



office
industrial
commercial
multi-family

design standards pattern book

*CITY-WIDE
DEVELOPMENT
GUIDELINES*

conway, arkansas



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statement of intent

The City of Conway has a unique character and sense of place which distinguishes it from other communities across Arkansas. The City's reputation as a desirable place in which to live and work has spurred a tremendous amount of growth and development over the last decade. The challenge is to continue to accommodate and encourage growth, while maintaining and enhancing the quality of life that makes Conway such a special place.

Perhaps the most defining feature of a community is the character and quality of its built and natural environments. Recognizing that inappropriate new development has the potential to dilute the character which attracted people to Conway in the first place, the City has adopted new development standards to be used in the review of all development projects.

The purpose of this Design Standards Pattern Book is to clarify the general and specific development standards outlined in Article 1101, City of Conway Zoning Ordinance.

The guiding intent of Article 1101 is:

- A. To preserve and enhance the general quality of life of the residents and visitors of the City of Conway;
- B. To preserve property values on both the site being developed as well as surrounding properties;
- C. To take those steps necessary to allow, where desirable, the responsible, productive, and harmonious existence of varying land uses in close proximity to one another;
- D. To maintain and enhance the capabilities of vehicle, cyclist, and pedestrian traffic on avenues adjacent to or serving developments by providing appropriate and adequate access to adjoining properties;
- E. To encourage safety and freedom from crime for the City's citizens;
To protect and enhance the City's appearance, identity, and economic vitality;
- F. To address environmental concerns which the City may identify as having a detrimental impact on its residents; and,
- G. To responsibly balance the right to private development with the desire to maintain the quality of, the access to, and the benefits provided by all public areas within the City.

It is the objective of Development Review to ensure that the intent and spirit of Article 1101, City of Conway Zoning Ordinance, are followed.

1 preface

introduction

The Conway Design Standards Pattern Book has been drafted in the hopes that it will be useful to those people engaged in the design, construction, review and approval of office, commercial, multi-family and industrial development in Conway. It is intended as a reference point from which all persons involved in the development process can gain a common understanding of the minimum design expectations in Conway. Designers and developers are urged to become familiar with these guidelines and to apply them to the design of their projects from the very beginning. This is to assure that projects can be designed, then reviewed and permitted by the City, as efficiently as possible.

This Pattern Book identifies techniques and minimum standards for achieving the level of design quality that the citizens of Conway will come to expect in all new development, as well as redevelopment. These guidelines are offered as one way of achieving attractive and functional projects which enhance favorably the established community standard. No claim can be made, however, that the guidelines contained within this Pattern Book encompass every possible technique for achieving a high level of design quality. The designer is encouraged to use his or her own creativity and experience to improve upon the means for achieving individual objectives.

Designers and developers are urged to recognize that these guidelines are minimums, and true excellence may lie beyond them.

scope

The geographical boundaries of the Conway Design Standards Pattern Book shall incorporate all land within the city limits and/or the land use territorial jurisdiction, whichever is applicable, less and except that which is superseded by a later ordinance or an overlay district.

All Development Review applicants shall obtain Approval from the Planning Director for the following types of development:

- A. All new principle buildings for all multi-family and non-residential uses.
- B. All new parking areas for all multi-family and non-residential uses.
- C. All expansions to gross floor area to any existing site structures by the lesser of twenty percent (20%) or 2,000 sq. ft.
- D. The expansion of any lot coverage area
- E. Any expansion or change to the use of a site, as determined by the Planning Department, Planning Commission, and/or City Council.
- F. Outdoor seating at eating and drinking establishments.
- G. All development allowed through a conditional use permit in all zones.

NOTE: Areas of new construction within a pre-existing development shall be required to meet all provisions of this Article. The pre-existing areas of the development will likely be exempt from meeting all provisions; however, they may be required to meet some amount of these standards based upon an assessment of the project by the Planning Director and the determination of a rough proportionality.

Exemptions:

- 1. No single family dwelling unit or associated accessory building allowed by right in its respective zone and with a density of one dwelling unit per lot or parcel, whether stick built or pre-manufactured, shall be subject to development review.
- 2. No duplex or associated accessory building allowed by right in its respective zone and with a density of one duplex per lot or parcel shall be subject to development review.

applicability

Guidelines which employ the words ‘should’ or ‘encouraged’ or ‘discouraged’ are desirable but not mandatory. Alternative designs may be considered during Development Review.

Guidelines using the words ‘shall’ are mandatory and must be included in the project’s design, unless otherwise granted an exception by the Planning Director, Planning Commission, or City Council.

The meaning of terms used herein shall conform to the definitions found in the Glossary of this Pattern Book. Unless defined therein, all words or phrases used in this document shall be interpreted so as to give them the meaning they have in common usage and to give this document its most reasonable application. In the event of conflicts between these definitions and those of existing local codes, those of this document shall take precedence.

The Glossary contains regulatory language that is integral to this Pattern Book.

general design guidelines

This Section sets forth various aesthetic and functional provisions with the intention of serving as a general guide to development within the City. During the course of development review, project plans shall be reviewed to determine if the development demonstrates a satisfactory quality of design in its structures and its site, the appropriateness of the building or buildings to the intended use, and the harmony of the development to its surroundings. “Satisfactory design quality” and “harmony” pertain to, among other things:

- A. A site which is capable of accommodating the proposed development.
- B. Ensuring that proper attention is paid to site and architectural design, thereby protecting land values.
- C. A plan for the development that is consistent with the City’s generally accepted practices and goals of land use planning, site engineering, aesthetic design principles, and landscaping.
- D. Encouraging development which is in keeping with the desired character of the City, the desired character of a given neighborhood, and/or specific design attributes identified in area plans adopted by the City (overlay districts, historic districts, etc.).
- E. Ensuring physical, visual, and functional compatibility between uses.
- F. Landscaping that not only meets City standards, but also serves to enhance the visual appearance of the City, provide transition zones between varying land uses, break up large areas of impermeable surface, create a barrier to and relief from traffic, noise, heat, glare, and odor, and promote energy efficiency and conservation in site design and building construction.
- G. Ingress, egress, internal traffic circulation, off-street parking facilities, cross accesses, and pedestrian and cyclist ways that are designed so as to promote safety and convenience, conform to approved city standards, and enhance curb appeal.
- H. An adequate street system to provide access to the project without unduly stressing the carrying capacity of that system.
- I. A plan that represents an overall development pattern that is consistent with the Comprehensive Plan, the Master Street Plan and other adopted planning policies.

The Planning Director may apply the above General Design Guidelines with some flexibility in their application to specific projects, as not all design criteria may be workable or appropriate for each project. In some circumstances, one guideline may be relaxed to facilitate compliance with another guideline determined by the review authority to be more critical in that particular case.

2 site characteristics

environmental requirements

1. Site clearing shall be kept to the minimum required for the construction of and/or improvements to the site, taking into consideration the need for vehicle, cyclist, and pedestrian safety as well as the need for light and air.
2. Generally accepted best practices shall be adhered to in order to prevent soil erosion and siltation of the site's watershed. This may include, but not be limited to, temporary construction entrances, straw bale check dams, and/or silt fencing. (see figures 2-1, 2-2, and 2-3)
3. Natural vegetation shall be retained to supplement the required landscaping to the extent required, possible, and reasonable.
4. The site shall be of such a character so that it can be used safely for the construction and occupation of the proposed development and not create any conditions which would involve danger to health, safety, and welfare.
5. Smoke, soot, particulates, and/or other discharges into the air shall not exceed the levels established by any State or Federal environmental agencies.
6. While construction of and/or improvements to the site are in process, noise levels at property boundaries shall not exceed the given site's ambient levels except for reasonably short periods of time. Furthermore, the City Engineer may prescribe specific routes for the ingress and egress of dump trucks, haulers, and other pieces of construction equipment which may otherwise create an adverse impact to the traffic flow along adjacent corridors.

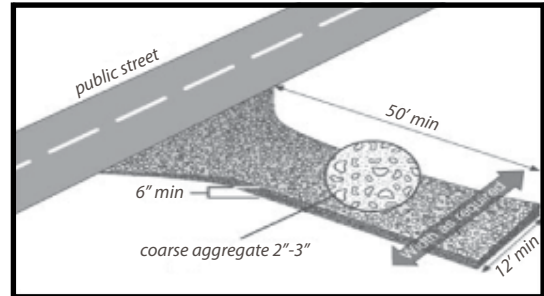


figure 2-1

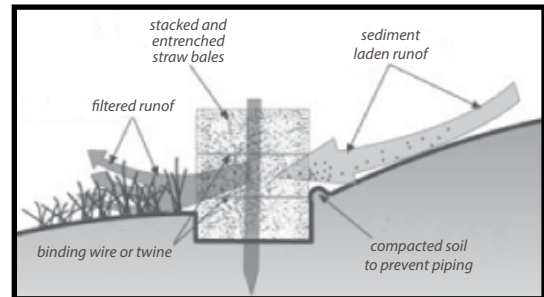


figure 2-2

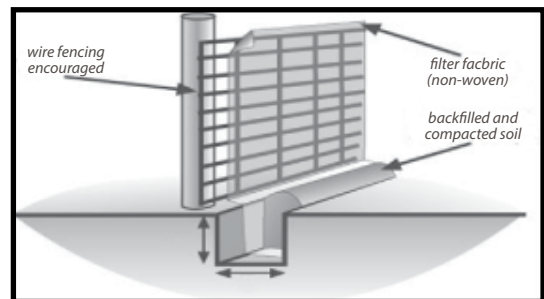


figure 2-3

A development and its structures shall conform as reasonably as possible to the natural topography of a site, and create as minimal of an impact on natural surroundings as possible during the course of its use. Developments requiring hillside excavation shall adhere to all standards of Ordinance O-06-67.

siting & character

Projects adjacent to parks, plazas, and other public outdoor amenities should be oriented toward those areas.

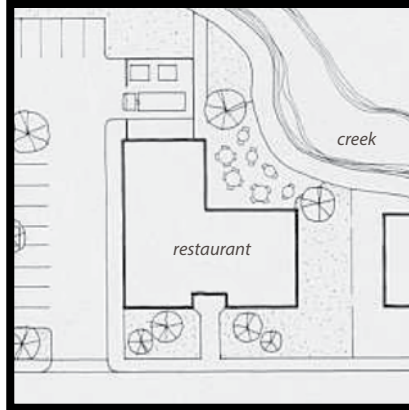


figure 2-4

1. Natural amenities such as views, mature trees, creeks, riparian corridors, and similar features unique to the site should be preserved and incorporated into development proposals. (see figure 2-4)
2. Structures which are historic or are otherwise distinctive should also be preserved and incorporated into development proposals.
3. Buildings should not back on to existing or potential amenities in a manner which renders those amenities aesthetically nonfunctional. High activity areas, such as restaurant dining areas or major pedestrian routes, should be oriented to create a connection between the amenity and the project. (see figure 2-5)



figure 2-5



By situating the buildings around the detention area, the designers made it an attractive site amenity. The plaza areas adjacent to the pond are popular places for the residents.

site coverage

A maximum of 80% of the development site may be covered by impervious surface. This number is derived by adding the total gross floor area (GFA) with the total lot coverage area (LCA), as measured in square footage (ft²), then dividing that sum by the site area (ft²). The formula is detailed below:

$$(GFA + LCA) \div \text{Site Area} = \text{Percent Impervious Surface (\%)}$$

A minimum of 20% of the total area of the site, as measured in square footage (ft²), shall permanently remain a pervious surface.

The incorporation of plazas, courtyards, pedestrian malls, and other outdoor spaces for people to gather is strongly encouraged. The organization of buildings should encourage and facilitate pedestrian activity.

3 design & architecture

The existing buildings and landscape of a city are the frame of reference for new development. To the extent that the scale and texture of new buildings blend with what is already there, a city is continuously woven together. Conversely, the regular or blatant disregard of the existing pattern tends to disrupt the essential character of the city.

massing & harmony

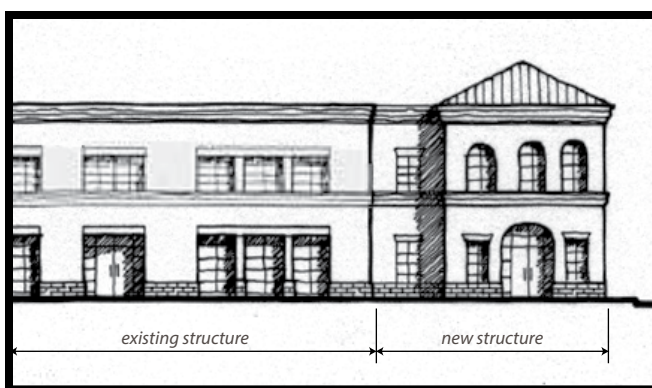


figure 3-1

Similar materials, proportions, and scale employed on a new building adjacent or attached to an existing, historical one.

1. All developments which encompass more than one building shall incorporate a recurring, unifying, and identifiable theme for the entire development site.
2. Development shall support the desired character of the City, the favored theme of a given neighborhood, and/or specific design attributes identified in given areas or districts. It is generally encouraged that in residential areas structures utilize pitched roofs similar to those on most homes, whereas in urban areas flat roofs are more appropriate.
3. Key design elements and how they relate to those of surrounding buildings including, but not limited to windows, doors, façade design, detailing, roof forms, exterior materials, and colors, should complement those on adjoining buildings. (see figure 3-1)
4. Non-residential buildings sharing street frontage with residentially developed properties should maintain a residential character. (see figures 3-2 and 3-3)



figure 3-2



figure 3-3

size & shape

1. Buildings shall avoid long uninterrupted façade planes and/or blank walls. The façade planes of the exterior walls shall be varied in depth and/or direction. (see figure 3-4) The maximum permitted length of an uninterrupted façade plane shall be fifty feet for buildings greater than 20,000 square feet, and thirty-five feet for buildings twenty-thousand (20,000) square feet or less. The maximum permitted length of an uninterrupted façade plane shall be one hundred (100) feet for buildings greater than fifty-thousand (50,000) square feet. Furthermore, differing colors, materials, and textures, when used in concert with one another, may be considered interruptions for buildings of this scale. (see figure 3-5)

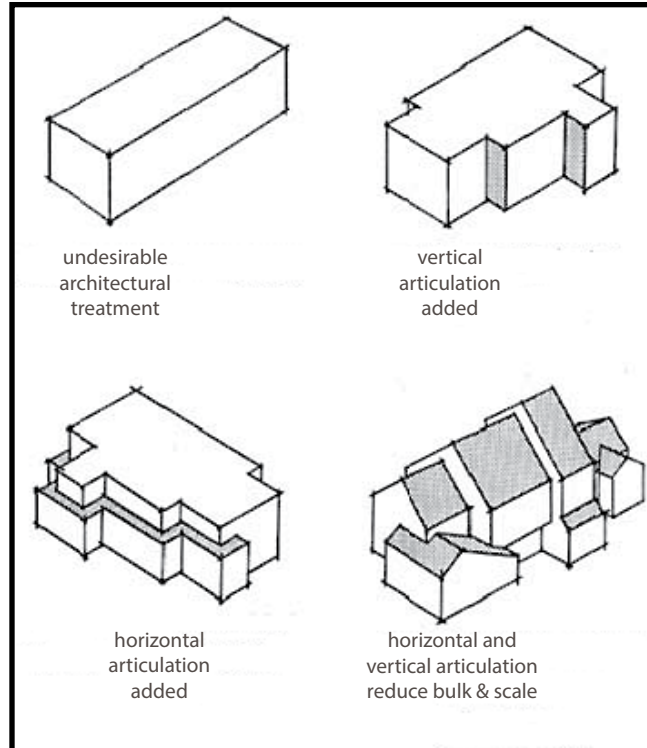


figure 3-4



figure 3-6



figure 3-7



figure 3-5

2. Architectural treatments including, but not limited to, windows and doors, pilasters, variations in the roof line or parapet wall, archways and columns, and building wall recesses 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. (see figures 3-6 and 3-7)

3 design & architecture

façade characteristics



figure 3-8

1. Exterior construction materials shall vary in type, form, and color. (see figure 3-8)
2. Franchise architecture is strongly discouraged. (see figure 3-9) "Branding" a structure makes it difficult, if not impossible, to redevelop into another use.
 - i. Site-specific architectural design is highly desired. Rather than adopting a standard design, floor plans and elevations that are unique to the community and are not a corporate or franchise design are encouraged of all developments.
 - ii. The only franchise identifying feature should be minor facade details, and the company's logo and signs. (see figure 3-10)
 - iii. Please refer to Paragraphs B, C, and D of the "General Design Guidelines" (Page iii of the Preface) when making considerations.
3. If the development is a pad building within a larger center, the architecture should relate to and be compatible with the design of the center.
4. 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.
5. Masonry shall occupy no less than 51% of each facade of any structure.
6. Unpainted, unstained, and/or otherwise untreated precision concrete block shall not be visible on any part of any exterior façade.
7. All structures should have a defined base and cap.



unsuitable
figure 3-9



suitable
figure 3-10

Structures should reflect and complement the prevailing materials and techniques of our region. They should express the methods and components of a traditional, sustainable design.

façade characteristics

8. To avoid a monolithic appearance, facades shall have varying designs and break down buildings into smaller sections, with each section varying in type, material, and/or color. (see figures 3-11 and 3-12)
 - i. Rear and side façades 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.
 - ii. Blank walls visible from the public realm and residential areas shall not be allowed. Where blank wall sections are unavoidable due to the requirements of a particular land use or structural needs, they shall receive one or more of the following 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:
 - 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. (see figure 3-13)
 - 2) Provide a decorative masonry pattern, or other architectural feature, over at least 30% of the blank wall surface.
 - 3) Employ small setbacks, projections, indentations, or intervals of material change to break up the wall's surface.

Vertical trellis structure with climbing plants help soften blank walls



figure 3-13

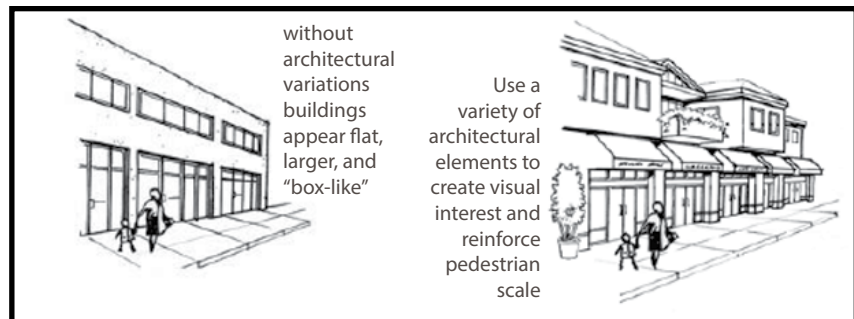


figure 3-11

"Big-Box" retail development utilizing varying materials, textures, colors, and vegetation to break down the mass of the structure, thereby creating a space which is more appealing and identifiable to pedestrian users.



figure 3-12

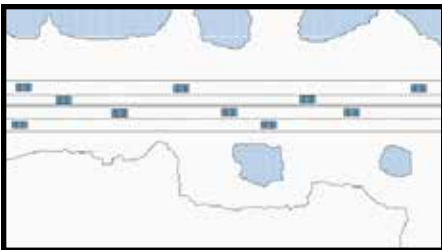
All building materials used should express their specific properties. For example, stronger and heavier materials (masonry) should support lighter materials (wood), not the reverse.

4 traffic, access, parking, & loading

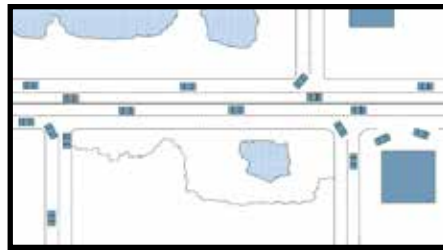
association, relation, and integration

1. The development shall take into account all public streets, highways, and sidewalks which provide access its site. It shall be designed so as to sufficiently and adequately provide for the safe ingress and egress of all forms of traffic.
2. The traffic patterns on, within, and off of the site shall be coordinated with preexisting traffic patterns so as to compose a safe and convenient system.
3. There shall be proper arrangement of streets within the site and in relation to other existing and planned streets (or with the features of the Comprehensive Plan or Master Street Plan) such that the development of the site shall not endanger public safety or welfare and shall promote public convenience and prosperity.
4. There shall be access of adequate width from public rights-of-way to each structure on the site for fire, police, and medical emergency vehicles and personnel.

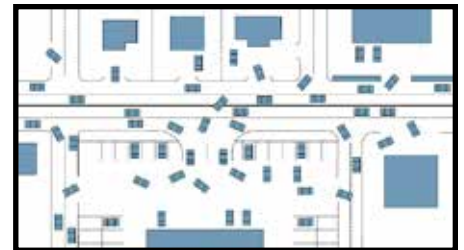
CUMULATIVE IMPACT OF ROADSIDE DEVELOPMENT OVER TIME



- scenic
- no side friction
- few crashes
- supports 1,300 to 2,000 vehicles per hour in each direction
- no delays, efficient, not stressful
- average speed 45 miles per hour



- more commercial development
- more side friction
- a poorer traffic flow
- denser vehicle spacing
- supports 1,100 to 1,600 vehicles per hour in each direction
- average speed 30 miles per hour

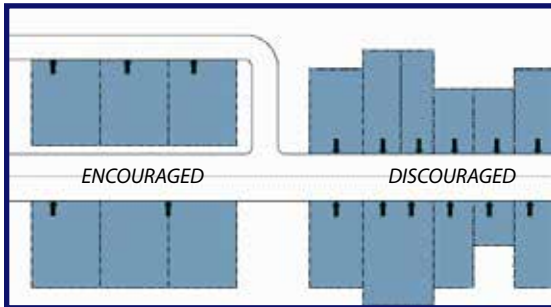


- through traffic slowed
- too many driveways and intersections
- inadequate spacing between driveways and intersections
- too many conflict points and left turns
- highly stressful
- supports 900 to 1,200 vehicles per hour in each direction
- average speed 20 miles per hour

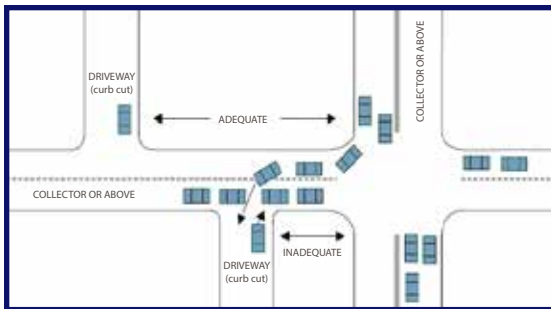
Strip development occurs so slowly that it is seldom viewed as a crisis until traffic problems become severe.

traffic, access, parking, & loading 4

access requirements



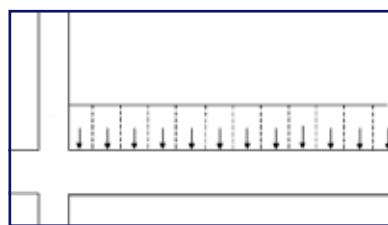
Each arrow represents a curb cut.



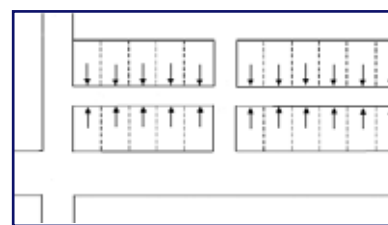
In order to preserve the smooth flow of traffic along adjoining streets and highways, the number of curb cuts allowed shall be limited. Furthermore, driveway sharing shall be required for all properties abutting collector streets and minor and major arterials, as identified by the Comprehensive Plan. The following measurements shall be taken from the nearest respective edge of each curb cut, driveway, or intersection.

1. Curb cuts shall be a minimum of twelve feet in width and a maximum of forty feet in width. Typical two-way travel driveway (curb cut) width is 24 feet.
2. Curb cuts shall be no less than 100 feet apart.
3. For lots having 240 feet of street frontage or more, curb cuts shall be no less than 100 feet from the closest side lot line.
4. No curb cut shall be within 125 feet of any intersection.
5. Curb cuts shall be coordinated with existing or planned median openings and shall, where possible and reasonable, line up with driveways or streets on the opposite side of the roadway.

Internal roads provide access to multiple lots with minimum curb cuts on the adjacent arterial.



AVOID



PROMOTE

GENERAL GUIDELINES FOR UNSIGNALIZED ACCESS SPACING

Operating Speed

30 mph: 100 to 200+ feet

45 mph: 300 to 550+ feet

Type of Corridor

Major Arterials: 300 to 500 feet

Minor Arterials: 100 to 300 feet

Collectors: 100 to 200 feet

4 traffic, access, parking, & loading

joint access

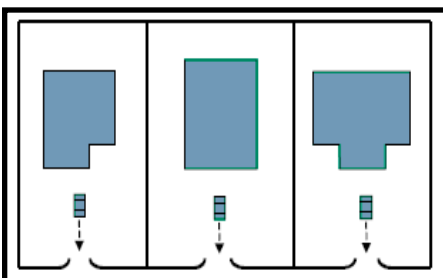
1. For lots having less than 240 feet of street frontage, joint access with the adjoining property owner(s) shall be required.
2. The two adjacent property owners shall enter into a joint-access agreement whereupon they will share a single driveway which is ideally, but not necessarily along their common property line.
3. Parcels which cannot comply immediately due to undeveloped adjoining property or lack of a preexisting joint-access agreement and/or easement may be allowed a temporary curb cut at a location designated by the Planning Director. This temporary curb cut shall be contingent on the property owner providing all of the following:
 - i. A joint-access easement, depicted on the Site Plan, with a width of no less than twelve feet and no greater than forty feet.
 - ii. A signed joint-access agreement with the deed allowing a shared driveway or service drive along the desired adjoining property line.
 - iii. Record of a joint maintenance agreement defining maintenance responsibilities of each property owner.
4. Temporary curb cuts shall be closed provided that easements, agreements, and improvements providing joint access are secured upon future neighboring development.

cross access

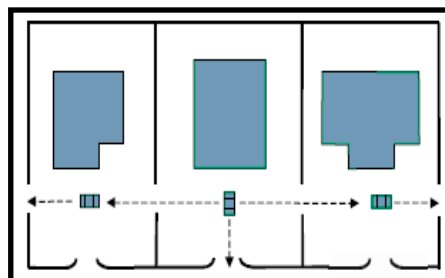
1. All parking lots for non-residential properties shall have at least one vehicular connection to all adjacent properties.
2. A continuous service drive, or cross-access corridor, extending up to the entire length of each block, shall be provided where necessary to ensure that curb cut separation remains consistent with the standards outlined on page 13.
3. A design speed of ten mph and sufficient width to accommodate two-way travel aisles designed to accommodate automobiles, service vehicles, and loading vehicles; required minimum width of twenty feet and maximum width of forty feet.
4. Stub-outs and other design features shall be required to make it visually obvious that the abutting properties may be tied in to provide cross access via a service drive. Stub-outs shall be required so that cross access to abutting properties is insured.
5. Cross access corridors should contain landscaping and/or other design features to make them visually obvious to traffic as a service corridor.
6. A unified access and circulation system plan that includes coordinated or shared parking areas should be offered wherever feasible.

Complete multi-site circulation is strongly encouraged.

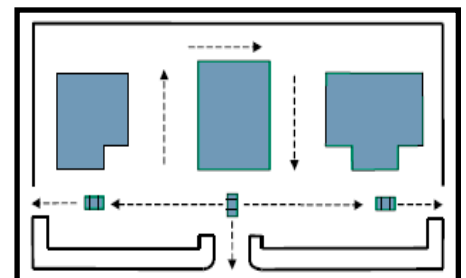
NO SHARED ACCESS



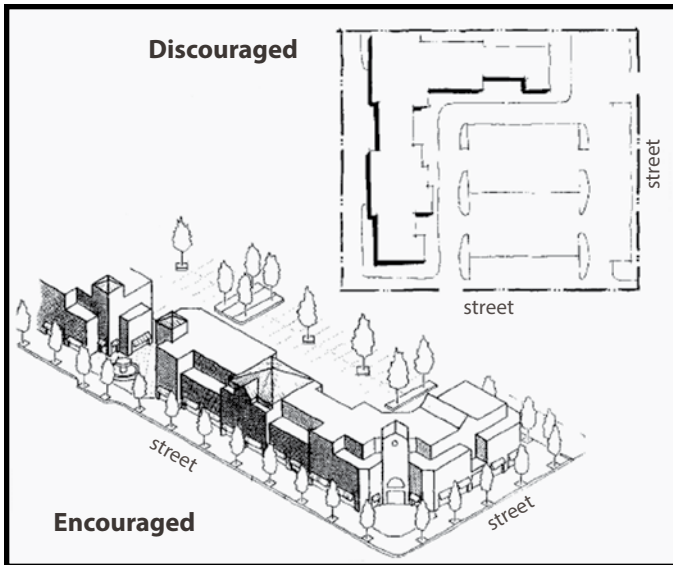
CROSS ACCESS



JOINT & CROSS ACCESS



traffic, access, parking, & loading 4



Dated "L" shaped suburban shopping centers should be avoided in favor of clusters of smaller buildings with pad buildings at the street.

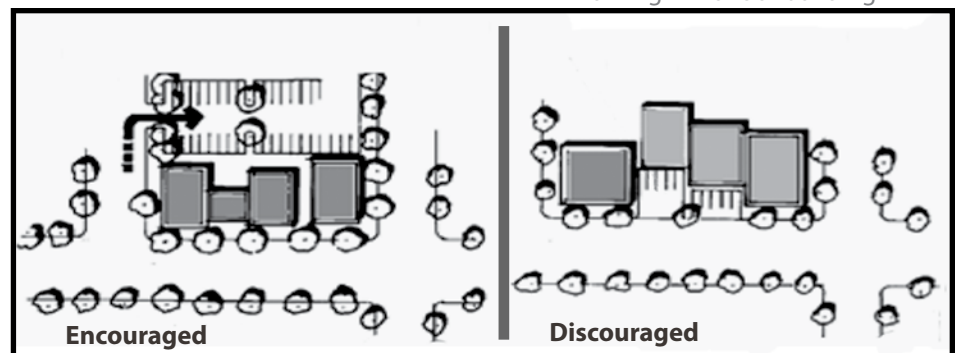
figure 4-1

parking area orientation

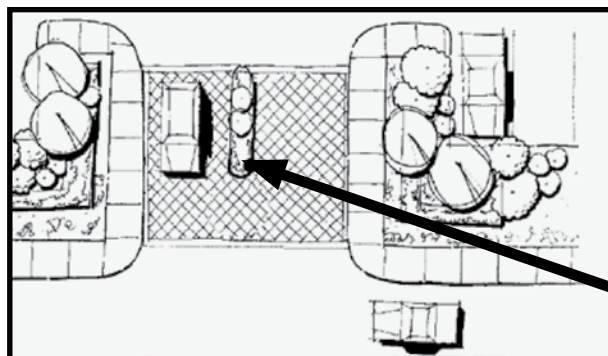
1. Parking areas located in the front setback or between the principal structure and any public street, including corner lots are strongly discouraged. Parking should be provided to the side and rear of the building, with no more than one parking aisle on the side of any structure. Any available and allowed on-street parking shall be exempt from this requirement.
2. Continuous access, head-in parking is not permitted as off-street parking. Vehicles shall not back out onto public streets.
3. It is recommended that primary entry drives on large-scale developments include a minimum six foot wide landscaped median to separate incoming and outgoing traffic. (see figure 5-4)

The parking area is in the rear, accessible from a secondary street.

Parking in front of building



Site entries, medians and features should be coordinated to complement both the structures they serve and one another so as to create a unified project appearance.



A landscaped center median creates an entry focal point.

figure 5-4

4 traffic, access, parking, & loading

parking area design

1. Parking lots shall be designed with a hierarchy of circulation (see figure 4-5)
 - i. Major access drives with no parking, framed by use of one or more of the following: building facades, sidewalks, low walls, trees, and/or shrubs. Maximum of forty feet in width.
 - ii. Major circulation aisles with little or no parking, generally adjacent to the building(s) being served, and typically wide enough to allow for drop-offs and pick-ups. Maximum of 34 feet in width.
 - iii. Narrower parking aisles to reduce speeds and allow for direct access to parking spaces. Maximum of twenty feet in width.
2. In order to break down large expanses of paved surface, parking areas with greater than 48 spaces shall be organized into a series of smaller modules of no greater than 48 spaces each, and separated by circulation aisles and/or landscaped areas consisting of trees and low shrubs. (see figure 4-6) Parking areas within large-scale developments may incorporate up to 96 spaces per module.



- (i) major access drive
- (ii) major circulation aisle
- (iii) parking aisle

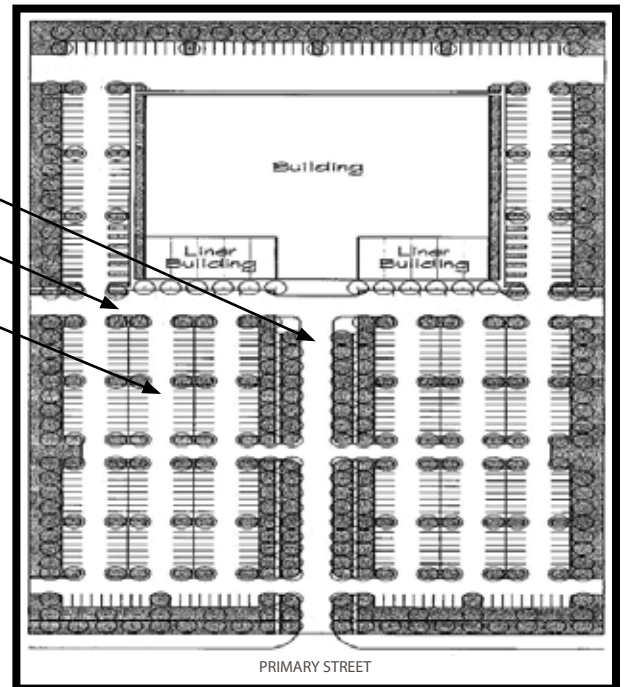
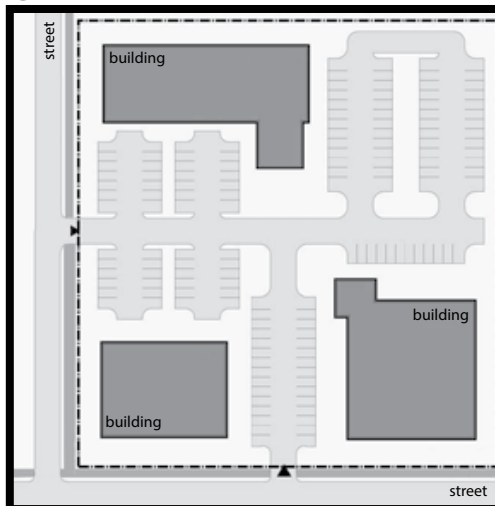


figure 4-5

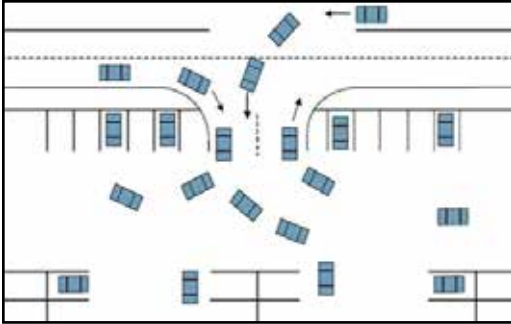
An internal path or *figure 4-6*

sidewalk located within landscaped areas between and connecting the parking modules is strongly encouraged in cases where there are more than three modules or the configuration of the modules makes it difficult for pedestrians to safely access the building.

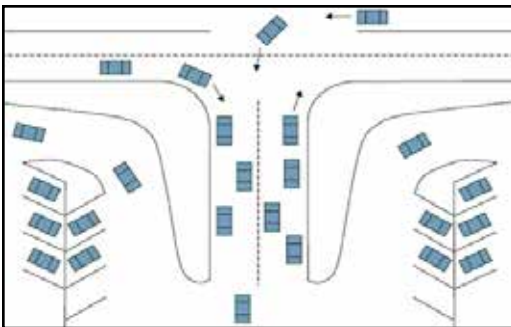


Parking lots shall be located and designed to reduce or eliminate visual or operational impacts to surrounding properties.

driveway throat length



Insufficient throat length and poor site planning can cause unsafe conditions and may result in vehicles backing up onto the arterial, interrupting traffic flow.



With adequate throat length, stacking, or queuing, occurs on site. This reduces driver confusion, traffic problems, and unsafe conditions.

1. Driveway entrances/exits shall be designed to prevent a back-up of vehicles waiting to egress onto the adjacent street. The depth of the formal entrance way, where vehicles may queue without interfering with traffic circulation, is referred to as the "throat length." The length of this "throat" is particularly important for businesses that generate a high number of vehicle trips per day.
2. Throat length should be determined on a case-by-case basis, but generally varies according to the number of trips generated by the land use and the available area for constructing the driveway throat. A traffic impact study based on peak hour demand is the best way to determine the extent of potential queuing problems and how best to resolve them.
3. Due to the dynamic nature of traffic patterns, the Planning Director and/or City Engineer working in coordination with the project engineer shall make all driveway throat length determinations based upon the characteristics of each given site.

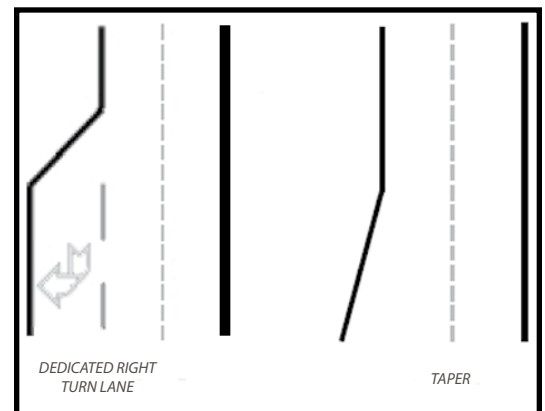
GENERAL THROAT LENGTH RECOMMENDATIONS

Size / Impact of Development	Throat length
Small / 200 ADT*	40 feet (2 vehicles)
Moderate / 750 ADT	80 - 120 feet (4 - 6 vehicles)
Large / 2000 ADT	180 - 240 feet (9 - 12 vehicles)

* ADT: Average Daily Traffic

right turn deceleration lanes

1. A dedicated right turn lane is often necessary when the right turn volume exceeds 750 vehicle trip ends per day and/or the development fronts an arterial with a speed limit greater than 45 mph.
2. In most cases, only moderate to large-scale developments would warrant a right turn lane. However, certain circumstances may make the addition of a deceleration lane necessary, even in situations where a development generates less than 750 vehicle trip ends daily.
3. On lower volume driveways or in areas with limited right-of-way, tapers may be required to help remove turning vehicles from the roadway more quickly. Tapers may be most useful in rural areas, where speeds are high and volumes low.
4. The Planning Director and/or City Engineer working in coordination with the project engineer shall make this determination based upon the characteristics of a given site.



The length of this lane will vary according to the speed of traffic on the roadway. However, the lane or taper should be of sufficient length so as to allow the turning vehicle to leave the through lane at the posted speed limit, decelerate, and negotiate the turn.

4 traffic, access, parking, & loading

parking requirements

The purpose of required parking is to provide a sufficient number of spaces which accommodate the majority of traffic generated by the range of uses which might locate at a given site over time. In response to this long-term emphasis, the City's required parking numbers correspond to broad use categories, not specific uses. (see figure 4-7) Where certain instances warrant interpretation or refinement based upon specific parking needs, a comprehensive assessment shall be made by the Planning Director and/or City Engineer in order to provide a more accurate parking requirement.

On-street parking is generally recommended, except on collector streets and above. Parking along a street offers several important benefits including, but not limited to:

1. increasing available parking areas thereby decreasing additional paving for off-street lots;
2. being inherently traffic-calming in nature, slowing vehicles along the corridor to aid in pedestrian safety;
3. providing a physical and psychological barrier between the corridor and sidewalk.

figure 4-7 REQUIRED PARKING

CATEGORY	MIN	MAX
<i>residential</i>	1.5 / dwelling	2.0 / dwelling
<i>lodging</i>	1.0 / room	1.1 / room
<i>office / institution</i>	2.8 / 1,000 sq ft	4.2 / 1,000 sq ft
<i>retail / general business</i>	3.4 / 1,000 sq ft	4.8 / 1,000 sq ft
<i>restaurant</i>	9 / 1,000 sq ft	12 / 1,000 sq ft
<i>industry</i>	0.6 / 1,000 sq ft	1.8 / 1,000 sq ft

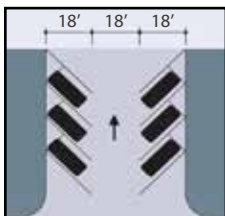
The following deductions shall be applied to the above requirements for structures exceeding 10,000 square feet:

10,001 - 20,000 sq ft = 95% total
20,001 - 30,000 sq ft = 90% total

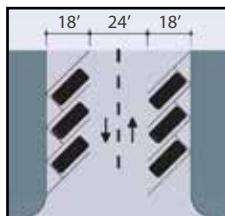
30,001 - 40,000 sq ft = 85% total
40,001 - remaining = 80% total

Any on-street parking spaces located between the two side lot lines of the site and along the same side as the structure being served, shall be counted to satisfy all parking requirements. All parking within the public right-of-way shall be considered public parking and maintain no signage or signal which indicates otherwise.

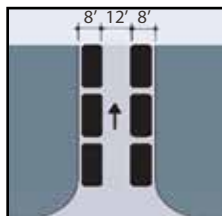
parking area dimensions



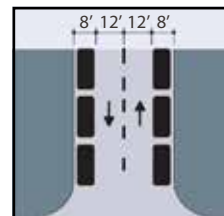
- one way operation
- angle 45-60 degrees
- both sides diagonal
- parking space 9' wide



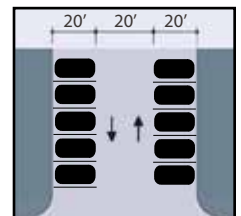
- two way operation
- angle 45-60 degrees
- both sides diagonal
- parking space 9' wide



- one way operation
- parallel to travel
- parking space 22' long
- parking space 8' wide



- two way operation
- parallel to travel
- parking space 22' long
- parking space 9' wide



- two way operation
- angle 90 degrees
- parking space 20' deep
- parking space 9' wide
- off-street only

overflow parking

All surface parking spaces provided in excess of the maximum requirement shall be pervious in nature. Such additional spaces may be approved by the Planning Director for overflow events, seasonal demands, and so forth, based upon adequate reasoning. However, such additional parking and access lanes shall use alternate pervious materials such as geotextile-reinforced grass, mulch-covered gridblocks, and/or porous paving materials for the entire overflow area. Standard, non-porous asphalt or concrete, as well as other impervious materials, shall not be permitted within the overflow area.

shared parking

GENERAL SHARING FACTORS

Intended to demonstrate how parking requirements are adjusted under a shared parking agreement.

figure 4-8

USE	with		USE
residential			residential
lodging			lodging
office		1	office
retail	1.4	1.1	retail
	1.2	1.7	
	1.3	1	
	1.2	1.2	
		1	

To calculate the recommended number of shared parking spaces, first identify the basic parking requirement for each land use by using Figure 4-7 on the previous page. Next, combine those requirements to create a parking sum. Finally, divide that sum by the factor indicated in Figure 4-8 above.

The calculated requirement is intended to be used as a general guideline and may be adjusted based upon assessment by the Planning Director and/or City Engineer, as individual circumstances warrant.

1. In areas where there are two or more differing principal uses, shared parking areas by neighboring properties are highly encouraged and shall be permitted in order to reduce the number of required parking spaces.
2. Shared parking requirements may be further reduced if peak demand periods for proposed land uses do not occur during the same general time periods (i.e. a church and a school).
3. A convenient, visible pedestrian connection between all shared parking areas must be provided and maintained.
4. The availability of off-site parking for all participating developments shall be indicated by directional signs as permitted by Article 1301 of the City of Conway Zoning Ordinance.
5. Property owners must enter into a Shared Parking Agreement.
 - i. Each party identifies specific requirements and maintenance responsibilities. (A Shared Parking Agreement format may be obtained by contacting the Planning Department.)
 - ii. This Agreement shall be permanent in nature, approved by the Planning Director, recorded on the title records of each affected property, and filed with both the Faulkner County Circuit Clerks Office and the Conway Planning Department.

Shared parking provisions may be determined based upon individual circumstances, parking and traffic studies, and estimated peak operating hours provided by the applicant.

location of parking areas

Off-street parking may be located within one-thousand feet of the structure to be served, measured as a straight line between the nearest points of the parking area and the structure. If detached parking areas are provided, they shall provide a complete pedestrian infrastructure connecting the parking area and the structure being served, and also be located on property zoned to allow the same principal use as said structure. All off-street parking areas shall have direct access to a street or alley.

4 traffic, access, parking, & loading

Pedestrian areas should be safe, visually attractive, and well defined by landscaping and lighting.

pedestrian circulation

1. Avoid placing primary vehicle access in close proximity to major building entries in order to minimize pedestrian and vehicular conflicts.
2. Clearly defined pedestrian walkways or paths should be provided from parking areas to primary building entrances. Design walkways and parking lots so that pedestrians will not have to cross parking aisles and landscape islands to reach building entries. (see figure 4-9)
3. Raised walkways, decorative paving, landscaping, and/or bollards should be used to separate pedestrians from vehicular circulation to the maximum extent possible. Textured paving should be provided at crosswalks within the project as opposed to a painted stripe designation provided it does not conflict with ADA access requirements.
4. Areas in and around buildings should be designed with the pedestrian in mind. Landscaping and pedestrian scaled elements such as awnings or trellises should be integrated into the elevation and the passageway should be safely lit. (see figure 4-10)



The area between these buildings is landscaped and well-lit, and awnings give the space a human scale. *figure 4-10*

figure 4-9



A development should utilize various elements together to create safe and identifiable pedestrian paths through parking areas.

passenger/cargo loading and unloading areas

All pick-up/drop-off areas shall be designed to not interfere with other planned circulation on the site so as to provide adequate space and facilities for the safe loading and unloading of passengers and cargo.

traffic, access, parking, & loading 4



figure 4-11

figure 4-12



Curbing aids in the accurate diversion of storm water runoff while aesthetically complimenting the entire parking area.

parking area surfacing

1. All parking areas shall be paved with a sealed surface pavement or concrete. (see figure 4-11)
 - i. Shall be designed and constructed in accordance with Chapter 9.04 Minimum Standards for Construction of the Conway Municipal Code.
 - ii. Shall be maintained so as to prevent dust resulting from continued use.
2. Parking areas shall provide necessary drainage infrastructure and be graded so as to dispose of all surface water which may otherwise accumulate in the area.
3. All parking areas and areas for internal circulation on the site shall be physically delineated by curbing so as to protect adjacent vegetation. (see figure 4-12)

Stormwater runoff from urban impervious surfaces is now the leading cause of nonpoint source (NPS) pollution. Parking lots collect grease, oil, antifreeze, and other vehicle leakage; heavy metals from brake dust; as well as litter, other debris, and pathogens. All of these pollutants are flushed into local waterways by rain and melting snow. The City of Conway is committed to the reduction of NPS pollution. Developers are strongly encouraged to contact the Planning Department to inquire about the various methods available for reducing the detrimental effects NPS pollutants have on our watershed.

traffic study

1. The City Engineer may review the development plan to determine if the developer shall be required to provide a traffic engineering study to include, at a minimum, recommendations for on-site and off-site improvements.
2. If such a study is required, it must be submitted, reviewed and approved subject to completion of any needed improvements, prior to approval of the site plan. Approval shall be dependent upon the study showing that the project, with all necessary improvements, will not be the contributing factor in the connecting road system being reduced to a level of service lower than "C" (as identified by American Association of State Highway and Transportation Officials).
3. All traffic engineering studies shall be conducted at the developer's expense.

4 traffic, access, parking, & loading

bicycle parking requirements

1. Required bicycle parking spaces shall be at least two feet by six feet each, with a vertical clearance of at least six feet.
2. An access aisle of at least 5 feet shall be provided in each bicycle parking facility.



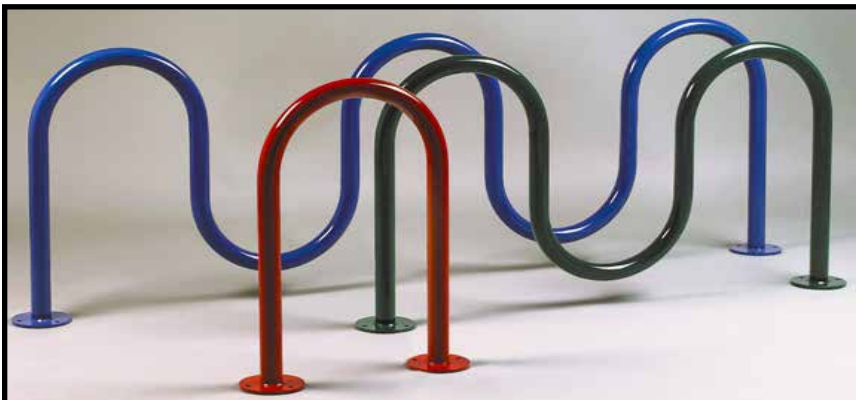
figure 4-13

Inverted U bicycle racks are easy to install and encourage bicycling around town.

Ensuring cyclists have a safe, reliable place to park is essential to promoting a bicycle friendly environment within Conway.

bicycle rack design requirements

1. The “Inverted U” bike rack, at a minimum of thirty inches (30”) in width, shall be the preferred bicycle parking rack throughout the City of Conway. (see figure 4-14)
2. All racks shall meet the following guidelines:
 - i. Support the frame of the bicycle and not just one wheel, allowing the frame and one wheel to be locked to the rack when both wheels are left on the bike, as well as allow the frame and both wheels to be locked to the rack if the front wheel is removed.
 - ii. Allow the use of either a cable or U-shaped lock.
 - iii. Be securely anchored to the ground or building so as to prevent the rack from being removed



Many different styles of Inverted U bicycle racks are available.

figure 4-14

Creative designs which serve as public art are desired and encouraged, providing that they adhere to the aforementioned design standards.





figure 4-15 Bicycle racks placed in the front of buildings create short term parking that promotes safety and security.

rack site selection

1. Bicycle parking areas shall be visible, secure, accessible, easy to use, and convenient.
2. Cyclists should easily spot short-term parking when they arrive from the street. A highly visible location discourages theft and vandalism. Avoid locations "off to the side" or "around the corner."
3. The parking area should be convenient to building entrances and street access, but away from normal pedestrian and auto traffic. Avoid locations that require bicycles to travel over stairs.
4. For security, locate bicycle parking within view of passers-by, retail activity, or office windows. These areas should also be well lit for theft protection, personal security, and accident prevention.

REQUIRED PARKING

CATEGORY	MIN
residential	1.0 space per dwelling unit
lodging	0.1 spaces per lodging room
office / institution	1 space per 15 provided auto parking spaces
retail / general business	1 space per 15 provided auto parking spaces
restaurant	1 space per 15 provided auto parking spaces
industry	1 space per 25 provided auto parking spaces

In all cases where bicycle parking is required, no fewer than two (2) spaces shall be required. After the first thirty (30) bicycle spaces are provided, additional spaces required shall be reduced by one-half (0.5) the aforementioned standards.

In this illustration, six bicycles could be adequately parked, as each Inverted "U" creates space for two individual bicycles.



figure 4-16

5 screening & fencing

trash, refuse, and recyclable material storage

1. All attempts should be made to locate storage areas along the side or in the rear of structures where additional screening can be provided by the structure itself. Locating storage areas in front of the primary façade is strongly discouraged.
2. All trash, refuse, and recyclable material container areas shall be enclosed and/or screened. In no event shall any trash containers be placed within a public street right-of-way or other public property for any length of time more than that required to service them.
3. Buildings located less than fifteen feet from the rear and side lot lines shall include a trash container room for the purpose of housing trash containers and shall be constructed according to the following:
 - i. The container room shall be located only in the side or rear of a building and shall be easily accessible for servicing.
 - ii. The container room shall be fully enclosed. (see figures 5-1 and 5-2)
4. Buildings located more than fifteen feet from the rear and side lot lines shall include either a trash container room (as required above), or a trash container (dumpster) enclosure constructed according to the following:
 - i. A 15'x15' prepared surface of 4" reinforced concrete on which the containers will rest, and a 10'x15' skirt of 8" reinforced concrete on which the trucks will rest during servicing.
 - ii. Enclosure walls on three sides at a minimum of six feet in height and a gate or gates, substantial enough to fully screen the containers within, shall be required. The gate(s) shall be designed with both aesthetics and ease of service in mind.
 - iii. The entire enclosure shall be constructed or otherwise treated in a manner so as to correspond to or blend with the structure(s) being served (i.e. brick building = brick enclosure). Enclosures consisting of wood or plastic are strongly discouraged in all cases, as they are often prone to higher maintenance needs. (see figures 5-2, 5-3, and 5-4)
 - iv. All such "dumpster pads" shall require approval by the Conway Sanitation Department.



figure 5-1



figure 5-2

Colors and materials used in the trash enclosure complement the project's overall design theme.

figure 5-3



screening & fencing 5

trash, refuse, and recyclable material storage

- v. A paved surface shall be provided between the trash container enclosure and the street from which the container will be serviced.
 - vi. Containers and enclosures shall be located so as to allow ease of access for collection vehicles. No parking or other obstruction shall be permitted in the access area for enclosures. With the exception of in the narrowest of alleyways, containers shall be located so as to prevent trash collection trucks from blocking traffic while servicing them.
 - vii. Containers and enclosures shall be constructed and situated so that they do not cause nuisance or offense to abutters. Trash enclosures located within twenty-five feet of any residential areas and/or public right-of-way shall include a screen or solid cover to prevent odor and wind-blown litter. (see figures 5-5 and 5-6)
5. The current property owner shall bear the responsibility of maintenance.
- i. The property owner shall be responsible for maintaining all trash container rooms and enclosures within the boundaries of the site so as to present a healthy, neat, and litter-free appearance.
 - ii. Any rooms or enclosures which are in a state of disrepair shall be repaired or replaced within the ensuing thirty (30) day period, from the date of notice, in accordance to the approved development plan.



figure 5-4

When looking at the above and below depicted dumpster enclosures, take note of their architectural treatments as well as the pedestrian entrances designed to limit the use of the larger servicing gates.

figure 5-5

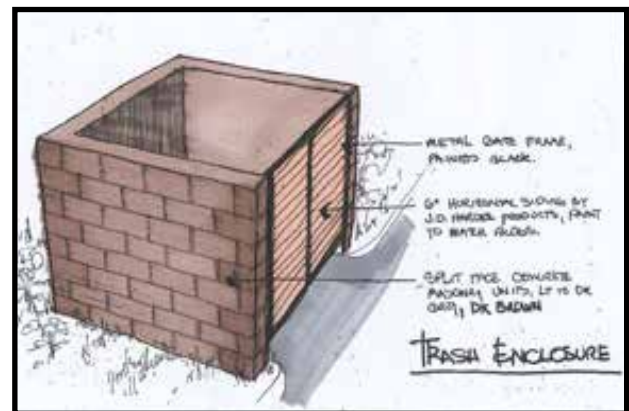


figure 5-6



Trash container rooms and enclosures may be shared upon evidence of the abutters' agreement to do so. Property owners must enter into a Shared Sanitation Service Agreement, whereupon each party identifies requirements and maintenance responsibilities.

5 screening & fencing

mechanical & utility equipment

1. All mechanical and utility equipment located on the wall, roof and/or on the ground shall be screened when visible from the public realm or residential areas. (see figures 5-7 and 5-8)
2. All roof-mounted utilities and mechanical equipment shall be screened on all sides (360°) by incorporating screening into the structure utilizing materials compatible with the supporting building. (see figure 5-9)
3. Mechanical equipment over 48 inches in height shall meet building setbacks.

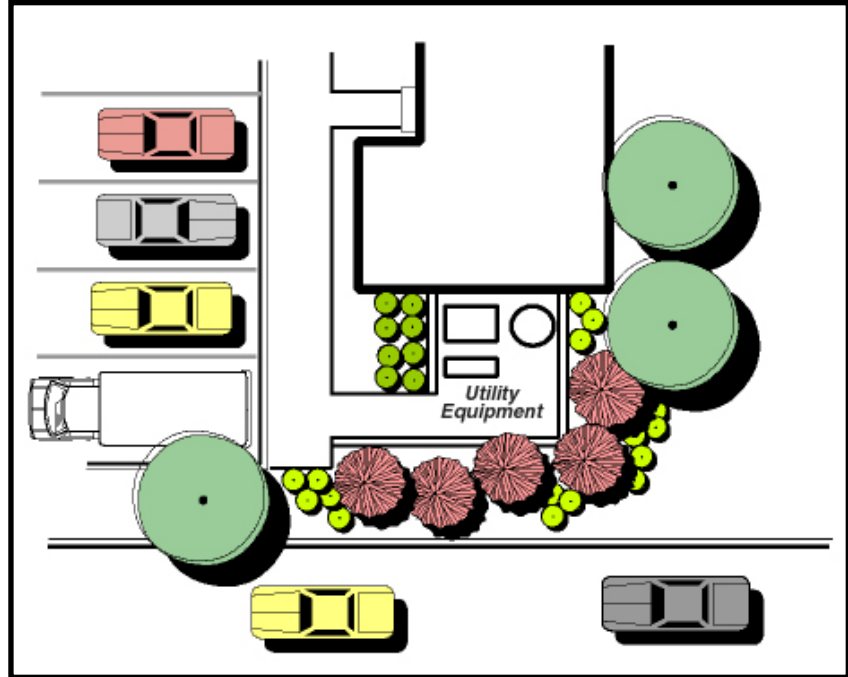


figure 5-7

figure 5-8



When designed to sufficient density, vegetation can offer substantial screening while creating no impediment to the maintenance or operation of the equipment. Vegetation shall not be of a thorny species.

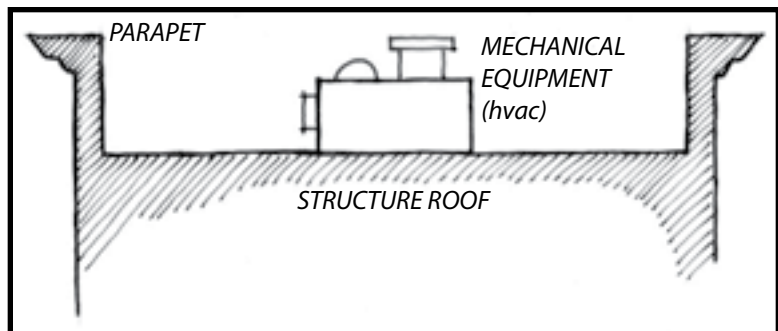


figure 5-9

Structure parapet successfully used to screen the air conditioning unit.

Where utility screening measures interfere with any maintenance or servicing needs, it may be removed at the landowner expense. All screening measures shall meet standards and approval of the respective utility company.

mechanical & utility equipment

4. All mechanical equipment shall be screened in a method sufficient enough to ensure that no adjacent properties are negatively affected by noise generated by the equipment. This is especially critical when projects abut residential uses.
5. Wherever possible, transformers should be placed in a location which maximizes safety and minimizes visual impacts, such as in the side or rear yard. When an ideal location cannot be achieved, the transformers shall be well screened.
6. Other equipment, such as gas meters, electrical meters, cable boxes, junction boxes, irrigation controllers, and roof access ladders, shall be located within a designated utility area. Where this location cannot be achieved, these features shall be designed as an integral part of the building on a rear or side elevation and screened from public view. (see figure 5-8)
7. Reduced pressure zone (RPZ) assemblies (backflow preventers) for landscape irrigation and domestic water shall not be located at visually prominent locations and shall be well-screened with shrubs, berming, or low screen walls.



Transformers and other outdoor mechanical and utility equipment shall be screened from view. Simple and inexpensive, landscaping is often the most preferred method; however, fencing and walls can be very effective. NOTE: Ten feet of unobstructed clearance shall be provided for transformer door(s) with five feet of clearance along non-door sides.

This transformer is generally and adequately screened from view while still providing unimpeded access to its doors for utility company service needs.



All fire hydrants, risers, and alarm panels are exempt from these provisions, and will be located and approved per City of Conway Fire Department requirements.

5 screening & fencing

service, loading, and storage areas

1. All service, loading, and storage areas shall be located and concentrated where they will not create a nuisance for adjacent uses by projection of light, noise, and/or visual clutter.
2. Facilities should be located as far as possible from the street and adjacent properties and should not be located in areas visible from any adjacent public or private street, unless screened appropriately. (see figures 5-9, 5-10, and 5-11)
3. Loading facilities shall be designed as an integral part of the building served and be in the most inconspicuous location.
4. Service and loading areas should be located and designed for easy access by service vehicles, for convenient access by each tenant, and to minimize circulation conflicts with other site uses.
5. Public circulation should not route through loading or service areas. A service yard, by definition, precludes public circulation through it.
6. Service and roll-up doors shall be painted to match the building or trim.

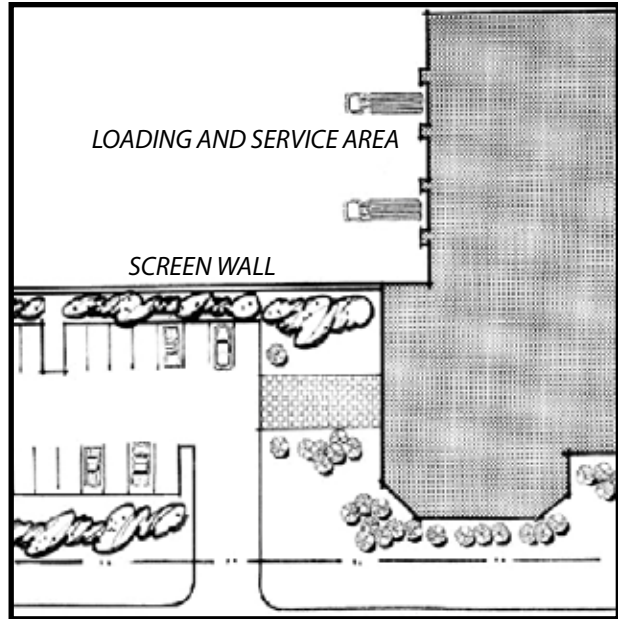


figure 5-9
Screen wall and landscaping must be adequate to provide complete screening of loading and service area from the public right-of-way.

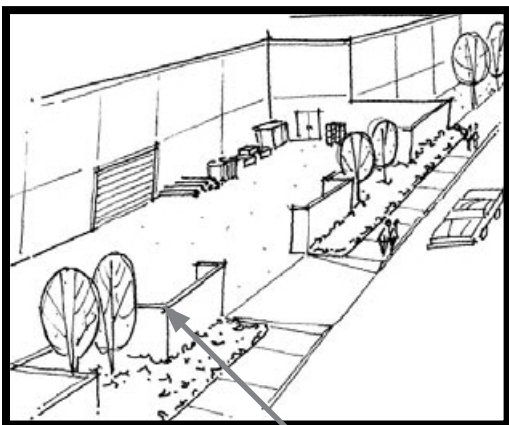


figure 5-10

A screen wall, combined with landscaping, enhances this loading area.

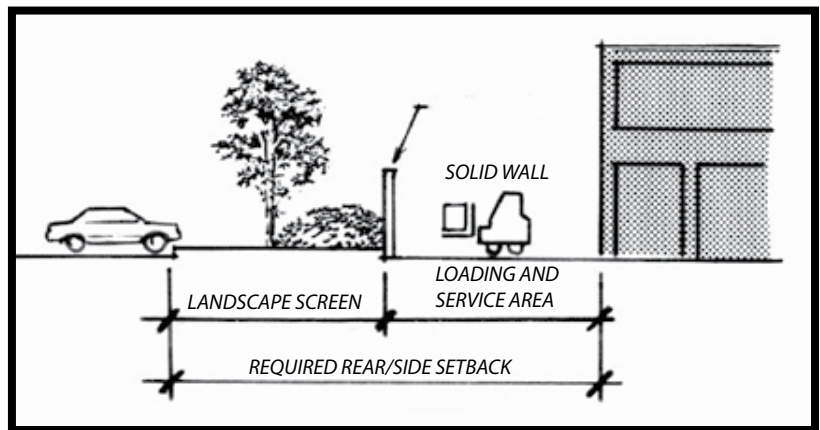


figure 5-11

Service and loading areas should be designed to minimize the noise, odor, and visual problems caused to adjacent buildings, properties, and streets.

screening & fencing 5

service, loading, and storage areas

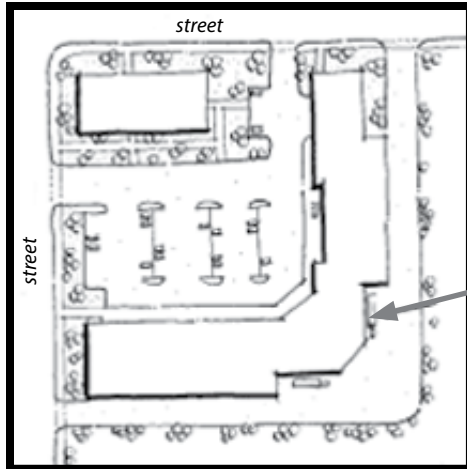


figure 5-12

Loading and service areas should be located away from street edge and public circulation patterns.



Service and loading areas shall be integrated with the building design. figure 5-13

7. Public circulation should not route through loading or service areas. (see figure 5-12) If located adjacent to a residential or institutional area, the following measures shall be taken:
 - i. A minimum landscaped setback of twenty feet shall be provided between the service yard (nearest curb) and the property line.
 - ii. A fence or wall shall be built to screen the service yard and shall be constructed to the following standards:
 - 1) Be of a durable material (i.e. brick or stone masonry, wood, iron, composite, etc.).
 - 2) Be a minimum five feet in height. The final height shall be determined by the Planning Director based upon specific site criteria so that the intent of this Article is met.
 - 3) The fence or wall shall avoid a "stockade" appearance.
 - 4) Fences and walls should be designed with materials and finishes that complement project architecture. (see figure 5-13)
 - 5) Fences and walls shall be aesthetically and functionally enhanced through the incorporation of columns and piers, vegetation along their base, and "random" variation in plane and direction of at least five feet for every fifty feet of length.
 - 6) Located to provide an unobstructed landscape strip along the "outside" of the wall or fence (between it and the adjoining residential or institutional property)
 - i) Minimum six feet in width
 - ii) Landscaped to the standard of the Interior of Property Lines paragraph of this Article. Generous vegetation is encouraged to soften the appearance and to aid in the prevention of graffiti. (see figure 5-14)
 - iii) All maintenance shall be the responsibility of respective property owners. Low-maintenance vegetation is strongly encouraged.
8. Where appropriate, service yards shall include provisions for loading areas, trash containers, storage areas, utility equipment, maintenance equipment or vehicles.
9. All such areas shall be exempt from interior landscaping requirements, but not from setback, perimeter landscaping, and/or pertinent screening requirements.



Landscaping softens the bulk of the wall or fence and helps prevent graffiti.

figure 5-14

5 screening & fencing

fencing

All forms of razor and barbed wire are considered unattractive and visually obtrusive. Therefore, their use is prohibited for all but the most critical of situations.



figure 5-15



figure 5-16

1. Razor and/or barbed wire fences are prohibited if visible from public right-of-way or a residential area, except barbed wire used for agricultural purposes. (In all other cases, it should only be used where necessary to solve a demonstrated security problem). (see figures 5-15 and 5-16)
2. Chain link fencing shall not be closer to any adjacent street than any structure on the site. All chain link fencing shall be painted or coated in a non-obtrusive color, such as black or dark green, in order to diminish its visual impact.
3. Any fencing or walls located between the primary structures and any public right-of-way, including those used as a retaining measure, may only be solid up to 48 inches in height. Any fencing which exceeds 48 inches in height shall not obstruct the view of the primary structure from the right of way. (see figures 5-19 and 5-20)



figure 5-17

By coating or painting chain link fences, they become less obtrusive, thereby blending into their surroundings while remaining fully functional.



figure 5-18



figure 5-19



figure 5-20

6 landscaping

GOALS OF LANDSCAPING:

To enhance the visual appearance of the City

To maintain and protect property values

To provide a better transition between and improve the compatibility of abutting and nearby land uses, particularly as it concerns residential neighborhoods which are adjacent to or in the vicinity of business districts

To provide, within and on the perimeter of parking areas, landscaping that facilitates safe movement of all forms of traffic, breaks up large areas of impervious surface, and provides shade

To assure throughout the City, appropriate barriers to and relief from traffic, noise, heat, glare, and odor

To improve air quality

To promote energy efficiency and conservation in site design, building construction, and landscaping





general requirements

1. All areas not covered by structures, service yards, walkways, driveways, and parking spaces shall be landscaped.
2. All Landscape Plans must be, at a minimum, prepared by a person knowledgeable in the field.
3. Landscaping shall be provided which is sufficient to provide soil stability and suitable drainage.
 - i. Trees, shrubs, groundcover, and grass shall be placed and/or retained in such a manner as to reduce runoff and/or erosion.
 - ii. Graded areas shall be re-vegetated to ensure erosion control by seeding, mulching, and fertilizing. Disturbed areas shall be planted with suitable plant materials.
 - iii. Landscape fabric or erosion blankets should be provided on slopes exceeding 50% while ground cover is being established.
4. The current property owner shall properly maintain all required landscaping.
 - i. The property owner shall be responsible for maintaining all landscaping within the boundaries of the site so as to present a healthy, neat, and orderly appearance.
 - ii. Any unhealthy or dead plant material shall be replaced within the ensuing year in accordance to the approved landscaping plan.
5. Native species should be used when possible, in order to minimize watering. A list of approved trees and shrubs can be found in the appendix of this Pattern Book.
6. Conway Corporation shall be consulted for all Landscape Plans which propose plantings within utility easements.

The planting of trees and shrubs may be postponed until the next following “planting season.” For trees and shrubs, it is recommended that all planting be done during the months of March, April, May, September, October, and/or November.



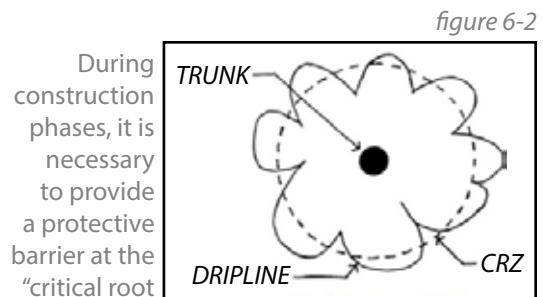
6 landscaping

preservation

1. It is strongly encouraged the all landscaping plans attempt to incorporate existing on-site landscape features and vegetation. (see figure 6-1)
 - i. All existing landscape features and vegetation shall be displayed on a sketch or drawing to be submitted with Development Review application.
 - ii. Concerned parties shall discuss methods for preserving these identified features during the Preliminary Conference. (see figure 6-2)
2. Where possible and reasonable, existing mature, "significant" trees, rock outcroppings, and riparian corridors shall be preserved and incorporated into landscape plans.
3. Where healthy plant material exists on the site prior to development and the provision is made to preserve and incorporate that plant material on a permanent basis, then credit may be given against all pertinent City landscaping requirements, so long as the existing plant material meets the purpose and intent of said requirements.



Large canopy trees, when preserved and protected throughout the construction process, can make a dramatic impact on a completed development. figure 6-1



During construction phases, it is necessary to provide a protective barrier at the "critical root zone" (CRZ), which is generally at or near the dripline of the tree being protected. figure 6-2

Preservation shall be the first, best and standard approach.

structural base

1. There should be a landscape strip around the base of all structures on the site. This strip should have a minimum width of three feet, exclusive of sidewalks or driveways which cross at a generally perpendicular angle. (see figure 6-3)
2. It is encouraged that strips be planted with vegetation dense enough to sufficiently lessen the impact of an otherwise bulky appearance where a structure meets the ground, typically based upon the mass of the structure.



figure 6-3

The structure landscaping strip should be increased in width and planting density as necessary to meet its intent.

site perimeter



Deep, well-landscaped and manicured setbacks along all sides of a site offers a buffer for adjacent properties. Furthermore, the enhanced curb appeal provides a more inviting streetscape and generally increased property values.



1. Street Frontages
 - i. A minimum landscaped area of either ten feet or five percent of the average lot depth, whichever is greater, shall be provided along all property lines abutting any street, exclusive of right-of-way. The maximum width for any project shall be 40 feet.
 - ii. Trees shall be planted at the ratio of no less than one canopy tree for every thirty feet of property line abutting any street. In the event overhead obstructions exist which would prohibit the use of canopy trees, understory trees shall be required.
 - iii. For landscaping standards specific to vehicle dealerships refer to Section 9, Special Standards.
2. Interior
 - i. A perimeter landscape strip at least six feet in width shall be provided along all property lines adjoining nonresidential areas. This provision is waived where neighboring structures adjoin, such as with strip centers.
 - ii. A perimeter landscape strip at least twenty feet in width shall be provided along all property lines adjoining any residential area.
 - iii. There shall be at least one canopy tree every thirty feet, one understory tree every fifteen feet, or one shrub every six feet along all boundaries of the site which do not abut streets. Up to 25% of these plantings may be grouped, where desired.
 - iv. Existing vegetation which meets, in whole or in part, the purposes of perimeter landscaping described above, may be applied toward these requirements.



6 landscaping

parking lots

Parking areas and cars should not be the dominant visual element of the site.

1. Trees shall be planted within the paved parking area so that each parking space is no more than 60 feet from the nearest tree. Perimeter trees may be used to satisfy this requirement.
2. In parking lots 24 spaces or more, no more than 12 continuous parking spaces are permitted without a landscape island, so as to provide a ratio of no less than one tree for each twelve spaces throughout the lot. (see figure 6-4)
 - i. A landscape island shall be provided at the end of each parking lot aisle.
 - ii. Each island shall contain at least one tree. (see figure 6-5) Each tree shall be maintained to provide a minimum clearance of 8 feet at the lowest limb.
 - iii. All islands shall be a minimum of 150 square feet of landscape area.
 - iv. All islands shall be sodded, seeded, or mulched. Applicants are required to plant additional shrubs, annuals, perennials, ornamental grass, and/or groundcover. (see figure 6-6)
 - v. All islands shall have a minimum unobstructed width of 8 feet.
 - vi. All islands shall be protected by a 6 inch concrete curb.
3. In addition to the above, parking lots with 200 or more parking spaces shall be divided by landscape "buffer" areas to prevent large expanses of asphalt. (see also "Large-Scale Retail" in Chapter 11)
 - i. With the exception of driveways which may cross them, these areas shall extend the width or depth of the parking lot. (see figure 6-7)
 - ii. This buffer shall be a minimum of 12 feet wide, and include a pedestrian walkway of no less width than 6 feet bisecting it. (see figures 6-8 and 6-9)
 - iii. A typical screening measure, such as a hedgerow or trees, should be instituted along both sides of the walkway to provide a buffer to pedestrians.



figure 6-6

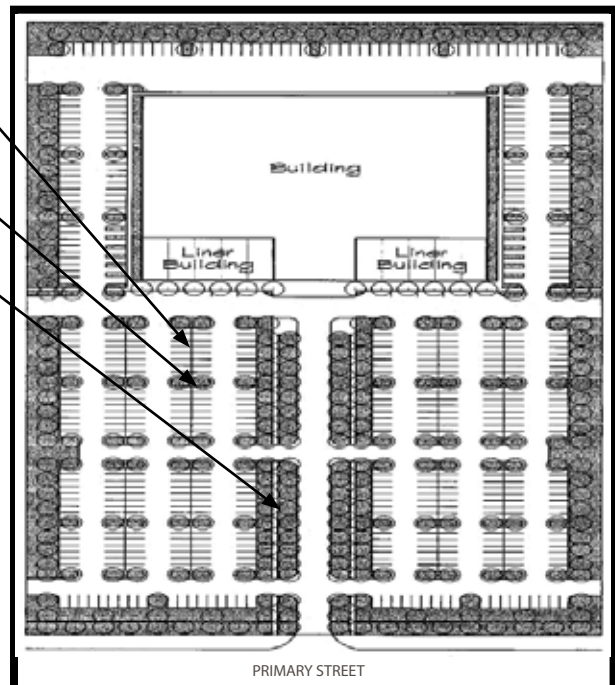


figure 6-4

figure 6-5

figure 6-7

NOTE: Service, Loading, and Storage areas not visible from the public realm or residential areas (generally those located in the rear of structures) shall be exempt from these landscaping requirements.

parking lots



figure 6-8

Developments should strive to create an environment which places an emphasis on pedestrians. Large-scale projects, especially, should be designed for people as much as they are for vehicles.



figure 6-9

4. Internal landscaping should be aligned to create “green edges” necessary to define pedestrian plazas as well as vehicular access, circulation and parking areas.

parking lot screening

All parking lots shall be screened in order to ensure that no light trespass or glare is directed onto surrounding residential properties or rights-of-way. (see figure 6-10) Screening measures shall be instituted in accordance with the standards below, exclusive of access driveways and sidewalks:

1. Any screening measure shall be a minimum of 3 feet above the highest of the average final finish elevation of the adjacent street, the parking lots, and the ground floors of all structures on the site.
2. Where earth berms are used, they shall conform to the following:
 - i. Berms shall be gently rolling in nature, undulate so as to appear natural and not man-made, and have a maximum slope ratio of 3:1 (horizontal run to vertical rise) and a recommended slope of 4:1.
 - ii. Where a berm does not reach the minimum required screening height, additional screening measures shall be necessary.

figure 6-10

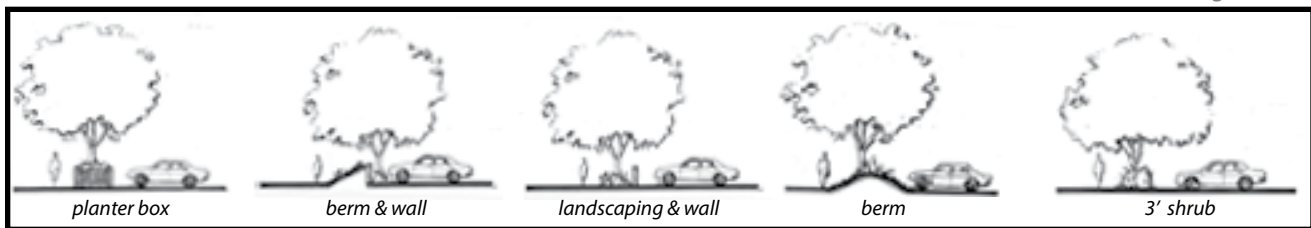


figure 6-11

6 landscaping

parking lots

3. Where shrubs are used they shall be evergreen in nature, be at least 30 inches tall at the time of planting, and be spaced closely enough together so as to create a seamless row of hedging. (see figure 6-11)
4. Where fences or walls are used they shall be no more than 4 feet in height and be constructed from a durable material (i.e. brick or stone masonry, wood, iron, composite, etc.).
 - i. Any desired fence or wall shall avoid a "stockade" appearance.
 - ii. Fences and walls should be designed with materials and finishes that complement project architecture.
 - iii. Fences and walls shall be aesthetically and functionally enhanced through the incorporation of columns and piers, as well as "random" variation in plane and direction of at least 5 feet for every 50 feet of length. Generous vegetation is encouraged to soften the appearance and to aid in the prevention of graffiti. (see figure 6-12)
5. Screening shall not be implemented in a manner which impairs the sight lines of drivers entering, leaving or maneuvering through the site. (see figure 6-13)



figure 6-12

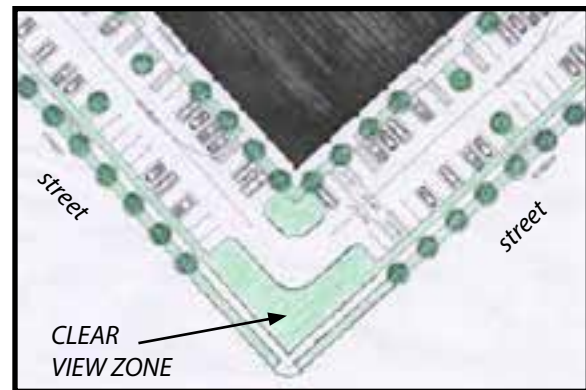
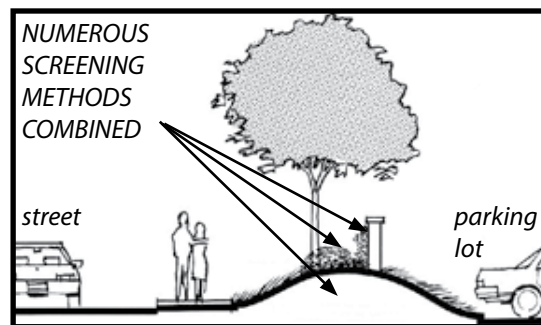


figure 6-13

It is strongly encouraged that all screening measures incorporate a combination of various techniques, including earthen berms, retaining walls, semi-opaque walls and fences, and an assortment of plant materials in order to enhance the screening function while offering this buffer area a natural, aesthetically appealing appearance.



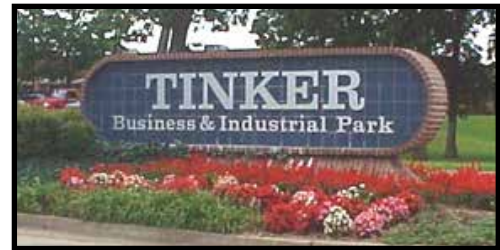
sign base



1. There shall be a landscaped area around the base of all ground-mounted signs for the site (typically the monument and two-pole styles, regardless of being off-premise or on-premise). This strip shall have a minimum width of either four feet or 1/2 of the sign height, whichever is greater.
2. It is required that the strip be planted with vegetation dense enough to sufficiently lessen the impact of an otherwise bulky appearance where the sign meets the ground.
3. The sign landscaping strip should be increased in width and planting density as necessary to meet its intent.



The amount of landscaping provided should generally increase as the overall mass and bulk of the sign itself increases.



7 lighting

Lighting and light under this section includes any temporary or permanent lighting equipment that is installed, located or used in such a manner with the intention to cause light rays to shine outdoors. This includes, but is not limited to, driveways, sidewalks and walkways, parking lots, structures, signs, and all sports and recreational lighting. All proposed exterior light sources including poles, standards, hangers, light fixtures, reflectors, shields, and lamp (including and their wattage, color, height, and lumen output) shall be submitted with the development plan for review and approval.

1. Reasonable amounts of lighting shall be allowed and provided, as appropriate, at intersections, along walkways, at building entrances, between buildings, and in parking areas. (see figure 7-1)
2. The maximum height of any light source (bulb), regardless of the method for mounting, shall not exceed 25 feet. In large-scale developments, the maximum height of any fixture shall be 40 feet.
 - i. Fixtures shall be appropriate in size and scale for the surrounding area.
 - ii. Fixtures shall not exceed the height of adjacent structures.
3. Unshielded wall packs and floodlights are not permitted. (see figures 7-2 and 7-3)
4. Commercial outdoor lighting shall be used for safe pedestrian passage and property identification only during active business hours. (see figures 7-4 and 7-5)
 - i. All non essential lighting shall be turned off within 1/2 hour after the close of business and/or when not in use.
 - ii. Lights that are controlled by photocells and timers are highly encouraged.



figure 7-1

figure 7-2



Unshielded fixtures and floodlights are primary contributors to glare and light trespass and are not allowed.



figure 7-3



figure 7-4

figure 7-5



No light should be of such intensity that it creates a nuisance on surrounding areas.

5. No light shall be of such design, height, and/or intensity so as to produce glare or direct illumination across the property line, nor shall any light be of the same so as to create a nuisance or detract from the use and enjoyment of adjacent property. All light shall be directed downward or inward toward the property by choosing appropriate fixtures and properly aiming fixtures during installation.
 - i. All fixtures shall be "Full Cut-Off" and/or fully shielded in design so that no light is visible above the lowest part of the fixture.
 - ii. All fixtures shall be installed so that all light emitted, either directly from the lamp or a diffusing element, or indirectly by reflection or refraction from any part of the fixture, is projected below a horizontal plane which is parallel to the ground surface. (see figure 7-6)
 - iii. No light source (bulb) should be directly visible from any point off of the property or any roadway.
 - iv. All signs lit by an external source where any lamp is rated higher than 60 watts incandescent, should be lit only by a top-mounted "RLM" type fixture. (see figure 7-7)
 - v. Light levels at the property line shall not exceed 0.5 foot candles when adjacent to other non-residential areas, and 0.1 foot candles when adjacent to any residential area, as measured 5 feet above the ground.

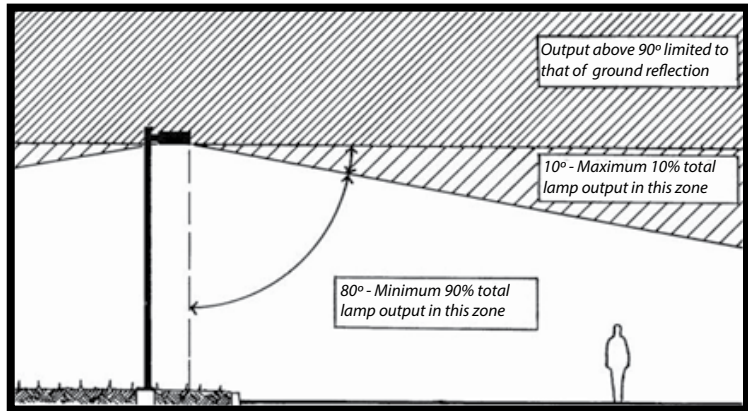


figure 7-6



figure 7-7

RLM fixtures provide a low-glare, fully-shielded, aesthetically pleasing luminaire which is useful in a wide variety of applications.



A responsible, well-integrated lighting plan offers complete functional, decorative and security output while eliminating direct glare, light trespass, and unnecessary skyglow.

7 lighting

6. A number of bulb types are available for use as outdoor lighting and each has its own typical strength and weaknesses.
 - i. High-Pressure and Low-Pressure Sodium are most highly recommended due to their low energy consumption and long lamp life.
 - ii. Metal Halide, due to their higher energy consumption, are generally recommended only as commercial outdoor lighting where white light with good color rendition is required or simply desired, such as car dealer display lots, sports lighting, and service station canopies.
 - iii. Mercury Vapor lamps, due to their higher operating costs, increased energy demands, extremely poor color rendition, and greater contribution to light pollution, are strongly discouraged.
 - iv. Incandescent and/or florescent are most recommended for motion activated fixture as well as low-intensity needs, such as entryways.
7. Fixtures should be architecturally compatible with, and designed to compliment, the principle structure and surroundings. (see figure 7-8 and 7-9)
8. All proposed fixtures shall be shown on the Landscape Plan.



figure 7-8

Fixtures should complement the architectural style of the building.



figure 7-9



A TALE OF TWO SCHOOLS



- mercury vapor bulbs
- orange coloration
- unshielded wallpacks
- poles excessive height
- generally overlit



- metal halide bulbs
- white/blue-white coloration
- no wallpacks
- fully-shielded pole fixtures of appropriate height
- appealing entry
- generally responsibly lit

8 signage

All signage shall adhere to the guidelines and regulations detailed within Ordinance O-06-134 (Article 1301, City of Conway Zoning Ordinance) and all amendments thereto, all overlay district regulations which may apply, and any and all other current laws pertaining to signage. Please refer to indicated Article for clarification of signage requirements.



All sign concepts for new construction shall be considered during the design of the site and structures, so that signs and graphics can be integrated into the architecture of the project.



Sign styles, size, height, scale, colors, location, and material shall strongly relate to the design of the structures which they serve.



projection signs (blade signs)

- may be used in lieu of a wall sign
- shall be no larger in area than 10% of the building facade to which it is affixed
- attached to and wholly supported by the building
- shall not project more than 8 feet from the building
- shall be no less than 8 feet from the side of the building
- shall be no less than 10 feet above the sidewalk
- shall be no less than 14 feet above vehicular right-of-way
- shall not project into the public right-of-way (except in C-1 CBD)

wall signs

- may be used in lieu of a projection sign
- shall be no larger in area than 10% of the building facade to which it is affixed

awning signs

- shall be no larger in area than 10% of the building facade to which it is affixed



The area of wall and awning signs is calculated by use of a rectangle which encloses the limits of the advertising message. (see white outline at left)





under canopy signs

- shall be no larger in area than 8 sq. ft.
- shall be no less than 7 feet above pedestrian grade
- 1 sign per occupant or business entryway



window signs

- shall be no larger in area than 25% of the total window frontage



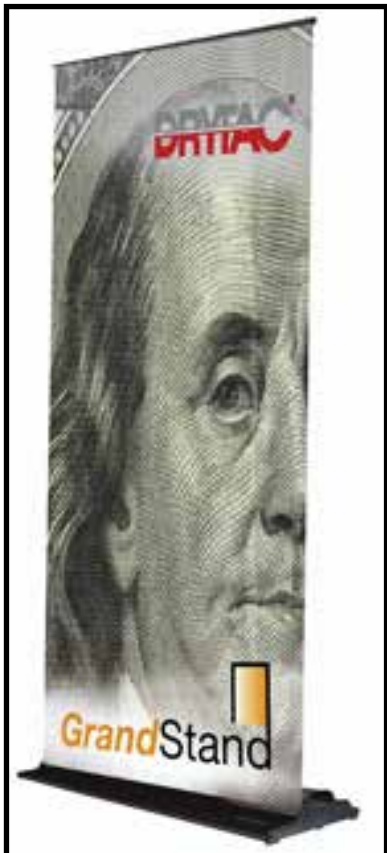
roof signs

- C-1 Central Business District only
- may be used in lieu of any wall or awning sign
- shall be no greater in height than 20% of the structure to which it is affixed
- external illumination or neon tube lighting only



a-frame signs

- C-1 Central Business District only
- shall be no greater than 3 feet in height
- shall be no greater than 2 feet in width
- allowed on sidewalk immediately in front of business
- must be readily moveable



banner signs

- generally temporary in nature
- maximum of 1 per business
- shall be no larger in area than 24 sq. ft.
- may not be within public right-of-way
- considered an "under canopy sign" if hung from an awning
- requires annual permit

monument and two-pole signs

- encouraged that entire base is mounted to ground
- maximum of 1 per street frontage
- for sites of 5 acres or less, the sign shall be a maximum height of 8 feet and have a maximum area of 64 sq. ft.
- for sites between 5 and 20 acres in size, the sign shall be a maximum height of 10 feet and have a maximum area of 64 sq. ft.
- for sites greater than 20 acres, the sign shall be a maximum height of 12 feet and have a maximum area of 96 sq. ft. (street frontage must be 325' min.)



below
A two-pole design prevents potential obstructions of view and may be helpful in locations adjacent to curb cuts and intersections.



interstate zone signs

- principle purpose is to address interstate traffic between the Dave Ward Drive and AR Hwy 25 exits
- allowed only within 1000' of I-40 centerline
- in lieu of monument/two-pole sign
- shall be no greater than 75 feet in height
- shall be no larger in area than 300 sq. ft.



prohibited signs



abandoned signs



any pylon signs or billboard not within the interstate zone

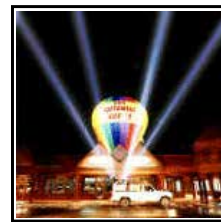
inflatable signs greater than 1000 cubic feet



snipe signs or signs attached to trees, telephone poles, public benches, streetlights, or placed on any public property or public right-of-way



festoons and search lights



signs painted on roofs and fences

blinking, reflecting, revolving, or any other similar sign to include electronic message boards and electrically activated signs (except static LED fuel price signs as allowed in the interstate zone)



signs imitating or resembling official traffic or government signs or signals

9 special standards

mixed-use

THESE STANDARDS ARE SIMPLY ADDITIONS TO THE GUIDELINES CONTAINED IN THE PREVIOUS CHAPTERS OF THIS PATTERN BOOK

Primary design considerations for mixed-use projects should focus on successfully balancing the requirements of residential uses (privacy, security, etc.) with the needs of commercial uses (access, visibility, parking, loading, extended hours of operation, etc.).

1. The mix of uses may be oriented vertically or horizontally on the site and may or may not be in different structures. (see figures 9-1 and 9-2)
2. With the exception of on-street parking, all parking areas should be provided to the rear of structures or underground where feasible. This is especially important on vertically oriented mixed-use projects. (see figure 9-1)

VERTICALLY MIXED-USE

figure 9-1



Buildings at street edge with off-street parking at rear or below grade

HORIZONTALLY MIXED-USE

figure 9-2



Commercial entrance



Residential entrance

Mixed-use projects should be designed to provide a harmonious environment for both commercial users and residents.

mixed-use



Private courtyard area for residents within larger mixed-use structures are highly desirable

figure 9-3

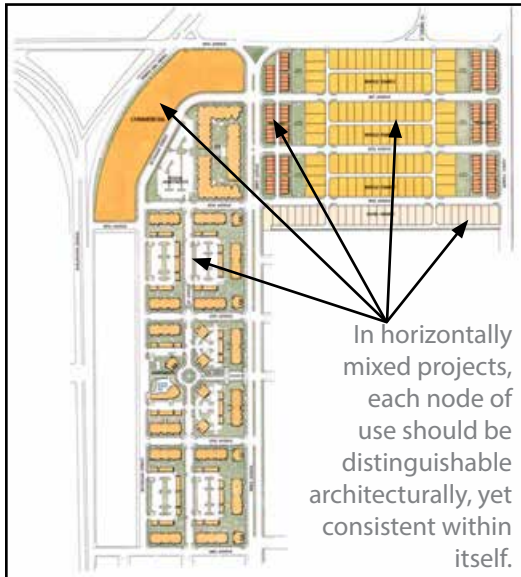


figure 9-4

In horizontally mixed projects, each node of use should be distinguishable architecturally, yet consistent within itself.

3. Private, communal open space, accessible only by building residents, should be provided. (see figure 9-3)
4. Noise, traffic, lighting, and other elements that may negatively affect the residential environment should be located where the elements will have a minimum impact.
 - i. Parking lot and security lighting for commercial uses should be appropriately powered, directed and shielded so as not to spill into included residential areas.
 - ii. Loading areas and refuse storage facilities should be located as far as possible from included residential uses, both on- and off-site.
5. Commercial and residential parking areas should be clearly delineated through dedicated signs, street markings, or other methods.
6. Provide clearly marked and separated driveways and parking areas for each proposed use where possible.
7. Horizontal mixed-use developments should be designed using consistent materials and architectural style. If the intent is to differentiate between uses, some deviation is permissible. (see figure 9-4)
8. When multiple uses are proposed in a single building, separate and convenient entrances for each use should be provided. (see figure 9-5)
9. Any proposed building elevations that face public streets, whether such elevations function as the front, side or rear of the building, should be architecturally detailed to avoid the appearance of being the "back of the building." All buildings should function as positive additions to the streetscape. (see figure 9-7)



figure 9-5

Commercial entrance

Residential entrance



figure 9-5

Architectural detailing occurs on all sides of the building.

9 special standards

large-scale (“big box”)

THESE STANDARDS ARE SIMPLY ADDITIONS TO THE GUIDELINES CONTAINED IN THE PREVIOUS CHAPTERS OF THIS PATTERN BOOK

Site planning for large-scale commercial facilities should strive to provide a quality pedestrian environment in what is traditionally a facility designed for the efficient movement of automobiles. If a truly effective and inviting atmosphere is to be created, the needs of the pedestrian should be attended to in equal proportion with those of vehicles. Provisions should be made for efficient pedestrian circulation systems, way-finding means, safety lighting, and open spaces that provide respite from expansive and crowded parking lots.

1. For all projects five (5) acres and larger, the incorporation of plazas, courtyards, pedestrian malls, and other outdoor spaces for people to gather shall be required. (see figure 9-6)
 - i. A minimum of five percent (5%) of the total project shall be dedicated as permanent common space and located in an area of the site which makes them identifiable and easily accessible for public use. Any landscaping within this common space shall be considered as part of the twenty percent (20%) pervious surface requirement.
 - ii. All provided furniture, fixtures, water features, and other amenities shall be considered integral components of development, maintain architectural compatibility, and fully detailed on all landscape plans.
 - iii. These common areas should be sheltered as much as possible from clamor of streets, parking, and other incompatible uses. (see figure 9-7)



figure 9-6

Dedicated plaza and courtyard space is critical if large-scale projects are to have a comfortable, people-oriented identity.



figure 9-7



2. Buildings should be located as near to the street as possible in order to further reduce the visual impact of expansive parking lots, promote pedestrian activity, and help “humanize” what is generally an auto-oriented environment. (see figures 9-8 and 9-9)



figure 9-8



figure 9-9

large-scale (“big-box”)



Purposefully designed pedestrian accesses.

figure 9-10



figure 9-11

3. Clearly defined pedestrian circulation systems shall be provided throughout the project site. Any crosswalks should be accentuated through the use of textured and/or colored paving. All pedestrian systems shall consider ADA path of travel and appropriate surface treatments. (see figures 9-10 and 9-11)
4. The base of the building should be surrounded by a broad landscape buffer so as to soften the building's edge, allow opportunities for trees to be planted (serving to reduce the imposing scale of the structure), and create a desirable buffer between the building and any surrounding paved surfaces. (see figures 9-12 and 9-13)



figure 9-12



Providing a generous landscape buffer along building edges helps to soften the bulk of large-scale developments.

figure 9-13

Large-scale facilities should be designed as much for pedestrian traffic as they are for vehicular traffic.

9 special standards

large-scale (“big box”)

5. When crafting retail “big-box” facilities, every attempt should be made to minimize imposing mass, encourage design that complements neighboring buildings, and foster a human-scaled and pedestrian-friendly environment. (see figures 9-13 and 9-14)
6. A variety of details and treatments should foster a lively and interesting roofline, including, but not limited to, usage of cornice detailing to provide unique caps atop building facades. (see figures 9-13 and 9-15)



figure 9-13

Using changes in roofline, facade articulation, color and material, this Wal-Mart has avoided the large, blank walls so often associated with big-box stores, opting instead for a human-scaled “storefront” appearance.

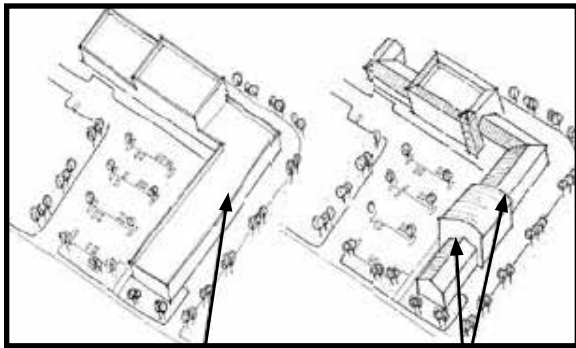


figure 9-14

Buildings should avoid long, continuous walls and box-like design.

Break up long expanses with variety in building height, volume, and roof type.

Multiple and unique building forms divide the mass and enhance the building’s elevation.

figure 9-15



Parapets should be finished with cornices, caps, or similar detail to provide a finished look to the roof plane

The use of multiple materials enhances the otherwise sterile facade of a big-box retailer.



large-scale (“big-box”)



figure 9-16

All sides of a structure, regardless of their function, should serve as an aesthetically positive addition to the streetscape.

figure 9-17



figure 9-19 figure 9-18



Entry is a visual focal point. (Note also how the base of the structures are articulated by use of colonnades, windows, awnings and heavier materials.)

outdoor dining establishments

1. Outdoor seating for eating and drinking not covered by permanent roof structure shall be allowed for up to 50% of the establishment's allowed indoor seating.
2. The seating should be entirely on privately owned or leased property and outside the public right-of-way. Any right-of-way encroachment must be approved by the Conway City Council.
3. The seating shall not require or be dependant upon any new structures not otherwise permitted by the City of Conway Zoning Ordinance.
4. All outdoor seating shall be arranged in such a way so as to be safe under all conditions for pedestrian and vehicular traffic. It shall not inhibit the free circulation on public sidewalks or safe egress from buildings.
5. The property owner shall be responsible for maintaining the outdoor seating area in a clean, sanitary, and orderly manner.
6. Outdoor seating shall consist of only necessary items (i.e. tables, umbrellas, chairs, patio heaters etc.). All items should be considered integral to the general design theme of the structure and site, and correspond and complement that theme accordingly.



Outdoor patio areas should be sheltered as much as possible from clamor of streets and parking areas. Thoughtful locale, dense landscaping, and architectural screening is strongly encouraged to aid in this provision.



vehicle dealerships & repair shops

THESE STANDARDS ARE SIMPLY ADDITIONS TO THE GUIDELINES CONTAINED IN THE PREVIOUS CHAPTERS OF THIS PATTERN BOOK

Vehicle dealerships and automotive repair shops are intensive and dynamic uses characterized by constant, heavy automotive and pedestrian activity. Accordingly, great care should be taken when siting such facilities within a community so as to impose the minimum impact on surrounding uses.



A dense landscape buffer provided along street frontage offers substantial screening from the intense use.

figure 9-20



figure 9-21

Service areas should be located to the rear of the site, with bay doors oriented away from street frontage.

figure 9-22



1. Space for the unloading of cargo and vehicles from trucks shall be integrated into the overall design of the site.
2. Associated uses or activities that create excessive amounts of noise (car repair, exterior sound systems, cleaning, testing, etc.) should not be immediately adjacent to residential areas.
3. Service areas associated with vehicle dealerships should be screened from public view and abutting properties through the use of efficient and attractive landscaping, fencing, and/or walls. Areas should be located at the back of the project when feasible. (see figure 9-21)
4. Any on-site service or repair facilities should:
 - i. provide vehicle access to individual bays which is internal to the site (preferably the rear) and not directly off of street frontage; (see figures 9-21 and 9-22)
 - ii. provide screening for such bays so as to not be visible from public right-of-ways;
 - iii. provide a dedicated vehicle washing area; and
 - iv. not be visible or audible to passing pedestrians from the street or adjacent residential areas.
5. Vehicle Dealership Landscaping
 - i. trees shall be planted at the ratio of no less than one canopy tree for every sixty feet of property line abutting any street; in the event overhead obstructions exist which would prohibit the use of canopy trees, understory trees shall be required.
 - ii. trees shall be planted within parking lot landscape islands at a ratio of no less than one canopy tree per twenty-four parking spaces;
 - iii. Any parking lot island which does not include a canopy tree shall be densely planted with evergreen shrubs at a height of thirty inches or greater.

9 special standards

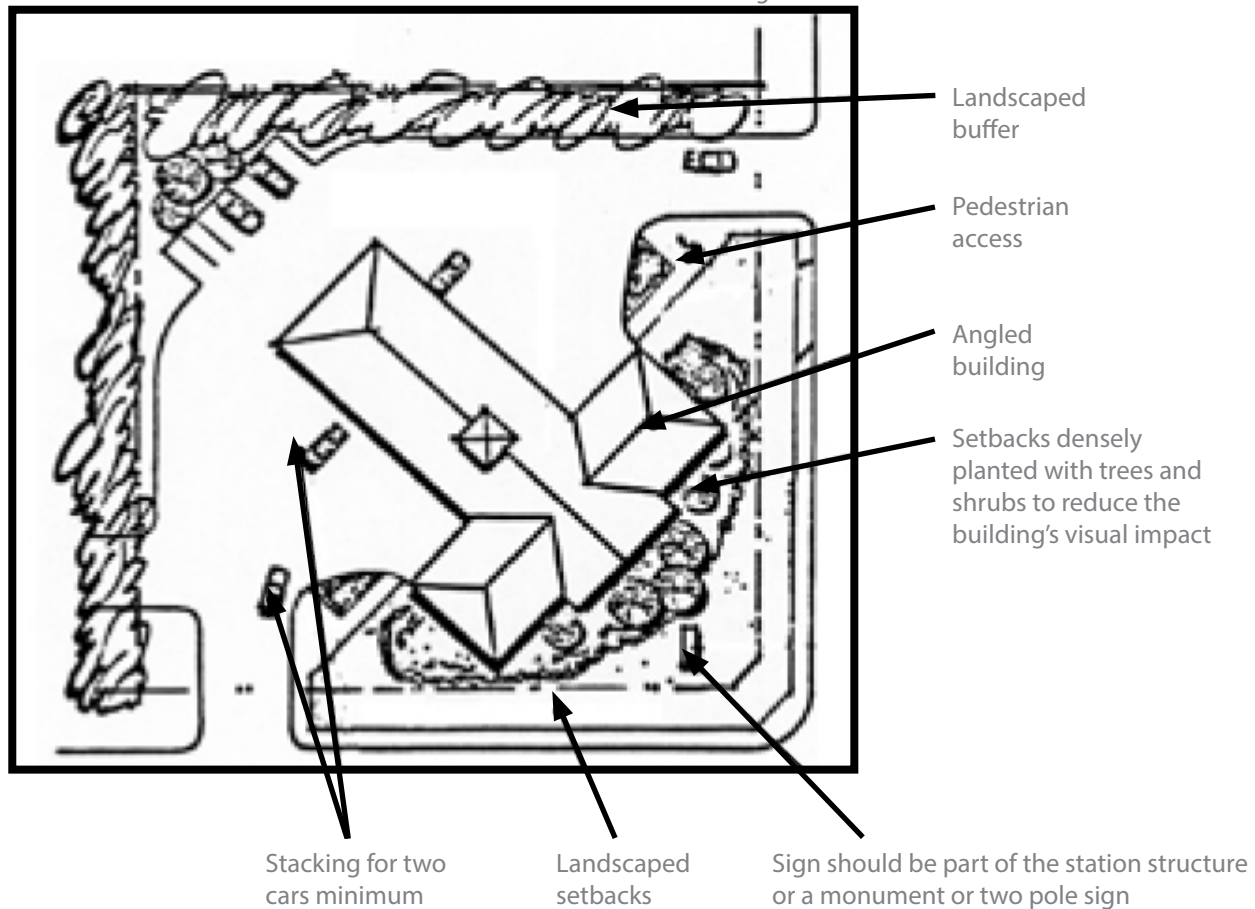
fuel/service stations & car washes

THESE STANDARDS ARE SIMPLY ADDITIONS TO THE GUIDELINES CONTAINED IN THE PREVIOUS CHAPTERS OF THIS PATTERN BOOK

Service stations and car washes are intensive uses characterized by large areas of paving which permit vehicles to freely maneuver. As a result, these locations have the potential to create significant adverse impacts for adjoining streets and properties. Furthermore, while the basic architectural components of most service stations (gas pumps/stalls, convenience stores, car washes, etc.) are necessary, an opportunity exists for architectural forms that are unique, locally sensitive, and ultimately attractive. Rather than simply adhering to a highly standardized corporate model of design, service stations should make every effort to draw from surrounding structures and mimic established or historic themes. This is especially critical in those areas of Conway which are primarily low- to mid-intensity office, commercial, and/or residential uses.

GENERAL DESIGN STANDARDS

figure 9-23



1. Lush perimeter landscaping or other attractive and appropriate measures should be provided to screen the paved areas. (see figure 9-23)
2. Entry to and exits from car wash facilities should be oriented away from the street and/or screened so as to diminish their visibility from the public right-of-way.
3. Each on-site gas pump should generally include stacking for a minimum of 2 vehicles (roughly 40 feet in length) so that driveways or the street are not utilized by waiting customers. (see figure 9-23)

fuel/service stations & car washes



figure 9-24 Landscaping is provided at the street edge to screen large paved areas.

figure 9-25

4. Dense landscaping, berming, architectural treatments, or a combination these elements should be used to maximize the screening of the site from public view. (see figures 9-23, 9-24, and 9-25)
5. All structures on-site should be consistent with and complement the architectural design of the primary building and overall project site.
 - i. Canopies should avoid appearing “pre-engineered.” Canopies should appear relevant to the overall building design and that of the surrounding area. The use of pitched roofs on canopies is strongly encouraged. (see figure 9-26)
 - ii. Canopy height should be held to the minimum necessary to achieve daily operations. Where necessary, “open air” pump stations are encouraged to accommodate larger vehicles.
 - iii. Columns supporting the canopy should be of sufficient thickness to portray a visual sense of strength, balance, and traditional masonry proportions. The use of brick, stone, or other substantial building materials are encouraged. (see figure 9-27)



figure 9-26



The canopy elements and car wash tunnel complement the architecture of the primary structures.

figure 9-27

9 special standards

I-3 intensive industrial district standards

Due to the nature of industrial development, the City of Conway realizes that architecture, landscaping densities, and overall site aesthetics are generally secondary to the utilitarian considerations of building size and function; access, storage and circulation requirements; and standard industrial district practices. However, the City does desire for industrial development to appear as high of quality and be as visually appealing as is reasonable, especially from the public realm. Therefore, the City will most closely review the “Image Zone” of all proposed developments within the I-3 District. Developers should strive to place considerable attention to this area.

All areas of an I-3 industrial project’s “Image Zone” shall meet all standards required by this Article for commercial, office, and multi-family development, especially with regards to landscaping.

1. Site layouts should be designed to provide aesthetically pleasing street scenes; controlled accesses with maneuver area for emergency vehicles; convenient visitor parking; well-screened outdoor storage, loading areas, equipment and service areas; and an emphasis on the primary entrance or office portion of the building.
 - i. Expansive paved areas located between the street and the building should be avoided in favor of multiple small lots separated by landscaping and buildings. Visitor and handicap parking shall be located adjacent to the primary building entrance while employee parking areas should be located at the side or rear of the building. (see figures 9-28 and 9-29)
 - ii. Loading and storage areas shall be screened from view from the public realm and/or when adjacent to non-industrial property. (see figures 9-28 and 9-29) Wherever possible, various screening methods should be incorporated into the site design to reduce the visual impact of these facilities
 - 1) orientation of the site;
 - 2) portions of the building;
 - 3) decorative screening walls or fencing;
 - 4) landscaping.

NOTE: Screening shall be designed as in integral part of the building design and site layout.

- iii. All industrial developments should attempt to provide outdoor plazas or enhanced site features at the building entries and/or in employee break areas. (see figures 9-30 and 9-31) It is encouraged that plazas and break areas include:
 - 1) tables, benches, or seat walls;
 - 2) canopy trees, potted plants, trellises and other shade structures;
 - 3) trash receptacles;
 - 4) enhanced paving.

figure 9-28

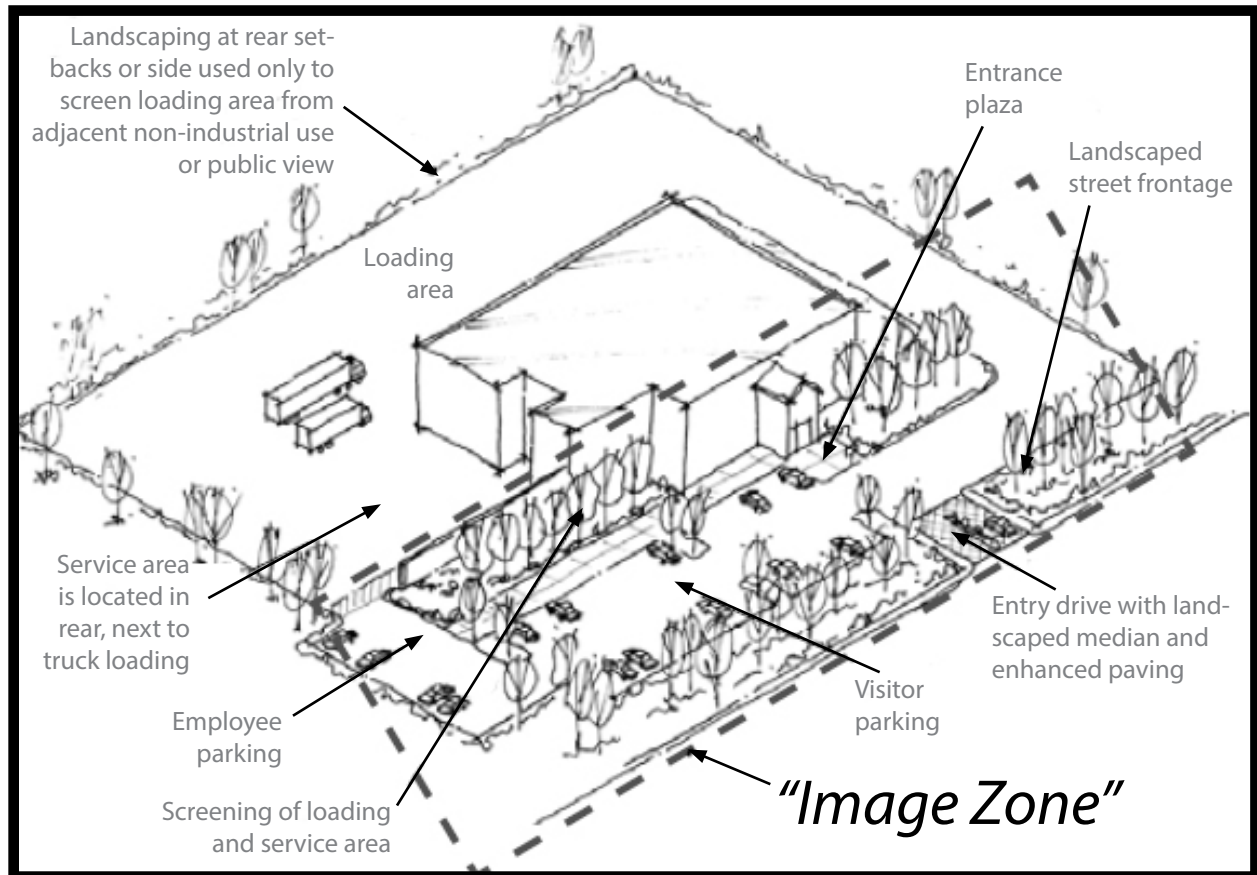


Visitor parking, employee parking, and truck areas are all separated. Note that landscaping and screening is thorough and complete.

I-3 intensive industrial district standards

INDUSTRIAL SITE PLANNING: A SHINING EXAMPLE

figure 9-29



This break area is screened from parking and drive areas.

figure 9-30



figure 9-31

Proper location, thorough landscaping and screening, and thoughtful amenities can help enhance break areas.

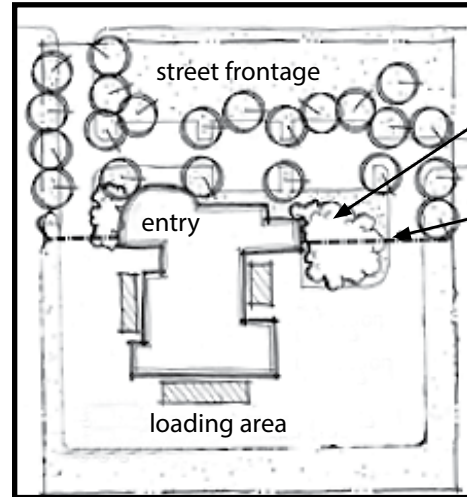
9 special standards

I-3 intensive industrial district standards

2. Landscaping should be used to screen unsightly areas from public view. It is important to provide the majority of the landscaping where it provides the maximum public benefit. (see figure 9-32) Landscaping throughout the project should be considered essential, and especially critical within the Image Zone, where it shall meet all other landscaping provisions of this Pattern Book.

- i. Barbed wire and razor wire visible from the public realm or non-industrial property is strongly discouraged and should never be used unless it is needed to solve a demonstrated security problem.
- ii. All chain link fencing shall be painted or coated in a non-obtrusive color, such as black or dark green, in order to diminish its visual impact.

figure 9-32



The majority of planting takes place in the areas most visible from rights-of-way. (Image Zone)



All forms of chain link and barbed or razor wire fencing are strongly discouraged, and should be used only when not visible from rights-of-way and non-industrial uses.



Where chain link and wire fencing is appropriate and desired, it shall be of a color which allows it to blend in with natural surroundings.

Modern security fencing offers similar, and possibly increased levels of protection as the older chain link and wire methods, and manages this while aesthetically complementing the site in areas visible from the street.



I-3 intensive industrial district standards

3. The guidelines for building design seek not to impose a particular architectural theme or style but to promote quality development that will be an asset to the City. Developers should strive to provide the most attention to aesthetics within the Image Zone of the project.
 - i. Primary entryways to buildings in the I-3 Intensive Industrial District should make every attempt to portray a quality office appearance through architectural treatments. (see figures 9-33 and 9-34)
 - ii. Encouraged elements:
 - 1) variation of building façade planes, direction, materials, and color;
 - 2) inclusion of architectural elements and details;
 - 3) building entry accentuation;
 - 4) pitched roofs where building size makes it feasible, and articulating parapet caps where not;
 - 5) screening of equipment and storage areas, to include those which are rooftop-mounted; and
 - 6) landscaping along the base of structures to soften an otherwise bulky appearance
 - iii. Discouraged elements: (see figure 9-35)
 - 1) large, blank, flat surfaces;
 - 2) metal siding which dominates a façade;
 - 3) exposed, untreated concrete block walls (except split face);
 - 4) loading docks facing the street;
 - 5) exposed mechanical equipment;
 - 6) highly reflective surfaces; and
 - 7) trash enclosure doors facing the street or visible from street;
 - iv. Front elevations and primary entries should express a high window-to-wall ratio. Window type, material, and proportion should complement the overall façade. (see figure 9-36)
 - v. Warmer “earth tones” are preferred to white or other colors which appear obtrusive and reflect glare.



figure 9-33



figure 9-34



figure 9-36



Undesirable elements

figure 9-35

Loading docks should not face the street

Mechanical equipment should be screened

Large, blank, flat surfaces should be avoided

sidewalks

Sidewalks shall be constructed as outlined by the Conway Subdivision Ordinance (O-00-03), and any amendments thereto. Sidewalks shall be constructed on all streets public and private, regardless of classification, with the exception of alleys, for all projects requiring Development Review.

1. Sidewalks are not required to be constructed in a straight line, if such straight line construction would damage trees, or if an aesthetic effect is desired.
2. Sidewalks shall be a minimum of 5 feet wide and 4 inches thick with the cross section approved by the City Engineer.
3. The sidewalk shall be installed in the dedicated public right of way. The edge closest to the street shall be a minimum of 5½ feet from the back of the curb line unless specifically approved otherwise.
4. All sidewalks shall be constructed of a portland cement concrete mixture which will produce a concrete of a compressive strength of 3,000 p.s.i. after 28 days set under standard laboratory methods.
5. Sidewalks shall conform to the latest ADA guidelines. All sidewalks shall be handicapped accessible to public streets at street corners and curb cuts and driveways.
6. Sidewalks shall link sidewalks of adjoining lots so as to provide a continuous "ribbon" of pedestrian access throughout the community. Driveways shall be constructed to conform to the slope and grade required to accommodate any pre-existing sidewalk.
7. The sidewalk elevation shall be two 2% above the top of the curb, and sloping 2% towards the curb (¼ inch per foot).
8. Wood shall not be acceptable in sidewalks for expansion joints. The joint material shall be the same as approved for AHTD sidewalk construction. Full depth expansion joints (4") shall be provided at intervals not greater than 50 feet. One quarter depth (1") weakened plane joints, or saw-cut joints, shall be placed in sidewalk at regular intervals not greater than 5 feet apart.
9. All sidewalks shall have ½ inch rolled edges.



10 appendix

right-of-way dedication

If any streets abutting the project do not have the width of right-of-way required by the Master Street Plan and Subdivision Ordinance for the classification of that street already dedicated, the owner shall dedicate half the required additional right-of-way along each street frontage prior to approval of the development plan.

exceptions

1. Deviations from the regulations established by this Article shall be permitted in specific circumstances and shall be referred to as "Exceptions." Requests for Exceptions from site development, construction, and appearance design standards shall be in writing and shall be submitted with the Development Review application. Such request shall demonstrate:
 - i. Special conditions or circumstances exist that are not applicable to other lands, structures, or developments such that a literal interpretation of this Pattern Book would result in an undue hardship. These special conditions or circumstances may not result from the actions of the applicant.
 - ii. An Exception is necessary to make possible the reasonable use of the land, structure(s), and/or additions thereto, and that, if granted, such Exception will be in harmony with the general purpose and intent of all ordinances, and will not be injurious to the neighborhood or otherwise detrimental to the public welfare.
2. If the Planning Director refuses to grant a requested Exception, then the Development Plan is, for all intents and purposes, considered disapproved and therefore subject to the Development Review Appeal process outlined in Section 1101.5 of the City of Conway Zoning Ordinance.
3. If the Planning Director decides to grant a requested Exception, then he/she must, within 1 business day, notify all City Council members. If any one of the City Council members feels that the Exception request should not have been granted, the Council member must notify the Planning Director within 5 business days. Upon this notification, the development plan will be forwarded to the Planning Commission and/or City Council for a re-review, and possible revoking, of the the granted exception(s) in accordance with Section 1101.9 of the Zoning Ordinance.

regional scale development

Projects of 25 acres or more are deemed relevant on a scale greater than standard projects, which typically aim to serve only the needs of the population of Conway; these projects have a regional impact and, therefore, are very often regional destinations. It is for this reason that a "Regional Scale Development" (RSD) will be reviewed as unique environments with unique dynamics. Although full compliance with the provisions contained within this document is desired, there may be additional allowances for exceptions, to include Article 1301 of the Conway Zoning Ordinance, based upon individual merits and site characteristics. Each RSD will be reviewed, measured, and approved independently of other RSDs which may have been developed prior. All RSD development plans are required to gain Conway City Council approval prior to any permit(s) being issued.

recommended trees & shrubs

Plant material used for compliance with the provisions of this article shall conform to the American Standards for Nursery Stock, Z60.1-2004 (or equivalent) of the American Nursery & Landscape Association.

The following list of trees and shrubs represents those which have been found to be best suited to this area and require the least amount of maintenance. It is recommended, but not required, that all plantings for prescribed landscaped areas be taken from this list.

Deciduous Canopy Trees

Acer rubrum species	Red Maple
Acer saccharum species	Sugar Maple
Aesculus spp.	Buckeye
Betula nigra	River Birch
Carya illinoensis	Pecan
Carya spp.	Hickories
Catalpa speciosa	Northern Catalpa
Celtis occidentalis	Hackberry
Diospyros virginiana	Persimmon
Fagus grandifolia	American Beech
Fraxinus americana	White Ash
Fraxinus pennsylvanica	Green Ash
Ginkgo biloba	Ginkgo Tree
Gymnocladus dioica	Kentucky Coffeetree
Juglans nigra	Black Walnut
Liquidambar styraciflua	Sweetgum
Liriodendron tulipifera	Tuliptree
Magnolia acuminata	Cucumbertree
Nyssa sylvatica	Blackgum
Platanus acerifolia	London Planetree
Platanus occidentalis	Sycamore
Prunus serotina	Black Cherry
Quercus acutissima	Sawtooth Oak
Quercus alba	White Oak
Quercus coccinea	Scarlet Oak
Quercus falcata	Southern Red Oak
Quercus lyrata	Overcup Oak
Quercus macrocarpa	Bur Oak
Quercus michauxii	Swamp Chestnut Oak
Quercus muehlenbergii	Chinkapin Oak
Quercus nigra	Water Oak
Quercus nuttalli	Nuttall Oak
Quercus pagoda	Cherrybark Oak
Quercus palustris	Pin Oak
Quercus phellos	Willow Oak
Quercus prinus	Chestnut Oak
Quercus rubra	Northern Red Oak
Quercus shumardii	Shumard Oak
Quercus stellata	Post Oak
Quercus velutina	Black Oak
Salix babylonica	Weeping Willow

Sassafras albidum
Taxodium distichum
americana
Tilia cordata
Ulmus parvifolia
Zelkova serrata

Sassafras
Baldcypress Tilia
American Linden
Littleleaf Linden
Chinese/Lacebark Elm
Japanese Zelkova

Deciduous Understory Trees

Acer buergerianum	Trident Maple
Acer ginnala	Amur Maple
Acer palmatum	Japanese Maple
Acer pensylvanicum	Striped Maple
Acer spicatum	Mountain Maple
Aesculus pavia	Red Buckeye
Amelanchier arborea	Serviceberry
Asimina triloba	Pawpaw
Bumelia lycioides	Buckthorn Bumelia
Carpinus betulus	European Hornbeam
Carpinus caroliniana	Hornbeam
Cercis canadensis	Eastern Redbud
Chionanthus virginicus	Fringetree
Cladrastis kentuckea	Yellowwood
Cornus florida	Flowering Dogwood
Cornus kousa	Kousa Dogwood
Cotinus obovatus	Smoketree
Crataegus phaenopyrum	Washington Hawthorne
Crataegus viridis 'Winter King'	Winter King Hawthorne
Franklinia alatamaha	Franklin Tree
Halesia carolina	Carolina Silverbell
Hamamelis virginiana	Witch Hazel
Koeleria paniculata	Golden Raintree
Magnolia x soulangiana	Saucer Magnolia
Malus species	Crabapple
Ostrya virginiana	Hophornbeam
Prunus 'Okame'	Okame Cherry
Prunus caroliniana	Caroline Cherry Laurel
Prunus x yedoensis	Yoshino Cherry
Rhus copallina	Shining Sumac
Rhus typhina	Staghorn Sumac
Styrax spp.	Snowbel
Symplocos tinctoria	Sweetleaf
Syringa reticulata	'Ivory Sue' Lilac Tree

10 appendix

recommended trees and shrubs

Evergreen Canopy Trees

Abies concolor	White Fir
Cryptomeria japonica	Japanese Cryptomeria
Cupressocyparis leylandii	Leyland Cypress
Juniperus scopulorum	Rocky Mountain Juniper
Juniperus virginiana	Eastern Red Cedar
Magnolia grandiflora	Southern Magnolia
Picea abies	Norway Spruce
Picea pungens	Colorado Spruce
Pinus bungeana	Lacebark Pine
Pinus echinata	Shortleaf Pine
Pinus nigra	Austrian Pine
Pinus strobus	White Pine
Pinus taeda	Loblolly Pine
Pinus thunbergii	Japanese Black Pine
Pinus virginiana	Virginia Pine
Thuja plicata	Western Red Cedar
Tsuga canadensis	Canadian Hemlock
Tsuga caroliniana	Carolina Hemlock

Evergreen Understory Trees

Ilex opaca species	American Holly
Ilex latifolia	Lusterleaf Holly
Ilex x 'Nellie R. Stevens'	Nellie R. Stevens Holly
Ilex x attenuata 'Fosteri'	Foster's Holly
Ilex x attenuata 'Savannah'	Savannah Holly
Magnolia virginiana	Sweetbay
Prunus caroliniana	Cherry Laurel

Shrubs

Abelia species	Abelia
Amorpha fruticosa	Indigobush
Aronia melanocarpa	Black Chokeberry
Aucuba japonica	Japanese Aucuba
Azalea species	Azalea
Berberis species	Barberry
Buxus species	Boxwood
Buddleia davidii	Butterfly Bush
Calcanthus floridus	Sweetshrub
Castanea pumila	Allegheny Chinkapin
Ceanothus americanus	New Jersey Tea
Cephalanthus occidentalis	Buttonbush
Chaenomeles speciosa	Flowering Quince
Ciborium Acer folium	Maple leaf Ciborium
Cornus amomum	Silky Dogwood
Cornus species	Dogwood
Corylus americana	Hazelnut
Dirca palustris	Leatherwood

Elaeagnus species	Elaeagnus
Forsythia species	Forsythia
Fothergilla species	Fothergilla
Hydrangea arborescens	Wild Hydrangea
Hydrangea species	Hydrangea
Ilex species	Holly
Ilex verticillata	Winterberry
Itea virginica	Virginia Willow
Itea virginica 'Henry's Garnet'	Red Virginia Sweetspire
Juniperus species	Juniper
Kalmia latifolia	Mountain Laurel
Lagerstroemia species	Crepe Myrtle
Ligustrum species	Ligustrum
Lindera benzoin	Spicebush
Magnolia species	Magnolia
Nandina domestica	Nandina
Physocarpus opulifolius	Ninebark
Pieris japonica	Japanese Andromeda
Prunus species	Cherry Laurel
Pyracantha coccinea	Scarlet Firethorn
Rhododendron species	Rhododendron
Rhus aromatica	Fragrant Sumac
Rhus glabra	Smooth Sumac
Rosa palustris	Swamp Rose
Sambucus canadensis	Elderberry
Spirea species	Spirea
Staple trifoliata	Bladdernut
Syringa vulgaris	Common Lilac
Taxus species	Yew
Viburnum species	Viburnum
Vitex agnus castus	Chastetree

glossary of terms

For the purpose of Article 1101, Development Review, the meaning of terms used herein shall conform to the definitions found below. Unless defined herein, all words or phrases used in this article shall be interpreted so as to give them the meaning they have in common usage and to give this article its most reasonable application.

BLANK WALL – Any wall or portion of a wall which faces a public right-of-way that is without a ground level window, door, or facade opening for a distance of twenty (20) feet in length or more.

CANOPY TREE – Those trees which commonly compose the uppermost layers of a forest. May be deciduous or evergreen in nature. All shall measure a minimum of two (2) inches by caliper at six (6) inches above ground level at the time of planting, and generally have a mature height of forty (40) to sixty (60) feet or more.

CROSS ACCESS – A service drive providing vehicular access between two or more continuous sites so the driver need not enter the public street system.

CURB CUT – An entrance used by vehicular traffic to access property abutting a public or private; may also be referred to as a “driveway.”

CURB APPEAL – The first impression of a property as viewed from the street.

DEVELOPMENT – The carrying out of building, engineering, mining or other operation in, on, over or under land, or the making of any material change in the use of any building or other land. (See also “Project”); also, a developed tract of land, especially those with structures on it.

DEVELOPMENT PLAN – (May be substituted with “site plan” or “site development plan”). Those documents which, once combined, provide the specific intent and design proposal for a given site’s physical use. At a minimum, this shall include a Site Plan, Landscaping Plan, Grid Photometric Plot, and Exterior Architectural Elevations.

DRIVEWAY SHARING – A single driveway which serves two or more lots. A shared driveway may cross a lot line or be on the lot line, and the owners may have an easement for the shared use.

FAÇADE – Generally the face or front of a building, but can also be used to describe any exterior side of a building.

FAÇADE PLANE – The flat area of a façade which runs generally two dimensionally and terminates at a change in facet, angle, or direction.

FOOTCANDLE – A measurement of light level. It is equivalent to the light intensity made by one candle at a distance of one foot. One footcandle is equal to one lumen per square foot.

FULL CUT-OFF LUMINAIRE – A luminaire constructed and installed in such a manner that all light emitted by it, either directly from the lamp or a diffusing element, or indirectly by reflection or refraction from any part of the luminaire, is projected below the horizontal plane of the luminaire. In addition, the luminous intensity (as measured in footcandles) emitted at any angle from eighty (80) degrees up to ninety (90) degrees shall not exceed a numerical value equal to ten percent (10%) of the overall lumen rating of the lamp (bulb), as reported in a photometric report from the manufacturer.

10 appendix

glossary of terms

FULLY SHIELDED LUMINAIRE – A luminaire constructed and installed in such a manner that all light emitted by it, either directly from the lamp or a diffusing element, or indirectly by reflection or refraction from any part of the luminaire, is projected below the horizontal plane of the luminaire.

GLARE – The sensation produced by a bright source within the visual field that is sufficiently brighter than the level to which the eyes are adapted, which can cause annoyance, discomfort, or loss in visual performance and visibility. The magnitude of glare depends on such factors as the size, position, brightness of the source, and on the brightness level to which the eyes are adapted.

GROSS FLOOR AREA – The total square footage of all covered floor area on all levels of all structures on a given site.

HARMONY – The quality of relating the visual elements of a composition. Achieved by repetition of characteristics that are the same or similar. These cohesive factors create pleasing interaction.

IMAGE ZONE – That area of an I-3 Intensive Industrial District development most visible to public rights-of-way, generally between the primary structure(s) and adjacent street(s), to include primary architectural façades. A thorough review of the Site Plan shall be conducted by the owner, project representatives, and members of the Planning Department, followed by a consultation of involved parties, in order to accurately define the Image Zone for each project.

IMPERVIOUS SURFACE – Not easily penetrated. The property of a material or soil that does not allow, or allows only with great difficulty, the movement or passage of water.

JOINT ACCESS – A single driveway which connects two or more adjacent sites to a public or private street.

LARGE-SCALE DEVELOPMENT – All planned projects consisting of five (5) acres or more of development, regardless of land use or construction schedule.

LIGHT POLLUTION – Any adverse effect of man-made light including but not limited to glare, light trespass, skyglow, visual clutter, wasted energy due to excessive or unnecessary lighting, or any man-made light that unnecessarily diminishes the ability to view the night sky or is disruptive to flora and fauna.

LIGHT TRESPASS – Light projected onto the property of another or into the public right-of-way when it is not required or permitted to do so.

LOT COVERAGE AREA – 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.

LUMINAIRE – The complete lighting assembly (including the lamp, housing, ballasts, photocells, reflectors, lenses and shields), less the support assembly (pole or mounting bracket); a light fixture. For purposes of determining total light output from a luminaire or light fixture, lighting assemblies which include multiple unshielded or partially shielded lamps on a single pole or standard shall be considered as a single unit.

MASONRY – The building of structures from individual units, usually laid in and bound together by mortar. The common materials of masonry construction are brick, stone, concrete block, glass block, and tile, but may also include formed and poured concrete.

glossary of terms

MECHANICAL EQUIPMENT – Those items within a site generally referred to as “mechanicals”; may include, but not be limited to, HVAC, furnaces, piping, heaters, irrigation, etc.

MIXED-USE – Developments which combine both commercial/office and residential uses or structures on a single lot or as components of a single development.

NONPOINT SOURCE (NPS) POLLUTION – The indirect or scattered sources of pollution that enter into streams, lakes, wetlands, and groundwater. Examples include, but are not limited to, drainage or runoff from agricultural fields, airborne pollution from cropdusting, and runoff from urban areas (streets and parking lots, rooftops and lawns, construction sites, etc.)

PERVIOUS SURFACE – Any ground surface, natural or engineered, which allows fluid to penetrate or pass through it without difficulty. Pre-engineered porous pavers and/or other forms of pervious paving material shall be considered pervious.

PROJECT – An undertaking that encompasses a set of tasks or activities having a definable starting point and well defined objectives. Usually each task has a planned completion data (due date) and assigned resources. (See also “Development”)

PUBLIC REALM – Those aspects of the urban fabric which are generally regarded as being held in common, regardless of their resting within public or private property; this includes not only public streets, sidewalks, and buildings, but also such things as privately-owned but publicly accessible parking areas, park and plaza spaces, and vehicular and pedestrian maneuver areas.

QUALITY OF LIFE – The level of enjoyment and fulfillment derived by humans from the life they live within their local economic, cultural, social, and environmental conditions. The feeling of wellbeing, fulfillment, or satisfaction resulting from factors in the external environments.

REGIONAL SCALE DEVELOPMENT – Projects of twenty-five (25) acres or more, regardless of land use, development schedule (phasing), or square footage of structures; to include outlots.

RIPARIAN CORRIDOR – Narrow strip of land, centered on a stream, that includes the floodplain as well as related riparian habitats adjacent to the floodplain. These areas have high water tables and support plants requiring saturated soils during all or part of the year.

ROUGH PROPORTIONALITY – Negotiating the provisions of this ordinance with developers during the expansion of any pre-existing development. These negotiations recognize the need to reasonably balance the desire of the City for full compliance with this ordinance with the physical and budgetary constraints of redevelopment.

SCREENING – The act of placing landscape features, such as trees, bushes, shrubs, or man-made screens, such as fences, walls, or berms, to reduce the visual impact of a development on nearby properties. Any and all screening measures shall be of sufficient height and/or density to prevent the view of the screened items and/or areas from traffic on all adjacent streets and sidewalks, and from any residential properties.

SIGNIFICANT TREES – A tree with a trunk diameter of twenty-four (24) or more inches for large species (i.e. Oak), eighteen (18) inches for slow-growing or medium-sized species, and eight (8) inches or more for small species (i.e. Redbud). The Planning Director, with assistance from the University of Arkansas Agricultural Extension Office, shall make the final determination as to the “significance” of any trees on a given site.

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glossary of terms

SITE AMENITIES - Any feature of real property that enhances its attractiveness and increases the occupant's or user's satisfaction although the feature is not essential to the property's use. Natural amenities include a pleasant or desirable location near water, scenic views, mature trees, creeks, riparian corridors, etc. Human-made amenities include swimming pools, tennis courts, community buildings, and other recreational facilities.

SITE AREA – Total of all surface areas found within the boundary of a given site; may be calculated as square footage (ft²) or acreage.

SKYGLOW – The overhead glow from light emitted sideways and upwards, including light reflected upward from the ground or other surfaces. Skyglow is caused by the reflection and scattering of various forms of light by dust, water, and other particles suspended in the atmosphere. Among other effects, skyglow reduces one's ability to view the night sky. Different sources of light, in equal quantities, can contribute differently to sky glow.

STREETSCAPE – The space between the buildings on either side of a street that defines its character. Formed by the location of physical features such as buildings, pedestrian, cycling and vehicular facilities and landscaping.

UNDERSTORY TREE – Those trees which commonly grow in the zone between a forest canopy and the forest ground cover, and may be deciduous or evergreen in nature. All shall measure a minimum of two (2) inches by caliper at six (6) inches above ground level at the time of planting will not generally exceed thirty (30) feet in height.

UTILITY EQUIPMENT – Those items within a site generally referred to as “utilities”, and which are installed and/or maintained by a utility company; may include, but not be limited to, electric, water, gas, telephone, and cable television, etc.

VEGETATION – The structure, cover and species composition of the plants of an area.



*City of Conway
Planning Department*