

Instrument #201700169

Real Estate Book

Ordinance

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Faulkner County, Arkansas

Crystal Taylor, Circuit Clerk

By: Diana Varner, D.C.

4 Pages

\$30.00



City of Conway, Arkansas

Ordinance No. O-16-136

AN ORDINANCE AMENDING THE CONWAY ZONING ORDINANCE DEVELOPMENT REVIEW REGULATIONS RELATING TO BUILDING FACADE APPEARANCE AND MATERIALS ; REPEALING ANY ORDINANCES IN CONFLICT:

Whereas, The City of Conway would like to amend existing development review facade requirements to create more aesthetically pleasing commercial structures by requiring the use of more appropriate materials to improve the appearance of new building facades and;

NOW THEREFORE BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF CONWAY, ARKANSAS THAT:

Section 1. Conway Zoning Ordinance O-94-54, Section 1101.7 - Development Standards, C. Standards and Concepts for Design and Architecture, 2. Size and Shape is hereby amended as follows:

2. Size and shape

- a. Buildings shall avoid long uninterrupted facade planes and/or blank walls .The facade planes of the exterior walls shall be varied in depth and/or direction.
 - i. The maximum permitted length of an uninterrupted facade plane shall be thirty-five (35) feet for buildings twenty-thousand (20,000) square feet or less.
 - ii. The maximum permitted length of an uninterrupted facade plane shall be fifty (50) feet for buildings greater than twenty-thousand (20,000) square feet.
 - iii. The maximum permitted length of an uninterrupted facade plane shall be one hundred (100) feet for buildings greater than fifty-thousand (50,000) square feet.
 - iv. ~~Furthermore,~~ Differing colors (***other than paint***), materials, and textures, when used in concert with one another, may be considered ***facade*** interruptions ~~for buildings of this scale~~. ***In addition to vertical elements such as pilasters, horizontal facade elements are required to create more interesting and pleasing building facades. These horizontal elements can be created through the use of color or paint, differing textured masonry materials and/or masonry coursing bonds. Contrasting colors and/or paint changes shall be used (except as outlined in the next sentence) along with differing masonry surface treatments or textures. Differing "raised" masonry surfaces in higher value masonry such as brick, stone, or cast stone can be used to create horizontal banding. When using lower value masonry such as split face block or precision block substantially contrasting colors shall be used even with "raised" surfaces or textures. However, color or paint variation alone is not sufficient in creating the desired horizontal features.***
 - v. ***In addition to the above horizontal elements,*** architectural treatments ~~which~~ may include, but not be limited to, windows, ~~and~~ doors, pilasters, variations in the roof line or parapet wall, archways, ~~and~~ columns, ~~and~~ building wall recesses, ***and wall projections***. These types of treatment shall be used to break up the mass of a single building into distinct components, while continuing to maintain an overall rhythm similar to surrounding buildings.

3. Facade characteristics

- a. Exterior construction materials shall vary in type, form, and color
 - i. Metal siding, when used as the primary sheathing of the facade, is prohibited when visible from the public realm or residential areas. Other forms of metal, when used as an architectural treatment or aesthetic accent, may cover up to twenty percent (20%) of any facade. **Architectural metal percentages may be increased beyond 20% if the material is shown to be durable, aesthetically pleasing, and a cost equivalent substitute for masonry materials.**
 - ii. Masonry shall occupy no less than 51% of any facade of any structure. **Brick or brick like units should be the dominant masonry material. Split face block or other textured concrete CMU block should be used as a base or facade accent. Split face and textured block is limited to no more than 25% of a wall face area. Durable fiber cement board, cast concrete, poured concrete, stone, and cultured stone materials are acceptable masonry materials.**
 - iii. Unpainted, unstained, and/or otherwise untreated precision concrete block is **prohibited.** ~~shall not be visible on any part of any exterior facade.~~ **Precision concrete block shall be limited to a decorative use only not to exceed 10% of the wall facade area and can only be used in contrasting horizontal bands.**
 - iv. All buildings ~~should~~ **shall** have a defined base and cap.
- b. "Franchise architecture" is strongly discouraged. "Branding" a structure makes it difficult, if not impossible, to redevelop into another use.
 - i. Site-specific architectural design is desired. Rather than adapting a standard design, floor plans and elevations that are unique to the community and are not a corporate or franchise design, are encouraged ~~by all developments.~~
 - ii. The only franchise identifying feature should be minor facade details, and the company's logo and signs.
 - iii. Please refer to Paragraphs B, C, and D of the "General Design Guidelines" when making considerations.
- c. To avoid a monolithic appearance, facade design should attempt to break down buildings into smaller sections, with each section varying in type, material, and/or color.
 - i. Rear and side facades shall be similar to ~~(but may be more modest than)~~ the primary facade in their architectural treatment ~~when visible from the public realm or adjacent residential areas.~~ **A facade that is out of view from the public realm may use relaxed building standards; however, any visible area shall be "wrapped" to the degree that adjoining wall treatment is carried around the structure's corner to visibly hide any blank facade.**
 - ii. Blank walls visible from the public realm and residential areas ~~shall not be allowed~~ **are prohibited.** Where blank wall sections are unavoidable due to the requirements of a particular land use or structural needs, they shall receive special design treatments ~~up to at least the finished ceiling height of the first floor building space in order~~ to increase visual appeal and interest. **Methods to decrease blank wall impact include, but are not limited to: lush vegetation in front of the wall (such as a trellis with climbing vines or other planted materials like evergreen trees and shrubs), enhanced decorative masonry patterns, setbacks, projections, indentations, or intervals of material change to break up a wall's surface. These methods shall be approved through the development review variance process.**
 - 1) ~~Lush vegetation in front of the wall (such as a trellis with climbing vines or other planted materials like trees and shrubs) which cover at least 50% of the blank wall surface.~~

- 2) ~~Provide a decorative masonry pattern, or other architectural feature, over at least thirty percent (30%) of the blank wall surface.~~
- 3) ~~Employ small setbacks, projections, indentations, or intervals of material change to break up the wall's surface.~~

4. ~~Location with respect to natural topography and finish grade elevation.~~

Section 2. Conway Zoning Ordinance O-94-54, Section 1101.7 - Development Standards, P. Special Standards, is hereby amended as follows:

P. Large-Scale ("Big Box") Retail Developments

- h. Any proposed building elevations that face public streets, whether such elevations function as the front, side, or rear of the building, ~~should~~ **shall** be architecturally detailed to avoid the appearance of being the "back of the building." Buildings should function as a positive addition to the streetscape.

Section 3. Conway Zoning Ordinance O-94-54, Section 1101.10 - Fees, is hereby amended as follows:

Section 1101.10 – Fees

The Development Review Fee will be calculated for all projects as follows:

\$0.02 per sq. ft. of Lot Coverage Area (LCA): The total square footage of all impervious surfaces on a given site, except the square footage totals from the footprints of any structure which is calculated as part of the gross floor area.

PLUS

\$0.04 per sq. ft. of Gross Floor Area (GFA): The total square footage of all covered floor area on all levels of all structures on a given site.

The minimum fee for Development Review, regardless of project size, shall be \$325.

The maximum fee for Development Review, regardless of project size, shall be \$3250.

A post approval review fee of \$250 shall be required for any developer requested changes to approved development review plans. Requested changes create the need for further review and occupy City staff time. Developers are encouraged to submit complete and accurate plans. This fee is applicable to all approved plans including landscaping plans.

Section 4. That any ordinance which conflicts with this ordinance is hereby repealed to the extent of the conflict.

PASSED this 13th day of December, 2016.

Approved:



Mayor Tab Townsell

Attest:



Michael O. Garrett
City Clerk/Treasurer

CERTIFICATE

**STATE OF ARKANSAS
COUNTY OF FAULKNER
CITY OF CONWAY**

I, Michael Garrett, the duly elected, qualified, and acting: Clerk-Treasurer of the City of Conway, Arkansas, do hereby certify that the attached and foregoing is a true and correct copy of an ordinance presented to the City Council of the City of Conway, Arkansas, at a meeting of that body held on the 13th day of December, 2016 same is duly recorded in the minutes of meeting of said Council.

Witness, my hand, and seal of the City of Conway, Arkansas this 21st day of December, 2016.


CITY CLERK-TREASURER

