# DESIGN EXCELLENCE MANUAL

## Design Guidelines

### MISSOULA DESIGN EXCELLENCE PROJECT

**City of Missoula** **Public Review DRAFT | March 7, 2018**

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# PART I

# THE DESIGN EXCELLENCE PROGRAM

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# INTRODUCTION

This chapter provides an overall introduction to the *Design Excellence Manual*, as well as an overview of the structure of the document.

## Background

Missoula: a place like no other. Nestled in the Missoula Valley, framed by mountain ranges and nourished by three rivers, the City enjoys a unique setting with a distinctive sense of place. Its eclectic character and quality of life are valued by all.

Much of the built environment also is distinctly Missoula. Many buildings speak of the City's roots and its role as an early commercial center. These reflect use of regional materials and practical ways of building. Residents describe the built environment of Missoula as eclectic and low-key. And they note it is a collection of neighborhoods, each with its own special identity. These are aspects that the community values and seeks to retain. While much of Missoula exhibits these features, some buildings have appeared over the years that are less distinctive and bear less resemblance to the character of Missoula. These design guidelines are intended to promote design that is compatible with the City's design traditions.

In the 1860s, early settlers saw opportunity here and founded the City. Growth was spurred by many sources, but it was especially driven by a lumber industry that supplied timber for railroads, dams and buildings throughout the region. Then, in 1893, the City was designated to be the home of the University of Montana and subsequently, the U.S. Forest Service established a regional office here. These institutions further sparked development and led to construction of many buildings that survive today as some of the City's most important historic resources, especially in the Downtown.

Growth and change have continued since those early days, building a city with a lively core. Other commercial areas have evolved along corridors, many radiating from Downtown and others providing major circulation routes following ordinal grid lines or aligning along rivers and other natural features.

In these places, early buildings were constructed of local materials, and exhibited the skilled craftsmanship of the City's residents. While many designs reflected regional trends, local craftsmen stamped signatures on them, making them distinctly of Missoula. The result is eclectic, yet of the place. Many recent buildings have set new standards for design and innovation, while fitting with the community.

However, as with many other cities across the country, some development has been out of character. Some development exhibits "cookie cutter" design that does not respond to Missoula's character. Other development doesn't achieve the best use of land or contribute to their neighborhoods. Other development turns inward, leaving edges that are less inviting to pedestrians or that negatively impacts abutting neighborhoods.

Design quality has impacts on the vitality of Downtown and the commercial Corridors, and it also can impede the City's ambitions in achieving other goals of reducing automobile dependence, increasing housing supply and limiting sprawl. Throughout Missoula, improving the pedestrian experience along the street is a key objective. An attractive, safe and inviting pedestrian experience encourages people to walk more often. When people walk more often it benefits public health, reduces traffic congestion and helps the local economy.

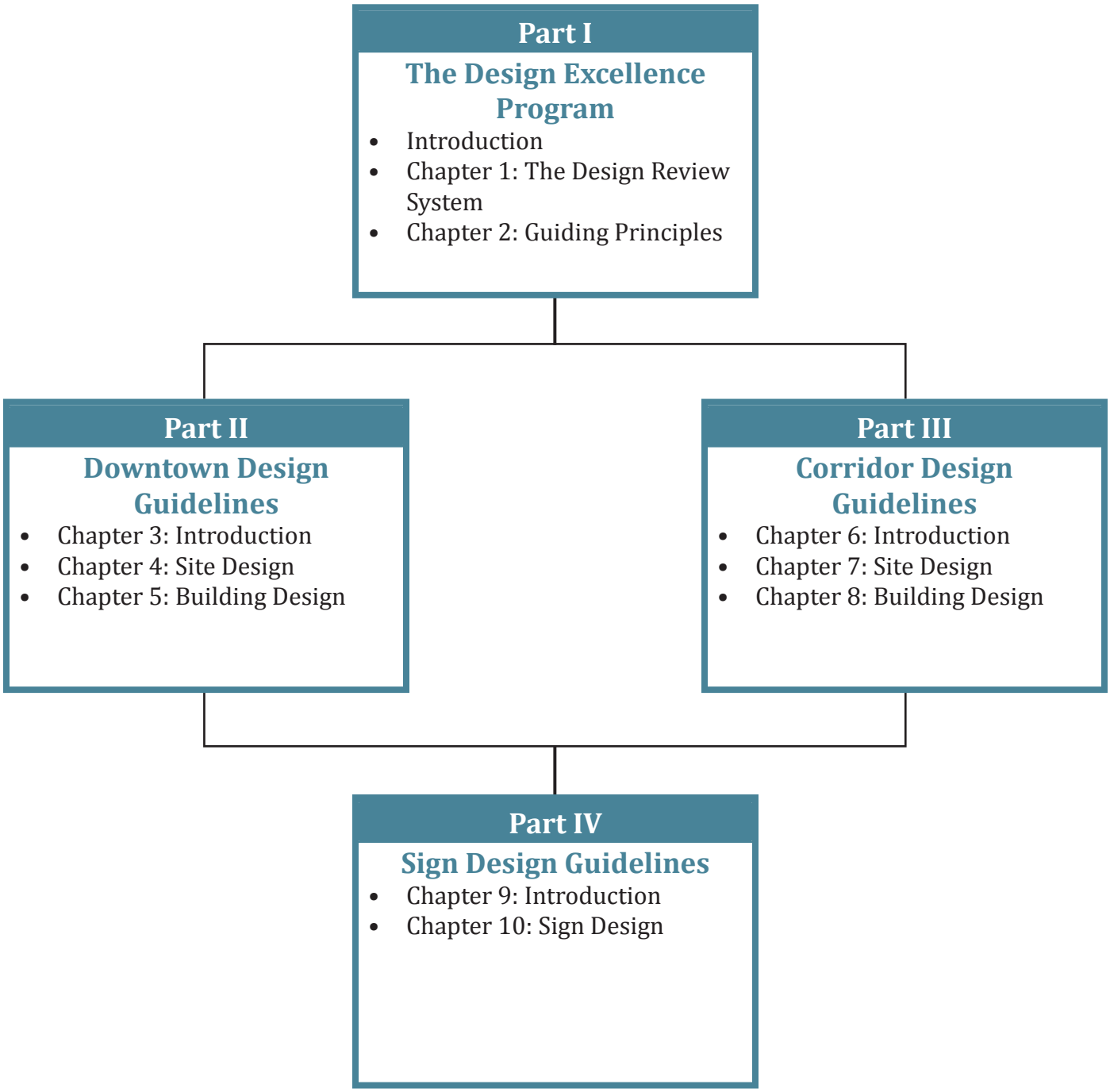
Many community leaders and concerned citizens have raised questions about how to achieve high quality design in the built environment, while encouraging innovation in design and construction and stimulating economic development. The challenge is to accommodate compatible development that draws from the traditions of the community while promoting design excellence and creative new solutions. These design guidelines are provided to ensure that new development and improvements to existing properties occur in ways that meet the needs of individual property owners while also enhancing the existing character that defines Missoula.

The design guidelines address a wide range of settings and different areas throughout the City. They recognize that the appropriateness of improvements is dependent on the setting.

Property owners and designers will use these guidelines when planning improvements, and City staff, boards and commissions will use them in development review. The guidelines also serve an educational purpose to help residents understand the community's expectations for high quality design.

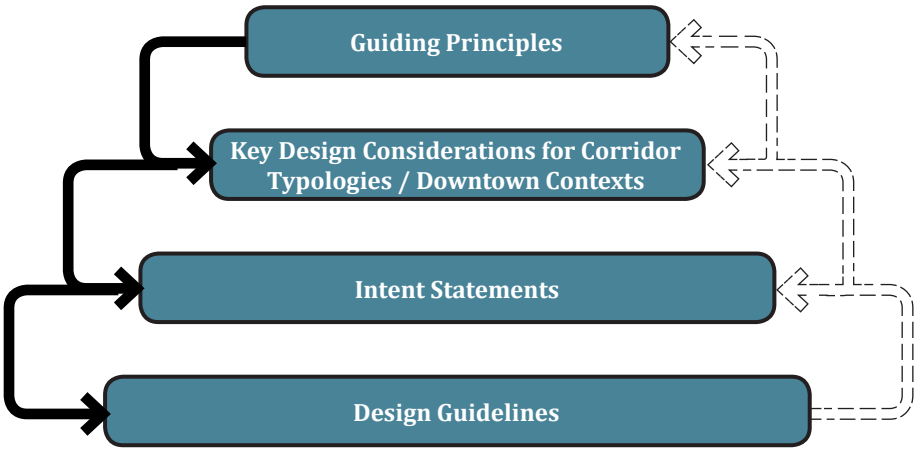
## Organization of this Design Excellence Manual

This *Design Excellence Manual* is organized into four parts, each subdivided into Chapters. Part I offers an introduction to the Manual, background information about the project and an explanation of the design review system. It also provides context and background for the other Chapters, and includes information for both Downtown and the Corridors. Part II contains design guidelines for projects in Downtown, and is subdivided into an introductory chapter, a site design chapter and a building design chapter. Part III contains design guidelines for projects in the Corridor Overlays, and is subdivided similarly to Part II into an introduction, and site and building design. Finally, Part IV contains design guidelines for signs. Part IV applies to projects in Downtown as well as in the Corridor Overlays.



## Linking the Design Concepts in the Manual

This document presents a series of design concepts in a hierarchical structure with four levels. At the highest level, Guiding Principles describe the long term goals and vision for design excellence in Missoula. These Guiding Principles help inform the more specific Key Design Considerations for the Corridor Typologies and the Downtown Contexts. These Key Design Considerations are described in Chapter 3 of Part II and Chapter 6 of Part III. The *Design Excellence Manual* organizes guidelines into specific topics, each of which begins with an intent statement that outlines the desired objective for the associated guidelines. Finally, the Design Guidelines themselves provide more detailed directives for satisfying the intent statement. Each element informs the next, and one may move back up the hierarchy to gain broader perspective.




*Each element informs the next, and one may move back up the hierarchy to gain broader perspective.*

# CHAPTER 1. THE DESIGN REVIEW SYSTEM

This chapter explains the potential design review system under which this *Design Excellence Manual* will be used. The basic structure and applicability of the Design Guidelines is also introduced.

## General Applicability of the Design Guidelines

For more information regarding the applicability of the guidelines in this *Design Excellence Manual* and their relationship to the *Overlay Design Standards* as well as other standards in *Title 20* (zoning), please see the **Draft Missoula Design Excellence Tools Executive Summary and Reader's Guide**.

## Flexibility in the Design Guidelines

The design guidelines are intended to allow for flexibility in how a project meets them. The design guidelines are qualitative and focus on broader design objectives. As such, discretion and interpretation are required to determine when a project is consistent with the guidelines. The guidelines in this document include intent statements under each topic. These statements describe the desired design objective. More specific guidelines follow each intent statement. Flexibility in interpretation of the guidelines is available when an alternative design solution meets the intent of a guideline.

## Relationship to Other Policy and Regulatory Documents

Missoula possesses planning policy and regulatory documents that provide general guidance for development in the City, as well as more specific planning ideas for particular parts of the City.

## Citywide Planning Policy

Citywide planning policy comes from two main sources, the City Growth Policy and *Title 20* (zoning).

### City Growth Policy 2035 (2015)

This document provides an overarching plan and vision for managing growth and development over the next 20 years. It addresses land use, housing, economic conditions, local services, community character, culture and history. The foundation for the City Growth Policy is the overarching strategy of "Focus Inward"; this principle encourages preservation of neighborhoods and community assets while making more efficient use of underutilized or undeveloped spaces.

**Title 20 (zoning)**
*Title 20* contains various code sections that regulate land use and development in Missoula. These sections establish base zone districts and regulate landscaping, parking and design. The purpose of *Title 20* is to promote public health, safety and general welfare, as well as implement the policies and goals in the Growth Policy and in other adopted plans.

## Downtown Planning Policy

Many area plans provide a policy base for these design guidelines. Providing an active street edge, clearly defining a street wall, respecting residential areas and preserving historic resources are among the policies that appear frequently in these documents.

**Front Street Urban Renewal District Plan (2007)**
This plan outlines goals and strategies for revitalization in the Front Street Urban Renewal District. It identifies a broad vision for the District as well as specific urban design recommendations.

**Greater Downtown Master Plan (2009)**
The Missoula Greater Downtown Plan is a comprehensive strategy for strengthening and expanding Downtown Missoula's role as the economic and cultural heart of the community. Many of its goals focus on maintaining Downtown character while accommodating new compatible development and growth. The plan delivers recommendations regarding regulation and zoning changes to achieve a vision that is consistent with the system described in this Introduction.

**Hellgate Urban Renewal Plan (2014)**
This Urban Renewal Plan defines the goals for redevelopment and revitalization in the Hellgate Urban Renewal District. It offers a vision in which the district becomes an employment anchor that will attract businesses and complement Downtown and the University.

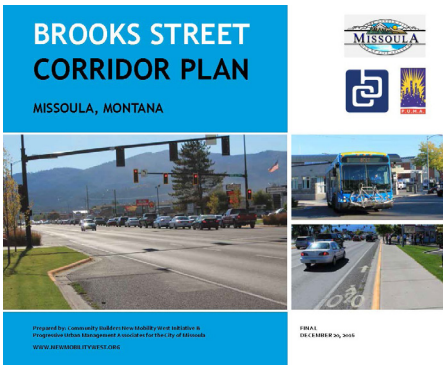
## Corridor Planning Policy

Some parts of the Corridors appear in specific plans for special areas.

**Russell Street Development Recommendations (2014)**
This document outlines recommendations for MRA policy and City regulations for Russell Street. The document recommends zoning changes and design standards that are tailored to this setting.

**Brooks Street Corridor Plan (2016)**
This document recommends tools that can help the market capitalize on future transit enhancements along Brooks Street. It includes potential regulatory tools and policies to improve development. These are reflected in the standards and design guidelines for the Corridors.

**North Reserve Scott Street Master Plan (2016)**
This plan provides a long-term vision for the future of the North Reserve Scott Street Urban Renewal District, to help guide public and private investment. It includes a vision for development that is expressed in the standards and guidelines in his manual.



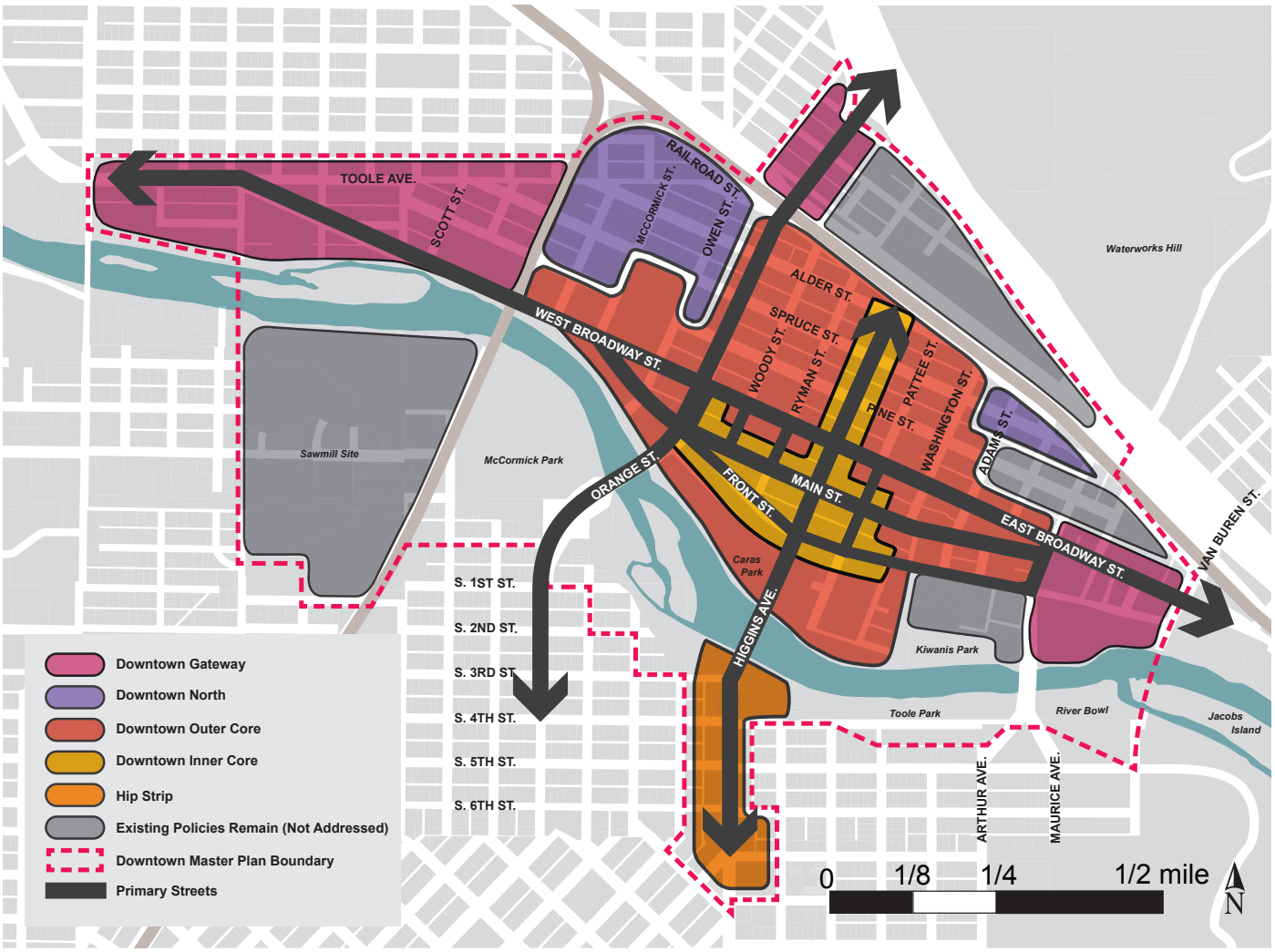
## The Overlays

The *Design Excellence Tools* are an "overlay" to the City's existing *Title 20* zoning requirements. The overlays are a regulatory mechanism that applies additional rules to designated areas of the City that can be mapped. The *Design Excellence Tools* include overlays for the Downtown and the Corridors.

## The Downtown Design Contexts

The design guidelines for Downtown apply to the area identified on Figure 1. Within that boundary, five Design Contexts are defined. Many of the guidelines apply equally throughout the Downtown, but the degree to which certain guidelines are important varies, depending upon the Context and the design objectives. These Contexts are further explained in Chapter 3 of Part II.

*Figure 1. Downtown Contexts Map*




## The Corridor Typologies

The design guidelines for the Corridors generally apply to the non-residentially zoned properties adjacent to the street segments identified in Figure 2. Four different categories, or Typologies, are identified. Additionally, Nodes are identified to indicate key intersections or gateways. Many of the guidelines apply equally throughout each of the Corridors Typologies, but the degree to which certain guidelines are important varies, depending on the Typology and whether the area is designated as a Node. Each has specific design objectives that should be considered when applying the design guidelines. The Typologies are further explained in Chapter 6 of Part III.

*Figure 2. Corridor Typologies Map*

## Applying the Design Guidelines

Design review is recommended to be applied in different ways along the Corridors, and it is required for Downtown. In some areas, design review is required for all projects, whereas in others, design review would be required only for projects that reach a defined threshold in terms of size or location. In other cases, design review would be required when assistance through incentives are sought, such as when the Urban Renewal Agency participates. In addition, projects seeking alternative ways to comply with standards in the code would go through design review. Different ways in which the guidelines apply is illustrated in Table 1.

**TABLE 1. APPLICATION OF THE DESIGN GUIDELINES**

| Application | Description | Downtown | Corridor Typology 1 | Corridor Typology 2 | Corridor Typology 3 | Corridor Typology 4 |
|---|---|---|---|---|---|---|
| Design Review Required | Design review & compliance with design guidelines required | Yes | Yes | | | |
| Design Review by Threshold | Design review & compliance with design guidelines required above set threshold | | | Yes in nodes and for projects 8,000SF or more[1] | Yes in nodes and for projects 15,000SF or more[1] | Yes in nodes and for projects 30,000SF or more[1] |
| Incentive Based & Conditional Use Design Review | Design review & compliance with design guidelines required to receive incentives | Yes | Yes | Yes | Yes | Yes |
| Alternative Compliance | Design review with design guidelines optional for alternative compliance to zoning standard | Yes | Yes | Yes | Yes | Yes |
| Advisory | Design review required, but compliance with design guidelines is voluntary | | | | | |
| Voluntary | No review required; design guidelines are informational only | | | For projects less than 8,000SF | For projects less than 15,000SF | For projects less than 30,000SF |

[1]Design review is required for all projects in a designated node and anywhere in the overlay when a project exceeds the threshold indicated.

## Design Guidelines Format

The guidelines in this document follow a consistent format with the following components.

**Design Topic Heading**

The design topic heading indicates the beginning of a section that discusses one particular topic.

**Intent Statement**

The second component presents a policy statement, which explains the desired outcome for the treatment of the specific design element. This typically includes the term "should" and provides a broad basis for the more detailed design guidelines that immediately follow. In some cases, if the guidelines do not specifically address a particular design issue, then the City can use this policy statement to determine appropriateness.

**Design Guideline**

The third component is the design guideline statement itself, which is typically performance-oriented, describing a desired design outcome. This is numbered to facilitate reference during design review discussions and formal documentation of findings.

**Additional Information**

The design guideline statement is followed by supplementary information that is treated as sub-points of the guideline. These are shown in bulleted lists, and may include examples of how, or how not to, comply with the guideline.

**Illustration**

A design guideline is further explained with photographs and illustrations. These convey more detail about appropriate design solutions. Generally, photographs and illustrations are used as "good" examples of the particular design idea, or are simply provided as a definitional example.

**Sidebar**

Sidebars are provided when there are additional contextual considerations that influence the way a design guideline is applied in different situations. Sidebars also provide references to relevant sections of the Overlay Standards.

An example page from Part II Chapter 3 is provided on the next page to illustrate the guidelines format.

| Example Design Guideline Format | | | |
|---|---|---|---|
| A | Design Topic Heading | D | Additional Information |
| B | Intent Statement | E | Illustration |
| C | Design Guideline | F | Sidebar |

E

*Entry establishes connection to the sidewalk and street.*

*Entry establishes connection to a public plaza.*

F

**Contextual Considerations**

More options for orienting a building to the street are appropriate outside of the Core areas of Downtown.

**Downtown Overlay Standards**

Building orientation is subject to the design standards in the Downtown Overlay Standards.

## Building Orientation

A

Building orientation refers to how a structure connects to the public realm visually and physically. The way in which it faces the street, where an entry is located in relation to public space and how it connects to public space are factors to consider. A building should establish a visual and physical relationship with the public realm (this may include the street, sidewalk and public spaces, parks and plazas). Doing so provides visual interest, creates an inviting presence and generates pedestrian activity.

B

**SD3. Orient a building to the public realm.**

C

- Orient a building's primary functional entry to face a street. Orienting a primary entrance to a public plaza or other prominent public space is also an appropriate alternative.
- A double-fronted building should have an entry facing the street and also an entry facing an interior parking area.
- If a building fronts a prominent public space, orient to this as well.
- If a property is located along the Clark Fork River, orient an entry toward this natural feature. Consider providing an outdoor space, such as a balcony, patio, or rooftop terrace that allows views to the River.

D

*A building should be located relatively close to the front property line such that it frames the public realm, enhances it, provides visual interest at the street level and is compatible with the traditional Downtown development pattern.*

# CHAPTER 2. GUIDING PRINCIPLES

The following key principles for design excellence apply to all areas in the design overlays. These are based on recurring themes from community and stakeholder input.

## Design for Missoula

Missoula is a unique city with a strong sense of place. The City's special identity is part of what people love about it and that's what attracts people. A key part of this sense of place is the built environment. Each project in Downtown and the commercial Corridors should contribute to Missoula's strong sense of place by connecting, supporting and protecting its distinctive qualities. These include its natural resources, a vibrant, diverse community, distinct neighborhoods and the Downtown.

## Encourage Architectural Diversity

Architectural diversity is an important part of design in Missoula. This reflects decades of development and creativity. The design guidelines support this unique character, and reflect best practices in urban design.

## Connect to Nature

Missoula is a place profoundly enriched by its connection to nature. Development should maintain and enhance this connection by incorporating natural materials for buildings, native plants for landscaping, and through use of green space, urban forest areas and restoration of riparian areas and community gardens. Connecting to nature also means being sensitive to, and maintaining views from, the public realm to the surrounding mountains and other landmarks.

## Respect Traditions and Historic Resources

Traditional development in Downtown and along the Corridors is a cherished component of the City's character. It is important that new buildings draw from these design traditions in terms of building materials, scale and craftsmanship, while encouraging creativity and innovation. A key goal of the City Growth Policy is to encourage projects that inspire residents and visitors to explore and learn about Missoula's unique character and its history. The intent is not to replicate history, but draw inspiration from it to promote a cohesive character.

## Engage the Public Realm

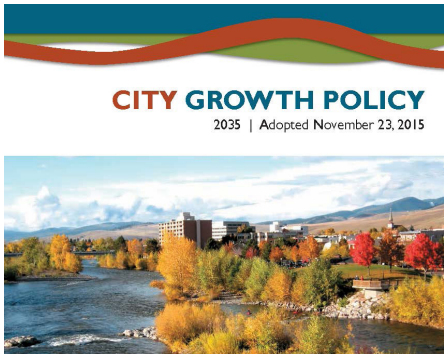
Development in Missoula must respect and engage the public realm to foster pedestrian activity and enhance the aesthetics of the Corridors and Downtown. The City Growth Policy urges projects to consider ways to address how development looks and interacts with the street system, while accommodating higher density housing on Corridors and promoting urban design that de-emphasizes the automobile and instead emphasizes pedestrian scale development.

## Support Economic Benefits & Value Added

Good urban design and placemaking provide tangible economic, social and environmental benefits. Potential benefits include higher property values, improved pedestrian safety and reduced property crime. Furthermore, greater mobility and more efficient use of existing public infrastructure can be achieved. Maintaining high quality design that contributes to community character can help improve quality of life and create an environment where people want to live, work and invest. The design guidelines encourage high quality design that adds value to new development and also promotes the reuse of the existing building stock.

## Implement the City Growth Policy

The City Growth Policy serves as a road map for development in Missoula. The plan provides a snapshot of existing conditions in Missoula and establishes goals, objectives and actions for the City to strive for, in order to achieve the community's vision for the future. The Growth Policy specifically calls for creating design standards that enhance Missoula's unique characteristics and promotes beautification.




## Focus Inward

An overarching theme in the City's Growth Policy is to "focus inward." The design guidelines promote compact, infill development that is concentrated in the urban core where infrastructure and services already exist, in order to support connectivity, livability and sustainability. This discourages expansion into open space, agricultural resources and natural areas.

## Implement Area Plans

In addition to the City Growth Policy, Missoula has created visions for the Downtown and several Corridor segments. Each plan represents the hard work, hopes and desires of the community. New development should build on these valuable policy documents.

# PART II

# DOWNTOWN DESIGN GUIDELINES

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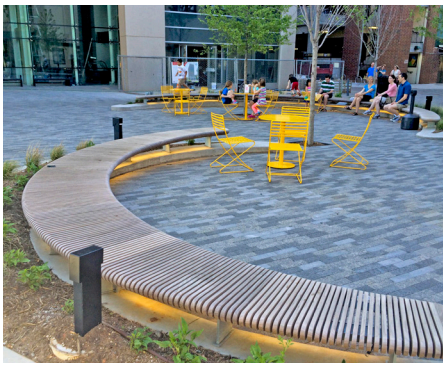
# CHAPTER 3. INTRODUCTION

## A Vision for Downtown Missoula

In the future, Downtown should continue to be the heart of the community and the regional hub for culture and commerce. It should be a vibrant, pedestrian-oriented place with a mix of uses that serve all residents of the City. It also should include housing for a wide range of age groups and economic positions. At its core, Downtown should have a high degree of visual continuity, in which individual buildings fit with others nearby, establishing a distinct sense of place. It should exhibit creativity in design while respecting heritage and should accommodate an increase in intensity of building scale and use.

While Downtown is "urban" in feel, it also is distinctly of Missoula and the region. As such, natural, traditional, native materials should be used extensively and signs of local craftsmanship should appear everywhere. Views to the mountains, the River and to historic landmarks should be maintained and enhanced. Generic designs that fail to reflect the region should be avoided.



## Design Principles for Downtown Missoula

The following design principles support the vision for Downtown Missoula.

**Maintain and Enhance Downtown's Design Character and its Distinct Identity.**
A key design principle is to maintain and enhance Downtown's identity as the urban core of the City. Downtown's traditional buildings are pedestrian-friendly, well-detailed and use durable materials. They engage the public realm through carefully designed facades, and inviting ground floor spaces, entries and other design elements. Each improvement project in Downtown should convey those qualities.

**Respect the Historic Resources in Downtown.**
Areas with special cultural significance are designated as historic districts, including the Downtown Missoula, East Pine Street and Northside Missoula districts. The character of each of these districts is well-established, and the goal for development is to be compatible with their design traditions.

**Promote Diversity in Design.**
Diversity in architectural design should be celebrated and encouraged in Downtown. It is a major cultural hub for the region and, as such, architectural creativity and experimentation are encouraged, provided that the result is compatible with the traditional design qualities of Downtown's buildings.

**Support the Downtown Master Plan.**
The Downtown Master Plan identifies a vision for land use and design that should be considered when planning improvements. The design guidelines draw upon those fundamental design principles.

## Key Design Considerations for Downtown

In achieving the vision for Downtown and applying the design guidelines that follow, these key design considerations should apply. They also appear in Table 2, which follows.

**Street Level Interest.**

The ground level of each building should engage the street with features that are visually interesting and that encourage walking. This should contribute to active and vibrant streets, sidewalks and public outdoor spaces. A rich variety of entries, storefront windows, outdoor seating, product displays and other inviting features should enhance street level interest. The degree to which street level interest is emphasized varies within each Downtown Design Context. Table 2 indicates the relative importance of street level interest in each of the Contexts. These terms appear in Table 2, related to street level interest:

- **Very high** – A building in this Context should have a high degree of active ground floor uses which are pedestrian oriented. Using retail storefronts is preferred, but where a storefront is not feasible, alternative designs for creating visual interest may be applied, but only in limited amounts.

- **Medium or high, with some flexibility** – A building with a retail storefront is preferred in this Context as well, but more flexibility in using alternatives to create interest is appropriate. This may include offices and other service uses at the street level that are not specifically retail. The design guidelines describe alternatives for providing street level interest in these conditions.

- **Moderate, flexibility is encouraged** – A building may have a commercial or residential use at the ground level. There should still be interest at the street level, but flexibility in creating interest is encouraged.

**Compatibility with Traditional Character.**
Each building and open space should respect the valued design traditions of Downtown, particularly when within the boundaries of a historic district. This does not mean that a building must imitate an older style. Instead, a building should be designed to be compatible with traditional design features, including materials, fenestration patterns, facade widths, orientation and placement. Interpreting traditional compositional features, including having a base, middle and cap, and aligning facade details horizontally with others along a block are important factors of compatibility. Conveying a human scale through similar building massing and articulating a facade to add interest also are ways to be compatible. Table 2 indicates the relative degree of importance of compatibility with traditional character for each Design Context. The ratings range from "High," to "Medium, to "Moderate."

- **High degree of compatibility** – A design should relate strongly to many of Downtown's traditional design features, but without copying historic styles. This includes the more fundamental features of building alignment, massing and materials, as well as compositional features of windows, doors and architectural details. The design guidelines describe how these features may be arranged to be compatible with their setting.

- **Medium degree of compatibility** – A design should relate to several of the fundamental design features of the area, but may do so in more abstract ways than in a Context where a High Degree of Compatibility is indicated.

- **Moderate degree of compatibility** – A design should relate to some of the more fundamental traditional design features and may do so in more abstract ways, but less directly than in a Context where a Medium Degree of Compatibility is indicated.

**Street Edge Character.**
The way in which a building front or landscape design defines the edge of the street is a key consideration. The degree to which these elements create a strongly defined, uniform line or the degree to which some variation in setbacks occurs is the key variable in establishing street edge character. In some Contexts of Downtown, a strongly defined edge, in which facades align at the sidewalk edge, is the goal. In other areas, a degree of variation in setbacks is appropriate. Where an increased setback occurs, it should be visually attractive and support outdoor activities. Courtyards and outdoor dining areas are examples. Table 2 describes the desired street edge character for each of the Design Contexts.

- **Highly Consistent Street Edge** – In this setting, building fronts should align uniformly at the back of sidewalks. Only slight variation should occur, where small courtyards or plazas connect to the sidewalks. Those open spaces should include landscape features, such as site walls and planters, that help to define the building line at the sidewalk edge.

- **Generally Consistent Street Edge** – In this Context, more variation in front setbacks may occur for a portion of a building. The space in this setback should be designed as an amenity, such as a plaza or courtyard. Parking in front, where it is permitted, should be limited to only a portion of the street frontage of a property and be well-landscaped.

**Preferred Maximum Building Height at the Street Edge.**
While the maximum building height is established by the zoning code, preferred maximum building height at the street edge refers to the ideal scale of a building along its front parcel line. The goal is to reduce the perceived height of a building as viewed from the street level and to ensure solar access to the public right-of-way. In addition, limiting the scale of a building at the street edge breaks down the bulk and mass of an overall building volume. Table 2 indicates this target maximum building height in stories for parts of the building that are close to the street edge for each of the Contexts.

**Materials.**
Building materials in Downtown should be durable and exhibit qualities of human scale, and have detailing and textures that are compatible with traditional masonry (brick, stone and detailed concrete). The use of masonry is encouraged to promote compatibility with Downtown's traditional character, particularly in the Downtown Inner Core. Mixing masonry with new and innovative materials is also appropriate and encouraged, depending on the Context. Alternative materials also should convey a sense of scale. Table 2 indicates the degree to which masonry should be the focus and where complimentary alternatives may be appropriate. Three degrees of compatibility of materials are indicated in the table.

- **Focus on Masonry** – Masonry should be the primary material in this Context. Alternative materials are appropriate as accents and on secondary walls.

- **Focus on Masonry, with other Complementary Materials** – While masonry still is preferred, alternative materials may be applied in larger proportion than in areas where the focus is solely on masonry.

- **Greater Diversity of Materials** – In this Context, alternative materials that convey a sense of scale may be used for a greater proportion of a building.

| TABLE 2: DOWNTOWN CONTEXTS | | | | | |
|---|---|---|---|---|---|
| | Downtown Inner Core | Downtown Outer Core | Hip Strip | Downtown Gateway | Downtown North |
| Street Level Interest | Very High | High, with some flexibility | Very High | Medium, with some flexibility | Moderate, flexibility is encouraged |
| Compatibility with Traditional Character [1] | High | High | Medium | Medium | Moderate |
| Street Edge Character | Highly Consistent/ Urban | Highly Consistent/Urban | Highly Consistent/Urban | Generally Consistent/ More Flexibility appropriate | Generally Consistent/ More Flexibility appropriate |
| Preferred Maximum Building Height at the Street Edge [2] | 6 stories | 6 stories | 4 stories | 4 stories | 3 stories |
| Materials | Focus on Masonry | Focus on Masonry but other Materials as Complementary | Focus on Masonry but Other Materials as Complementary | Greater Diversity of Materials Appropriate, but should ease transition into Core | Greater Diversity of Materials Appropriate |

[1]Compatibility with traditional character is particularly critical for development that occurs within or adjacent to a historic property or district.

[2]Maximum building height is established in the zoning code, and may be 40', 50', 65' or 125', depending on the intensity designation. Preferred maximum building height at the street edge refers to the scale of the building at the street, and does not indicate a limit on overall building height on the lot.

*Graphic for interpreting Table 2.*

The graphic below indicates the hierarchy of the terms used in Table 2 to describe relative importance of each design consideration within each Downtown Context.

Very High → High → Medium → Moderate → Low

## Primary Streets

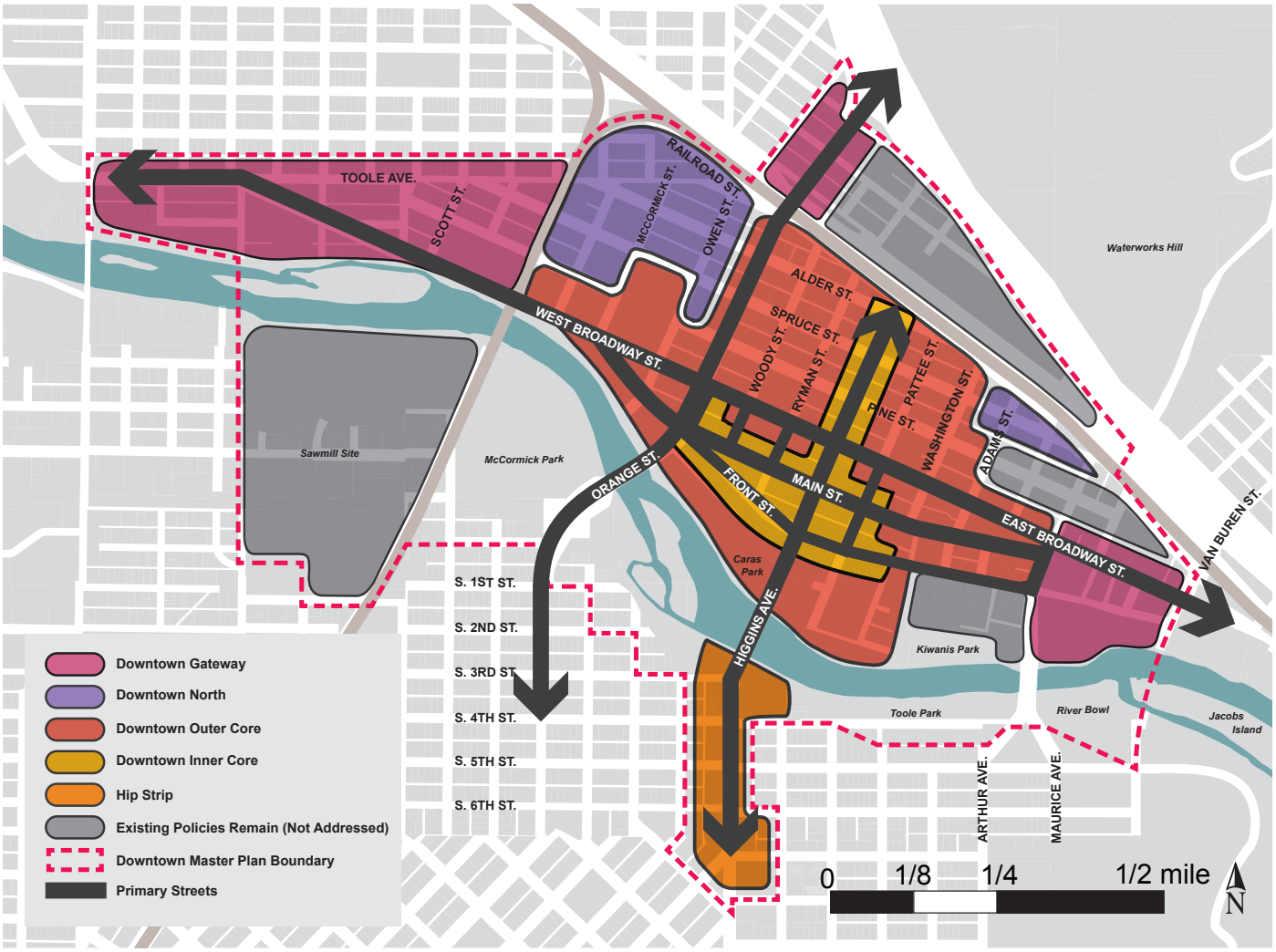
While the design guidelines should be applied consistently within each Design Context, there are some streets where attention to maintaining an urban character is particularly important. The Downtown Master Plan identifies a series of streets where street level interest and a clearly-defined street wall should be emphasized. These "primary streets" are mapped on Figure 3 in black. These streets are used extensively, experience very high levels of pedestrian activity and often serve as gateways to Downtown. In these places, it is especially important that a high quality, urban character be established. This should be considered when applying the design guidelines.

## Downtown Design Contexts

Downtown is organized into five design Contexts, which reflect differences in the degree to which the key design principles described above should apply. This section provides a vision for design in each of them. The boundaries of the Design Contexts are generally consistent with those in the Downtown Master Plan. They also respond, to the extent feasible, to the boundaries of historic districts, including the Downtown Missoula, East Pine and Northside Missoula Districts. The Downtown Contexts appear in Figure 3.

Some special planning areas are excluded from the Contexts boundaries. These are established residential neighborhoods that are anticipated to remain so, and other areas that are planned exclusively for future residential use (such as the Railyards) as well as areas for which special design standards have been, or will be, created (such as the Sawmill District). These areas are shown in gray on Figure 3. The interface between the Downtown Contexts and the flanking residential districts is addressed in the design guidelines.

*Figure 3. Downtown Contexts Map*



## Inner Core

In the future, the Downtown Inner Core should remain the urban center of the community. It should be comparatively higher in density, in terms of building scale and intensity of land use. These are special considerations for applying the design guidelines to projects in the Downtown Inner Core:

### Street Level Interest

Retail storefronts should establish a high degree of street level interest. They should provide an engaging street experience, with active uses on the ground floor (such as shops, restaurants, theaters and bars).

### Compatibility with Traditional Character

Many historic buildings provide a frame of reference for future construction in this area. Future development should have a high degree of compatibility with the architectural traditions of the past, while still exhibiting creativity.

### Street Edge Character

This Context should have a highly consistent street edge character. Each building will help to establish a "Downtown feel" with the facade at the back of the sidewalk, and thus tightly frame the space in the public realm.

## Inner Core (Continued)

**Preferred Maximum Building Height at the Street Edge**

Buildings at a greater scale (six or more stories) should be encouraged, provided they are well articulated, detailed and respectfully transition to sensitive areas. A facade should include elements that reflect the traditional scale of older building in the area, particularly those within the two to four-story range. This may be achieved with changes in wall planes, materials and architectural details.

**Materials**

Masonry materials should be the focus. Those that reflect the scale, texture and durability of historic buildings materials are particularly appropriate.

## Outer Core

The Downtown Outer Core is an essential part of the urban center and should be experienced as part of it. It contains many historic resources that provide a reference for design, but the area is more diverse in building types than the Downtown Inner Core. Nonetheless, most buildings contribute to an urban street experience, with facades located at the street edge, and activated with storefronts. New designs in the Downtown Outer Core should contribute to this engaging street experience.

This is an area in transition, with an increasing density that should feel a part of the center of town. More variety is appropriate here, in terms of how this experience is established. These are special considerations for applying the design guidelines to projects in the Downtown Outer Core:

**Street Level Interest**

It is important that a high degree of interest be continued here, predominantly with commercial ground floors. This may include storefronts as well as offices and service uses at the street level.

**Compatibility with Traditional Character**

Maintaining a high degree of compatibility with traditional character is important. Future development should be designed to be compatible with the fundamental elements of historic commercial buildings found in the Downtown.

## Outer Core (Continued)

### Street Edge Character

A highly consistent street edge character should be maintained, to reinforce the strongly-defined street wall in the Downtown Outer Core. Each development should establish a "Downtown feel" by locating the building at the back of the sidewalk to create a tightly defined street wall.

### Preferred Maximum Building Height at the Street Edge

Buildings at a greater scale (six or more stories) should be encouraged, provided they are well articulated, detailed and respectfully transition to sensitive areas.

### Materials

The focus should be on masonry, but creative use of alternative materials should be supported, when they convey a sense of scale, have proven durability and are compatible with traditional materials.

## Hip Strip

The Hip Strip is a distinctively unique part of Downtown, with a mix of older and newer buildings of a moderate scale. It has a diverse range of building types that are interesting at the street level, and generally built close to the street edge in ways that invite exploration. Public art and creative signage, colors and artistic elements are encouraged.

### Street Level Interest

Providing retail storefronts at the street level should be emphasized here. Each development in the Hip Strip should contribute to the highly engaging street experience, with active uses on the ground floor, including shops, restaurants, theaters and bars.

### Compatibility with Traditional Character

In response to the diversity of building types that exists, a medium degree of compatibility is appropriate. Future development should be designed to be compatible with the fundamental elements of traditional buildings in the area, but innovative designs including alternative materials are supported.

### Street Edge Character

Each development should reinforce the walkable character of the Hip Strip by maintaining the consistent street wall at the back of the sidewalk, especially along Higgins Avenue.

## Hip Strip (Continued)

**Preferred Maximum Building Height at the Street Edge**

Buildings at a moderate scale (up to four stories) should be encouraged, but smaller buildings are also highly appropriate in keeping with the Hip Strip's eclectic character. When a taller building is planned, it should incorporate features in massing and articulation that express the lower, traditional scale.

**Materials**

Masonry materials are key features in this Context and the focus should continue to be on using them. Other materials that are complementary with masonry also are appropriate.

## Downtown Gateway

Gateway areas frame the Downtown and should contribute to a sense of entry into the urban center. These areas are in transition, in some places evolving from an auto-oriented character to a more urban experience. They will include commercial and residential developments with a variety of building forms and street edge characteristics. In each case, a development should help to establish a more urban feel. The Downtown Gateways often have edges that face established residential neighborhoods and compatible transitions in these locations are important.

### Street Level Interest

Each project should be designed to promote an attractive, visually interesting and walkable entry to Downtown. Street level interest may be established with a variety of methods, including commercial storefronts and residential entrances that connect to the street.

### Compatibility with Traditional Character

Compatibility with Downtown's historic buildings is less critical here, in general (although consideration should be given when abutting a designated historic resource). More variety in design is appropriate, while still contributing to an urban feel.

### Street Edge Character

A generally consistent street edge should be established, with each development helping to frame the street edge. More flexibility in the specific placement of a building relative to the street is appropriate. Where setbacks do occur, the space should be designed as an asset to the public realm.

## Downtown Gateway (Continued)

**Preferred Maximum Building Height at the Street Edge**

Buildings at a greater scale (four or more stories) should be encouraged provided they are well articulated, detailed and respectfully transition to sensitive areas.

**Materials**

Greater diversity of materials is appropriate in this Context. At the same time, materials that help to establish a transition to those of the core are encouraged.

## Downtown North

The Downtown North Context will continue to be home to a variety of building types and forms. It will serve as a transition between the Downtown Gateway Area around Broadway and the residential neighborhood to the north, with moderately scaled buildings.

**Street Level Interest**

Variety in street level design is appropriate in this Context, with a mix of commercial storefronts, offices and residential entries. All should help to activate the street by providing clear connections to the public realm.

**Compatibility with Traditional Character**

Because the area is more diverse in character, a moderate degree of compatibility with traditional building types is appropriate. Even so, in some cases, an individual historic resource may exist adjacent to a new project and consideration should be given.

**Street Edge Character**

A generally consistent street edge should be defined with buildings and landscapes, with some variation in setbacks, in keeping with the development patterns here. The character of the area is currently defined, in part, by the residential feel of single-family homes. When a building is set back from the street, it should have landscaping in front, consistent with residential traditions.

## Downtown North (Continued)

**Preferred Maximum Building Height at the Street Edge**

A moderate scale of building (one-three stories) should be maintained. When a taller building is planned, it should incorporate features in massing and articulation that express the lower, traditional scale.

**Materials**

A greater diversity of building materials is appropriate in this Context. Those that are compatible with traditional residential buildings in the area are particularly appropriate.

# CHAPTER 4. SITE DESIGN

Site design refers to the arrangement and placement of buildings and site features and their relationship to public areas and neighboring properties. This chapter provides guidance for site design for all projects in Downtown. It is intended to be used in conjunction with the information provided in the previous Chapter describing Downtown Contexts.

*Orient a building to face a public street or space.*

*Develop an active pedestrian-friendly area in front of a building.*

## Building Placement

As it relates to the street, a primary building should be located relatively close to the parcel line such that it frames the public realm space, provides visual interest at the street level and is consistent with traditional Downtown development patterns. Future development in Downtown is likely to cover a significant portion of a property and thus the front should align at the sidewalk edge.

**SD1. Place a building to provide a safe, interesting and comfortable pedestrian environment along the street.**

- When a portion of a front building wall must be set back from the sidewalk, design the intervening space to be inviting to pedestrians. Appropriate strategies include:
  - » Active street-fronting uses
  - » Pedestrian-oriented entries
  - » Windows facing the street
  - » Small public spaces linked to the sidewalk
  - » Urban streetscape features and landscaping

**SD2. Place a building such that it establishes a street frontage compatible with the surrounding traditional character.**

| Contextual Considerations |
| --- |
| Minimal setbacks and narrow build-to zones (0'-5') that result in a consistent street wall very close to or at the back of the sidewalk are most appropriate in the Downtown Inner and Outer Cores and the Hip Strip. More flexibility is appropriate in other Contexts. |

| Downtown Overlay Standards |
| --- |
| Siting, access and linear building dimensions are subject to the design standards in the Downtown Overlay Standards. |

*Entry establishes connection to the sidewalk and street.*

*Entry establishes connection to a public plaza.*

**Contextual Considerations**

More options for orienting a building to the street are appropriate in Downtown North and Downtown Gateway.

**Downtown Overlay Standards**

Building orientation is subject to the design standards in the Downtown Overlay Standards.

## Building Orientation

Building orientation refers to how a structure connects to the public realm visually and physically. The way in which it faces the street, where an entry is located in relation to public space and how it connects to public space are factors to consider. A building should establish a visual and physical relationship with the public realm (this may include the street, sidewalk and public spaces, parks and plazas). Doing so provides visual interest, creates an inviting presence and generates pedestrian activity.

**SD3. Orient a building to the public realm.**

- Orient a building's primary functional entry to face a street. Orienting a primary entrance to a public plaza or other prominent public space is also an appropriate alternative.
- A double-fronted building should have an entry facing the street and also an entry facing an interior parking area.
- If a building fronts a prominent public space, orient to this as well.
- If a property is located along the Clark Fork River, orient an entry toward this natural feature. Consider providing an outdoor space, such as a balcony, patio, or rooftop terrace that allows views to the River.

*A building should be located relatively close to the front parcel line such that it frames the public realm, enhances it, provides visual interest at the street level and is compatible with the traditional Downtown development pattern.*

## Parking Location

Parking location refers to the placement of vehicular surface parking areas within a property, especially in relation to the primary structure and the street. Surface parking location strongly influences the visual and physical character of the street. Parking adjacent to the street can negatively impact walkability of the overall streetscape. For this reason, the visual impact of parking should be minimized.

**SD4. Locate a surface parking lot to the interior of a site, away from the public realm and behind a primary structure.**

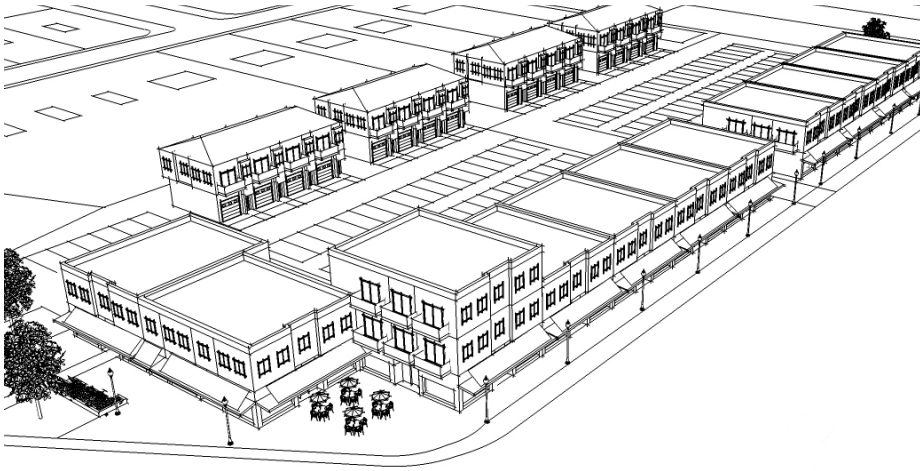
- Flexibility in parking location may be considered for the alteration and expansion of an existing building, given the constraints that may be faced in such a project.
- If parking must be located next to the street, place it to the side of a building.

## Parking Design

Site design considerations for parking design include the relationship of parking to pedestrian and vehicular circulation systems. A parking facility should be visually unobtrusive to the public realm and should be designed to minimize vehicular-pedestrian conflicts. A surface parking lot should include landscaping, trees and pedestrian pathways.

**SD5. Minimize the visual impact of parking when it is visible from the street. Use one or more of the following methods to screen it:**

- Landscaping (planted buffer)
- Site walls
- Decorative fencing
- Public art



*Parking is located toward the interior of a site, behind street-facing buildings, to minimize visual impacts on the public right-of-way.*

**Downtown Overlay Standards**

Parking location is subject to the design standards in the Downtown Overlay Standards.

**Additional Considerations**

It may be appropriate to substitute the street frontage landscaping requirements in Chapter 20.65.030 of the City code with other screening methods such as site walls, decorative fencing or public art.

*Parking is tucked under a building to reduce its visual impact.*

*Minimize the visual impact of parking on the public realm.*

## Contextual Considerations

Surface parking (even a limited amount) should be discouraged in the Downtown Inner Core and Downtown Outer Core.

A wider range of options for minimizing the impact of surface parking is appropriate in the Downtown Gateway, Hip Strip and Downtown North Contexts.

*An architectural screen*

**SD6. Design a parking lot to provide safe, comfortable and efficient pedestrian access.**

- Divide a large parking area into smaller "pods"using landscape features, trees and circulation elements.
- Provide landscaped areas that connect to pedestrian paths.
- Define a pedestrian path through a surface parking lot by changing paving material or by slightly raising the pedestrian path.
- Connect a pedestrian pathway to a building entrance and public sidewalk.
- Incorporate lighting that enhances safety.

**SD7. When parking in a structure occurs at the street level, "wrap" it with an active use at the sidewalk edge.**

**SD8. When it is not feasible to wrap a parking structure with another use, screen it. Consider using the following:**

- An architectural screen that reflects window patterns along the street and that utilizes materials that are compatible.
- A "living wall" that provides greenery on multiple sides of the structure.
- Architectural paneling that creates visual interest and is compatible with materials used on adjacent buildings
- Wall art or a series of display cases that provide visual interest

*A "living wall" and architectural paneling*

*An architectural screen*

*An architectural screen*

## Drive-Thru Areas

A drive-thru facility should provide convenient access and safe circulation while minimizing visual impacts. A drive-thru area may include a menu board, queuing lane, trash receptacle, ordering box and drive up window. A key concern is the location of a queuing lane and its interaction with the street edge, internal drive aisles and views from the right-of-way. A drive-thru facility should be placed away from a street frontage. In order to minimize its visual impact to the public realm.

**SD9. Design a drive-thru area to be subordinate to the principal structure on the site.**

- Locate a queuing lane to minimize visual impacts on a public street.
- Locate a drive-thru area behind the principal structure.
- Screen drive-thru aisles from the view of street frontages and adjacent parking area. Use landscaping, site walls, site fences or a combination of those elements.

**SD10. Locate a drive-thru area to avoid conflicts with internal circulation.**

- Locate a drive-thru area to avoid crossing pedestrian walkways.
- Locate a drive-thru entrance to avoid conflicts with internal drive aisles.

**SD11. Coordinate the design elements of a drive-thru area with the primary structure.**

- Use similar material and color palettes.

**Downtown Overlay Standards**

Access is subject to the standards in the Downtown Overlay Standards.

**Additional Considerations**

Drive-thru facilities are also subject to the requirements in Chapter 20.60.090 of the City code.

*Drive-thru facilities are located behind the building, and not visible from the primary street. Landscaping and a site wall screen the drive-thru from the side street.*

**Contextual Considerations**

Through-site connections are more strongly encouraged on sites adjacent to a public amenity such as a park or public bicycle facility. This is particularly important for Downtown waterfront properties in the Downtown Core and for properties along East Broadway.

*Pedestrian access and connectivity on a site should enhance walkability within a site.*

**Downtown Overlay Standards**

Pedestrian access and connectivity is subject to the design standards in the Downtown Overlay Standards.

*Pedestrian connectivity is provided by a midblock pass through. The walkway is activated with display windows.*

## Pedestrian Access and Connectivity

Pedestrian access and connectivity refers to the movement of people from the public realm to and through a site. It also encompasses pedestrian connections to adjacent sites. Pedestrian access and connectivity within a site should enhance walkability and provide clear connections to the public realm.

**SD12. Integrate a pedestrian path with the overall site design.**

**SD13. Provide a physical pedestrian connection between a site and the public realm. Appropriate options include:**

- A door that opens directly to a public space.
- A walkway that connects a building to a public space through a setback area.
- A plaza, outdoor seating area or patio that connects a building to a public space.
- When a property is adjacent to a public open space (such as the Clark Fork riverfront), connect the site to the open space.

**SD14. Establish an internal walkway system that connects building entries, parking areas and open spaces.**

- Use landscaping, special paving and distinct lighting to accentuate a site's circulation system.
- Consider directing an internal walkway through a plaza, courtyard or other outdoor feature.
- Size an internal walkway of an adequate width to allow safe pedestrian access.
- Integrate an internal walkway system with the public pedestrian circulation system.

**SD15. Use paving materials to highlight a pedestrian path.**

**SD16. Where feasible, and when there is a clear public benefit, consider providing public pedestrian access through a block. Methods include:**

- A path connecting two streets through a block.
- A pedestrian walkway integrated with an open space or a retail amenity.
- An alley that is shared by pedestrians and automobiles.

*Pedestrian connectivity is provided by a walkway through the site.*

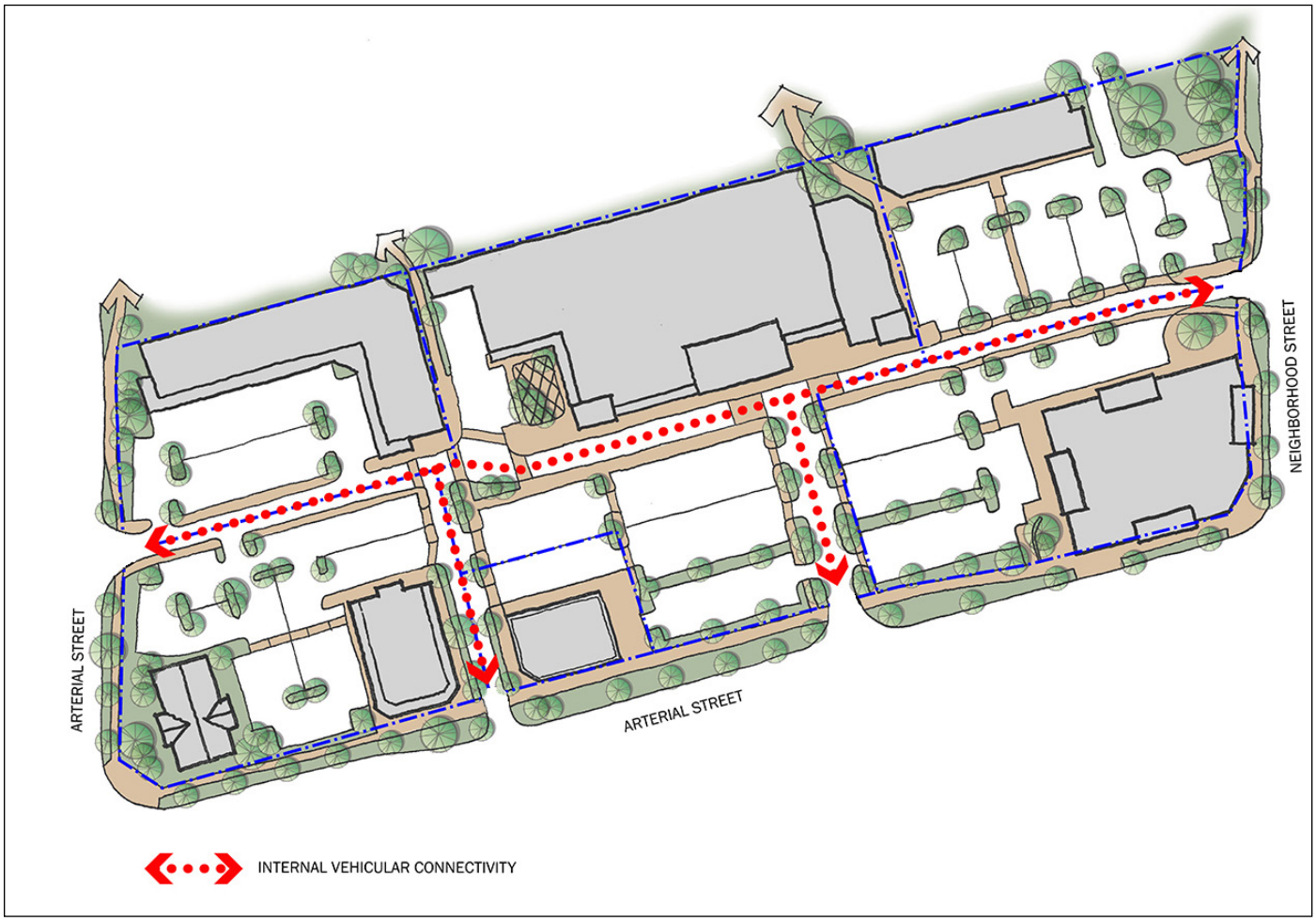
## Vehicular Access

Vehicular access relates to the interaction of vehicles between public streets and private property, as well as cross-access between adjacent properties. Vehicular access primarily refers to cars and service vehicles (delivery trucks, garbage) but also extends to emergency vehicles, transit and bikes. Cross-access refers to providing vehicular access between two or more contiguous sites so that motorists do not need to reenter the public street system to gain access to abutting properties.

The number of access points directly affects safety and walkability. Vehicular access should be designed to protect public safety and promote better land use by controlling the design and use of the public right-of-way. Well-designed vehicular access reduces the number of conflicts between motor vehicles, bikes and pedestrians resulting in fewer accidents and improved traffic flow.

**Downtown Overlay Standards**

Vehicular access is subject to the standards in the Downtown Overlay Standards.




*Design site access and circulation to minimize potential conflicts between automobiles, bicycles and pedestrians.*

**SD17. Design site access and circulation to minimize potential conflicts between automobiles, bicycles and pedestrians.**

- Minimize the number of access points and combine access wherever possible.
- Driveways should be located at a specified safe distance from intersections.
- To the extent feasible, existing access points should be eliminated or consolidated when new development occurs.
- Provide vehicular access to a site from a side street wherever possible.
- Cross-access should be required for all commercial properties.
- Locate access drives and utilize signage, striping and paving to help minimize conflicts.
- Avoid on-site loading where street loading is feasible.

## Amenity Space

Although opportunities will vary by Downtown Context and site to site, each project should consider incorporating amenity space into its site design. Courtyards, plazas, outdoor dining areas and other spaces provide places to gather and engage in activities. When located adjacent to the public realm, these features activate and enhance the pedestrian experience.

A rooftop also provides an excellent outdoor place. A rooftop outdoor place may be incorporated into multi-family, mixed use or commercial development. A rooftop outdoor place should be designed to be an amenity but should not detract from the architectural character of a building.

**SD18. Incorporate amenity space amenity into a site design.**

- Place amenity space so that it is connected to the public realm.
- Link an amenity space to internal site features and the public realm.
- Size an amenity space to be adequate for its function.
- Enclose an amenity space with building edges, landscaping or other site elements.
- Site an amenity space to maximize sun exposure in winter months.
- Locate an amenity space in a place where it will receive regular use.
  - » Frame an amenity space with development that promotes pedestrian activity.
- Program an amenity space with site features, or activities that will invite its use.

**SD19. Enhance trail networks.**

- Connect to existing trail networks where possible.
- Create new trails to enhance networks where possible.

**SD20. Design a rooftop space to capitalize on views and natural features.**

- Orient a rooftop outdoor place to take advantage of nearby natural features such as the River.
- Orient a rooftop space toward active pedestrian areas.

*Locate an amenity in a place where it will receive regular use.*

*Create facilities that support cyclists.*

*Provide a connection with existing bikeways.*

**Additional Considerations**

Minimum requirements for bicycle parking are established in Chapter 20.60.090 of the City code.

## Bicycle Amenities

Each development in Downtown should promote bicycling by providing effective facilities.

**SD21. Incorporate bicycle parking into the design of development.**

- Locate bicycle parking facilities in highly visible and accessible locations.
- Consider designing bicycle parking facilities to:
  - » Be covered/sheltered
  - » Minimize potential for theft
  - » Provide lockers or other storage with restricted access

**SD22. Provide a connection to an existing bikeway where possible and applicable.**

*Incorporate bicycle parking into a project's design.*

## Public Art

Public art includes decorative and functional features that are accessible or visible to the public. These may include sculptures, murals, mosaics, street furniture (benches, bike racks or other functional features with an original design), and other media that add interest, communicate a message or generate dialog. These guidelines address the role of public art in placemaking and do not address content.

Public art can enhance the Downtown experience and should be integrated into a project where feasible. Conveying local heritage and culture, as well as durability and maintenance should be taken into consideration when including public art in a project.

**SD23. Encourage the inclusion of public art in a project. Consider public art that:**

- Is durable and accessible to the public.
- Relates to functional site features such as gates, entries, sitting areas, walkways and other outdoor amenity spaces.
- Reflects the cultural values and heritage of the community.
- Activates recreational space.
- Creates visual interest on blank walls along a site.

*Public art enhances the built environment and public space.*

**Additional Considerations**

The Public Art Committee is responsible for reviewing, advocating and developing public art projects in the public domain.

**Additional Considerations**

Screening of service areas is also subject to the requirements in Chapter 20.65.070 of the City code.

## Service Areas

A service area, such as trash receptacle or loading areas, can negatively impact the public realm when visible. These features should not be visible from the street.

**SD24. Locate a service area so that it is not visible from the public street.**

- Locate a service area to the interior of a site, and away from the public street wherever possible.
- Where site constraints dictate a location visible from the public realm, screen it from view with a solid wall, opaque fence or landscaping.

*Screen a service area from view with a solid wall, opaque fence or landscaping.*

## Landscape Design

Landscaping can enhance a project by providing visual interest, tying together key site features, providing shade, screening certain areas from public view and providing buffers between properties. It also can help soften the urban environment and visually enhance a public space.

**SD25. Preserve existing trees wherever possible.**
- Incorporate an existing tree into the site design.
- Highlight an existing tree as a design element.

**SD26. Use a coordinated landscape palette to establish a sense of visual continuity within a site.**
- Species diversity and plant type variety is encouraged, but landscaping should always be coordinated with the overall site design.

**SD27. Consider using landscaping to highlight a building entry, walkway or other feature.**

**SD28. Use landscaping to screen a sensitive edge, such as an abutting residential property or natural feature.**

**SD29. If a property is located along the Clark Fork, provide a landscape buffer between a building and the River to maintain the natural aesthetic of the River edge.**

**SD30. Utilize landscaping to frame views to the surrounding mountains and landmarks.**

*Use tree species that are able to survive in an urban setting.*

## Plant and Tree Selection

Plants and trees that are adapted to Missoula's climate should be selected to reduce the need for resources, maintenance, and replacement.

**SD31. Use appropriate tree and plant species that thrive in Missoula's climate and the conditions of the site.**
- Utilize plants native to the region, as possible.
- Use drought and cold weather tolerant species.
- Avoid invasive species and species susceptible to pests.
- Minimize the need for irrigation through minimizing turf grass or selecting appropriate species that minimize requirements for irrigation, pesticides, fertilizers and maintenance.
- Use tree species that are able to survive in an urban setting.
- Provide plant diversity, typically no more than 10 percent of one species, no more than 20 percent of any genus, and 30 percent of any family.

**Additional Considerations**

These design guidelines do not apply to landscaping in the public realm (see the Approved Street Trees standards for the public realm).

*Use permeable surfaces and paving systems that allow water infiltration.*

**Additional Considerations**

Development Services approves permeable paving on a case-by-case basis.

## Sustainable Site Design

Sustainability is a community objective in Missoula and is prioritized in the City's Growth Policy. Each site design should create opportunities to contribute to a sustainable future for Missoula. Incorporate sustainability features to reduce energy consumption and stormwater runoff.

**SD32. Integrate low impact development (LID) features to minimize impacts to the municipal stormwater system and area watersheds.**

- Include a stormwater management feature, such as a bioretention area or rain garden, as a site amenity.
- Use permeable surfaces and paving systems that allow water infiltration.
- Use generous site landscaping to absorb site runoff.
  - » Plant material should be species that are able to withstand anticipated changes in soil wetness and moisture levels.
- Collect and use rainwater for irrigation.

**SD33. Use landscaping to reduce the need for heating and cooling.**

- Use trees and landscaping to create shade in warm months and sun exposure in cool months.

**SD34. Choose a material that reduces energy consumption.**

- Use a local, recycled material where possible.
- Consider incorporating an energy-generating feature on a site. This may include a wind turbine, solar panel, solar powered lighting or other similar feature.

**SD35. Where possible, incorporate LID features in a parking lot. Use one or more of the following:**

- Permeable pavement
- Planted areas to slow runoff and to filter water
- Planted swales to collect water
- Other features that store, slow or filter surface water runoff

**Additional Considerations**

For more information on Low Impact Development (LID), please see the Benefits of Low Impact Development (*https://www.epa.gov/sites/production/files/2015-09/documents/bbfs1benefits.pdf*)

## Winter City Design

Missoula's climate should be considered in site design. Snow removal and snow storage are important factors when planning site circulation, parking and landscaping. A building should be sited to maximize sun access in winter and to help shelter open spaces and pedestrian areas from prevailing winter winds.

**SD36. Design a site to promote efficient snow removal and adequate space for snow storage.**

**SD37. Site a building or open space to maximize sun exposure and utilize passive solar design.**

**SD38. Site a building to shelter open spaces and pedestrian areas from prevailing winter winds.**

*Awnings and covered entry ways should be used to shelter people as they come and go from buildings.*

## Site Furnishings

Site furnishings may include benches, chairs, tables, waste receptacles, bike racks, planters and other furnishings designed for outdoor use. Some of these may be located in the public right-of-way, while others will be placed within a property, such as in a plaza or courtyard. Site furnishings should be designed to reflect the setting and character of Missoula. Local materials and craftsmanship are preferred.

**SD39. Use a coordinated set of site furnishings that accommodates a high level of activity along commercial street frontages. This may include:**

- benches
- litter receptacles
- recycling containers
- bike racks
- table sets
- planters
- bollards
- signage

*Design a site to promote year round use.*

*Utilize site lighting to activate outdoor spaces and plazas in the winter months when the hours of natural light are limited. This plaza has pop-jet fountains in the summer time, but is transformed with a lighted sculpture in the winter.*

**Additional Considerations**

Developments greater than one acre are required to create a snow removal plan (see the Missoula Code of Ordinances).

*Locate site furnishings to animate the pedestrian network and outdoor amenity spaces.*

**SD40. Select furnishings that are fitting with Missoula's character.**

- Consider using contextual designs that reflect Missoula's setting through local materials or craftsmanship.
- Selected site furnishings may match that identified for the public right-of-way, or they may be distinguishable as separate from that, while remaining compatible in general character, form and materials.
- Select designs that will be comfortable to use year-round. Selecting a bench design that drains is an example.

**SD41. Locate site furnishings to animate the pedestrian network and outdoor amenity spaces.**

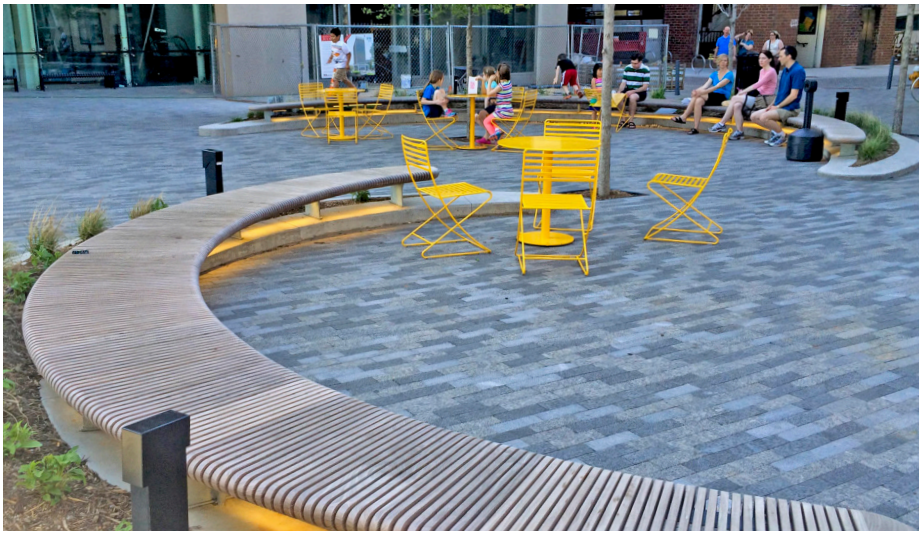
- Locate furnishings near active pedestrian areas, including major pedestrian routes, building entrances and outdoor gathering places.
- Locate furnishings so they will not impede a primary pedestrian way.

## Integration with Streetscape Design

When designing a site, it is important to consider how it relates to the public realm and the broader setting. A site should connect with nearby pedestrian crossings and circulation networks.

**SD42. Consider how a site can be arranged to complement existing public realm features.**

- Align a building entry with a mid-block crossing or a public realm feature such as a plaza, bench or park.



*Integrate a freestanding site feature within the overall design of a site.*

## Site Lighting

Site lighting is important for safety and can be used to enhance a design. Lighting should be designed to minimize unnecessary light pollution.

**SD43. Scale site lighting to reflect its purpose.**

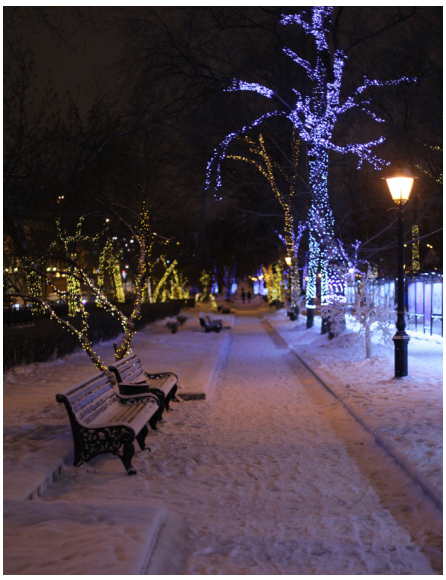
- Use a small-scale fixture with down-lighting or light bollards to illuminate a pedestrian walkway.
- Use medium scale (15 to 18 feet in height, roughly) overhead lighting for a common outdoor space, building entry, parking area or internal driveway.

**SD44. Minimize light spill onto adjacent properties and toward the sky.**

- Use a fixture(s) that provides even lighting for a plaza, courtyard or patio area.
- Shield site lighting to minimize off-site glare.
- Orient fixtures toward the ground.

**SD45. Integrate a lighting fixture with the design of the overall building and site.**

- Use a style that is compatible with a building and site design. For example, use a contemporary fixture for a contemporary building.
- Choose a material that is compatible with materials used on the building and throughout a site.



*Site lighting can enhance a design.*

*This row of townhouses provides a compatible mass and scale transition to an adjacent residential neighborhood (not shown).*

*The multifamily building steps down to single-family residential building, providing a compatible transition in building height.*

*The horizontal mixed-use building provides a commercial and multi-family component. The commercial portion orients to the commercial street and wraps the corner. The multifamily portion provides a compatible mass and scale transition to the adjacent residential neighborhood.*

## Transitions to Sensitive Uses

Where an incompatible contrast in scale or land use occurs between properties, a sensitive transition may be needed. A sensitive transition is one that alleviates or avoids potential negative impacts to the more sensitive property. Negative impacts may include:

- Visual impacts such as looming walls and limited solar access
- Negative impacts on a historic property (such as blocking views to the property or disrupting established setback patterns)
- Noise, odor or other use-related impacts

Development in Downtown should be designed to mitigate impacts on adjacent residentially-zoned properties (such as RM1-35). There are several interfaces that are encountered in Downtown, including a shared parcel line, alley separation and street separation. Ensure compatibility between uses of differing scales or intensities and design a development adjacent to a natural amenity to provide a transition in scale toward the amenity.

Sensitive edges may also exist where development occurs next to a historic resource. These edges are particularly important to consider so that historic integrity is preserved.

**SD46. Mitigate negative scale-related visual impacts on a sensitive property.**

- Effective treatments include:
  - » Scale transitions (upper floor stepbacks or overall height reductions)
  - » Increased setbacks (front, rear or side)
- Where an increased setback is employed, consider using the setback area for parking, open space amenities or other site amenities.

**SD47. Mitigate negative noise, odor or other use-related impacts on a sensitive property.**

- Effective treatments include:
  - » Use transitions (locating a residential use or other low-impact use towards the sensitive edge)
  - » Increased setbacks
  - » Landscape buffers
  - » Walls
  - » Parking buffers
  - » Amenity buffers

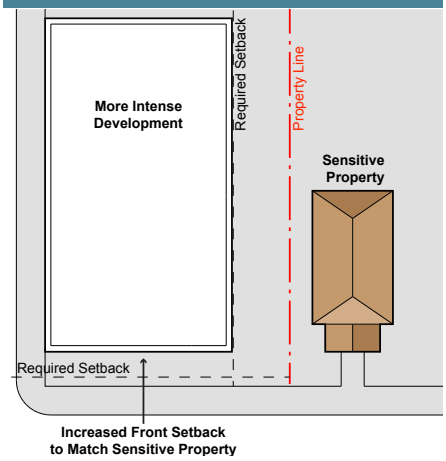
**SD48. Mitigate negative impacts on a historic property.**

- Effective treatments include:
  - » Scale transitions (upper floor stepbacks or overall height reductions)
  - » Increased setbacks (front, rear or side)

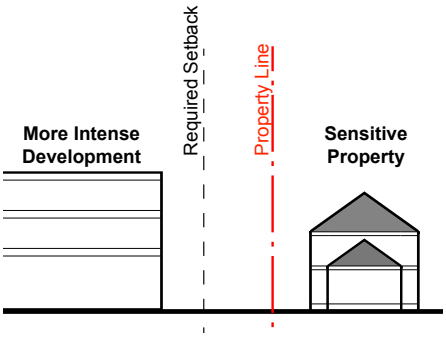
## Use Transition

*Use transition. The commercial development shown above provides a compatible multifamily cluster that transitions to an adjacent residential neighborhood (not shown).*

## Increased Setbacks

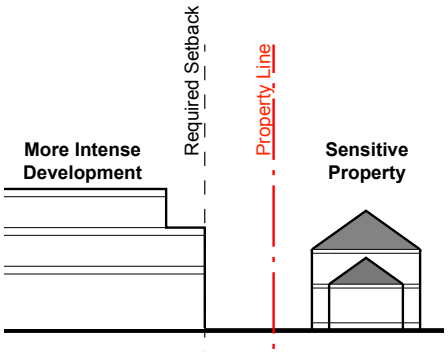



*Increased front setback*



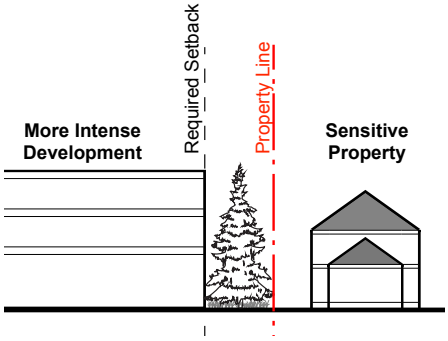

*Increased side setback*

## Scale Transitions

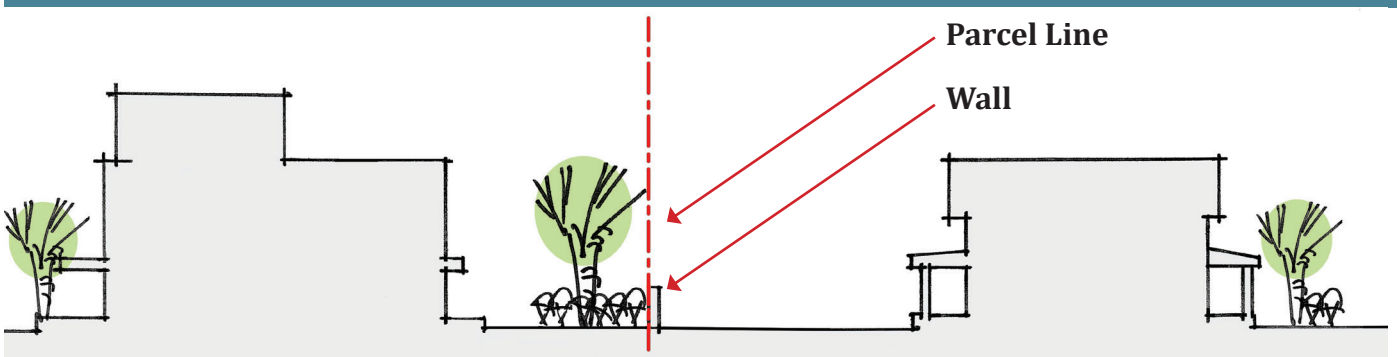



*Upper floor stepback*

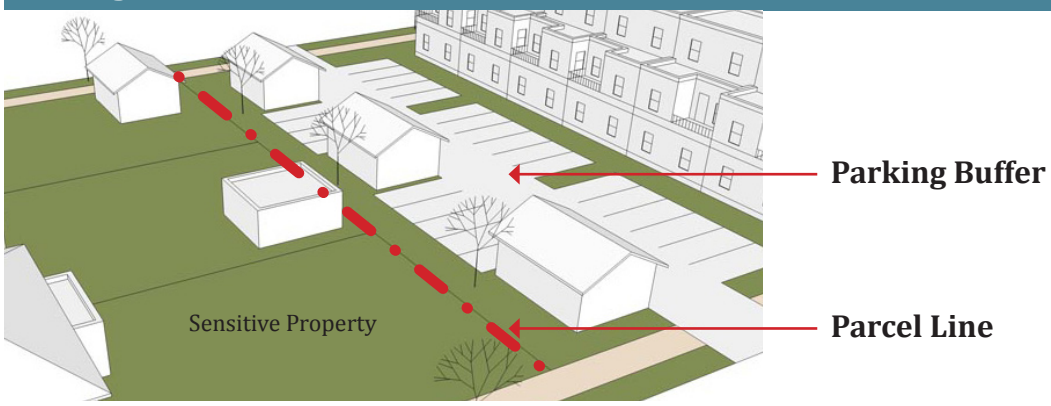
## Landscape Buffer



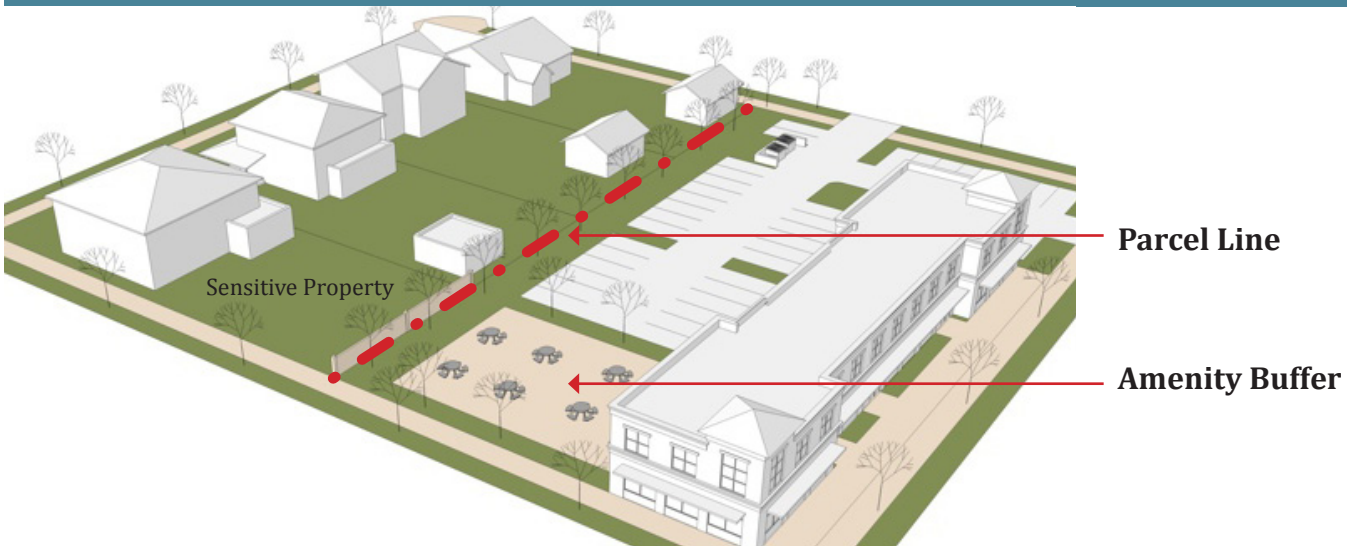
## Wall




## Parking Buffer - Strategic location of parking to separate a building further from the sensitive building




## Amenity Buffer - Strategic location of an amenity, such as a common outdoor space, to buffer a building and its activities from the sensitive property



## Adaptive Reuse and Incorporating Existing Buildings

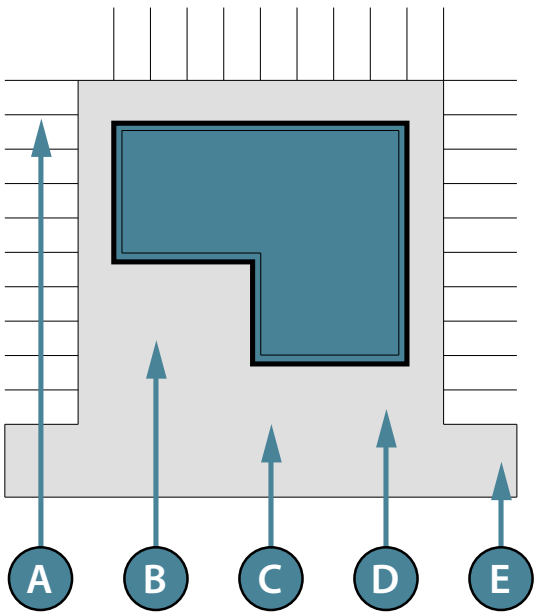
Redevelopment is anticipated and encouraged in Missoula, but there will be cases where adaptive reuse of existing buildings should occur. This involves reusing existing buildings and sometimes integrating them into new development projects. New development should explore opportunities to integrate an existing building or buildings into a site design.

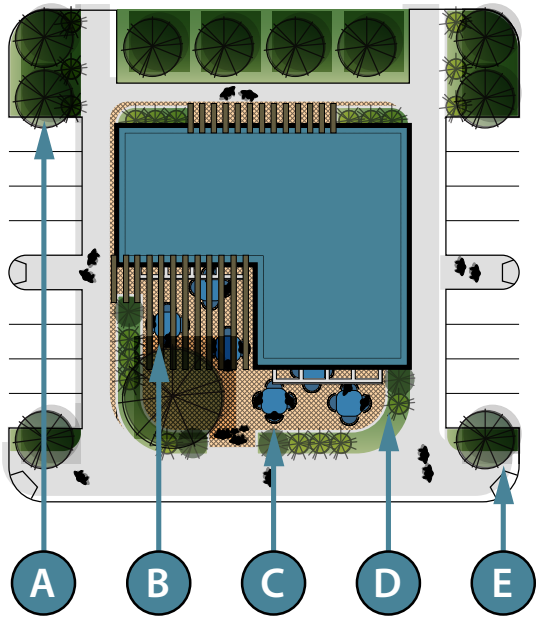
*Consider opportunities to adaptively reuse an existing building.*

**SD49. When adaptively reusing a building, consider opportunities to:**

- Activate and enhance the site.
- Provide an active outdoor use, such as a plaza, outdoor seating area, display area or similar space.
- Integrate pedestrian site circulation between buildings.
- Consolidate and share parking between uses.
- Create shared vehicular access between uses.

## Adaptive Reuse of an Existing Building




| | |
|---|---|
| A | Surface parking lots receive landscaping enhancements to improve aesthetics. |
| B | Under-utilized space is activated and updated with a contemporary architectural element (pergola) that provides additional seasonal flexible-use space. |
| C | Paved area becomes an outdoor patio and dining area. |
| D | New landscaping buffers the patio area from the street, and provides pedestrian interest to passersby. |
| E | New accessibility improvements enhance pedestrian and ADA access. |

# CHAPTER 5. BUILDING DESIGN

A building's design and the arrangement of its features can strongly impact the public realm and adjacent properties. In Downtown, a building should be designed to contribute positively to the public realm, enhance walkability, and respect design traditions. Building design addresses the visual and functional character of development. This Chapter addresses the visual character of a structure, including the arrangement and design of features, scale, massing and the relationship to surrounding setting.

## Entry Design

A building entrance provides a key visual connection between the public and private realm. A door should be easily recognizable and should provide a strong visual and physical connection to the public realm. Building entries should be spaced to provide visual continuity along a street and encourage pedestrian activity.

**BD1. Design the primary entrance of a building to be clearly identifiable. Use an architectural element(s) to highlight an entrance. Potential treatments include:**

- Canopy
- Arcade
- Portico
- Stoop
- Building recess
- Awning
- Moldings

**BD2. Use an authentic, functional entry on a street-facing facade.**

**BD3. Where compatibility is important, size and proportion an entry element to be in the range of heights and widths of traditional entries nearby.**

**BD4. Maintain a regular rhythm of entries along a street.**

- Where compatibility is important, space entries on a building to be generally consistent with spacing on nearby traditional buildings.

*Design the primary entrance to a building to be clearly identifiable.*

**Downtown Overlay Standards**

Distance between entries is subject to the design standards in the Downtown Overlay Standards.

*Provide a sheltering element such as a canopy, awning, arcade or portico to signify the primary entrance to a building.*

*Design a window to create depth and shadow on a facade.*

## Windows

Windows are key design elements. Their design and arrangement should express a human scale. Where compatibility with character is important, use windows to create visual continuity with the character and provide visual interest.

**BD5. Locate windows to create visual continuity.**

- Provide consistent horizontal spacing between windows on a floor.
- Vertically align windows on upper and lower floors.
- Provide a common head height for windows on a single floor. Minor deviations may be appropriate for an accent, but vertical alignment and horizontal spacing should remain consistent.
- If a glazed wall is utilized, use spandrels, moldings, awnings or sills to provide vertical and horizontal expression.

**BD6. Design a window to create depth and shadow on a facade.**

- Design a window to appear to be "punched" into a masonry wall.
- Do not use a window that appears pasted onto a facade.

**BD7. Where compatibility with character is important, use windows that are similar in size and proportion to those nearby.**

- Size a window to be easily recognizable, but to not be overly large.
- Use a vertically oriented window on an upper floor that is consistent with traditional window proportions in the area.
- Some exceptions may be appropriate for larger windows used as special architectural features.

## Roofs

A roof contributes to a building's character. The roof should be integrated with overall design of a building. Where compatibility with character is important, a roof should be generally consistent with the massing and scale of nearby traditional buildings.

**BD8. Where compatibility is important, design a roof to be compatible in massing and form to traditional buildings in the surrounding character.**

**BD9. Design a roof to be compatible in mass with other building elements such as canopies, awnings or porticos.**

*Design a roof to be architecturally consistent with the overall architectural design and detailing of the structure.*

## Facade Design

The design of a building facade greatly impacts how it is perceived and its relationship to the public realm. The arrangement, rhythm and proportion of elements like windows and doors are all important factors. The overall composition of a wall is also important. Design a facade with an orderly rhythm of elements that break down the building into discernible components. A larger building wall should be designed with smaller components to establish a human scale and add visual interest.

**BD10. Design a building to incorporate a "base, middle, cap" to divide a facade into separate components.**

- Express a traditional base, middle and cap composition with well-defined ground or lower floors and a distinctive "cap" element framing middle building floors, especially on taller buildings.

**BD11. Arrange elements on a facade to create a generally consistent rhythm and sense of continuity.**

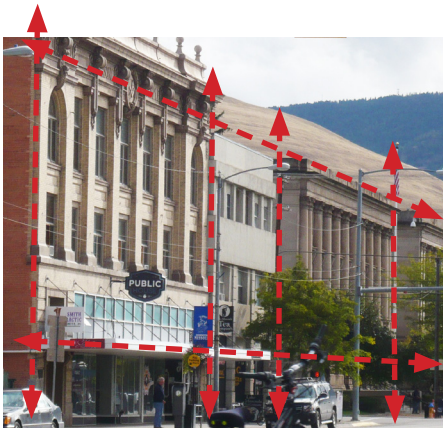
- Use consistent window and door sizes on a facade.

**BD12. Design a building to provide a vertical scale that is similar to nearby traditional buildings.**

**BD13. Design a building facade to be compatible with its setting.**

- Generally align facade features, such as canopies, windows and roof cornices on parapets, with those on adjacent traditional buildings.
- Consider the traditional pattern of solid to void established by neighboring buildings in the placement of windows, doors and other facade features.

*Design a building to incorporate a "base, middle, cap."*




*Arrange elements on a facade to create a generally consistent rhythm and sense of continuity.*

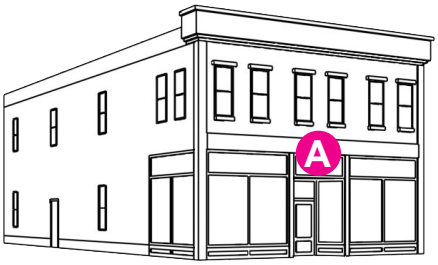
| Downtown Overlay Standards |
| --- |
| Facade design is subject to the design standards in the Downtown Overlay Standards. |

## Considering How to Apply the Guidelines on Different Types of Walls

*In Downtown, all sides of a building should be carefully designed. However, the design of walls that are highly visible from the public realm is most critical. Thus, these guidelines should be applied more flexibly to walls that are less visible from the public realm. The different types of walls are explained below.*

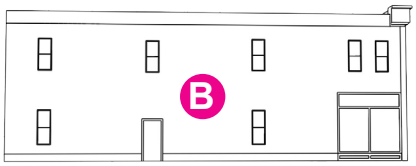
### Wall Type A: Street-Facing Wall

*This is the "front" of a building, either facing a street, into a development or onto an outdoor public amenity space. The design of a street-facing wall is of high importance. On corner sites, a building may have more than one street-facing wall.*



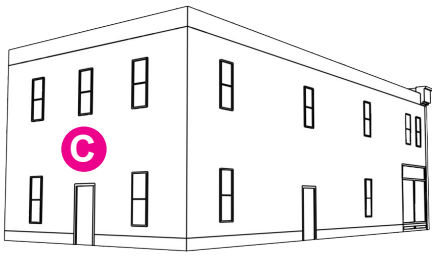
### Wall Type B: Secondary Wall

*These are walls (or portions thereof) that do not face a street, but are still visible from the public realm. The design of a secondary wall is important, but more flexibility may be allowed in the way the guidelines are applied.*



### Wall Type C: Rear Wall/Interior Wall

*These are walls that may face an alleyway, a service lane, or perhaps another building, but are not highly visible from the street or at all. The design of this type of wall may still be important, but more flexibility should be allowed in the way the guidelines are applied.*



## Street Level Interest

The character of a building's ground floor strongly impacts the pedestrian experience on adjacent public spaces, sidewalks or plazas. A blank or featureless wall at the ground floor level can diminish interest and reduce the quality of the pedestrian experience. A building should be designed to promote pedestrian interest at the ground level. Long, blank walls on the ground floor level should be avoided.

The ground floor of a building should be designed to generate activity, animate the sidewalk and help to establish a visual connection between the inside of the building and the outdoor area that is adjacent. Transparent windows and storefronts are the preferred method to provide interest adjacent to the public realm, especially in the Downtown Inner and Outer Core, and the Hip Strip. Alternative methods may be considered provided that they satisfy the intent of this section.

**BD14. Design a building to provide interest at the street level adjacent to the public realm.**

- Preferred methods include:
  - » Entries and windows
  - » Storefronts
- Alternative methods include:
  - » Architectural detail
  - » Display windows or display cases
  - » Outdoor dining space
  - » Landscaped planter
  - » Vertical wall landscaping
  - » Wall art

*Vertical wall landscaping*

*Display windows*

**Contextual Considerations**

Some flexibility in how a project meets the design intent of providing ground level interest may be appropriate for different Contexts.

*Outdoor dining*

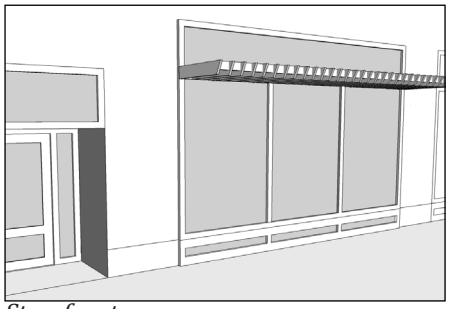
**Downtown Overlay Standards**

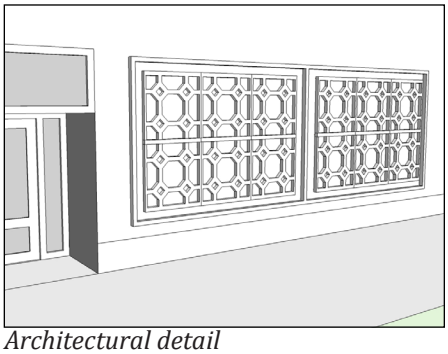
Ground floor transparency is subject to the design standards in the Downtown Overlay Standards.

## Options for Providing Street Level Interest

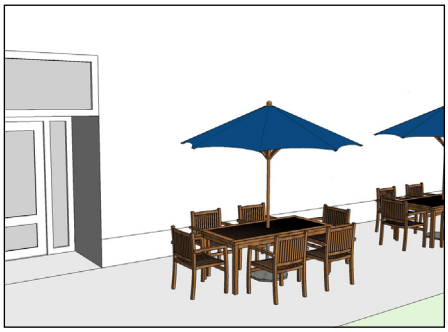
*Commercial entries*

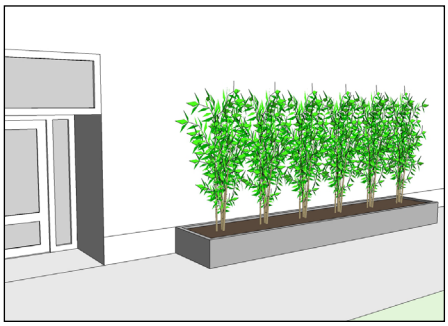
*Residential entries*

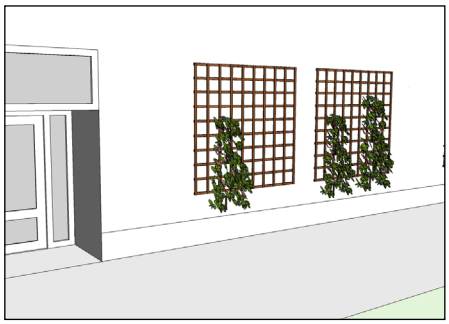

*Storefront*

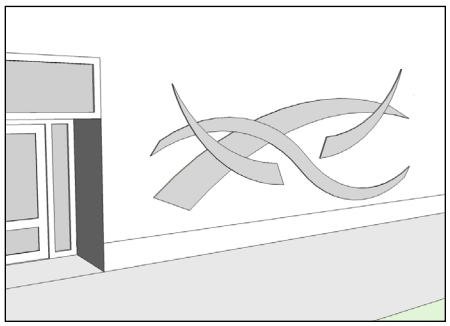

*Architectural detail*

*Display windows*


*Outdoor dining space*


*Landscaped planter*


*Vertical wall landscaping*


*Wall art*

## Building Illumination

The character and level of lighting used on a building is of special concern. Building lighting encompasses that which is attached to a building. Exterior lights should be simple in character and used to highlight signs, entrances and first floor details. Building illumination should be minimized to its purpose and should be subordinate to the building itself.

*Install exterior lighting that will enhance the public realm and improve the pedestrian experience.*

**BD15. Install exterior lighting that will enhance the public realm and improve the pedestrian experience.**

- Design a lighting plan to enrich the appearance and function of the building and site.
- Locate light fixtures to be visually subordinate to other building and site features during the day.
- Exterior lighting may be used to enhance the nighttime appearance of trees, shrubs and other landscape features.
- Design lighting so that it does not endanger the safety of pedestrian or automobile traffic.

**BD16. Use exterior lighting to highlight the distinctive features of a site, such as:**

- Building entrance
- Architectural details
- Signs
- Outdoor use areas
- Public art

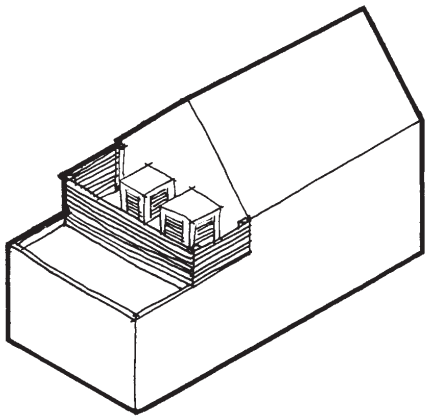
**BD17. Minimize the visual impacts of architectural lighting on neighboring properties.**

- Use exterior light sources with a low level of luminescence.
- In most cases, use white lights that cast a color similar to daylight.
- Reserve washing an entire building elevation for civic buildings and landmark structures.

**BD18. Use shielded and focused light sources to prevent glare and light pollution.**

- Provide shielded and focused light sources that direct light downward.
- Do not use high intensity light sources or cast light directly upward.
- Shield lighting associated with service areas, parking lots and parking structures.
- Light sources should be designed, installed and maintained to prevent light trespass onto a neighboring property or the public right-of-way.

**BD19. Discourage the use of color exposed tube lighting.**



*Minimize the visual impact of building equipment and equipment affixed to a building.*

## Building Equipment

Utility service boxes, telecommunication devices, cables, conduits, vents, chillers and fans are often attached to a building. This equipment draws away from the structure itself and can adversely affect the visual quality of the streetscape. The visual impacts of mechanical and other building equipment on the public realm should be minimized.

**BD20. Minimize the visual impact of building equipment and equipment affixed to a building.**

- Locate a utility connection or service box to the sides or rear of a building and not on a street-facing facade.
- Screen equipment with an architectural wall, fence or landscaping.
- Locate mechanical equipment on a rooftop in a location that is out of view from the street; otherwise screen it or integrate it architecturally with the overall building design.

## Materials

Exterior building materials and colors should provide a sense of scale and texture and convey a high design quality and visual interest. Each building facade should use high-quality, durable materials that contribute to the visual continuity of the character. They should be consistent with those used traditionally and express a connection to natural materials found locally. Local materials include wood, masonry and stone that are common in the region, or locally quarried/harvested. The use of masonry is encouraged to promote compatibility with Downtown's traditional character, particularly in the Downtown Inner Core, Outer Core and the Hip Strip. Mixing masonry with new and innovative materials is also appropriate and encouraged. In the Downtown North and Downtown Gateway Contexts, the emphasis on masonry and compatibility is less critical.

**BD21. Use high quality, durable building materials.**

- Choose materials that are proven to be durable in the Missoula climate.
- Choose materials that are likely to maintain an intended finish over time or acquire a patina, when it is understood to be a desired outcome.
- Incorporate building materials at the ground level that will withstand on-going contact with the public, sustaining impacts without compromising the appearance.

**BD22. Where compatibility is a priority, utilize traditional masonry materials (stone and brick).**

- Use traditional, genuine masonry units, which appear authentic in their depth and dimension.
- Wrap masonry units around corners of wall to ensure that it does not appear to be an applied veneer.
- Avoid using synthetic or highly reflective materials.
- It is appropriate to mix authentic masonry with other authentic materials, provided they are compatible with one another.

*Buildings in Downtown should utilize materials that are compatible with those used on traditional buildings.*

**Downtown Overlay Standards**

Building materials are subject to the design standards in the Downtown Overlay Standards.

**BD23. Develop simple combinations to retain the overall composition of the building.**

- Avoid mixing several materials in a way that would result in an overly busy design.

**BD24. Alternative materials may be considered when they are designed to express modules and a sense of scale.**

- More flexibility in building materials is appropriate in Downtown North and Downtown Gateway areas.
- Alternative materials may include:
  - » Architectural metals
  - » Glass curtain walls
  - » Architectural concrete

*Alternative materials may be considered when they are designed to express a sense of scale.*

## Materials

A selection of building materials are illustrated below. As noted, they may be used individually, or in combination, to meet the intent of the design guidelines for building materials.

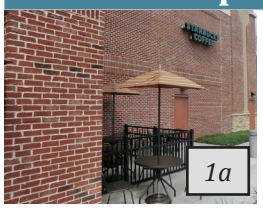
### 1) Natural, Materials

1a) Brick (traditional material)
1b) Stone (traditional material)
1c) Wood

### 2) Other Materials

2a) Authentic Stucco
2b) Synthetic Stucco (Scored)
2c) Patterned Pre-Cast Concrete
2d) Cement Board Siding
2e) Ceramic Panel
2f) Detailed Concrete
2g) Cast Stone
2h) Prefabricated Brick Panels
2i) Wood/Composite Siding
2j) Architectural Metal
2k) Architectural Glass
2l) Concrete Masonry Unit

### Photo Example


1a

1b

1c

2a

2b

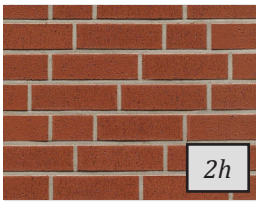
2c

2d

2e

2f

2g


2h

2i

2j

2k

2l

*Utilize external shading to keep out summer sun.*

## Sustainable Building Design

Buildings should be designed to maximize energy efficiency. Designs should also address seasonal changes in natural lighting and ventilation conditions. Buildings in Downtown should incorporate sustainable design features wherever possible, with an understanding that sustainability objectives must be balanced with those of placemaking, urban design and economic development.

**BD25. Consider including a building design feature that conserves energy.**

- Utilize external shading (landscape and/or integrated into the building) to keep out summer sun and let in winter sun.
- Design a building to take advantage of energy-saving and energy-generating opportunities.
- Design windows to maximize light into interior spaces.
- Use exterior shading devices, such as overhangs, to manage solar gain in summer months and welcome solar access in winter months.
- Incorporate a renewable energy device, including a solar collector or wind turbine.
- Utilize highly efficient internal equipment (e.g. lighting, plug loads) and controls.
- Use energy and water-efficient appliances and fixtures.

**BD26. When redeveloping a site, salvage or reuse site and building materials where possible.**

- Incorporate a functional existing building into a redevelopment project in order to minimize waste and greenhouse gas emissions associated with demolition.

**BD27. If a parking area is essential, provide one that supports fuel-efficient and electronic vehicles.**

- Provide compact parking spaces.
- Provide one or more electronic vehicle (EV) charging stations.

*Incorporate a renewable energy device into a building.*

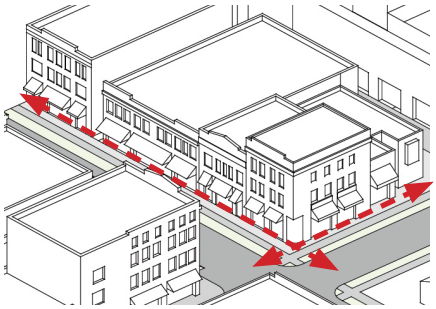
## Compatible Building Design

Maintaining compatibility with traditional building widths and heights along a street is a priority for many Downtown Contexts. Buildings should be compatibly scaled and draw on Downtown's architectural traditions, yet also allow new, creative designs. This will create visual continuity along the street and a cohesive transition from building to building. Compatibility is particularly critical in the Downtown Inner Core, Outer Core and Hip Strip.

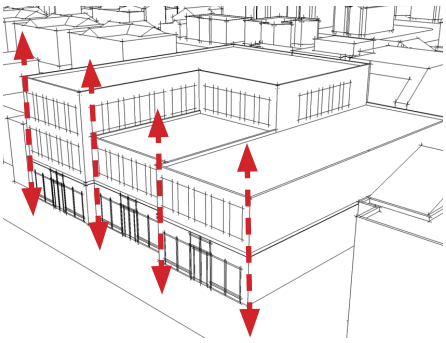
**BD28. Design a building and its elements to be compatible with the scale and elements on nearby traditional buildings.**

**BD29. To achieve compatibility, a building should:**

- Relate to design features on nearby traditional buildings, including the mass and form, entries and porches, window heights, materials and architectural features.
- Express its true age, rather than directly imitating a historic style, or using faux treatments, to avoid confusing historic interpretation of the setting.
- Compatibility is critical in the Downtown Inner Core, Outer Core and Hip Strip. More flexibility is appropriate in the other Context Areas.



*Maintain the traditional pattern of building orientation and setbacks on a given block.*



*Design a building and its elements to maintain compatibility with the scale and elements on nearby traditional buildings.*

## Rooftop Additions

When designing a rooftop addition to a building that conveys Downtown heritage and/or displays traditional architectural merit, consider how to mitigate the negative visual impacts of the addition on the original building. A rooftop addition should be visually subordinate, and clearly distinguishable from the original building.

**BD30. Design a rooftop addition to be subordinate to the original building.**

- Set back the rooftop addition to minimize its visual impacts on the original building.
- Using a material with more simple visual qualities than the original is a good option.
- Set back a rooftop addition a sufficient distance such that the original building can be clearly perceived.
- Design a facade on a rooftop addition to be compatible with, but not replicate, the original structure.

*Buildings should be compatibly scaled to and draw on Downtown's architectural traditions, yet also allow new, creative designs.*

*Design a rooftop addition to be subordinate to the original building.*

**Downtown Overlay Standards**

Vertical scale, facade design, wall articulation and mass variation are subject to the design standards in the Downtown Overlay Standards.

## Wall Articulation and Mass Variation

The overall size, height and form of a building help determine how large it appears, and can relate to its compatibility with surrounding character. Although new development may be larger than adjacent traditional buildings, it should not be monolithic in scale or jarringly contrast with neighboring development. A larger building mass should be broken down into smaller components to establish a sense of human scale, add visual interest, prevent monotonous walls and enhance access to light and views. Human scale is used to describe how a person perceives a building element or a group of building elements in relation to themselves. A person relates better to building features that are of a size and scale similar to that of a human. In Downtown, wall articulation and mass variation also helps maintain the traditional Downtown building scale.

Wall articulation includes vertical or horizontal changes in materials, color, fenestration, minor wall offsets or other elements that do not significantly change a building's volume but reduce perceived building mass. Articulation should be used to break down a building into human-size components and express a sense of vertical and horizontal scale.

Mass variation reduces actual building mass and scale by modulating building volume. Variations in floors or walls should be used to create physical relief in an architectural form to express a human scale, reduce the bulkiness of a building and increase solar access at the street.

For a larger building, wall articulation and mass variation may be more critical. On parcels that are constrained in size or depth, options to vary a building's mass may be more limited.

**BD31. Articulate a building wall to create human scale components and express a sense of vertical and horizontal scale. Options include:**

- Accent lines, fenestration or other techniques that provide vertical or horizontal expression
- Vertical or horizontal variations in material and/or color
- Wall plane offsets such as notches or projections such as columns, moldings or pilasters
- Awnings, canopies or other features that help define the ground floor of a building

**BD32. Vary the mass of a building to express a human scale, reduce the bulkiness of a building and increase solar access at the street. Options include:**

- Height variation
- Increased setbacks
- Upper floor stepback

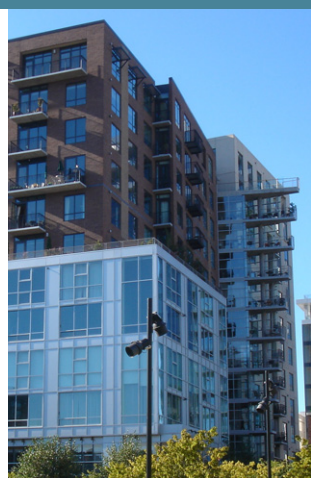
## Wall Articulation

*Minor wall plane offsets help reduce perceived mass and scale.*

*Minor wall plane offsets help reduce perceived mass and scale.*

*Changes in materials help reduce the perceived mass and scale.*

## Mass Variation



*Increased setbacks and upper floor stepbacks help reduce the bulkiness of a building and increase solar access at the street.*

*Height variation helps reduce the bulkiness of a building and increase solar access at the street.*

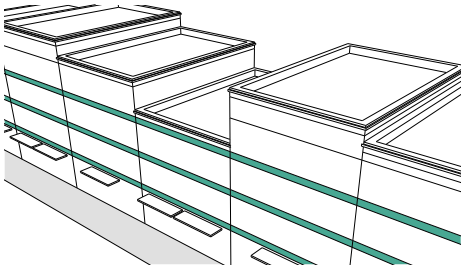
*Upper floor stepbacks help reduce the bulkiness of a building and increase solar access at the street.*

## Applying Wall Articulation Methods

*Use articulation techniques in proportion to a building's overall mass. For example, wall plane offsets are needed as a building's length increases. A single method is typically insufficient to achieve reduced scale and provide interest. Combining methods is highly encouraged. These methods may be used for building articulation.*

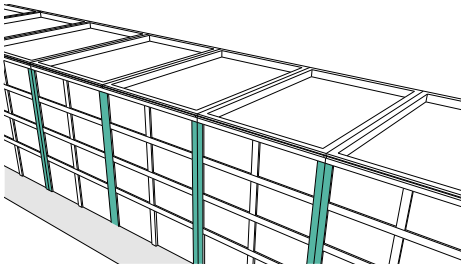
### Accent Lines

*Accent lines, fenestration or other techniques help provide vertical or horizontal expression. They can help create rhythm and scale on a facade.*



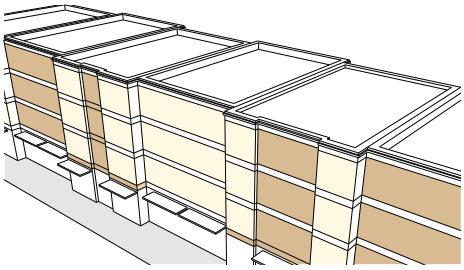
### Wall Plane Offsets

*Wall plane offsets include notches or projections such as columns, moldings or pilasters that generally rise the full height of the facade to add visual interest and express traditional facade widths. They help create a sense of texture and provide depth and visual interest.*



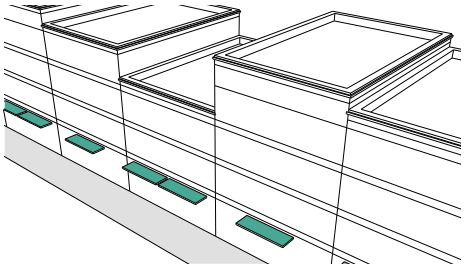
### Variations in Material and/or Color

*A change in material adds visual interest and expresses traditional facade widths. This may be vertical or horizontal. When applied in units, panels or modules, materials can help convey a sense of scale.*



### Awnings or Canopies

*Awnings, canopies or other features help define the ground floor of a building and frame the pedestrian experience. They also provide shelter from the elements.*

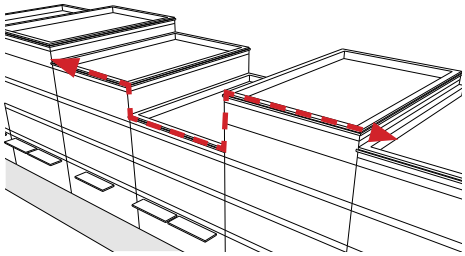


## Applying Massing Variation Methods

*Vary massing to reduce the perceived scale of a building while also helping to create an interesting building form. Stepping down the mass of a building adjacent to a pedestrian way or sensitive area will provide a smooth transition.*

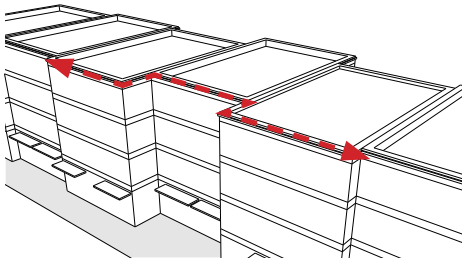
### Height Variation

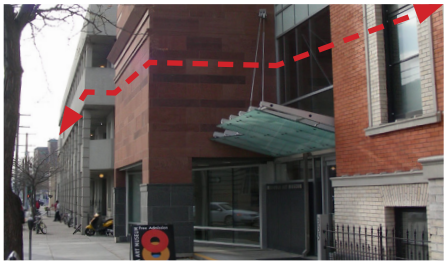
*Vertical variation is an actual change in the height of a building of at least one floor.*



### Increased Setbacks

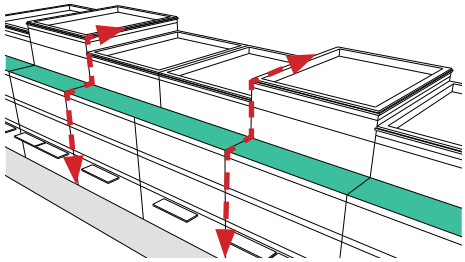
*A wall plane offset should extend the full height of the building and is most successful when combined with changes in roof form or building materials.*





### Upper Level Stepback

*An upper level stepback adds visual interest and reduces the mass of a larger building.*



# PART III

# CORRIDOR DESIGN GUIDELINES

**PUBLIC REVIEW DRAFT MARCH 7, 2018**

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# CHAPTER 6. INTRODUCTION

## A Vision for Missoula's Corridors

In the future, Missoula's commercial Corridors will be vital components of civic life, contributing to Missoula's unique character, economy and architectural diversity. They will be destinations instead of just places to pass through in a car. To make this vision a reality, the Corridors will redevelop with a mix and intensity of land uses that exhibit design excellence, enhance walkability and support the Missoula Growth Policy's goal of focusing inward. While change is welcomed along the Corridors, their transformation must reflect Missoulian's values for community character and connection to nature.

## Design Principles for Missoula's Corridors

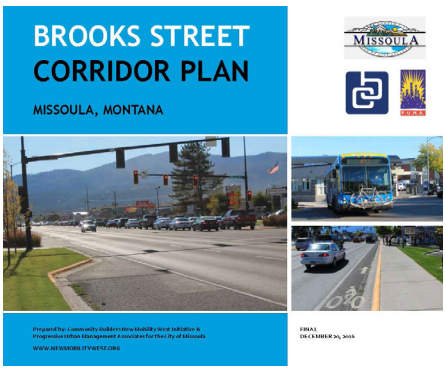
These design principles support the vision for Missoula's Corridors.

**Transform/Enhance Current Character**

Development along the Corridors should always convey high quality design that enhances their current character. Development should help transform the Corridors into more walkable and vibrant places.

**Promote Intensity and Efficient Land Use**

In accordance with the Focus Inward principle of the City Growth Policy, development on the Corridors should be directed towards underutilized or low-intensity lots. Efficient land use and higher intensity land uses are a key focus.



**Prioritize Community Character and Identity**
All development in the Corridors should respect and contribute to the identity of Missoula. The community has a strong desire to remain distinct in character. Identity is created through the use of building materials and architectural styles. It is also created by development that is memorable and creative. Unique designs should be encouraged to distinguish Missoula as a special place.

**Enhance Walkability and Connectivity**
Walkability and connectivity are extremely important in Missoula's commercial Corridors. Regardless of Corridor Typology, projects should consider how they can contribute to a safer, more convenient experience for pedestrians.

**Consider Functionality of the Roadway and Current Needs**
The consideration of design quality must not overlook the core necessity for the roadway to remain functional in conveying traffic and contributing to regional mobility and the economy of Missoula.

**Recognize Conditions may Supersede Typology**
Missoula is a unique place, with many unique development settings. Thus, it is important that the particularities of site-specific conditions be considered.

**Consider the Impact of Nodes**
There are numerous nodes along the Corridors at key intersections, gateways or other groups of buildings/blocks. Because these nodes are highly trafficked and visible, high quality design is critical.

**Respect and Build Upon Previous Planning Work**
This initial strategy seeks to recognize and build upon the community input, analysis and design work conducted in previous planning processes for the City's Corridors. The most notable Corridors that have been addressed in previous planning processes are North Reserve Street, Brooks Street and Russell Street.

## Key Design Considerations for Corridors

This section outlines the most critical design considerations for Missoula's Corridors. These definitions are provided to explain the terms that are used in Table 3.

**Pedestrian Activity Level**. The quality of the pedestrian environment along a Corridor is based on a number of factors, including the location and design of adjacent buildings, parking, landscaping, traffic speed and pedestrian connections to nearby development. Development intensity also impacts pedestrian activity, as lower intensity and vacant parcels reduce walkability. Table 3 rates the pedestrian activity level from "very high" to "moderate." These ratings represent the desired level of pedestrian activity for each of the Corridors. They are discussed in greater detail below.

- **Very High** - These are Corridors that are envisioned as highly walkable, pedestrian-oriented streets. Buildings, sites, circulation and other features should all prioritize pedestrians and the public edge of a development. While different than Downtown Missoula, the level of pedestrian activity is envisioned to one day be similar to this type of environment.
- **High** - These are Corridors that are closely knitted with neighborhood areas, where residents are expected to frequent the corridor by foot for neighborhood services and dining opportunities. Walking may not be the primary mode, but neighbors and those from outside the neighborhood are expected to be able to safely walk from business to business and from business to neighborhood very comfortably.
- **Medium** - Medium pedestrian levels are highlighted for Corridors where vehicles are likely to continue to be the major mode of transportation, but some pedestrians will be present.
- **Moderate** - Moderate levels of pedestrian activity are reserved for those Corridors that are expected to remain highly auto-oriented into the future. A limited number of pedestrians are likely to be present because the nature of the street is not as inviting for walkable activities.

## Street Edge Character

*Generally consistent street wall/limited flexibility in front setbacks*

*Moderately consistent street wall/ flexible front setbacks within a limited/ moderate range*

*Moderately consistent street wall/ flexible front setbacks within a range*

*Landscaped edge/buildings set back (buildings are also allowed closer to the street)*

**Street Edge Character**. The interface between a building, site features and the sidewalk and street strongly impact character. Street edge character is partly defined by the placement of buildings, landscape features and the amount of variation of these elements. Table 3 describes the desired street edge character for each of the Corridors. When used to describe the street wall, the term "consistent" is used to indicate the degree to which building placement is uniform along the street between multiple buildings. A consistent street wall is one that has more uniformity in building placement, while a moderately consistent street wall has less uniformity in building placement.

- **Generally Consistent** - A generally consistent street edge, within the Typologies framework, is where a street wall is established consistently across the Corridor frontage on a site, but with some minor fluctuation appropriate. A narrow range of front setbacks is the objective.
- **Moderately Consistent** - A moderately consistent street edge calls for a wider range of setbacks from the street. Building edges would vary somewhat although buildings would fall within a general range of distances from the street. Landscaping, limited parking areas and other amenity spaces would provide an appropriate transition between a building and the street. A broader range of front setbacks is the objectives, while still ensuring strong presence and rhythm of buildings along the street.
- **Landscaped Edge** – The landscaped edge condition refers to Typologies where the presence of buildings near the street edge is acceptable and preferred, but not highly prioritized. In this condition, surface parking, including larger lots, are anticipated to be located adjacent to the street. Under these circumstances, a generous landscaped buffer between a sidewalk and a parking area is sufficient to ensure pedestrian comfort.

**Parking Location**. Surface parking near the street can negatively impact visual character and street experience. The proximity of surface parking to the street and the amount of it is a key consideration for Corridor design. Table 3 describes the desired location of parking for each of the Corridors.

- **Behind the Building**- Parking is fully behind the building.
- **Behind or to the Side of the Building** - Parking is to the side of the building or behind the front wall of the building, but not between the building and the street.
- **Flexible Location but Limited** - Parking may be provided at any location on a site, but only a limited amount is located between a building and the street.
- **Flexible Location but Buffered** - Parking may be provided at any location and the amount of parking adjacent to the street is not limited provided that it is sufficiently buffered from the street.

**Building Types**. The mix of building types envisioned is another key consideration in defining the character for a Corridor. The presence of a mixture of different building types enhances pedestrian activity by encouraging multiple uses that attract different types of users. Table 3 describes the "target" (desired) and "typical" (expected) building types for each of the Corridors. Target buildings are those that strongly meet the community's vision for land use. Expected buildings are those that may not perfectly fit the community's vision for scale or use mix, but given the current market are likely to continue to be desired.

- **Large Format** - Large format buildings are those that hold multiple tenants or businesses requiring large floor plates. These buildings may take up the greater part of a block frontage or a significant portion of a large site. These typically include floorplates of 30,000 square feet or more.
- **Medium Format** - Medium format buildings are those that may hold a few tenants and could take up the entire frontage of a smaller block or a percentage of a larger one. Floorplates of 8,000 to 30,000 square feet are included in this category.
- **Small Format** - Small format buildings are typically those that accommodate single commercial tenants that require a relatively small amount of space. For residential, a small format building is typically one that includes only a modest amount of units. Small format buildings are typically used on smaller sites that take up only a small portion of a block, but in some cases multiple small format buildings could be included on a single site. Floorplates of 8,000 square feet or less are typical.

## Parking Location

*Parking behind building*

*Parking to side/behind*

*Limited parking in front, buffered*

*Flexible location, buffered*

**Preferred Maximum Building Height at the Street Edge**. While the maximum building height is established by the zoning code, preferred maximum building height at the street edge refers to the ideal scale of a building along its front parcel line. The goal is to reduce the perceived height of a building as viewed from the street level and to ensure solar access to the public right-of-way. In addition, limiting the scale of a building at the street edge breaks down the bulk and mass of an overall building volume. Table 3 indicates this target maximum building height in stories for parts of the building that are close to the street edge for each of the Corridors.

**Articulation of Mass and Scale.** Articulation of a wall and variation of its massing can strongly impact the character of a Corridor and how it is experienced and perceived. These design approaches reduce the real and perceived mass and bulk of a building by breaking it up into human-scaled elements. Table 3 rates the relative importance of building articulation and mass variation for each of the Corridors. The ratings range from "High Importance" to "Moderate Importance," to indicate how critical articulation and variation are for each Typology.

- **High Importance** - Breaking down a building mass into smaller modules should be of the utmost importance. This is often when larger buildings are anticipated to be located close to the street and high level of pedestrian activity is anticipated.
- **Medium Importance** - Breaking down a building mass into smaller components is important. However, because expected pedestrian activity is lower, buildings are not anticipated to be as close to the street. Buildings are generally also expected to be smaller in scale, so articulation is less important.
- **Moderate Importance** - Breaking down a building into smaller modules is important, but the regularity and extent of the modulation is not as critical. This is often the case because buildings are likely to be located further from the street and lower levels of pedestrian activity are anticipated.

## Corridor Typologies Concept

While the fundamental vision outlined above for Missoula's Corridors is an overarching one, the more detailed design objectives for an individual Corridor varies based on location, anticipated pedestrian activity level, community objectives and other factors. As such, these design guidelines organize Missoula's Corridors into four Corridor Typologies, which were conceived based on community vision, physical character, relationship to nearby neighborhoods and other factors. A vision for each Corridor Typology is described below, using the design considerations described above as a framework. The vision for each Corridor Typology is summarized in Table 3 and mapped in Figure 4.

## Purpose of the Typologies

Corridor Typologies are intended to document the community's tailored vision for a variety of different locations and street types, while also providing a functional hierarchy and organization for the purposes of design review. The Typologies are intended to respond to goals, vision, objectives and functional requirements of the different streets and ensure future development outcomes that match up.

## Using the Typologies

The discussion of Typologies in this chapter should be used as an aid in the interpretation of the broader guidelines provided in Chapters 7 and 8. While many of the guidelines that follow are broader in nature, they should be used in conjunction with the more specific design objectives outlined in this chapter for each Typology. In addition to the guidance for each Typology provided below, "Contextual Consideration" is often included within Chapters 7 and 8 that provide direction about the relative importance of a particular guideline in one Typology or another.

| TABLE 3: CORRIDOR TYPOLOGIES | | | | |
|---|---|---|---|---|
| | Typology 1 | Typology 2 | Typology 3 | Typology 4 |
| Pedestrian Activity Level | Very high | High | Medium | Moderate |
| Street Edge Character | Generally consistent street wall/minor flexibility and variation appropriate | Moderately consistent street wall/flexible front setbacks within a limited range; heavy emphasis on landscaping | Moderately consistent street wall/flexible front setbacks within a limited range | Buildings set back from the street is acceptable (buildings closer to the street allowed); generous landscape buffer between a site and the street |
| Parking Location | Behind building | Side or behind building | Flexible location/ limited parking in front | Flexible location |
| Building Types | Target:<br>Medium to large vertical mixed use/ commercial; multi-dwelling residential<br><br>Typical:<br>Small to medium format commercial | Target:<br>Small to medium commercial buildings; multi-dwelling residential<br><br>Typical:<br>Small format commercial | Target:<br>Medium to large format commercial/ mixed use; multi-dwelling residential<br><br>Typical:<br>Medium to large format commercial | Target:<br>Medium to large format commercial/ mixed-use; multi-dwelling residential<br><br>Typical:<br>Medium to large format commercial |
| Preferred Maximum Building Height at the Street Edge [1] | 6 stories | 3 stories | 5 stories | 6 stories |
| Articulation of Mass and Scale | High importance | High importance | Medium importance | Moderate importance |

[1]Maximum building height is established in the zoning code, and may be 40', 50', 65' or 125', depending on the intensity designation. Preferred maximum building height at the street edge refers to the scale of the building at the street, and does not indicate a limit on overall building height on the lot.

*Graphic for interpreting Table 3.*

The graphic below indicates the hierarchy of the terms used in Table 3 to describe relative importance of each design consideration within each Corridor Typology.

Very High → High → Medium → Moderate → Low

*Figure 4. Corridor Typologies Map*

## Corridor Typologies

This section outlines the most critical design considerations for Missoula's Corridors. These definitions are provided to explain the terms that are used in Table 3.

## Typology 1 (Brooks Street, Russell Street)

Typology 1 Corridors are those that have been identified in previous planning processes to be redeveloped as mixed-use, pedestrian-oriented streets that support transit and prioritize placemaking. These are special considerations for applying the design guidelines to projects in the Typology 1 Corridors.

**Pedestrian Activity Level**

Very high levels of pedestrian activity are anticipated in Typology 1 Corridors. Buildings should be designed to provide an engaging street experience. Pedestrian activity should be further promoted through pedestrian connections. Every element of a building's design adjacent to the sidewalk should enhance the pedestrian experience.

**Street Edge Character**

Buildings should be located to frame the street with a generally consistent street wall, but some minor fluctuation in the exact front setback is encouraged.

**Parking Location**

In order to support the very high level of pedestrian activity, parking should be located behind a building and shared among multiple buildings wherever possible. Surface parking areas should be clearly subordinate in all circumstances, and wherever possible, should not be visible at all from the street.

## Typology 1 (Continued)

### Building Types

Currently, small to medium format buildings dominate this Typology. To facilitate Typology 1 Corridors becoming more pedestrian oriented and activity centers in their own right, larger format buildings that generate significant activity, offer multi-tenant opportunities and promote the efficient use of land are preferred. This may include vertical mixed-use/commercial buildings as well as larger multi-family residential that increase concentrations of residential units and provide multiple retail or other commercial destinations within a single block.

### Preferred Maximum Building Height at the Street Edge

Taller buildings that provide opportunities to increase transit support, increase building intensities, and generate vitality and activity are preferred in Typology 1. However, the portion of a building adjacent to the street should still incorporate design features that generally result in a six-story scale at the street edge. Limiting the height at the street edge to six stories will maintain opportunities to significantly increase vitality and activity while still ensuring a lower scale as perceived from the street level and adequate solar exposure at the street.

### Articulation of Mass and Scale

Although larger buildings are anticipated in Typology 1, they should be well articulated and detailed. Breaking up a building's mass and scale to provide visual interest and express a human scale is critical to enhancing the pedestrian environment. Buildings should also be broken up so they are perceived at a finer-grain scale. This may be achieved with changes in wall planes, changes in material, relief areas in a building's volume and many other similar methods.

## Typology 2 (Mount Avenue, Russell Street, South Avenue, 3rd Street, Higgins Avenue, SW Higgins Avenue, 39th Street)

Typology 2 Corridors are closely knit with the residential neighborhoods that surround them. In some cases single-family residential development is currently intermixed alongside commercial development. These are special considerations for applying the design guidelines to projects in the Typology 2 Corridors.

### Pedestrian Activity Level

High levels of pedestrian activity are anticipated for Typology 2 Corridors. Buildings should assist in creating a walkable street, as should the design of the edge of a property adjacent to the street. Development along the Corridor should be well connected to the street. A pleasant walking environment along the Corridor should connect development to surrounding neighborhoods and encourage walking. A building and its site should both be designed to strongly support walking as a key mode of travel.

### Street Edge Character

Development fronting a Corridor should exhibit a "village character," with smaller buildings that may be clustered at key neighborhood nodes or elsewhere along the Corridor. Buildings should be oriented to the street and should be placed relatively close to the street, but flexibility in the exact placement of a building should be promoted. Smaller sets of a buildings that cluster around interior courtyards or other amenities are encouraged. Where limited surface parking is provided near a street edge, significant landscaping should be encouraged to soften and buffer it from the pedestrian space. Use of landscaping at the street edge is encouraged to promote continuity with the single-family character nearby.

## Typology 2 (Continued)

### Parking Location

The visual impact of parking should be minimized as much as possible in Typology 2. This can be achieved by locating it to the side or rear of a building wherever possible. Some parking is anticipated to be located adjacent to the street, but its visual impact should be minimized and the overall amount of parking near the street should be limited. A parking area should always be subordinate to the building and other key site features. Landscape elements should be integrated with a site to soften the appearance and especially when surface parking is adjacent to the street. While parking is permitted in a limited amount adjacent to the street, locating it behind the building so that it is not visible from the street is the preferred approach.

### Building Types

Currently, small format commercial and residential development dominate this Typology. To facilitate walkability, compatibility with nearby small-scale residential character, and to promote a village character, small to medium format development (residential, commercial or mixed use) buildings should be promoted here. Smaller buildings clustered at key neighborhood nodes or elsewhere along the Corridor are encouraged. In general, large commercial buildings that encompass an entire block should be avoided. Where a larger development does occur, multiple smaller buildings are encouraged over single larger ones. Where a larger single building is desired, significant steps should be taken to break down the massing of the building into finer grained components to help it better fit with the single-family residential surroundings.

## Typology 2 (Continued)

**Preferred Maximum Building Height at the Street Edge**

Buildings should be designed to establish a three-story maximum scale along a Typology 2 Corridor. This means that portions of a building that are adjacent to the street should be only moderately scaled even though other portions of a site may be allowed to develop at a greater scale per the zoning ordinance. Ensuring a lower scale at the street edge will help ensure continuity and compatibility with the low-scale single-family areas that surround these Corridors.

**Articulation of Mass and Scale**

Although smaller buildings with a lower scale at the street edge are encouraged in Typology 2, they should still be well articulated and detailed to express a human scale. Furthermore, breaking up the mass of a street-facing building wall in Typology 2 will help to ensure compatibility and continuity with the surrounding smaller, single-family buildings. For larger buildings, the full spectrum of wall articulation and mass variation techniques should be considered. For a smaller building, wall articulation techniques like detailing, windows, expression lines, and other similar features will adequately establish a human scale within a building wall.

## Typology 3 (E and W Broadway Street, Russell Street, Brooks Street)

Typology 3 Corridors should be designed to promote an enhanced entry experience for those coming into the City or Downtown, and establish a stronger emphasis on walkability and visual interest when compared to Typology 4 Corridors. These are special considerations for applying the design guidelines to projects in the Typology 3 Corridors.

### Pedestrian Activity Level

A medium level of pedestrian activity is anticipated for Typology 3 Corridors. While development should still seek to create a pedestrian-friendly environment, it is less of a priority than for Typologies 1 and 2.

### Street Edge Character

Development along Typology 3 Corridors should provide a moderate building presence along the street to frame the public right-of-way and pedestrian space. Buildings should be oriented to the street and should be placed relatively close to the street, but flexibility in the exact placement of a building should be promoted. A well-landscaped edge is a priority in all cases. While some variation in building placement relative to the street is acceptable, buildings consistently lining the street edge are also encouraged. Where limited surface parking is provided near a street edge, landscaping should soften and buffer it from the pedestrian space.

### Parking Location

The visual impact of parking should be minimized as much as possible in Typology 3. This can be achieved by locating it to the side or rear of a building wherever possible. Some parking may be located between the building and the street, but its visual impact should be minimized and the overall amount of parking between a building and the street should be limited. A parking area should always be subordinate to the building and other key site features. Landscape elements should be integrated with a site to soften the appearance and especially when surface parking is adjacent to the street. While parking is permitted in a limited amount adjacent to the street, locating it behind the building so that it is not visible from the street is the preferred approach.

## Typology 3 (Continued)

**Building Types**

Medium and large format, single-story commercial buildings dominate this Typology. While medium to large format floor plates are anticipated to continue, multi-story mixed-use commercial and multi-family residential should also be encouraged. Building types that generate significant activity, offer multi-tenant opportunities and promote the efficient use of land are preferred.

**Preferred Maximum Building Height at the Street Edge**

Taller buildings that provide opportunities to increase building intensities and generate vitality and activity are preferred in Typology 3. However, the portion of a building adjacent to the street should still incorporate design features that generally result in a five-story scale at the street edge. Limiting the height at the street edge to five stories will maintain opportunities to significantly increase vitality and activity while still ensuring a lower scale as perceived from the street level and adequate solar exposure at the street.

**Articulation of Mass and Scale**

Although larger buildings are anticipated in Typology 3, they should be sufficiently articulated and modulated to avoid a bulky appearance. Breaking up a building's mass and scale to provide visual interest and express a human scale is critical to providing a high quality, welcoming visual appearance along the street for those entering Missoula and Downtown. Since pedestrian activity levels are not anticipated to be as high as in Typology 1, articulation methods may be more modest, but should still reduce the perceived mass of a building. This may be achieved with changes in wall planes, changes in material, relief areas in a building's volume and many other similar methods.

## Typology 4 (Reserve Street)

Typology 4 Corridors in Missoula will continue to facilitate larger format, commercial development that caters to the needs of drivers, but will provide an attractive edge environment that softens the visual impact of parking and provides buffering for pedestrians.

### Pedestrian Activity Level

A moderate level of pedestrian activity is anticipated for Typology 4. While auto-oriented commercial will likely remain in Typology 4 Corridors, the needs of pedestrians must be considered.

### Street Edge Character

Flexibility in the siting of parking and variety in the placement of buildings relative to the street is acceptable for Typology 4 Corridors. However, barriers to pedestrian connectivity should be reduced wherever possible and pedestrian comfort prioritized. At minimum, a generous landscaped area should buffer a surface parking area from the street. Placement of liner buildings adjacent to the street that add visual interest are also encouraged where feasible.

### Building Types

Medium and large format commercial buildings dominate this Typology. The goal for Typology 4 is to continue accommodating medium to large format commercial, while also accommodating multi-family residential and vertical mixed-use structures. In Typology 4, a variety of building types and sizes should be encouraged to meet the needs of Missoula's and property owners. However, where possible, smaller format buildings are encouraged in areas closer to the street.

## Typology 4 (Continued)

**Preferred Maximum Building Height at the Street Edge**

Taller buildings that provide opportunities to increase building intensities and generate vitality and activity are preferred in Typology 4. However, the portion of a building adjacent to the street should still incorporate design features that generally result in a six-story scale at the street edge. Limiting the height at the street edge to six stories will maintain opportunities to significantly increase vitality and activity while still ensuring a lower scale as perceived from the street level and keeping with the general pattern of maximum building heights seen throughout the City.

**Articulation of Mass and Scale**

Building articulation is of moderate importance in Typology 4. However, it is still recommended and preferred that buildings provide articulation and mass variation to break up the scale of buildings, particularly large format buildings. Techniques can be more modest and less rigorous, especially for buildings that are set back further from the street.

## Nodes

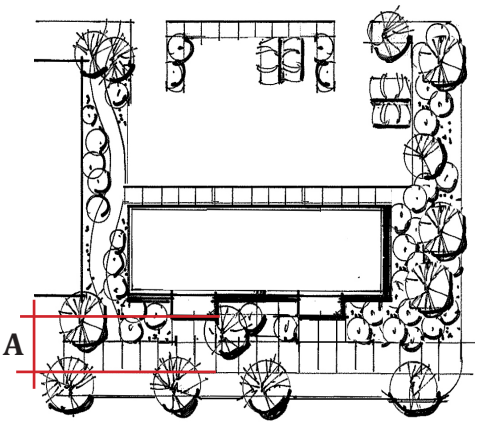
While the guidelines should be applied consistently within each Corridor Typology, there are some points where special emphasis in meeting the design guidelines is required. Nodes include gateways, key intersections and other points. Nodes are identified in Figure 4. High quality urban design is particularly critical in nodes because they are often highly visible or particularly important places. Nodes include:

- A location where two or more key streets converge
- A gateway location
- A focal point for a neighborhood or group of neighborhoods
- An identified transit-oriented development opportunity
- Critical geographic centers that occur at key intersections, gateways or special groupings of buildings or blocks.
- A community focal point or node identified in a previous planning effort

While thirteen nodes are identified on Figure 4, additional nodes could be identified in the future through appropriate community planning processes.

# CHAPTER 7. SITE DESIGN

Site design refers to the arrangement and placement of buildings and other site features and the relationship of these elements to public areas and neighboring properties. This chapter provides site design guidance for all projects in the Corridors. It is intended to be used in conjunction with the information provided in the Part III Chapter 6. Introduction to the Corridor Design Guidelines.




**A = Front setback**

*Building placement refers to the location of a building in relation to the boundaries of its lot. This front setback allows for pedestrian amenities in front, such as landscaping.*

## Building Placement

As it relates to the street, a primary building should be located relatively close to the parcel line such that it frames the public realm space and provides visual interest at the street level. In some cases, a building should be set back from the front parcel line to provide adequate buffering from a busy roadway. As placement relates to adjacent properties that face the same Corridor, buildings should be spaced to provide a desired rhythm of buildings and spaces along the street, as well as to ensure adequate access to light and views.

**SD1. Place a building to provide a safe, interesting and comfortable pedestrian environment along the street.**

- When a portion of a front building wall must be set back from the sidewalk, design the intervening space to be inviting to pedestrians. Appropriate strategies include:
  - » Active street-fronting uses
  - » Pedestrian-oriented entries
  - » Windows facing the street
  - » Small public spaces linked to the sidewalk
  - » Urban streetscape features and landscaping

| Contextual Considerations |
|---|
| Rear setbacks should be emphasized equally regardless of Typology. Emphasize narrower ranges for front and side setbacks for Typology 1, somewhat wider ranges for Typology 2, and more significant ranges for Typologies 3 and 4.<br><br>Building placement and setback ranges for an identified node could be different from those otherwise stipulated for an overall Corridor Typology. |

| Corridor Overlay Standards |
|---|
| Building Placement is subject to the design standards in the Corridor Overlay Standards. |

**Contextual Considerations**

Where a single building will have a very long frontage, providing multiple entries may be encouraged, particularly in Typologies 1 and 2.

Strong building orientation is more important for an identified node than otherwise stipulated for an overall Corridor Typology. For example, corner orientation should be more strongly encouraged at a key intersection.

**Corridor Overlay Standards**

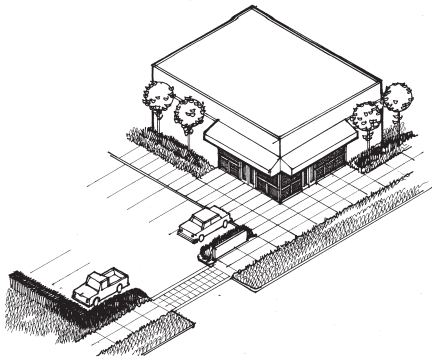
Building orientation is subject to the design standards in the Corridor Overlay Standards.

## Building Orientation

Building orientation refers to how a structure connects to the public realm visually and physically. The way in which it faces the street, where an entry is located in relation to public space and how it connects to public space are factors to consider. A building should establish a visual and physical relationship with the public realm (this may include the street, sidewalk and public spaces, parks and plazas). Doing so provides visual interest, creates an inviting presence and generates pedestrian activity.

**SD2. Orient a building to the public realm.**

- Orient a building's primary functional entry to face a street. Orienting a primary entrance to a public plaza or other prominent public space is also an appropriate alternative.
- A double-fronted building should have an entry facing the street and also an entry facing an interior parking area.
- If a building fronts a prominent public space, orient to this as well.
- If a property is located along a river, also orient an entry toward this natural feature. Consider providing an outdoor space, such as a balcony, patio, or rooftop terrace that allows views to rivers.



*Double-fronted building entrances*

*Entries orient to street.*

*Entry orients to plaza.*

## Parking Location

Parking location refers to the placement and size of vehicular parking areas within a property, especially in relation to the primary structure and the street. It includes both the location of surface lots as well as parking structures, and the access points to these parking facilities. Surface parking location strongly influences the visual and physical character of the street. Parking adjacent to the street can negatively impact walkability of the overall streetscape. For this reason, the visual impact of parking should be minimized.

**SD3. Locate a surface parking lot to the interior of a site, away from the public realm and behind a primary structure.**

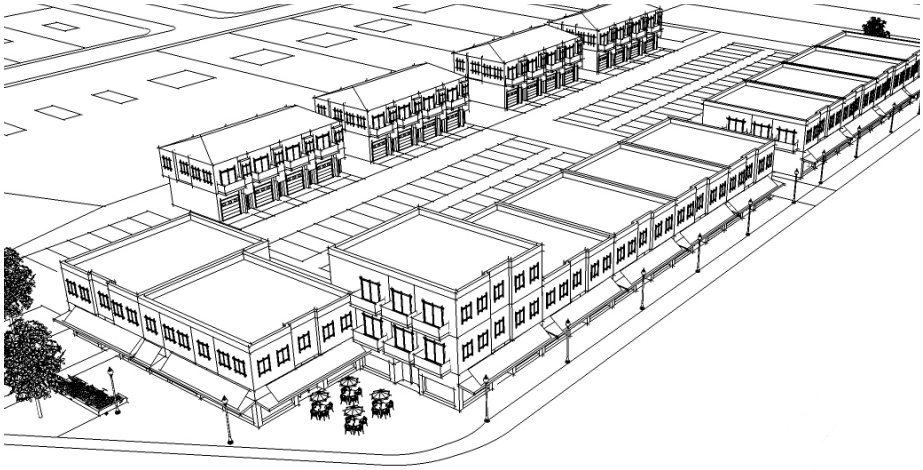
- Flexibility in parking location may be considered for the alteration and expansion of an existing building, given the constraints that may be faced in such a project.
- If parking must be located next to the street, place it to the side of a building.

## Parking Design

Site design considerations for parking design include the relationship of parking to pedestrian and vehicular circulation systems. A parking facility should be visually unobtrusive to the public realm and should be designed to minimize vehicular-pedestrian conflicts. A surface parking lot should include landscaping, trees and pedestrian pathways. A large surface parking area should be broken up into smaller "modules" to reduce their perceived expanse.

**SD4. Minimize the visual impact of parking when it is visible from the street. Use one or more of the following methods to screen it:**

- Landscaping (planted buffer)
- Site walls
- Decorative fencing
- Public art



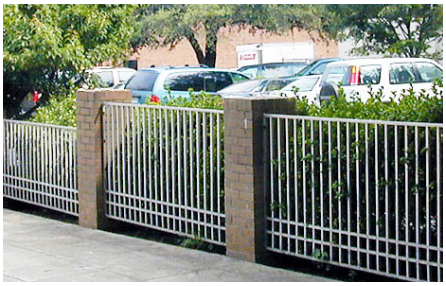
*Parking is located toward the interior of a site, behind street-facing buildings, to minimize visual impacts on the public right-of-way.*

**Corridor Overlay Standards**

Parking location is subject to the design standards in the Corridor Overlay Standards.

**Additional Considerations**

It may be appropriate to substitute the street frontage landscaping requirements in Chapter 20.65.030 of the City code with other screening methods such as site walls, decorative fencing or public art.



*Minimize the visual impact of parking on the public realm.*

*Locate a surface parking lot to the interior of the site.*

**Contextual Considerations**

Minimizing the visual impact of surface parking is particularly critical in Typology 1.

*An architectural screen*

**SD5. Design a parking lot to provide safe, comfortable and efficient pedestrian access.**

- Divide a large parking area into smaller "pods" using landscape features, trees and circulation.
- Provide landscaped areas that connect to pedestrian paths.
- Define a pedestrian path through a surface parking lot by changing paving material or by slightly raising the pedestrian path.
- Connect a pedestrian pathway to a building entrance and public sidewalk.
- Incorporate lighting that enhances safety.

**SD6. When parking in a structure occurs at the street level, "wrap" it with an active use at the sidewalk edge.**

**SD7. When it is not feasible to wrap a parking structure with another use, screen it. Consider using the following:**

- An architectural screen that reflects window patterns along the street.
- A "living wall" that provides greenery on multiple sides of the structure.
- Architectural paneling that creates visual interest
- Wall art or a series of display cases that provide visual interest

*An architectural screen*

*A "living wall" and architectural paneling*

## Drive-Thru Areas

A drive-thru facility should provide convenient access and safe circulation while minimizing visual impacts. A drive-thru area may include a menu board, queuing lane, trash receptacle, ordering box and drive up window. A key concern is the location of a queuing lane and its interaction with the street edge, internal drive aisles and views from the right-of-way. A drive-thru facility should be placed away from a street frontage. In order to minimize its visual impact to the public realm.

**SD8. Design a drive-thru area to be subordinate to the principal structure on the site.**

- Locate a queuing lane to minimize visual impacts on a public street.
- Locate a drive-thru area behind the principal structure.
- Screen drive-thru aisles from the view of street frontages and adjacent parking area. Use landscaping, site walls, site fences or a combination of those elements.

**SD9. Locate a drive-thru area to avoid conflicts with internal circulation.**

- Locate a drive-thru area to avoid crossing pedestrian walkways.
- Locate a drive-thru entrance to avoid conflicts with internal drive aisles.

**SD10. Coordinate the design elements of a drive-thru area with the primary structure.**

- Use similar material and color palettes.

*Drive-thru facilities are located behind the building, and not visible from the primary street. Landscaping and a site wall screen the drive-thru from the side street.*

**Corridor Overlay Standards**

Access is subject to the standards in the Corridor Overlay Standards.

**Additional Considerations**

Drive-thru facilities are also subject to the requirements in Chapter 20.60.090 of the City code.

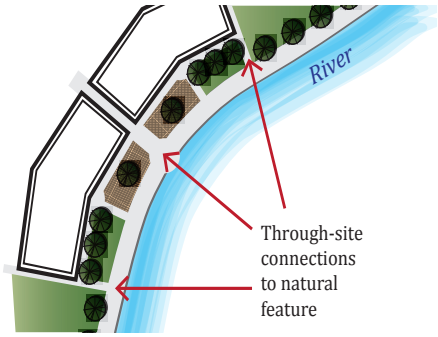
**Contextual Considerations**

Industrial or other uses requiring security may require flexibility regarding internal site connectivity and connections to public areas. Pedestrian access is particularly important in Typology 1 and to a slightly lesser degree in Typology 2.

**Corridor Overlay Standards**

Pedestrian access and connectivity is subject to the design standards in the Corridor Overlay Standards.

*Provide connections to the public realm.*




*Through-site connections will be more strongly encouraged on sites adjacent to a natural public amenity.*

## Pedestrian Access and Connectivity

Pedestrian access and connectivity refers to the movement of people from the public realm to and through a site. It also encompasses pedestrian connections to adjacent sites. Pedestrian access and connectivity within a site should enhance walkability and provide clear connections to the public realm.

**SD11. Integrate a pedestrian path with the overall site design.**

**SD12. Provide a physical pedestrian connection between a site and the public realm. Appropriate options include:**

- A door that opens directly to a public space.
- A walkway that connects a building to a public space through a setback area.
- A plaza, outdoor seating area or patio that connects a building to a public space.
- When a property is adjacent to a public open space, connect the site to the open space.

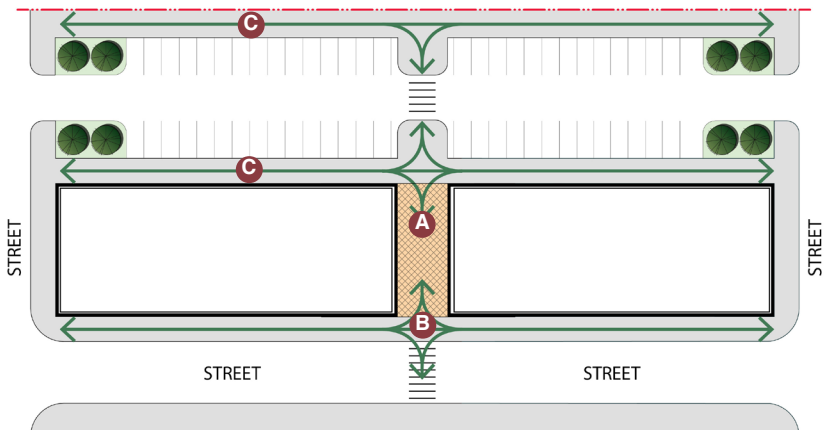
**SD13. Establish an internal walkway system that connects building entries, parking areas and open spaces.**

- Use landscaping, special paving and distinct lighting to accentuate a site's circulation system.
- Consider directing an internal walkway through a plaza, courtyard or other outdoor feature.
- Size an internal walkway of an adequate width to allow safe pedestrian access.
- Integrate an internal walkway system with the public pedestrian circulation system.

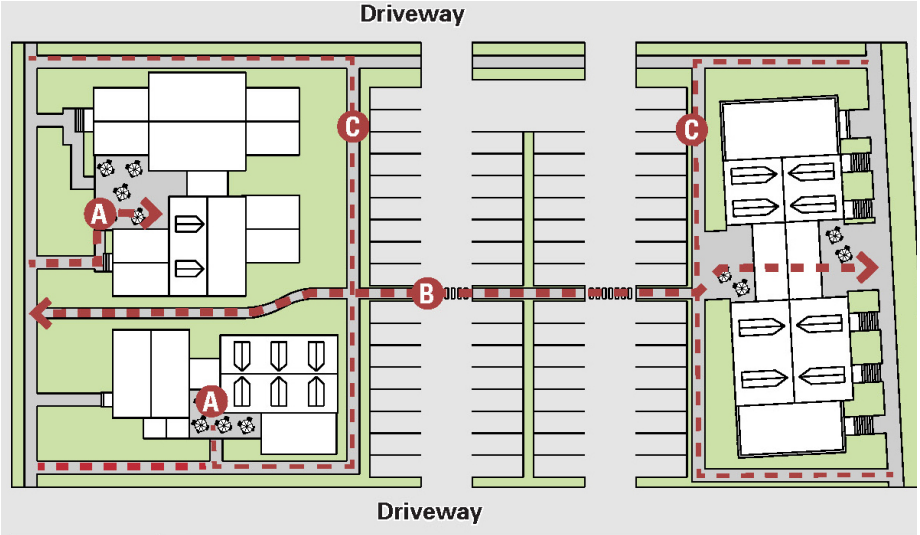
**SD14. Use paving materials to highlight a pedestrian path.**

**SD15. Where feasible, and when there is a clear public benefit, consider providing public pedestrian access through a block. Methods include:**

- A path connecting two streets through a block.
- A pedestrian walkway integrated with an open space or a retail amenity.
- An alley that is shared by pedestrians and automobiles.

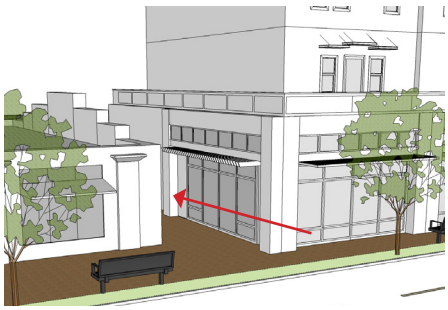



*Pedestrian connectivity options include the following: A) directing a walkway through a courtyard, B) providing a mid-block connection, C) providing internal cross property walkways.*




*Pedestrian connectivity options include the following: A) directing a walkway through a courtyard, B) providing a mid-block connection, C) connecting with internal walkways on neighboring properties.*

*A midblock pass through. The walkway is activated with a plaza and buildings are oriented to it.*



*Pedestrian connectivity is provided by a midblock pass through.*

## Vehicular Access

Vehicular access relates to the interaction of vehicles between public streets and private property, as well as cross-access between adjacent properties. Vehicular access primarily refers to cars and service vehicles (delivery trucks, garbage) but also extends to emergency vehicles, transit and bikes. Cross-access refers to providing vehicular access between two or more contiguous sites so that motorists do not need to reenter the public street system to gain access to abutting properties.

The number of access points directly affects safety and walkability. Vehicular access should be designed to protect public safety and promote better land use by controlling the design and use of the public right-of-way. Well-designed vehicular access reduces the number of conflicts between motor vehicles, bikes and pedestrians, resulting in fewer accidents and improved traffic flow.

**Contextual Considerations**

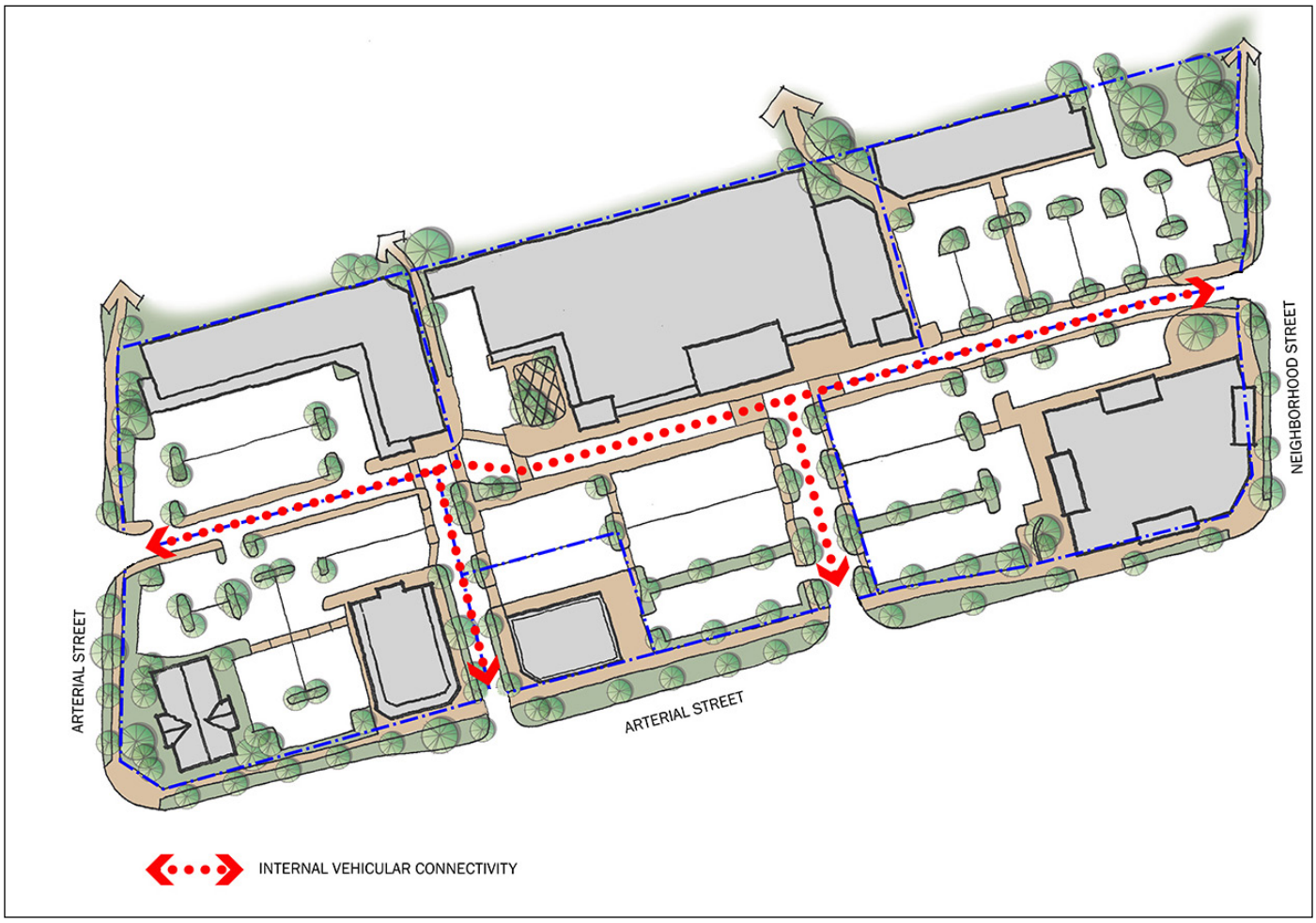
Minimize vehicular access in Typologies that anticipate higher levels of pedestrian activity to promote safety and an improved walking environment.

**Corridor Overlay Standards**

Vehicular access is subject to the standards in the Corridor Overlay Standards.

**SD16. Design site access and circulation to minimize potential conflicts between automobiles, bicycles and pedestrians.**

- Minimize the number of access points and combine access wherever possible.
- Driveways should be located at a specified safe distance from intersections.
- To the extent feasible, existing access points should be eliminated or consolidated when new development occurs.
- Provide vehicular access to a site from a side street wherever possible.
- Cross-access should be required for all commercial properties.
- Locate access drives and utilize signage, striping and paving to help minimize conflicts.
- Avoid on-site loading where street loading is feasible.




*Design site access and circulation to minimize potential conflicts between automobiles, bicycles and pedestrians.*

## Setback Area Character

Setback area character refers to the design and use of an open space within the private realm that sits between a building and the street. Where a building is set back from the front parcel line, the area between the building and that parcel line should be designed to provide visual interest at the street level. While a variety of treatments are appropriate, it should be designed to enhance the public realm. Design should be encouraged that uses native landscaping which speaks to Missoula's environmental setting, provides outdoor spaces that generate activity and enhances the streetscape with public art. Other treatments may be used in this space that contribute to placemaking and community identity, and connect a building to the public realm through pathways or other features.

**SD17. Design a setback area to provide visual interest at the street level. Appropriate design elements include:**

- Landscaping (with planting including trees and shrubs; avoid monotonous lawn areas)
- Outdoor dining areas
- Plazas
- Pocket parks
- Public art
- Outdoor display areas
- Pathways and circulation
- Stormwater management features
- Street furniture

*Landscape and connectivity enhances the setback area.*

**Contextual Considerations**

Encourage a predominantly hardscaped treatment in Typology 1 and a variety of treatment options in Typologies 2, 3 and 4.

*Public art enhances the setback area.*

*Landscape buffers surface parking that is located within the setback area.*

*Incorporate an open space amenity into a site design.*

*Locate an amenity in a place where it will receive regular use.*

## Amenity Space

Although opportunities will vary by Corridor Typology and site to site, each project should consider incorporating amenity space into its site design. Courtyards, plazas, outdoor dining areas and other spaces provide places to gather and engage in activities. When located adjacent to the public realm, these features activate and enhance the pedestrian experience.

A rooftop also provides an excellent outdoor place. A rooftop outdoor place may be incorporated into multi-family, mixed-use or commercial development. A rooftop outdoor place should be designed to be an amenity but should not detract from the architectural character of a building.

**SD18. Incorporate amenity space into a site design.**

- Place amenity space so that it is connected to the public realm.
- Link an amenity space to internal site features and the public realm.
- Size an amenity space to be adequate for its function.
- Enclose an amenity space with building edges, landscaping or other site elements.
- Site an amenity space to maximize sun exposure in winter months.
- Locate an amenity space in a place where it will receive regular use.
  - » Frame an amenity space with development that promotes pedestrian activity.
- Program an amenity space with site features, or activities that will invite its use.

**SD19. Enhance trail networks.**

- Connect to existing trail networks where possible.
- Create new trails to enhance networks where possible.

**SD20. Design a rooftop space to capitalize on views and natural features.**

- Orient a rooftop outdoor place to take advantage of nearby natural features such as the River.
- Orient a rooftop space toward active pedestrian areas.

## Bicycle Amenities

Each project in the Corridors should promote bicycling by providing effective facilities.

**SD21. Incorporate bicycle parking into the design of development.**

- Locate bicycle parking facilities in highly visible and accessible locations.
- Consider designing bicycle parking facilities to:
  - » Be covered/sheltered
  - » Minimize potential for theft
  - » Provide lockers or other storage with restricted access

**SD22. Provide a connection to an existing bikeway where possible and applicable.**

*Incorporate bicycle parking into a project's design.*

*Create facilities that support cyclists.*

*Provide a connection with existing bikeways.*

**Additional Considerations**

Minimum requirements for bicycle parking are established in Chapter 20.60.090 of the City code.

*Public art enhances the built environment and public space.*

## Public Art

Public art includes decorative and functional features that are accessible or visible to the public. These may include sculptures, murals, mosaics, street furniture (benches, bike racks or other functional features with an original design), and other media that add interest, communicate a message or generate dialog. These guidelines address the role of public art in placemaking and do not address content.

Public art can enhance the built environment and should be integrated into a project where feasible. Conveying local heritage and culture, as well as durability and maintenance should be taken into consideration when including public art in a project.

**SD23. Encourage the inclusion of public art in a project. Consider public art that:**

- Is durable and accessible to the public.
- Relates to functional site features such as gates, entries, sitting areas, walkways and other outdoor amenity spaces.
- Reflects the cultural values of the community.
- Activates recreational space.
- Creates visual interest on blank walls along a site.

| Contextual Considerations |
| --- |
| Public art is encouraged in highly visual locations such as Nodes. |

| Additional Considerations |
| --- |
| The Public Art Committee is responsible for reviewing, advocating and developing public art projects in the public domain. |

## Service Areas

A service area, such as trash receptacle or loading areas, can negatively impact the public realm when visible. These features should not be visible from the street.

**SD24. Locate a service area so that it is not visible from the public street.**

- Locate a service area to the interior of a site, and away from the public street wherever possible.
- Where site constraints dictate a location visible from the public realm, screen it from view with a solid wall, opaque fence or landscaping.

## Landscape Design

Landscaping can enhance a project by providing visual interest, tying together key site features, providing shade, screening certain areas from public view and providing buffers between properties. It also can help soften the urban environment and visually enhance a public space. More flexibility should be allowed for smaller adaptive reuse and renovation projects.

**SD25. Preserve existing trees wherever possible.**

- Incorporate an existing tree into the site design.
- Highlight an existing tree as a design element.

**SD26. Use a coordinated landscape palette to establish a sense of visual continuity within a site.**

- Species diversity and plant type variety is encouraged, but landscaping should always be coordinated with the overall site design.

**SD27. Consider using landscaping to highlight a building entry, walkway or other feature.**

**SD28. Use landscaping to screen a sensitive edge, such as an abutting residential property or natural feature.**

**SD29. Utilize landscaping to frame views to the surrounding mountains and landmarks.**

**Additional Considerations**

These design guidelines do not apply to landscaping in the public realm (see the Approved Street Trees standards for the public realm).

*Screen a service area from view with a solid wall, opaque fence or landscaping.*

*Use landscaping to highlight a building entry, walkway or other feature.*

**Additional Considerations**

Screening of service areas is also subject to the requirements in Chapter 20.65.070 of the City code.

*Use tree species that are able to survive in an urban setting.*

**Additional Considerations**

Development Services approves permeable paving on a case-by-case basis.

**Additional Considerations**

For more information on Low Impact Development (LID), please see the Benefits of Low Impact Development (*https://www.epa.gov/sites/production/files/2015-09/documents/bbfs1benefits.pdf*)

## Plant and Tree Selection

Plants and trees that are adapted to Missoula's climate should be selected to reduce the need for resources, maintenance, and replacement.

**SD30. Use appropriate tree and plant species that thrive in Missoula's climate and the conditions of the site.**

- Utilize plants native to the region, as possible.
- Use drought and cold weather tolerant species.
- Avoid invasive species and species susceptible to pests.
- Minimize the need for irrigation through minimizing turf grass or selecting appropriate species that minimize requirements for irrigation, pesticides, fertilizers, and maintenance.
- Use tree species that are able to survive in an urban setting.
- Provide plant diversity, typically no more than 10 percent of one species, no more than 20 percent of any genus, and 30 percent of any family.

## Sustainable Site Design

Sustainability is a community objective in Missoula and is prioritized in the City's Growth Policy. Each site design should create opportunities to contribute to a sustainable future for Missoula. Incorporate sustainability features to reduce energy consumption and stormwater runoff.

**SD31. Integrate low impact development (LID) features to minimize impacts to the municipal stormwater system and area watersheds.**

- Include a stormwater management feature, such as a bioretention area or rain garden, as a site amenity.
- Use permeable surfaces and paving systems that allow water infiltration.
- Use generous site landscaping to absorb site runoff.
  - » Plant material should be species that are able to withstand anticipated changes in soil wetness and moisture levels.
- Collect and use rainwater for irrigation.

*Use permeable surfaces and paving systems that allow water infiltration.*

**SD32. Use landscaping to reduce the need for heating and cooling.**

- Use trees and landscaping to create shade in warm months and sun exposure in cool months.

**SD33. Choose a material that reduces energy consumption.**

- Use a local, recycled material where possible.
- Consider incorporating an energy-generating feature on a site. This may include a wind turbine, solar panel, solar powered lighting or other similar feature.

**SD34. Where possible, incorporate LID features in a parking lot. Use one or more of the following:**

- Permeable pavement
- Planted areas to slow runoff and to filter water
- Planted swales to collect water
- Other features that store, slow or filter surface water runoff

*Design a site to promote year round use.*

*Utilize site lighting to activate outdoor spaces and plazas in the winter months when the hours of natural light are limited. This plaza has pop-jet fountains in the summer time, but is transformed with a lighted sculpture in the winter.*

## Winter City Design

Missoula's climate should be considered in site design. Snow removal and snow storage are important factors when planning site circulation, parking and landscaping. A building should be sited to maximize sun access in winter and to help shelter open spaces and pedestrian areas from prevailing winter winds.

**SD35. Design a site to promote efficient snow removal and adequate space for snow storage.**

**SD36. Site a building or open space to maximize sun exposure and utilize passive solar design.**

**SD37. Site a building to shelter open spaces and pedestrian areas from prevailing winter winds.**

| Additional Considerations |
| --- |
| Developments greater than one acre are required to create a snow removal plan (see the Missoula Code of Ordinances). |

*Locate site furnishings to animate the pedestrian network and outdoor amenity spaces.*

## Site Furnishings

Site furnishings may include benches, chairs, tables, waste receptacles, bike racks, planters and other furnishings designed for outdoor use. Site furnishings should be carefully considered with an overall project design. Site furnishings should be designed to reflect the setting and character of Missoula. Local materials and craftsmanship are preferred.

**SD38. Use a coordinated set of site furnishings. This may include:**

- benches
- litter receptacles
- recycling containers
- bike racks
- planters
- bollards
- signage

**SD39. Locate site furnishings to animate the pedestrian network and outdoor amenity spaces.**

- Locate furnishings near active pedestrian areas, including major pedestrian routes, building entrances and outdoor gathering places.
- Locate furnishings so they will not impede a primary pedestrian way.

**SD40. Select furnishings that are fitting with Missoula's character.**

- Consider using contextual designs that reflect Missoula's setting through local materials or craftsmanship.
- Select designs that will be comfortable to use year-round. Selecting a bench design that drains is an example.

*Integrate a freestanding site feature within the overall design of a site.*

## Integration with Streetscape Design

When designing a site, it is important to consider how it relates to the public realm and the broader setting. A site should connect with nearby pedestrian crossings and circulation networks.

**SD41. Consider how a site can be arranged to complement existing public realm features.**

- Align a building entry with a mid-block crossing or a public realm feature such as a plaza, bench or park.

## Site Lighting

Site lighting is important for safety and can be used to enhance a design. Lighting should be designed to minimize unnecessary light pollution.

**SD42. Scale site lighting to reflect its purpose.**

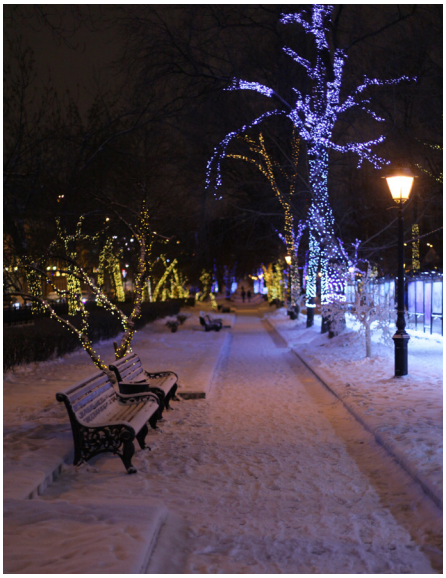
- Use a small-scale fixture with down-lighting or light bollards to illuminate a pedestrian walkway.
- Use medium scale (15 to 18 feet in height, roughly) overhead lighting for a common outdoor space, building entry, parking area or internal driveway.

**SD43. Minimize light spill onto adjacent properties and toward the sky.**

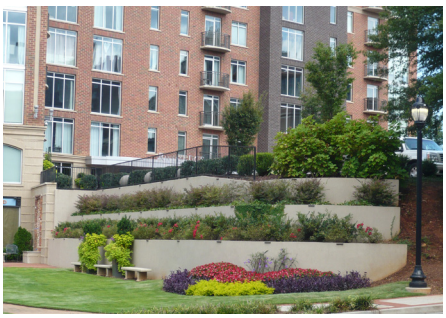
- Use a fixture(s) that provides even lighting for a plaza, courtyard or patio area.
- Shield site lighting to minimize off-site glare.
- Orient fixtures toward the ground.

**SD44. Integrate a lighting fixture with the design of the overall building and site.**

- Use a style that is compatible with the building and site design. For example, use a contemporary fixture for a contemporary building.
- Choose a material that is compatible with the materials used on the building and throughout a site.



*Site lighting can enhance a design.*



*Where a taller cut or change in grade is necessary, use a series of landscaped terraces or stepped walls.*

## Working with Topography

Some projects occur on sites with significant topography and grade change. A site design should work with existing topography wherever possible rather than creating a flat site. This is a sustainable practice and helps to retain terrain that contributes positively to Missoula's character. A regrading effort should not negatively impact the public realm.

**SD45. Design a site to integrate with existing topography.**

- Where regrading a site is necessary, design it to minimize impacts to landform stability and built environment.
- Use a series of landscaped terraces or stepped walls where a taller cut or change in grade is necessary.
- Incorporate an existing topographic landform as a natural or open space amenity.

**SD46. Design parking lots to take advantage of changes in topography.**

- Terrace parking lots on steep slopes, following site contours.
- Where on-site parking is provided, consider taking advantage of site topography to provide subterranean or partially subterranean parking.
- Place parking deck entrances at a lower/higher grade to allow access to a separate level from the ground floor.

**SD47. Orient a building's primary facade along a level grade, where possible.**

**SD48. Design a building to step with the existing topography of a site.**

- Step building foundations to follow site contours, when feasible.
- "Terrace" a building into a hillside to minimize site disturbance and create private outdoor spaces and site features.
- Step the first floor of a building along a sloped street to maintain a close connection to the sidewalk level.
- Maintain continuous upper floor plates by varying first floor heights according to changes in grade.

**SD49. Define facade elements to respond to changes in topography.**

- Step building entrances to follow changes in building foundations.
- Step windows with topography to ensure a continued visual connection and an active edge for pedestrians.
- Limit the maximum length of an exposed foundation wall to maintain an active building edge.
- Limit the maximum height of an exposed foundation wall to maintain a pedestrian scale.

**SD50. Step outdoor amenity spaces to follow changes in topography.**

- Use site elements such as seat walls and berms to transition between changes in grade.
- Integrate landscape elements such as seating, lighting and others with changes in grade.
- Consider locating a sloped sidewalk adjacent to stepped hardscape areas in order to maintain ADA access.

**SD51. Provide frequent connections between the public walk to the site and its building(s).**

- Include regularly spaced connections between pedestrian circulation systems and the finished grade of a project site.
- Avoid using sheer sitewalls that limit pedestrian access into a site from the public way.

**SD52. Retaining walls are subject to the same guidance as blank walls. Use one or more of the following methods:**

- Vertical landscaping
- Public art
- Change in materials and color
- Integrate seating into wall

*Incorporate a topographic feature as an open space or landscape amenity where feasible.*

*This row of townhouses provides a compatible mass and scale transition to an adjacent residential neighborhood (not shown).*

*The multifamily building steps down to single-family residential building, providing a compatible transition in building height.*

*The horizontal mixed-use building provides a commercial and multi-family component. The commercial portion orients to the commercial street and wraps the corner. The multifamily portion provides a compatible mass and scale transition to the adjacent residential neighborhood.*

## Transitions to Sensitive Uses

Where an incompatible contrast in scale or land use occurs between properties, a sensitive transition may be needed. A sensitive transition is one that alleviates or avoids potential negative impacts to the more sensitive property. Negative impacts may include:

- Visual impacts such as looming walls and limited solar access
- Negative impacts on a historic property (such as blocking views to the property or disrupting established setback patterns)
- Noise, odor or other use-related impacts

Commercial, mixed-use and multi-family residential (including multi-family built in commercial zones) along the Corridors should be designed to mitigate impacts on adjacent residentially-zoned (R-) properties where the two properties interface. Typical transition conditions that are likely to be encountered along the Corridors are described on the next page.

Sensitive edges may also exist where development occurs next to a historic resource. These edges are particularly important to consider so that historic integrity is preserved.

**SD53. Mitigate negative scale-related visual impacts on a sensitive property.**

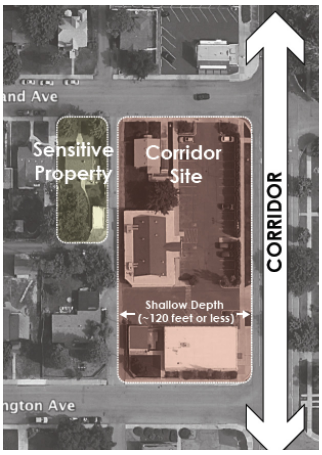
- Effective treatments include:
  - » Scale transitions (upper floor stepbacks or overall height reductions)
  - » Increased setbacks (front, rear or side)
- Where an increased setback is employed, consider using the setback area for parking, open space amenities or other site amenities.

## Typical Transition Conditions for Corridor Properties

*Development along Missoula's Corridors will encounter a variety of edge conditions, particularly at the rear parcel line. The depth of a parcel, the nature of a shared parcel line with a residentially-zoned property and other factors may influence considerations for establishing a sensitive transition to a residential neighborhood.*

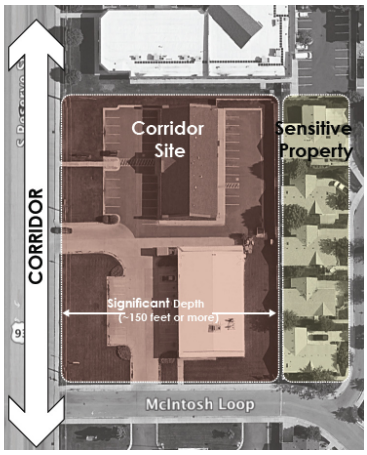
### Constrained Commercially-Zoned Properties

*Where a relatively shallow property is located along a Corridor and a residentially-zoned property is located immediately behind it. Under this condition, transition solutions will be more limited but may also be highly critical.*



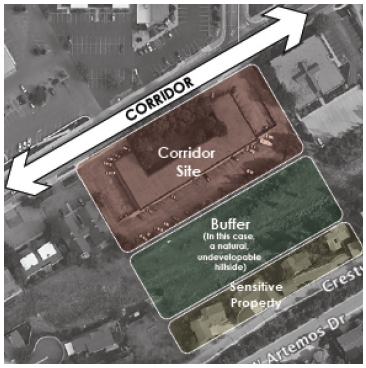

### Unconstrained Commercially-Zoned Properties

*If a commercial property along a Corridor is located adjacent to a residentially-zoned property and has significant depth, then a wide variety of transition solutions should be considered.*



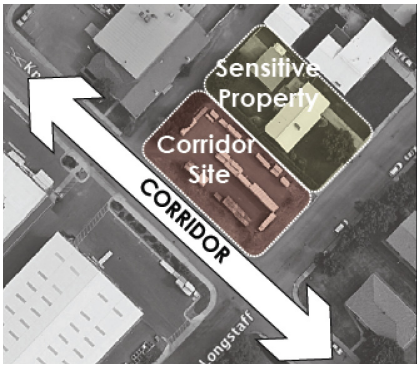

### Buffered Relationship

*Where a commercially-zoned property is located immediately adjacent to a residentially-zoned property, but some buffer exists (alley, drainage ditch, open space, etc.). Under this condition, a built-in transition is provided and may reduce the need for additional transition techniques.*



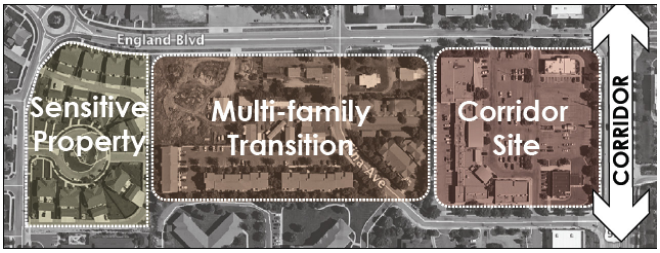

### Shared Parcel Line Conditions

*Where a commercially-zoned property is located immediately adjacent to a residentially-zoned property and the two properties share a parcel line. Under these conditions, establishing sensitive transitions may be more critical since there is no buffer provided by an alley or other feature.*

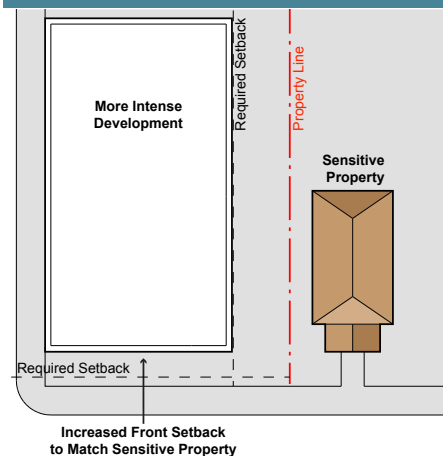



### Multi-Family Transition

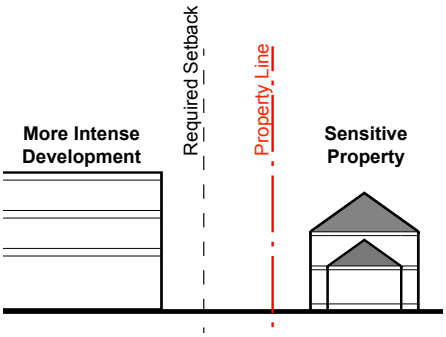
*Where a commercial property is buffered from a single family residential zone by a multi-family property. Under this condition, transitions may not be as critical since the multi-family project provides one.*



## Increased Setbacks

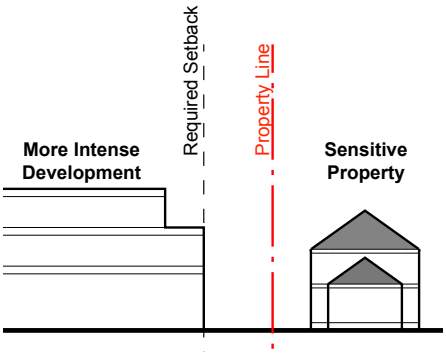



*Increased front setback*



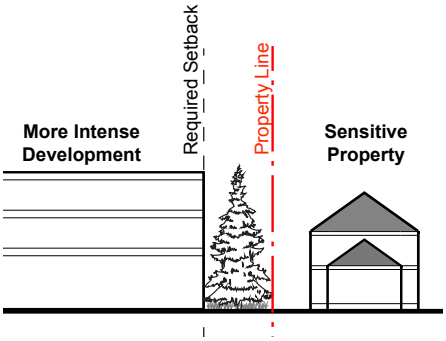

*Increased side setback*

## Scale Transitions




*Upper floor stepback*

## Landscape Buffer




**SD54. Mitigate negative noise, odor or other use-related impacts on a sensitive property.**

- Effective treatments include:
  - » Use transitions (locating a residential use or other low-impact use towards the sensitive edge)
  - » Increased setbacks
  - » Landscape buffers
  - » Walls
  - » Parking buffers
  - » Amenity buffers

**SD55. Mitigate negative impacts on a historic property.**

- Effective treatments include:
  - » Scale transitions (upper floor stepbacks or overall height reductions)
  - » Increased setbacks (front, rear or side)

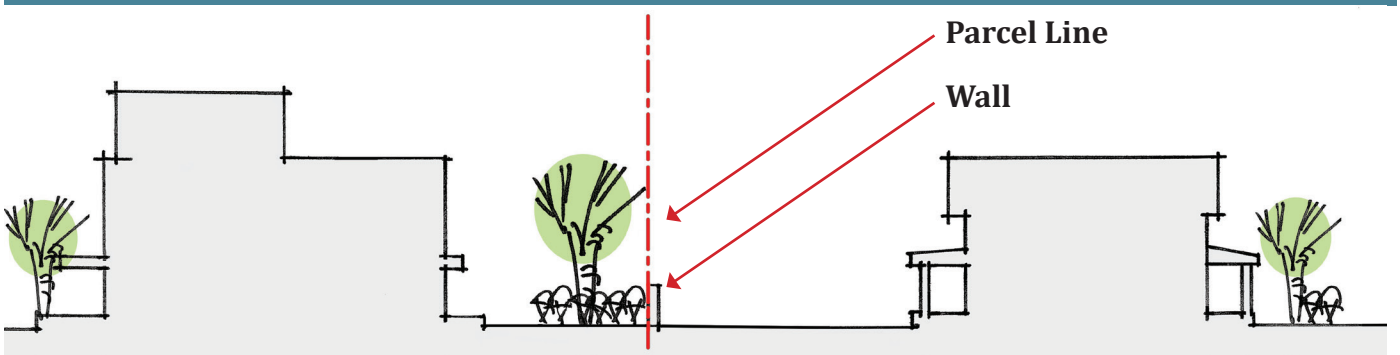
## Use Transition

*Use transition. The commercial development shown above provides a compatible multi-family cluster that transitions to an adjacent residential neighborhood (not shown).*

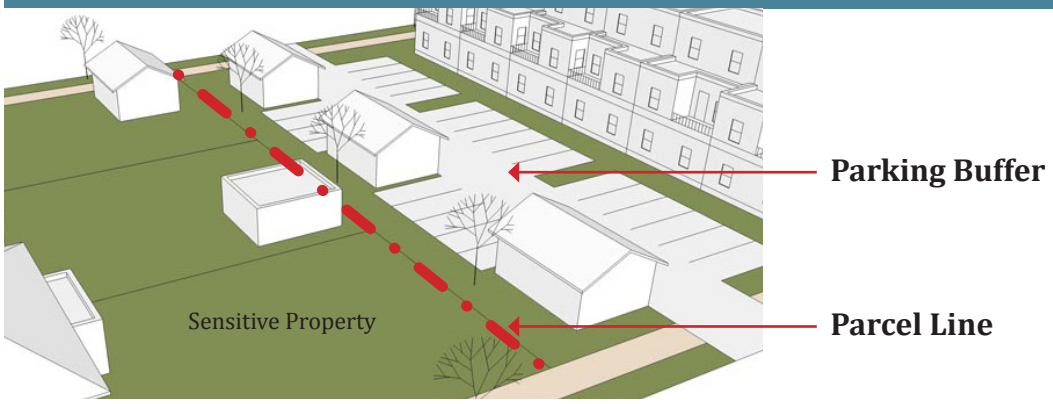
## Additional Considerations

Transitions are also addressed in section "20.10.030 - Parcel and Building Standards" of the zoning code, which requires setbacks and upper story step backs on a commercial property that shares a parcel line with an R- zoned property.

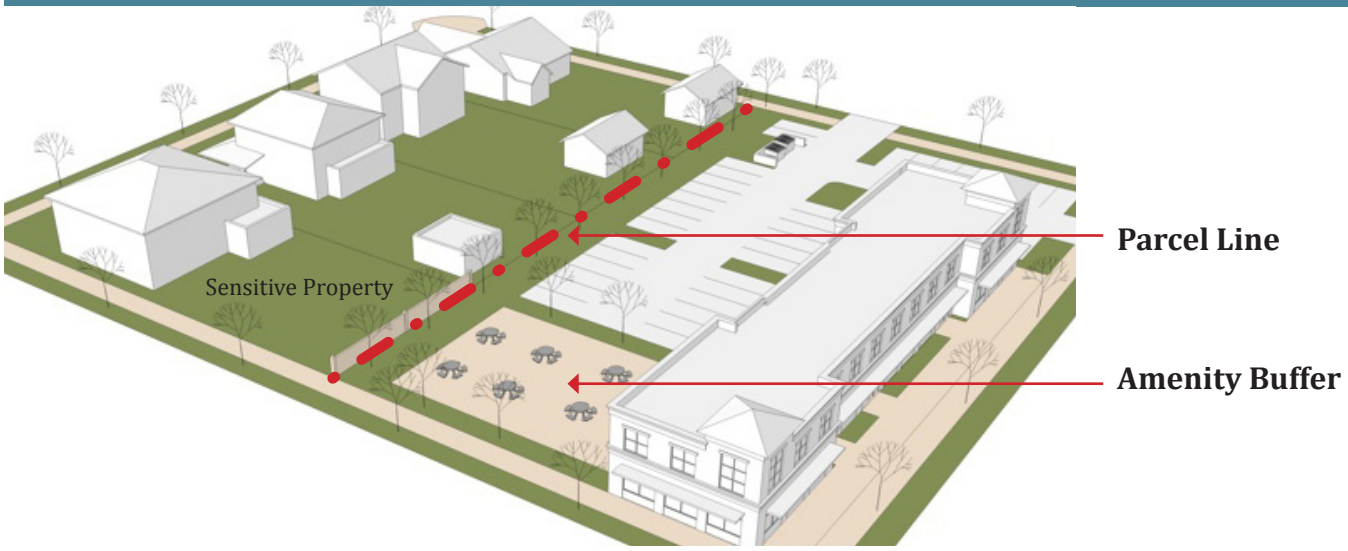
## Wall




## Parking Buffer - Strategic location of parking to separate a building further from the sensitive building




## Amenity Buffer - Strategic location of an amenity, such as a common outdoor space, to buffer a building and its activities from the sensitive property



*Consider opportunities to adaptively reuse an existing building.*

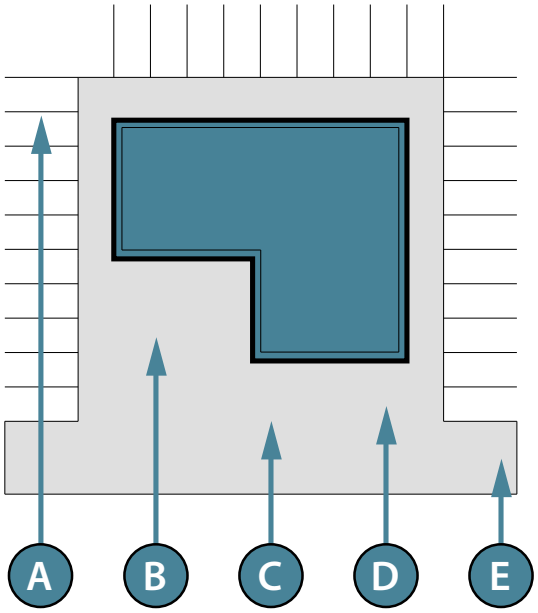
## Adaptive Reuse and Incorporating Existing Buildings

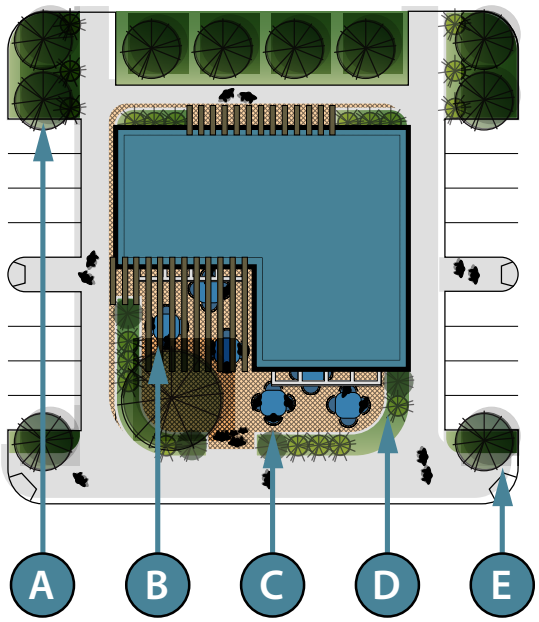
Redevelopment is anticipated and encouraged in Missoula, but there will be cases where adaptive reuse of existing buildings will occur. This involves reusing existing buildings and sometimes integrating them into new development projects. New development may explore opportunities to integrate an existing building or buildings into a site design.

**SD56. When adaptively reusing a building, consider opportunities to:**

- Activate and enhance the site.
- Provide an active outdoor use, such as a plaza, outdoor seating area, display area or similar space.
- Integrate pedestrian site circulation between buildings.
- Consolidate and share parking between uses.
- Create shared vehicular access between uses.

## Adaptive Reuse of an Existing Building




| | |
|---|---|
| A | Surface parking lots receive landscaping enhancements to improve aesthetics. |
| B | Under-utilized space is activated and updated with a contemporary architectural element (pergola) that provides additional seasonal flexible-use space. |
| C | Paved area becomes an outdoor patio and dining area. |
| D | New landscaping buffers the patio area from the street, and provides pedestrian interest to passersby. |
| E | New accessibility improvements enhance pedestrian and ADA access. |

# CHAPTER 8. BUILDING DESIGN

A building's design and the arrangement of its features can strongly impact the public realm. A building design should accentuate key building elements and provide visual interest. Building design addresses the visual and functional character of development. This Chapter addresses the visual character of a structure, including the arrangement and design of features, scale and massing.

## Entry Design

A building entrance provides a key visual connection between the public and private realm. A door should be easily recognizable and should provide a strong visual and physical connection to the public realm. Building entries should be spaced to provide visual continuity along a street and encourage pedestrian activity.

**Corridor Overlay Standards**

Distance between entries is subject to the design standards in the Corridor Overlay Standards.

**BD1. Design the primary entrance of a building to be clearly identifiable. Use an architectural element(s) to highlight an entrance. Potential treatments include:**

- Canopy
- Arcade
- Portico
- Stoop
- Building recess
- Awning
- Moldings

**BD2. Use an authentic, functional entry on a street-facing facade.**

- In Typology 1, it is critical to provide an entry that faces the street.
- In other Typologies, a street-facing entry is also preferred. However, more flexibility is appropriate when a building is double-fronted or faces a walkway or parking area.

**BD3. Maintain a regular rhythm of entries.**

- In Typology 1, it is important to maintain a regular rhythm of entries along the street. More flexibility is appropriate in the other Corridors.

*Design the primary entrance of a building to be clearly identifiable.*

*Maintain a regular rhythm of entries.*

## Windows

Windows are key design elements. Their design and arrangement should express a human scale, create visual continuity and provide visual interest.

**BD4. Locate windows to express a rhythm and create visual continuity.**

- Provide consistent horizontal spacing between windows.
- Vertically align windows on upper and lower floors.
- Provide a common head height for windows on a single floor. Minor deviations may be appropriate for an accent, but vertical alignment and horizontal spacing should remain consistent.
- If a glazed wall is utilized, use spandrels, moldings, awnings or sills to provide vertical and horizontal expression.

**BD5. Design a window to create depth and shadow on a facade.**

- Design a window to appear to be "punched" into a wall.
- Do not use a window that appears pasted onto a facade.

*Design a window to appear "punched" into a wall. Do not use a window that appears pasted onto a facade.*

## Facade Design

The design of a building facade greatly impacts how it is perceived and its relationship to the public realm. The arrangement, rhythm and proportion of elements like windows and doors are all important factors. The overall composition of a wall is also important. Design a facade with an orderly rhythm of elements that break down the building into discernible components. A larger building wall should be designed with smaller components to establish a human scale and add visual interest.

**BD6. Design a building to incorporate a "base, middle, cap" to divide a facade into separate components.**

- Express a base, middle and cap composition with well-defined ground or lower floors and a distinctive "cap" element framing middle building floors, especially on taller buildings.

**BD7. Arrange elements on a facade to create a generally consistent rhythm and sense of continuity.**

- Use consistent window and door sizes on a facade.

*Arrange elements on a facade to create a generally consistent rhythm and sense of continuity.*

*Design a building to incorporate a "base, middle, cap."*

**Corridor Overlay Standards**

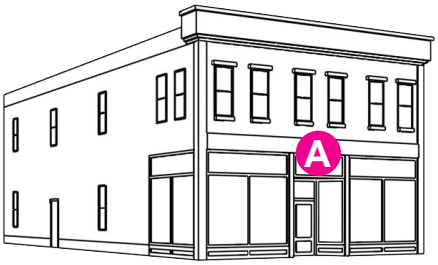
Facade design is subject to the design standards in the Corridor Overlay Standards.

## Considering How to Apply the Guidelines on Different Types of Walls

*In the Corridors, the design of each side of a building should be considered. However, the design of walls that are highly visible from the public realm is most critical. Thus, these guidelines should be applied more flexibly to walls that are less visible from the public realm. The different types of walls are explained below.*

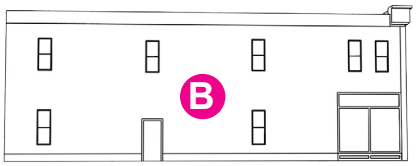
### Wall Type A: Street-Facing Wall

*This is the "front" of a building, either facing a street, into a development or onto an outdoor public amenity space. The design of a street-facing wall is of high importance. On corner sites, a building may have more than one street-facing wall.*



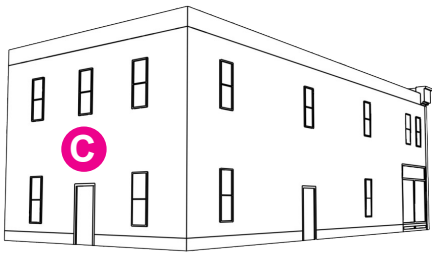
### Wall Type B: Secondary Wall

*These are walls (or portions thereof) that do not face a street, but are still visible from the public realm. The design of a secondary wall is important, but more flexibility may be allowed in the way the guidelines are applied.*



### Wall Type C: Rear Wall/Interior Wall

*These are walls that may face an alleyway, a service lane, or perhaps another building, but are not highly visible from the street or at all. The design of this type of wall may still be important, but more flexibility should be allowed in the way the guidelines are applied.*



## Street Level Interest

The character of a building's ground floor strongly impacts the pedestrian experience on adjacent public spaces, sidewalks or plazas. A blank or featureless wall at the ground floor level can diminish interest and reduce the quality of the pedestrian experience. A building should be designed to promote pedestrian interest at the street level. Long, blank walls on the ground floor level should be avoided.

The ground floor of a building should be designed to generate activity, animate the sidewalk and help to establish a visual connection between the inside of the building and the outdoor area that is adjacent. Transparent windows and storefronts are the preferred method to provide interest adjacent to the public realm in Typology 1. More flexibility is appropriate in the other Typologies.

**BD8. Design a building to provide interest at the street level adjacent to the public realm.**

- Preferred methods include:
  - » Entries and windows
  - » Storefronts
- Alternative methods include:
  - » Architectural detail
  - » Display windows or display cases
  - » Outdoor dining space
  - » Landscaped planter
  - » Vertical wall landscaping
  - » Wall art

*A recessed entry*

*Wall art*

*Landscaped planters*

**Contextual Considerations**

Some flexibility in how a project meets the design intent of providing street level interest may be appropriate for different Corridors. The expectations for street level interest are greater in the Corridors where more pedestrian activity is expected, such as Typology 1.
Additionally, street level interest is more critical in Nodes, regardless of Corridor Typology.

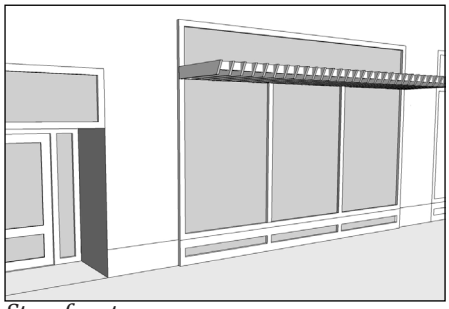
**Corridor Overlay Standards**

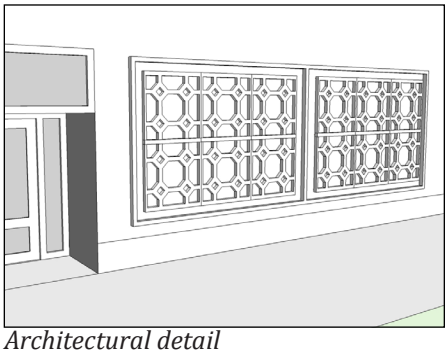
Ground floor transparency is subject to the design standards in the Corridor Overlay Standards.

## Options for Providing Street Level Interest

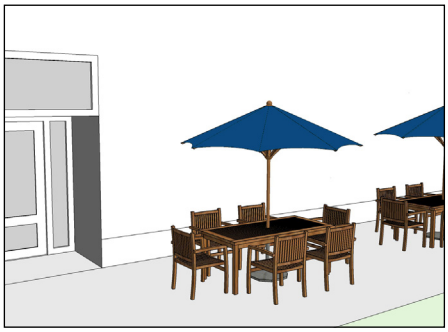
*Commercial entries*

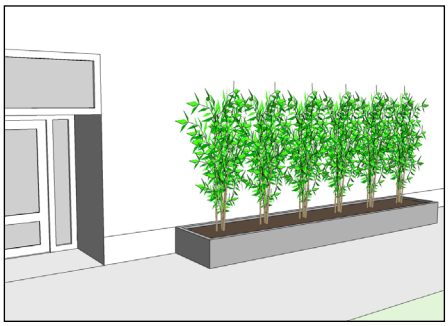
*Residential entries*

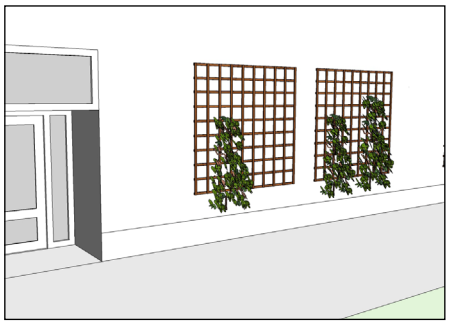

*Storefront*

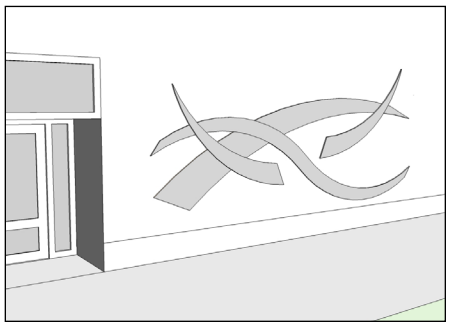

*Architectural detail*

*Display windows*


*Outdoor dining space*


*Landscaped planter*


*Vertical wall landscaping*


*Wall art*

## Building Illumination

The character and level of lighting used on a building is of special concern. Building lighting encompasses that which is attached to a building. Exterior lights should be simple in character and used to highlight signs, entrances and first floor details. Building illumination should be minimized to its purpose and should be subordinate to the building itself.

*Install exterior lighting that will enhance the public realm and improve the pedestrian experience.*

**BD9. Install exterior lighting that will enhance the public realm and improve the pedestrian experience.**

- Design a lighting plan to enrich the appearance and function of the building and site.
- Locate light fixtures to be visually subordinate to other building and site features during the day.
- Exterior lighting may be used to enhance the nighttime appearance of trees, shrubs and other landscape features.
- Design lighting so that it does not endanger the safety of pedestrian or automobile traffic.

**BD10. Use exterior lighting to highlight the distinctive features of a building, such as:**

- Building entrance
- Architectural details
- Signs
- Public art

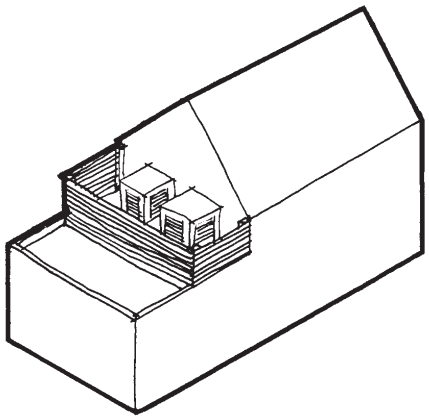
**BD11. Minimize the visual impacts of architectural lighting on neighboring properties.**

- Use exterior light sources with a low level of luminescence.
- In most cases, use white lights that cast a color similar to daylight.
- Reserve washing an entire building elevation for civic buildings and landmark structures.

**BD12. Use shielded and focused light sources to prevent glare and light pollution.**

- Provide shielded and focused light sources that direct light downward.
- Do not use high intensity light sources or cast light directly upward.
- Shield lighting associated with service areas, parking lots and parking structures.
- Light sources should be designed, installed and maintained to prevent light trespass onto a neighboring property or the public right-of-way.

**BD13. Discourage the use of color exposed tube lighting.**



*Minimize the visual impact of building equipment and equipment affixed to a building.*

## Building Equipment

Utility service boxes, telecommunication devices, cables, conduits, vents, chillers and fans are often attached to a building. This equipment draws away from the structure itself and can adversely affect the visual quality of the streetscape. The visual impacts of mechanical and other building equipment on the public realm should be minimized.

**BD14. Minimize the visual impact of building equipment and equipment affixed to a building.**

- Locate a utility connection or service box to the sides or rear of a building and not on a street-facing facade.
- Screen equipment with an architectural wall, fence or landscaping.
- Locate mechanical equipment on a rooftop in a location that is out of view from the street; otherwise screen it or integrate it architecturally with the overall building design.

## Materials

Exterior building materials should provide a sense of scale and texture and convey a high design quality and visual interest. Each building facade should use high-quality, durable materials that contribute to the visual continuity of the Missoula character. Additionally, buildings should use natural, local materials that express a connection to the environment. Local materials include wood, masonry and stone that are common in the region, or locally quarried/harvested.

**BD15. Use high quality, durable building materials.**

- Choose materials that are proven to be durable in the Missoula climate.
- Choose materials that are likely to maintain an intended finish over time or acquire a patina, when it is understood to be a desired outcome.
- Incorporate building materials at the ground level that will withstand on-going contact with the public, sustaining impacts without compromising the appearance.

**BD16. Utilize natural, local materials.**

- Natural, local materials for Missoula include:
  - » Brick
  - » Stone
  - » Wood
- Avoid using synthetic or highly reflective materials.
- Use genuine masonry units, which appear authentic in their depth and dimension.
- Wrap masonry units around corners of wall to ensure that it does not appear to be an applied veneer.

**BD17. Develop simple combinations to retain the overall composition of the building.**

- Avoid mixing several materials in a way that would result in an overly busy design.

**BD18. Mix natural, local materials with other materials, including contemporary ones.**

- Consider mixing natural materials with other materials such as:
  - » Authentic stucco
  - » Synthetic stucco (limited use only)
  - » Patterned pre-cast concrete
  - » Cement board siding
  - » Ceramic panel
  - » Detailed concrete
  - » Cast stone
  - » Prefabricated brick panels
  - » Wood/Composite siding
  - » Architectural metal
  - » Architectural glass
  - » Concrete masonry unit (CMU)

**Contextual Considerations**

The use of natural materials is important in Typologies 1 and 2. A wider range of materials is appropriate for Typologies 3 and 4.

**Corridor Overlay Standards**

Building materials are subject to the design standards in the Corridor Overlay Standards.

*Materials refer to the raw components used to construct the exterior of a building.*

## Materials

A selection of building materials are illustrated below. As noted, they may be used individually, or in combination, to meet the intent of the design guidelines for building materials.

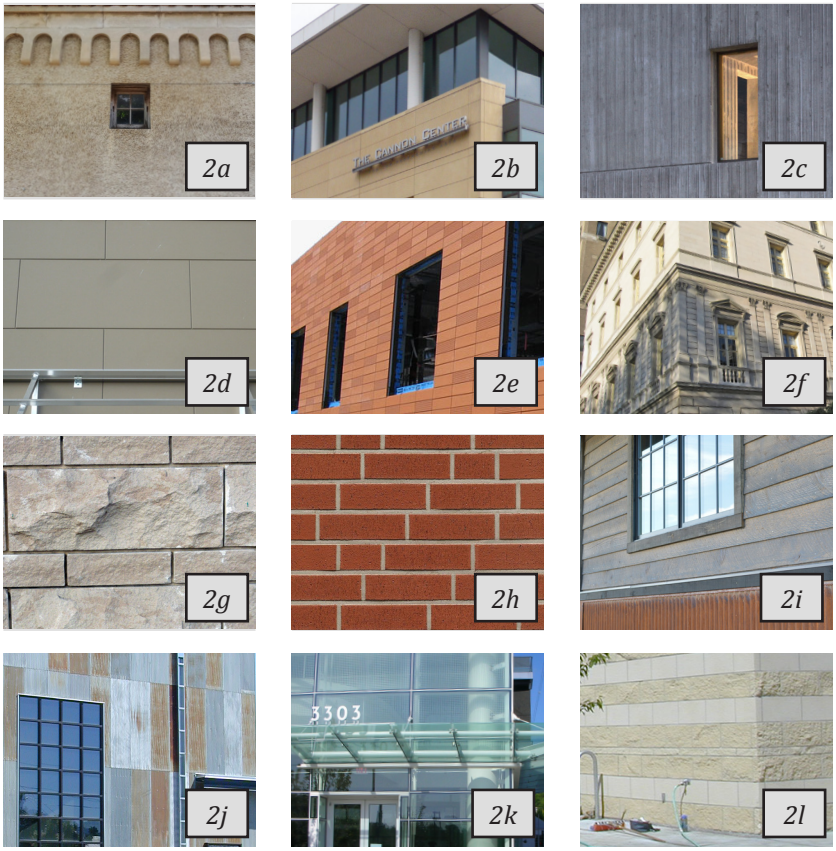
### 1) Natural, Local Materials

1a) Brick
1b) Stone
1c) Wood

### 2) Other Materials

2a) Authentic Stucco
2b) Synthetic Stucco (Scored)
2c) Patterned Pre-Cast Concrete
2d) Cement Board Siding
2e) Ceramic Panel
2f) Detailed Concrete
2g) Cast Stone
2h) Prefabricated Brick Panels
2i) Wood/Composite Siding
2j) Architectural Metal
2k) Architectural Glass
2l) Concrete Masonry Unit

### Photo Example



*This building reflects a connection to the environment in its design by incorporating river stone and heavy timber.*

*This building reflects a connection to the environment in its design by incorporating wood siding.*

*This building incorporates natural building materials in a unique design that reflects Montana heritage.*

*This building reflects a connection to the environment in its design by incorporating wood timber, metal gusset details and wood plank stamped concrete.*

*This building reflects a connection to the environment in its design by incorporating poured, scored concrete with masonry accents and metal details.*

*This brewpub reflects a connection to its environment in its design incorporating rusticated siding and plank wood detailing.*

*Designs that incorporate natural building materials with more contemporary or synthetic materials.*

*Stone siding and wood pergola with metal siding*

*Brick with metal detailing*

*Stone with cement fiber board and architectural glass*

*Wood siding with corrugated metal*

*Brick with concrete masonry unit*

*Conglomerate concrete and metal detailing*

## Sustainable Building Design

Buildings should be designed to maximize energy efficiency. Designs should also address seasonal changes in natural lighting and ventilation conditions. Buildings in the Corridors should incorporate sustainable design features wherever possible, with an understanding that sustainability objectives must be balanced with those of placemaking, urban design and economic development.

*Incorporate a renewable energy device.*

*Consider including a building design feature that conserves energy, such as a window pergola/sun shading device.*

**BD19. Consider including a building design feature that conserves energy.**

- Utilize external shading (landscape and/or integrated into the building) to keep out summer sun and let in winter sun.
- Design a building to take advantage of energy-saving and energy-generating opportunities.
- Design windows to maximize light into interior spaces.
- Use exterior shading devices, such as overhangs, to manage solar gain in summer months and welcome solar access in winter months.
- Incorporate a renewable energy device, including a solar collector or wind turbine.
- Utilize highly efficient internal equipment (e.g. lighting, plug loads) and controls.
- Use energy and water-efficient appliances and fixtures.

**BD20. When redeveloping a site, salvage or reuse site and building materials where possible.**

- Incorporate a functional existing building into a redevelopment project in order to minimize waste and greenhouse gas emissions associated with demolition.

**BD21. If a parking area is essential, provide one that supports fuel-efficient and electronic vehicles.**

- Provide compact parking spaces.
- Provide one or more electronic vehicle (EV) charging stations.

## Community Identity

Community identity refers to the degree to which a building's design conveys a character that reflects Missoula's identity and community values, including a diversity of architecture, eclecticism and connection with the environment.

Buildings in Missoula should exhibit architectural creativity and uniqueness. Each should reflect in some way a connection to the environment. Designs that are not unique to Missoula should be discouraged.

**BD22. Minimize the use of company logos, colors and other trademarked items on a building**
**BD23. Confine company trademarked logos to signage at the allotted area per underlying sign code requirements**

*Minimize the use of company logos, colors and other trademarked items on a building.*

## Wall Articulation and Mass Variation

The overall size, height and form of a building help determine how large it appears, and have an impact on the pedestrian experience. New development should not be monolithic in scale or jarringly contrast with neighboring development. A larger building mass should be broken down into smaller components to establish a sense of human scale, add visual interest, prevent monotonous walls and enhance access to light and views. Human scale is used to describe how a person perceives a building element or a group of building elements in relation to themselves. A person relates better to building features that are of a size and scale similar to that of a human.

Wall articulation includes vertical or horizontal changes in materials, color, fenestration, minor wall offsets or other elements that do not significantly change a building's volume but reduce perceived building mass. Articulation should be used to break down a building into human-size components and express a sense of vertical and horizontal scale.

Mass variation reduces actual building mass and scale by modulating building volume. Variations in floors or walls should be used to create physical relief in an architectural form to express a human scale, reduce the bulkiness of a building and increase solar access at the street.

For a larger building, wall articulation and mass variation may be more critical. On parcels that are constrained in size or depth, options to vary a building's mass may be more limited.

**BD24. Articulate a building wall to create human scale components and express a sense of vertical and horizontal scale. Options include:**

- Accent lines, fenestration or other techniques that provide vertical or horizontal expression
- Vertical or horizontal variations in material and/or color
- Wall plane offsets such as notches or projections such as columns, moldings or pilasters
- Awnings, canopies or other features that help define the ground floor of a building

**BD25. Vary the mass of a building to express a human scale, reduce the bulkiness of a building and increase solar access at the street. Options include:**

- Height variation
- Increased setbacks
- Upper floor stepback

**Corridor Overlay Standards**

Vertical scale, facade design, wall articulation and mass variation are subject to the design standards in the Corridor Overlay Standards.

**Contextual Considerations**

Articulation requirements may be more extensive for Typologies where a higher level of pedestrian activity is anticipated, such as Typology 1.
Where a building is set back further from the street, the number of articulation methods may be less.
Articulation is more critical in nodes, regardless of Corridor Typology.

## Wall Articulation

*Changes in materials and color help reduce the perceived mass and scale.*

*Canopies help define the ground floor of a building and frame the pedestrian experience.*

## Mass Variation

*Height variation helps reduce the bulkiness of a building and increase solar access at the street.*

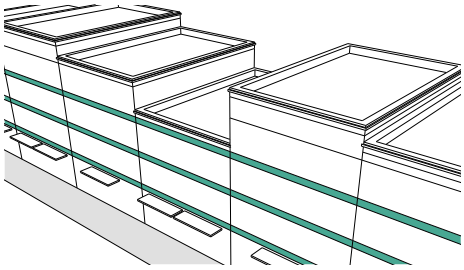
*Upper floor stepbacks help reduce the bulkiness of a building and increase solar access at the street.*

## Applying Wall Articulation Methods

*Use articulation techniques in proportion to a building's overall mass. For example, wall plane offsets are needed as a building's length increases. A single method is typically insufficient to achieve reduced scale and provide interest. Combining methods is highly encouraged. These methods may be used for building articulation.*

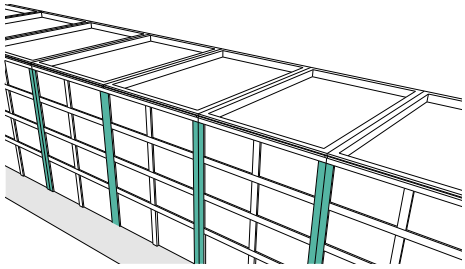
### Accent Lines

*Accent lines, fenestration or other techniques help provide vertical or horizontal expression. They can help create rhythm and scale on a facade.*



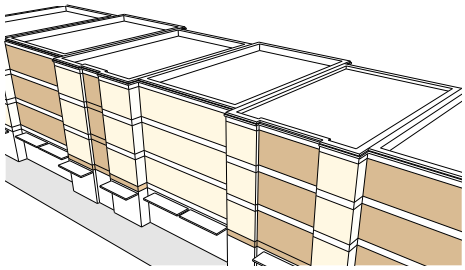
### Wall Plane Offsets

*Wall plane offsets include notches or projections such as columns, moldings or pilasters that generally rise the full height of the facade to add visual interest. They help create a sense of texture and provide depth and visual interest.*



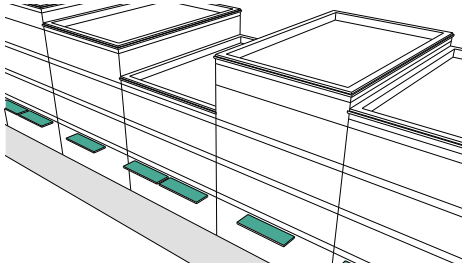
### Variations in Material and/or Color

*A change in material adds visual interest. This may be vertical or horizontal. When applied in units, panels or modules, materials can help convey a sense of scale.*



### Awnings or Canopies

*Awnings, canopies or other features help define the ground floor of a building and frame the pedestrian experience. They also provide shelter from the elements.*

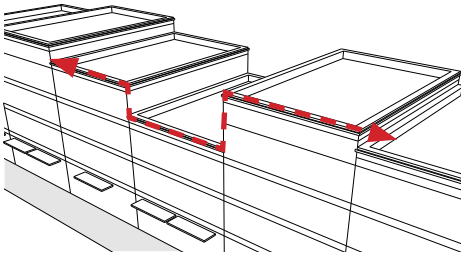


## Applying Massing Variation Methods

*Vary massing to reduce the perceived scale of a building while also helping to create an interesting building form. Stepping down the mass of a building adjacent to a pedestrian way or sensitive area will provide a smooth transition.*

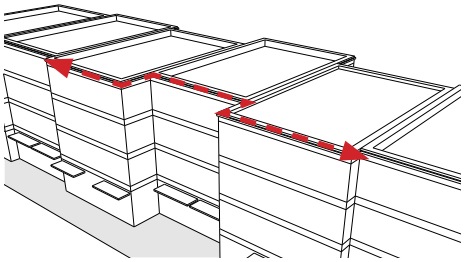
### Height Variation

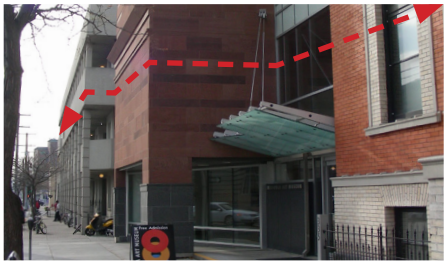
*Vertical variation is an actual change in the height of a building of at least one floor.*



### Increased Setbacks

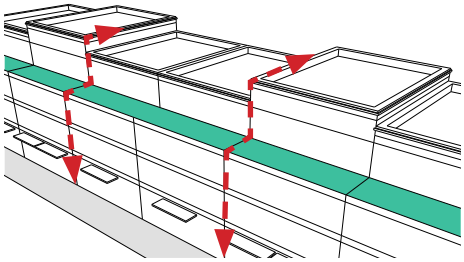
*A wall plane offset should extend the full height of the building and is most successful when combined with changes in roof form or building materials.*





### Upper Level Stepback

*An upper level stepback adds visual interest and reduces the mass of a larger building.*



# PART IV

# SIGN DESIGN GUIDELINES

**PUBLIC REVIEW DRAFT MARCH 7, 2018**

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# CHAPTER 9. INTRODUCTION

Signs are important to businesses in Missoula, but they also contribute to the architectural character of a building or area. Signs in Missoula should balance functional requirements associated with identifying a business or organization with objectives for design excellence. Design character, readability, integration with a site and building and contribution to the overall design quality of a project are all factors that should be considered. The size, placement, contrast, materials and lighting used for a sign all contribute to its visual quality.

The design guidelines in this document promote the use of signs that are aesthetically pleasing, of an appropriate scale and integrated with a building's overall design. All signs throughout the City are subject to the regulations of Missoula's sign ordinance.

## Sign Definition and Relationship to Sign Code

The Missoula Municipal Code defines a sign as "any identification, description, illustration or device, illuminated or non-illuminated, that is visible from any public place or is located on private property and exposed to the public and that directs attention to a product, service, place, activity, person, institution, business or solicitation, including any permanently installed or situation merchandise; or any emblem, painting, banner, pennant, placard or temporary sign designed to advertise, identify or convey information, with the exception of window displays, and flags, emblems, crests or insignia of any nation, or governmental subdivision." The term sign also includes the sign's structure.

While the Municipal Code addresses both permanent and temporary signs, the design guidelines in this document focus on permanent signs that are part of the architecture and design of a building or site. Temporary signage is exclusively addressed in the Municipal Code.

## Sign Types

The following permanent sign types are addressed in these guidelines. They are consistent with the Missoula Sign Code with one exception. Monument and Pole Signs are differentiated under the Ground Sign category. Definitions for the specific sign types addressed in this document are included below and shown in the photo matrix in Figure 5.

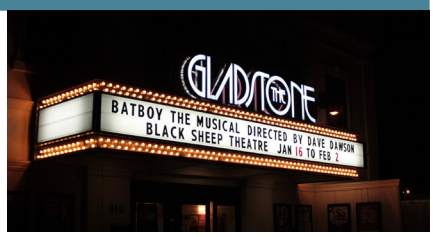
- **Awning**. A sign painted on, printed, or otherwise attached flat against the surface of an awning.
- **Box**. A sign with text or symbols printed on plastic, an acrylic sheet or similar material (including "flex face," fabric-like material) that is mounted on a cabinet or box that houses any lighting source and equipment.
- **Canopy**. A sign painted on, printed, or otherwise attached flat against the surface of, or above, a canopy.
- **Dynamic Display**. Signs capable of displaying words, symbols, figures, or images that can be electronically or mechanically changed by remote or automatic means.
- **Ground (Monument)**. A sign erected on a freestanding frame, mast, wall or pier or other structure affixed to the ground and not attached to any building.
- **Ground (Pole)**. A sign erected on a freestanding pole and not attached to any building.
- **Hanging**. A sign that is suspended below the ceiling, roof, awning, canopy, marquee, or floor overhang.
- **Projecting**. A sign, other than a wall sign, that is attached to and projects from a structure or building face.
- **Wall**. A sign attached to or erected against the wall of a building with the face in a parallel plane to the plane of the building wall, including a sign attached to a parapet wall that may be constructed specifically for the purpose of attaching a sign.
- **Window**. A sign installed inside a window for purposes of viewing from outside the premises. This term does not include merchandise located in a window.

## Figure 5. Sign Types

Awning

Box Sign

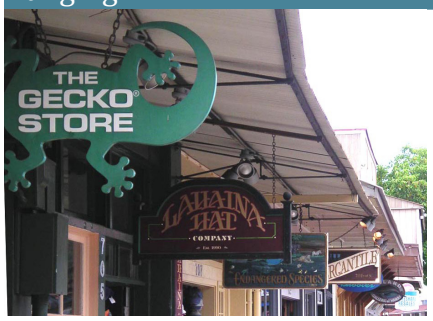
Canopy




Ground (Monument)

Ground (Pole)

Hanging



Projecting

Wall

bliss
CAFE

CYCLE & SKI CENTER

Window

BREWING MARKET
purveyors of fine coffees and teas

THE
OPTICAL
SHOP

## Sign Appropriateness by Downtown Context/ Corridor Typology

Signs have been used historically for identifying a business or other features. In traditional settings like Downtown Missoula, signs were almost always affixed to a building or directly integrated into its design. This was sufficient to attract patrons that walked by. As automobile use has increased, new signs have been developed that are intended to catch the eye of both motorists and pedestrians.

As such, certain sign types are discouraged in some Downtown Contexts or Corridor Typologies. Where a higher degree of pedestrian activity is anticipated, signage designed to cater to motorists is discouraged. Table 4 shows the signage types that are preferred and discouraged for each Downtown Context and Corridor Typology.

**Table 4. Preferred Sign Types by Downtown Context/Corridor Typology**

| | Typology 1 | Typology 2 | Typology 3 | Typology 4 | Downtown Inner Core | Downtown Outer Core | Hip Strip | Downtown Gateway | Downtown North |
|---|---|---|---|---|---|---|---|---|---|
| Awning | A | A | A | A | A | A | A | A | A |
| Box | D | D | L | L | D | D | D | L | D |
| Canopy | A | A | A | A | A | A | A | A | A |
| Ground (Monument) | D | A | A | A | D | D | D | L | L |
| Ground (Pole) | D | D | D | L | D | D | D | D | D |
| Hanging | A | A | A | A | A | A | A | A | A |
| Projecting | A | A | A | A | A | A | A | A | A |
| Wall | A | A | A | A | A | A | A | A | A |
| Window | A | A | A | A | A | A | A | A | A |

A=Appropriate; L=Limited Application Only; D=Discouraged

# CHAPTER 10. SIGN DESIGN

Signs in Missoula should contribute to the design character of an area, whether in a Corridor or in Downtown. Signs provide an opportunity to express creativity, showcase Missoula's businesses and organizations, and contribute to a distinct identity that is unique to Missoula. Additionally, signs should be in keeping with the objectives for Downtown Contexts and Corridor Typologies. For example, in Downtown where compatibility with traditional character is important, signs should be placed, sized and designed to be compatible with those seen traditionally. In areas where a higher level of pedestrian activity is expected, signs should be human scaled and placed in a rhythm along the street. On Corridors that are expected to continue to function as auto-oriented environments like Typology 4 Corridors, a broader array of signage types is appropriate.

This chapter provides general guidance for all sign types and specific guidelines for individual sign types.

*Design and locate a sign to be within the overall context of a building and site.*

*Design a sign to convey visual interest toward the public realm.*

# Guidelines for All Sign Types

The guidelines in this section apply to all signs.

## Architectural Integration and Compatibility

Signs impact the visual continuity and quality of a site and building. Signage should be located, placed, scaled and designed as an integral element of a development.

**S1. Design and locate a sign to be within the overall context of a building and site.**

- Coordinate a building-mounted sign within the facade composition.
- Place a sign to fit within architectural features and highlight them rather than obscure them.
- Locate a ground-mounted sign within a landscaped area within a site.
- Coordinate all signs within a single project.
- Use a sign to help accentuate a primary entry.

**S2. Design a sign to be in scale with its setting.**

- Design a sign to be in proportion to the building and site.
- Design a sign to be subordinate to the overall building in size and character.
- For a ground sign, ensure there is adequate room within the landscaped area so the sign does not appear squeezed or out of scale.

**S3. Design a sign to convey visual interest toward the public realm.**

- Ensure the sign is clearly visible from the public right-of-way.
- Use of creative fonts, colors and symbols is encouraged.
- Place signage on the ground floor so that it is in the sight line of a pedestrian or vehicle passenger.

*Design a sign to be in scale with its setting.*

## Illumination

Sign illumination should minimize surface glare of panel signs and limit light spill onto adjoining properties. Illumination should occur such that the sign remains subordinate to the buildings, site and neighborhood.

**S4. Minimize glare and light pollution associated with a sign.**

- Use only the amount of illumination needed to ensure sign visibility.
- Encourage the use of external illumination.
- Limit the size of illumination fixtures.
- Limit the illumination to the sign area.
- Shield light fixtures so illumination does not extend beyond the sign area.

**S5. Where internal illumination is used for a sign, ensure that the sign remains subordinate to the building.**

- Limit internal illumination to individual letters, logos or other sign graphics.
- Ensure that the internal light source is not visible.
- Discourage internal illumination of an entire sign.

*Encourage the use of external illumination.*

## Legibility

A sign is most effective when it is easily legible from the public realm. Signs that are easily readable are also effective at generating visual interest. A sign should be designed to maximize readability from the public realm.

**S6. Design a sign to be clearly legible to pedestrians, and in some cases, vehicles.**

- Use font styles and colors that are easy to read.
- Use a brief, succinct message on the sign.
- Use contrasting colors so the text on the sign is more easily readable.
- Limit the number of fonts used on a sign. For small signs, a maximum of two fonts is encouraged. For larger signs, a maximum of three fonts is encouraged.
- Avoid hard-to-read fonts.

*Design a sign to be clearly legible.*

*Use a sign material that is compatible with the building on which it is placed.*

## Materials

Sign materials can add to the visual quality of a building and site. Signs should utilize materials that express a sense of texture and detail that creates visual interest. Materials should be compatible with the building material on which they are placed. This does not mean that a sign should utilize the same material as the building. Instead a sign material should contrast with, but not overpower the building material. Sign materials should also be proven durable in the Missoula climate.

**S7. Use a sign material that is compatible with the building on which it is placed.**

- Choose a sign material that generates contrast with the building, but remains subordinate.

**S8. Use a sign material that creates visual interest.**

- Use a sign material with detail, shadow, contrast and other qualities that express a sense of permanence.
- Avoid signage materials that result in a visually flat appearance.

**S9. Use a permanent, durable sign material that will not deteriorate in Missoula's climatic conditions.**

- Use a sign material that expresses detail, shadow, contrast and other visual qualities that present a sense of visual permanence.

*Use a permanent, durable material.*

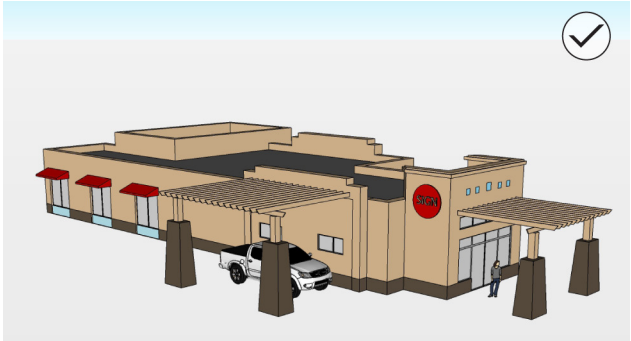
## Buildings as Signs

Architecture or building as signage refers to when a building's design is integrated and coordinated with its signage scheme to the point that the building itself becomes a sign. Color, lighting and architectural details that match the business' logo and signage create an overall effect that functions as a sign instead of architecture.

**S10. Limit the use of a business's logo and sign colors on a building.**

- Do not use a business logo or initials as an architectural design feature in a building.
- Limit the use of business colors to the sign area and minor accents.
- Differentiate the colors of a cornice, window trim, and other architectural features from those used for a sign.

*Limit the use of a business's logo and sign colors on a building.*




Scenario A:
Logo color on sign and canopies only

Scenario B:
Logo color on the sign, canopies and on a small surface area (such as an accent stripe)

Scenario C:
A moderately larger surface area of logo color, but still subordinate to the overall building character and color scheme

Scenario D: Majority of color scheme is logo color and is not subordinate to the overall building character

*Limit the use of business colors to the sign area and minor accents.*

# Guidelines for Specific Sign Types

## Awning

**S11. Design printing on an awning to be subordinate to the awning.**

- Scale printing on an awning sign to only cover a modest amount of the material.
- Use a color that contrasts well with the color of the awning.

*Design printing on an awning to be subordinate to the awning.*

## Box

**S12. Discourage the use of box signs.**

- Where a box sign is used, ensure that any internal illumination focuses only on the sign lettering instead of the entire sign area.

*Design a sign on a canopy to be subordinate to the architectural canopy element itself.*

## Canopy

**S13. Design a sign on a canopy to be subordinate to the architectural canopy element itself.**

- Use lettering or graphics that fit within the canopy structure.
- Use colors that contrast with the canopy material.

## Ground (Monument)

**S14. Locate a monument sign to integrate with a site design.**

- Locate a monument sign so that it does not encroach on or interrupt a prominent site feature, like an internal walkway.
- Size a monument sign to be scaled to fit comfortably within the landscape area to which it is affixed.
- Encourage the use of natural materials for a monument sign.
- Encourage the enhancement of a monument sign with stones, special landscaping or other elements.

**S15. Scale a monument sign or features within a monument sign to establish a sense of human scale.**

- Use a low profile monument sign that is clearly visible and readable, but does not obstruct views to the building.
- Use a more substantial material at the base of a monument sign to help anchor the sign to the ground.

*Locate a monument sign to integrate with a site design.*

## Ground (Pole)

**S16. Discourage the use of pole signs except on Corridors where high levels of pedestrian activity are not anticipated.**

- Where a pole sign is used, minimize its height.

*Where overhangs or covered walkways occur, encourage the use of a hanging sign.*

*Locate and design a projecting sign to relate to building entries and convey visual interest.*

## Hanging

**S17. Where overhangs or covered walkways occur, encourage the use of a hanging sign.**

- Locate a small hanging sign near the business entrance, just above or to the side of the door.
- Design a bracket, chain and other hardware for a hanging sign to complement the sign composition.

## Projecting

**S18. Locate and design a projecting sign to relate to building entries and convey visual interest.**

- Locate a small projecting sign near the business entrance, just above or to the side of the door.
- Design a bracket for a projecting sign to complement the sign composition.

## Wall

**S19. Locate and design a wall sign to be subordinate to a building.**

- Limit the projection of a wall sign so as not to detract from the building itself.
- Place the wall sign on a flat surface such that it does not cover or obscure architectural features.

## Window

**S20. Design a window sign to preserve transparency and visual connectivity into a ground floor commercial space.**

- Use a minimal amount of opaque material for a window sign.
- Scale a window sign so that it only covers a modest amount of a single glass window panel.

*Design a window sign to preserve transparency and visual connectivity into a ground floor commercial space.*

*Locate and design a wall sign to be subordinate to a building.*

# APPENDIX A

## URBAN DESIGN CONCEPTS

Missoula draws upon basic design concepts that promote urbanism, a sense of scale and placemaking. These are some key terms that appear in the body of the guidelines:

### Sense of Place

Sense of place describes our relationship with a site, district or neighborhood. In urban design, distinctive characteristics of the built environment contribute to a sense of place. It results from a unique collection of qualities and characteristics – visual, cultural, social and environmental – that provide meaning to a location. Outdoor spaces that invite human activity, signature design features such as public art and iconic architectural features, as well as an overall sense of visual continuity contribute to a sense of place. This is a fundamental concept that underlies many of the design guidelines in this document.

*Sense of Place*

### Local Context

Local context refers to the combination of buildings, places, social traditions and environmental conditions that compose Missoula. Context sensitive design provides a way for development projects to relate to the desired character of the area.

*Local Context*

### Sustainable Development

Sustainable development meets the needs of current generations without compromising the ability of future generations to meet their own needs. Development in Missoula should incorporate sustainable design features whenever possible to reduce environmental impacts and conserve energy.

*Sustainable Development*

*Public Realm*

## Public Realm

The public realm consists of the roadways, sidewalks, parks, plazas, and other open spaces that comprise the arteries and focal points of the urban framework. It is the space where civic interaction occurs and is often defined in contrast to private property. A well designed public realm balances mobility and access needs for all users and contributes to efficient functioning of the City and its sense of place. The quality of the public realm determines how people experience and relate to the surrounding environment. Therefore, it is important to encourage a relationship of private development to the public realm that is safe, sustainable and enriching.

*Visual Continuity*

## Visual Continuity

The design guidelines promote a sense of visual continuity among properties, especially along their frontages. Visual continuity results when similar features align, such as awnings, canopies and sets of windows, and similar materials are used. Buildings of similar scale and those that align at the sidewalk edge also can contribute to visual continuity. So, too, can landscape design, in the repetition of similar elements, including plants and site furnishings. This does not mean, however, that designs should be copied along a street. Diversity and creativity can occur while also achieving visual continuity. Establishing a balance is a key objective in Missoula.

*Streetscape*

## Streetscape

The streetscape is the public area between the edge of the street and parking areas or building fronts. Elements in the streetscape include sidewalks, walking trails, bump outs, street trees and lawns, street furniture and lighting.

## Pedestrian Orientation

Buildings and places that are visually interesting and invite exploration by pedestrians are considered to have a pedestrian orientation. At the street level, this includes building fronts that are visually interesting, inviting and have a sense of scale. Walkways and outdoor spaces that are comfortable, active and safe also contribute to a pedestrian orientation. This concept appears in many of the design guidelines in this document.

## Scale

Scale refers to the overall size of building elements and details, including floors, windows, doors and materials as they proportionally relate to each other and to people. When these elements appear similar in size to those with which we are familiar, we can understand the size of a building in the context of our previous experience. Thus, the way in which individual parts of a project relate to each other, how the project relates to the size of the human body and how the project relates to its contextual scale are part of this concept. Conveying a sense of human scale is a key consideration in many of the design guidelines that follow.

*Scale*

## Walkability

Walkability is the extent to which the built environment is friendly to the presence of people living, shopping, visiting and spending time in an area. It is a product of connected streets, sidewalks and paths, which are enhanced with attractive landscape features and outdoor spaces. These are framed with buildings that provide visual interest and access to activities that enliven the public realm. These are important considerations for design in Missoula.

*Walkability*

## Active Frontage

Where buildings line the street, visual connections should be established between the interior spaces on the ground floor of the building and the people on the street and sidewalks outside the building. Orienting storefronts to face the street, designing main entrances to open onto the street and increasing the amount of windows used along the ground floor are ways to increase activity along a street frontage.

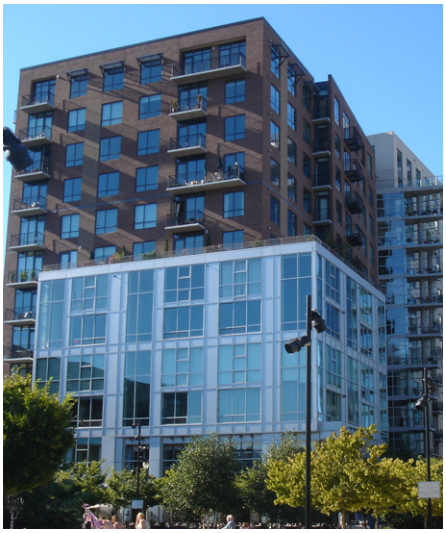
*Active Frontage*

## Massing

Massing refers to the general shape and form as well as size of a building. Building mass is established by the arrangement and proportion of basic building components, including the main building volume, any wall offsets and projections, such as porches and arcades, and even the roof and the foundation. Building massing that contributes to walkability is a key concept in the design guidelines.

*Massing*

*Varied massing*



*Modularity*

## Varied Massing

The design guidelines emphasize using variations in massing to help reduce the perceived size of a building and to establish a sense of human scale. This may be achieved by changing the heights of different parts of a building and by creating offsets in wall planes to express individual building modules. Varying massing to express different building modules also is a key concept in the design guidelines.

## Modularity

Varying the mass of a building can be expressed as a set of subordinate volumes, which although combined are a complete building, are distinct enough to read as a set of small forms linked together. These are considered building modules. Modularity also can be expressed by changes in wall planes, building materials and architectural details.

## Articulation

Articulation is the design of a building wall to provide visual interest, reduce mass and establish a sense of human scale. This may include variations in wall surfaces, changes in materials, and differences in fenestration patterns, as well as other design techniques that are described in the design guidelines.

*Articulation*