



Story City
GREATER CHAMBER CONNECTION
A Main Street Partnership

DESIGN GUIDELINES

By the
Story City GCC
Design Committee

2019



INTRODUCTION

The following design guidelines are put forth in an effort to aid the future development of the Story City Downtown District and store fronts within Story City limits by identifying desirable aesthetic qualities. Guidelines provide consistency and avoid arbitrary design, thereby giving the tools and advice needed to integrate new construction and remodeling into the surrounding community. The intent is to establish a code which will enhance the environment for trade, leisure and entertainment through basic principles of design, such as building style, materials, texture, color, rhythm, pattern, and their appropriate use relative to the unique character of the downtown district and surrounding areas.

The goal is to develop a satisfactory visual impact within the Downtown District and within city limits of Story City, preserve taxable value, and promote public health, safety and welfare. These guidelines will help to establish the community for the future, while revealing and maintaining integrity of our historic downtown.

The defined Downtown District is Broad Street from Elm Avenue west to Market Street, and Pennsylvania Avenue from Story south to Washington Street. The district also incorporates the southwest lot of the intersection of Market & Washington Streets, which houses the current location of Story City Market.

The Main Street Approach

The National Trust for Historic Preservations National Main Street Center created the Main Street Approach with the goal of economic development within the context of historic preservation.

The Main Street Iowa program works with a select group of communities committed to exceptionally high standards for downtown economic development. As a Main Street America™ Coordinating Program, the over 50 communities in Iowa are connected to a network of 40 programs across the country representing over 1,200 communities.

Utilizing the Main Street Approach, communities capitalize on the unique identity, assets and character of their historic commercial districts. The Main Street Approach consists of tightly integrated components making up a common-sense, strategy-driven framework that guides community-based downtown revitalization efforts. Locally developed strategies are implemented through comprehensive work in four broad areas, known as the Four Points: Economic Vitality, Organization, Promotion and Design.

Assistance from the Main Street Iowa team includes training workshops, architectural and design assistance, business assistance, and a number of other technical assistance opportunities.

DESIGN COMMITTEE PURPOSE

Architectural and design guidelines shall be applicable throughout the downtown district. All new buildings, building additions, building renovations, remodeling, and physical site improvements shall be subject to design review, whether or not a building or other type of permit is required. Physical improvements and sight developments include, but are not limited to, parking and loading areas, driveways, retaining walls, signs, fences, garage and trash enclosures, sidewalks, and utilities.

Projects within the Main Street Downtown District which are exempt from architectural design guidelines include single family homes.

The purpose of the Design Committee is to maintain the district's historic significance, while encouraging individual identity within the established framework.

Although a review by Main Street Design Committee is not a requirement, the committee's expertise is a resource for guidance through the City's review process and is a free service.

DESIGN REVIEW PROCEDURES

Application Procedures

The Design Review Process is initiated by completing the following documents with the Story City Main Street Director.

- Fully completed application form.
- Fully dimensional site plan including colors & materials.
- Colored architectural drawings, renderings or sketches.
- Related contractor estimate of cost

After process is complete a sign permit may be obtained.

The fully dimensioned site plan shall show the locations of existing and proposed structures, all buildings appurtenances, drives, parking areas, walks, fences, open spaces and property lines.

Colored Architectural drawings, renderings, or sketches shall be drawn to scale showing elevations of proposed improvements and describing exterior mechanical equipment and exterior lighting fixtures.

Design Committee

The Design Committee is comprised of a select group of members of the Story City Main Street Design Committee. The GCC Director & Design Committee shall be responsible for reviewing all Design forms required under this section.

The Design Committee shall meet as necessary upon the call of the Story City Main Street Program Director. The Design Committee shall have the power to approve applications with or without conditions or to disapprove applications.

City Council Review

Once all proper steps have been taken with the Design Committee then the final Design Committee approval shall be voted on by the City Council.

ARCHITECTURAL REQUIREMENTS

Comply with all codes and ordinances adapted by the City of Story City

Preservation

It is one of the primary goals of the Story City Main Street Program to retain, preserve, and restore all extant buildings which exhibit significant historical or architectural design character. Such structures are an essential component of a Main Street commercial district.

The primary expectations for the preservation of a given structure would include the basic exploration and research to determine the original features of the building; revealing, repairing or restoring such features to express their original design character; and utilizing appropriate details, materials and colors to respect the building's design style.

New Construction

New construction should be designed to respect the overall context and character of the existing Main Street buildings. Careful attention shall be given to the design style, proportions, materials, details, and colors for the new structure, to fit appropriately within the existing setting (see Figure 2)

The owners of such proposed structures should contact the GCC Director for guidance. The Director will help them to obtain design assistance through the Main Street Iowa program and identify opportunities available to secure construction grants for improvements which meet the Main Street design criteria.

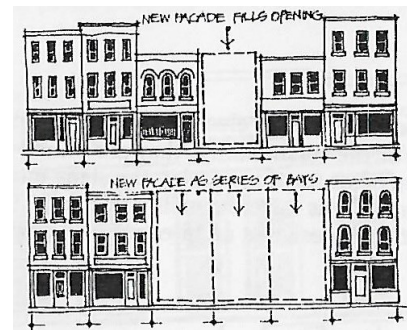


For new construction visit City Ordinances for specifics prior to presenting to Design Committee.

Building Size & Proportion

Building height should be comparable to adjacent structures. For example, a one story building would not be appropriate in a block of two, three and four story buildings. (See Figure 4)

Figure 4



Siting

Maintain existing predominant building setbacks. Place parking areas so as not to be the focal point of building. (See Figure 3)

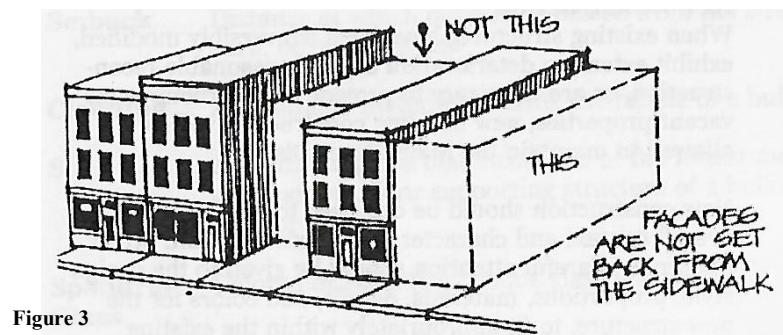


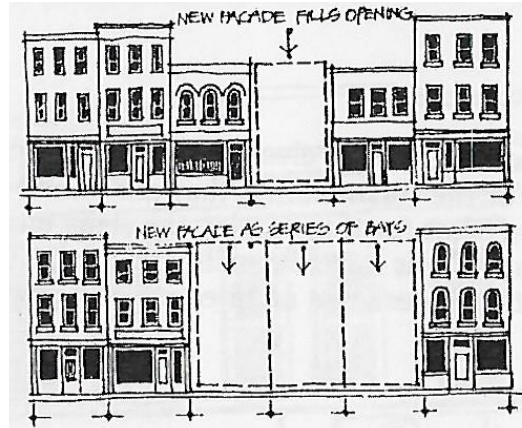
Figure 3

STOREFRONTS

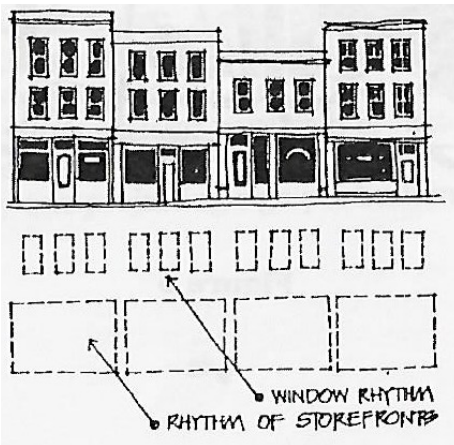
An important element of a downtown business is its storefront. The storefront is the first impression of a business. It speaks what the business is about, what they offer and the atmosphere of the business. Loud colors, patterns, textures and signs all clamor for the customer's attention. They fight with one another and clash with the upper façade and building cornice. Storefronts should be simple, straightforward designs. Good characteristics in your storefront design are a key elements in the success for your business & revitalizing a Main Street District.

The Storefront design is defined by vertical piers, front cornice, decorative elements, and open clear windows. Clear glass windows are important to allow clear viewing of merchandise or services inside of your building. Kickplate are also another very important element of the Storefront. It protects windows from shovels, bicycles, and other elements of the downtown. A kickplate is a simple frame construction & can be made of wood, brick, stone, or ceramic tile.

Figure 4



Define a district cornice by use of a minimum of one of the following elements; a horizontal projection or series of projections from the plane of the wall surface, a contrasting change in color or a change in pattern or texture from the wall surface. Establish a storefront band comparable to adjacent structure. (See Figure 4)



The size and proportion of window and door openings of a building should be similar to those of surrounding facades. The same applies to the ratio of window area to solid wall for the façade as a whole. (See Figure 5)

Figure 5

Mechanical Electrical Items

Locate all mechanical and electrical items out of view as is possible. Any items required to be exposed should be painted to match existing materials or screened with an enclosed architecturally integrated with the building.

Materials & Construction

Appropriate materials and the combination of materials on a building façade have a substantial impact on the aesthetic quality, value, and durability as well as maintenance of a building. Materials used for building facades should be sensitive to the adjacent context and enhance the overall character of the area.

Note that all materials, the proportion of materials, and the composition of such materials shall be subject to review by the Design Committee for appropriateness to the specific building style and the adjacent building context.

SIGNAGE

Signs are a design element to the building they are placed on and/or around the surroundings they are placed within. When designing signs for this district, the signs must fit within the environment. Signs have the ability to enhance or detract from the qualities of designed architecture and environment. (See Figure 6)

Requirements

Signs within this District should meet the following criteria:

- Signs must meet all City Codes
- Sign types should fit within the architectural detail of the building they are placed on. The building should frame the sign. The size of any sign should not destroy the continuity of the building. (See Figure 7)
- Signs should relate to the architecture in at least one or more of the following categories: material, shape and color. As examples: A sign placed on the front story of a building might be repeated in the arched tops of the second story windows. A dark green awning placed above a window could have trim to match stone lintels of the building.
- **MUST HAVE SIGN PERMIT PRIOR TO BEGINNING SIGN INSTALLATION**

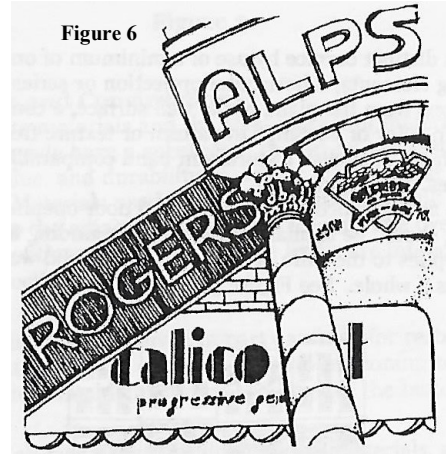


Figure 6



Figure 7

Location and Size

Sign locations and size are important aspects of good sign design. When selecting a design, the most important thing to remember is that bigger is not always better.

Although a sign must be clearly visible, it should never dominate the building façade nor obscure its architectural details.

Regardless of the sign location you choose, it is important to keep the following design guidelines in mind:

- Avoid overly large signs. Remember that unlike modern highway strip development, downtown Story City buildings and streets were built at a human scale, oriented to pedestrians, not cars. Consequently it is not necessary to depend on overly large signs to attract customers.
- Do not obscure or destroy architectural details. Arches, glass transom panels, and decorative brickwork are just a few of the features found on many downtown buildings which reflect a quality of workmanship difficult to duplicate today. This detailing greatly enhances our downtown character and atmosphere.
- Coordinate the placement of signage on adjacent storefronts, especially those on the same building. Placing higher or lower than adjacent signs may not increase readability, but instead create visual confusion. However, if the adjoining signs are over scaled or badly positioned, the only solution is to do what is best for your storefront and wait for neighboring merchants to follow example.

Color

Color selection is one of the most crucial aspects of successful design for it is the contrast in color between the lettering and the background that make a sign easy to read. Because a sign should complement rather than clash with its surroundings, sign colors must also be compatible with the building façade and adjacent signs.

SIGNAGE-cont'd

Illumination

Illuminated signs are permitted, with restrictions, under the sign code. External illumination must be provided by a continuous light source that is installed to prevent direct light from shining onto the street or adjacent properties. Flashing or moving lights are not permitted.

The light source selected may be incandescent, fluorescent or LED but should emit white light. Spot, track, overhang, or wall lamps are all acceptable light sources. Avoid high intensity light sources. This often will produce excessive glare.

The use of internally lit signs (backlit plastic) is prohibited.

Wall/Window Signs- Flush wall mounted signs attached to a building shall not project above the height of the building and shall not project more than one (1) foot from the face of the building. Signs shall not exceed one hundred (100) square feet in area or more than twenty (20) percent of the building front, whichever is smaller. Wall signs shall not be attached to a wall at a height of less than ten (10) feet from the sidewalk or ground.

Banner Signs-the use of exterior banner type signage shall be allowed on a temporary basis not to exceed 60 cumulative days within one year.

Sandwich Board Signs- Sandwich boards are only permitted to give specific information on daily specials, events and performances. Sandwich boards are not to be used in lieu of permanent signage. Sandwich boards may be no larger than 2 ft. by 4 ft.

PROHIBITED:

Roof Signs- Prohibited

Billboard-Prohibited

Murals- prohibited Signs painted directly onto a building. Murals intended to serve an artistic and/or historic function rather than an advertising function are not considered signs and are allowed. Mural advertising is not allowed.

Projecting Signs/ Blade Signs-Prohibited Bracketed or suspending building signage mounted perpendicular to the building face may project four feet from the structure and shall not exceed eight (8) feet in area. The projected sign shall be not less than seven (7) feet six (6) inches from the ground and no higher than ten (10) feet and shall be in the proximity of the business entrance or at the side of the building. Signs that project into a public alley or public parking lot will not be allowed. (See Figure 8)

Corner projected Signs-Prohibited are those that are visible from two or more intersecting streets, and shall be allowed as long as they do not exceed 40 square feet per face. The use of corner projecting signs shall preclude the use of any other signs.

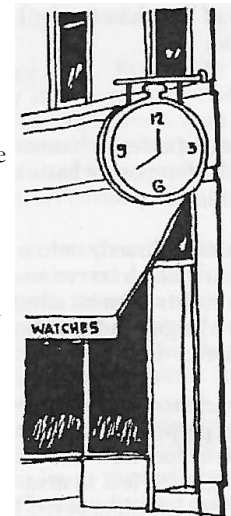


Figure 8

Abandoned Signs

When a business ceases operation, the on-premise signage shall be removed by the owner in accordance with the following schedule: **Please review sign regulations*

- Sign and/or cabinet-within 30 days
- Supporting structure-within 180 days

When off-premise advertising is bare or in disrepair for a period of 90 days, it shall be removed. If it is bare or in disrepair for a period of 180 days, the structure shall be removed.

Maintenance

All signs together with all of their supports, braces, guys, and anchors, shall be kept in good repair and in proper state of preservation and working order. The display surfaces of all signs shall be kept painted or posted at all times.

AWNINGS & CANOPIES

Natural or synthetic fabric materials constructed over a framework for sun and moisture protection. Awnings and canopies are limited to 50% of the square footage of glazed area on the story an awning is located.

Awnings completely supported on metal frames may extend over the sidewalk portion of a public street a distance of four to six feet, provided that the awning frame shall be not less than seven feet six inches from the sidewalk, and any valance or edging attached to the awning shall be not less than seven feet from such sidewalk. The specific height should be determined by the appropriate placement of the awning relative to surrounding building elements. (See figures 9 and 10 for acceptable awning and canopy designs.)



Figure 9

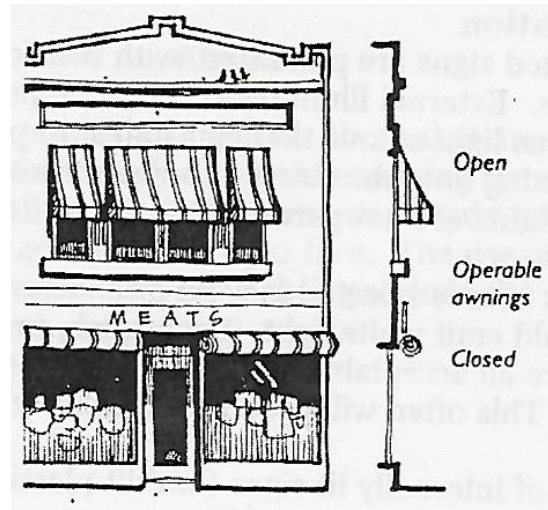


Figure 10

LANDSCAPING & SITE WORK REQUIREMENTS

Landscaping & Site Work Requirements

- Comply with all adopted City codes and ordinances.
- Provide screening enclosures compatible with the architectural character of the building for any trash storage, mechanical/electrical units, and general exterior storage.

DOWNTOWN BUILDING DESIGN GUIDELINES

The City of Story City advocates/endorse the following guiding principles in rehabilitation, remodeling and new construction activities within the Story City Main Street District. These guidelines are offered to help the property owner and developer make sound investment decisions in the building improvements while enhancing the area's historic character. Building plans should be reviewed with the city building inspector to ensure substantial compliance with these guidelines.

DO: - Recommendations for Historic Renovation

- The traditional configuration of the storefront opening should be maintained, with the original storefront line along the sidewalk being maintained and restored.
- Storefront window display areas should be considered an important part of the retail marketing strategy in the downtown area. Large street level display windows should be retained as part of the remodeling or new construction.
- If the storefront has been altered substantially, attempt to bring back original historic proportions throughout the use of design elements, even if they are not a restoration of the original. Avoid altering, concealing or removing the historic detail when renovating existing older buildings.
- The original façade material and ornamentation, should be maintained and/or restored. Missing façade elements should be replaced with new materials that match the original as closely as possible.
- Coverings that obliterate the size and shape of upper story windows should be removed.
- The horizontal alignments or architectural components such as store front windows, kick plates, first story cornices, parapet cornices and window sills should be recreated or restored.
- Unless damaged beyond repair, architectural designs on the parapet should be maintained.
- The mass, volume and height of new buildings should be compatible with existing buildings in the immediate area.
- Selected building materials should complement and be compatible with existing buildings in the immediate area.
- Exterior remodeling should be designed to consider the entire building façade. The ground floor exterior should be designed to harmonize the upper stories.
- Existing buildings and structures should be recognized as products of their own time. Alterations which have no historical basis are discouraged.

DO: - Color choices: *As you choose colors to beautify your building, please consider ones that would also complement surrounding buildings and coordinate with the overall attempt to restore historical beauty to the Main Street Business District. The Main Street/GCC office is available to offer assistance with color choices.*

DON'T: - For Rehabilitation and Remodeling, the following are prohibited:

- Adding elements that are not original to the building, such as aluminum, vinyl or fiberglass siding or roofing materials corrugated or beveled metal siding, highly tinted or mirrored glass, or corrugated fiberglass.
- Any material that attempts to mimic conventional building material. For example: fiberglass panels that are molded to look like brick or imitation rock work.
- Concrete block or brick larger than 4" in height or 12 "in length.
- New window openings or eliminating original window openings.
- Changing the roof design or style where visible from the ground.
- Roof heating/cooling units visible from the street level.
- Vinyl and metal screen/storm doors.
- Astro turf, indoor-outdoor carpeting.
- Removing or destroying original transom windows.
- Removing, concealing or covering a cornice.
- Removing, concealing or covering a parapet.

*Additional information and guidance on historical renovation is available from
The Story City Greater Chamber Connection/Main Street Office.*

GLOSSARY

Architectural Element A permanently affixed or integral part of the building structure which may be decorative and contribute to the composition of the façade. For example: Cornices, trim boards, brackets, lintels, dentils, columns, capitals, etc.

Cornice A projected horizontal feature that crowns and architectural façade or composition

Dentil One of a band of small, square, tooth like blocks forming part of the characteristic ornamentation of the Classical Orders

Façade The exterior face or principle front of a building which represents the building's architectural character

Glazing Transparent or translucent glass material such as the storefront windows or transoms

Lintel A horizontal structural architectural member spanning and usually carrying the load above the opening

Pilaster An engaged pier, pillar or column, often with a capital and base

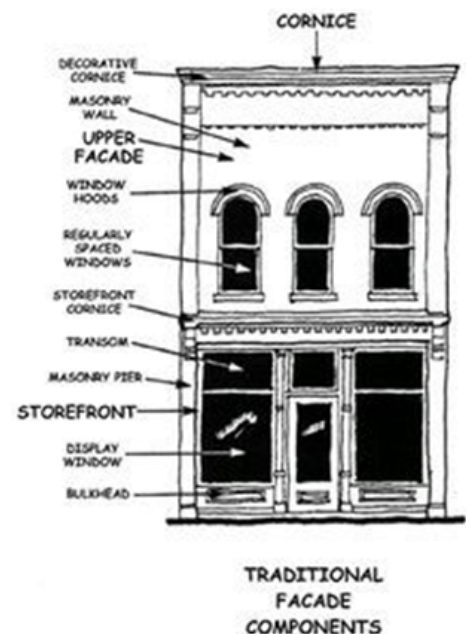
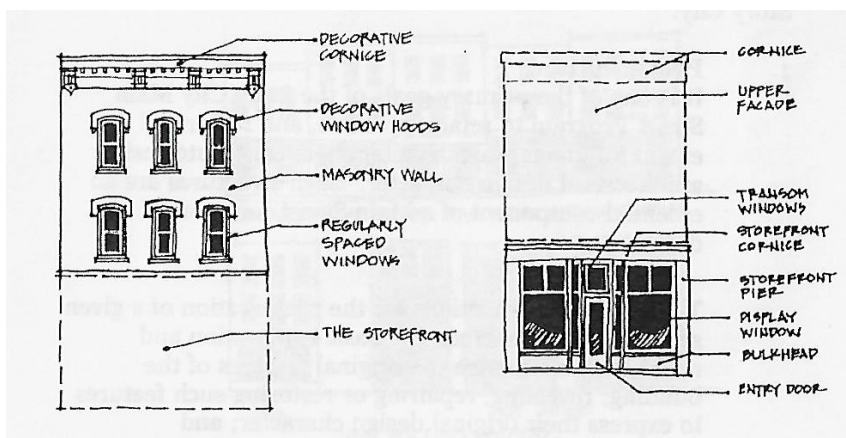
Setback Distance at which building is placed from the street, curb, or property line

Cladding Any durable material covering the façade of a building

Sill A horizontal piece that forms one of the lowest member of a framework or supporting structure of a building, door or window

Spandrel Glass Colored or reflective opaque glass material

Vision Glass Transparent glass



Story City GCC Vision Statement

Mission Statement:

The mission of the Story City Greater Chamber Connection is to serve as a catalyst for plans, strategies, programs, and services that promote growth in our historic downtown district and surrounding businesses resulting in the best community in which to live, work, and do business.

Vision Statement:

As a volunteer organization, the Story City Greater Chamber Connection offers quality events that highlight the assets of the community and enhance the quality of life for its residents and visitors. Distinguishing characteristics include Story City's historic downtown district, the 1913 antique carousel and the 1936 swinging bridge. These unique features are incorporated into special gatherings and traditions to give families and friends of all ages an opportunity to enjoy the best of small town life.

With a strong economy and preservation ethic, Story City continues to be a progressive and vibrant community drawing on the resources available as a verified Iowa Main Street Community. The Story City GCC promotes and encourages, with the aid of its partners, a quality mix of retailers, restaurants, service businesses and industry to provide for the community and complement the exceptional school system, welcoming churches, dynamic employment market, beautiful surroundings, and diverse recreational opportunities.

The Story City GCC assists with the management of growth and opportunity while serving as the communications hub for area activities. The entire community will continue to share in a sense of accomplishment and well-being knowing that Story City is a better place to live, work, and do business. The Story City GCC invites everyone to come see what we're all about.



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