MIDTOWN ATLANTA

SPI DISTRICT ZONING

Midtown Development Design Guidelines

A Midtown Alliance Publication
direction provided by the City of Atlanta Bureau of Planning, development and neighborhood conservation

SEPT. 2008

At Midtown Alliance, we share the vision of what Midtown Atlanta can be. With the support of thousands of stakeholders, we are together transforming the vision into reality.

Since 1978, Midtown Alliance has guided Midtown’s progress. Our inclusive network of members, volunteers, staff and professional consultants has helped transform this once dilapidated community into a model of urban resurgence. Together, we share a goal: To make Midtown Atlanta a great place to work, to shop, to play, to learn, but most importantly, to live.

Midtown today has emerged as an authentic urban community. A vibrant cosmopolitan center with a healthy mix of residences, businesses, cultural destinations, educational institutions, green space, and retail and restaurants—all enhancing and supporting each other. Yet, Midtown remains a work in progress.

Who We Are
Midtown Alliance is a nonprofit, membership organization committed to improving and sustaining the quality of Midtown life. We take a comprehensive approach to planning and development. Moreover, we actively engage the many diverse groups that shape Midtown—businesses, residents, cultural groups, educational institutions, and others.

A Unique Blueprint
Initiated by Midtown Alliance, a comprehensive master plan guides Midtown’s growth. Called Blueprint Midtown, the plan was the culmination of a unique visioning process in which the entire community had a voice. The Blueprint focuses on issues that promote economic development and enrich community life: public safety, a cleaner environment, better pedestrian passageways, transportation alternatives, and usable green spaces. It encourages in-town living and street-level shops on the cutting edge of style while supporting our thriving commercial, arts and cultural facilities.

Strong Zoning Support
The Blueprint inspired the single largest rezoning legislation in City of Atlanta history— triggering a wave of new development. Today, the Blueprint is backed by the letter—and spirit—of the law and helps ensure a livable, workable and sustainable community. Midtown Alliance works hard to make this happen, acting as a liaison between the private sector and public realm to realize the Midtown vision.

Midtown Improvement District
Midtown Alliance also facilitates the Midtown Improvement District (MID), a self-taxing district created by Midtown commercial property owners to fund large-scale, local, public-improvement programs. The MID addresses issues of importance to stakeholders and aggressively pursues ways to leverage taxpayer dollars.

Results-Driven Initiatives
Guided by the Blueprint, backed by zoning and sustained by the MID, Midtown Alliance takes pride in these initiatives:

- Midtown Mile: Retail Development Initiative
- Midtown Cityscapes: $82-million streetscape transformation
- Midtown Blue, Public Safety Force
- Midtown Green, Environmental Maintenance
- Midtown Transportation Solutions
- Midtown Economic Development
This guide is divided into three sections:

Section 1:  Midtown Development Design Guidelines: intended as a framework to guide public and private development in the Midtown area including both Midtown Alliance and Blueprint Midtown recommendations.

Section 2:  SPI-16 Legislation At a Glance: summarizes the Midtown Special Public Interest City of Atlanta Zoning District (SPI-16) Code.

Section 3:  SPI-16 Illustrated Legislation: presents adopted full-text City of Atlanta zoning with illustrations for clarification.

Note:  The design guidelines and images of this document are intended as a summary only. This material is assumed true at the time of publication, but remain subject to change without notice. For information on specific plans, legislation and organizations mentioned, see City of Atlanta SPI-16 Zoning Ordinance (page 35).

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APPENDIX:
- City of Atlanta SAP Application
- Design Review Committee Roster
These guidelines reflect the City’s Midtown Special Public Interest District 16 (SPI-16) zoning adopted by the City of Atlanta in 2001 and illustrates best design practices that Midtown has deemed appropriate and desirable.

The following Development Design Guidelines are intended as a framework to guide public and private development initiatives in the Midtown area. Except for the portions that are required by the SPI-16 Zoning, the Midtown Development Guidelines are voluntary. However, these guidelines represent the community’s consensus on urban design, as expressed in Blueprint Midtown.

Midtown Alliance staff, Executive Committee, Advisory Board and the City’s Development Review Committees (DRC) use these guidelines when commenting and formulating formal recommendations to the City of Atlanta Bureau of Planning and other departments regarding applications for development within Midtown.

This symbol indicates items specifically regulated by the Midtown SPI-16 Zoning.

Note: The design guidelines and images of this document are intended for use as a summary only. This material is assumed to be true at the time of publication, but remains subject to change without notice.

For information on specific plans, legislation and organizations mentioned within, see the City of Atlanta SPI-16 Zoning (page 35) or contact Midtown Alliance at 404.892.4782 or www.midtownalliance.org.

* While adopted with SPI-16, Piedmont SPI-17 is a separate zoning district. SPI-17 standards are not reflected within this document.
Permitting Checklist

Midtown Alliance Technical Assistance
- Midtown Alliance provides preliminary project review and guidance as liaison for review process
- Midtown Alliance available to attend pre-application conference with City of Atlanta planning representative
- Midtown Alliance schedules agenda for monthly DRC review (Note: applicant must request placement on DRC agenda at least one week prior to meeting)

Midtown Development Review Committee (DRC)
- Meets the first Thursday (following meeting of NPU-E held on the first Tuesday) of each month, pending holidays.

One Week Prior to DRC Meeting, Applicant Must Provide:
- Written summary of proposed development/improvement, including detailed list of requested variations with code references (Digital PDF format or sized 8.5 x 11 and suitable for fax)
- Copies of site plan and elevation of development/improvements (Digital PDF format or sized 8.5 x 11 and suitable for fax)

Bring to DRC Meeting:
- Written summary of proposed development/improvement, including detailed list of requested variations with code references (any size for presentation and distribution)
- Copies of site plan and elevation of development/improvements (any size for presentation and distribution)

SAP Application Requirements (Appendix 1, Page 79)
- Complete Special Administrative Permit (SAP) Application
- Include written summary of proposed development/improvement
- Provide 7 sets of drawings including site plan, landscaped plan and elevations of each exterior façade. Each document signed and sealed by an architect registered in the State of Georgia

Building Permit Request Requirements
- 4 sets of drawings including site plan, landscape and elevations. Each document signed and sealed by an architect registered in the State of Georgia
- 2 copies of a hydrology study
- 5 copies of the civil set including location of fire hydrants
- 3 copies of civil drawings are required by the Fulton County Health Department indicating solid waste disposal
- 1 set of specifications
- 3 copies of Life Safety Plans if there is assembly area of 50+ people

Site Development Soil and Water Erosion Review
- 4 sets of civil plans and will evaluate additional costs of “pay as you enter” water and sewer fees

Standard fee of $250 for all Special Administrative Permits within City of Atlanta SPI zoning districts. Impact fees will be calculated as a percentage of project cost for commercial and retail projects and by number of units for residential construction. Fees paid when building permit received.

Variances within SPI districts are approved administratively and are not guaranteed. Variances are granted by the City of Atlanta Bureau of Planning after applicants have met with Midtown Development Review Committee (DRC) and formal recommendations have been provided by the group to appropriate staff at Bureau of Planning.

NOTE: Midtown SPI-16 Development Review Committee (DRC) is a City of Atlanta advisory panel that provides formal comments to Bureau of Planning on all Special Administrative Permits (SAP) within the Midtown SPI-16 zoning district.
POLICY STATEMENTS

PUBLIC STREETS

Capacity
- Increase the pedestrian capacity of Midtown streets by including marked crosswalks and wide sidewalks.

Character
- New streetscapes should encourage and reinforce existing character of commercial and residential streets.

Public Safety
- Create an attractive, safe environment for pedestrians with adequate street and pedestrian scaled lighting.
- Every commercially reasonable effort shall be made to place utilities underground.

Consistency
- Use consistent materials, standards and street furniture to create a continuous visual character for district

Transportation Options
- Provide for all modes of transportation including walking, bicycles, alternative fueled vehicles, automobiles and other transit options.

PUBLIC SPACES

- Create a variety of public spaces that are oriented to the public street.
- Improve the attractiveness, functionality and security of existing public spaces.
- Encourage public art, fountains with vertical spray and other enhancements.
- Make public spaces fully accessible to the public.

STREET FURNITURE ZONE

- All elements required inside 5-foot Street Furniture/Paver Zone
- Trash Receptacles: Victor Stanley #SD-42 with Side-Door
- Benches: Victor Stanley #CR-96
- Bike Racks: Graber Products #2112 (Below Grade Mount)
- Paver bed installation details available from Midtown Alliance
- All elements shall be painted “CODA” green or black

- Within the sidewalk, a clear, passable zone is required that is a minimum of 10’ wide and 8’ in height and free of ANY obstruction.
- Street Trees: Minimum 12’ height and 3” caliper
- Pavers: 6”x6” “Autumn,” or “Charcoal” with Tudor or Shotblast finish
- Pavers: Where required - wrap corners with consistent 5-ft band according to the schematic design for corridor.
- Open space requirements may be transferred within Midtown with a Special Administrative Permit (SAP)
- Total width of sidewalks shall be at least 15’ wide. Note: Sidewalks less than 15’ require SAP/zoning variation.
- Street trees shall be planted a maximum of 40’ on-center within the street furniture zone and spaced equally between street lights (note unique standards for 10th St and 14th St, p 11). Tree wells planted with groundcover (liriope spicata) is required.
  Where total sidewalk is 8’ wide or less, 4 x 8 tree grates are needed within 4ft wide furniture zones. Such widths require code variation.

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## MIDTOWN CITYSCAPES STANDARDS

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### Secondary Corridors B

<table>
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<tr>
<th>Streetscapes</th>
<th>Design</th>
<th>Sidewalk Zone</th>
<th>Street Furniture Zone</th>
<th>Intersection</th>
<th>Width</th>
<th>Suppl. Zone</th>
<th>Street Lighting</th>
<th>Street Trees</th>
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<td>Residential</td>
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1. Corridors for which schematic designs are commissioned and have special conditions that will cause standards to vary - consult individual schematic design plans for details.
2. Sidewalk Zones are measured from back of curb and may extend into private property - consult specific Midtown SPI-16 regulations.
3. Supplemental Zones extend into private property from back of sidewalk zone - consult specific Midtown SPI-16 regulations per sub-area.
4. Light Fixture Codes:
   - A: Type "A" Atlanta St. Light
   - B: Type "B" Atlanta Ped. Light
   - CH: Cobra Head Light painted CODA green & underground utilities
5. All trees shall be a minimum of three 3-inches in caliper measured 36-inches above ground, shall be a minimum of 12-feet in height, shall have a minimum mature height of 40-feet, and shall be limbed up to a minimum height of 7-feet. Trees shall have a minimum planting area of 50 square feet.
6. Sidewalk width measured from back of curb.
7. Street Trees:
   - OG Maple: October Glory Maple
   - Lib. Am. Elm: Liberty American Elm
   - E. Hornbeam: European Hornbeam
   - Ginkgo Biloba: Autumn Gold

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- Design of signature corridors and intersections of Peachtree Street and 14th Street take priority over all other intersection designs where corridors intersect.
- Where signature corridors intersect at intersection of Peachtree Street and 14th Street, the Peachtree Street corridor design overrides 14th Street.
- In general, where streetscape corridor overlap, north-south street design take precedent and override schematic design of intersections for east-west streets.
CHAPTER 16-18P . SPI-16 MIDTOWN

Special Public Interest District Regulations . Adopted November 2001

MIDTOWN
development design guidelines

Prepared by Midtown Alliance with the assistance of Urban Collage Inc., City of Atlanta Bureau of Planning & Ga. Tech Urban Design Workshop

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POLICY STATEMENTS

1. Orient all service areas away from major streets.

2. Orient buildings to major streets.

3. Setbacks for new buildings should be consistent with existing building setbacks.

   In the absence of a consistent context, new buildings should help to create a contiguous building wall close to the public sidewalk.

4. Add open spaces (hardscape and landscape) within large-scale developments and orient open spaces to the public sidewalk.

5. Preserve existing landscaping and include new landscaping with all new development.

6. Create transitions between public spaces and private spaces through porches, covered awnings, sidewalk cafes, shops, courtyards, storefront windows, etc.

7. Minimize curb cuts on major streets.

Ground level building service areas shall be screened from view from public areas, rights-of-way or residential areas using solid screens or building elements.

Curb cuts should be minimized and shared where possible. Access to block interiors should be from side streets. Note: Drive-thru facilities are limited to area west of Spring Street.
New development should create an urban “street wall” by providing a consistent building setback in context with area and façade lines that follow geometry of the street.

- Public open space should be provided at strategic locations in accordance with Blueprint Midtown Land Use Plan.
- Open space may be transferred across parcels (See open space requirements for sub-areas).
- Publicly accessible outdoor fountains with vertical spray are specifically encouraged.

There should be space for pedestrian activity between the sidewalk and private building edges, known as the Supplemental Zone (for outdoor dining/display of merchandise, etc.)

Primary entrances to all buildings shall be directly accessible and visible from public sidewalks. Entries to non-residential shall be at grade with sidewalk and open during business hours. All primary entrances shall not be “fire exit only.” To maximize retail, lobby width and frontage along streets shall be minimized.
POLICY STATEMENTS

1. Locate parking to the rear or side of the property.

2. Utilize cooperative parking arrangements in order to limit the requirements for parking in the area.

SURFACE PARKING

1. All surface parking should be well landscaped.

2. On-street parallel parking should be encouraged.

3. Limit the size of surface parking and discourage contiguous parking lots.

4. Provide adequate parking for each type of land use.

PARKING DECKS

1. Design parking decks shall be building-like with the appearance of a horizontal multi-storied building. The parking component should be indistinguishable from the occupied inhabitable spaces. Internal ramping of vehicles should be screened from the street.

2. Parking decks should not be accessed from major streets.

3. Include commercial/retail/residential uses on the ground floor of parking decks located along primary streets.

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Above-ground parking facilities shall provide active street fronting, ground-level commercial, office or residential uses adjacent to the public sidewalk. Parking structures must have a building-like appearance and fully screen all mechanical, accessory and lighting (both day and night) from all public-rights-of-ways and private drives.

Parking should be located in block interiors so as to minimize its appearance from public areas. Parking lot areas are not permitted between the sidewalk/street and a building.

On-street parking is encouraged to protect pedestrians, support retail. New on-street parking may count toward open space requirement.

Off-site and cooperative/shared parking is permitted located within 1,000' with a Special Administrative Permit.

The authorized agent of each building(s) exceeding 25,000 square feet shall be members of Midtown Transportation Solutions (Midtown’s Transportation Management Assoc.).
CHAPTER 16-18P . SPI-16 MIDTOWN

Special Public Interest District Regulations . Adopted November 2001

GENERAL RESTRICTIONS

The sign regulations for SPI-16 shall be the same as the regulations for C-2 (Commercial Services District), provided that:

1. No freestanding signs shall be permitted.
2. No shopping center signs shall be permitted.
3. No general advertising sign shall be permitted.
4. Signs may be located as near to the street property line as the nearest building.

C-2 (Commercial Service District)

No portion of any business identification sign can be taller than the building upon which it is located.

No removal, destruction, or cutting of any trunk, branch, or roots of trees will be allowed.

Only 1 building signature sign shall be allowed on any side of the building.

The installation of public art shall be subject to review and certification by the following City of Atlanta entities: Bureau of Traffic and Transportation, Atlanta Urban Design Commission and Bureau of Cultural Affairs. All public art must be approved by the Atlanta City Council.

Number and area of signs:

1. Residential use: 1 sign per lot that does not exceed 2 square feet in area.
2. Institutional uses: 1 sign per street frontage not exceeding 35 square feet in area.

A maximum of 3 building business identification signs shall be permitted for each business establishment on the ground floor (not to exceed 200 sq. feet in area).

For corner lots 1 additional non-freestanding sign for the establishment occupying the corner space shall be permitted (not to exceed 60 sq. feet in area).

Signs shall not exceed 35 feet in height.

No animated, flashing and changing signs are permitted.

NOTE: Any nonconforming sign (including existing freestanding signage) that is not used or leased for a continuous period of one year shall not be reused for sign purposes unless or until it conforms to the requirements of this chapter 28a. Sect. 16-28a.014.b.2
Building signage should be attractively designed, consistent in appearance and limited in size so as not to overwhelm the pedestrian environment.

Address markers should be located above all primary building entrances (min. 6” high numbers).

New development should incorporate architectural features to activate the ground floor along pedestrian corridors including awnings, planters, attractive signage, lighting, ground floor retail, outdoor seating, etc.

For all accessory outdoor dining areas located adjacent to the public sidewalk: traditional affixed wooden or plastic, park-style picnic tables are prohibited; dining areas may be separated from the sidewalk with movable planters/fencing (max. 36” high).

- Building signage should be attractively designed, consistent in appearance and limited in size so as not to overwhelm the pedestrian environment.
- Address markers should be located above all primary building entrances (min. 6” high numbers).

Storefront signs shall be illuminated between sunset and sunrise in SPI-16 MIDTOWN Sub-area 1.

Building facades should be articulated with a variety of materials and fenestration for the first three stories to avoid monotonous or uniform facades and create a pedestrian scale.

Pedestrian bridges and tunnels are strictly prohibited over or under public and private streets.
CHAPTER 16

Special Public Interest District Regulations
Adopted November 2001

MIDTOWN DEVELOPMENT DESIGN GUIDELINES

Historic Resources

POLICY STATEMENTS

1. Preserve the historic character of Midtown.
2. Preserve and enhance the historic buildings, sites, and districts that reflect Atlanta's cultural, social, economic and architectural history.
3. Retain a range of building stock, compatible with these policy statements, to facilitate a range of commercial and residential uses.
4. Preserve and enhance existing residential uses.
5. Minimize creation of additional surface parking lots adjacent to street frontage.
6. Promote and enhance heritage tourism.
7. Ensure design quality for and provide review of new development and rehabilitation projects.
8. Provide a transition for the Midtown neighborhood and a context for new development.

The Secretary of the Interior’s Standards For Rehabilitation shall be enforced for all individual “Historic” or “Landmark” properties and all properties in the Piedmont Road Subareas. Changes to the exterior of such properties shall be subject to review by the Atlanta Urban Design Commission (AUDC). For individual buildings, the following categories of protection are provided for in the City of Atlanta’s Historic Preservation Ordinance:

LANDMARK BUILDINGS AND SITES:

Rehabilitation
- Changes to the exterior shall be reviewed and approved by the Atlanta Urban Design Commission

Demolition
- Demolition is allowed if the property is considered a threat to public health and safety or is incapable of earning an economic return
- Demolition will be allowed under the lack of reasonable economic return provision when the 1) Economic Review Panel concurs, 2) required plans for a foundation permit are prepared, and 3) financial ability to build the replacement building is documented
- The square footage of the replacement building shall be at least equal to the square footage of the footprint of the landmark building

HISTORIC BUILDINGS AND SITES:

Rehabilitation
- Changes to the exterior that can be seen from the public right of way shall be reviewed and approved by the Atlanta Urban Design Commission

Demolition
- Demolition will be allowed when: 1) a foundation permit has been issued, and 2) financing is in place.
- The square footage of the replacement building shall be at least equal to the square footage of the footprint of the historic building
1. Academy of Medicine
   875 Peachtree St., NW

2. Baltimore Block District
   Baltimore Place, NW

3. Biltmore Hotel and Biltmore House - Suites
   817 W. Peachtree St., NE

4. Fox Theater
   660 Peachtree St., NW

5. Georgian Terrace Hotel
   659 Peachtree St., NE

6. Nicholson House
   821 Piedmont Ave., NE

7. Palmer House Apartments
   81 Peachtree Place, NW

8. Peachtree Christian Church
   1580 Peachtree St., NW

9. Piedmont Park Apartments (Wilburn House)
   266 Eleventh St., NW

10. Edward C. Peters House
    179 Ponce de Leon Ave., NE

11. Ponce de Leon Apartments
    637 Peachtree St., NE
    75 Ponce de Leon Ave., NE

12. Rhodes Memorial Hall
    1516 Peachtree St., NW

13. Rufus M. Rose House
    537 Peachtree St., NE

14. St. Mark’s United Methodist Church
    781 Peachtree St., NE

15. The Castle
    87 Fifteenth St., NW

16. The Temple
    1589 Peachtree St., NE

17. Windsor House Apartments . M. Mitchell House
    979 Crescent St., NE

18. W.W. Orr Building
    478 Peachtree St., NW

19. 705 Piedmont Avenue Apartments
    705 Piedmont Avenue

20. The Chatham Court Apartments (now condo)
    690 Piedmont Avenue
**Storefront Corridors**

All storefronts must be directly adjacent and accessible from public sidewalk.

**Retail Architectural Design Details**

- Recess retail doorways and limit pilaster depth to 4-inches along retail storefronts.
- Create opportunities for storefront activity to open to adjacent sidewalk at street level.
- Lighting is strongly encouraged to accentuate storefronts.
- 65% floor-to-ceiling “clear-glass” is required. Horizontal window mullions should be avoided.

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Curb cuts are not permitted along Storefront Corridors where access to parking and building services can be achieved from side streets (with the exception of hotels).

Above-ground parking facilities shall be required to provide storefront active uses facing the street with direct access from the public sidewalk and doorway must remain open during business hours.

For parcels fronting the Peachtree Street Storefront Corridor north of 14th Street, there shall be a minimum of 30-ft between the sidewalk and the building.

Midtown Mile Signature Retail: The 14-block section of Atlanta's great street from North Avenue to 15th offers the opportunity for "Blueprint vision" to be translated into reality, with the development of retail space designed to accommodate the needs of high-quality signature flagship tenants.

Copper Carry

Storefront Street facades shall be storefront in character. Clear glass fenestration shall comprise a minimum of 65% of the length of the street frontage & shall have a minimum height above the sidewalk of 10" and shall begin at a point not higher than 36" above the sidewalk.

Along Storefront Corridors and arterial streets, all buildings (including parking structures) shall be required to provide continuous street-fronting ground level commercial, office or residential uses.
The following checklist pulls from the *Jones Lang LaSalle Midtown Retail Study*, and contains excerpts from both *Blueprint Midtown* and *Blueprint Midtown II Executive Summary*.

 Paramount amongst the design requirements for urban retail development/design is the need to accommodate the ever-changing and cutting-edge nature of the retailing business. Storefronts should be designed to allow easy transition from one retailer to another or the transition from one design concept to another without major structural changes and be distinctive from tower or use above.

### Storefront Components

- A shopper’s line-of-sight should be unobstructed from anchor to anchor and lead one past an enticing row of stores.
- Provide design flexibility for the unique branding needs of individual retail tenants.
- Avoid monotonous design at ground level by breaking up retail bays.
- Develop retail entrances in close proximity to the street.
- Outdoor cafes and creative merchandise displays are strongly encouraged.
- Create easy, barrier-free access for pedestrians.
- Design minimum 12-foot exterior soffit height.
- Maintain 14-foot minimum interior ceiling height (high enough for retail mezzanines).
- Limit columns, space a minimum 20-feet apart (both internally and between exterior windows).
- Where possible avoid columns along façade by placing such elements back from storefront glass a minimum of 3-feet to create display vitrine in front of these structural elements.
- Keep pilaster depths a maximum of 4-inches. (Measured between face of column and storefront fenestration)
- Maintain a minimum street frontage of 25-feet for national retailers.

### Doors & Windows

- Entries must be recessed to allow door to swing out without obstructing pedestrian flow, while creating articulation at base.
- Storefront detail tell shoppers what they are buying is high quality. Details such as the quality of the door handles and cleanliness of the area cannot ever be overlooked
- Avoid HORIZONTAL banding and limit overall use of mullions upon glass that creates visual barriers between consumers and merchandise branding.
- Use only “Ultra-Clear” high performance glass storefront systems - No tints/reflection
- Build full-height storefront in excess of conventional 5-foot wide modules and floor-to-ceiling as much as possible.
- With topography issues, windows should respect pedestrian scale and follow grade of sidewalk as nearly as possible.
- Retail entrance doors should be of glass or contain significant glass to allow visibility into business.
- Where appropriate install sliding/folding doors that allow activity of the business to open onto adjacent sidewalk.
- Keep storefronts free of window treatments - to animate and engage street life to fullest extent possible.

### Operations

- Offer screened loading dock capable of odd-hour deliveries.
- Make provisions for high-capacity HVAC systems.
- Include rear access service hallways.
- Where topography issues are present, create accessible ramping for pedestrian with personal shopping carts.

### Awnings & Canopies

- Canvas and metal awnings should accent the top edge of ground floor windows and doorframes.

### Commercial Signage

- Signage is critical. Retailers should strive for the look of handmade art in their signage rather than conventional acrylic and/or plastic-faced signs that are internally lit.
- Storefront signage components (awnings/graphics) should be built-in with flexibility to accommodate branding needs of individual merchants.
- To identify businesses to pedestrians or those traveling parallel to storefront, fin or blade signs projected from building wall should be installed.
- Building signage must be attractively designed and limited in size and scale in keeping with Midtown’s character and pedestrian environment.

### Parking

- On-street parking and anchor stores are the most important factors in urban retail. One on-street parking stall accounts for more than $200,000 per year in sales for adjacent stores.