stories are to be encouraged in commercial and civic developments. This creates a visually nice user experience and a distinct sense of place. Ground floor levels should be designed with larger floor-to-floor heights to allow commercial or retail space to activate the street. Taller ground-level spaces can also provide more flexibility to tenants.

UPPER STORY SETBACKS

Setting back upper levels of development breaks the visual vertical field and creates smaller perceived massing from the pedestrian point of view. This should be employed when adjacent buildings may be smaller, and the visual field needs to appear more cohesive.

REFERENCES TO CONTEXT

Buildings should be aware of adjacent neighbors and their building heights. Though this does not limit the height of development, it should be considered to create visual harmony throughout the development. Strategies like similar floor heights, cornices, lintels and step-backs are encouraged.

A RANGE OF BUILDING HEIGHTS

Based upon the scale of the development, the height and need for various visual massing may change. A large development may need to break its form into several massing elements, and height should be at least a full story. Smaller buildings may need less variety of massing or height changes. Small changes in the height of parapets do not have the same visual effect on large buildings and will not be considered substantial.

PRECEDENTS

DISCOURAGE

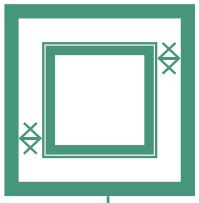
LARGE-SCALE DISCREPANCIES

Sudden changes in building height can feel jarring and disrupt the unity of space. These can cause a negative response from residents and visitors and should be avoided.

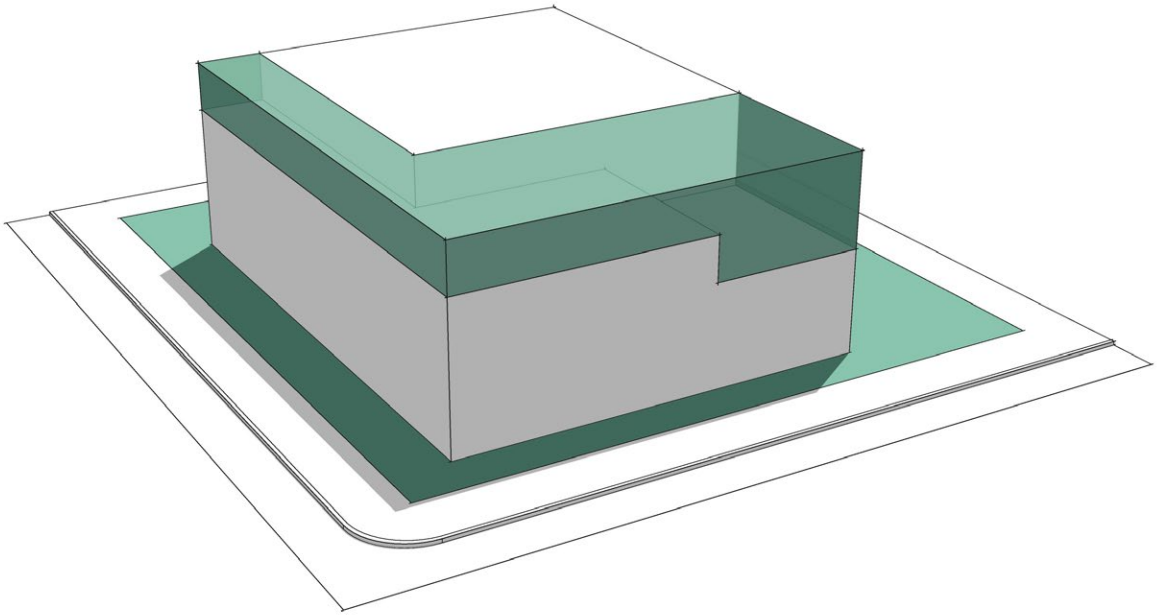
SHADOW EFFECTS

Developments should be aware of the shadow effects they will cause on neighboring properties. They should not cause shadows on civic areas, public parks or direct residential dwellings for an extended period.

PRECEDENTS



BUILDING SETBACK.



GOALS.

The setback for buildings has everything to do with how a space feels. Commercial and retail spaces should have smaller setbacks and create a visual façade to enhance the pedestrian experience. Setbacks in this area should be filled with pocket parks, greenspace, plazas and seating zones. The building determines the size of the building setback using the relationship to the street and the scale of the development.

While aligning the commercial spaces to the property line is the most typical in urban settings, there may be moments when the setback should be increased. These should take place when streets are narrow and for residential buildings.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ELEMENTS.

1 FRONT SETBACK

Front setbacks can visually minimize the height of the building from the ground. A good rule of thumb is a ratio of 1/1 in terms of the height of the story to the dimension of the setback. Smaller setbacks may function similarly if partnered with various building massing and recessing upper levels. Front step-backs provide areas for terraces and additional green roofs.

The public realm adjacent to the development may need to provide more space to serve the need of the users adequately. When this is the case, additional setbacks from the development may need to be given to the public interface. These areas may accommodate additional sidewalks, cycle tracks, rain gardens, seating, street trees or plaza space.

2 SIDE SETBACK

Side setbacks should provide adequate light, privacy and ventilation for neighboring properties. They should do all possible to reduce the “canyon effect” and provide appropriate connectivity.

Side setbacks create an opportunity to provide greater amenities for the users of the property. Plazas, connectivity, seating and possible areas for service vehicles are all elements that can be employed. These areas should be well-lit at night and well-landscaped.

3 REAR SETBACK

Rear setbacks should be calibrated with the scale of the adjacent parcels so development does not overwhelm the urban fabric. Rear setbacks are a transition space from the proposed new development to the existing areas. A gradual stepping down of the building, instead of abrupt transitions, may be essential.

STRATEGIES.

ENCOURAGE

ACTIVE PROGRAMMING

Creating active exterior programming spaces such as coffee shops, restaurants, shops and similar settings adds character and energy to the street. These uses can be accommodated with setbacks and are strongly encouraged.

APPROPRIATE LANDSCAPING

Landscaping within setbacks should increase the pedestrian experience and contribute to the overall setting. Landscaping should be attractive, and it is encouraged to use drought-resistant planting. Landscape professionals should be employed to create a visually rich and purposeful place.

WIDE PLANTING AREAS

Planting areas should be scaled appropriately to allow for vegetation growth. Permeable paving, large street trees, and bioswales are encouraged.

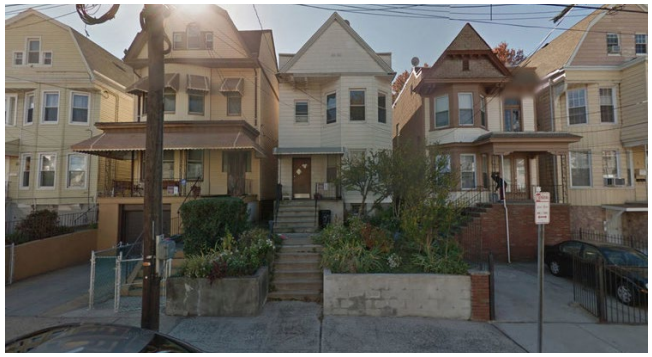
PRECEDENTS

DISCOURAGE

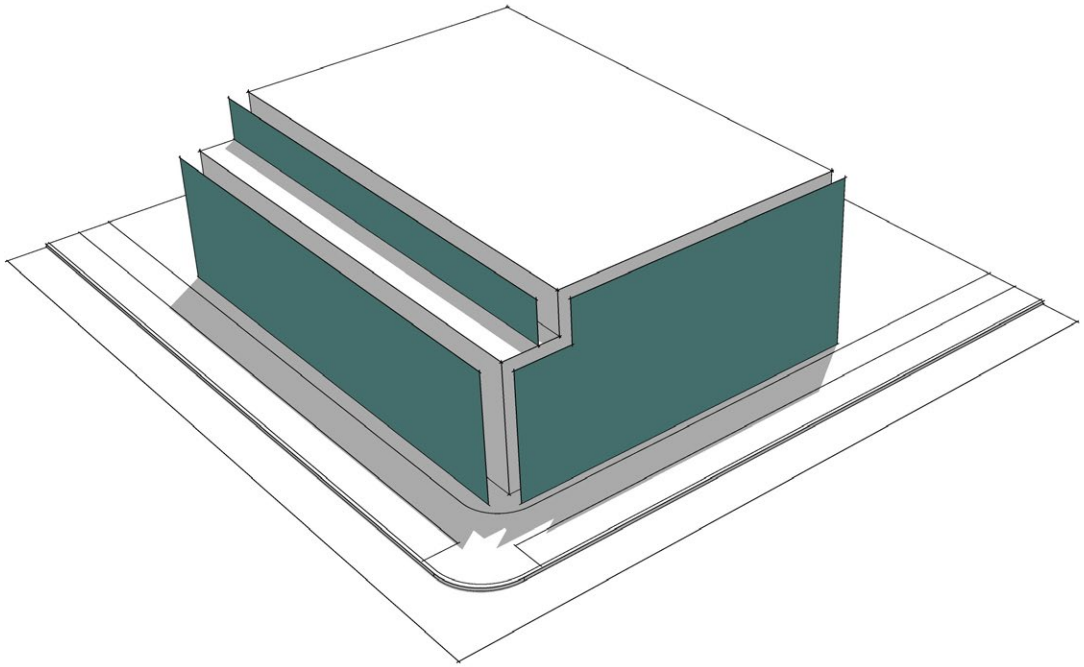
OVERSIZED SETBACKS

Oversized setbacks destroy the continuity of the public realm and the activation of the street. The success of such public spaces is determined by the building's relationship to the street. Excess amounts of vegetation buffers that constrict or disconnect pedestrian access and connectivity are prohibited.

PRECEDENTS

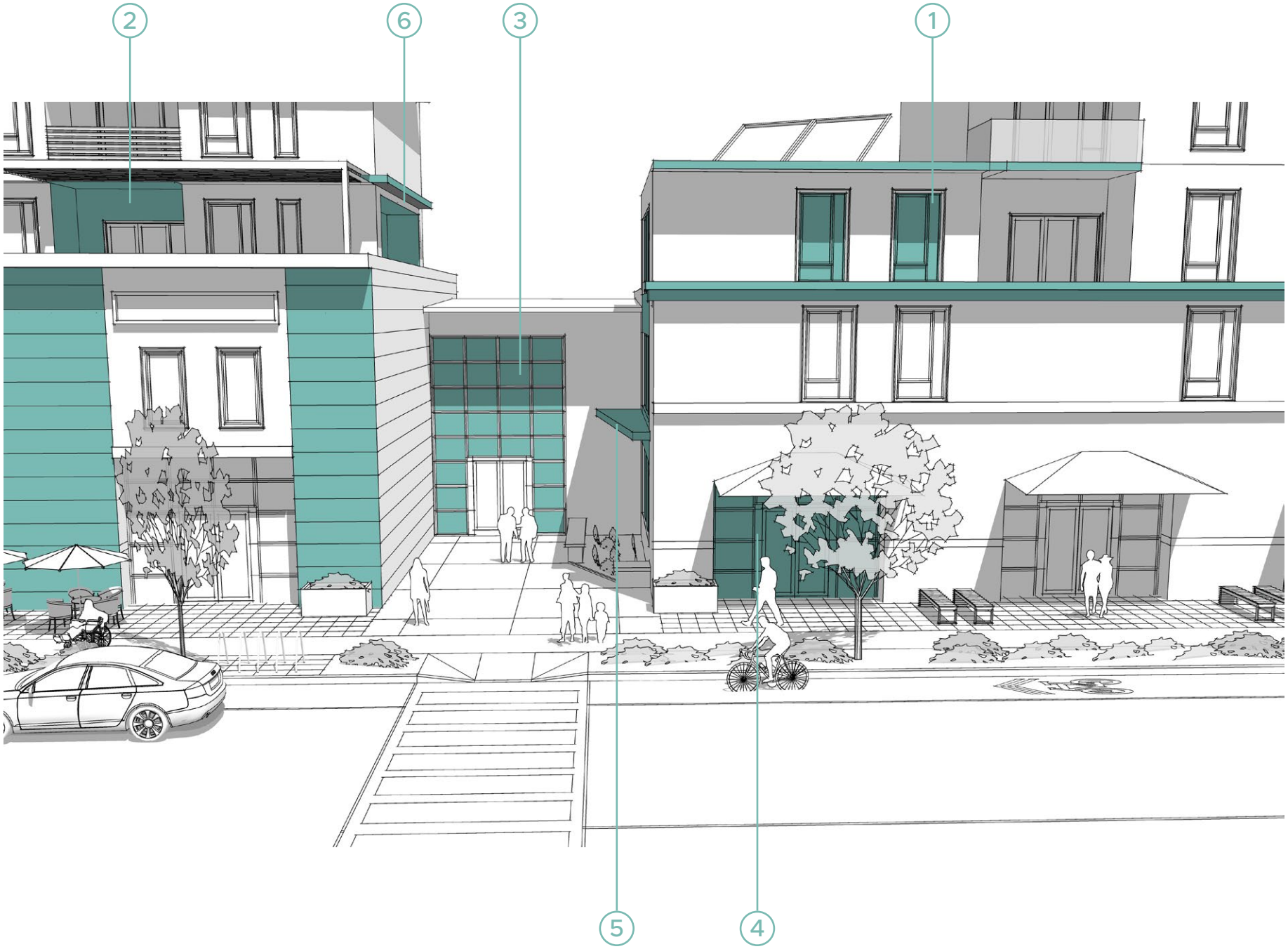


FACADE TREATMENT



GOALS.

The façade of a building is defined as the exterior surfaces facing the public realm from the ground floor to the highest point of the roof line. Corner buildings have two primary facades. Durable, high-quality materials such as corten steel, stone and cast concrete on the facades will create interest and sophistication and avoid looking dated and non-unified. Special care and detail should be placed upon the ground level façade as it is the most viewed and impacts the pedestrian experience. The roof line is also important in screening mechanical equipment and parapet walls. The character of the facades can be accomplished in multiple ways, including the proportion and orientation of openings, the composition and fenestration, the color and patterning of the exterior skin and relationships between various exterior elements.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ELEMENTS.

1 **WINDOWS**
Windows should vary according to their uses. Larger glazing should be used in living areas, offices and public spaces. Smaller windows are reserved for bedrooms and bathrooms. Windows should be arranged to create a unified whole and rhythm and contribute to the façade of the building.

2 **PROJECTIONS / RECESSES**
Projections and recesses are essential in creating variety and depth within a building. Projections include such design elements as bay windows, stoops, porches, balconies and solar shading. Recesses are subtractive elements such as balconies, terraces, step-backs, and arcades.

3 **GLAZING**
Due to its relationship with the public realm, the lowest level of a building should have the greatest transparency. Large sheet glazing and storefront window facades enliven the space and provide interest throughout the user's experience.

4 **PROGRAM / USES**
Programs with a main public interaction entrance should be at ground level. These include shops, restaurants, galleries, and performing spaces. These help to activate the street.

5 **ENTRANCES**
Entrances should provide protection elements, create visual transparency, and have appropriate signage. Entrances should be located frequently upon the public interface and promote activity.

6 **SIDES AND BACKS OF BUILDINGS**
The sides and backs of buildings should be visually appealing and consistent with the design scale and relationship to the development and community.

STRATEGIES.

ENCOURAGE

HIGH-QUALITY AND NATURAL MATERIALS

Materials chosen for the façade of a building significantly impact the development and validity of the structure over time. Materials that are high-quality, durable, sustainable, and aesthetically pleasing should be chosen. Considerations for repair and resilience should be priorities for the design and construction.

TRANSPARENCY AT GROUND LEVEL

Transparency at the ground level is essential to activate the public realm and to provide additional amenity spaces. The ground level is the key for cafes, shops, galleries and public events. Large glazing areas help to reinforce the indoor-outdoor relationship and increase the vibrancy of the commercial spaces.

BALCONIES AND TERRACES

Balconies and terraces create depth and visually disrupt the façade of the building. This can be achieved through additive or subtractive measures and significantly benefit the development. These elements should visually connect to the greater structure and not appear as an “add-on” or out of place.

OUTDOOR SEATING AREAS

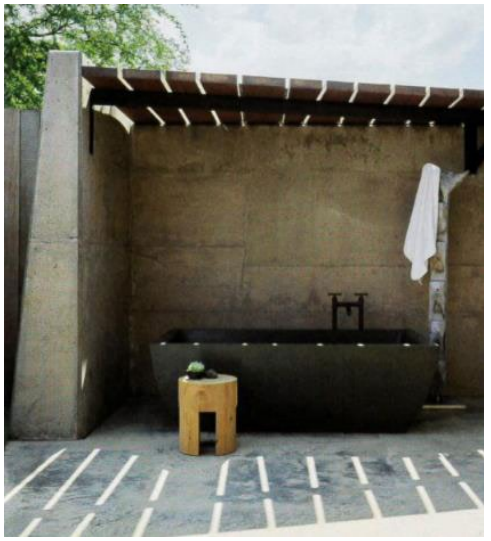
Providing transparency on the ground level allows additional services to “spill out” onto the sidewalk, such as cafe seating and sidewalk merchandising. Setbacks may need to accommodate restaurant seating, shop displays, and art pieces. Greater setbacks can allow for vegetative areas and sustainable design that benefit the public realm.

BREAKING UP BUILDING LINES

Buildings with one solid massing and style can appear ominous and overtake a space. Breaking the building into several buildings massing and providing balconies and terraces creates interest and depth. Buildings should utilize massing, height, and facades to create a unique experience for the development and a sense of place.

PRECEDENTS




DISCOURAGE

CHEAP EXTERIOR FINISHES

Cheap, nondurable and difficult-to-repair or replace materials are discouraged. Including finishes that age poorly, fail to add visual interest, and require frequent maintenance.

MONOLITHIC FAÇADE TREATMENTS

Facades are not to be one continuous treatment. The facades do little to add interest to the public realm, and visuals do not break up building massing.

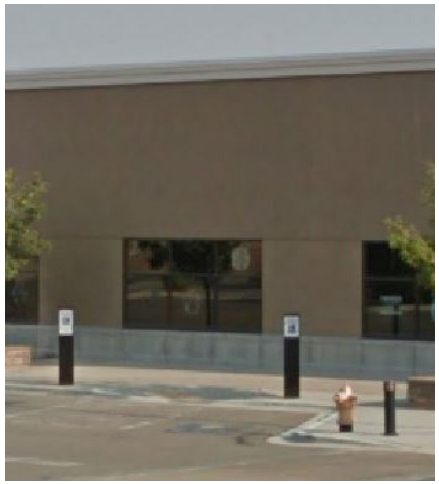
LONG, UNINTERRUPTED ELEVATIONS

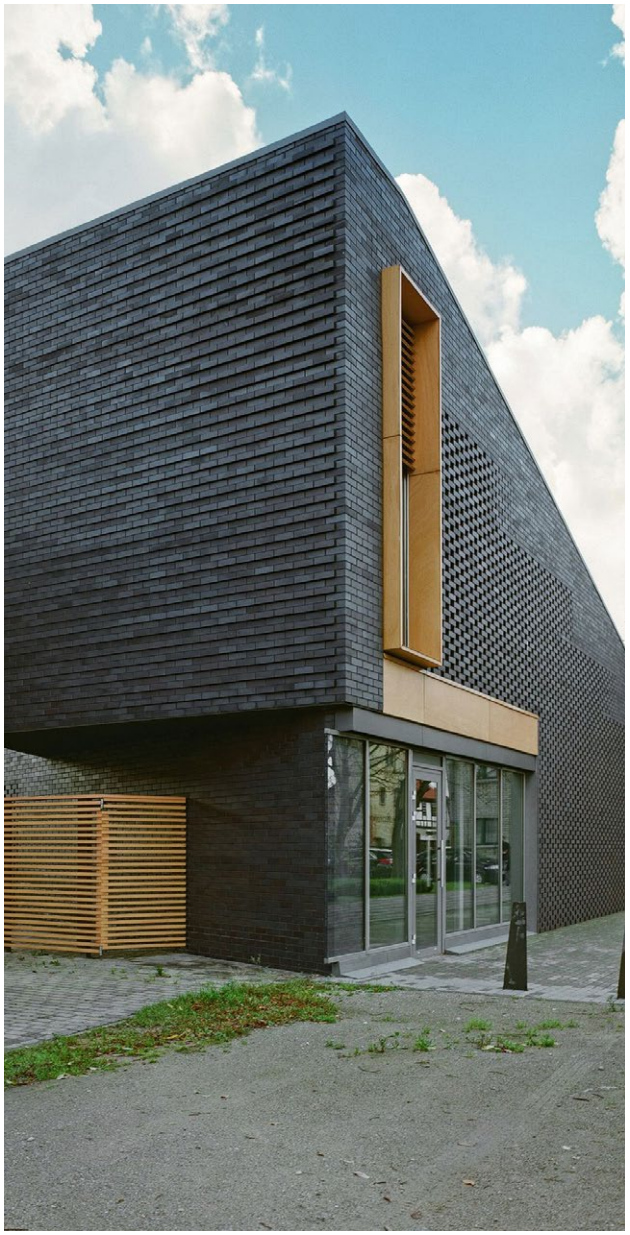
Large buildings should not have uninterrupted elevations. These buildings should have multiple massing and various façade treatments. They can use additive and subtractive volumes to create interest, adjust heights, and vary setbacks to make a pedestrian-scaled experience.

FLAT, BLANK WALLS

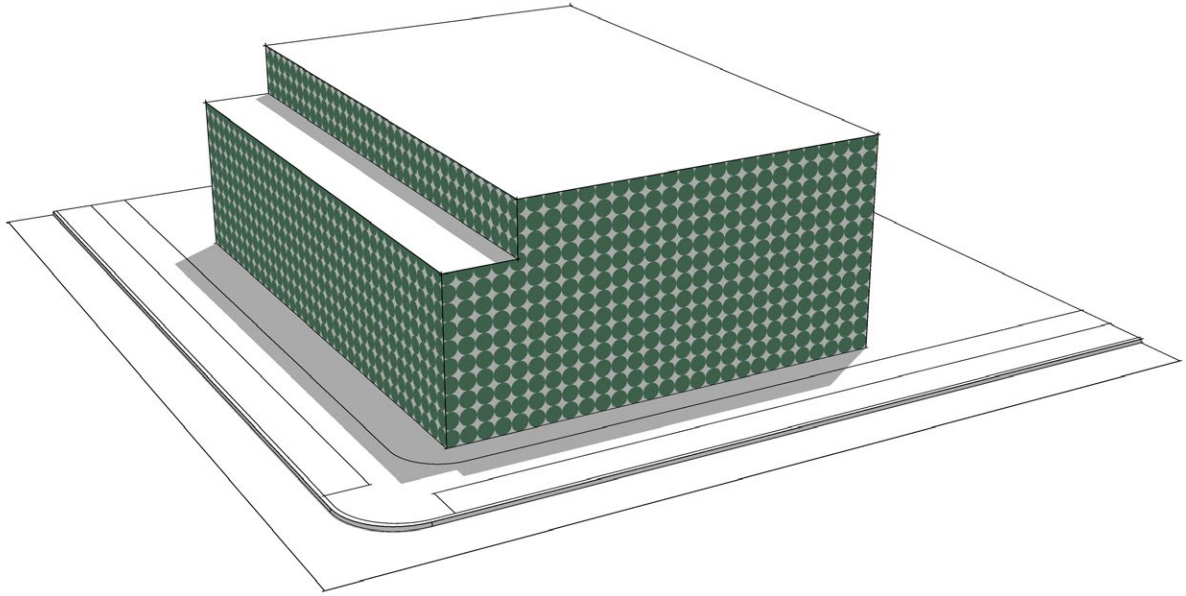
Flat or blank walls do little to activate a livening street. These walls are uninviting and create a fortress-like feeling. Walls should be exciting and engaging with attention to detail, especially on the ground level.

PRECEDENTS





MATERIAL SELECTION.



GOALS.

Buildings are responsible for 50% of all the world's greenhouse gasses and use half of its raw materials. These buildings have a direct connection to material choices and environmental stewardship. Materials should be selected that are sustainable rather than trendy or only aesthetic. Materials should be chosen based on their durability, maintenance and recyclability characteristics, energy use, and consumption profile.

Products locally-sourced support the local economy and have greater visual harmony with the surrounding region. Materials should be durable and recyclable. Utilizing local materials allows for lower shipping costs and greater conservation of the natural systems. Zero or low-emission building products should be used to improve air quality.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ELEMENTS.

1 **GROUND LEVEL**
The ground level is the area the public interacts with most. This is the area that requires the most amount of detail and should be carefully specified and thought through. Large areas of glazing, signage, and clearly delineated public spaces should be found on this level. Awnings and canopies should protect people from the elements and be located at entrances.

2 **UPPER LEVELS**
Upper levels can either be visually enticing or visually downplayed. Maintaining a high level of detail and decorating the building with parapets, eaves and cornices pulls the viewers eye upward and celebrates the buildings height. Creating step backs, sloped roofs and material breaks will downplay the buildings height and upper levels. Were applicable it may be necessary to enhance the height of the building or downplay it based upon its relationship to its context.

3 **DETAILING**
Detailing refers to the way that materials are placed together upon the façade of a building. These should be done aesthetically pleasing and convey quality and unified composition.

4 **INTERMEDIATE LEVELS**
Intermediate levels require less detailing than ground level, and large monotonous elements should be avoided.

5 **PAVING**
Varying paving patterns through pavers, concrete, and permeable surfaces create visual interest and a sense of identity. The pedestrian vehicular interface should be clearly defined with paving transitions.

6 **GLAZING WALLS**
Walls of glass and storefronts should be primarily located on the ground floor, except for living spaces in residential units above. Glazing should ideally be low-e and low-iron, and mullions should reinforce buildings lines.

STRATEGIES.

ENCOURAGE

HIGH-QUALITY LOCALLY SOURCED MATERIALS

Materials whenever possible should be of high-quality and durability from locally sourced businesses. These materials diminish the transportation cost, feed local economy and typically have visual harmony with the surrounding region.

RECYCLED, LOW EMBODIED ENERGY MATERIALS

A low carbon footprint is encouraged throughout the development and construction process. This includes the lifespan, the harvesting and creation of the materials. Products used should be recyclable and take into consideration environmental impacts.

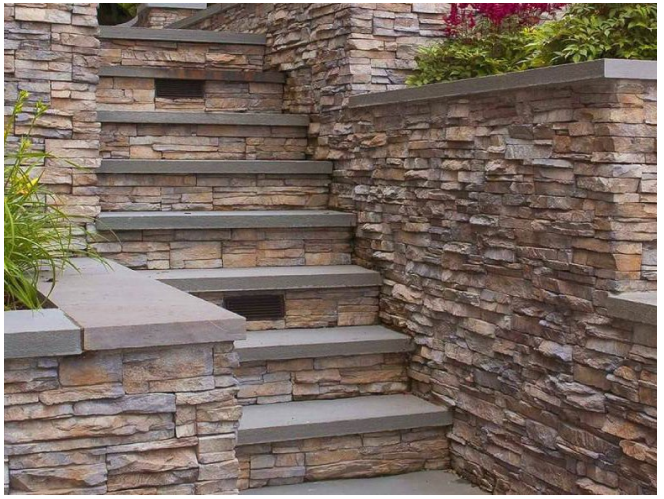
ENVIRONMENTALLY AND HISTORICALLY APPROPRIATE MATERIALS

Materials should be chosen that an appropriate and durable for the given climate, weather and temperature changes. Building's materials should be respectful and honest about the time period they are built in.

TEXTURE, VARIATION AND TACTILITY

Creating the right balance of materials upon a building depends on the scale and relationship the building has to the street. Materials such as wood and stone look monolithic from a distance but create detail and texture up close. Developers should seek to find the right balance of materials. Too little and the buildings appear boring, to many they become busy.

PRECEDENTS



DISCOURAGE

FLAT, REPETITIVE FACADES

Buildings should not have flat or repetitive monolithic facades. These facades lack interest and create an unwelcoming feeling at the pedestrian scale. Mirrored glass should be avoided as a primary material.

VINYL SIDING, LARGE PANEL, AND INEXPENSIVE MATERIALS

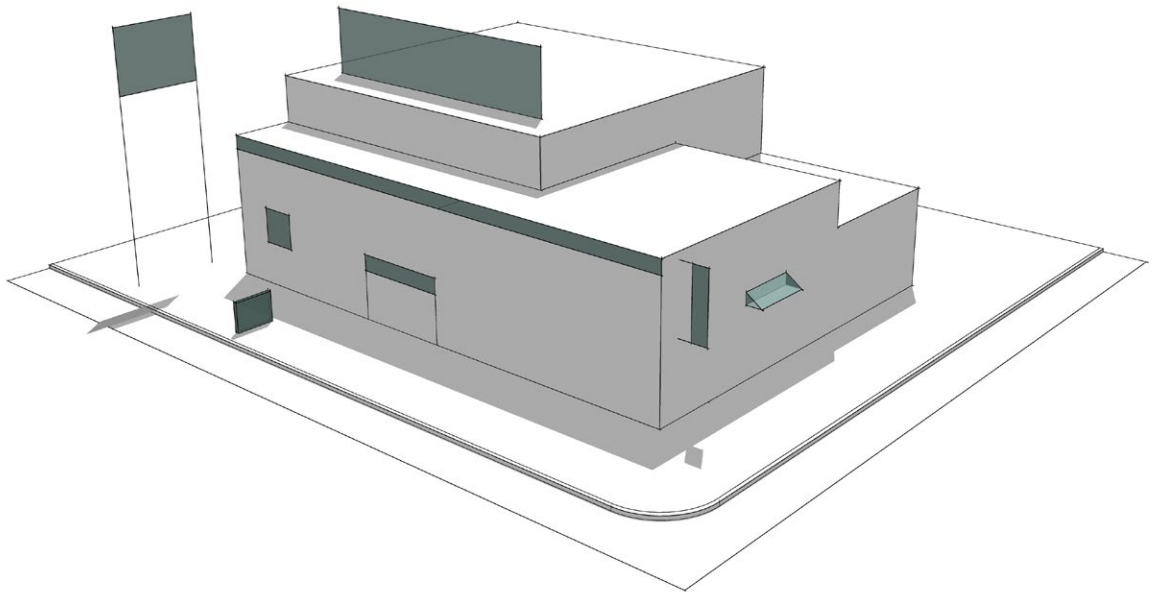
Materials that are cheap, poor quality, and flat should be avoided. These materials cheapen the development and detract from the sense of place.

HISTORICAL FACSIMILES

Faux-historical materials should be avoided, such as concrete stamped to appear like brick or pavers and faux wood grain on siding.

PRECEDENTS

SIGNAGE.



GOALS.

Signage in development can add to the character of a place or become visually busy. Signage appropriate for a strip mall is not appropriate in a downtown civic core. A balance between business advertisements and signage with the overall aesthetic of the place must be found. This is done by design, size, quantity, materials and placement.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Marketplace
1050
SHOPPING
Wendover
Downtown
3
4

ELEMENTS.

1 Projecting signage

Projecting signage refers to any sign connected to a building yet stand off from a building's face. These can be elements such as canopies or awnings. The scale and proportion of this signage should be appropriate to the building's location and proportions.

2 Architectural signage

Architectural signage is signage that is incorporated into a building. Construction documents should specify these signs and respond to the build's materials, scale, and façade.

3 Free-standing signage

Free-standing signage should be oriented perpendicular to the public way and utilized when signage attached to the building is illegible. Setbacks should be scaled to accommodate such signage. When needed, Free-Standing signage should use high-quality materials that add to the development's overall aesthetic.

4 Applied signage

Applied signage is an affixed parallel to the face of a building that is not part of the architecture. The most common is "wall signage," which should be designed by a graphic professional. Signage should consider scale, materials and design to create a cohesive whole. Locations should not conflict with the street tree canopy.

5 Signage lighting

Lighting should come from an external source for signage. This maintains less light spillage to other developments. These lighting sources should be hidden from view or integral to the architecture.

Neon lighting is iconic in vintage desert towns and should be encouraged.

STRATEGIES.

ENCOURAGE

ATTRACTIVE, PROPORTIONALLY APPROPRIATE SIGNS

Signage should be a part of the development design and not an afterthought. Signage should be scaled and reflect the materials and design standards of the rest of the development.

TRADITIONAL SIGN MATERIALS

Signage materials may vary but should respond to the architecture they are designed with. Carved wood or raised metal letters are encouraged due to their durability.

MODEST, PEDESTRIAN-ORIENTED PROJECTING SIGNS

Many signs may run parallel to the pedestrian experience and need reading help. As such, creating signage perpendicular to the public way is encouraged. These signs should be scaled appropriately and be unified with the architecture. Signs should be placed high enough not to impede pedestrian or bicycle movement.

DECORATIVE SIGNS THAT ARE NOT OVERWHELMING

Signage should be interesting and have variations but be manageable. Signage that is difficult to read or visually distracting should be avoided. Signage should typically be understated.

SIGNS ABOVE STOREFRONTS

Typically, signage should be located above the storefront to communicate the function and program of space.

MATERIALS AND COLORS THAT COMPLEMENT THE BUILDING

Signage should be an integral part of the design and aesthetics of the building. Materials, composition, and proportions should be represented in renderings and construction documents for the build. They should reflect the same care and consideration as the architecture itself.

Neon is encouraged for signage and to define architectural features where appropriate.

PRECEDENTS


WEST END
Oxford Street
HYDE PARK
Marble Arch
Edgware Road
MAYFAIR
Park Street
MARYLEBONE
Portman Square


TONYS
POOL ROOM


DOWNTOWN
DISTRICT
STADIUM
RETAIL OUTLETS
THEATRE DISTRICT
PARKING
COURT HOUSE
RIVER FRONT


The
DINER
ON ABERCORN
OPEN 24 HOURS


CHIPOTLE
MEXICAN GRILL


SCOTTSDALE ART FACTORY
PONTIAC

DISCOURAGE

NON-INTEGRATED, STAND-ALONE SIGNS

Stand-alone signs for vehicular movement often seem out of place and an afterthought. They give little value to the pedestrian experience and should be avoided.

INTERNALLY LIT PLASTIC MOLDED SIGNS

Plastic molded signs are made from non-durable materials and project light beyond development property lines.

INCONSISTENCY AMONGST SIGNS

Signage may vary depending on use and location, but they should remain a part of the overall development's aesthetic and rhythm. Signage that varies significantly from the visual language should be avoided.

ROOFTOP SIGNAGE AND BILLBOARDS

Signage mounted on buildings' roofs is to be prohibited and distracts from the overall sense of place.

PRECEDENTS


FERRYMEAD
CBD
WIGRAM
F45
OUR NEXT 8 WEEK CHALLENGE STARTS 29TH APR – REGISTER TODAY!


VALLEY
PLAZA
Chinese Restaurant
SHOE REPAIR & KEYS
ANIMAL HOSPITAL


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WHY NOT TILES
TOYOTA


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A FAMILY INDUSTRY
PLASTICS
ENGINEERING
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