

9.4 MADISON STREET CORRIDOR URBAN DESIGN OVERLAY DISTRICT

9.4.1 PURPOSE

Purpose

The purpose of the Madison Street Corridor Urban Design Overlay District is to coordinate the physical improvements that will be made to this important corridor by both public and private entities.

The overlay zoning district is placed “over” the base zoning in an area in order to modify the base zoning’s regulatory standards. The overlay district alters such standards as building placement, size and height, parking and access, landscaping and buffering, and signage, but does not determine the use of the property. The use is governed by the underlying base zoning.

How to Use This Section

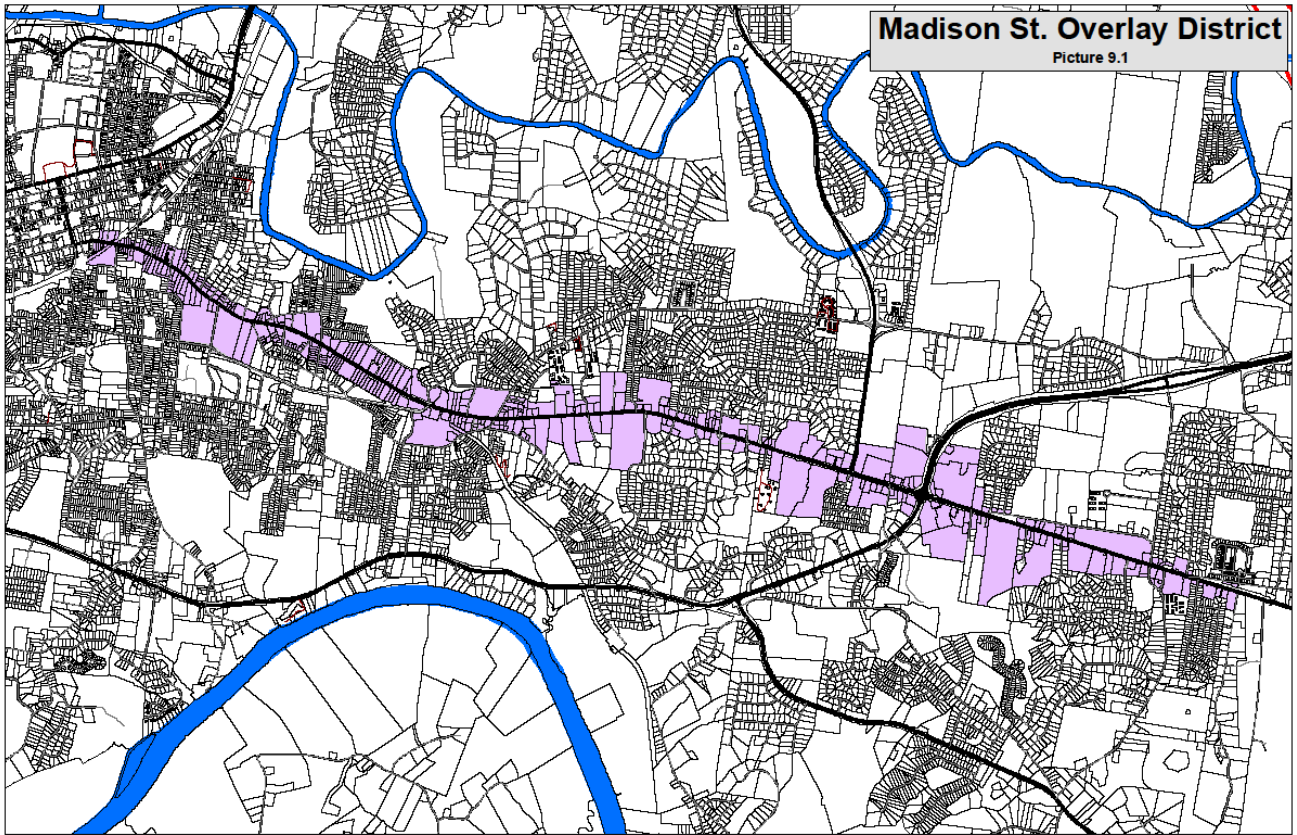
Government officials, property owners, developers, design consultants and other stakeholders will use this section to prepare improvement plans that are consistent with the Madison Street Corridor Urban Design Overlay and Design Standards and Guidelines, are prepared by Gresham Smith and Partners, and incorporated by reference herein. The standards and guidelines apply to all residential and non-residential new construction and improvements in the area that require building and sign permits and that make modifications to the exterior appearance of buildings, landscaping and parking. Picture 9.1 delineates the area within the Madison Street Corridor Urban Design Overlay District.

Scope of Review

Design review shall apply to all sides of a building. Any discernable changes will require approval from the Design Review Board (* indicates Administrative rather than Board function):

- a. Demolition of Contributing Structures
- b. Proposed New Construction/Exterior Remodeling/Modifications
- c. Relocation of Buildings
- d. Exterior Repair or Repainting*
- e. Window Changes In-Kind*
- f. Landscaping meeting the minimum requirements of Chapter 7 of the Zoning Ordinance*
- g. Signage and Awnings*
- h. Sidewalk Changes or Improvements on private property
- i. Exterior Lighting Changes or Improvements
- j. Parking Lot Construction, Changes or Improvements that modify parking locations, number of parking spaces or circulation patterns

The functions above marked with an asterisk (*) are considered administrative in nature, and may be approved at the Staff Level if all objective standards are met. However, the staff will forward the application for action by the full Design Review Board for review and approval if there is a question about meeting the standards or if the applicant is requesting a variance from the standards.



Picture 9.1

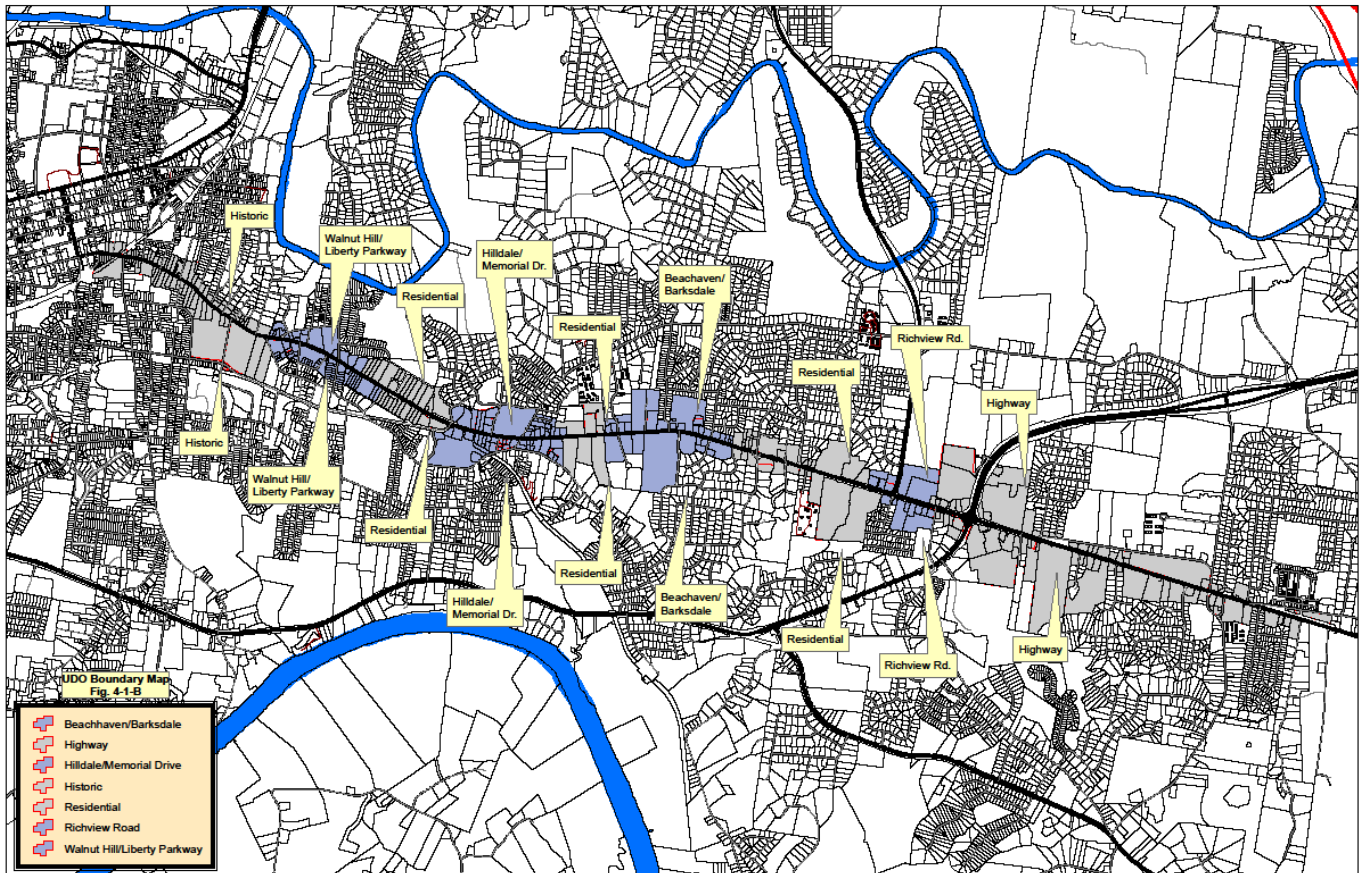
9.4.2 DESIGN STANDARDS AND GUIDELINES

Subsection, 9.4.2. “Design Standards and Guidelines”, organizes the overlay standards and guidelines into six sections: Building Standards, Architectural Treatment, Parking and Access, Signs, Landscape Screening and Buffers, and Streetscapes

DESIGN STANDARDS AND GUIDELINES

A. UDO Boundary Map

The Madison Street Corridor Urban Design Overlay District has been divided into seven distinct subdistricts based on the desired development character in the corridor (Picture 9.2). Where appropriate, specific design standards have been for each Subdistrict. The Subdistricts are described below.



Picture 9.2

Centers

Centers are intended to be the focal point of redevelopment in the corridor. They focus on the creation of walkable places. Center subdistricts within the Madison Street Corridor UDO include:

- Walnut Hill/Liberty Parkway
- Hilldale/Memorial Drive
- Beachhaven/Barksdale Elementary
- Richview Road

Transitions

Transition Subdistricts are located between the Centers. They are intended to reinforce the underlying base zoning building standards. They include:

- Historic
- Residential
- Highway

B. Building Standards

The Building Standards vary by Subdistrict in the Madison Street Overlay District (Table 9.1)

TABLE 9.1: BUILDING STANDARDS BY SUBDISTRICTS						
	CENTER SUBDISTRICTS				TRANSITION ZONES	
STANDARD	WALNUT HILL/ LIBERTY PARKWAY	HILLDALE/ MEMORIAL DRIVE	BEACHAVE N/ BARKSDALE	RICHVIEW ROAD	HISTORICAL, RESIDENTIAL & HIGHWAY	
SETBACKS						
MIN. BUILDING FRONT SETBACK LINE	5 FEET	5 FEET	5 FEET	25 FEET	BUILDINGS SHALL BE LOCATED AND SIZED ACCORDING TO BASE ZONING	
MAX. BUILDING FRONT SETBACK LINE	30 FEET	30 FEET	30 FEET	50 FEET		
MIN. BUILDING SIDE SETBACK- INTERIOR LOT/COVERAGE	ACCORDING TO BASE ZONING					
MINIMUM REAR BUILDING SETBACK LINE						
ADJACENT TO RESIDENTIAL	ACCORDING TO BASE ZONING					
ADJACENT TO NON RESIDENTIAL	5 FEET	5 FEET	5 FEET	5 FEET		
MIN. FRONT FAÇADE AT SETBACK LINE	60%	80%	60%	40%		
BUILDING CONFIGURATION						
MAX. BUILDING HEIGHT (a)	45 FEET	75 FEET	60 FEET	45 FEET		
MAX. NUMBER OF STORIES	THREE	FIVE	FOUR	THREE		
MIN. FIRST FLOOR HEIGHT	14 FEET	14 FEET	14 FEET	14 FEET		
MINIMUM % GLAZING OF STREET WALL (b) (c)						
FIRST FLOOR RETAIL	40%	70%	40%	40%		
FIRST FLOOR NON-RETAIL	40%	40%	40%	40%		
ADDITIONAL FLOORS	25%	25%	25%	25%		
LOT OCCUPATION						
MAX. LOT COVERAGE	70%	80%	70%	60%		
NOTES:						
(a) Applicability of Height – Mechanical penthouse is not subject to limitation.						
(b) Glazed Area of Calculations – The first floor glazed area calculation shall be based on the façade area measure to a height of fourteen (14) feet from grade.						
(c) Corner Lot Glazing – On corner lots with frontage on Madison Street, the glazing shall turn the corner facing the secondary street a minimum of twenty (20) feet in length along the property frontage.						
(d) Variance request from this table shall be by the authority of the Madison Street Design Review Committee.						

Goals

- Guide the placement, size, arrangement and articulation of buildings on the Madison Street Corridor.
- Encourage a walkable, pedestrian-friendly environment within each of the Center Subdistricts that is devoid of large, unoccupied spaces.
- Create a sense of enclosure so that drivers realize they are entering a unique place.

C. Architectural Treatment Design Standards and Guidelines

The Architectural Treatment Design Standards and Guidelines apply to all Subdistricts in the Madison Street Overlay District.

Goals

- Encourage high-quality buildings that are well designed, visually interesting, and compatible with their surroundings.
- Support active and pedestrian-oriented public spaces throughout the corridor.

Standards and Guidelines

1.1 Facades

1.1.1 Provide entrances that are distinct and visible from the street.

1.1.2 Blank walls facing streets shall be prohibited.

1.1.3 Window and door openings shall have a vertical orientation and vertical alignment between floors.

1.1.4 The street frontage of the ground floor of all structures shall have built-out space (e.g., retail, residential, office space).

1.1.5 All commercial buildings shall have a discernible base and cap which are clearly defined by horizontal elements along the bottom and top of the building. Variations in materials and colors can help achieve this standard.

1.2 Massing

1.2.1 The maximum length of an uninterrupted facade plane shall be thirty (30) feet. Building wall offsets, projections and recesses up to four (4) feet, and/or pilasters shall be used to break up the mass of a single building into bays.

1.2.2 Variations in solid and void within walls are encouraged to provide interest along building edges. Changes in color, material and wall height are also encouraged.

1.2.3 The first floor of residential buildings is encouraged to be above the level of the sidewalk to increase privacy.

1.3 Materials

1.3.1 Encourage the use of simple and durable materials, especially at street level.

1.3.2 Minimize the number of building materials to three (3), with one (1) serving as the dominant cladding.

1.3.3 Appropriate exterior wall materials are:

- Brick
- Natural or artificial stone
- Concrete: finish should be architectural level
- Metal panels: individual or systems
- Glass curtain wall systems

1.3.4 Appropriate materials for limited accents are:

- Metal (galvanized, painted or ornamental)
- Concrete (pre-cast or unfinished exposed concrete)
- Wood
- Fiber cement siding
- Tile
- CMU (ground or split face only)
- Exterior insulation and finish system

1.3.5 Inappropriate materials are:

- Applied stone
- Vinyl or aluminum siding
- Mirrored or tinted glass (on ground floor)
- Galvanized metal as veneer

1.4 Colors

1.4.1 Minimize the number of building exterior colors to three.

1.4.2 Subtle neutral colors are encouraged.

1.4.3 Bright, intense or fluorescent colors are prohibited.

1.5 Roofs

1.5.1 Provide straight forward, simple roof forms free of “sculptural” or sign-like visual qualities.

1.5.2 Flat roofs with parapet walls are encouraged.

1.5.3 False mansard roofs are prohibited.

1.6 Awnings and Canopies

1.6.1 Canvas or other durable material is preferred.

1.6.2 Plastic, fabric or other material that is glossy in nature is not permitted.

1.6.3 Internally illuminated canopies are not allowed.

1.6.4 Minimum of eight (8) feet clearance is required.

1.6.5 No awning shall exceed twenty-five (25) feet in length.

D. Parking and Access Design Standards and Guidelines

The Parking and Access Design Standards and Guidelines apply to all Subdistricts in the Madison Street Overlay District.

Goals

- Encourage cooperation among local businesses to promote and develop shared parking and access.
- Eliminate barriers separating commercial properties in favor of pedestrian walkways between parking lots and adjacent businesses.

Standards and Guidelines

1.1 Surface Parking

1.1.1 Surface parking shall be located to the side or rear of buildings and screened from streets and sidewalks, except in the Richview Road Subdistrict.

1.1.2 Surface parking located to the side of a building shall be limited to one double loaded aisle.

1.1.3 Lighting for all parking areas shall be appropriate in function and scale for both the pedestrian and vehicular traffic.

1.1.4 The lighting style shall be ornamental and/or consistent with the surrounding architecture.

1.1.5 'Box' or 'cobra' style lighting is prohibited.

1.1.6 All illumination should be shielded from adjacent properties.

1.1.7 Provide perimeter landscaping and interior landscaping of surface parking lots per City of Clarksville Landscape Ordinance.

1.2 Structured Parking

1.2.1 The ground floor of any parking structure shall have built-out space (e.g., retail, residential, office space) provided for a minimum of seventy-five (75) percent of the street frontage.

1.2.2 Wherever parking structures are permitted to front streets, walls must utilize materials, colors, and a pattern of openings consistent with surrounding buildings.

1.2.3 Any built-out space provided on the ground level of a parking structure fronting a public street shall have direct access to the street and sidewalk.

1.2.4 Parking structures built as a principal use must be of flat floor plate construction with a minimum floor to floor height of twelve (12) feet.

E. Sign Design Standards and Guidelines

The Sign Design Standards and Guidelines apply to all Subdistricts in the Madison Street Overlay District.

Goals

- Encourage a more uniform and aesthetically pleasing appearance on Madison Street

- Provide signage that is complementary and well-integrated for pedestrians in a walkable environment, while also legible to vehicular traffic.
- Commercial signage shall be designed primarily for the purpose of identifying a business rather than serving as advertising.

Standards and Guidelines

1.1 General

1.1.1 Signs may not be erected or altered without obtaining a Certificate of Appropriateness from the Design Review Board.

1.1.2 All signage applicants shall be required to develop and submit for review an overall signage program that exhibits a coordinated uniform theme of design elements.

1.2 Prohibited Signs

1.2.1 Animated, flashing, chasing, running or sequential signs are not permitted.

1.2.2 All portable signs, including parked vehicles with signs expressly for advertising, are not permitted.

1.2.3 Pole banners and streamers are not permitted.

1.2.4 Refer to the Chapter 8, Sign Regulations for additional regulations.

1.3 Design and Materials

1.3.1 Simple overall shapes are preferred over complex geometries.

1.3.2 Signs shall be professionally designed and constructed using high-quality materials.

1.3.3 Well designed, hand-painted signs are permitted.

1.3.4 Sign colors should be compatible with the colors of the building façade.

1.3.5 A dull or matte finish is encouraged to reduce glare and enhance legibility.

1.3.6 Signs shall not obscure key architectural elements, doors or windows.

1.3.7 Marquee type signs for announcements of activities taking place at the location are prohibited (exceptions: churches, schools and institutional uses).

1.3.8 Signs for multiple businesses shall be of similar material and design.

1.3.9 Channel letter signs shall have metal frames and plastic faces, or in the case of reverse channel letter signs, metal faces and frames and plastic backs.

1.4 Lighting

1.4.1 Lighted signs shall be spotlighted, externally lit, or back-lit with a diffused light source.

1.4.2 Spotighting should completely shield all light sources; light should be contained primarily within the sign frame.

1.4.3 Backlighting should illuminate only the letters, characters or graphics on the sign, but not its background.

1.4.4 Neon signs are discouraged, including open face channel letter signs.

1.4.5 Light emitting diode (LED) signs are prohibited.

1.4.6 Pulsating, flashing, running or rotating lights are not permitted, other than signs depicting time, temperature and gasoline prices.

1.4.7 Illuminated plastic box signs are not permitted.

1.5 Permitted Signs: Awning and Canopy Signs

1.5.1 Copy limited to valance or vertical face of awning or canopy shall be no greater than fifty (50) percent of height or twelve (12) inches, whichever is less.

1.5.2 Copy limited to fifty (50) percent of horizontal width of awning.

1.5.3 Awnings without valances may have copy not exceeding thirty (30) percent of area.

1.6 Permitted Signs: Free-Standing Signs

1.6.1 Only one free-standing sign per parcel or platted lot shall be permitted, unless the parcel is a corner lot in which case two (2) shall be allowed.

1.6.2 Free-standing signs shall be supported on a solid base such as a pylon or two column sign designed to complement the architecture of the building or complex to which it pertains.

1.6.3 A landscaped base or architecturally detailed plinth is required.

1.6.4 The height limit for a free-standing sign shall be twenty (20) feet measured from average grade of parcel.

1.6.5 Maximum sign area shall be fifty (50) square feet. For buildings with four or more tenants, City staff and the Design Review Board may allow a maximum of one hundred (100) square feet.

1.6.6 Letter height shall not exceed twelve (12) inches.

1.7 Permitted Signs: Monument Signs

1.7.1 Monument signs shall not exceed thirty (30) square feet in area, excluding the support structure, and may not be more than three and one half (3 ½) in height within fifteen (15) feet of a driveway or street or five (5) feet in height otherwise.

1.8 Permitted Signs: Wall Signs

1.8.1 All signage affixed to buildings shall conform to Section 8.8 of this Ordinance, relative to signs in the Central Business District, except for properties with building front setbacks one hundred (100) feet or greater. For such properties, wall sign size shall not exceed eighty (80) percent of the width of the front façade and letter height shall not exceed thirty-six (36) inches. Exceptions may be granted by the Design Review Board based on building elevation, proportions and design.

1.8.2 Wall signs shall not extend above an eave line or parapet.

1.9 Permitted Signs: Window Signs

1.9.1 Window signs shall not cover more than fifteen (15) percent of the window area with letters not to exceed ten (10) inches in height.

2.1 Flags and Flagpoles

TABLE 9.2: FLAG AND FLAG POLE DESIGN GUIDELINES

FLAG POLE HEIGHT	FACE SIZE OF FLAG
20 - 30 feet in height	4' X 6' Flag
30 - 40 feet in height	5' X 8' Flag
40 - 50 feet in height	6' X 10' Flag

2.1.1 Flags shall be limited to constitutional flags only (City, County, State and Federal).

2.1.2 The total number of flagpoles per parcel or platted lot shall be limited to one (1).

2.2 Temporary Signage

2.2.1 Real Estate signs shall be allowed as long as the property is being actively marketed for sale or lease and limited to one (1) per parcel or platted lot. Overall sign area is limited to thirty-two (32) square feet.

2.2.3 Construction signs are permitted during construction activity only. Overall sign area is limited to thirty-two (32) square feet.

F. Landscape, Buffering and Screening Requirements

The Landscape, Buffering and Screening Requirements of Chapter 7 of this Ordinance shall apply to all Subdistricts in the Madison Street Overlay District.

Goals

- Develop public spaces that are pedestrian friendly, environmentally responsible and aesthetically pleasing.

Standards and Guidelines

1.1 Parking: Perimeter Screening

1.1.1 Provide perimeter landscaping of vehicular use areas per requirements of Chapter 7 of this Ordinance.

1.1.2 Exterior planting areas should be designed to allow stormwater to collect and percolate.

1.2 Parking: Interior Planting

1.2.1 Provide interior landscaping of vehicular use areas per requirements of Chapter 7 of this Ordinance.

1.2.2 Interior planting areas should be designed to allow stormwater to collect and percolate.

1.3 Zone District Boundaries: Buffers

1.3.1 The base zoning district landscape buffer standards shall apply, except as follows:

- The landscape buffer standards shall be waived along internal base zoning district boundaries within the Center Sub-Districts.

- The landscape buffer standards shall be waived along base zoning district boundaries that coincide with the Center Sub-Districts whenever (1) the abutting base zoning district outside of the Center Sub-Districts is a non-residential district, or (2) the base zoning district boundary is in a public street.

G. Streetscape Design Standards and Guidelines

The Streetscape Design Standards and Guidelines shall apply to all Subdistricts in the Madison Street Overlay District.

Goals

- Develop a distinct identity and street character for the corridor.

Standards and Guidelines

1.1 General

1.1.1 This section relates primarily to standards and guidelines for the reconstruction of public streets by government or private developers along the corridor.

1.1.2 A specific and unique design theme is encouraged for landscaping, street furniture and lighting for each Center Subdistrict along the corridor.

1.1.3 Minimum roadside (planting strip and sidewalk) width in residential areas is eight (8) feet and in commercial areas is ten (10) feet.

1.2 Sidewalks

1.2.1 New building construction is required to provide sidewalks along Madison Street consistent with the guidelines described below.

1.2.2 Sidewalks adjacent to ground level retail space should have a width of six to eight (6 to 8) feet with a planting strip or eight to ten (8 to 10) feet without a planting strip.

1.2.3 Appearance of sidewalk (scoring pattern or special paving) should be maintained across driveway and alley access points.

1.2.4 The provision of pedestrian crossings should be given the highest priority in the Walnut Hill/Liberty Parkway, Hilldale/Memorial Drive, and Beachaven/Barksdale Sub-Districts.

1.2.5 Provide marked crosswalks at all signalized intersections for all legs of the intersection.

1.2.6 The use of crosswalk materials that are significantly different in color, texture and design is encouraged.

1.2.7 At unsignalized or uncontrolled crossings, in areas such as school zones or where there is a substantial pedestrian presence, special emphasis markings should be used to increase visibility.

1.3 Landscaping

1.3.1 Tree species and planting techniques should be selected to create a unified image for the street.

1.3.2 Planting strips between curb or edge of pavement and sidewalks should be a minimum of three (3) feet in residential areas and four (4) feet in commercial areas.

1.3.3. Street trees should be planted in continuous planting strips between the curb and sidewalk spaced twenty-five (25) feet on center along Madison and intersecting streets. On internal streets, street trees should be planted in discrete tree and planting openings, or in wells with grates in especially constrained contexts.

1.3.4 Planting strips and openings should be designed to allow stormwater to collect and percolate.

1.3.5 At transit stops, planting strips should be discontinued and a clearance four (4) feet wide provided from the curb for wheelchair access.

1.4 Street Furniture

1.4.1 Select the type, design, and materials of street furniture to reflect the desired character and identity of the corridor.

1.4.2 Street furniture, such as benches, bicycle racks, kiosks and trash receptacles are appropriate in the Walnut Hill/Liberty Parkway, Hilldale/Memorial Drive and Beachaven/ Barksdale Sub-Districts.

1.4.3 Priority locations for street furniture include transit stops, major building entries, mixed use locations, and parks.

1.4.4 Newspaper boxes also contribute to the convenience and pedestrian feel of a street, but should be organized to avoid visual clutter.

1.5 Lighting

1.5.1 Street lighting should be pedestrian scale, decorative and provided in all Center Sub-Districts. It should increase in scale at intersections.

1.5.2 The lighting should be selected in conjunction with the street furniture.

H. Project Approval Process

To ensure consistency with these standards and guidelines, the Common Design Review Board (acting as the Design Review Board for the Madison Street Corridor Urban Design Review Overlay District) and the Clarksville-Montgomery Regional Planning Commission staff will review all projects in the urban design overlay district that require demolition, building and sign permits and that make modifications to the exterior appearance of buildings, landscaping and parking. Existing nonconforming structures, unforeseen physical conditions and subsequent architectural programmatic constraints may warrant exceptions to the guidelines. In such cases, the Design Review Board and planning staff will review alternative design solutions as they relate to the intent of the standards and guidelines and accept alternatives that present the best urban design solution. Where a single use or purpose spans more than one sub-district, the Design Review Board and planning staff will explore with the developer alternative solutions that achieve the design intent of the standards and guidelines. The Clarksville-Montgomery County Regional Planning Commission will review site plans as required by Chapter 5.10 of this Zoning Ordinance.

1.1 General Directions

1.1.1 The authority of the Design Review Board to uphold the Madison Street Corridor Urban Design Overlay is limited to the standards and guidelines contained in this ordinance.

1.1.2 Any approval by the Design Review Board is contingent on zoning and building permits issued by the Building and Codes Department and cannot be interpreted as taking precedence over the building code or zoning ordinance.

1.1.3 Other ordinances or parts thereof which are inconsistent with or are in conflict with the specific provisions of this ordinance are expressly superseded by this ordinance and are to be controlled by the provisions of this ordinance.

1.1.4 Existing base district standards that are not varied by provisions set forth in this ordinance shall apply within the Madison Street Corridor Urban Design Overlay.

1.2 Step One/Application

1.2.1 The first step in undertaking a project in the Madison Street Corridor district is to contact and request an application from the Regional Planning Commission.

1.2.2 Planning Commission staff will provide the applicant with the published guidelines and standards (this document and any future amendments) for projects within the various sub-districts of the Madison Street Corridor. It is recommended that the applicant become familiar with the guidelines and standards prior to planning the project and before the development of any working drawings.

1.2.3 The applicant must submit one set of the following documents signed by the applicant that will be retained by the Planning Commission:

- Copies of the proposed site plan (to an engineering scale) showing all site improvements such as buildings, walls, walks, parking, signs, plant materials, and lighting.
- Completed color exterior elevations (1/8th" = 1' architectural scale minimum).
- Exterior painting schedule (Color name/ brand).
- Samples of exterior materials including brick, stone, metals, glass, and roofing.
- Detailed scale drawings of awnings, canopies and signs, indicating proposed colors.
- Color photographs of all sides of the existing exterior for remodeling, rehabilitation, or demolition. For new demolition, remodeling, and construction, photographs shall show contiguous properties.

1.3 Step Two/Design Review Board

1.3.1 The applicant shall appear before the Design Review Board at a regularly scheduled meeting to present the application.

1.3.2 Should the application indicate alterations, remodeling, or repairs that are not governed by this ordinance, the Design Review Board may exempt the application from the provisions of the urban design overlay district.

1.4 Step Three/Approval or Redirection

1.4.1 After a careful review of the presentation, the Design Review Board will act to approve, conditionally approve or disapprove the application. The Building and Codes Department will then review the approved project for zoning and codes compliance when the drawings and specifications are completed and submitted to the department.

1.4.2 If the project is disapproved, the Design Review Board and Planning Commission staff will strive to assist the applicant by providing guidance and redirection of the project. It will then be necessary to present the project to the Board at another regularly scheduled meeting. A building permit shall not be issued until such time as the proposed project receives final approval from the Design Review Board.

1.5 Appeals Process

1.5.1 The Planning Commission shall hear and decide appeals from any order, requirement, decision or determination made by the Design Review Board or Planning Commission staff where it is alleged by the applicant in writing that Design Review Board or Planning Commission staff is in error or acted arbitrarily. Such appeal shall be made within sixty (60) calendar days of said order, requirement, decision or determination.

9.5 DOWNTOWN URBAN DESIGN OVERLAY DISTRICT

9.5.1 General Description and Purpose

1. Purpose. The purpose of the Downtown Urban Design Overlay District is to enhance the quality, image, and economic vitality of Downtown Clarksville. Accordingly, to that ends, the Overlay District imposes urban design guidelines to coordinate the physical improvements that will be made to this important geographic area by private entities.

2. Overlay District Relation To Base Zoning. This overlay zoning district is placed “over” the base zoning in an area in order to modify the base zoning’s regulatory standards. The overlay district alters such standards as building placement, size and height, parking and access, and landscaping and buffering, but does not determine the use of the property. The use of property (both land and structures) is governed by the underlying base zoning.

3. Scope of Review. Government officials, property owners, developers, design consultants and other stakeholders will use this section to prepare improvement plans that are consistent with the Downtown Design Standards and Guidelines. The standards and guidelines apply to private nonresidential and multiple-family residential (excluding single-family and duplex structures) new construction, exterior remodeling or repainting; window and awning changes or improvements; signing changes and improvements; sidewalk changes and improvements;