

SECTION

29

HIGHWAY 350 CORRIDOR DESIGN GUIDELINES

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Section 29-1. Purpose & Intent

29-1.01 Purpose & Intent of the Highway 350 Corridor Design Standards

The 350 Highway corridor is experiencing renewed interest from developers that are interested in developing remaining undeveloped parcels and redeveloping existing parcels along the corridor. To address the development and redevelopment issues facing the corridor, the *350 Highway / Blue Parkway Corridor Plan* (“Corridor Plan”) was developed. It addresses the Land Use, Transportation, Aesthetic, and Implementation components necessary for a newly revitalized corridor. A copy of the Corridor Plan is available through the Community Development Department at City Hall.

These Design Guidelines are a key component to the implementation of the Corridor Plan. Through the use of the Design Guidelines, the creation of which is encouraged in the Corridor Plan Strategies, the overall quality of development in Raytown will improve and the attraction of new business and other economic development activity will occur, creating a stronger community.

These guidelines are intended to provide direction to potential developers, redevelopers, current landowners, and business owners, on new development and the redevelopment of existing properties. The Design Guidelines are intended to encourage high quality architecture, site planning, lighting, landscaping, screening, signage, infrastructure planning, and traffic flow.

Over time, adherence to and enforcement of the Design Guidelines will improve the identity of Raytown, reduce the number of curb cuts, increase the amount and variety of vegetation, de-clutter signage, promote unified development planning of multiple tracts, diversify architecture and land uses, minimize surface runoff through

a reduction of redundant parking facilities, improve pedestrian safety, and integrate commercial and residential land uses so that a greater number of persons can work, shop and dine with less reliance on motorized vehicles.

Unless specifically provided otherwise herein, these Design Guidelines are supplemental to the regulations provided for in each respective underlying zoning district located within the District.

29-1.02 Vision, Goals, and Objectives of the 350 Corridor Plan

The 350 Highway / Blue Parkway Corridor Plan provides an overall vision statement for the future of the corridor and the goals and objectives begin to map out the path to accomplish that vision. These design guidelines are one of the tools used to implement the goals and objectives, and are integral to the successful outcome of the corridor plan.

The vision statement is as follows:

A vibrant, mixed use community corridor, uniquely sensitive to natural features and aesthetic appearance, where long term vitality for prosperous commerce and surrounding neighborhood, is achieved in a continuing partnership between the residential and business sectors, through effective implementation of strategies and action, that lead toward attaining the highest quality of life possible.

The goals and objectives of the 350 Highway / Blue Parkway Corridor Plan these Design Guidelines are intended to effectuate include:

Goal: Enhance the long-term vitality and attractiveness of 350 Highway / Blue Parkway Corridor as a quality, mixed-use environment.

Objectives

1. Promote an efficient and compatible land use pattern that establishes community focal points throughout the Corridor.
2. Strengthen aesthetic quality and a sense of identity for the community through development tools that: foster harmonious site planning, architectural and landscape design for new development, and encourage aesthetic improvements at existing business locations.
3. Maintain the diverse visual character of the natural landscape by encouraging protection of sensitive and unique environmental features and views of special significance and integrating them as key amenities of future development.
4. Provide for a diversity of innovative housing types, including creative designs that are responsive to changing population needs and compatible with surrounding neighborhoods.

Goal: Enhance the potential for prosperous commerce.

Objectives

1. Provide for necessary commercial and public services to meet future population needs and protect prime sites from inappropriate development.
2. Ensure that the level and type of business uses are compatible with the scale and character of established neighborhoods and other adjacent land uses.
3. Focus neighborhood mixed-use centers/retail/other uses at selected “nodes” within Raytown.
4. Develop a business and residential community partnership in the Corridor to carry out a comprehensive implementation strategy and undertake marketing efforts.

Goal: Enhance public facilities and services to maintain a high quality of life and to encourage infill development.

Objectives

1. Support enhancements, as necessary, to existing utility systems and leisure facilities.
2. Promote safe pedestrian access to commercial and public services and natural amenity areas from nearby neighborhoods and employment centers.
3. Establish public facility gathering places.
4. Accommodate auto-related businesses and services along the corridor.

Goal: Provide a safe, efficient, and cost effective transportation system.

Objectives

1. Ensure proposed land uses and densities along the Corridor are controlled so that the smooth flow of traffic on 350 Highway / Blue Parkway is not disrupted.
2. Limit the number and properly locate direct access to 350 Highway / Blue Parkway and connecting streets, minimizing the number of new signalized intersections along the Corridor.
3. Develop collector/local/frontage roads, as new development occurs, to help relieve the increase in traffic generated by growth in the Corridor.
4. Encourage pedestrian activity.

5. Encourage transportation patterns in light of the MetroGreen trail system.

29-1.03 Examples of Quality Design

The following images are examples of quality design that provide examples for corridor development based on the aforementioned Vision, Goals and Objectives. These examples are intended to provide ideas, but are not specific design details.

Examples of: Pedestrian walks adjacent to buildings with planters, pedestrian lighting, decorative pavers, materials, landscaping, covered entries.



Examples of: pedestrian amenities, decorative lighting, signage



Examples of: pedestrian amenities, landscaping



Example of: low decorative wall, landscaping adjacent to parking



Examples of: decorative lighting, paving, landscaping, pedestrian space



Example of: quality architecture, storm water amenity



Example of: sign design, materials, pedestrian lighting, paving



Example of: building landscaping, decorative paving, materials



Example of: decorative landscaping, quality materials, decorative lighting



Example of: monument signs, topography screening parking



Example of: multifamily residential, landscaping, decorative lighting



Example of: decorative fencing, landscaping along a public street



Example of: pedestrian connection, landscaping, amenities



Example of: quality materials, decorative signs, fencing, planters, landscaping



Example of: corner feature with building addressing the corner



Section 29-2. Applicability

29-2.01 General

1. The 350 Highway Corridor Design Guidelines apply to new development and redevelopment, as those terms are defined herein, on all parcels of land that are wholly or partially within 1,320 feet of the North and South right-of-way lines of Highway 350, and extending from the Western municipal boundary of Raytown East to the Eastern municipal boundary of Raytown. When a portion of a parcel is within 1,320 feet of these right-of-way lines, the 350 Highway Corridor Design Guidelines apply to the entire parcel.
2. Where a single-family residential subdivision or a two family subdivision is developed in the corridor the standards outlined in this document shall not apply. Unless specifically provided otherwise herein, these Design Guidelines are supplemental to the restrictions and regulations provided for in each respective underlying zoning district located within the District, as well as all maintenance requirements. In the event of inconsistency or conflict, the more restrictive restriction or regulation applies.
3. The 350 Highway Corridor Design Guidelines should be read in harmony with the City of Raytown Creating Quality Places Principles. Those principles, adopted by the City of Raytown after extensive community input and thorough review by the Creating Quality Places

Committee of the City of Raytown Planning and Zoning Commission, are in place to promote and ensure quality development and redevelopment within the City in four key areas: (1) homes and neighborhoods; (2) commercial areas; (3) transportation and public places; and (4) environmental quality. Among the objectives emphasized by the Creating Quality Places Principles are creating choice and diversity in housing types; encouraging reinvestment in the local community; establishing a distinct identity within City neighborhoods; improving pedestrian/cycling access within the City; improving upon and adding green space to the City; increasing mixed use development within the City; creating linkages between residential development, open space and commercial space; improving upon transportation facilities within the City by ensuring quality interconnections between streets and improving upon bicycle and pedestrian access through the improvement of sidewalks and pathways, and improving upon support for transit-oriented development.

4. All tracts of land covered by the 350 Highway Corridor Overlay District shall, for clarification, be identified on the Zoning Map by a visual keyed depiction of the extent of the area covered.
5. Site conditions and other current circumstances on tracts of land within the area covered by the 350 Highway Corridor Overlay District that came into being lawfully, but which do not conform to this Section, unless otherwise specifically provided herein, shall be allowed to continue to exist and the land shall be allowed to be put to productive use, but the overall intent of this section is to cause as many aspects of these types of uses to be brought into conformance with the regulations of this Section as is reasonably practicable.
6. The owner of property that is required to comply with the regulations of this Section, and that believes it is impossible, given the physical characteristics of the property, to comply with one or more of the applicable Design Standards, may appeal this requirement to comply to the Director of Community Development.
 - a. The property owner shall submit all reasons why, considering only the physical characteristics of the property, compliance is impossible to the Director of Community Development in writing prior to submission of a site plan as required hereby.
 - b. The property owner shall bear the burden of establishing, by clear and convincing evidence, that it is physically impossible to comply with one or more of the regulations of this Section.
 - c. Economic hardship shall not be considered as a reason for non-compliance.
 - d. The Director of Community Development shall review all the relevant evidence and determine whether or not physical compliance is impossible.
 - e. If the Director of Community Development determines that it is physically impossible to comply with one or more of the

standards of this Section, the Director of Community Development shall recommend that the applicant not be required to comply with that standard(s).

- f. If the Director of Community Development determines that it is physically possible to comply with the applicable standards of this Section, the Director of Community Development shall recommend that the applicant be required to comply with all applicable standard(s).
- g. The property owner may appeal the determination of the Director of Community Development that physical compliance is possible to the Planning and Zoning Commission in accordance with Section 23 of this Title.

29-2.02 Bonuses/incentives: The following incentives are provided when conformance with Level 1 and Level 2 350 Corridor Overlay District Design Guidelines is achieved.

- 1. **Development Intensity:** The enclosed area of an existing structure may be increased without additional parking requirements if both of the following criteria are met:
 - a. The enclosed area of the existing structure does not increase by more than 10% of the existing development square footage, and
 - b. On properties fronting on and having direct access to Highway 350, vehicular and pedestrian cross-access easements exist or are provided for the benefit of an adjacent development which has frontage and access upon Highway 350, provided that use of the cross-access easement does not eliminate or reduce previously required parking.
- 2. **Parking Reduction:** An additional ten (10) percent reduction in required parking spaces may be allowed if all of the following criteria are met:
 - a. A vehicular cross/joint access drive is provided to an adjacent lot that fronts 350 Highway or any collector or arterial street within the District;
 - b. Pedestrian cross connections of at least five (5) feet in width that include a sidewalk and landscaping between parking lots and buildings is provided; and
 - c. The number of driveways for the development lot has been reduced (where possible) or only one driveway is provided.
- 3. **Setback Reduction:** Setback reductions may be granted only when compensating common open space (not less than a 1:1 ratio) is provided elsewhere in the project and where there is ample evidence that the reduction will not adversely affect neighboring property.
 - a. Setbacks of buildings and paved areas from a public street may be reduced to 50% of the standard requirement.
 - b. Side yards between buildings may be reduced to zero when additional open space is provided for public use.

4. Gateway Improvements
 - a. Land donated to the City for development of gateway features at nodes (designated intersections) along the corridor as outlined may be compensated with open space credits on a 1:1.5 ratio.
 - b. Gateway features constructed as designed by the City may be awarded additional square footage to the development based on the cost of the project at a 1:1 ratio.

29-2.03 New Development: All of the provisions of the 350 Corridor Overlay Design Guidelines shall be applicable to the construction of a new building or structure on a vacant site, except for the construction of new industrial buildings, which are governed by the Industrial District Design Standards in Chapter 11, Section 6, and as provided in Section 29-10.

29-2.04 Redevelopment: For all development other than the construction of a new building or structure on a vacant site, the provisions of the 350 Corridor Overlay Design Guidelines shall be applicable as set forth below.

1. Residential Development

A. Residential Redevelopment; Less Than 50% Of The Floor Area

1. Unless otherwise specified in each design standard, where the applicant proposes to construct on property zoned residential:
 - a. a new building or structure on a site with an existing building or structure or an addition or expansion to an existing building or structure; and
 - b. the floor area of the new construction is less than 50% of the floor area of the existing building or structure; then

all of the provisions of the 350 Corridor Overlay Design Standards shall be applicable to the new construction; and
2. The following provisions of the 350 Corridor Overlay Design Standards shall apply to the existing building(s) or structure(s) and the existing site:
 - a. Design Standards for 350 Corridor Overlay District
 - ◆ Access Standards
 - ◆ Driveway Design Standards
 - ◆ Pedestrian Connections
 - ◆ Site Landscape Areas
 - ◆ Street Trees
 - ◆ Parking Lot Landscaping
 - ◆ Location of Parking Facilities
 - ◆ Site Lighting
 - b. Residential Site Design Standards
 - ◆ Private Outdoor Space

c. Residential Building Design Standards

◆ Materials/Architectural Details

B. Residential Redevelopment; At 50% Or More Of The Floor Area

1. Unless otherwise specified in each design standard, where the applicant proposes to construct on property zoned residential:
 - a. A new building or structure on a site with an existing building or structure or an addition or expansion to an existing building or structure; and
 - b. The floor area of the new construction is 50% or more of the floor area of the existing building or structure; then

All the provisions of the 350 Corridor Overlay Design Standards shall apply to the new construction, the existing building, and the existing site.

C. Residential Redevelopment: Other Improvements: Where the applicant proposes to improve property zoned residential, without constructing an expansion to a building or structure, and these 350 Corridor Overlay Design Standards regulate the improvement, the provisions of the 350 Corridor Overlay Design Standards shall apply only to the improvement. For example, where the applicant proposes to improve existing property by constructing a new parking area or open space area, or by changing the exterior of existing property, the provisions of this Section 29 shall apply to the new construction or exterior change.

D. Residential Redevelopment: Signs Only: Where the applicant proposes to construct only a new sign on property zoned residential, the provisions of the 350 Corridor Overlay Design Standards regarding signs shall apply to the entire site.

E. Residential Redevelopment; Paving: Where the applicant proposes on property zoned residential to expand an existing gravel or paved parking area or driveway, or to pave an existing gravel parking area or driveway, Section 29-5.01b of the 350 Corridor Overlay Design Standards shall apply.

2. Commercial Development

A. Commercial Redevelopment; Less Than 50% of the Floor Area

1. Unless otherwise specified in each design element standard, where the applicant proposes on property zoned commercial:
 - a. A new building or structure on a site with an existing building or structure or an addition or expansion to an existing building or structure; and
 - b. The floor area of the new construction is less than 50% of the floor area of the existing building or structure; then

all of the provisions of the 350 Corridor Overlay Design Standards shall be applicable to the new construction; and

2. The following provisions of the 350 Corridor Overlay Design Standards shall apply to the existing building(s) or structure(s) and the existing site:
 - a. Design Standards for 350 Corridor Overlay District
 - ◆ Access Standards
 - ◆ Driveway Design Standards
 - ◆ Pedestrian Connections
 - ◆ Site Landscape Areas
 - ◆ Street Trees
 - ◆ Parking Lot Landscaping
 - ◆ Location of Parking Facilities
 - ◆ Site Lighting
 - b. Commercial Site Design Standards
 - ◆ Courtyards, Plazas and Open Space
 - ◆ Site Furnishings
 - ◆ Screening of building service and storage areas
 - ◆ Screening of blank walls
 - c. Commercial Building Design Standards
 - ◆ Elevation design
 - ◆ Screening of rooftop units
 - ◆ Screen Blank Walls
- B. Commercial Redevelopment; 50% Or More Of The Floor Area
1. Unless otherwise specified in each design element standard, where the applicant proposes to construct on property zoned commercial:
 - a. a new building or structure on a site with an existing building or structure or an addition or expansion to an existing building or structure; and
 - b. the floor area of the new construction is 50% or more of the floor area of the existing building or structure; then

all the provisions of the 350 Corridor Overlay Design Standards shall apply to the new construction, the existing building, and the existing site.
- C. Commercial Redevelopment; Other Improvements: Where the applicant proposes to improve property zoned commercial, without constructing an expansion to a building or structure, and these 350 Corridor Overlay Design Standards regulate the improvement, the provisions of the 350 Corridor Overlay Design Standards shall apply only to the improvement. For example, where the applicant proposes to improve existing property by constructing a new parking area, loading dock, service area, or outdoor storage area, or by changing the exterior of existing property, the provisions of this Section 29 shall regulate the new construction or exterior change.
- D. Commercial Redevelopment; Signs Only: Where the applicant proposes to construct only a new sign on property zoned commercial, the provisions of the

350 Corridor Overlay Design Standards regarding signs shall apply to the entire site.

- E. Commercial Redevelopment; Parking Areas: Where the applicant proposes on property zoned commercial to expand an existing gravel or paved parking area or driveway, or to pave an existing gravel parking area or driveway, Section 29-5.01b of the 350 Corridor Overlay Design Standards shall apply.

29-2.05 Additional Applicability Provisions:

1. The 350 Highway Corridor Design Standards shall apply to all tracts of land within the area covered by the 350 Highway Corridor Overlay District, which is shown in Table 1 herein.
2. Notwithstanding anything to the contrary in the Raytown Zoning Ordinance, development on tracts of land within the 350 Highway Corridor Overlay District shall be required to comply with this Section when the approval of a Site Plan is required by Chapter 23 of the Raytown Zoning Ordinance.
3. The 350 Highway Corridor Design Standards shall also be applicable in the following instances:
 - A Development is proposed at a location at which a use that came into being lawfully, but which does not conform to this Section, has ceased for any reason for a period of more than one hundred and eighty (180) consecutive days (except where government action causes such cessation).
 - B The configuration of an existing driveway is altered by a change in grade, width or location including relocation.
 - C A change to the property, including land, structures or facilities, that causes an increase of:
 1. fifty percent (50%) or greater in the vehicle trips generated by the use(s) on the property after the change, over the vehicle trips generated by the use(s) on the property immediately prior to the change (calculated in accordance with the Trip Generation Handbook, 6th Edition, Volumes 1 & 2, published by the Institute of Traffic Engineers (1997) [either peak hour or daily]); or
 2. one hundred (100) vehicle trips or more per day above the vehicle trips generated by the use(s) on the property immediately prior to the change; or

29-2.06 Corridor Gateways:

1. Community gateways are highlighted in the 350 Corridor Study at key intersections. These gateway features are to be designed by the City of Raytown and are intended to highlight entries into and important points along the 350 Corridor within the City limits of Raytown.
 - A. Developments at the following intersections shall be marked with visually prominent features to create a gateway to the 350 Corridor:
 1. Blue Ridge Boulevard and Highway 350;
 2. Raytown Road and Highway 350; and

3. Westridge Road and Highway 350.
- B. The property for these features shall be provided to the City in the form of a permanent easement in exchange for bonus points toward open space requirements/ landscape requirements and / or building square foot allowances. The bonus point system is outlined in Section 29-11 and reviewed and approved by the City of Raytown.
- C. The use of public art, fountains, sculpture and landscape design should be used as part of these gateway features.

Section 29-3. Mixed uses allowed, when.

1. Mixed use developments are allowed within the Highway 350 Corridor Overlay District at the following locations:
 - A. Blue Ridge Boulevard and Highway 350;
 - B. Raytown Road and Highway 350; and
 - C. Westridge Road and Highway 350.
2. Allowed uses include those that are permitted by right within the Highway Commercial (HC) District, Medium Density Residential (R-2) and High Density Residential (R-3) Districts or when approved as part of a Planned Overlay District, pursuant to Chapter 23 when those uses are integrated as part of a mixed-use development or as a mixed-use structure. In such cases, the Commercial Site Design Standards and the Commercial Architectural Design Standards shall apply.
3. Within a 1,000 foot radius of the center of the above listed intersections and provided the site directly abuts one or more of the aforementioned streets or Highway 350, in addition to the bonuses and incentives provided for in Section 29-2 of this chapter, a mixed-use residential and commercial development (comprising a square footage ratio of no more than 2 to 1 between residential and commercial development) on a site is entitled to:
 - A. A twenty percent (20%) reduction in parking,
 - B. Complete side yard waiver setbacks from the underlying zone, and
 - C. An automatic twenty percent deviation from other bulk requirements (e.g., height, square footage and front and side yard setbacks).

Section 29-4. Definitions

The following words and terms herein defined pertain to the words and terms found in the 350 Corridor Overlay Design Standards.

1. Accent: A device (e.g., color, texture, light) used to visually emphasize the location or shape of a building feature, to visually interrupt the continuity of a surface or to visually connect or harmonize separate elements.
2. Alley: A thoroughfare through the middle of a block giving access to the rear of lots or buildings.
3. Architectural Standards: Three-dimensional structural embellishments that add detail and/or finely scaled features to a façade. Examples are corbelled brick,

plinths, cornices, belt courses, decorative medallions, brackets, kick plate, pilasters, column bases and caps.

4. Architectural Metal: An element, design, or motif, constructed of metal, installed, attached or applied to the exterior of a building or structure for the purpose of ornamentation.
5. Articulation: Emphasis to architectural elements that create a complementary pattern or rhythm, including shifts in the plane of walls, step backs, reveals, overhangs, eaves, decorative extensions and details to create variations in a building's façade.
6. Belt Courses: An architectural element extending horizontally across a building façade that helps to architecturally differentiate floor levels of a building.
7. Blank Walls: Walls without windows, plantings, architectural standards, such as modulation features, or articulation. For purposes of the 350 Corridor Overlay Design Standards, any uninterrupted stretch of a wall extending for at least forty-foot (40') shall be considered a blank wall.
8. Body: All surfaces of a building, except the roof, doors and windows; and for purposes of specifying color, excluding areas designated as "accent" or "trim."
9. Bollard: Any of a series of short posts set at intervals to delineate an area or to exclude vehicles.
10. Bulk: The mass or volume of a building or structure.
11. Clerestory: A smaller window located directly above another window that is used chiefly as a device for obtaining extra light.
12. Color: The appearance of objects or light sources as perceived by the individual and involving hue, lightness and saturation for objects and hue, brightness and saturation for light sources.
13. Community Development Director (or Director of Community Development): The person designated as the director for the Community Development Department, or his/her designee.
14. Coniferous Plant Material: Any of an order (Coniferales) of mostly evergreen trees and shrubs including forms (as pines) with true cones and others (as yews) with an arillate fruit.
15. Corbelled Brick: Brick that extends upward and outward from a vertical surface, such as a wall and supports weight, such as a cornice.
16. Cornice: A top course that crowns a wall.
17. Dark: Reflecting only a small fraction of incident light; of a shade tending toward black in comparison with other shades.
18. Decorative Lighting: Lighting that is intended to accent the buildings or area in which it is located and blends with the overall design of the building / area.
19. Defensible Entry: A walkway to a building or area that provides a person with the ability to anticipate a path of travel, its obstructions and points of vulnerability before moving through the space.

20. Defensible Space: Areas made secured or safe through design characteristics by allowing an occupant to control or limit access to the area.
21. Dormer Window: A vertical window that projects from a sloping roof, placed in a small gable.
22. Façade: That portion of any exterior elevation on the building extending from grade to top of the parapet, wall or eaves and the entire width of the building elevation.
23. Festival Lighting: Seasonal, decorative lighting (e.g. Christmas lights) used to accentuate a seasonal or holiday display or event. Festival lighting shall not serve as year-round or primary lighting. Spotlights, lasers and similar types of lighting are not festival lighting.
24. Flag lots. A lot that has access to a public right-of-way by means of only a narrow strip of land.
25. Food Establishment: Restaurants, cafés, bistros or other establishments that serve food to the public.
26. Gable: The vertical triangular portion of the end of a building having a double spaced roof, extending from the level of the cornice or eaves to the ridge of the roof.
27. Hue: The property of colors by which colors can be perceived as ranging from red through yellow, green and blue, as determined by the dominant wavelength of the light.
28. Joint Use Driveways: Driveways that provide one or two point of entry between adjacent parcels.
29. Kick Plate: The area on a façade located between the ground and a window that has a different architectural appearance and/or is set on a different plane than the façade material(s) located to either side.
30. Landscaped Borders: Shrubs, trees, grass or other vegetation that is located along the edge of an area, such as a parking lot or pedestrian walkway.
31. Level 1 Design Standards: Those design standards that use the terms "required." When used in conjunction with a design standard, is intended to convey that compliance with that standard is necessary to ensure that the vision and goals and objectives of the 350 Highway/Blue Parkway Corridor Plan are achieved, and makes the design standard a Mandatory Design Standard. Except as otherwise specifically provided, all Preliminary Site Plans must comply with all Mandatory Design Standards.

Level 2 Design Standards: Those design standards that use the terms "strongly encouraged." When used in conjunction with a design standard, is intended to convey that compliance with that standard is of critical importance in ensuring that the vision and goals and objectives of the 350 Highway/Blue Parkway Corridor Plan are achieved. Compliance with all mandatory design guidelines and the Level 1 Encouraged Guidelines subjects a Preliminary Site Plan to administrative review and consideration by the Community Development Department.

- Level 3 Design Standards: Those design standards that use the terms "encouraged." When used in conjunction with a design standard, is intended to convey that compliance with that standard will significantly assist in ensuring that the vision and goals and objectives of the 350 Highway/Blue Parkway Corridor Plan are achieved.
32. Lightness: The dimension of the color of an object by which the object appears to reflect or transmit more or less of the incident light, varying from black to white for surface colors and from black to colorless for transparent volume colors.
 33. Lintel: A horizontal structural feature (such as a beam) over an opening that carries the weight of the wall above it.
 34. Mass: The physical volume or bulk of a building.
 35. Metal: Material made of iron ore or one of its byproducts, aluminum, zinc or, copper.
 36. Medallion: A tablet or panel in a wall or window bearing a figure in relief, an emblem or an ornament.
 37. Mixed-use residential/commercial development: The conversion of a tract of land or construction of a building or structure with two or more different land uses. The mix use must include residential, with a combination of office, retail, public or entertainment uses.
 38. Mixed-use structure: A building containing residential in addition to non-residential uses permitted in the underlying zone.
 39. Modulation: Variations of a building's mass through the use of deep setbacks, diminishing upper floor areas and/or projecting roof overhangs.
 40. Parapet Wall: That portion of the building façade extending above the roof.
 41. Pergola: A structure usually consisting of parallel colonnades supporting an open roof of girders and cross rafters.
 42. Pilaster: An upright architectural member that is structurally a pier, but architecturally treated as a column and usually projects a third of its width or less from a wall.
 43. Plinth: A continuous course of stones supporting a wall. A block or slab on which a pedestal, column, or statue is placed.
 44. Portico: A porch or walkway with a roof supported by columns, often leading to the entrance of a building.
 45. Proportion: A relationship between the size of buildings, structures and elements of buildings or structures that form a harmonious relation that creates symmetry.
 46. Saturation: Vividness of hue; degree of difference from a gray of the same lightness or brightness.
 47. Shade: A gradation of a hue made by adding black to it to increase its saturation.
 48. Shall: When used in conjunction with a design standard, is intended to convey that compliance with that standard is necessary to ensure that the vision and goals and objectives of the 350 Highway/Blue Parkway Corridor Plan are achieved, and makes the design standard a Level 1 Design Standard.

49. Site: A lot or parcel, or group of continuous lots or parcels, included in a development application and that is in a single ownership or has multiple owners, all of whom join in an application for development.
50. Site Furnishings: Benches, art, trash containers, or other structures or items that are placed within an area.
51. Tint: A gradation of a hue made by adding white to it to increase its saturation.
52. Tone: A gradation of a hue made by adding gray to it to increase its saturation.
53. Transom: A window located between a door and the ceiling.
54. Trellis: An arrangement that forms or gives the effect of a lattice and is used as a screen or as a support for climbing plants
55. Trim: Solid material used to cover seams, gaps or rough edges; to provide a transition between surfaces in different planes or to provide decorative shapes to terminate or interrupt plane surfaces.
56. Value: The relative lightness or darkness of a color.
57. Vision Glass: A type of glass with a high degree of transparency and which does not have dark tinting or highly reflective coatings or applied film. The intent is to be able to see into the interior space throughout the day and night. If shading is desired, it is to be accomplished by other means, such as through the use of awnings.
58. Year-Round Sight Barrier: An area comprised at least in part of coniferous plant materials (as opposed to deciduous plant materials), fence or combination thereof, providing a visual screen of an area the entire year. The sight barrier may or may not be 100 percent opaque depending upon the density of the coniferous plant materials.

Section 29-5. Design Standards applicable to entire 350 Corridor Overlay District.

29-5.01 Highway 350 Driveways and Roadway Access Standards.

The following driveway and roadway design standards shall apply to all development that has direct vehicular access to the Highway 350 Corridor.

1. Access Standard.

A. Level 1:

1. Adjacent properties shall utilize joint use driveways whenever possible and provide cross and joint connections. Owners shall provide cross access easement areas between adjacent sites and developments to provide vehicular access to adjacent property without having to re-enter the public right-of-way.
2. Cross and joint connections shall provide sufficient width to accommodate two-way vehicular travel
3. Cross and joint connections shall provide pedestrian and bicycle cross connections of at least six (6) feet in width that include a sidewalk. The driveway should be designed to provide the shortest practical path across the driveway for pedestrian and bicycle movements.

4. Lots with frontage on both Highway 350 and an adjacent or intersecting collector, except where it can be proven that other potential access points would cause greater traffic impacts as identified in the City's Comprehensive Plan, shall not be permitted access to Highway 350.

2. Driveway Design Standards

A. General Driveway Design Standards

1. Level 1:

- a. The minimum length of a driveway on private property shall be adequate to accommodate the queuing of vehicles to ensure that no vehicles waiting to enter the site remain on Highway 350.
 - i. For low traffic volume commercial and industrial driveways (below 150 peak hour vehicles in both directions), the minimum driveway throat length is 20 feet.
 - ii. For medium traffic volume commercial and industrial driveways (150-400 peak hour vehicles in both directions), the minimum driveway throat length is 60 feet.
 - iii. For high-volume driveways (over 400 peak hour vehicles in both directions) such as a shopping center entrance, the adequate throat length should always be determined by the results of a traffic study.
- b. Driveways shall have minimum spacing of at least 440 feet from roadway intersections measured from center line of roadway intersection to center line of driveway, and
- c. Driveways shall have a minimum spacing of 440 feet between adjacent driveways measured from centerline to centerline, unless both driveways allow for right-in, right-out access (controlled by a restrictive median), in which case the minimum spacing shall 330 feet from centerline to centerline. If the parcel is less than 440 feet in frontage, then one curb cut may be allowed, if cross or joint connections are not possible.
- d. Driveways should be as closely lined up with driveways across roadways, without nontraversable medians, to the maximum extent possible.
- e. Driveways that serve two-way traffic should have angles of intersection with the public road of 90 degrees or very near 90 degrees.
- f. Driveways that serve one-way traffic may have an acute angular placement from 60 to 90 degrees.

2. Level 2: Reserved

3. Level 3: Reserved

4. Not allowed: Reserved

B. Location of Driveways

1. Intent: To control access on and off of the 350 Highway Corridor providing for a safer driving experience along this stretch of roadway, as well as, to maintain a contiguous, uninterrupted sidewalk by minimizing, consolidating and/or eliminating driveway access off Primary Pedestrian Streets.
2. Standards:
 - a. Level 1:
 - i. All vehicular driveways are to be located off side streets or frontage roads and shall be encouraged to not have direct ingress or egress from Highway 350.
 - ii. If the only means of access to the site is from 350 Highway the driveway shall be consolidated (shared) between adjacent developments.
 - iii. Where a driveway is allowed on Highway 350 and the driveway serves a development larger than 5 acres, the driveway entrances shall:
 - (a) include an identifying feature, such as a pergola, monument, low wall/column or additional landscape treatment; and
 - (b) sidewalk paving material/treatment shall be extended across the driveway entrance.
 - iv. The width of the driveway(s) shall be of sufficient width to allow two vehicles to safely and easily pass, but shall in no event be wider than thirty-six (36) feet unless a center island is provided dividing entry and exit points into the site
 - v. Entrance drives shall be compliant with Missouri Department of Transportation Access Management Guidelines and shall provide a throat length that allows for efficient ingress and egress free from parking spaces backing into the drive.
 - b. Level 2:
 - i. Access easements to provide right of entry from adjoining properties is strongly encouraged.
 - c. Level 3: Reserved
 - d. Not Allowed: Reserved

29-5.02 Linkages

1. Intent: To create a network of internal and external linkages for pedestrians and to make development pedestrian friendly for the users.
2. Standards:
 - A. Level 1:
 1. Clearly defined pedestrian connections shall be provided:
 - a. Between a public right-of-way and building entrances when buildings are not located directly adjacent to the sidewalk;

- b. Between parking facilities and building entrances;
 - c. Between parking facilities and sidewalks along streets and other public rights-of-way;
 - d. Between parking facilities and plazas, courtyards, green spaces and other pedestrian areas; and
 - e. From adjacent developments to both residential and commercial developments, creating connections with existing and future developments.
2. Pedestrian connections shall be clearly defined in a combination of 2 or more of the following ways.
- a. A continuous landscape area a minimum 3 feet wide on at least one side of the walkway, except as walkways cross-vehicular travel lanes.
 - b. Where walkways abut a public right-of-way and/or driving aisles, the landscape area shall be provided between the walkway and the public right-of-way or driving aisle and a 6" curb must be used.
 - c. Pedestrian connections shall be clearly defined by pedestrian scale lighting, bollard lighting, accent lighting or a combination thereof to aid in pedestrians way-finding.
 - d. Sidewalks along all streets and public rights-of-way shall be of concrete construction and a minimum of 5-feet in width along Highway 350 and other streets.
 - e. At intersections with traffic signals or stop signs, sidewalk materials shall be extended across the vehicle lanes to define the pedestrian connections and differentiate the pedestrian connection pavement material from vehicle lane pavement material.
 - f. The requirements of the Americans with Disabilities Act shall take precedence over aesthetic design features in all instances.

B. Level 2:

- 1. Where on street parking is allowed near an intersection, the sidewalk should "bulb out" at the corner by the width/length of the on street parking spaces to shorten the walking distance across the intersection.
- 2. Sidewalks are encouraged to be increased to ten feet (10') in width adjacent Highway 350. Where a ten-foot width is achieved, asphalt-paving material may be utilized in lieu of concrete.

C. Level 3:

- 1. Ten foot wide bike/pedestrian trails are encouraged along 350 Highway.

D. Not Allowed: Reserved

29-5.03 Addressing Nodes

1. Intent: To provide a reference point at major intersections, further providing visual interest to the streetscape. Specific node locations include:
 - A. 350 Highway and Blue Ridge Boulevard
 - B. 350 Highway and Raytown Road
 - D. 350 Highway and West Ridge Road
2. Standards:
 - A. Level 1:
 1. Developments at street intersections shall emphasize this unique site aspect with two or more of the following methods:
 - a. Placement of the primary entry;
 - b. Towers;
 - c. Plazas;
 - d. Distinctive roof forms;
 - e. Other architectural features; and/or
 - f. Landscaping / Plazas
 - B. Level 2: Reserved
 - C. Level 3: Reserved
 - D. Not Allowed:
 1. Blank walls, backs of buildings and drive thru lanes and drive thru windows are not allowed adjacent to the corner.

29-5.04 Fencing.

1. Intent: To buffer uncomplimentary land uses and generally enhance the quality and appearance of developed land areas, as well as establish exterior boundaries of residential and commercial developments. To minimize the impact of solid screen fencing and to minimize the adverse effects of materials that are susceptible to rot and decay, while providing for security and privacy to residential and commercial properties and allowing for aesthetic visual appeal throughout the district.
2. Standard
 - A. Level 1:
 1. Allowed fencing materials shall be limited to cedar, redwood, CCA treated wood, wrought iron, aluminum designed to have the appearance of wrought iron, or vinyl to have the appearance of wood.
 2. Fencing must be designed in a manner to create variety, such as staggering the fence line and incorporating wrought iron or masonry columns.

B. Level 2:

1. Fencing is strongly encouraged to be designed as a compliment to the developments style of architecture, using a combination of materials and heights.
2. Consideration is strongly encouraged to be given to the layout of the fencing as it relates to the topography and the ability to undulate the fencing to allow for a less monotonous design.
3. Fencing is strongly encouraged to be a part of the landscape design and should be an accent to the development and the landscape.

C. Level 3:

1. The fencing is encouraged to be located on the property line with the ability to inset sections.

D. Not Allowed:

1. Solid fencing shall not exceed four (4) feet in height and shall not be sight obscuring.

29-5.05 Landscaping/Open Space

1. Street Trees

A. Intent: To maintain a consistent street frontage along all streets within the 350 Corridor Overlay District by planting trees along streets and sidewalks.

B. Standard

1. Level 1:

- a. Street trees shall be located between the sidewalk and curb edge within the public right-of-way, where feasible.
- b. Street tree selection shall comply with the Street Tree regulations adopted by the City of Raytown Tree Board and shall consider existing utilities, lighting, adjacent street trees, tree root growth and proposed signage locations.
- c. Street trees at a minimum rate of 1 per 50 lineal feet street frontage shall be provided along all streets.
- d. Trees shall be of a similar size and type as trees found within the same block so as to maintain a sightline of similar overall streetscape appearance.
- e. Trees planted shall be wind, ice and weather tolerant.

2. Level 2: Reserved

3. Level 3: Reserved

4. Not Allowed: Reserved

2. Site Landscape Areas

A. Intent: To reinforce the character of the corridor and the surrounding natural environment through site landscaping.

B. Standards:

1. Level 1:

- a. All areas not devoted to landscape required by these 350 Highway Corridor Design Standards, the Raytown Zoning Ordinance, parking regulations, structures or other site improvements shall be planted, or remain in existing native, non-invasive vegetation including drought-tolerant grass.
- b. Landscaping shall be a combination of drought-tolerant plantings, such as evergreens, deciduous trees and shrubs, and decorative grasses. A minimum 20% of plant varieties shall provide year-round color, texture and/or other special interest. Selected shrubs varieties should have a natural maximum growth height of 3-feet for visibility.

2. Level 2:

- a. Use of native plants is strongly encouraged where opportunity allows. A minimum 20% of all landscape areas should include native drought-tolerant plant types.
- b. All natural vegetative areas and natural drainage areas are strongly encouraged to be maintained.
- c. Perennials and/or annuals are strongly encouraged to provide special interest and highlight pedestrian areas such as building and/or site entrances, public open space, plazas and major pedestrian connections.
- d. Window boxes, container plantings, hanging baskets or other special interest landscape are strongly encouraged to be provided to enhance pedestrian areas and shall be made of weather resistant materials.

3. Level 3:

- a. The use of berms to a height of 3' is encouraged to minimize the visual impact of parking from the highway.
- b. Effective use of earth berms and existing topography are encouraged as a component of the landscape plan.

4. Not Allowed: Reserved

3. Parking Lot Landscape

A. Intent: Reduce the visual impact of parking lots through landscape areas, trellises and/or other architectural features and to visually maintain a building line along the street.

B. Standards:

1. Level 1:

- a. Parking lot landscape shall be used to reinforce pedestrian and vehicular circulation, such as:

- i. Parking lot entrances;
 - ii. Ends of driving aisles; and
 - iii. To define pedestrian connections through parking lots.
 - b. Where walls are provided, landscape-planting areas may be reduced to a minimum width of 5 feet and shall be located adjacent to the public right-of-way.
 - c. Low walls (minimum 3 feet high) used to screen parking lots shall be made of decorative concrete, masonry or other similar material, to coordinate with adjacent buildings.
 - d. The combination of walls and shrubs shall not exceed a maximum height of 4 feet, unless all of the following are provided:
 - i. Wall/landscape treatment does not create a safety hazard;
 - ii. Portion of wall/landscape treatment that is above 4 feet in height is a minimum 75% transparent (i.e. see-through metal railing, trellis, or other similar treatment); and
 - iii. Portion of wall /landscape treatment that is above 4 feet in height provides added visual interest, detail and character.
 - e. A minimum 8-foot wide landscape planting area shall be provided between parking lots and adjacent developments to include a year-round sight barrier and meeting the requirements for parking lot landscape provided in the Raytown Landscape Ordinance.
 - f. The primary landscaping materials used in parking lots shall be trees that provide shade or are capable of providing shade at maturity. Shrubbery, hedges and other planting materials shall be used to complement the tree landscaping, but shall not be the sole means of landscaping.
 - g. Automatic watering systems are strongly encouraged to be installed in all landscape planting areas.
- 2. Level 2: Reserved
 - 3. Level 3: Reserved
 - 4. Not Allowed:
 - a. Signage on parking lot walls or fences facing the street shall not be permitted unless developed as a monument sign.

29-5.06 Parking Facilities

1. Location of Parking Facilities

A. Intent: To maintain a contiguous, attractive street frontage by locating parking facilities behind buildings and bringing structures to the front property line.

B. Standard:

- 1. Level 1:

- a. All parking lots (new development and redevelopment) shall comply with the parking lot design standards set forth in the City of Raytown Zoning Ordinance including, but not limited to interior landscape areas, wheel stops, number of stalls and plant material requirements.
 - b. Parking facilities shall be located to the side buildings away from street frontages.
 - 2. Level 2:
 - a. If the City approves the parking to be located along a street frontage, a 10 foot wide planting area between the parking facility and street right-of-way is strongly encouraged to be provided to include, a year round 3' high sight barrier consisting of an evergreen hedge, decorative wall and / or earth berms.
 - 3. Level 3:
 - a. Parking facilities are encouraged to be located behind buildings and away from the street frontage.
 - 4. Not Allowed: Reserved
- 2. Structured and Covered Parking
 - A. Intent: To design and integrate parking structures with the surrounding character.
 - B. Standards:
 - 1. Level 1:
 - a. Parking structures facing 350 Highway, Blue Ridge Boulevard, Gregory Boulevard, Raytown Road and / or West Ridge Road shall contain commercial or residential uses along at least 66% of the linear frontage abutting the street or public open space.
 - b. Any remaining portions of the façade not devoted to retail or commercial uses shall incorporate one or more of the following devices to screen the view of parked cars:
 - i. Ornamental grillwork (plain vertical or horizontal bars are not acceptable)
 - ii. Decorative artwork, such as metal panels, murals, and mosaics
 - iii. Display windows for use by nearby merchants or uses.
 - c. Vehicular entrances shall be designed to incorporate architectural standards that frame the opening, such as an arch, lintels, pilasters, masonry trim, planters or ornamental lighting.
 - d. Garages and covered parking structures shall be constructed of similar materials and have similar architectural character as the principle building(s) on the property.

2. Level 2:
 - a. Garages, rather than covered parking structures with open sides, are strongly encouraged.
 - b. Parking facilities or portions thereof are strongly encouraged not to be gated.
 3. Level 3: Reserved
 4. Not Allowed: Reserved
3. Accommodation for bicycles
- A. Intent: To increase accessibility to commercial development via bicycle within the 350 Corridor Overlay District.
 - B. Standards:
 1. Level 1: Reserved
 2. Level 2: Reserved
 3. Level 3:
 - a. If no other parking offset has been allowed under these guidelines, parking may be reduced up to the lesser of (i) ten (10) percent of the parking space required by City Code, or (ii) a maximum of six (6) parking spaces, by providing innovative, compact and secure on-site bicycle locking and/or storage facilities. The allowable reduction in parking spaces shall be computed by providing one parking space reduction for each four (4) available bicycle storage spaces provided.
 - b. Each bicycle locking and/or storage facility shall:
 - i. be securely affixed to the ground or a wall.
 - ii. accommodate a minimum of four (4) bicycles.
 - iii. provide a frame-mount locking device or enclosure within which to fit a wholly assembled adult-sized bicycle.
 - iv. be situated in close proximity to a public entry into on-site buildings.
 - v. provide for at least six feet of pedestrian access between the bicycle storage facility and other obstacles (i.e. buildings, landscaping, sidewalks, street signs, and other man-made structures) when fully utilized for bicycle storage. The six-foot access requirement shall be measured to account for bicycles affixed to the storage/locking facility.
4. Consolidating Parking Facilities
- A. Intent: To reduce the overall impact of parking within the 350 Corridor Overlay by consolidating parking facilities whenever possible.

B. Standards:

1. Level 1:

- a. Where parking facilities are consolidated (shared) the following shall apply:
 - i. the combined number of parking stalls required shall be reduced by 20%, if two properties consolidate (share) parking;
 - ii. the combined number of parking stalls may be reduced by up to 25%, at the discretion of the applicant, if three or more properties consolidate (share) parking; and.
 - iii. pedestrian connections shall be provided from parking facility to adjacent developments.
- b. Where parking facilities are not consolidated and are adjacent to one another:
 - i. pedestrian connections shall be provided between adjoining parking facilities so as to provide access to each adjacent development; and
 - ii. driveway connections shall be provided between adjoining parking facilities to provide cross access to each adjacent development and access to additional ingress/egress points.
- c. The owners of the parking facilities shall share their access point onto each street or highway that is common to each property.

2. Level 2:

- a. The size of parking lots are strongly encouraged to be minimized and large lots should be divided into several smaller lots and separated by building masses, earth berms and landscaping features.

3. Level 3: Reserved

4. Not Allowed: Reserved

25-5.07 Site Lighting

- 1. Intent: Site lighting should achieve intended illumination within parking lots, plaza/pedestrian spaces, storm water collection and detention areas and other areas where design or safety considerations are warranted. Site lighting is meant to create safe, recognizable and aesthetically pleasing environments throughout public and private developments, as well as, to provide pedestrian scale lighting, accent lighting and festival lighting to accompany street lighting along the corridor.

2. Standards:

A. Level 1:

1. Parking lot lighting shall be provided to allow for a safe pedestrian and vehicular area.
2. Parking lot light fixtures shall not exceed 30' in height and shall be designed to direct the light toward the development and prevent light spillage to other users and adjacent streets.
3. Pedestrian scale lighting and/or bollard lighting shall be used to define pedestrian walkways, crosswalks, connections and/or other pedestrian areas within a development.
4. Pedestrian scale lighting shall be a maximum 14-feet in height.
5. Site lighting shall complement other lighting elements used throughout the site, parking and/or adjacent developments and public right-of-way.
6. All lighting (except festival lighting) shall be shielded from the sky and adjacent properties and structures, either through exterior shields or through optics within the fixture.
7. No light projection shall extend higher than horizontal from the light fixture and shall in no case create glare when visible from a public right-of-way or off the property.

B. Level 2:

1. Using lighting to highlight, complement, and reinforce landscape and architectural design as focal points of interest is strongly encouraged.
2. A minimum required illumination for parking lots and building entries is strongly recommended to be 0.50-foot candle, with a 0.0-foot candle reading at the property line.
3. Accent lighting is strongly recommended to be used for pedestrian safety and to highlight special focal points, building/site entrances, public art and special landscape features.

C. Level 3:

1. Indirect wall lighting, overhead down-lighting, or interior illumination that spills into the landscape is encouraged.
2. Festival lighting is encouraged during holidays and festivals to reinforce the character and image of the area.

D. Not Allowed:

1. High-pressure sodium lights and/ or other non-color corrected lights shall not be used.
2. Permanent spotlights, lasers or other types of lighting used as attention-attracting devices shall not be allowed.

29-5.08 Materials/Architectural Details

1. Intent:

- A. To encourage creative expression through diversity of architectural style that enlivens the street.
- B. To ensure a standard of quality that will be easily maintained and cared for over time.
- C. To encourage the use of materials appropriate to residential development and details that reduce the bulk of larger buildings.

2. Standards:

A. Level 1:

- 1. Façades shall be constructed of durable and maintainable materials. Materials that have texture, pattern and lend themselves to quality detailing including:
 - a. Brick: no larger than 4-inch by 4-inch by 8-inch. The Board of Aldermen as part of the preliminary site plan may approve an alternative to this design standard.
 - b. Stucco: surface texture of Sandpebble or Quartzputz in colors as identified in the “Color” standards.
 - c. Stone: polished surfaces in natural color and texture of native stone in colors as identified in the “Color” standards.
 - d. Ceramic: tiles that are a minimum size of 12-inch by 12-inch in colors as identified in the “Color” standards.
 - e. Glass: insulated glass panels in clear colors as identified in the “Color” Standards without reflection or mirror appearance.
 - f. Architectural metal.
 - g. Cast concrete and wood may be used as secondary facade materials, as long as the secondary materials do not comprise more than 30% of the façade.
 - h. The first and second floor facades of buildings shall use materials that add variety, permanence and richness to the streetscape.
 - i. Split face block may be used on the rear and sides of buildings that are not addressing a street frontage.

B. Level 2:

- 1. Architectural accents and projections on façades are strongly encouraged to be constructed of durable and maintainable materials.
- 2. Cast concrete and wood are strongly encouraged to be used as secondary facade materials as long as the secondary materials do not comprise more than 30% of the façade.

C. Level 3: Reserved

D. Not Allowed:

1. Reflective glass
3. Corrugated metal, standing seam metal and other metal not defined as “architectural metal”.
4. Wood shake shingle siding materials.
3. Plywood or other materials providing a similar appearance shall not be allowed on any façade.

Section 29-6. Multi Family Residential Site Design Standards

The following are site design standards for residential development and redevelopment within the 350 Corridor Overlay District.

29-6.01 Building Entries

1. Intent: To provide a clearly defined, welcoming, and safe entry for pedestrians to multifamily dwellings, from the sidewalk into the building.
2. Standards:
 - A. Level 1:
 1. Entries shall be clearly identifiable, defensible and visible from the street.
 2. Building entries shall include at least two of the following features:
 - a. recesses;
 - b. balconies;
 - c. articulated roof forms;
 - d. front porches with a depth of at least 8-feet;
 - e. arches; and/or
 - f. glass at sides and/or above entry doors.
 3. Building entries shall include at least one of the following site furnishings:
 - a. pergola;
 - b. canopy;
 - c. courtyard with benches; or
 - d. pedestrian scale lighting and/or lighted bollards.
 - B. Level 2: Reserved
 - C. Level 3: Reserved
 - D. Not Allowed: Reserved

Section 29-7. Multi Family Residential Building Design Standards

29-7.01 Bulk of Buildings / Articulation & Overall Massing of Buildings

1. Intent: To reduce the apparent bulk of buildings by breaking them down into smaller components that is visually consistent with a pedestrian scale as well as to enhance views of the surrounding area and to increase sunlight penetration to the public sidewalk.
2. Standards:
 - A. Level 1:
 1. Walls facing streets shall be modulated with bays and recesses at least 8 feet wide and no more than 25 feet wide and at least 3 feet deep.
 2. Modulation shall extend to the roof, except at balconies. The purpose is not to create a regular rigid solution, but rather to break up the mass in creative ways.
 3. Horizontal facades longer than 25 feet shall be articulated into smaller units. At least two of the following architectural treatments shall be utilized:
 - a. Distinctive roof forms;
 - b. Changes in materials;
 - c. Window patterns; and/or
 - d. Color differentiation
 4. Additions or alterations to existing buildings with an identifiable architectural style shall be made sensitively and shall be compatible with the buildings' original architectural style, except if the entire building is receiving a new façade.
 5. All residential structures shall incorporate pitched roof forms having slopes between 4:12 and 12:12.
 6. A porch, patio, courtyard or deck shall be provided for each dwelling unit.
 - B. Level 2:
 1. To avoid the negative look of a flat blank wall, the use of at least one of the following is strongly encouraged:
 - a. Architectural detailing to compliment the building design;
 - b. Windows;
 - c. Projections and recesses in the façade; and
 - d. Decorative light fixtures.
 - C. Level 3: Reserved
 - D. Not Allowed: Reserved

Section 29-8. Commercial Site Design Standards

The following are design elements for commercial development and redevelopment within commercial area of the 350 Corridor Overlay District.

29-8.01 General Standards

1. Intent. To create a cohesively designed commercial corridor, through the development of individually designed projects with a mix of uses that are compatible.
2. Standards:
 - A. Level 1:
 1. The development design shall utilize the opportunities and reflect the constraints created by floodplains, slopes, soils, vegetation and other physical features. Engineering techniques shall not be utilized to force-fit development into the environment.
 2. Open storm drainage and detention areas visible to the public shall be incorporated into the design of the development as an attractive amenity or focal point.
 3. Each new development shall be designed to relate to the adjoining developments creating an interconnected corridor.
 - B. Level 2:
 1. The site design is strongly encouraged to include on-site infiltration based Storm water Management Best Management Practices (BMPs), such as bioswales, vegetated trenches, basins with some infiltration devices, on-site storage of rainwater using rain barrels, rain gardens or subsurface storage, minimization of impervious areas using green roofs, narrower streets, porous pavement, concave medians, strategic use of native vegetation and landscaped traffic calming areas.
 2. All construction is strongly encouraged to be performed in compliance with Kansas City Chapter of the American Public Works Association Section 5100, including the minimization of land disturbance and avoidance of compaction to the greatest possible degree, given existing and proposed site conditions.
 - C. Level 3:
 1. Buildings are encouraged to locate at the setback line creating a strong continuous corridor edge. To continue the edge, rhythmic planting of large plant material is encouraged.
 - D. Not Allowed:
 1. Removal of all vegetation and topography of the existing land to create a flat site for development is not allowed.

29-8.02 Loading Dock, Service Area, Trash Enclosures and Outdoor Storage
Screening Guidelines:

1. Intent. The purpose of these guidelines is to ensure that service and storage activities are oriented on the property in a manner that is consistent with the character of the area, privacy, and aesthetic considerations.
2. Standards:
 - A. Level 1:
 1. Unattractive elements, such as trash, service, storage and loading areas shall be located out of public view from streets, adjacent residential properties and other highly visible areas, such as parking lots, access drives, etc.
 2. If the back or sides of a building must be oriented toward public streets or highly visible areas, these areas shall provide visual interest through a combination of landscaping, berms and architectural detail, such as windows, decorative light fixtures, creative use of materials and / or projections and recesses.
 3. Screening walls shall reflect the same level of architectural design as the primary structure, including elements such as landscaping to soften the wall's appearance, architectural detailing, staggering with recesses and projections, and visual interest.
 4. Trash receptacles shall be screened from public view on at least 3 sides with a 6 to 8 foot opaque screen of masonry or other materials that are compatible with the principle building and accented with landscape treatment.
 5. The color of overhead doors and any other doors used to admit vehicles shall be the same hue used on the building facade.
 6. Service areas shall be designed in a manner to control noise generated from service activities and mechanical equipment.
 - B. Level 2.
 1. It is strongly encouraged that buildings should be designed in a manner so that loading docks, service areas and outdoor storage areas are screened either by a building wall or a screening wall, or integrated into the building design to not be visible. Screening walls must be a length and height to screen the maximum size of vehicle using the area.
 2. Trash enclosures are strongly encouraged to be located to allow for convenient access by refuse vehicles while complying with 29-8.02B1d.
 3. Screening doors on trash enclosures are strongly encouraged to be finished with a high quality material and durable finish supported by metal support structure.
 - C. Level 3.
 1. Service areas including trash enclosures are encouraged to be located adjacent to the building or in close proximity of the building for ease of access and to ensure maintenance of the structure.

D. Not Allowed:

1. Wood, plastic, vinyl or chain link fencing is not allowed to screen outdoor storage / loading areas.
2. Trash enclosures shall not be placed in an area along a public street.

29-8.03 Guidelines for Screening Ground And Building Mounted Mechanical Equipment

1. Intent. The purpose of these guidelines is to ensure that mechanical devices and areas are appropriately screened in a manner that projects a high quality appearance. Often such screening measures can be used to enhance the building appearance. All exterior ground or building mounted equipment, including but not limited to mechanical equipment, utility meter banks and coolers, shall be screened from public view with landscaping or an architectural treatment compatible with the building architecture.

2. Standards:

A. Level 1:

1. When it is not feasible to locate mechanical devices and areas within a building, the following shall be achieved:
 - a. Coolers must be finished with the same building materials and architectural detailing as the main building facade.
 - b. The same material and detailing as the building façade shall be used for screening walls or specially designed enclosure cabinets for HVAC and utility meters.
 - c. Evergreen species shall be used as the primary planting when landscaping is used for screening purposes. Landscape plantings for wall-mounted meters must be installed with a minimum height of 6 feet.
 - d. The visibility of meters and utility banks (i.e. gas, electric, water) shall be reduced by locating such equipment along the side or rear of the building in a location not generally visible from the public.
 - e. All above ground electrical and/or telephone cabinets are required to be placed within the interior side or rear building setback yards. These utility cabinets are prohibited within required front yards adjacent to street right-of-way unless screened with landscape materials and incorporated in a landscape design.

When these cabinets are located adjacent to or near a building, they shall be screened and treated in the same manner as HVAC equipment and trash receptacles (i.e. screening walls, landscaping, etc.).

B. Level 2:

1. Mechanical equipment is strongly encouraged to be located and screened in a manner that is not visible or heard from adjoining properties.

C. Level 3: Reserved

D. Not Allowed:

1. Wood, plastic, vinyl or chain link fencing is not allowed to screen outdoor storage / loading areas.

29-8.04 Site Furnishings

1. Intent: To create more pedestrian friendly developments through the use of site furnishings at plazas, building entrances, sidewalks and other pedestrian areas.

2. Standard:

A. Level 1:

1. A minimum of two site furnishings and pedestrian amenities shall be selected from the following list and shall be used at building entrances, plazas, open space and other pedestrian areas.
 - a. Benches with backs,
 - b. Tables
 - c. Low seating walls
 - d. Trash receptacles
 - e. Fountains
2. Site furnishings shall be consistent with the overall character, colors and appearance of adjoining pedestrian areas and site furnishings.
3. Site furnishings shall be made of durable, weather-resistant and vandal resistant materials.

B. Level 2: Reserved

C. Level 3: Reserved

D. Not Allowed: Reserved

29-8.05 Courtyards, Plazas and Open Space

1. Intent: To create a pedestrian friendly atmosphere within commercially zoned portions of the 350 Corridor Overlay District by creating usable open space for pedestrians.

2. Standard:

A. Level 1:

1. Where provided, pedestrian spaces shall be visible and accessible to the public.
2. Plazas, courtyards, green spaces and other pedestrian areas shall include landscaping and pedestrian scale lighting.

B. Level 2:

1. Plazas and courtyards are strongly encouraged within each development.
2. Plazas, courtyards, green spaces and other pedestrian areas are strongly encouraged to include, public art, benches with backs, low seating walls, or other pedestrian amenities and site furnishings.
3. Use of brick, paver bricks, stone, concrete colored throughout or other special paving material is strongly encouraged to reinforce the character of the development and create a more pedestrian-friendly area.

C. Level 3: Reserved

D. Not Allowed: Reserved

Section 29-9. Commercial Building Design Standards

The following guidelines apply to commercial buildings within Commercial Zones:

29-9.01 Commercial Building Appearance Guidelines:

1. Intent: To provide area identity and character through consistency in architecture.
2. Standard
 - A. Level 1
 1. Compatible architectural design, including building materials and colors, shall be carried throughout the development area. Designs shall provide visual interest and variety, yet be consistent with the architectural character of the area.
 2. Architectural details such as texture, pattern, color and building form used on the front façade shall be incorporated on all building facades.
 3. Any side of the building visible from a street, parking area or public open space shall be given architectural treatment using two or more of the following:
 - a. windows
 - b. pedestrian entrances
 - c. balconies
 - d. architectural details
 - e. awnings
 4. Building massing shall be varied to create a logical hierarchy of building forms; to break up long expanses of façade; to create shade and shadow; and to create “human scale”.
 5. Building materials shall be of equal or higher quality than the materials of structures in the area. However, dissimilar materials may be permitted when incorporating other characteristics, such as scale, form, architectural detailing and color to make the building compatible with the area.

6. Service and mechanical areas shall be designed as an architectural feature of the building and entirely screened from view.
7. No more than one hue may be applied to the body of a building, but combinations of tints, shades, and tones of the hue shall be permitted; and additional hues may be permitted for trim and accent.
8. A full palette of color to be used on the exterior and roof of the building shall be submitted for review and approval.
9. When a new building or building addition is proposed, a full color rendering of all building elevations prepared by a licensed architect or a graphic designer shall be submitted for review and approval with the Site Plan.

B. Level 2: Reserved

C. Level 3:

1. The painting of brick in a decorative manner is allowed if approved by the Board of Alderman.

D. Not Allowed: Reserved

29.9.02 Prominent Entrance

1. Intent: To promote the sense of a gateway at major intersections within the 350 Highway Corridor Overlay District through architectural design and to make major entrances to buildings obvious and welcoming.

2. Standard:

A. Level 1:

1. Buildings at Blue Ridge Boulevard and Highway 350; Raytown Road and Highway 350; and Westridge Road and Highway 350 shall be designed to create a gateway into the area.
2. Any corner of a building placed at one of these intersections shall be given major architectural expression in its façade, roof form and massing. Architectural expressions may include tower forms, unusual rooflines, or over-sized windows that blend with the architectural character of the building and its surroundings, including adjacent development at the same intersection.
3. Each principal building shall have a clearly defined, highly visible entrance with distinguishing features, such as canopies, arches and integral planters. To accomplish this, the design shall include at least one element from each of the following groups:
 - a. Group A - Recess, Overhang, Portico, Porch, Canopies, Arches
 - b. Group B - Clerestory, Glass window(s) flanking door, Ornamental lighting fixtures, large pedestrian entry door(s)
 - c. Group C - Stone, masonry or tile paving in entry; Ornamental building name or address; Pots or planters with flowers;

4. Canopies or awnings for weather protection shall be provided over windows and entryways to buildings except in the following cases:
 - a. a portico, porch or overhead projection is provided over the window or entryway that achieves the intent indicated above; and.
 - b. the building on which the canopy or awning is to be provided has a setback of greater than 4-feet and the setback area complies with the requirements for Courtyards, Plazas, and Open Space, as specified within these regulations.
5. The minimum depth of any canopy or awning shall be 4 feet, unless limited by the City of Raytown adopted building code. The vertical dimension between the underside of the canopy or awning and the sidewalk shall be at least 8 feet and no more than 12 feet.

B. Level 2: Reserved

C. Level 3: Reserved

D. Not Allowed:

1. Standard corporate architectural building designs are not acceptable.

29-9.03 Storefront & Building Façade Composition

1. Intent: To ensure that commercial buildings within the 350 Corridor Overlay District display the greatest amount of visual interest and reinforce the character of the streetscape and offer attractive features to pedestrians.

2. Standard:

A. Level 1:

1. Ground level building façades shall incorporate at least one of the following:
 - a. large windows with a sill height of no more than 30” above the ground level;
 - b. clerestory windows above the main windows; or
 - c. windows recessed from the face of the building 6-inches to 18-inches.
2. Eaves and downspouts shall be architecturally integrated into the building façade.
3. Buildings shall incorporate at least four of the following elements into any ground-floor façade facing a street or public parking area:
 - a. Decorative lighting;
 - b. Medallions;
 - c. Belt Courses;
 - d. Plinths for columns;
 - e. Kick plate for storefront window;

- f. Projecting sills;
- g. Tilework; and/or
- h. Planter box.

B. Level 2: Reserved

C. Level 3: Reserved

D. Not Allowed:

- 1. Flat, unembellished rooflines shall not be permitted.
- 2. Wall signs adjacent to or directly across from residential uses shall not be illuminated between 10:00 pm and sunrise.

29-9.04 Guidelines for Screening Rooftop Mechanical Equipment:

- 1. Intent. To ensure that rooftop mechanical equipment is not visible and that the design and appearance of the building considers the equipment in a manner that enhances the building appearance and creates attractive visual features.
- 2. Standards:
 - A. Level 1.
 - 1. Rooftop mechanical equipment shall include, but not be limited to HVAC units, fans, vents, flues and other similar devices.
 - 2. Rooftop mechanical equipment screens shall be required at a height that is as high or higher than the rooftop equipment being screened and conceals the view of the equipment from the right of way.
 - 3. Screening shall be provided in a manner that is architecturally integral to the overall appearance of the building.
 - 4. The number of vents and flues shall be kept to a minimum and located in a manner to not be visible. On sloped roof structures, vents and flues shall be incorporated into architectural features or painted to blend with the roofing material.
 - B. Level 2.
 - 1. After submittal of justification and careful analysis (i.e. site line visibility study), the Community Development Director may grant exceptions to the screening requirements if one of the following exception criteria is valid:
 - a. a building is located at a high elevation in relation to surrounding properties and it is demonstrated that rooftop equipment will not be visible;
 - b. a building is located in the middle of an industrial park and rooftop equipment is not visible from arterial roadways, residential properties, nor will it have a negative impact upon any sensitive areas or scenic views or vistas;

- c. A building is sited in a manner where the location and setback of rooftop equipment from the building edge in relation to the elevation and visibility of surrounding properties is such that the equipment will not be visible from any distance and additional screening measures are not required.

C. Level 3: Reserved

D. Not Allowed: Reserved

29-9.05 Screening Blank Walls

1. Intent: To mitigate blank walls by providing visual interest and reinforcing the character of the development.

2. Standard:

A. Level 1:

- 1. Walls within view from a street, sidewalk, parking area or public open space shall have windows, reveals, architectural detail, etc. as described in the Building Design section of these Design Standards. However, if an uninterrupted expanse of blank wall (longer than 40 feet), portions of a blank façade or a building foundation is unavoidable, two or more of the following shall be used:
 - a. vegetation, such as trees, shrubs, ground cover and/or vines, adjacent to the wall surface;
 - b. artwork, mural or trellis/vine panels; and / or
 - c. architectural detailing, contrasting materials or other special interest.

B. Level 2: Reserved

C. Level 3: Reserved

D. Not Allowed: Reserved

29-9.06 Guidelines for Sign Design and Sign Lighting:

1. Intent. To ensure that signage within the 350 Corridor Overlay District is consistent with the location and appearance of buildings on the property and neighboring properties and that the signage is part of the overall design approach to a project and not an afterthought. The type, amount and size of signage allowed on a property shall be in accordance with Section 25 of the City of Raytown Zoning Ordinance. In addition to the regulations set out in Section 25, the following additional guidelines apply in the 350 Corridor Overlay District:

2. Standards.

A. Level 1: Reserved

B. Level 2.

- 1. Signs are strongly encouraged to be consolidated wherever possible in a well-organized and clearly understandable manner.

C. Level 3.

1. Signs are encouraged to be highly graphic in form, expressive and individualized.
2. Monument signs constructed of stone, precast concrete, brick or e.i.f.s. with pin mounted lettering that is halo lit or ground lit are encouraged.
3. Projecting signs supported by ornamental brackets and oriented to pedestrians are encouraged.

D. Not allowed.

1. Neon may be used in an artful way in signs; however, simply outlining the roof, sign letters or building in neon tubing shall not be allowed.

Section 29-10. Industrial Design Guidelines

Where an applicant proposes development on property zoned Industrial within the 350 Corridor Overlay District, the Industrial District Design Standards specified in Chapter 11-6 apply, as shall the Access Standards of Section and the Driveway Design Standards of Section 29-5.01, the Pedestrian Connection Standards of Section 29-5.02, the Landscape/Open Space Standards of Section 29-5.04 and the Site Lighting Standards of Section 29-5.06.