

# *Towncrest Urban Renewal Area*

City of Iowa City, Iowa



*Design Plan Manual*

November 2010





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## ACKNOWLEDGEMENTS

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## EXECUTIVE SUMMARY & INTRODUCTION

### DEVELOPMENT INTENT

The Towncrest Urban Renewal Area is an existing commercial center wrapped in a residential neighborhood in the Southeast Planning District of Iowa City, Iowa. Towncrest originated as a “high-end” suburban medical office park in the late 1950’s and early 1960’s. For more than twenty years Towncrest was known to be an excellent place to locate a business and spurred adjacent commercial and residential growth within this area of Iowa City.

In recent decades it has suffered from a lack of reinvestment in its physical infrastructure. Streets, buildings, lighting, walks and signage are currently seen by many as substandard and by some as dysfunctional. It is the intent of this planning and design effort to reestablish Towncrest as a commercial center through the reimagining of its physical character and reinvestment in its infrastructure which in turn would create a point of focus and renewed interest for business development within Iowa City.



### STREETSCAPE & REDEVELOPMENT

*This document is intended to allow existing architectures within the Towncrest Urban Renewal Area to harmoniously coexist with those that are redeveloped or razed and reconstructed. The application of a common streetscape framework in tandem with consistent architectural character act to unify the area over time.*

### PROJECT OVERVIEW

In the summer of 2010, the City of Iowa City retained RDG Planning & Design to engage the community in an interactive design process that would lead the community to a design plan for approximately 50 acres of the southeast planning area. This design process built upon a public participation process that began in the autumn of 2008. The results of the recent effort detailed in this document are intended to provide a level of detail necessary to begin the redevelopment of the Towncrest area. The design team engaged area business owners, property owners, neighbors and City Staff in a day-long design work session and multiple small and large group design review meetings. These interactions provided the team with good knowledge and understanding about the history and present condition of the area. They also spurred thinking about the potential future of the project district.

### USING THIS DESIGN PLAN

This document is intended to be used by City staff, existing property owners, future property owners and consultants to guide decisions on the future of the Towncrest Urban Renewal Area. The document contains the following six chapters that focus on the key design elements and a seventh chapter that focuses on the implementation of the Design Plan:

- Streetscape Design
  - » *Guidelines for private and public street redevelopment*
- Parking
  - » *Guidelines for parking access, location, construction and parking lot stormwater strategies*
- Open Space
  - » *Guidelines for potential open space*
- Landscape
  - » *Guidelines for the style and placement of landscape plantings*
- Signage & Wayfinding
  - » *Guidelines for monument, wayfinding and directional signage*
- Architectural Character & Materials
  - » *Guidelines for architectural materials and forms to achieve a distinct architectural style*
- Implementation
  - » *Guidelines for the application of this Design Plan*

### DESIGN PLAN GOALS

Through the design and public process, the Design Team established a set of four key goals that define and direct the decisions made in this Design Plan. These goals are described as follows:

#### **1. Enhance the public experience.**

An early focus of the Towncrest Redevelopment is the

improvement of the area's physical condition especially as it pertains to streetscape and public areas. These areas include streets, sidewalks and planting areas. The general consensus of those who participated in the public process is that these current amenities do not adequately serve the needs of the Towncrest area and are detrimental to its long term success.

This plan seeks to improve these areas through functional (e.g. adequate walks, lighting, directional signage, parking access management, etc.) and aesthetic improvements (e.g. plantings, decorative paving, public art, etc.) which will work together to create a new and distinctive identity for Towncrest.

## **2. Create a cohesive architectural character.**

In addition to the public realm improvements a large concern for the area is the aging architecture. In particular, the public discussions focused on the Colonial style of many of the existing structures. People stated that it is dated and no longer relevant. The consensus is that this aspect of Towncrest's identity must change if the area is to remain a viable commercial area that is attractive to new and existing businesses.

This plan prescribes a palette of architectural elements and materials that will allow the renovation of existing structures by maintaining their greatest attribute, their red/orange brick facades, while applying more contemporary urban materials. For new development, an emphasis on bringing structures toward the street, the relocation of parking to the rear of properties, easily identified entries, greater transparency into ground floor spaces and a human scale are all encouraged. The inclusion of new elements and materials within old and new construction will allow the redevelopment of the area to progress with a cohesive and distinct aesthetic when combined with other Design Plan elements.

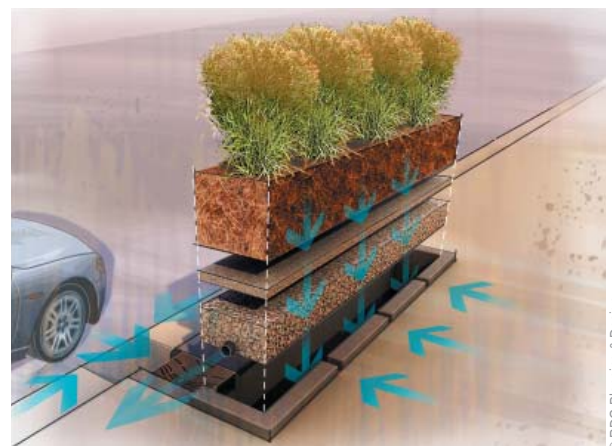


### **ARCHITECTURAL CHARACTER IMAGERY**

*The consistent use of contemporary construction materials and simple architectural forms in both new and redeveloped structures will aid in the establishment of a cohesive design aesthetic. For more information please see the Architectural Character & Materials section of this document on page 26.*

## **3. Redevelop sustainably.**

It is a goal of this plan to encourage a sustainable redevelopment of all aspects of Towncrest. The goal will be achieved in this plan in a few key ways. First, through the use of building materials with proven longevity and minimized carbon use during manufacture and transport to the area begins to reduce its impact. Second, the use of indigenous and low-maintenance landscape materials as well as energy efficient lighting design and fixtures conserves the energy necessary for day-to-day operation of the development. Finally, by utilizing aesthetically pleasing green space and planting areas within the public realm and private parking areas as components of a green infrastructure (GI) system, the area works to minimize its impact on the greater watershed to which it belongs. These GI components are intended to improve stormwater quality by cleansing water of sediments and contaminants commonly found in the first flush of urban stormwater run-off prior to allowing it to move outside of the area.



### **SUSTAINABLE DECISION MAKING**

*This plan strongly encourages all who participate in the evolution of the Towncrest Urban Renewal Area to consider the sustainability of each choice – whether it be the choice of architectural materials or plant species.*

## **4. Encourage public/private partnerships.**

Revitalization of Towncrest will require an effort on the part of private property owners in partnership with the City. Significant to the redevelopment in the short term are improvements to the elements within public view such as streetscape, signage and landscape enhancements, reconfiguration and greening of parking areas, and architectural facade enhancements. Improvements to these elements will help create a new image for Towncrest that may encourage further redevelopment. In the longer term, establishing a design aesthetic for the area will guide future redevelopment in a direction that is both cohesive and sustainable.

## EXECUTIVE SUMMARY & INTRODUCTION cont.

### OVERALL VISION

The vision for a redeveloped Towncrest is that of a vibrant and connected commercial and residential area. The use of simple architectural forms already found within the area and the infusion of contemporary building materials will allow the original bones of the development to coexist with future structures. Rhythmic and curvilinear streetscape patterning will define the streetscape amenity zone for pedestrians. Rich, low-maintenance landscapes assist in defining paths of travel and could allow stormwater to infiltrate near where it falls improving its quality. This new character paired with expressive and clear signage will assist patrons to find the area, and equally as important, to easily understand where they are going. Each of these aspects will work together to create a cohesive aesthetic and positive user experience that can only be found in Towncrest.



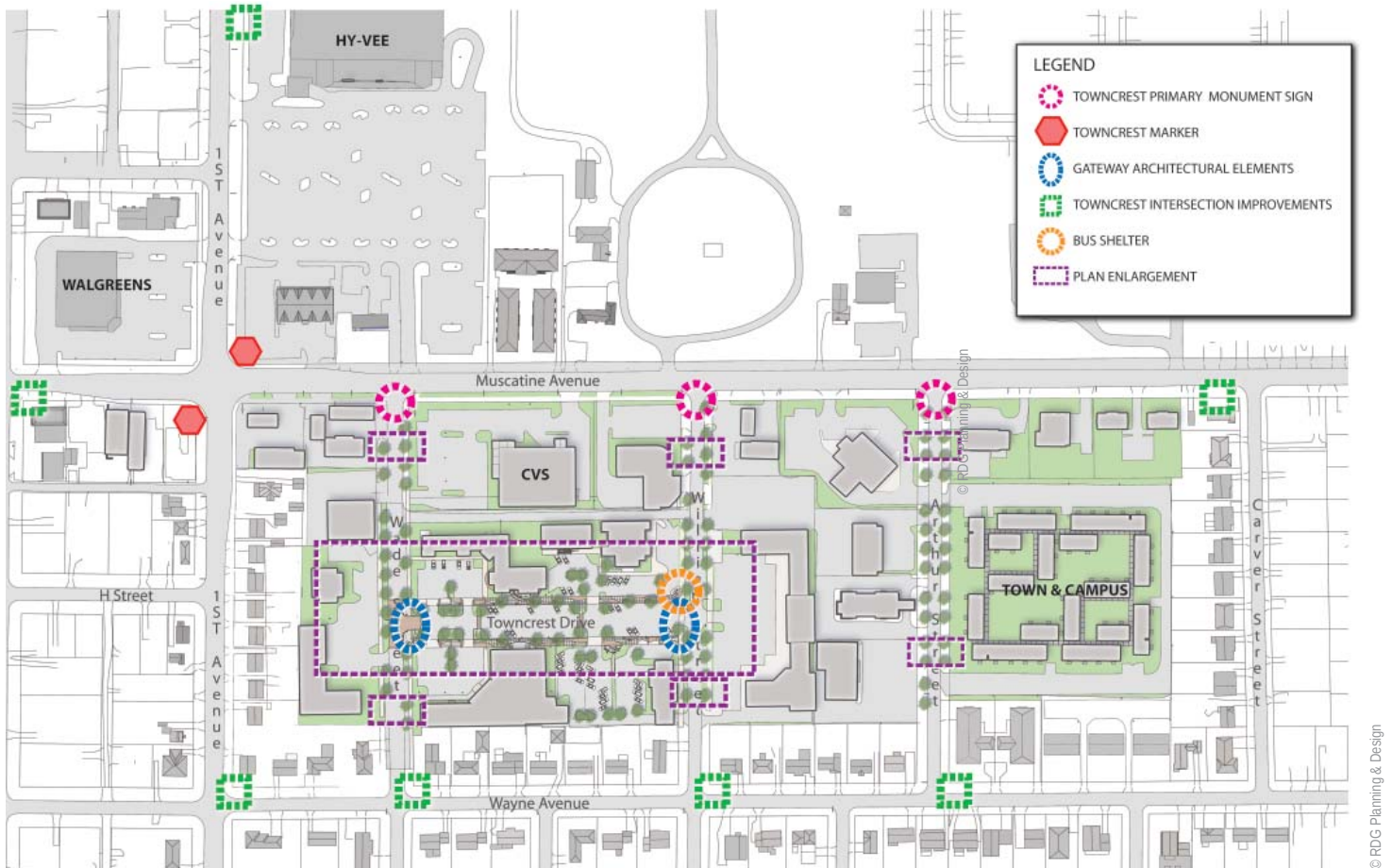
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### TOWNCREST DRIVE PERSPECTIVE IMAGE

*As the primary interior connection roadway of the area the consistent redevelopment of Towncrest Drive will set the tone for the future of Towncrest. The above image illustrates the potential reconfiguration of Towncrest Drive which would include a new roadway cross-section, a new streetscape framework and a restructuring of the current ingress and egress of existing parking lots. For more information please see the Streetscape Design section of this document on page 10.*



#### TOWNCREST URBAN RENEWAL AREA ILLUSTRATIVE DIAGRAM

The above image is a plan representation of many of the potential public enhancements that could occur as the Towncrest area redevelops.

## STREETSCAPE DESIGN

### INTENT

The streetscape design for the Towncrest Urban Renewal Area is intended to be a catalyst for a desired District transformation from aging buildings and infrastructure to a vibrant, walkable and safe community center.

The intent of this section is to make a series of recommendations for the planning of the vehicular and pedestrian spaces. The recommendations will touch on a variety of spatial baselines and aesthetic enhancements that could serve the future designers of these spaces. Now, more than ever, pedestrian and vehicular circulation as well as the safety, comfort and aesthetic enhancement of circulation routes and pedestrian spaces are expected. This expectation has come about as a result of an increased awareness that people's day-to-day environments do impact their quality of life. The more comfortable, safe and aesthetically pleasing a space is to a user, the greater the quality of the experience and the potential that the user could utilize that space or route again.

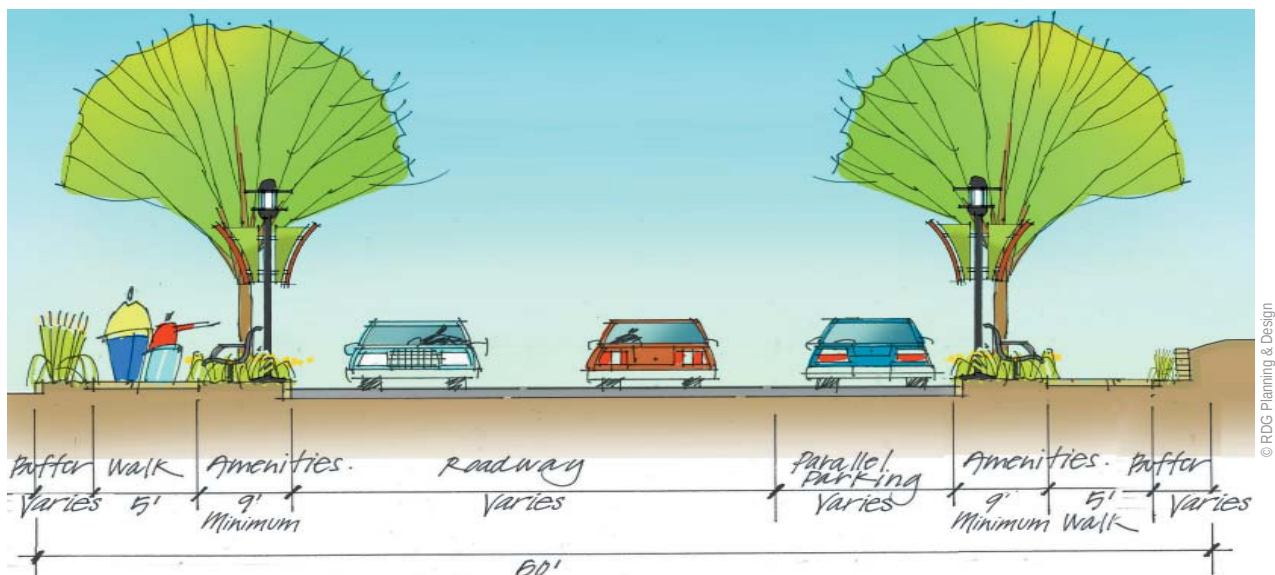
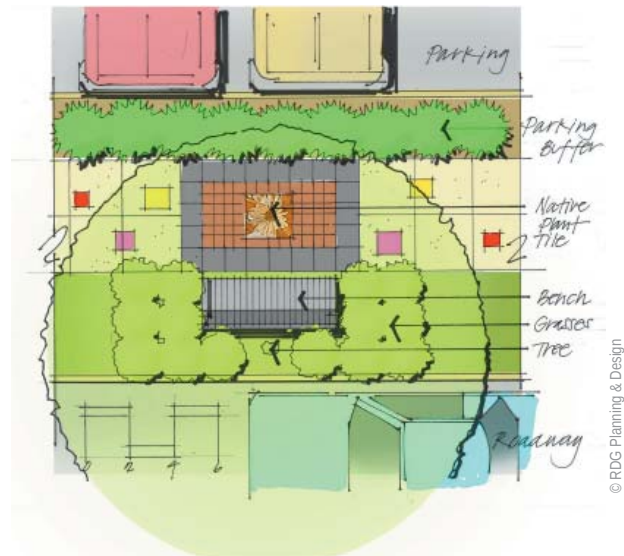
### MUSCATINE AVENUE & S 1ST AVENUE

Muscatine Avenue currently has a tree lawn with mature ornamental trees and a widened sidewalk on the south side of the street. This area should be improved with new lighting with banners and signage that announces the entry into the Towncrest District. Special landscaping, signage and pavement at the intersections of Muscatine Avenue with Wade Street, Williams Street and Arthur Street further celebrate the entries into the District.

At the intersection of Muscatine Avenue & S 1st Avenue, the sidewalk zone should be treated with its own distinct Towncrest markers and landscape concept to give the District identity at this major intersection. See the Signage chapter for further description of signage treatments throughout the District. The current intersection design would require the acquisition of additional right-of-way and should be further evaluated in context with existing traffic signals.

### WADE STREET, WILLIAMS STREET & ARTHUR STREET

As the current main entrances to Towncrest, the three north-south streets are important pedestrian and vehicular



### TYPICAL STREET SECTION: WADE STREET, WILLIAMS STREET, ARTHUR STREET

The diagram above represents a typical street section for Wade, Williams and Arthur Streets. Further study is required as to the need to modify existing pavement widths on these streets. The buffer shown above represents R.O.W. screening only. Private property owners are still required to comply with City of Iowa City landscape buffer requirements.



#### INTERSECTION ENHANCEMENTS: 1ST AVENUE AND MUSCATINE AVENUE

*The perspective images above and below illustrate potential intersection enhancements for 1st Avenue and Muscatine Avenue as well as an enhanced edge treatment. It is desired that through the inclusion of special paving at pedestrian queuing areas, stone sign walls and additional landscape plantings passers-by will not only identify the areas as a part of Towncrest, but will be intrigued enough to further explore the area.*



#### EDGE ENHANCEMENTS: MUSCATINE AVENUE

## STREETSCAPE DESIGN cont.

corridors welcoming people to Towncrest. These streets are envisioned to include parallel parking on at least one side. A minimum nine (9) foot landscape amenity zone adjacent to the street can provide the opportunity for landscaping, lighting with banners, street trees and benches. Within the right-of-way, a consistent five (5) foot walk can serve pedestrians, and sidewalks should be buffered from parking areas with landscape screening. **Note that private property owners are still responsible to screen parking lots per Iowa City Code.** As the area is improved, the City will work with area property owners to establish an appropriate buffer between the sidewalk and the private parking areas. This landscape buffer can be removed and the walk increased in width if existing or future buildings are present at the right-of-way edge. Due to varying existing grade conditions, retaining walls may be necessary in some locations to allow for the proposed streetscape design. See page 10 for a typical street section representing this streetscape design.

At mid-block locations, a landscape seating node is envisioned to include a bench, special landscaping, decorative paving and custom paving tiles as depicted in the plan shown on page 10. These areas are intended to make the pedestrians walk more enjoyable and comfortable while further creating an identity for a revitalized Towncrest District.

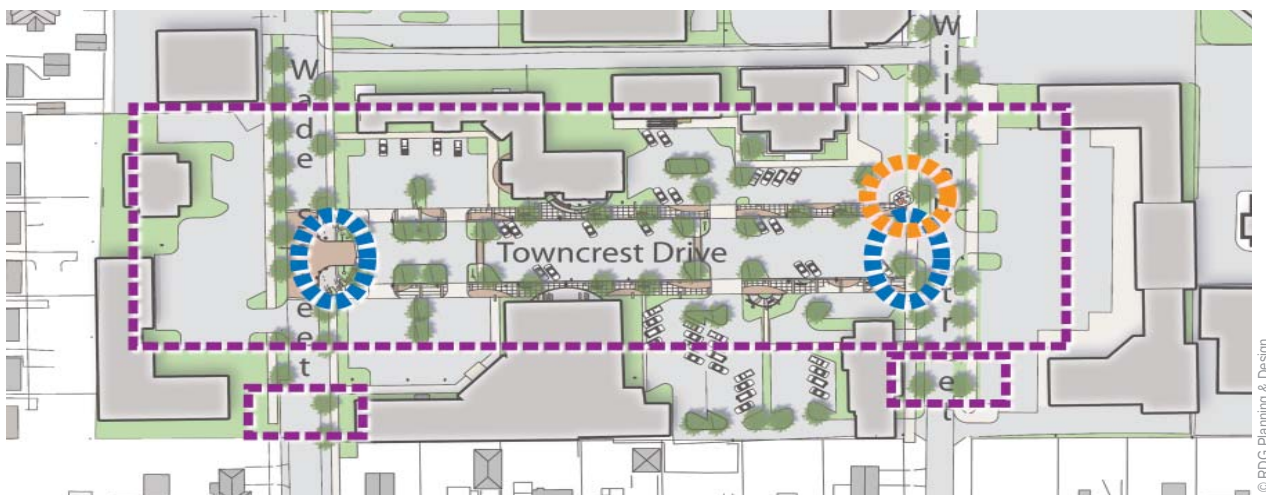
### TOWNCREST DRIVE

At the center of the district, Towncrest Drive is envisioned to become the heart of the district with a streetscape redesigned to be comfortable, beautiful and convenient to users. Towncrest Drive is currently a private street and has been designed for vehicles, but not pedestrians. While it may

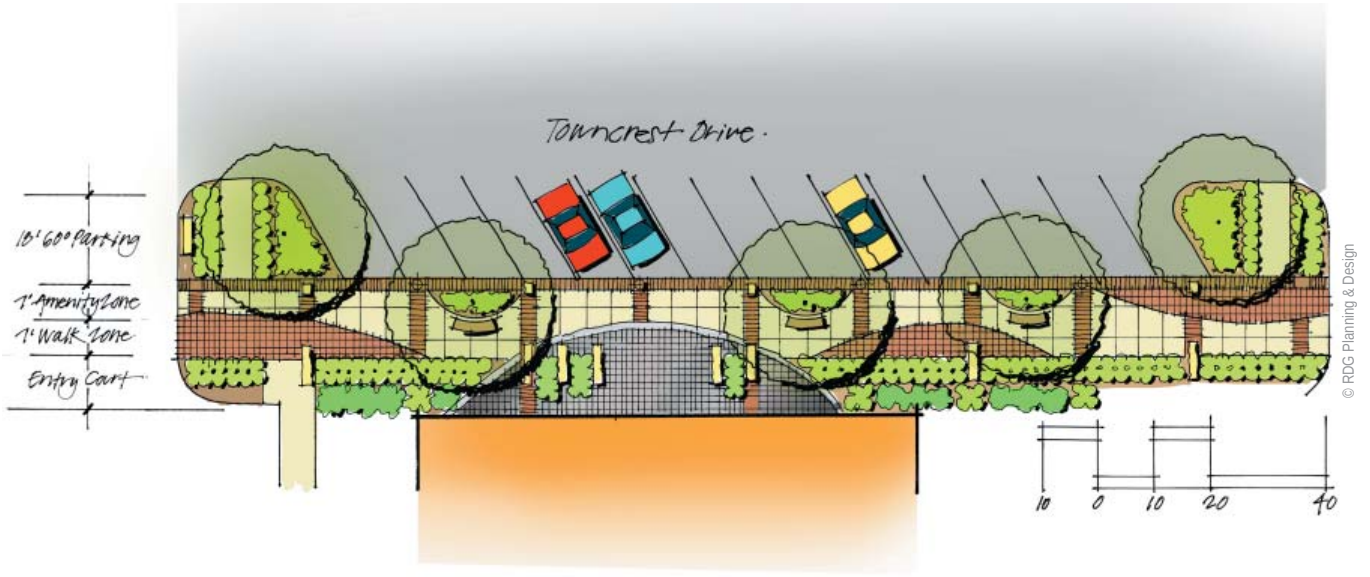
or may not remain a private street in the future, it should still be designed to function as a public street and observe the same rules as a public street in regards to items such as building placement, entrance placement, landscaping requirements and pedestrian features.

The vision for the street is to create a place that is inviting for both pedestrians and vehicles alike. The illustrations below and on the adjacent page represent the proposed conditions for Towncrest Drive. The residents, customers and shoppers utilizing the vehicular drive lanes will benefit from the reconfigured and convenient diagonal parking located along the street. Alongside the street curb, a wide landscape amenity zone and a generous seven (7) foot walk zone will enliven the streetscape with colorful plantings, rhythmic curvilinear pavement patterns and lighting. The area will also be enhanced with banners, street trees, stone piers, benches and signage. An additional zone bordering the existing buildings may be used to reinforce building entries or as landscape to further strengthen the experience of the street. If the area redevelops, the additional zone for building entries or landscaping may be removed or reduced to bring the new building faces up to the street which will create a more urban experience for all. Where sidewalks are next to private off-street parking (existing or proposed), a landscape buffer should be included with a width that will be determined in future design phases.

Overall, the Towncrest Drive streetscape design establishes a pattern that unifies the street while also allowing for variety and intriguing moments through its use of random curving patterns that interrupt the linear rhythm of other elements.

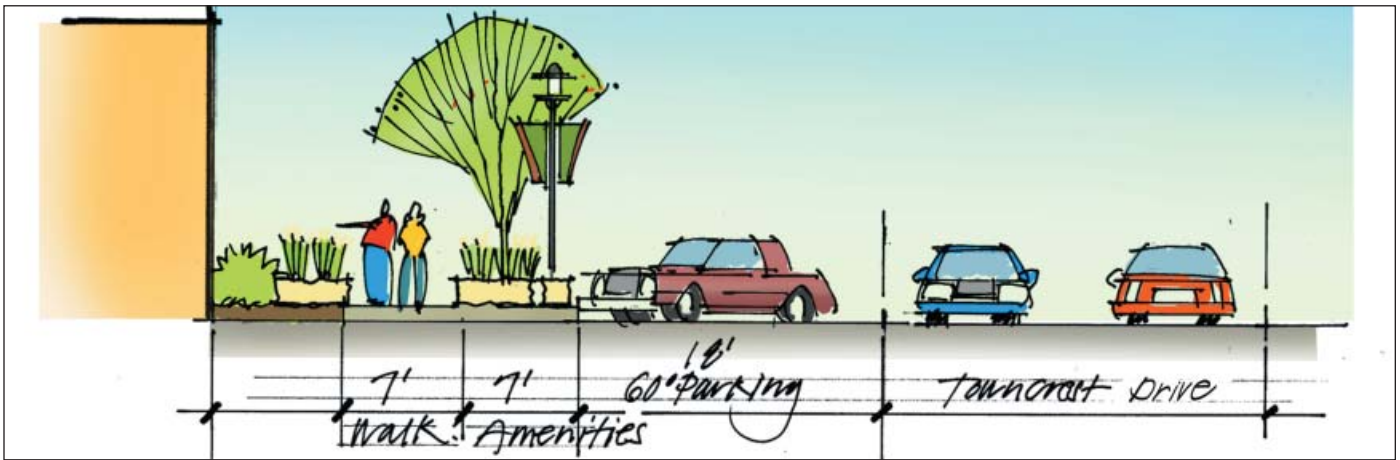


TOWNCREST DRIVE AREA FRAMEWORK DIAGRAM



#### TYPICAL STREETSCAPE FRAMEWORK: TOWNCREST DRIVE

The adjacent images convey the design intent for the functional layout and unique aesthetic of the Towncrest Drive area. Located at the center of the district, Towncrest Drive is envisioned to become the main artery of the district with a streetscape redesigned to be comfortable, beautiful, convenient and appealing to users.



## STREETSCAPE DESIGN *cont.*

### SIDEWALKS & PEDESTRIAN CROSSINGS

All sidewalks and associated crossings of streets and access drives should conform to the standards set forth in the Americans with Disabilities Act or City of Iowa City Code, whichever is more restrictive.

The crossing of roadway intersections and mid-block crossings, if they are desired, should be made evident to both pedestrians and vehicles. The use of contrasting colors and textured paving materials such as clay brick or precast concrete pavers or integrally colored and stamped concrete are recommended. All plant material, monuments, bollards and streetscape elements should respect recommended sight distance and City of Iowa City regulations and be able to break-away in the event of a collision.

### PAVING

The paving of all public sidewalks within the Towncrest Urban Renewal Area should be constructed using Portland Cement Concrete. Integrally colored concrete and precast concrete pavers may also be acceptable. Private walkway materials should comply with City Code and ADA Guidelines.

### SITE FURNISHINGS

The incorporation of site furnishings such as seating and trash receptacles aid in defining a space through comfort and

aesthetics. We recommend that when designing a space, whether a retail streetscape or plaza area, the inclusion of these elements is considered for their functionality, but also because their appearance aids in unifying the whole of the development. Site furnishings should be uniform (color, style and material) throughout the Towncrest Urban Renewal Area. While furnishings do not necessarily have to be exactly the same throughout, they should appear to belong to the same family. The current design concept envisions the use of informal stone slab benches, the use of custom perforated metal benches that display abstractions of native Iowa plants and/or the use of a standard manufacturers bench. Examples of appropriate site furnishings and selection criteria can be found in the Appendix.

### LIGHTING

Lighting plays two roles in the making of a place. First, it must function. The proper illumination of a space adds to the level of comfort a user has when in that space and the perception of safety. Second, when the luminaire is not providing light, it aids in creating a sense of unity through repetition of form. There is a luminaire and pole combination for virtually every style of design that currently exists. The selection of poles and luminaires that complement the site, architectural styles and energy conservation goals of the



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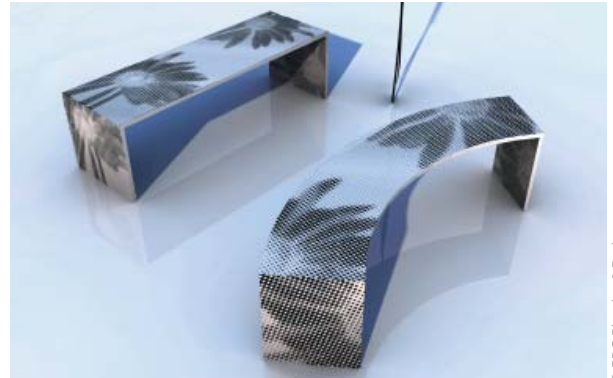
TOWNCREST DRIVE AREA PERSPECTIVE

Towncrest Urban Renewal Area, are important to creating a sense of place. Existing federal, state and local energy codes should be consulted and adhered to in all instances.

There are at least three different proposed lighting types within Towncrest – a roadway light, a parking lot light and a pedestrian light. Beyond that, there could be a series of lights that work with the architecture of the varied structures found in Towncrest. Wherever a light may be found in the development, it is important that it relates to all others. This relationship can happen through color, style, scale and/or material. The common mounting of a light on an architecturally detailed base may also aid in bringing a sense of unity to the lighting throughout the development.

Light selection should be partially based on power usage and requirements. It is a goal of this redevelopment to minimize the use of energy in all aspects of design. We recommend that when selecting lighting for the District and individual sites the designer make every effort to incorporate solar cell and LED technology and other energy saving measures into their selection criteria. When designing parking lot lighting, we recommend that consideration is given to lowering parking lot lighting levels outside of business hours.

One goal of this redevelopment is to reduce, if not eliminate, light pollution and glare within the development. Lighting design should eliminate hot spots, glare along roadways and light spillage onto adjacent properties. All new lighting fixtures will be required to meet both the design aesthetic for the Towncrest District and meet City Code requirements for glare control, light trespass, and maximum outdoor light output.



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### PUBLIC ART & CUSTOM FURNISHINGS

*The above image represents a bench that could be included within the streetscape. This bench could also convey through oversized graphics an aspect of the area's history or Iowa City's history. The intent of the custom bench is to use a functional element of the streetscape as a piece of public art that is integral to the streetscape.*



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### STREETSCAPE LIGHTING

*One of the primary concerns regarding the existing Towncrest area is the perception of safety within the area after dark. It will be important as a part of the streetscape development to consider a level of lighting that allows for safe vehicular travel and a comfortable pedestrian environment.*

## PARKING

### INTENT

To provide safe and convenient pedestrian access to facilities served by the parking areas, to maximize the parking available within existing parking facilities through the reconfiguration of parking stalls and to provide on-street parking (angle or parallel) where possible that will serve those uses immediately adjacent to the stalls.

### BEST MANAGEMENT PRACTICES

This document recommends the sharing of parking areas between businesses in close proximity to one another where possible. In some areas within Towncrest, agreements allowing the shared use of parking lots are already in place. This shared use can minimize the amount of impervious surface on a lot or series of lots and therefore the amount of stormwater run-off that needs to be treated within the development.

In addition to the shared use parking lots, we recommend that access to private parking lots be consolidated to improve both vehicular and pedestrian safety as well as increase the potential for on-street parking. The existing pattern of frequent access driveways in many areas of Towncrest creates confusing and potentially hazardous circulation patterns for cars and pedestrians. The adjacent Reconfigured Parking Diagram shows a preliminary study of how existing parking might be reconfigured to reduce driveway accesses along Towncrest Drive.

For new construction, parking should be located at the rear of the buildings. Shared parking strategies are also encouraged. Parking should conform to the Iowa City Zoning Code for the appropriate zone classification of the property.

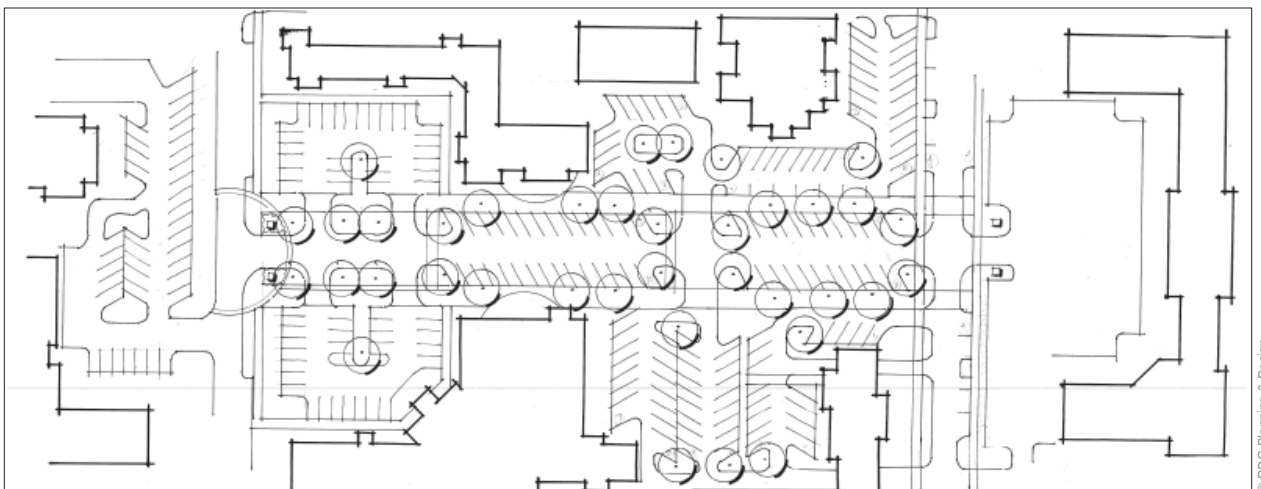
Parking lots are recommended to provide both interior and perimeter landscape and stormwater enhancements to treat and convey the stormwater that falls on them. The following practices are recommended:

- Pervious Paving
- Bioretention Areas
- Rain Gardens (Soils Permitting Infiltration)

To correctly implement these practices, we recommended by this plan that a geotechnical investigation is undertaken to better understand the ability of the existing soils to infiltrate stormwater. If the soils are not adequate to this task, it is possible to import or amend soils and place within Bioretention or Rain Garden areas to cleanse stormwater prior to releasing it off-site.

If pervious paving is deemed to be an appropriate stormwater management practice for any given area we recommend that it only occur in parking stall areas and not in drive aisles. Drive aisles typically experience a higher rate of usage. This frequent usage can lead to compaction of the porous subgrade and could adversely impact the effectiveness of the application over time. By crowning a concrete drive aisle to drain to the pervious paving parking stall the desired effect of infiltrating stormwater is still achieved and typically at a lower cost than using the pervious paving system throughout.

The use of Portland Cement Concrete (PCC) paving or asphalt paving is acceptable for parking lot paving.



### RECONFIGURED PARKING DIAGRAM

*The above image represents early thinking about the potential for increased on-street parking as well as the reconfiguration of existing parking striping to allow for increased off-street parking. This is an aspect of the redevelopment that will need further study in subsequent phases of design.*

## OPEN SPACE

### INTENT

As the area redevelops, we recommend that land is dedicated by private owners for public use or that the City purchase land for public use and open space. If neither of these scenarios is possible, a public and private partnership will need to be negotiated to achieve the goal of a larger public use open space area within the Towncrest Urban Renewal Area. As new development increases, the inclusion of useful open space will be important to ensuring that the passive recreation needs created by new residents, workers and their families moving into the neighborhood can be met.

The current area of southeast Iowa City is well served by recreational open space opportunities with Mercer Park serving Towncrest directly. A comprehensive open space system should also include open spaces that encourage community gathering. A space for community gathering including small events, outdoor dining and holiday celebrations is currently lacking in southeast Iowa City. Public input at multiple meetings has confirmed this need.

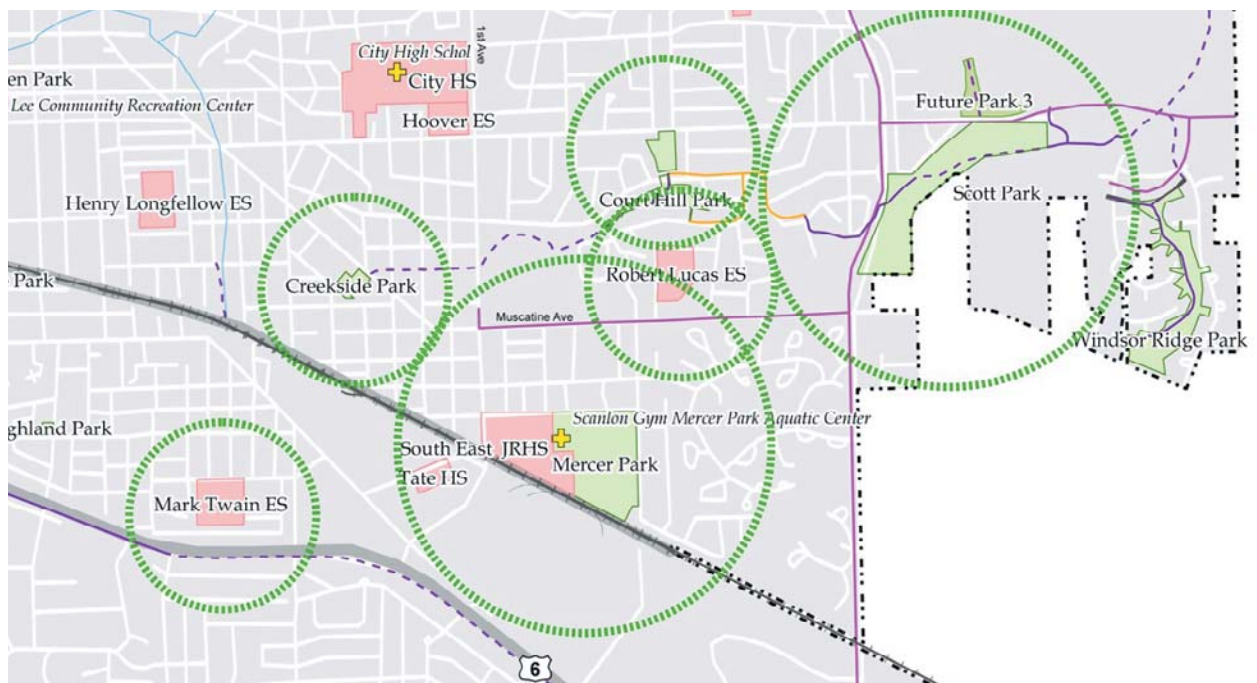
### COMMUNITY PLAZA

A new Community Plaza is recommended for the Towncrest Urban Renewal Area to provide a flexible and functional

public space. The plaza itself will allow for multiple types and sizes of public gatherings for several purposes, will act as a community meeting place when needed, and could double as a venue for local performing and visual artists.

At this time, the specific location of the plaza has not been identified. The plaza would be most appropriately located in the core of the Towncrest district and not directly on any arterial street. We recommend that the plaza be surrounded by streets on a minimum of three sides in order to enhance the sense of ownership by the larger southeast community. The plaza is intended to be served by street parking. As redevelopment plans advance, the City should also consider how the plaza placement can function to help ease transitions from different land uses.

The plaza design should focus on enhancing community and relate to the streetscape design envisioned for Towncrest Drive with a stylized informality and the use of similar forms, colors and materials. The plaza should have a balanced mixture of green space and hardscape. It is envisioned to include a permanent café or a shelter for events with associated seating areas. A central green space could serve as a flexible space for small scale passive recreation and



### OPEN SPACE SERVICE

The above diagram illustrates 1/4 mile and 1/2 mile radius service areas for the existing parks in southeastern Iowa City. Towncrest is well-served by recreation, but does not have a community gathering place.

## OPEN SPACE cont.

small- to medium-scale programmed events. An informal stage area (covered or uncovered) would further enhance opportunities for performances and events. Landscape planters located around the plaza could serve to add year round color while improving the quality and reducing the quantity of stormwater run-off if designed to accept plaza or street stormwater.

People should be encouraged to use the plaza throughout the year. During the warmer months, an interactive water feature activates the space and serves as an informal play opportunity for all ages. Events such as holiday celebrations and festivals can take advantage of the plaza during cooler months. Hardscape areas of the plaza could be designed to be transformed into a skating plaza during cold winter months.

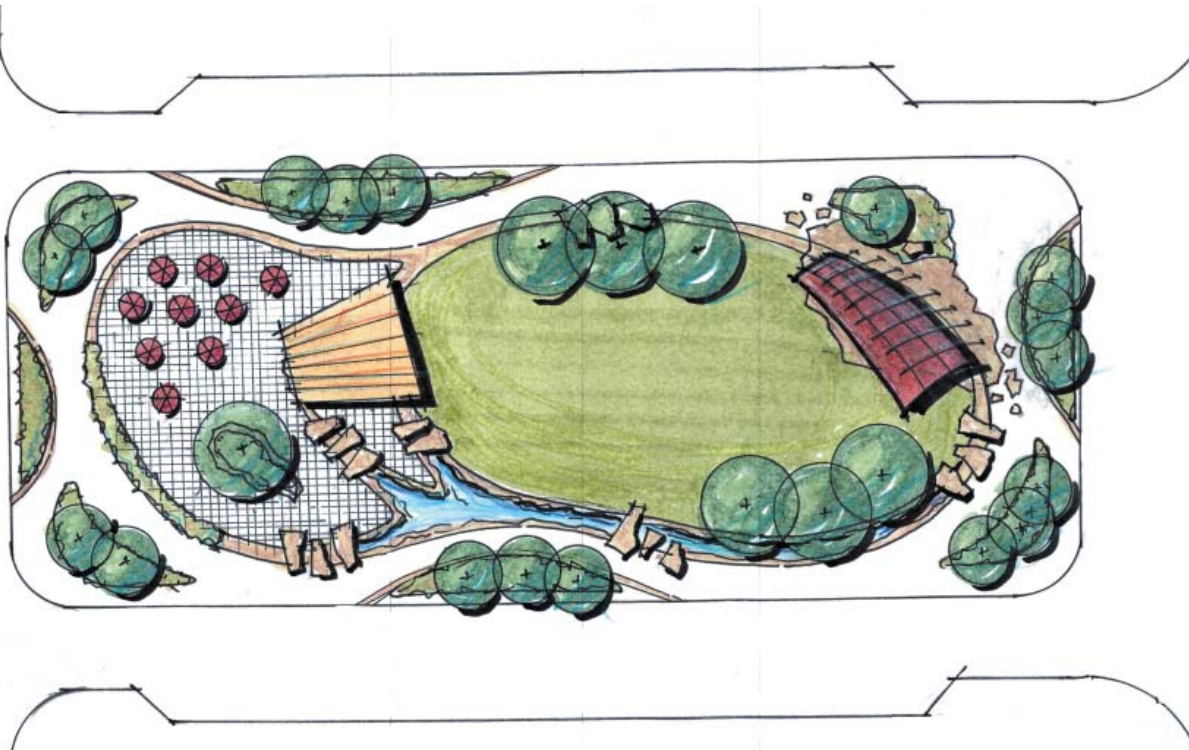
In order to accommodate the uses described above with a balance of hardscape and green space, the new plaza should be no less than 0.5 acre and preferably 0.75 to 1.0 acres in size. For reference, the design concept for the plaza illustrated below and on the following page is based on an approximately 0.75 acre area.



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### COMMUNITY PLAZA DESIGN CONCEPT

The above plan and perspectives on the adjacent page show one design concept for a future Community Plaza. This plaza is intended to be a community gathering place that allows for activities such as community celebrations, events and outdoor dining. The design envisions an interactive water feature, stage area, green space, seating, planting and a cafe/shelter. A location has not yet been planned for the proposed Community Plaza.



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## LANDSCAPE

### INTENT

Landscape design and open space guidelines for the Towncrest Urban Renewal Area should work toward the goal of a cohesive neighborhood aesthetic. The intent of this section is to establish baseline recommendations for the design of landscape and open space within the Towncrest Urban Renewal Area. Landscaping along streets and pedestrian connections at the Towncrest Urban Renewal Area is recommended as follows:

### INTERIOR STREETS:

Landscaping along Wade Street, Williams Street, Arthur Street and Towncrest Drive should adhere to the following planting recommendations.

1. The Towncrest district is fortunate to have numerous mature street trees that are valued by neighborhood residents and property owners. A Certified Arborist should perform a survey of the existing street trees to determine tree health and potential mitigation to enhance or protect tree health. The future streetscape designs should utilize the tree survey recommendations to determine what trees should be kept in place, removed or relocated.

2. Towncrest Drive

- a. Plant one large tree for every forty (40) linear feet of frontage or one small tree for every thirty (30) linear feet of frontage.
- b. A minimum of 10% of the ground plane of the landscape zone should be permeable areas comprised of planting beds or above-grade landscape planters.

3. Wade Street, Williams Street and Arthur Street

- a. Plant one large tree for every forty (40) linear feet of frontage or one small tree for every thirty (30) linear feet of frontage.
- b. A minimum of 10% of the ground plane of the landscape zone should be permeable areas comprised of planting beds or above-grade landscape planters.
- c. The existing parking buffer plantings between the sidewalk and the parking lots should be maintained where they exist and should be improved to meet City buffer and screening standards as property owners make improvements to their properties or land uses change over time. In the long term, if properties redevelop with new buildings the building frontage treatments, parking lot location, and streetscape elements will need to be adjusted to meet zoning district requirements.



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### TOWNCREST DRIVE STREETSCAPE PERSPECTIVE

*The use of native Iowa and adaptive plant materials is recommended in all aspects of landscape development. The desire within the development is to create an aesthetically pleasing street, plaza, building entry area or landscape buffer through the use of native Iowa and adaptive perennials and overstory and understory trees.*



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### ARTERIAL STREETS:

Landscaping along Muscatine Avenue should adhere to the following planting recommendations:

1. Existing understory street trees should be maintained and pruned to enhance sight triangles at street intersections.
2. Redeveloped streetscapes shall have one (1) large tree for every forty (40) linear feet of frontage or one (1) small tree for every thirty (30) linear feet of frontage.
3. The existing parking buffer plantings between the sidewalk and the parking lots should be maintained where they exist and should be improved to meet City buffer and screening standards as property owners make improvements to their properties or land uses change over time. In the long term, if properties redevelop with new buildings the building frontage treatments, parking lot location, and streetscape elements will need to be adjusted to meet zoning district requirements. Where not in current existence, parking buffer plantings at a minimum width of two (2) feet should be added to the right-of-way.



© Native Trees Shrubs, and Vines for Urban and Rural America

### NATIVE AND ADAPTIVE PLANTINGS IN FORMALIZED LANDSCAPES

The use of native Iowa and adaptive plant materials is recommended in all aspects of landscape development. The desire within the development is to create an aesthetically pleasing street, plaza, building entry area or landscape buffer through the use of native Iowa and adaptive perennials and overstory and understory trees. There is a wide variety of color and form to be found in the multitude of native Iowa and adaptive species.

### STORMWATER MANAGEMENT

It is the recommendation of this plan that all aspects of the development of the Towncrest Urban Renewal Area utilize “Best Management Practices” (BMP) for stormwater management. BMP is a blanket term used to describe a management practice or technique that has been deemed to be effective and practical in mitigating stormwater run-off from a developed site.



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## LANDSCAPE cont.

A combination of stormwater BMPs could be designed to filter and infiltrate run-off before being discharged into the City storm sewer system within the redevelopment plan. While a comprehensive systems approach is not detailed in this plan, a next step would be the design of a system to manage the quality and quantity of stormwater by increasing run-off retention time on site, infiltrating water into the ground and plant roots, filtering pollutants and maintaining or reducing the overall run-off volume leaving the site. Stormwater BMPs that could contribute to this system could include a combination of the following:

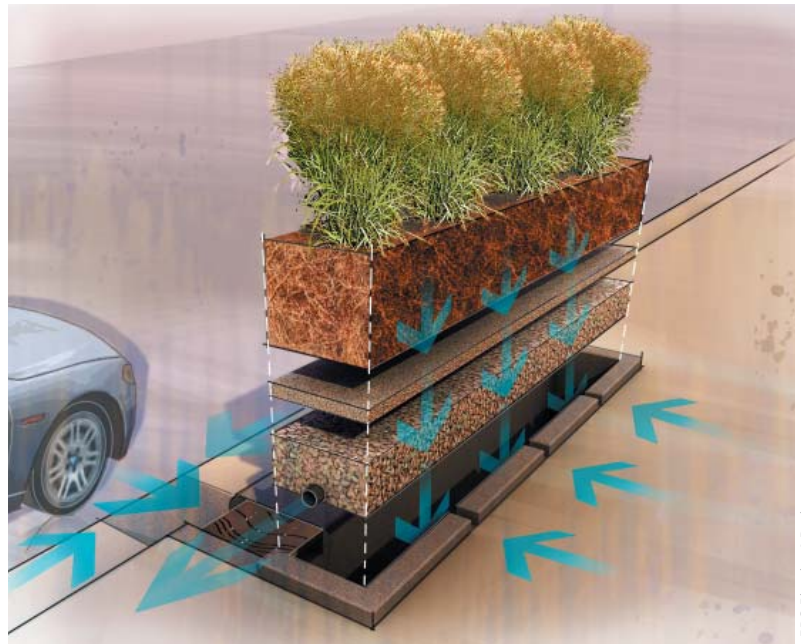
- Reduced street/drive widths and paved areas to minimize impervious cover and stormwater run-off rate and volume.
- Green roofs on built structures to absorb and transpire rain water back to the atmosphere and to reduce the heat island effect of built surfaces.
- Infiltration planting beds and rain gardens around buildings and structures to filter and infiltrate roof and pavement run-off and to provide landscaped property amenities.
- Cisterns for rain water collection and reuse for landscape irrigation.
- Permeable paving in parking and loading areas to absorb and retain rainwater.
- Bioretention cells and swales within and around paved areas to filter and infiltrate rain water run-off.
- Summer shading of hard surfaces to minimize heat island effect.
- Native and adaptive landscape systems to provide habitat and attractive landscape elements.



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### RAINGARDEN DIAGRAM

*The above diagram illustrates the potential aesthetic and function of a raingarden. Raingardens are an infiltration-based stormwater management practice that work to clean water, reduce flooding and recharge local groundwater. Rain-gardens could be utilized within the area's open space, streetscape or within private parking lots.*



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### ON-STREET STORMWATER PLANTER DIAGRAM

*The above diagram illustrates the potential aesthetic and function of an On-Street Stormwater Planter. Stormwater planters enhance the quality of the stormwater that leaves the street. The choice of salt-tolerant plant material and inclusion of engineered soils are critical to the long term functionality and aesthetic quality of this element of the streetscape. It is often desired by municipalities that these planters be underdrained with an outlet to local storm sewer. During times of heavy rainfall the underdrain ensures that water will be able to exit the planter below grade without overflowing onto the street.*

## SIGNAGE & WAYFINDING

### INTENT

Monument, wayfinding and directional signage play dual roles in the making of a place. Signage must effectively communicate to a user. It may communicate user location in a larger context, the location of a business they may be seeking or simply the announcement of a distinct space. Beyond wayfinding or contextual location, a sign also aids in the definition of a place through its materiality, form, scale, color and the use of a consistent logo. All signage must respect its context and work to fulfill the vision of the Towncrest Urban Renewal Area. See the section and plan on pages 23 and 24 for identification of signage elements and locations.

### PRIMARY MONUMENT SIGN

The Primary Development Monument is intended to act as a beacon for Towncrest. These unique elements identify the area as Towncrest, signal to passersby and potential patrons of the area that something of interest lies ahead, and they establish the architectural aesthetic of the area. These elements should be constructed using materials such as limestone and steel outlined for use in architectural design on page 27 of this document. Appropriate lighting of these elements will play a critical role in their aesthetic appeal and wayfinding functionality. The scale of these elements should be appropriate to their location along Muscatine Avenue, adjacent commercial architecture and signage.

### SECONDARY MONUMENT ELEMENTS – DIRECTIONAL SIGNAGE

These signage elements serve to direct users of the area to the specific properties, businesses and services of Towncrest. The physical composition of these elements works to convey the identity of the development and, more than any other, unify the architectures of the area through the repetition

of form, material and color. These elements should be constructed using materials outlined for use in architectural design on page 27 of this document. Appropriate lighting of these elements will play a critical role in their aesthetic appeal and directional wayfinding functionality. The scale of elements should be appropriate to their location, adjacent architecture, vehicles and pedestrians and to the amount of information they need to convey.

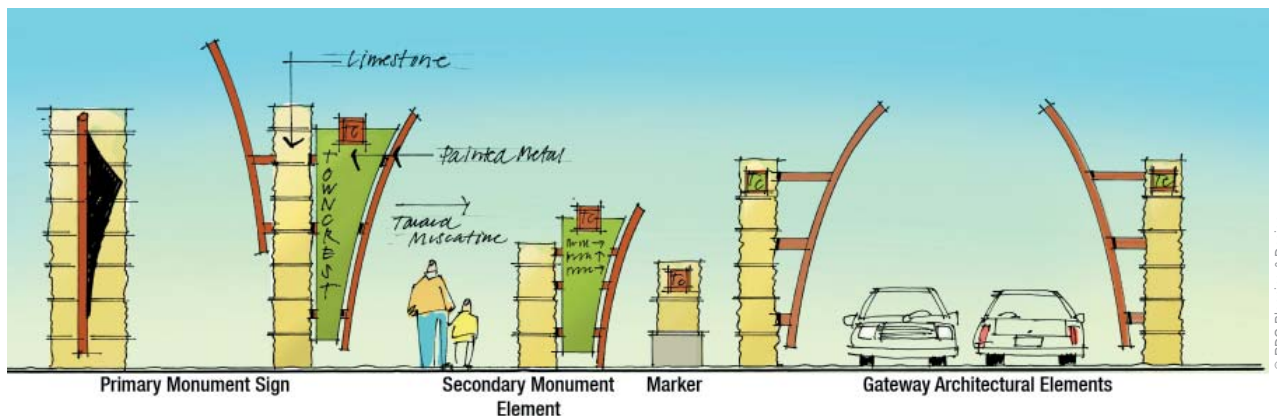
### GATEWAY ARCHITECTURAL ELEMENTS

These portals of entry and exit are areas of great importance to Towncrest Drive. They convey the identity of the development and provide a sense of boundary to those entering and exiting the area's core. Architectural elements within these gateway areas should be constructed using materials such as limestone and steel similar to those materials outlined for use in architectural design on page 27 of this document. Appropriate lighting of these elements will add to their appeal at night. The scale of these elements should be appropriate to their location, adjacent architecture, vehicles and pedestrians as shown in the perspective on page 24.



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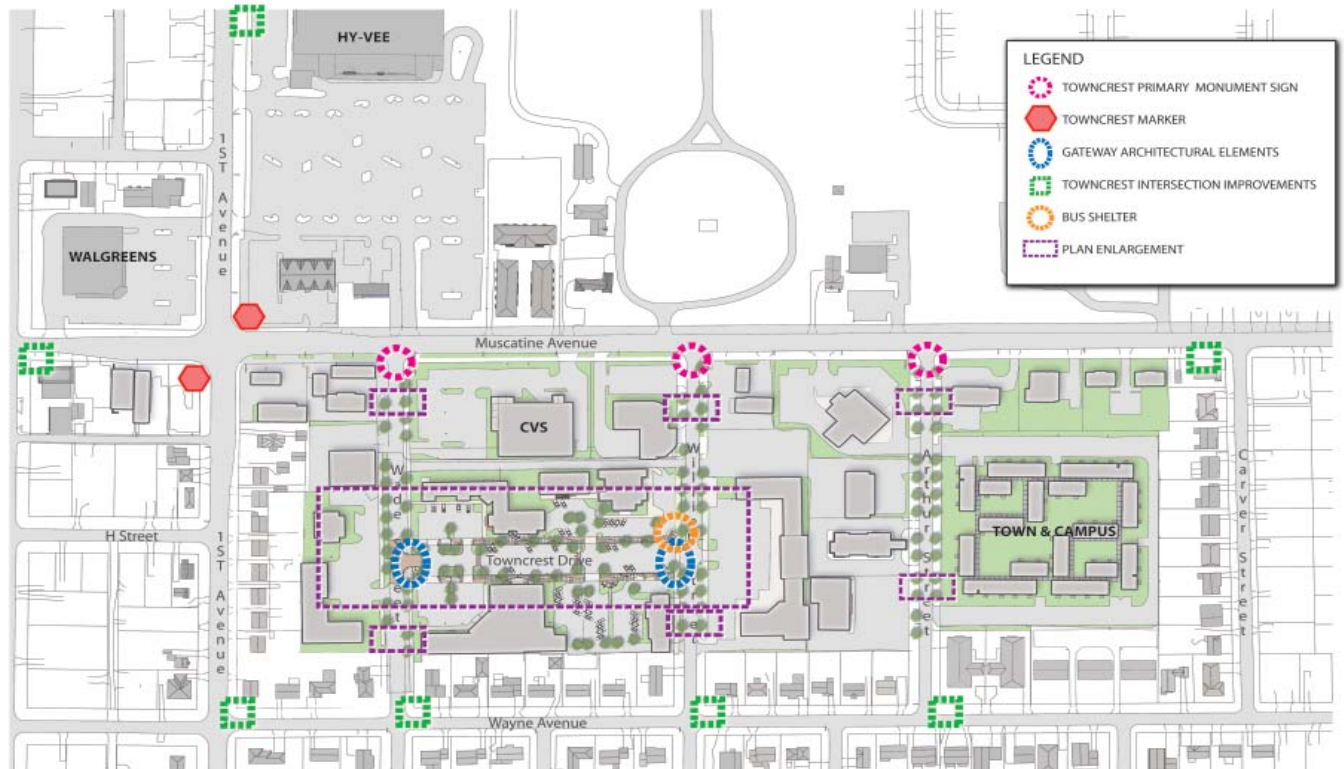
© Healing Gardens



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### SIGNAGE & WAYFINDING FAMILY OF ELEMENTS

The above images illustrate the genesis and development of the forms and materials proposed for the Towncrest Urban Renewal Area. These forms are all intended to evoke the feeling of growth and vibrance while using locally sourced and durable materials such as Iowa limestone.



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#### TOWNCREST URBAN RENEWAL AREA ILLUSTRATIVE DIAGRAM

Above: This image is a plan representation of many of the potential public enhancements planned for Towncrest. Please note the inclusion and location of the multiple forms of development signage and wayfinding. A primary goal of this plan is to improve the identity of the Towncrest Urban Renewal Area. In order to do so, the plan locates multiple types of signage around the Towncrest area. These signage types occur in different scales, but all are comprised of similar forms, colors and materials.



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#### GATEWAY ARCHITECTURAL ELEMENT

These elements are intended to mark the visitor entry of the area onto Towncrest Drive, the core of the Towncrest Urban Renewal Area.



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#### PRIMARY MONUMENT SIGN: ENTRY

*The Primary Development Monument is intended to act as a beacon for Towncrest. These unique elements identify the area as Towncrest at the intersections of Muscatine Avenue and Wade Street, William Street and Arthur Street.*



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#### SECONDARY MONUMENT SIGN: DIRECTIONAL

*These signage elements serve to direct users of the area to the specific properties, businesses and services of Towncrest. Specific locations for these elements will need to be determined as a part of next phase of development.*



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#### TOWNCREST INTERSECTION MARKER

*These elements are intended to signify to passers-by that they have entered into the Towncrest area and enhance the feel of the existing intersection of 1st Avenue and Muscatine Avenue.*

## ARCHITECTURAL CHARACTER & MATERIALS

### INTENT

It is the goal of this effort to establish a unique, vibrant and cohesive architectural character for the Towncrest area. This “look” must be able to be accomplished through the redevelopment of existing structures or retrofitting of existing buildings as well as the introduction of new buildings. These guidelines aim to achieve this goal through the repetitive use of unique architectural forms and elements, durable construction materials and vibrant earth tone colors. These guidelines will assure existing and future property owners of a flexible, predictable and cohesive redevelopment of the existing Towncrest environment.

Note that these design guidelines are not able to cover all potential design configurations, but are intended to convey predictable and flexible guidelines. If a design is presented that does not meet the specific recommendations, but meets the general intent of the guidelines, design approval may still be granted at the discretion of the Staff Design Review Committee.

### MATERIALS

The consistent use of exterior materials throughout the Towncrest area is an important part of creating a sense of unity, cohesion and place. While those structures that are redeveloped should respect the existing architecture they must also look to the future of the area which will likely be a mix of existing and new structures in the short and mid-term.

To assist existing and future property owners, a list of building materials has been assembled that facilitates cohesion. Material selection for Towncrest draws upon the existing orange brick colonial structures, introduces quarried limestone commonly found in the Iowa City area, incorporates exposed wood truss systems and uses more contemporary building materials such as galvanized metal and concrete panels.

Although application will vary, the use of these materials should be recognizable in the exterior character of each structure. The exterior finish materials of limestone, brick, metal, wood and glass are desirable in the design or redesign of any structure within Towncrest and should be considered the base palette of materials for all buildings. These materials are intended to be used on all building elevations, including those primarily viewed only from within a property and/or from an adjacent property, as well as those visible from the public right-of-way.

### FORM AND SCALE

The repetition of architectural forms and spatial scale throughout Towncrest will aid in creating a distinct sense

of place and unified approach to redevelopment. The vision crafted for Towncrest is one that is singular, yet expressive of the uniqueness of individual sites and property owners. This vision is achieved when individual properties, developed



#### CHARACTER IMAGE

*The above image is an example of a live-work loft using corrugated metal and cement board with vibrant earth tone colors.*

© RDG Planning & Design



#### CHARACTER IMAGE

*The above image shows a residence using a metal seam roof.*

© Pappageorge Haynes



#### CHARACTER IMAGE

*The above image shows the combination of brick and galvanized steel creating a contemporary take on an otherwise traditional building.*

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## ARCHITECTURAL CHARACTER & MATERIALS cont.

over the course of time, appear to be of the same vintage because of their adherence to the basic design principles of material, form and scale. It should be noted that different structure types and uses, such as those of smaller low density and support buildings, should not take on the same overall form or scale of larger high-density residential or large scale commercial structures. However, the architectural character of these structures can each relate to one another by utilizing similar geometries, materials, and color values at an appropriate building scale.

### GENERAL GUIDELINES: MIXED-USE & RESIDENTIAL

The Design Guidelines identify the use of the following materials and colors:

| PRIMARY MATERIALS          |                                                                                                                                                                                                                                                                              |
|----------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Limestone*</b>          | White, light buff and coarse yellow.                                                                                                                                                                                                                                         |
| <b>Brick*</b>              | Red and dark earth tones preferred.                                                                                                                                                                                                                                          |
| <b>Glass*</b>              | Highly reflective, 'mirror-like' glass treatments will not be acceptable. Clear glass is preferred for windows on street-facing facades and required for storefront windows on new buildings.                                                                                |
| ACCENT MATERIALS           |                                                                                                                                                                                                                                                                              |
| <b>Cement Board</b>        | Smooth panel preferred with the smooth side of the panel exposed (rather than the faux wood grain side). Maximum panel size of 4' x 4' square or 2' x 8' rectangular. "H" channel or sealant seaming preferred over surface batten seaming.                                  |
| <b>Wood*</b>               | Stained or painted wood and cementitious wood siding is acceptable.                                                                                                                                                                                                          |
| <b>Metals*</b>             | Pre-finished architectural panels and/or weathering steel is acceptable.                                                                                                                                                                                                     |
| <b>EIFS</b>                | Synthetic stucco should not be used as a primary material but may be an acceptable exterior secondary finish material or accent material. It should not be placed less than eight feet (8') above finished grade on any building elevation (due to vulnerability of damage). |
| ROOFING MATERIALS          |                                                                                                                                                                                                                                                                              |
| <b>Standing Seam Metal</b> | Earth tones and neutral colors preferred.                                                                                                                                                                                                                                    |
| <b>Membrane roofs</b>      | Heat reflective, light colored acceptable in conjunction with parapet.                                                                                                                                                                                                       |
| <b>Vegetated Roofs</b>     | "Green" roofs are those building roofs which are designed to accommodate vegetation as a means of mitigating stormwater run-off, improving building thermal insulation, and creating aesthetic interest.                                                                     |

Materials noted with an "\*" are intended as the base palette of materials that are encouraged for consideration on all

buildings to create a cohesive architectural district.

Materials such as vinyl siding are not encouraged due to environmental considerations, durability concerns and incompatibility with Towncrest's urban context.

For the purposes of this Design Guidelines Document, a primary material is that which comprises the majority of a building elevation. An accent material or color is that which comprises a minority of a single building elevation. Multiple accent materials and colors can be used so long as the total area of all accent materials and colors comprises the minority of a single building elevation.

Allowable colors for any acceptable material include earth tones, neutrals and primary colors at the discretion of the City of Iowa City. Vibrant primary colors could be allowed to accent architecturally significant building detail, but must contribute to the buildings overall attractiveness and design.

Brick and stone should be colored only by means of pigment impregnation throughout the entire material and not be painted only on the exterior surface.

Buildings are recommended to employ functionally-designed and energy-responsible elements such as overhangs, sunscreens/awnings and other shading devices (which may include perforated metal panels or fabric structures); clerestory glazing or roof monitors (energy efficient alternative to standard skylights) to accommodate an interior day-lighting strategy; and light colored (heat reflecting) membrane roofs, and green (vegetative) roofs.

Buildings should maintain a human scale along all elevations which can be viewed from public rights-of-way. This is to be achieved with any one or combination of the following:

- Reduced street/drive widths and paved areas to minimize impervious cover and stormwater run-off rate and volume
- Varying roof heights and shapes
- Varying parapet heights and shapes
- Use of multiple wall materials, textures, and colors to create a horizontal aesthetic
- Use of projecting building elements such as overhangs and shading devices (elements should project a minimum of four feet)
- Separate building elements such as free-standing screen walls

Accessory structures such as trash enclosures and mechanical equipment screens should be made from durable, low maintenance, impact resistant materials such as

## ARCHITECTURAL CHARACTER & MATERIALS cont.

masonry or concrete. Gates should be made of an approved form of architectural metal on a metal frame. Colors for these structures should match the surrounding architecture, and should not draw attention through the use of accent materials or colors and/or detract from the area aesthetics.

### SPECIFIC GUIDELINES: COMMERCIAL ARCHITECTURE

Building materials should be of consistent color, tone and quality. Noticeable variations in color, pattern and texture resulting from casting, manufacturing, fabrication, etc. of exterior building materials should not be allowed. We recommend that pre-cast building materials be colored only by means of pigment impregnated throughout the entire material.

Additional materials and colors that are considered key to a commercial tenant's identity may be used, provided that they conform to the recommended accents and are utilized in such a manner consistent with the intention of these guidelines. Buildings should be oriented so that the front elevation (the elevation with the building's main entry) faces the road/street serving the building. Main entrances to buildings should be a significant architectural feature of the building's design and be easily identified as such from the roadway that serves the building.

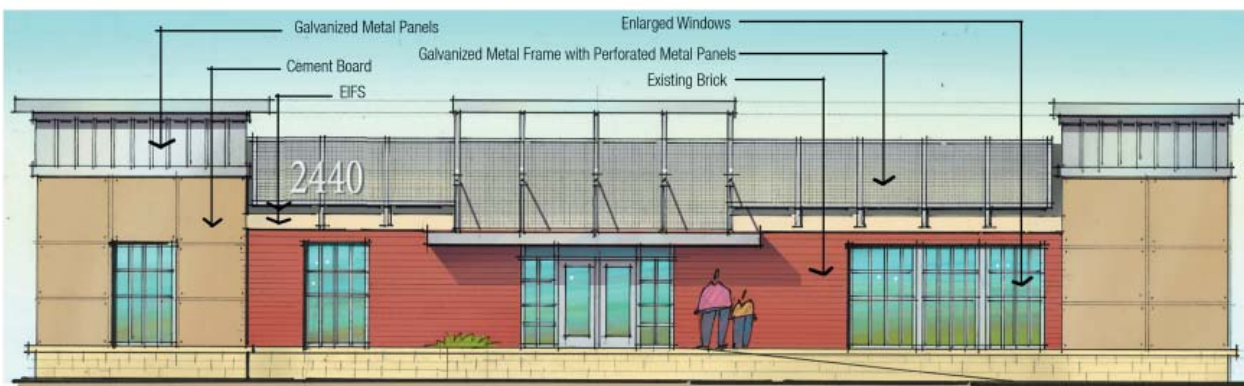
### EXISTING BUILDINGS

The following pages provide illustrations demonstrating how existing buildings in the Towncrest Urban Renewal Area could be retrofitted and improved to create a cohesive and vibrant district. Existing building retrofits should comply with the aforementioned guidelines for materials, form, scale, colors, human scale features, etc., as is feasible.



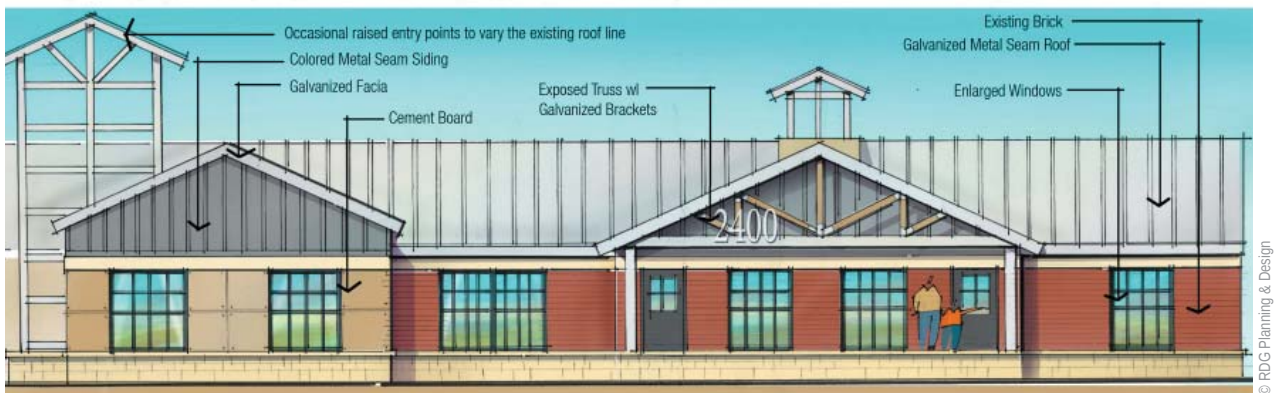
### CHARACTER IMAGE

*The above building was retrofitted to include a perforated metal sign panel with integrated lighting.*



### RETROFIT EXAMPLE - 2440 TOWNCREST DRIVE

*The above images provides an example as to how the 2440 Towncrest Drive building could be updated to achieve the Design Guidelines' intent.*



#### RETROFIT EXAMPLE - 2400 TOWNCREST DRIVE

The above images provides an example as to how the 2400 Towncrest Drive building could be updated to achieve the Design Guidelines' intent.

## ARCHITECTURAL CHARACTER & MATERIALS cont.



### RETROFIT EXAMPLE - 2460 TOWNCREST DRIVE

*The above image provides an example as to how the 2460 Towncrest Drive building could be updated to achieve the Design Guidelines' intent.*

## ARCHITECTURAL CHARACTER & MATERIALS cont.

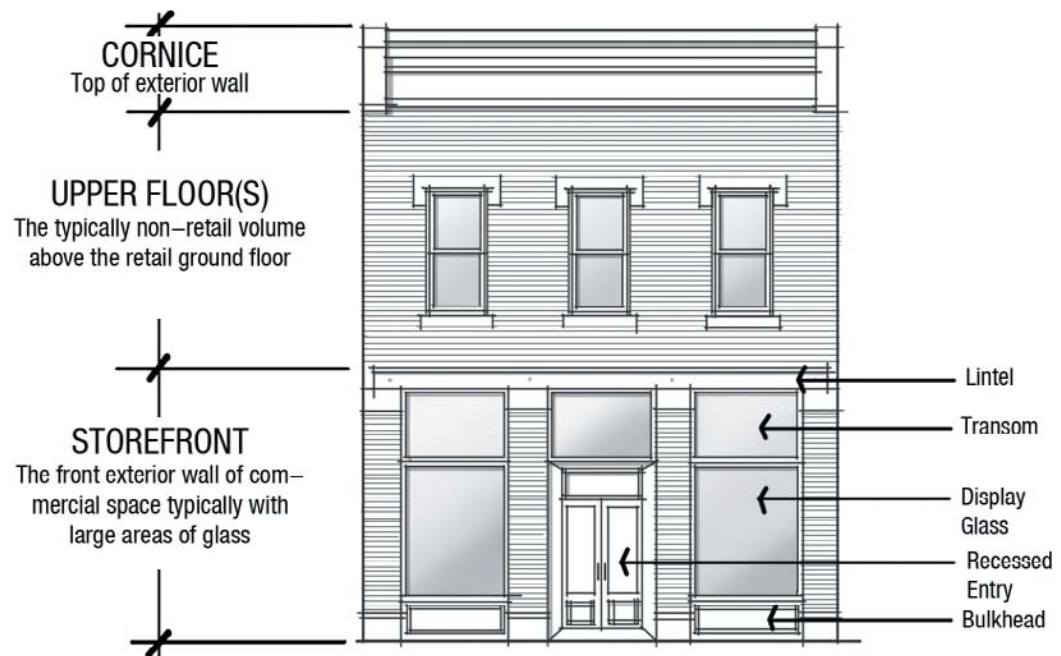
### NEW CONSTRUCTION

Over time as Towncrest redevelops, it is envisioned that many of the buildings will be built for a mix of uses including commercial, office and residential. In addition to the general guidelines described at the beginning of this chapter, the following specific guidelines are recommended for mixed-use new construction.

In terms of site layout, buildings are recommended, when practical, to be oriented with their long elevations to face north or south to maximize potential for day lighting opportunities within the structure and to better control heat gain from eastern and western exposures. For the purposes of these design guidelines, daylighting refers to building design which allows for the use of natural, reflected sunlight for some or all of the lighting needs of the building's interiors, thus reducing power demand for artificial lighting and cooling.

To find the inspiration for Towncrest's mixed-use architecture, one needs to look no further than the template already created along Iowa's downtown Main Streets. The intent of this study is to not reinvent the wheel, but to borrow an already successful formula and apply it in a forward thinking manner that gives Towncrest a look of distinction.

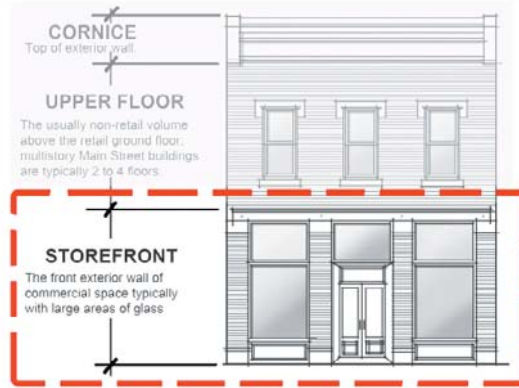
The following pages are a study of the separate components that make up mixed-use architecture. The various ways these elements can be interpreted will be explored starting at the ground level and the storefront, then to the upper floors and the transition to the cornice.



## ARCHITECTURAL CHARACTER & MATERIALS cont.

### STOREFRONT GUIDELINES

One of the most important aspects of mixed-use architecture is the storefront and how it interacts with the pedestrian. The all important storefront has long been a fixture of Main Street architecture providing the entrepreneur the needed stage to show off his or her wares to the buying public. While the use has changed slightly from being purely a commercial component into the possibility of a work/live situation the intent is still the same as well as the template. The following are various examples of appropriate storefronts for Towncrest incorporating a similar palette of materials. Notice that the elements of a storefront relatively stay the same, i.e. lintel, transom, awning, display glass, bulkhead, and columns, but are conveyed in varied ways.



© RDG Planning & Design

Brick Veneered Lintel

Transom (can be fixed or operable)

Combination of metal and fabric awning

Brick Columns

Clear Glass Display Windows



© RDG Planning & Design

STOREFRONT EXAMPLE

Precast Lintel

Fabric Awnings

Masonry Columns

Clear Display Glass

Recessed Entry

Masonry Bulkhead



© RDG Planning & Design

STOREFRONT EXAMPLE

- Steel Lintel
- Clear Glass Transom
- Recessed Clear Display Glass
- Combination of Brick and Steel Columns



STOREFRONT EXAMPLE

- Brick Veneer Lintel
- Clear Glass Transom
- Metal Awning
- Brick Column
- Clear Display Glass



STOREFRONT EXAMPLE

## ARCHITECTURAL CHARACTER & MATERIALS cont.

### UPPER FLOOR GUIDELINES

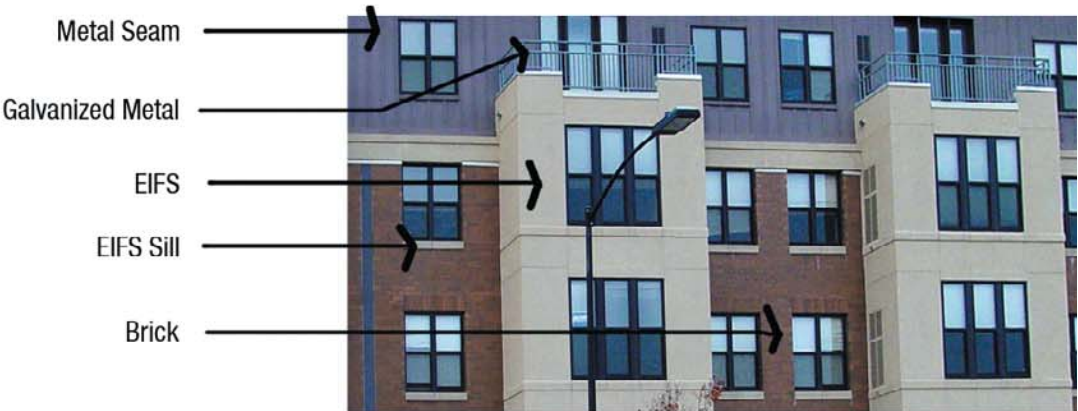
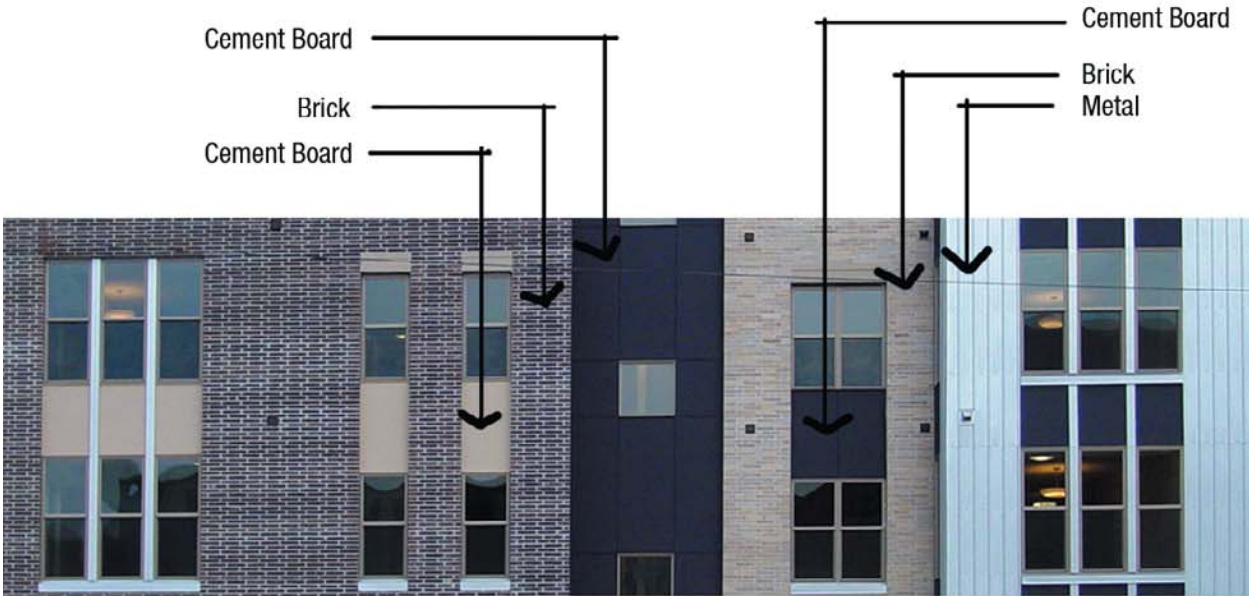
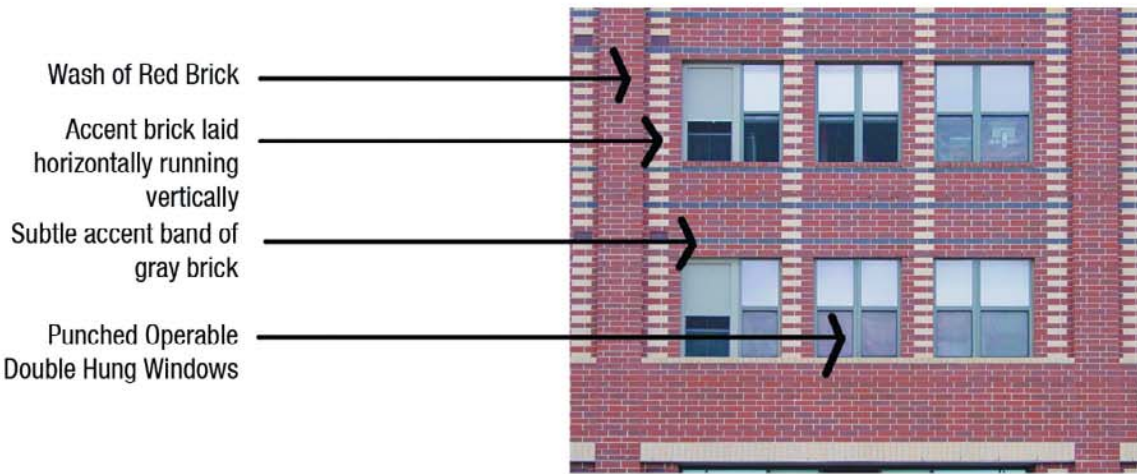
With potential office space or residential units, the upper stories of mixed-use architecture are vital in creating and establishing the needed scale and density that define a good urban streetscape. The choice of a dominant material that serves as the main fabric holding the upper stories together visually is important. In the case of Towncrest, that material will more than likely be either brick or stone masonry. Windows should be operable and punched as opposed to ribbon. Curtain wall, as well as other accent materials such as cement board, metal or EIFS can also be incorporated, but used in a way that accentuates a particular architectural feature, i.e. stairwells, balconies, or recessed/built out exterior walls. These accent materials should help to break the homogenizing effect created when using one continuous material and add a needed visual dynamic to the streetscape.



UPPER FLOOR EXAMPLE



UPPER FLOOR EXAMPLE

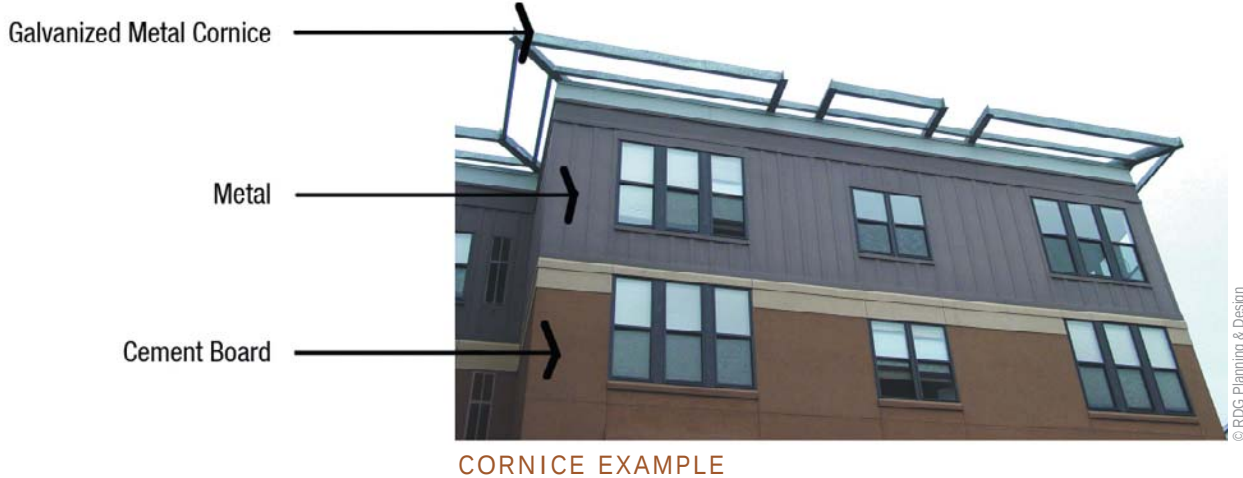
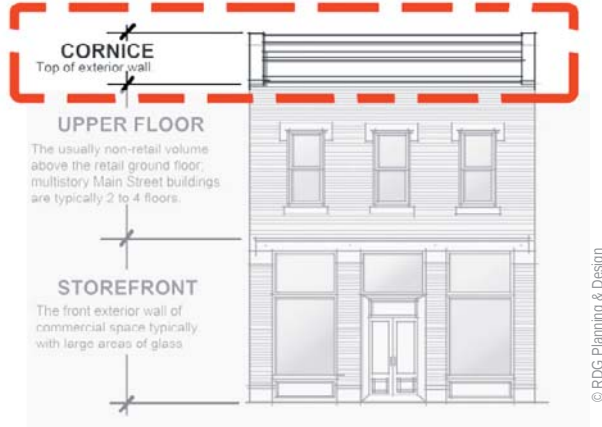


UPPER FLOOR EXAMPLES

## ARCHITECTURAL CHARACTER & MATERIALS cont.

### CORNICE GUIDELINES

Another opportunity for architectural expression is the cornice. This is an area of the building where another material transition can increase or decrease the sense of the building's overall mass. The cornice can simply act as a cap to the building's exterior walls or extend outward and become a physical architectural feature that creates a shadow line along the top of the building's facade. The following images provide examples of cornices that would be appropriate in the Towncrest Urban Renewal Area.



CORNICE EXAMPLE



CORNICE EXAMPLE

Simple Brick Solider  
Course



CORNICE EXAMPLE

Modern Metal  
Cornice



CORNICE EXAMPLE

## IMPLEMENTATION

These design guidelines provide a framework for the redevelopment of the unique Towncrest area. Success will be achieved through the consistent application of these guidelines. It is for that reason that this plan recommends the use of the City of Iowa City's Staff Design Review Committee (SDRC).

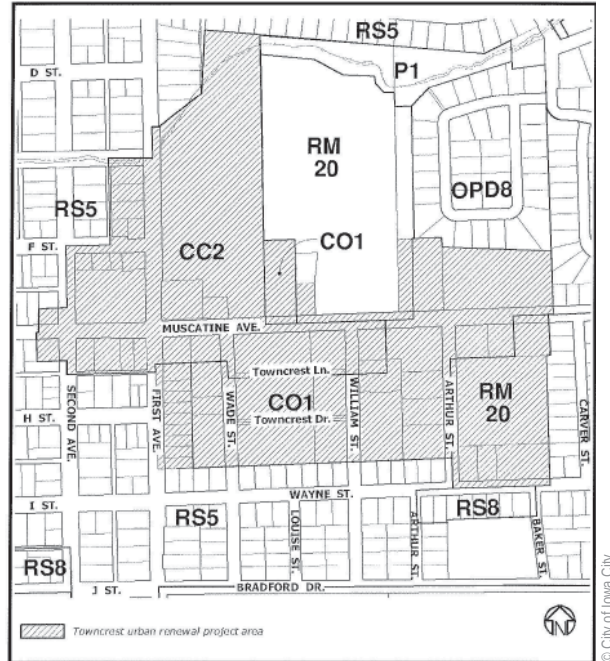
As set forth by the City of Iowa City's 2010 Towncrest Urban Renewal Plan, public and private improvements may be granted tax increment financing. Qualifying projects and businesses shall be determined by the City Council on a case by case basis. Projects receiving public funding assistance will be subject to review by the SDRC to ensure compliance with this Design Plan. At the time of this publication, the City is also considering the designation of Towncrest as a "Design Review Overlay District," whereby all improvements to buildings or property within the district would be subject to Design Review by the SDRC. This Design Plan recommends that the City create this designation to support the vision for a cohesive and distinct district.

The SDRC would have the responsibility of acting upon the Towncrest area's behalf in approving any potential development within the boundaries of the redevelopment area.

For more information regarding the design review and urban renewal process contact the City of Iowa City Department of Planning and Community Development.

For public amenities appropriate and ongoing maintenance will be required including, but not limited to, snow removal, landscape maintenance, garbage/recycling collection, and the repair or replacement of amenities. This will be most successful if a public-private partnership is established.

Addendum No. 2  
Towncrest Urban Renewal Project Area Map



### TOWNCREST URBAN RENEWAL AREA

*The diagram above shows the Towncrest Urban Renewal Area that has been designated by the City of Iowa City*

## APPENDIX 1: LIGHTING

### LIGHTING SYSTEM DESIGN

The use of an independent design professional that has earned the title Lighting Certified (LC) by the National Council for the Qualification of the Lighting Professions (NCQLP) or is a member of the International Association of Lighting Designers (IALD) is highly recommended when developing lighting systems.

### Illumination Requirements

Lighting systems should be designed to meet the current recommendations of the Illuminating Engineering Society of North America (IESNA). Specifically, the designer should comply with Recommended Practice RP-33 “Lighting for Exterior Environments” and Recommended Practice RP-8 “Roadway Lighting.” A lighting calculation model should be built with software such as AGI32 showing illumination levels and uniformities are achieved for both horizontal and vertical illumination.

### Energy Requirements

All lighting design must comply with State of Iowa adopted Energy Code. Show compliance by use of Department of Energy provided COMcheck software.

Lighting systems should be chosen responsibly, based on Owner provided requirements. Factors for selecting a responsible lighting system include:

- Energy Consumption: Provide the most efficacious lighting system available which meets program requirements.
- Aesthetics: Select luminaires which fit in with the surrounding landscape and building architecture.
- Illumination Source :
  - Provide a lighting source with the longest life, highest Color Rendering Index (CRI), and is most efficacious, which meets program requirements and project goals.
  - Chose a source with a Correlated Color Temperature (CCT) which matches surrounding luminaires.
  - Choose a source which contains the lowest amounts of heavy metals possible. i.e. Mercury, Lead, etc.
  - Uplighting: Fixtures proposed should carry a full cut-off rating unless installed for special signage and art features. Adhere to Iowa City code requirements for glare control, light trespass and maximum outdoor light output.
  - Maintenance: Provide a lighting system which is easily maintainable. Lamps, ballasts, drivers, and LED modules should be easily replaceable should failure occur. Lighting systems should not be installed in a “permanent” method.
  - Lighting Control: At a minimum lighting should be controlled via a dusk/dawn photo-control or time-clock. Many LED systems now allow the ability to install motion sensors allowing multiple levels of lighting during “off peak” usage periods. As an alternative, time-clocks can be used to lower lighting levels during these periods of the night, while still providing enough illumination for security.

### PURPOSE:

The purpose of these Lighting Design Guidelines is to provide recommendations for outdoor lighting that will:

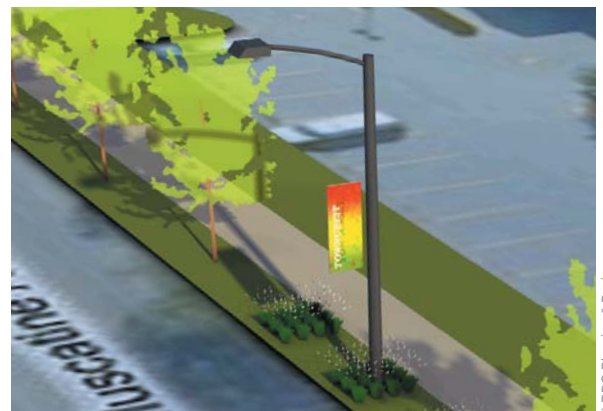
- Permit reasonable uses of outdoor lighting for night-time safety, utility, security, productivity, enjoyment and commerce.
- Conserve energy and resources to the greatest extent possible.
- Minimize adverse offsite impacts including light trespass and obtrusive light.
- Curtail light pollution and preserve nighttime environment.
- Help preserve the dark night sky for astronomy and enjoyment.
- Help protect the natural environment from the adverse effects of night lighting from electric sources.
- Provide the greatest extent of maintainability for facility personnel.



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### LIGHT TYPE 1

The image above shows the light fixture/pole used as the basis of design for all local and collector streets. These poles are envisioned to have a custom banner arm system that reflects the curvilinear forms used in the signage.



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### LIGHT TYPE 2

The image above shows the light fixture/pole with standard banner arms used as the basis of design for Muscatine Avenue.

## APPENDIX 1: LIGHTING, cont.



### LIGHT TYPE 1\*

**Location:** Local and collector streets

**Model:** Saturn 3

**Color/Finish:** To be determined

**Manufacturer:** Se'lux, [www.selux.com](http://www.selux.com)



### LIGHT TYPE 2\*

**Location:** Arterial streets (Muscatine Avenue)

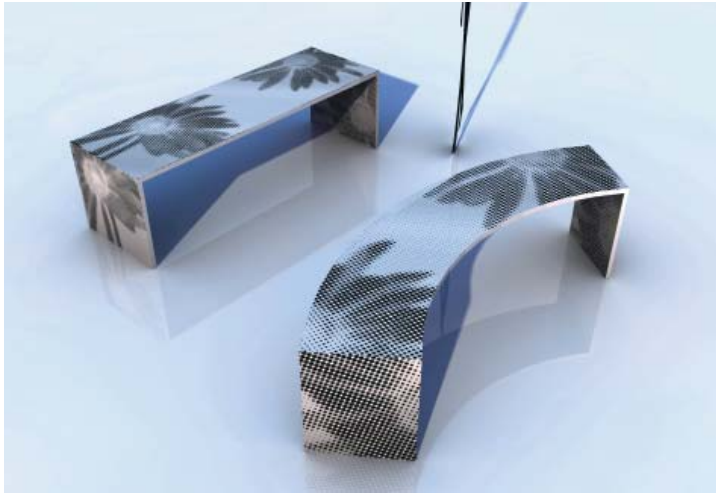
**Model:** The Archetype

**Color/Finish:** To be determined

**Manufacturer:** Kim Lighting, [www.kimlighting.com](http://www.kimlighting.com)

\* Lights shown are the basis of design. Approved equals will be considered.

## APPENDIX 2: BENCHES



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### BENCH, ALTERNATIVE 1\*

**Model:** Custom

**Material:** Perforated metal

**Color/Finish:** To be determined

**Manufacturer:** To be determined



© Landscape Forms

### BENCH, ALTERNATIVE 2\*

**Model:** Presidio

**Material:** Powdercoated Steel

**Color/Finish:** To be determined

**Manufacturer:** Landscape Forms, [www.landscapeforms.com](http://www.landscapeforms.com)

### SELECTION CRITERIA

Selected benches should achieve the following:

- Coordinate with aesthetic design of the streetscape and architecture.
- Provide a comfortable seating experience
- Promote the use of renewable, recycled and recyclable materials.
- Use materials and finishes designed for longevity and durability.
- Provide the greatest extent of maintainability for facility personnel.

\* Site furnishings shown are the basis of design. Approved equals will be considered.

## APPENDIX 3: WASTE & RECYCLING RECEPTACLES

### SELECTION CRITERIA

Selected waste/recycling receptacles should achieve the following:

- Coordinate with aesthetic design of the streetscape and architecture.
- Promote the use of renewable, recycled and recyclable materials.
- Use materials and finishes designed for longevity and durability.
- Allow for the option, now or in the future, to encourage recycling.
- Provide the greatest extent of maintainability for facility personnel.



### WASTE & RECYCLING RECEPTACLE\*

**Model:** Dispatch

**Material:** Cast Aluminum

**Color/Finish:** Aluminum powdercoat

**Manufacturer:** Forms + Surfaces

<http://www.forms-surfaces.com/>

**Notes:** Receptacle can be single-stream or split-stream for recycling options.

\* Site furnishing shown is the basis of design. Approved equals will be considered.

## APPENDIX 4: BICYCLE RACKS

### SELECTION CRITERIA

Selected bicycle racks should achieve the following:

- Coordinate with aesthetic design of the streetscape and architecture.
- Allow for secure bicycle parking.
- Promote the use of renewable, recycled and recyclable materials.
- Use materials and finishes designed for longevity and durability.
- Provide the greatest extent of maintainability for facility personnel.



© Forms + Surfaces

### BICYCLE RACK, ALTERNATIVE 1\*

**Model:** Bike Garden Bike Rack

**Material:** Stainless Steel

**Color/Finish:** Aluminum texture powdercoat

**Manufacturer:** Forms + Surfaces, <http://www.forms-surfaces.com/>

**Notes:** Metal components are up to 76% recycled content and fully recyclable.



© Landscape Forms

### BICYCLE RACK, ALTERNATIVE 2\*

**Model:** Bola

**Material:** Stainless Steel or Powdercoated Steel

**Color/Finish:** TBD

**Manufacturer:** Landscape Forms, <http://www.landscapeforms.com>

**Notes:** Powdercoated steel has 91% recycled content. Steel has 65% recycled content.

\* Site furnishings shown is the basis of design. Approved equals will be considered.

## APPENDIX 5: PLANTER POTS

### SELECTION CRITERIA

Selected planter pots should achieve the following:

- Coordinate with aesthetic design of the streetscape and architecture.
- Promote the use of renewable, recycled and recyclable materials.
- Use materials and finishes designed for longevity and durability.
- Provide the greatest extent of maintainability for facility personnel.



PLANTER POT, ALTERNATIVE 1\*

**Model:** Wrap Planter

**Material:** Concrete

**Color/Finish:** To be determined

**Manufacturer:** Petersen Manufacturing Co., [www.petersenmfg.com](http://www.petersenmfg.com)



PLANTER POT, ALTERNATIVE 2\*

**Model:** Sorella

**Material:** Powdercoated Steel

**Color/Finish:** Powdercoat color to be determined

**Manufacturer:** Landscape Forms, [www.landscapeforms.com](http://www.landscapeforms.com)

\* Site furnishings shown are the basis of design. Approved equals will be considered.

## APPENDIX 6: PAVERS



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### PRECAST CONCRETE PAVERS\*

Colors are suggested to be primarily in the earth tone family.  
Shapes and sizes to be determined.

#### DECORATIVE SIDEWALK PAVER STANDARDS

- Areas designated to receive decorative pavers shall use Precast Concrete Paving Units (PCC Pavers).
- Stamped and stained concrete or asphalt are not permitted decorative pavements.
- PCC Pavers shall be manufactured by a member of UNI group or Interlocking Concrete Pavement Institute (ICPI).
- Sidewalk PCC Pavers will be a minimum of 2 3/8" thick PCC Pavers with a 3/4" thick asphalt setting bed and mastic over a minimum 6" thick concrete subslab. As an alternative, to the asphalt and mastic, a 1" sand setting bed may be considered by the City.
- Permeable pavers are allowed and encouraged. Follow manufacturers' recommended installation details.

#### DECORATIVE STREET PAVER STANDARDS

- Areas designated to receive decorative pavement shall use Precast Concrete Paving Units (PCC Pavers).
- Stamped and stained concrete or asphalt are not permitted decorative pavements.
- PCC Pavers shall be manufactured by a member of UNI group or Interlocking Concrete Pavement Institute (ICPI).
- Street PCC Pavers will be 3 1/8" thick PCC pavers with a 3/4" thick asphalt setting bed and mastic over a concrete subslab of a thickness as determined by the Civil Engineer

\* Paver image shown for representation of PCC Pavers only.

## APPENDIX 7: PLANTING

### SELECTION CRITERIA

Selected street trees and overall street tree strategy should achieve the following:

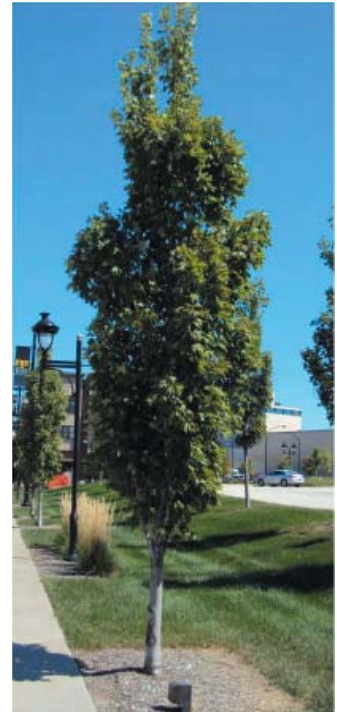
- Current disease concerns
- Current best management practices
- Efforts to save healthy and viable existing trees should be made
- Environmental conditions
- Salt tolerance
- Recommended for Urban environment
- Enhance micro-climate conditions
- Safety considerations
- Consider future potential building placement adjacent to right-of-way

Suggested Tree Species:

- Green Column Maple
- Armstrong Freeman Maple
- Crimson Sentry Norway Maple
- Princeton Sentry Ginkgo
- Columnar Hornbeam



Green Column Maple



Armstrong Freeman Maple



Crimson Sentry Norway Maple



Princeton Sentry Ginkgo



Columnar Hornbeam

## SUGGESTED PLANT LIST

The Plant Material Schedule provides a list of permitted plants and minimum sizes. The list is not intended to be exhaustive, but a starting point for native and adapted plants that may be appropriate.

| PLANT CATEGORY        | COMMON PLANT NAME                | MIN. PLANTED SIZE |
|-----------------------|----------------------------------|-------------------|
| Street Trees          |                                  |                   |
|                       | Green Column Maple               | 2" Caliper        |
|                       | Armstrong Freeman Maple          | 2" Caliper        |
|                       | Crimson Sentry Norway Maple      | 2" Caliper        |
|                       | Princeton Sentry Ginkgo          | 2" Caliper        |
|                       | Columnar Hornbeam                | 2" Caliper        |
| Deciduous Trees       |                                  |                   |
|                       | Swamp White Oak                  | 2" Caliper        |
|                       | Northern Red Oak                 | 2" Caliper        |
|                       | Armstrong Red Maple              | 2" Caliper        |
|                       | Red Sunset Maple                 | 2" Caliper        |
|                       | European Black Alder             | 2" Caliper        |
|                       | Amur Maple                       | 2" Caliper        |
|                       | Prairie Fire Crabapple           | 2" Caliper        |
|                       | Siberian Crabapple               | 2" Caliper        |
|                       | Thornless Cockspur Hawthorn      | 2" Caliper        |
|                       | Shadblow Serviceberry            | 2" Caliper        |
|                       | Eastern Redbud                   | 2" Caliper        |
|                       | Sugar Tyme Crabapple             | 2" Caliper        |
| Evergreen Trees       |                                  |                   |
|                       | Douglas Fir                      | 3' Height         |
|                       | Black Hills Spruce               | 3' Height         |
|                       | Norway Spruce                    | 3' Height         |
|                       | White Pine                       | 3' Height         |
| Small Shrubs          |                                  |                   |
|                       | Spirea Varieties                 | 15" Height        |
|                       | Grow Low Fragrant Sumac          | 15" Height        |
|                       | Dwarf Korean Lilac               | 15" Height        |
|                       | Weigela Varieties                | 15" Height        |
|                       | Hydrangea Varieties              | 15" Height        |
|                       | Bird's Nest Spruce               | 12" Diameter      |
|                       | Juniper Species                  | 12" Diameter      |
| Large Shrubs          |                                  |                   |
|                       | Black Chokeberry                 | 15" Height        |
|                       | Spreading Cotoneaster            | 15" Height        |
|                       | Hazelnut                         | 15" Height        |
|                       | Bridalwreath Spirea              | 15" Height        |
|                       | Dwarf Burning Bush               | 15" Height        |
|                       | Elderberry                       | 15" Height        |
|                       | Juniper Species                  | 12" Diameter      |
|                       | Dwarf Alberta Spruce             | 12" Diameter      |
|                       | Mugo Pine                        | 12" Diameter      |
| Herbaceous Perennials |                                  |                   |
|                       | Echinacea varieties              | #1 Container      |
|                       | Daylily varieties                | #1 Container      |
|                       | Northern Sea Oats                | #1 Container      |
|                       | Munstead Lavender                | #1 Container      |
|                       | Hosta Varieties                  | #1 Container      |
|                       | Purpleleaf Wintercreeper         | #1 Container      |
|                       | Salvia                           | #1 Container      |
|                       | Astilbe                          | #1 Container      |
| Ornamental Grasses    |                                  |                   |
|                       | Karl Foerster Feather Reed Grass | #1 Container      |
|                       | Switch Grass Varieties           | #1 Container      |
|                       | Japanese Silver Grass            | #1 Container      |

## APPENDIX 7: PLANTING, cont.

### TREE PLANTING

For tree planting other than street tree planting, the following selection criteria should be used:

- Current disease concerns
- Current best management practices
- Efforts to save healthy and viable existing trees should be made
- Environmental conditions
- Salt tolerance if adjacent to pavement
- Recommended for urban environment if within a parking lot or other confined area with potential roadway contaminants
- Enhance micro-climate conditions
- Safety considerations
- Give preference to native plant species

### SHRUB, PERENNIAL AND GROUND COVER PLANTING

The following selection criteria should be used:

- Current disease concerns
- Current best management practices
- Environmental conditions
- Salt tolerance
- Recommended for urban environment if within a parking lot or other confined area with potential roadway contaminants
- Safety considerations
- Give preference to native plant species
- Use a diversity of species in one bed rather than a monoculture

### STORMWATER PLANTERS & RAIN GARDENS

The following selection criteria should be used:

- Current disease concerns
- Current best management practices
- Environmental conditions
- Salt tolerance – essential for areas where stormwater from streets and pavement will be purposefully directed into the planters
- Review plant's appropriateness for soil conditions, water table level and anticipated inundation periods
- Give preference to native plant species
- Use a diversity of species in one bed rather than a monoculture
- Examples of plants that may be included in a stormwater planter due to their aesthetic, environmental tolerances and water tolerances include Purple Coneflower and Switchgrass

## APPENDIX 8: SIGNAGE

We recommend the use of eclectic building signage that recognizes the tenant's or owner's ability to be creative with their business identity. All signage will need to be reviewed by City staff to confirm compliance with City code. The following character images are intended to convey the potential look and feel of signage in the Towncrest Urban Renewal Area. These are only illustrations of possible signage options; these categories of signs do not represent the only signage options.



SIGNBOARD EXAMPLES (ABOVE)

PROJECTED SIGN EXAMPLES (ABOVE)

## APPENDIX 8: SIGNAGE, cont.



GLAZED DOOR SIGN EXAMPLE (ABOVE)



STOREFRONT WINDOW EXAMPLES (ABOVE)



WALL SIGN EXAMPLES (ABOVE)

## **APPENDIX 8: SIGNAGE, cont.**

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AWNING INCORPORATED SIGN  
EXAMPLES (ABOVE)

