

City of Roeland Park



DESIGN GUIDELINES

for the Johnson Drive Corridor



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Introduction

The Purpose of the Design Guidelines

The City of Roeland Park, KS Comprehensive Plan and the East Gateway Redevelopment Plan advocates the use of specific development area design guidelines for the Johnson Drive Corridor as the basic urban design framework to improve the image of the community and create high quality environments to live, work, shop, and play. Johnson Drive is the 'main street' of the East Gateway Redevelopment planning area, with this corridor intended to provide a mix of land uses with new urban housing options in a pleasing pedestrian environment.

The boundary of the area in Roeland Park where the guidelines apply includes both the public right-of-way, as well as the privately owned properties on the north side of Johnson Drive from Roe Avenue to the west city limits.

These Design Guidelines are intended to implement the Community Identity Strategies and redevelopment concepts identified by the Comprehensive Plan and the recommendations of the East Gateway Redevelopment Plan. The Guidelines provide guidance to developers and designers as they plan and design redevelopment of existing properties along Johnson Drive into a mixed-use pedestrian friendly environment, while providing appropriate transitions to surrounding land uses.

These Guidelines are not requirements, but serve as principles that should be studied and followed. Exceptions to the guidelines will be considered if the proposed design meets or exceeds the intent of the guidelines. **The various images included in the guidelines are intended for illustrative purposes and represent various architectural and site design features recommended by the design guidelines. The images do not necessary represent specific architectural styles to be implemented in Roeland Park.**

Acknowledgements

The Design Guidelines for the Johnson Drive Corridor were prepared under the direction of an appointed Oversight Committee, and adopted by the Roeland Park City Council by Resolution No. _____ on _____, 2008.

Oversight Committee:

Mike Foltz
 Adrienne Foster
 Chris Handzel
 Toni Hull
 Mark Kohles
 Jim Owens
 Debbi Schraeder

Prepared by:



Guiding Principles

The overall goal for the Roeland Park Design Guidelines for the Johnson Drive Corridor is to combine the best live, work, and play environments in a cohesive pattern that is economically viable and environmentally responsible. The following Guiding Principles serve as the framework for the Roeland Park Design Guidelines for the Johnson Drive Corridor.

1. Create a sense of place and a distinctive Roeland Park identity.
2. Incorporate sustainable 'green' practices in building and site design.
3. Celebrate Johnson Drive as a high quality "mixed-use street."
4. Create a building design vocabulary unique in its intent, respectful of the surrounding environment and neighborhoods, and progressive in its approach.
5. Create a street edge and reinforce a sense of urban enclosure by placing buildings close to the street.
6. Incorporate high quality materials in all aspects of site and building development.
7. Create unique streetscapes and gathering spaces that feel comfortable and inviting to pedestrians and bicyclists.
8. Maximize opportunities for street activity by incorporating open and inviting ground floors.
9. Provide new urban housing options.

Urban Design Concept Plan

The concept plan for the Roeland Park properties in the Johnson Drive Corridor provides a recommended approach to implement the Design Guidelines and the Guiding Principles. Alternatives to this concept plan that exceed the spirit and intent of the vision for the area will be considered through the city's review and approval process.

Although limited by available site area, the design vocabulary is intended to establish a Roeland Park identity while respecting development on the south side of Johnson Drive. The concept plan establishes buildings fronting on Johnson Drive with parking located away from the streetscape except for parallel on-street parking. Building massing is consistent with proposed development on the south side of Johnson Drive, and incorporates unique pedestrian vias through the buildings linking rear parking to primary entrances. The vias expand the streetscape and serve as outdoor patios, park and landscaped areas, as well as contribute to the potential capacity for storm water retention. The resulting plan creates a dynamic balance of courtyard space, pedestrian friendly environments and convenient access to parking and businesses.

Urban Design Concept - Site Plan



The concept site plan identifies the development area in relation to the existing neighborhood to the north and future development in the City of Mission to the south.

1. Bio-retention open space opportunity area.
2. Design intersections and crossings with pedestrians in mind by using changes in color, elevation, and materials for aesthetic enhancements and to calm traffic speeds.
3. **Walkway** (via) connection linking rear parking area with the sidewalks along Johnson Drive. These areas should provide outdoor spaces for people to gather and circulate. They may be open, or have usable floor area above.
4. A buffer area adjacent to the existing neighborhood should include a variety of screening techniques including a screen wall and landscape plantings.
5. On-street parking and streetscape improvements provide a buffer for pedestrians and seating areas along the sidewalk.
6. **Front** buildings onto Johnson Drive creating a visually appealing streetscape and encourage pedestrian activity.
7. Enhance the sidewalk area by buffering it from the street, creating visually interesting building facades, incorporating pedestrian amenities, and providing ample vegetation.



Concept sketch of a via linking the rear parking area with the pedestrian zone and building entrances along Johnson Drive.

Urban Design Concept - Elevations



Building A



Concept mixed-use commercial building located along Johnson Drive between Roeland Drive and the Martway Extension intersections.

Building B



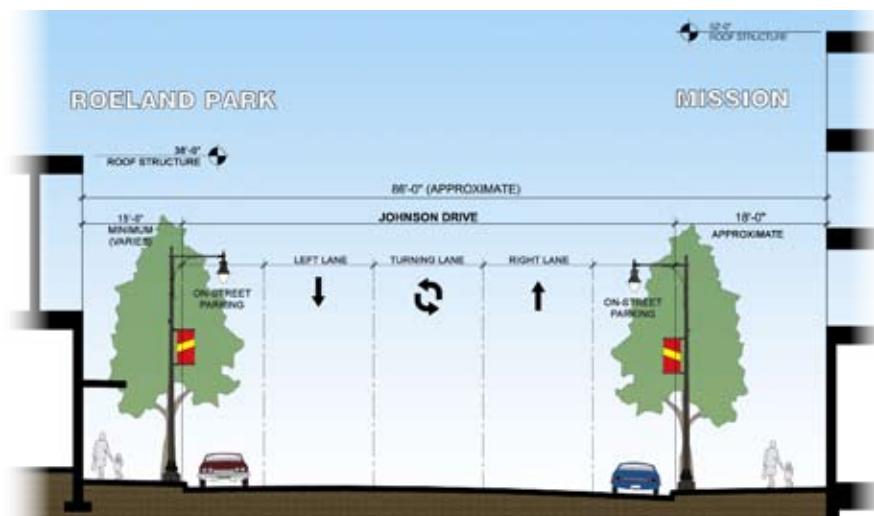
Concept mixed-use residential building located along Johnson Drive east of the Martway Extension intersection.

1. Create a rich and appealing architectural palette of hues and patterns responsive to the building massing.
2. Establish higher first floor clear heights to increase building mass and create options for future dynamic retail use.
3. Locate signage controlled within retail areas to ensure visibility from street level.
4. Step the building facades to create shadow play, visual interest, and definition of form.
5. Create covered 'Vias' with potential usable areas above.
6. Locate landscape plantings in Vias to augment sustainable site design.
7. Create a pedestrian friendly scale at street level by use of setbacks, canopies, and covered areas.
8. Building rooflines and types should be varied as part of the horizontal massing to create an interesting 'skyline.'
9. Establish diversity of window size, shape, and pattern responsive to interior function.

Urban Design Concept - Johnson Drive

The pedestrian experience and viability of business space along Johnson Drive are dependent upon modifications to the street section to incorporate streetscape enhancements, on-street parking, and traffic calming. Such modifications should include:

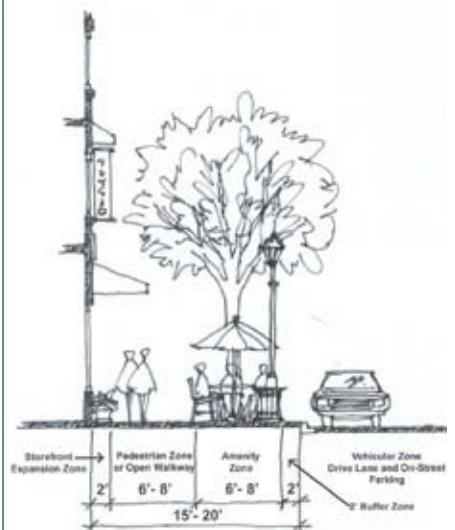
- A modified street design with a 40-foot wide street section consisting of 1-thru lane in each direction, 1-center turn lane, and a 2-foot wide curb and gutter section on both sides of the street.
- An additional 8-feet of paving is provided on both sides of the street for on-street parking.
- Streetscape improvements located between the building edge and the street curb include sidewalks, landscaping, street lighting, and public art.
- Pedestrian and traffic calming in the street section include enhanced street crossings and intersection improvements such as decorative treatments and 'raised' crosswalks.



Conceptual Johnson Drive street section. Street lighting and other improvements will be coordinated with the City of Mission, KS.



Improvements to Johnson Drive should incorporate parking and landscaping to serve as a buffer for pedestrians on the sidewalk.



Streetscape enhancements between the building edge and the street curb should provide a variety of pedestrian elements and amenities to create an active environment.



Focal points should have qualities that make them distinct from the remainder of the building.

Urban Design Concept - Focal Point Corners

Buildings located at street intersections along Johnson Drive should address the corner as a distinctive architectural element. These locations may have entrances at street level or may only be distinguished architecturally. Significant corners should also:

- project higher than the surrounding buildings and may be manifested in a 'tower' element or similar treatment.
- aspire to a higher level of design and detail.



Use distinctive architectural design and allow height flexibility at focal point corners.

Urban Design Concept - Vias

Vias are physical connections that give pedestrians access to the streets from parking areas located behind buildings. Vias should also:

- have storefronts facing them and glass coverage for visibility.
- be designed to accommodate seating or other pedestrian amenities.
- exhibit an increased level of detail for paving, lighting, landscape, and architecture around and within the space.
- provide distinct character or unique decorative treatment to help with orientation.
- Provide opportunities for public art.



Potential character of a via.



Vias should be designed as a pedestrian corridor and gathering space, and may include usable floor area above the passageway.



Stormwater collection islands provide an alternative way of dealing with storm water runoff.



Green roofs are one technique that helps reduce heat island effects, lower energy consumption, and manage storm water runoff.



A sample of pervious concrete that shows its effectiveness in shedding rainwater.

Sustainable Design

Intent

To promote 'green' building and site design that reduces or eliminates negative environmental impacts, with the benefit of enhancing marketability, increasing worker productivity, increasing indoor air quality, increasing water efficiency, and reducing operating costs.

Guidelines

- Reduce pollution from construction activities by controlling soil erosion, waterway sedimentation, and airborne dust generation.
- Reduce pollution and land development impacts from motor vehicle use through methods such as minimizing parking lot/garage size, using shared parking facilities, providing facilities and accommodations for bicyclists, and amenities for pedestrians.
- Manage storm water runoff by reducing impervious cover and increasing on-site infiltration through methods such as vegetated roofs, pervious paving, and reuse of storm water for non-potable uses including landscape irrigation, toilet and urinal flushing, and custodial uses.
- Reduce heat islands (thermal gradient differences between developed and undeveloped areas) through methods such as shade, roofs with high-albedo or vegetated surfaces, and open grid paving or high-albedo materials to reduce heat absorption.



The use of pervious paving materials let air and water pass through, filtering pollutants on the spot and reducing the 'heat-island' effect of traditional asphalt and concrete paving. Options include porous aggregate, open-jointed blocks, pervious concrete and porous asphalt.

- Minimize light trespass from the buildings and site and reduce site glow.
- Reduce generation of wastewater and potable water demand in the buildings and for exterior irrigation using methods such as water-conserving fixtures, using indigenous plant materials, and the reuse of rainwater and recycled wastewater or graywater.
- Maximize energy performance by designing the building envelop, HVAC, lighting, and incorporate technologies for non-polluting and renewable energy using methods such as solar, wind, and geothermal.
- Facilitate the reduction of waste generated by building occupants, including accommodating areas to collect and store materials for recycling.
- Integrate the use of building materials or products extracted, harvested or recovered, or manufactured in the region.
- Increase the comfort and well-being of building occupants through methods that reduce indoor chemical and pollutants, increase natural ventilation and daylighting and views, and provide higher levels of thermal comfort while reducing overall energy consumption.



Photovoltaic panels on building rooftops or any other surface that receives a lot of sunlight can greatly lower energy costs.



*Buildings **should** create a defined street edge, and provide storefronts and primary entrances facing Johnson Drive.*



The building edge along Johnson Drive may include limited variations to create interesting gathering spaces, while maintaining adequate circulation in the pedestrian zone along the street.



Buildings with ground level residential should incorporate a tree lawn or courtyard space between the building and the public sidewalk.

Site Planning - Building Orientation

Intent

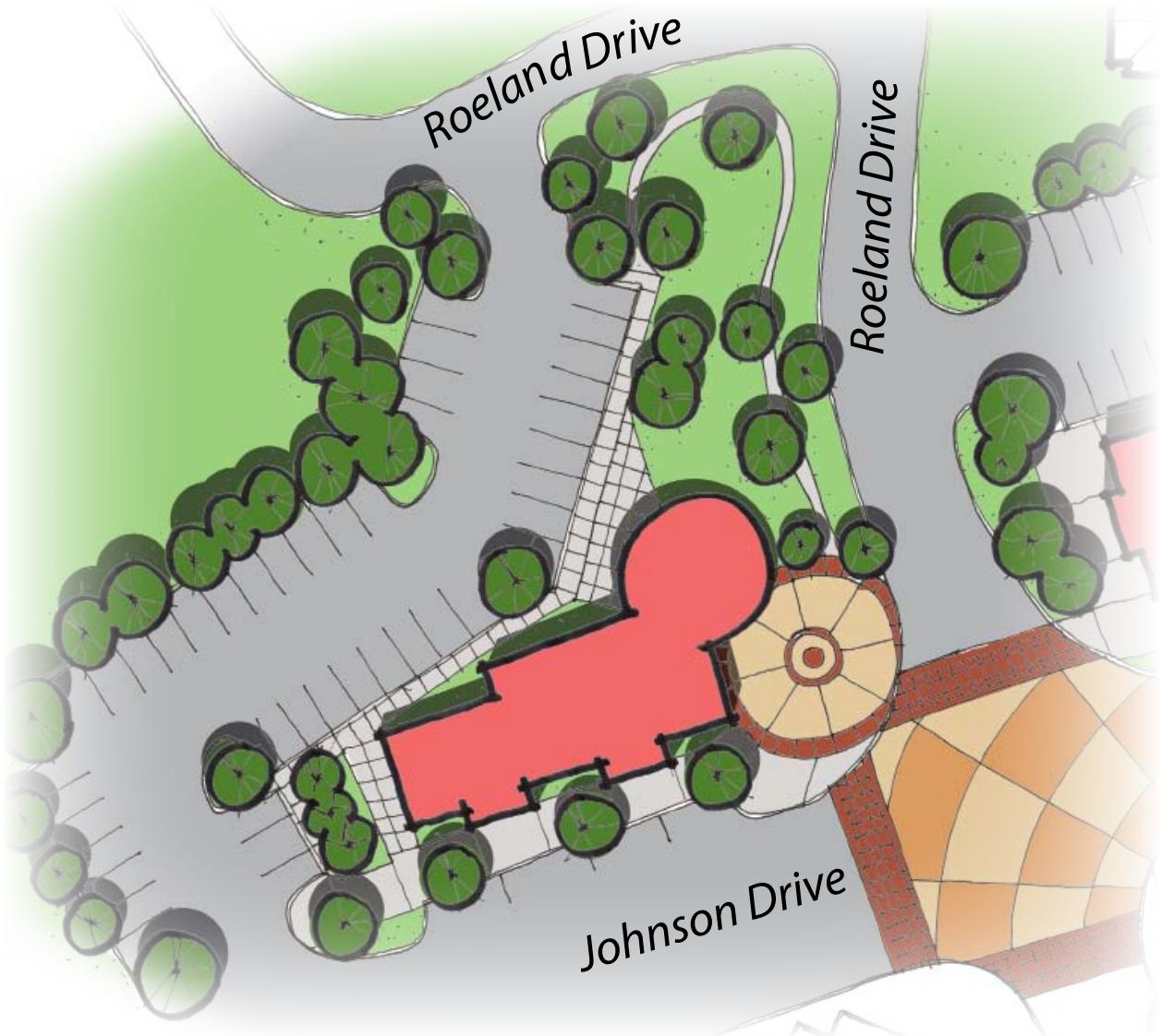
Reinforce the character and quality of outdoor public spaces along Johnson Drive through the development of buildings oriented toward the street.

Guidelines

- Primary entrances to businesses or residential uses at ground level should be oriented toward the Johnson Drive sidewalk, or from a via, rather than rear parking lots.
- A clear and consistent street edge should be provided by locating no less than 75 percent of the street facing building elevation along the 'build-to' line of the street right-of-way or within 5-feet of the right-of-way. Additional setback may be permitted for buildings with ground level residential uses in order to accommodate front stoops and stairways, front yard / courtyard space along the public sidewalk.
- Exceptions to the 'build-to' line street edge may be provided to accommodate 'plaza edges' in which intimate public spaces are accommodated for unique entries, plazas, courtyards, or outdoor dining and seating areas that are setback from the consistent building line edge along the public sidewalk.
- Ground based mechanical equipment and trash receptacles **should** be located away from property lines adjacent to existing residential areas and adequately screened from such properties to minimize any visual or noise impacts.



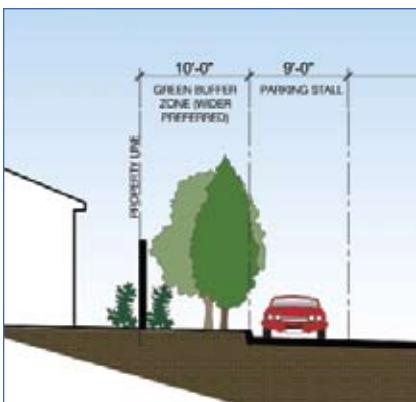
Orienting the building toward the street creates a visually interesting frame for the public spaces on either side of the street.



- Future development on the northwest corner of Johnson Drive and Roeland Drive should serve as a focal point, while incorporating building facades oriented toward the street. The Roeland Drive frontage provides an opportunity for a bio-retention open space area.
- Respond to the building massing and forms of adjacent development.
- Create a softened plaza which promotes pedestrian use.
- Outdoor space relates to a patterned streeescape, walks, and greenspace.
- Create curved building forms which relates to other development, while creating its own identity.
- Promote the corner as the signature anchor responsive to a new Roeland Park identity.



There are many ways to conserve space and reduce the appearance of parking. This example shows residential parking areas recessed under the living spaces in the rear of the building.



A screen wall and landscaping should be used to buffer parking areas from the adjoining single family residential properties.

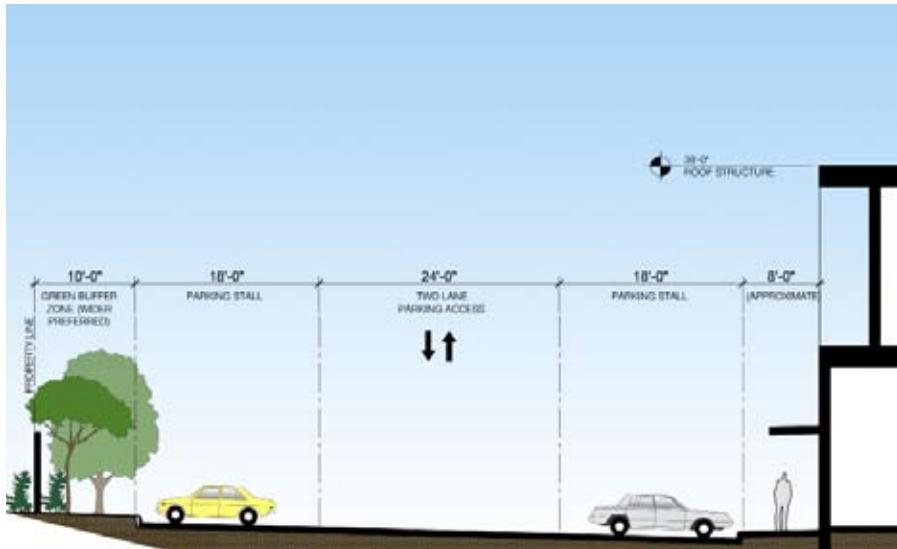
Site Planning - Vehicular Parking, Circulation, and Buffers

Intent

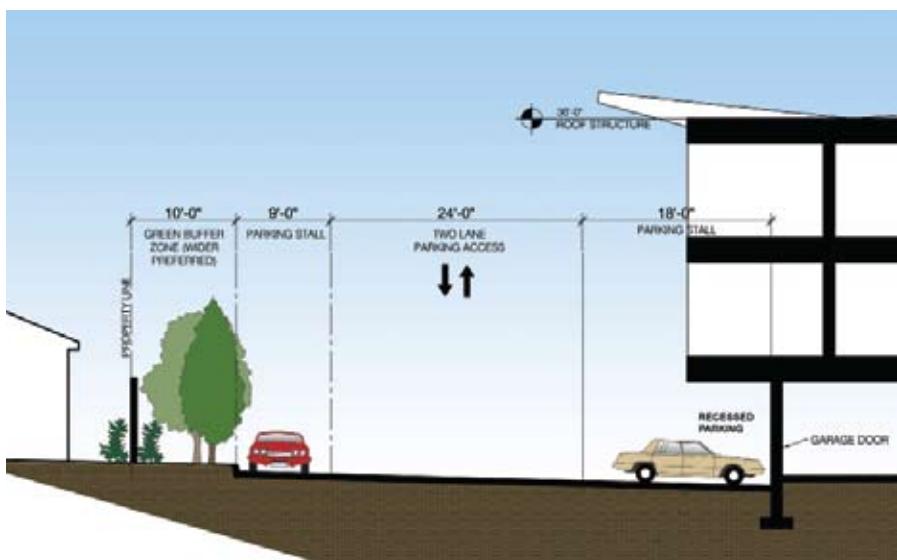
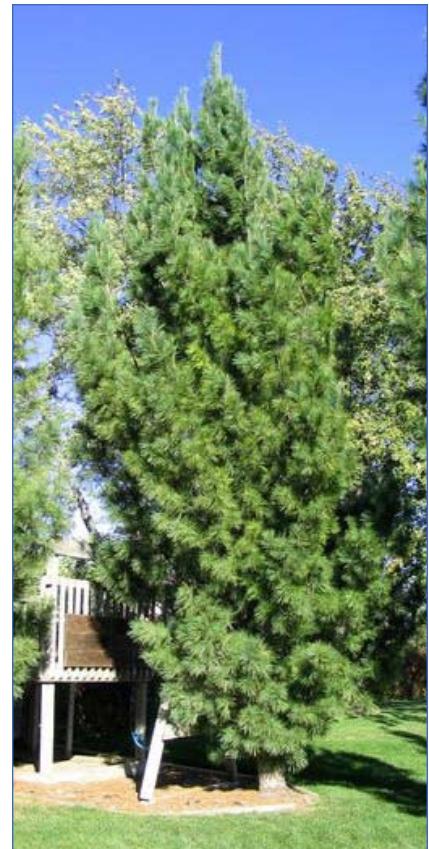
Maximize the positive character of streets and buildings through continuity of buildings and streetscape frontages by limiting the visual impact of parking areas on streets and adjoining land uses.

Guidelines

- On-street parking **should** be provided on Johnson Drive and may be considered when determining necessary parking to serve the development.
- Locate** off-street parking lots and garages behind the building. No parking lots or garages may be located along Johnson Drive.
- Off-street parking and circulation drives **should** be shared throughout the development area, with the exception that private parking may be reserved for residential uses.
- Primary driveway access locations to Johnson Drive **should** be consistent with the concept development plan, **unless revisions to the approved redevelopment plan on the south side of Johnson Drive require modifying access points.**
- Off-street parking setbacks from adjoining single-family residential properties should be a minimum of 10-feet to preserve existing vegetation and allow for additional landscape plantings to soften the appearance of screen walls.
- Decorative screen walls constructed of long lasting durable materials requiring minimal maintenance should be provided for screening of parking areas adjacent to single-family residential property. Wood fences are not preferred due to their high maintenance and low long term durability, and other surfaces requiring regular painting or staining are also discouraged. Chain link is not permitted.
- Screen walls for parking, service and loading areas, and mechanical equipment **should** be designed to complement the architectural style of the adjacent buildings.
- Plant materials used for screening **should** be a suitable species requiring a minimal amount of regular maintenance and watering to remain healthy and provide a quality appearance.
- Illumination of off-street parking areas **should** be provided with appropriate building mounted and/or pole mounted light fixtures to limit glare on adjoining residential properties. Wall-pack fixtures and floodlights that project light outward rather than downward **should not be** permitted.
- Loading and service areas **should** be located and designed to minimize visibility from streets and adjoining properties.

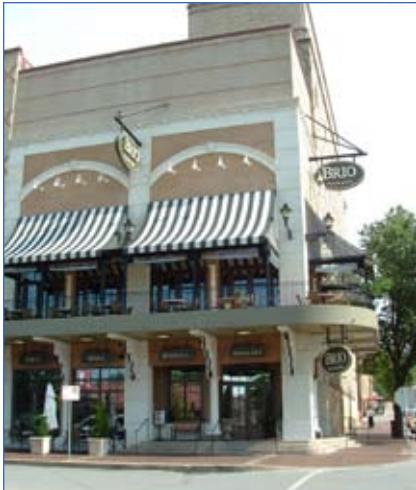


Typical section where the commercial mixed-use building (Building A) is adjacent to the existing neighborhood to the north. A two-way drive aisle provides adequate circulation to both the east and west. A 'green buffer' zone **should** be provided along the north property line, including a screen wall and landscaping to buffer the neighborhood from parking and vehicle circulation areas.



Typical section where the residential mixed-use building (Building B) is adjacent to the closest home in the existing neighborhood to the north. Limited property depth in this area requires creative planning to provide off-street parking such as this example where parking spaces are slightly recessed under the building while parallel parking is provided adjacent to the north property line. A two-way drive aisle provides adequate circulation to both the east and west.

The limited width available for 'green buffers' adjacent to existing neighborhoods require the installation of suitable landscape plantings that provide screening year round while avoiding conflicts with adjacent parking areas when the landscaping matures. In addition to a screen wall, evergreen trees are recommended such as columnar white pines which grow up to 30 feet in height with a narrow canopy of approximately 10 feet in width.



Buildings should create a lively pedestrian experience at the street level, and whenever possible include upper level gathering spaces such as balconies and roof gardens..



All buildings should include a variety of heights, massing, and building material finishes. Vias will provide connections between rear parking areas and the primary entrances and pedestrian zones along Johnson Drive.

Architectural Vocabulary

The success of the architecture in the corridor is one of the key factors to achieve a dynamic 'new neighborhood' in Roeland Park. The architecture will set the tone and create the visual experience that residents and visitors will react to and identify as uniquely Roeland Park. The architecture will not only identify Roeland Park, but support a sustainable community design that is timeless.

Intent

To create buildings that provide human scale, visual interest, are architecturally cohesive, yet varied, in their overall form.

Guidelines

- All building frontages visible from a street or residential area **should** have the equivalent quality design and material treatment of the primary façade, and completely screen all service and loading facilities.
- Building facades should be broken into small segments with a 'tight' connection to the street.
- Buildings should utilize a variety of architectural elements such as balconies, railings, window boxes, mullions, and cornices to add a level of dimensional detail to exterior elevations.
- Building rooflines and types should be varied as a part of the horizontal massing to create an interesting 'skyline'.
- Storefronts should express their individual character or 'brand identity' to achieve a varied 'texture' and experience along the length of the street. See Storefront Guidelines for more detailed guidelines.
- Vias (connections) should be provided in multiple locations for pedestrian access to the streets from parking areas behind buildings. Where possible, vias should have storefronts facing them and glass coverage for visibility; café seating; exhibit an increased level of detail for paving, lighting, landscape, and architecture around and within the via; and provide distinct character or unique decorative treatment to help with orientation.

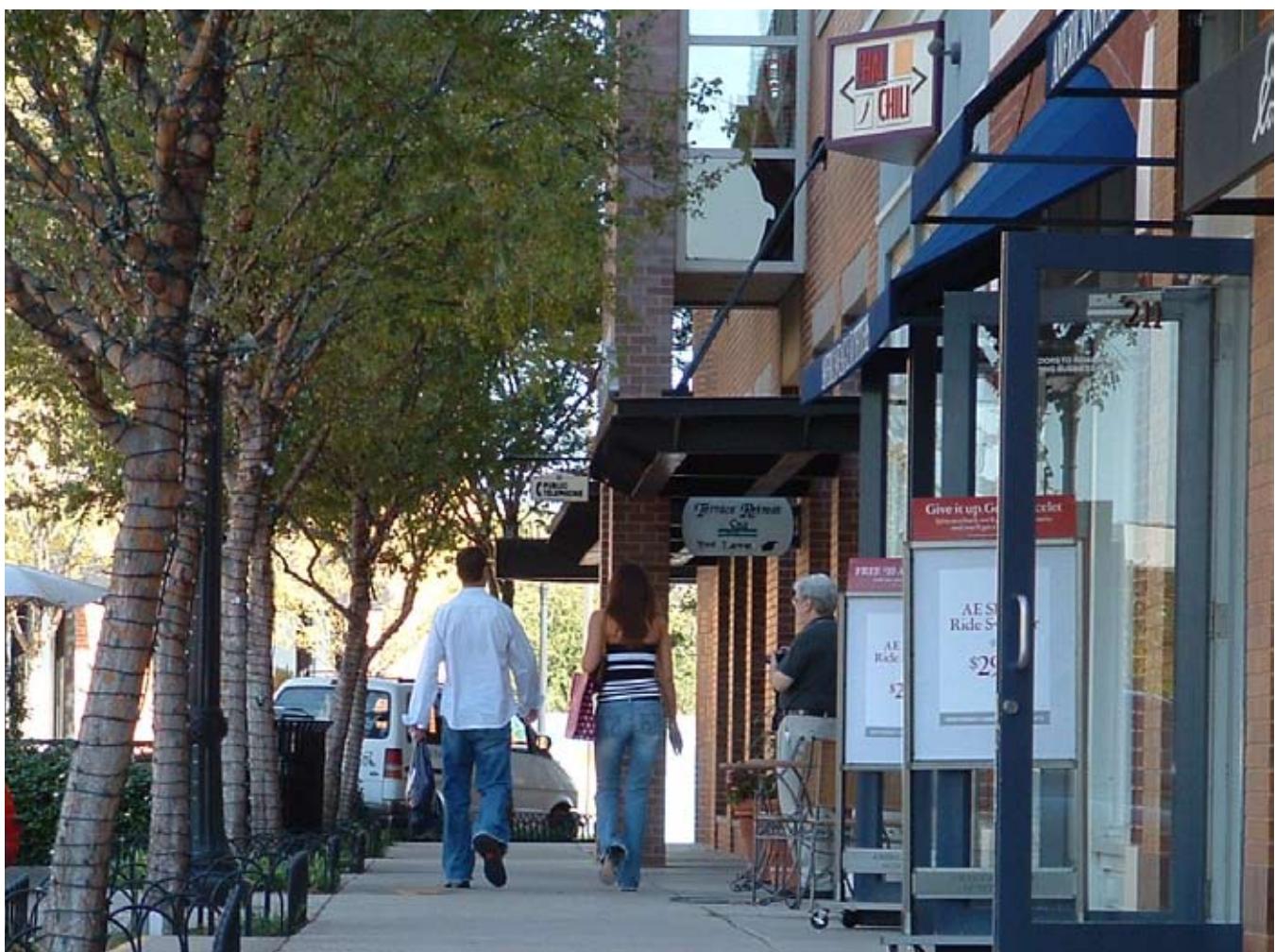


*Vias **should** visually link buildings together to avoid the appearance of individual freestanding structures. Upper levels of the via may be open patio areas or enclosed floor area.*

- Buildings should be designed to provide human scale, interest, and variety. The following techniques may be used to meet this objective:
 - Variation in the building form such as recessed or projecting bays;
 - Expression of architectural or structural modules and detail;
 - Diversity of window size, shape, or patterns that related to interior functions;
 - Emphasis on building entries through projecting or recessed forms, detail, color, or materials;
 - Variations of material, material modules, expressed joints and details, surface relief, color, and texture to break up large building forms and wall surfaces. Such detailing could include sills, headers, belt courses, reveals, pilasters, window bays, and similar features.
- Roof mounted mechanical equipment **should** be hidden from view, including the second story of all adjoining residential properties.



A loggia, colonnade, or arcade along Johnson Drive provides human scale, and interesting opportunities for seating and pedestrian spaces.



Both the building design elements and the streetscape should create a comfortable 'neighborhood' feel for residents and visitors.



Building corners should be distinctive and reinforce the corner location.



Street side pedestrian spaces should be provided for smaller vias to 'activate' the space. This image also demonstrates how usable space can be incorporated above the via.

Ground level storefronts should incorporate a significant amount of glass oriented toward Johnson Drive, while upper levels are differentiated architecturally but also incorporate windows facing the street.

Architectural Vocabulary - Building Scale and Massing

Intent

The scale and massing of buildings should be comfortable to pedestrians and provide extensive variation to enhance the visual appearance and create opportunities for upper level patios, balconies, and roof gardens.

Guidelines

- Buildings should be compatible in scale and proportion to their immediate context, including existing neighborhoods.
- Buildings should range from two (2) to three (3) stories in height, not to exceed 40-feet. A height exception may be permitted for buildings at focal point intersections to serve as a gateway distinguishable from other buildings. The corner height flexibility may be allowed provided the design elements reinforce the corner location and are pedestrian friendly.
- Upper floors should be differentiated architecturally from lower levels. An upper floor building step back of approximately 10-feet or more from the façade of lower floors is encouraged for three story buildings. The step back areas are encouraged for upper floor balconies and rooftop gardens.
- Windows should comprise 25-50 percent of upper facades, and should reflect a rhythm, scale, and proportion compatible with the overall building design.
- The direct view from upper floor balconies and rooftop gardens into adjoining single-family rear yards should be minimized as much as possible.
- Distinctive roof forms, profiles, and cornices are encouraged to provide a termination of the top of the building. On focal point corners, the roof design should emphasize the corner.



- Residential buildings should be designed to provide human scale, interest, and variety. Residential buildings should be articulated in such a manner as to visually differentiate the individual units. The following techniques may be used to meet this objective:
 - Variation in the building form related to the scale of individual dwelling units or rooms such as recess or projecting bays, or shifts in massing.
 - Diversity of window size, shape, or patterns that relates to interior functions.
 - Emphasis of building entries through projecting or recessed forms, detail, color, or materials.
 - Variations of material, material modules, expressed joints and details, surface relief, color and texture to break up large building forms and wall surfaces. Such detailing could include sills, headers, belt courses, reveals, pilasters, window bays, or similar features. Changes in materials should generally occur at inside corners or where the transition is accommodated through an architectural detail such as a cap or belt course.
- Residential attached garages should be accessed from the rear parking lot / circulation drive. Such garages should be either recessed into the building, or if projecting out from the building façade, incorporate an upper level roof patio.



Variations in building materials and massing enhance the visual appearance and differentiate individual dwelling units.



Building 'step backs' on upper levels also can provide opportunities for outdoor gathering spaces and gardens.



Building design and materials should be high quality to retain their appearance over time.

Architectural Vocabulary - Building Materials

Intent

To provide materials of a quality, durability, and scale commensurate with an urban character and appropriate for pedestrian activity and contact.

Guidelines

- Buildings should be constructed using high quality materials that are durable, economically maintained, and of a quality that will retain their appearance over time. Exterior materials should not be considered temporary surfaces to be replaced during the life of the building.
- Preferred exterior materials include, but not limited to brick, stone or cast stone, concrete, ceramic tile, and architectural metals. Architectural ground faced block, synthetic stucco or cementitious stucco may be used as an accent material in limited areas. These stucco products if used should be designed with significant textural appearance.
- 'Authentic materials' and a higher level of detail should be used on elevations located at pedestrian level.
- Glazing within a façade, which adjoins a public street and pedestrian walks should be transparent as viewed from the exterior during daylight hours. Reflective glazing may be permissible for limited detail and aesthetic effects. No first surface reflective coatings are permitted.



The use of quality materials not only create a long lasting structure but allow for attractive detailing.

- The following cladding materials **should not be** permitted:
 - Vinyl siding
 - EIFS or stucco-faced panels
 - Pre-cast concrete and tilt-up wall systems
 - Common CMU or natural cinder block
 - Natural wood or wood paneling. However, durable synthetic or composite materials (such as composite fiber cement board) with the appearance of wood may be acceptable.
 - T-111 and other wood single, and composite sheet sidings.
- Materials should not artificially simulate other imitation materials, such as brick simulated by Z brick, EIFS, or other simulation materials.
- Architectural sun screens, fabric awnings, metal canopies and other architectural shading devices can be used for exterior sun shading / accent devices or features (not including back-lit, internally lit, or vinyl awnings).
- Flat or low slope roofs (less than a 4:12 slope) **should** be screened by a parapet on all facades. False roofs, including mansard roofs, and exposed gable or hip roofs **should not be** permitted.
- Any roofs visible from ground level should be constructed of durable materials and hues consistent with the building exterior. Preferred materials include concrete or clay tile, slate, copper or other architectural metals, and synthetic materials creating a similar appearance. Asphalt or wood shingles **should not be** permitted.



*Unique awnings or canopies should be constructed of durable materials, and may include creative use of accent lighting but **should not** be back-lit.*



Any visible roof materials should be high quality with hues consistent with the building exterior.



Recessed entrances and creative streetscape design can create interesting and comfortable spaces for pedestrians.



Storefronts should be constructed with high quality materials and finish.

Storefronts should provide individual expressions of identity that is 'uniquely' Roeland Park, and should not be dominated by prototypical corporate design elements.

Architectural Vocabulary - Storefront Guidelines

Intent

Strong urban storefronts are essential in the creation of a unique, attractive, and exciting environment along Johnson Drive. The storefront guidelines encourage creative and well-designed individual expressions of business tenant identity. National and regional tenants who have a standard recognizable storefront design will need to tailor their designs to contribute to the Roeland Park identity.

Guidelines

- Create unique storefronts through the use of carefully selected materials, colors, graphics, lighting, details, and fixtures to make the street experience distinct and express a Roeland Park 'sense of place'.
- Unique and identifiable entry ways should be used by tenants to distinguish their brand identity. Recessed doors may be used in the storefront design. However solid doors with no glass and residential style doors are prohibited for commercial applications.
- Construction detail and finish should adhere to craftsman's standards.
- Ground level businesses should consist of at least 75 percent glass with a clear view of the interior. However glass should not be the exclusive material.
- Low 'E' glazing should be used to reduce negative effects of ultra violet rays. Glass block or highly tinted, colored, or reflective glass should not be used at the street level for display windows.
- Durable materials at the street level **should** be used since pedestrian contact will be considerable. Preferred materials are metal, brick, stone, wood, glass and concrete, and plaster. Other acceptable materials may include durable, smooth exterior grade wood trim such as oak, redwood, poplar, and cedar.



- Storefront 'expansion zones' of approximately 2-feet in width should be provided for tenants to expand their merchandising past the building plane with unique 'extras' reflecting the quality and feel of the business but do not obstruct pedestrian flow. This space could be occupied by constructed protrusions such as bay windows, or semi-permanent alternatives such as benches, flower pots, and small tables.
- Storefront facades, recessed doorways, outdoor spaces, and passageways should be lit with proper directionality and fixture cut off.
- 'After hour' lighting within the front of stores should be provided to contribute to pedestrian lighting and provide for a comfortable night time strolling experience.
- Sign lighting, including flat-mounted signs, blade and banner signs, **should** be lit with concealed lighting or from above with downlighting.
- Awning design and placement should complement the scale of the store façade design. Collective placement of awnings should maintain overall design integrity and avoid a uniform awning layout.
- Awning material should be of a woven fabric or other material that projects the natural appearance of canvas, metal, glass, etc. Retractable or open side awnings are preferred. Back-lit, internally lit, and vinyl awnings should not be allowed.
- Awnings and canopies **should** provide a minimum vertical clearance of 8 feet from pavement level.



Awnings help provide shade for the building and pedestrians, but should not conceal architectural details.



Variations in the storefront finishes and awnings allow for individual expression and uniqueness to distinguish individual businesses.



Signage should be located where comfortably viewed at the pedestrian level.



Signs should be professionally crafted.

Creative signage can promote the personality of a business, while remaining unique to Roeland Park.

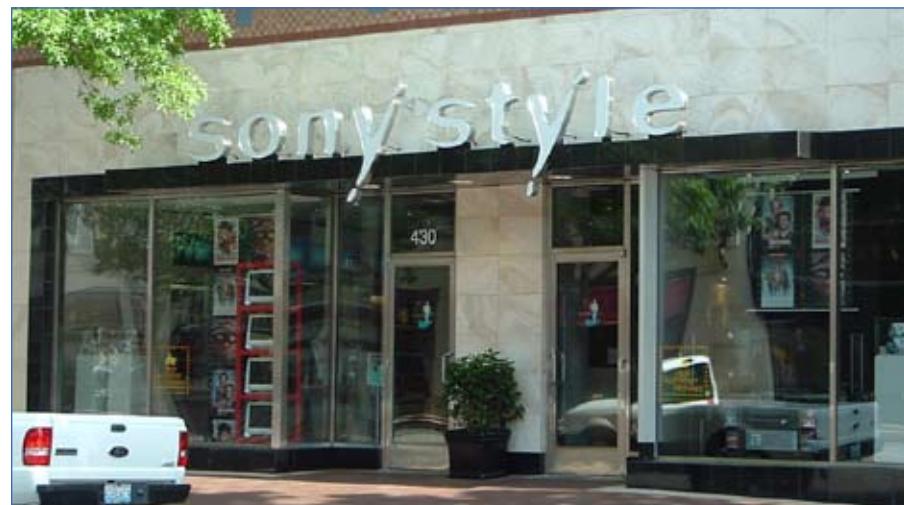
Architectural Vocabulary - Storefront and District Signage

Intent

To integrate signage into the building design, and preserve or emphasize the building architecture and rhythm of the street.

Guidelines

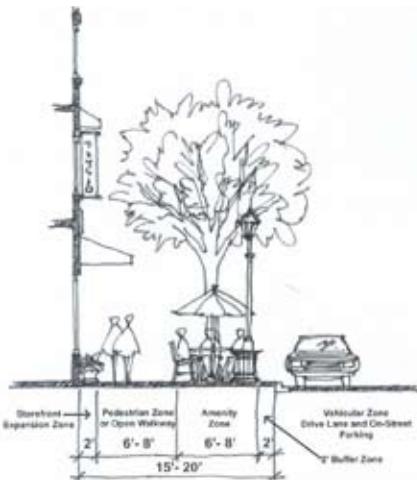
- Creativity in signage design is encouraged and expected; nondescript box signs are prohibited. Creative consistency that distinctly identifies the tenant's identity and integrates with the storefront façade is the goal.
- Signs should be in an area of the building that is free of architectural detail and not higher than the limit of the occupied office / retail space, with such signs primarily provided where visible to pedestrians at ground level. Signage at a focal point corner may be allowed signage above the ground level.
- Freestanding signs other than directional or street signs **should not be** permitted.
- Windows should not be cluttered with too many signs to block the views of merchandize and present a confusing or overwhelming image.



- Designers are encouraged to explore all creative options for signage to express tenant's identity.
- Signs should be professionally crafted in the form of a painted sign, flat sign, fin sign, or awning. Emphasis should be on durable materials and quality manufacturing.



Signage should emphasize the building architecture and enhance the pedestrian experience, while the use of prototypical corporate signage should be minimized.



Streetscape

A successful Roeland Park mixed-use neighborhood will include 'furnished' open space, sidewalks, and streets. Streetscape elements in these guidelines include sidewalks, landscaping, lighting, benches, trash receptacles, and other pedestrian amenities which reinforce the unique Roeland Park character. The sidewalk / streetscape elements should be considered as part of the extended architectural expression of the building elevations.

Intent

To provide open space and public places integrated purposefully into the overall development design that contribute to the enjoyment of residents and visitors.

Guidelines

- Streetscapes should be comprised of a 'pedestrian zone' nearest the building façade for access and window shopping, and an 'amenity zone' near the street curb for landscaping, street furnishings, and seating.
- Primary sidewalks and amenity zones along Johnson Drive should have a typical combined width of 15-20 feet between the street curb and the building wall. These areas should be designed to provide an intimate neighborhood feel.
- Amenities such as seasonal planters and urns, benches, bike racks, and trash receptacles should be incorporated where they will not disrupt pedestrian walkways.
- Street trees and planting areas should be located in the amenity zone along the street curb, and should include a buffer zone of approximately 2-feet to allow unobstructed opening of parked car doors in on-street parking spaces.
- A lawn and/or semi-private front yard/courtyard should be provided along the Johnson Drive frontage from buildings with ground level residential uses. In this instance, the pedestrian zone may be located closest to the street curb.



Landscape planting areas should create an intimate neighborhood feel, and be setback to avoid conflicts with on-street parking.



Outdoor seating and variation in the building wall creates an interesting and active space. Street tree planters help define the pedestrian zone and separate pedestrians from traffic along the street.



Opportunities for gathering places and plazas should be incorporated near the walkway system.

- Sidewalks should incorporate public art treatments, such as ornamental pavers, LED lighting, street name medians, and Rock Creek trail corridor markers.
- Sidewalk planter areas should accommodate storm water infiltration and whenever possible the reuse of gray water for irrigation.
- Street lighting should function as the unifying element throughout the Johnson Drive corridor in Roeland Park and Mission.
- Special effects lighting is encouraged in planting areas, such as lighting in trees or up-lighting in trees. Such lighting should be waterproof and light should be shielded so as not to impair a pedestrian's vision or vehicular traffic.
- Planting pots and planters should be used in addition to landscape planting areas to compliment the surrounding streetscape by adding color and variety. Large pots are preferred to fixed boxes.
- Bicycle racks should be permanently mounted and placed in convenient locations in several locations along Johnson Drive, but should not obstruct views or cause hazards to pedestrians or drivers.
- Utility accessories including boxes, meters, manhole covers and fire hydrants should be coordinated with other streetscape accessories. The visual and physical impact of such accessories should blend into the surroundings and be placed where not to obstruct pedestrian movement, while remaining readily accessible.



Public art should be incorporated into the streetscape design.



Landscape planting pots integrated into the streetscape and near storefronts will contribute to an intimate neighborhood feeling.



Public art in the streetscape should be coordinated with the City of Roeland Park art program, and may include water, seating, planting, decorative architectural element, or plaza space as part of the design.



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