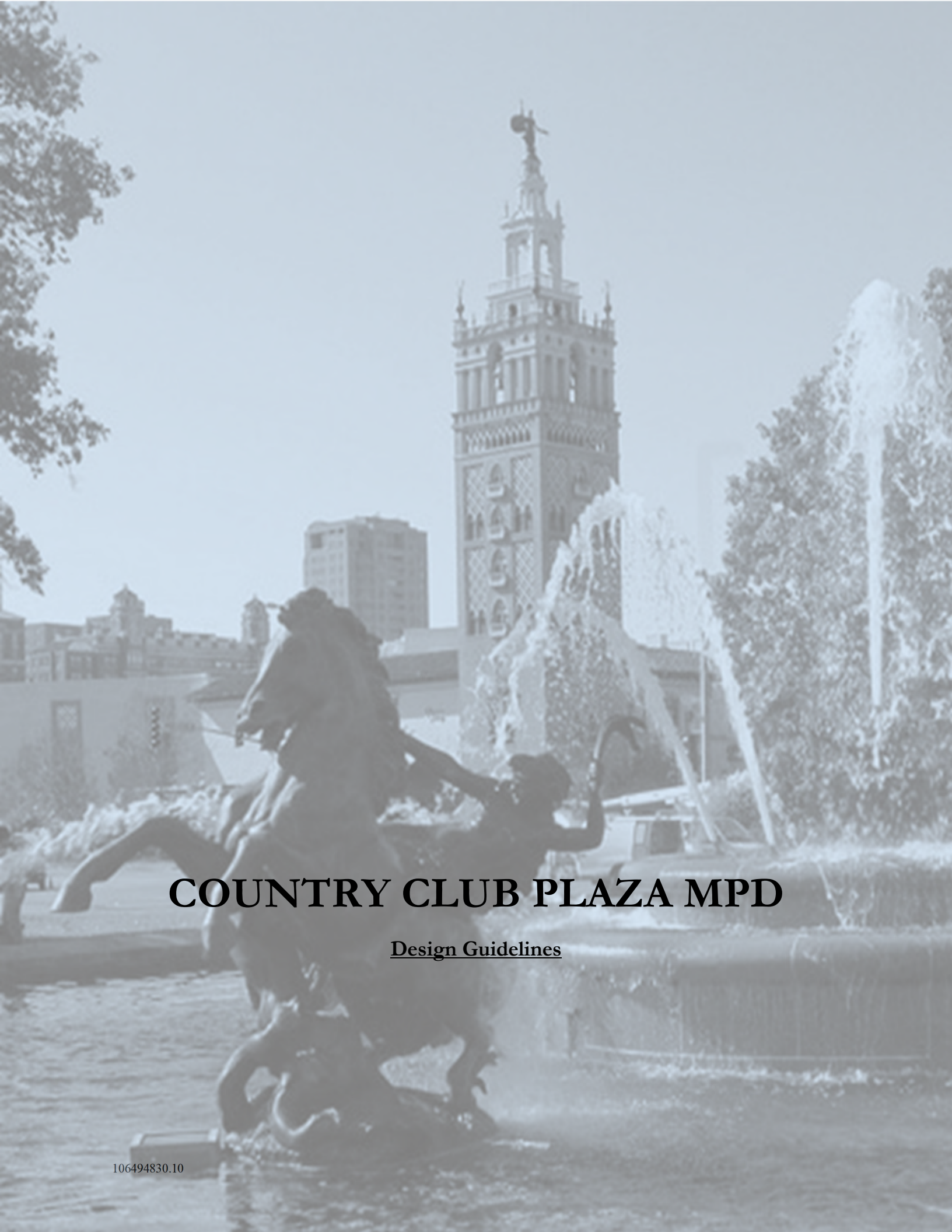




COUNTRY CLUB PLAZA MPD

Design Guidelines

STATEMENT OF INTENT

Originally planned in the early 1920's, the Country Club Plaza was planned by J.C. Nichols as an outdoor shopping center geared towards the automobile. The first shops opened in 1922 with a variety of European architecture style, ornate towers, consistent stucco store fronts with clay tile roofs along with outdoor fountains, sculptures and ornate embellishments. Now regarded as the first outdoor shopping center in The United States. Throughout its 100-year history Country Club Plaza has evolved and adapted as Kansas City grew and developed. Now seen as a regional, if not national treasure, the Plaza must once again evolve while maintaining its unique history and character.

This MPD references the Midtown/Plaza Area Plan, adopted by City Council in 2016 as a guiding document providing additional recommendations and codifying many elements of that plan to further protect and enhance elements of Country Club Plaza that have been identified as elements of importance.

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GOALS

1. Create a Dynamic and Activated Public Realm

- a. Design engaging public spaces with plazas, outdoor seating, and green spaces that encourage gathering and social interaction.
- b. Program events, markets, and activations to keep the district lively and attract foot traffic year-round.

2. Prioritize Walkability

- a. Design safe, vibrant, and accessible streetscape with wide sidewalks, healthy street trees, and pedestrian-friendly lighting.
- b. Integrate access to public transit, bike lanes, and micro-mobility options.

3. Support a Balanced Mix of Uses

- a. Curate a mix of local and national retailers, office spaces, and cultural destinations to ensure economic resilience.
- b. Respond to the market with hotel and residential options.

4. Ensure Flexible Development

- a. Plan for adaptable buildings that can evolve over time to accommodate future housing, co-working spaces, or new retail concepts.
- b. Integrate sustainable infrastructure to support long-term resilience.

5. Enhance District Identity and Sense of Place

- a. Develop a strong branding and wayfinding system that reflects the Country Club Plaza's architectural character.
- b. Incorporate public art, cultural installations, and experiential design elements of our time that make the district unique.

APPLICABILITY

This document (“Design Guidelines”) is adopted as part of the MPD Preliminary Development Plan and sets forth certain design guidelines and standards that may vary from the underlying standards and requirements of Chapter 88 - the Zoning and Development Code. To the extent these Design Guidelines are inconsistent with Chapter 88, the provisions of these Design Guidelines, the MPD Preliminary Development Plan and deviations identified in the ordinance approving the MPD Preliminary Development Plans shall apply. The standards provided in these Design Guidelines apply to the MPD District in the following circumstances:

1. New Development: All new buildings constructed within the MPD District.
2. Major Façade Replacements: A Major Façade Replacement to existing buildings shall comply with these Design Guidelines. “Major Façade Replacement” means the replacement of more than 50% of the total building façades for non-Character-Contributing Buildings or 20% for a Character-Contributing Building. Normal maintenance or repairs shall not be required to comply with these Design Guidelines.
3. Signage: All new signage that is visible from the right-of-way and requires a sign permit from the City, shall comply with these Design Guidelines. Normal maintenance or repairs to sign faces or structures shall not be required to comply with these Design Guidelines.

For the avoidance of doubt, the standards provided in these Design Guidelines shall not apply to the MPD District as a result of any the following:

1. Existing Buildings Development: All existing buildings and structures constructed in the MPD District.
2. Remodel or Tenant Finishes: The reconstruction, modification, alteration, or remodeling of a ground floor storefront or the interior of a constructed building that does not qualify as a Major Face Replacement.
3. Change of Use or Occupancy: Changes in Use or Occupancy.

STREET TYPOLOGIES

Many of the interior streets within County Club Plaza were originally laid out in a more curvilinear manner breaking from the traditional grid layout common throughout Kansas City. This alignment allows slower traffic, unique view corridors, and a sense of place not found in other shopping centers.

As the Country Club Plaza has evolved and increased in density, many streets within and around the district have prioritized vehicular traffic, making them less hospitable to pedestrians and retail activity. As the Plaza enters its next phase of growth, it must reimagine its streets and public spaces—the vital areas between buildings—to better accommodate all users. With a streetcar stop just blocks away, a thriving cycling culture, and a diverse mix of residents, visitors, and office workers, the Plaza’s public realm must be safe, inviting, and seamlessly integrated into the surrounding urban fabric.

The below typology guidelines and depictions provided below are intended to be aspirational and should be viewed as one idea for the MPD District, the boundaries of which are depicted below (the “District”).

NOTE: The design standards for the typologies described below are only aspirational standards. These standards do not replace or affect the design standards for boulevards and parkways established by the Kansas City Parks Department.

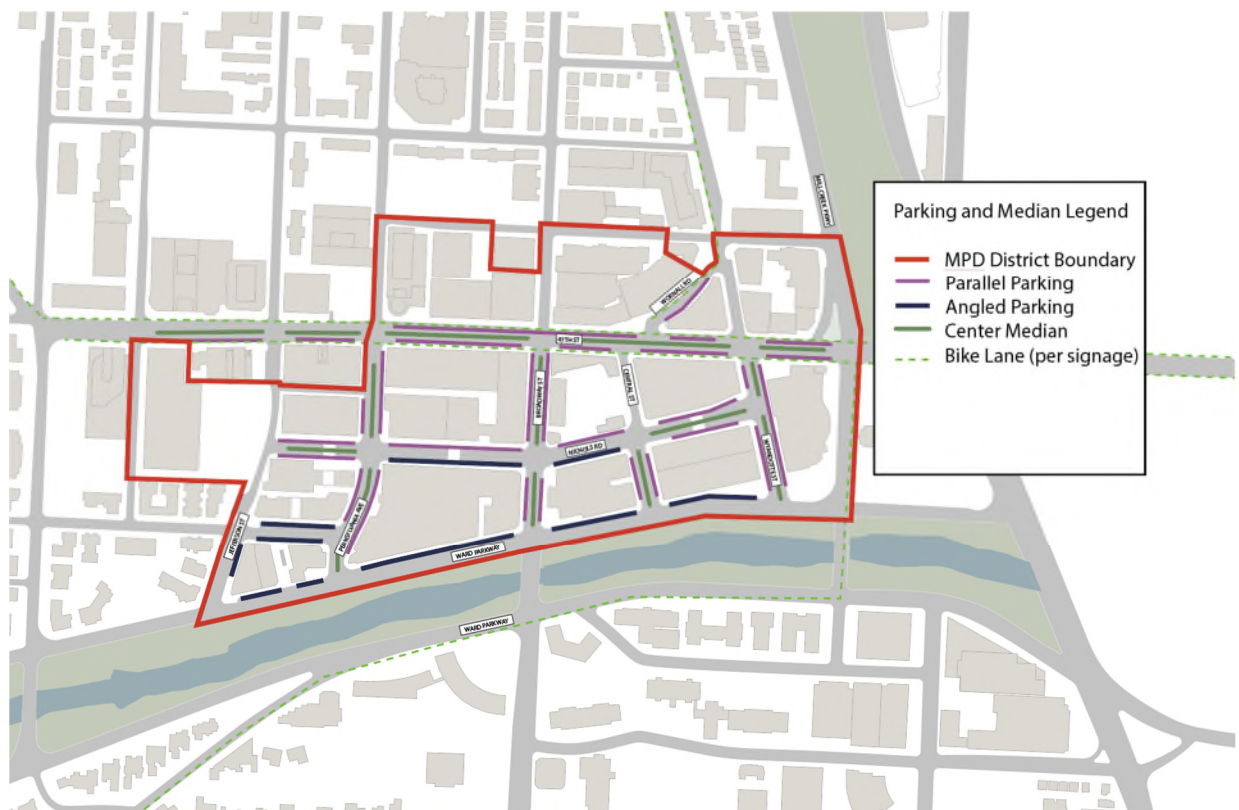


Figure 1- Parking and Bike lanes

Typology

Ward Parkway

- Ward Parkway is considered a principal arterial street that serves a broader City-wide vehicular traffic patterns. While Ward Parkway is primarily auto-focused, it should still provide multi-modal options. Using traffic calming measures, street trees, crosswalks and other strategies, these streets can continue to serve important circulation needs while providing pleasant and safe experiences for non-vehicular users.
- General Guidelines
 - Lane Width (11' min)
 - Sidewalk width (7' min)
 - Mobility lanes or markings
 - Healthy street tree canopy
 - Parking (parallel and/or angled)
 - Traffic calming interventions (speed tables, traffic circles, textured pavements, pedestrian flashing units, etc.)
 - Signal controlled intersections where necessary
 - Curb and gutter, and curbless where necessary or desirable
 - Mobility hubs allowable in designated zone within the curb lane

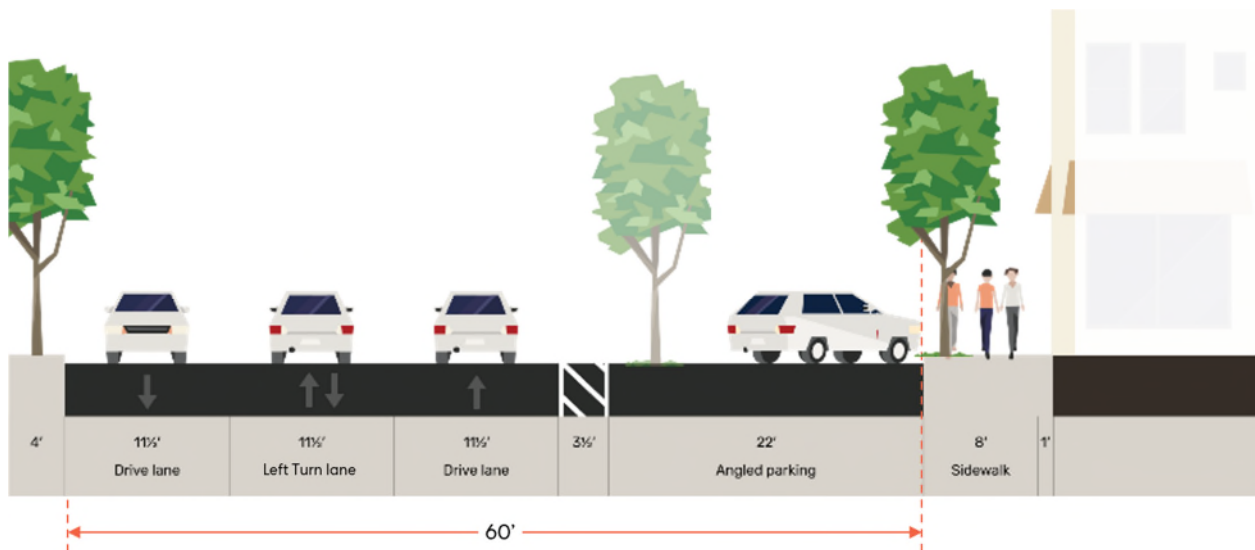


Figure 2- Potential Design for Ward Parkway

Typology

W. 47th Street and Mill Creek Parkway

- These streets are arterial streets that serve a broader City-wide vehicular traffic pattern. While being primarily auto-focused, they should still provide multi-modal options. With traffic calming measures, street trees, crosswalks and other strategies these streets can continue to serve important circulation needs while providing pleasant and safe experiences for non-vehicular users.
- General Guidelines:
 - Lane Width (11' min)
 - Sidewalk width (7' min)
 - Mobility lanes or markings
 - Street Trees
 - Consistent medians with lighting and amenities
 - Parking (parallel)
 - Traffic calming interventions (speed tables, traffic circles, textured pavements, pedestrian flashing units, etc.)
 - Curb and gutter, and curbless where necessary or desirable
 - Mid-block crossings where necessary or desirable
- Mobility hubs allowable in designated zone within the curb lane

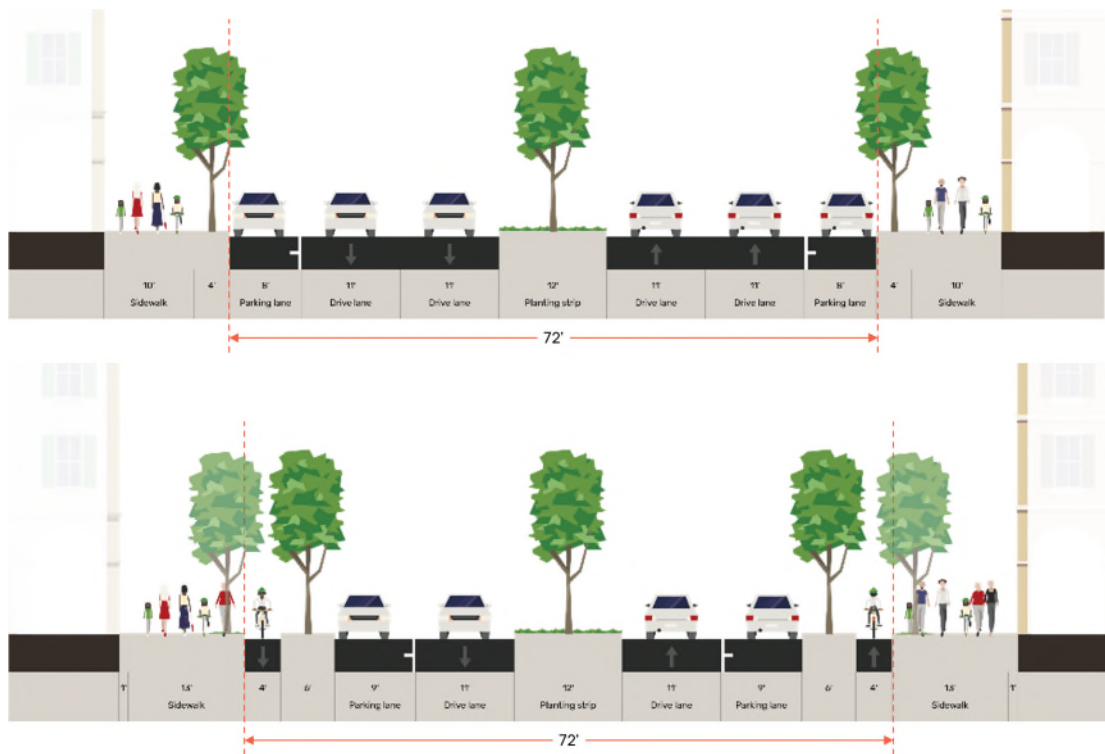


Figure 3- W. 47th Street Existing (Top) and Aspirational (Lower) Sections

Typology

Broadway Street

- Broadway Street is a minor collector that connects roads and arterial streets. There is more direct property access and lower speeds compared to the arterial streets.
- General Guidelines
 - Lane Width (11' min)
 - Sidewalk width (7' min)
 - Curb and gutter, and curbside where necessary or desirable
 - Mobility lanes or markings
 - Street trees/medians/enhanced landscaping
 - Parking (parallel or angled)
 - Traffic calming interventions (speed tables, traffic circles, textured pavements, pedestrian flashing units, etc.)

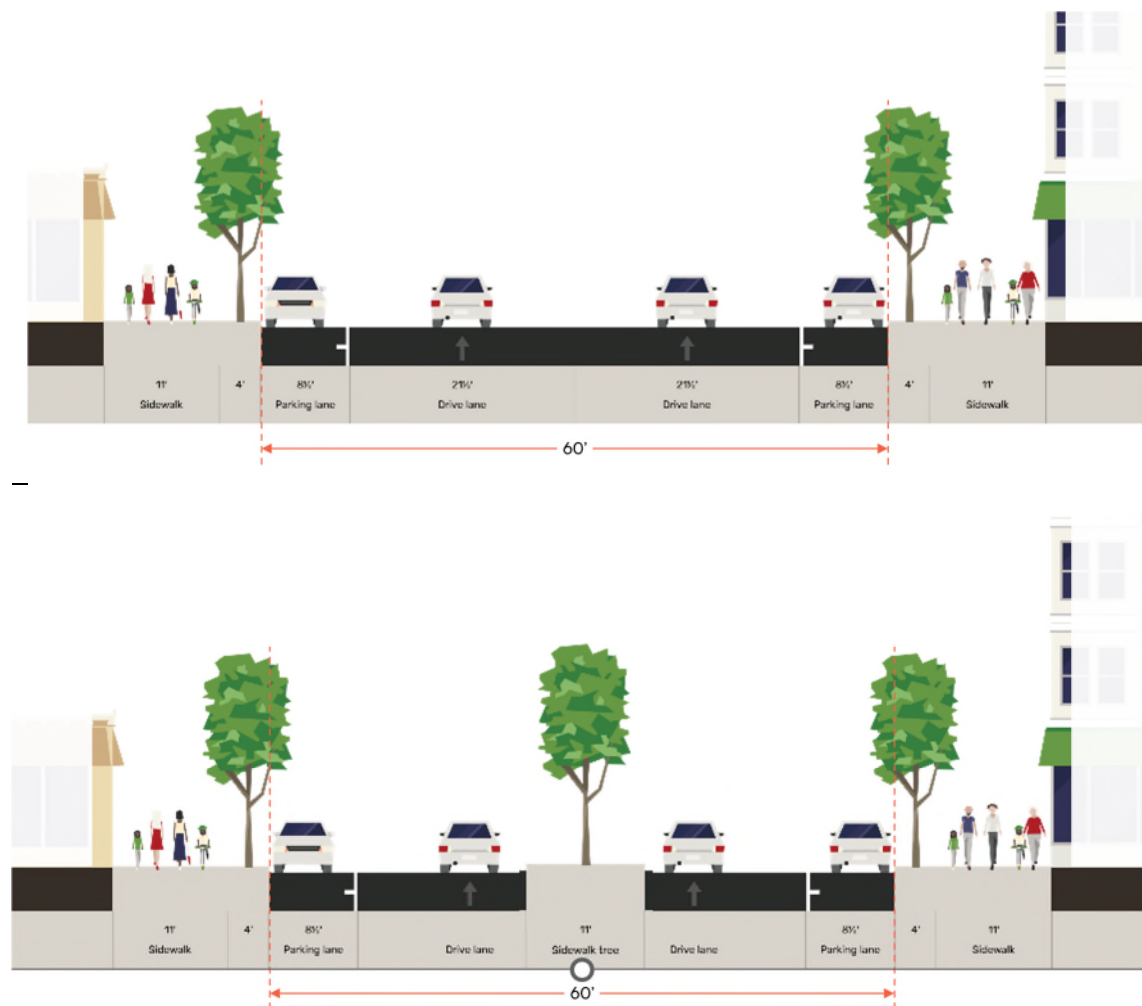


Figure 4- Broadway Blvd Existing (Top) and Aspirational (Bottom) Sections

Typology

Pennsylvania Avenue

Pennsylvania Avenue serves district circulation. With slower traffic speeds, this street can become balanced to service more users as non-vehicular users will feel more comfortable experiencing the uniqueness of the Country Club Plaza.

- General Guidelines
 - Lane Width (11' min)
 - Sidewalk width (7' min)
 - Curb and gutter, and curbless where necessary or desirable
 - Mobility Lanes or markings
 - Street trees/medians/enhanced landscaping
 - Parking (Parallel and Angled)
 - Traffic calming interventions (speed tables, traffic circles, textured pavements, pedestrian flashing units, etc.)
 - Non signalized
 - Mid-block crossings where necessary or desirable
 - Traffic circles
 - Mobility hubs allowable in designated zone within the curb lane

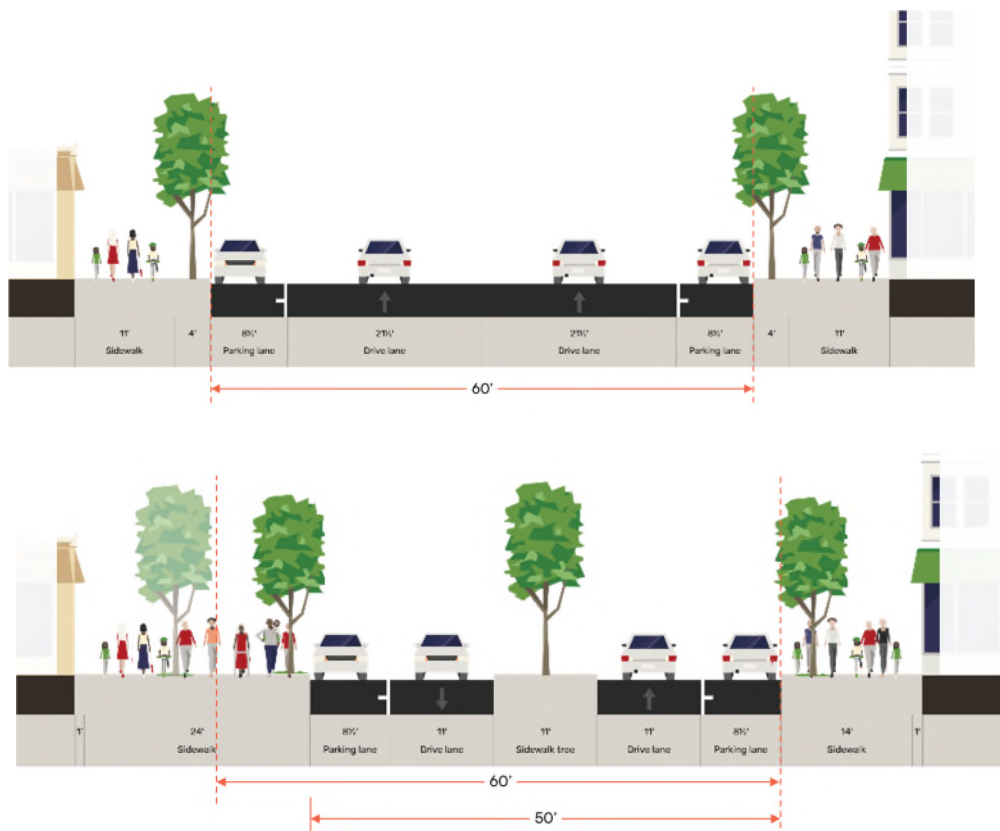


Figure 5- Parking and Median Options

Typology

Jefferson Street, W 46th Terrace, and Wyandotte Street

These streets serve local neighborhood needs with slower traffic speeds, and the non-vehicular users should be equal to the automobile. Vehicular traffic will be slower, creating a walkable comfortable place to circulate, linger and experience the district.

- General Guidelines
 - Lane Width (11')
 - Sidewalk width (7' min)
 - Curb and gutter, and curbless where necessary or desirable
 - Mobility Lanes or markings allowable
 - Street trees/medians/enhanced landscaping
 - Parking (Parallel and Angled)
 - Traffic calming interventions (speed tables, traffic circles, textured pavements, pedestrian flashing units, etc.)
 - Non signalized
 - Mid-block crossings where necessary or desirable
 - Traffic circles
 - Mobility hubs allowable in designated zone within the curb lane

Typology

Central Street, Wornall Rd (spur between W 47th St and Wyandotte), W 48th Street, and Mill Creek Sliplane

- These streets serve internal circulation of the District and provide little to no circulation to the surrounding areas. While potentially carrying or serving vehicular circulation, they can be considered for full closure to vehicular traffic. There will be dedicated to loading and access, allowing the reorganization of service needs of The Plaza.
- General Guidelines
 - Lane Width (11')
 - Sidewalk width (7' min)
 - Curb and gutter, and curbless where necessary or desirable
 - Street trees/medians/enhanced landscaping
 - Parking (parallel and angle)
 - Traffic calming interventions (speed tables, textured pavements, pedestrian flashing units, etc.)
 - Mid-block crossings where necessary or desirable
 - Enhanced pedestrian spaces

Typology

Nichols Road

- Nichols Road is a pedestrian-prioritized street that serves as the traditional retail High Street. With only providing internal circulation, this street can be considered for full closure to vehicular traffic with restricted loading zones and times.
- General Guidelines
 - Lane Width (11')
 - Sidewalk width (7' min)
 - Curb and gutter, and curbless where necessary or desirable
 - Street trees/medians/enhanced landscaping
 - Parking (parallel and angle)
 - Traffic calming interventions (speed tables, textured pavements, pedestrian flashing units, etc.)
 - Mid-block crossings where necessary or desirable
 - Traffic circles
 - Enhanced pedestrian spaces

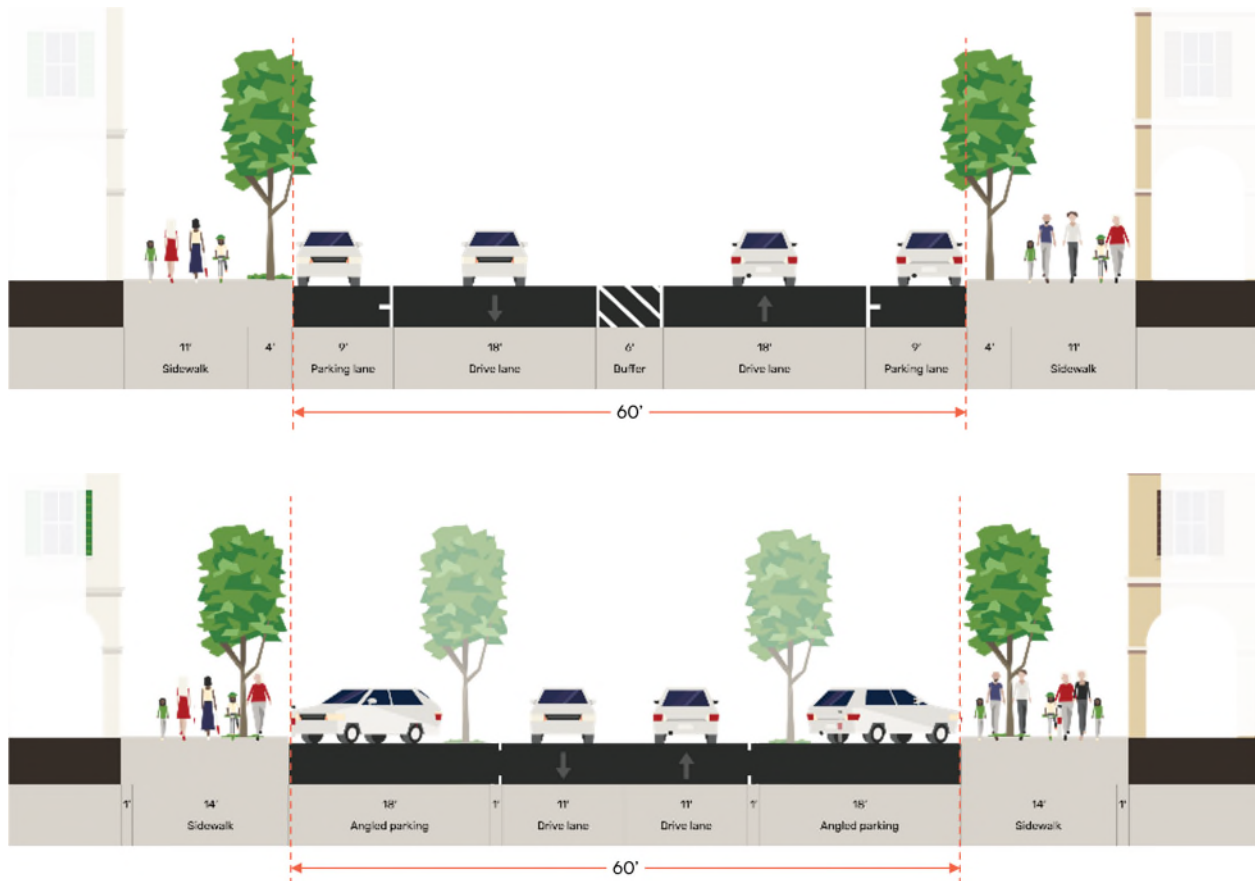


Figure 6- Existing and Proposed Nichols Road (please note that angled parking will be on south side only)

PUBLIC REALM

Originally designed as a vehicle-oriented shopping center, the Country Club Plaza lacks a cohesive and vibrant public realm, with inconsistent sidewalks and underutilized public spaces. As the Plaza continues to evolve alongside the changing needs of the city and region, creating a stronger, more dynamic, and pedestrian-friendly environment is essential. With significant new density surrounding the District, more visitors and residents are walking, biking, and using alternative transportation to access and navigate the Plaza. To support this shift, public spaces must be reimaged—integrating sidewalk dining, public art, gathering areas, and unique experiences that encourage walkability and enhance the Plaza’s identity as a lively, people-centered destination.

Recommendations/Strategies

- **Prioritize Pedestrian and Multi-Modal Infrastructure**
 - Enhance sidewalks and use high-quality materials to create a more inviting streetscape.
 - Sidewalk dining/store activation zone
 - Pedestrian clear zone
 - Amenity zone (signpost, bike parking, light standards, flower pots, benches, trash receptacles, etc.)
 - Improved crosswalks.
 - Expand bike infrastructure.
 - Add wayfinding signage to help people navigate by foot and bike.
- **Activate Public Spaces with Placemaking**
 - Create pocket parks and plazas by repurposing underutilized spaces.
 - Encourage outdoor dining and retail spillover to bring energy to sidewalks.
 - Sidewalk vending is allowed for sale of merchandise by adjacent tenant
 - Outdoor retail is acceptable when maintaining 5’ minimum pedestrian circulation
 - Incorporate public art and murals that celebrate the district’s culture.
 - Install interactive elements, such as enhanced with sculpture, fountains, street trees and flowers.
- **Foster a Unique Plaza Experience**
 - Host seasonal events and markets to keep public spaces active.
 - Encourage a mix of local and national retailers to enhance diversity in shopping and dining.
 - Incorporate historic and cultural storytelling through signage and design elements.
 - Sculpture, art, etc.
 - Wayfinding signage (digital and static)
 - Lighting projections both on ground plane and vertical surfaces (3D digital mapping, etc.)
- **Material Design Standards**
 - Consistent lighting.
 - Roadway, pedestrian, landscape, building façade
 - Footcandles, color temperature, fixture style and pole style appropriate for each street typology and plaza

- District-character paving patterns.
 - Sidewalks should be designed to provide walkability and enhance the public realm in and around the District in a cohesive manner throughout the District. The sidewalks should be improved with high-quality materials to provide and enhance the sense of place within the District.
- District-specific landscaping.
 - Landscaping should be improved with high-quality materials to provide and enhance the sense of place within the District.
- District-specific trash receptacles, benches, bike racks, etc.
 - Site furnishings should be improved with high-quality materials to provide and enhance the sense of place within the District.



One of the few public spaces within The Plaza

BUILDING STANDARDS



The Country Club Plaza's initial design standards drawing on Spanish/Mediterranean architectural revival styles and materials created an immediate and unique identity.

Below are some aspirational design elements that draw upon the Spanish Mediterranean architectural revival style seen around the Country Club Plaza. Over time, through building renovations and additions, the overall character of some structures in the District no longer adds to the historic architectural style. It is important that as buildings in the District are renovated, and/or when new structures are added, the original architectural style of the Country Club Plaza is honored and enhanced. Future developments should have a goal to incorporate these types of elements into the structures. For the avoidance of doubt, it is understood that some structures in the District will not incorporate some or all of these elements in the final design. Developments within the District are encouraged to incorporate these elements where possible, provided that the Transparency Standards and Permitted and Secondary Material List set forth below are required.

Roofs and Rooflines:

Form: Consider complementary roof forms similar to existing roof forms of the surrounding buildings or other buildings in and around the Country Club Plaza, which include, but are not limited to, flat and low-pitch hip roofs. Vertical elements such as bell towers, domes, or dormers protruding from the roof surface may be used to create visual interest and hierarchy.

Features and Details: Consider additional architectural elements and ornamentation along the roofline that comply with the Spanish-Mediterranean style such as shaped parapets, balustrade parapets, cornices, decorative tile, brick capping, finials, and corbels.

Materials: Consider pitched roofs that follow the Spanish-Mediterranean barrel or mission-style clay tiles in warm tones (red, orange, brown).

Examples of Roofs and Rooflines



Facades and Exterior Walls

Materials: Complementary to the existing principal wall materials of surrounding buildings and other buildings in and around the Country Club Plaza, which include, but are not limited to, stucco and brick, augmented by glazed tiles and terra cotta ornamentation. Consider framing or highlighting storefront display windows and entrances emulating the existing smooth-faced limestone surrounds. Appropriate colors include various tones of buff brick, light-to-medium neutral and warm earth tones on stucco and painted walls, and bolder colors for glazed tile including blue, green, yellow, and red.

Features and Details: Consider wrought iron balconies, lanterns and window grills, wood or iron cantilevered balconies, balconettes and window grills, exposed rafters and brackets, arched arcades, and square bell towers, cupolas and domes

Articulation: Horizontal façade articulation should consider following a tripartite composition (expressing the base, middle, and top of the building) with cornices or material changes, where possible or desirable. Consider vertical façade articulation, which can be achieved with pilasters or other vertical reassesses and/or extrusions.



Windows

Windows are a major component contributing to the overall character of the Country Club Plaza, not only illustrating the architectural style, but creating a transparent, safe, and exciting pedestrian shopping experience. Along the sidewalks, storefronts should consider providing consistent visual and physical views into the restaurants and shops. The upper stories of buildings should consider a variety of framed punched windows (including casement, sash, and picture windows) occurring at a regular frequency to create rhythm along the facade.

- Punched windows on upper floors should consider being recessed to show masonry thickness and with an overall vertical appearance, whether rectangular or arched.
- Storefronts may range in style from a series of large punched display windows, to bays of glass storefront systems, to traditional bulkhead style storefronts with transoms.

Examples of Windows Styles



Example 1: Storefront windows at street level with punched windows on upper floor



Example 2: Modern example of punched windows



Example 3: Bulkhead style storefront with signboard and recessed entry



Example 4: Large punched retail display windows at street level



Example 5: Large, punched retail display windows at street

Entrances

Prominent and ornate retail entrances and other grand building entrances are important elements contributing to the character of the Country Club Plaza. Consider maintaining a variety of building entrances that can enhance the architectural character of the District.

- Customer entries to individual retail storefronts should be oriented towards the streets, roads, boulevards, sidewalks, courtyards, or other areas directly accessible by pedestrians.
- Corner entrances can be used on prominent street corners or buildings with two primary facades.

Examples of Entrances



Example 1: Retail entrances on primary façade with direct access to sidewalk. Secondary entrances and service access are less prominent or visible from the sidewalk.



Example 2: Retail entrance on prominent street corner



Example 3: Corner retail entrance with high level of transparency

Courtyards and Sidewalks

Courtyards and sidewalks can be used to support dining, residential, and retail uses, as well as public gathering areas. Courtyards may occur on block corners or framed by an adjacent building on one or more sides with entrances to shops and restaurants directly from the courtyard. The street edge may be semi-enclosed by low walls and landscaping. Courtyards may also occur mid-block but should have a high level of visibility and accessibility from the sidewalk.

Retain existing significant fountains, sculptures and artwork in public space, either in the existing location or other public spaces. The applicant in partnership with City staff shall perform a survey and identify existing fountains, sculpture and artwork that are significant features within a year of the adoption of the MPD.

Examples of Courtyards



Example 1: Retail courtyard with fountain and public art



Example 2: Restaurant courtyard with fountain

Parking Lots and Structures

Access: Access to parking lots or structures from the street, road, boulevards, and parkways may incorporate overhead doors, gates, or other controlled access devices that are integrated with the overall design and should not unnecessarily impede access to or from the pedestrian areas. Parking lots and structures should consider the size, number, and frequency of parking garage entrances to reduce the disruption to pedestrian and vehicular flow.

Form: Consider consistent sidewalk grade at vehicular entrances to prioritize the pedestrian right-of-way over vehicles and other visual cues to improve safety at garage entrances such as lighting and special material treatment of crossing. Upper floors of parking structures should disguise and conceal parked vehicles, when possible.

Permitted and Secondary Materials List Required for Primary Facades:

The Primary Façade of new buildings constructed within the District shall be comprised of the primary materials (PM) and secondary materials (SM) listed below.

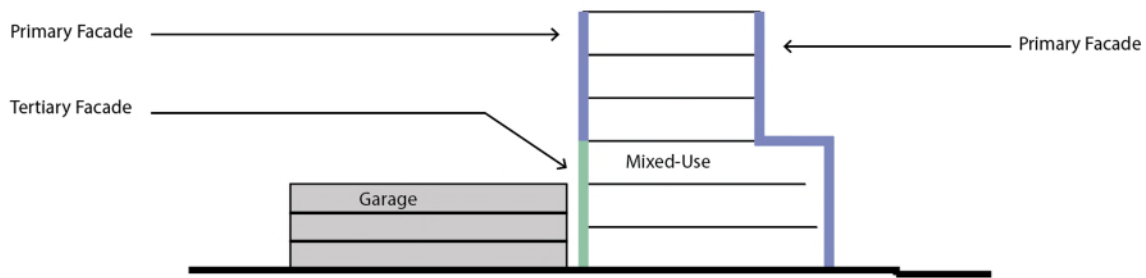
Tertiary Facades shall not be limited to the materials listed in the following table.

MATERIAL		FACADE	
HEIGHT		Ground Floor	Second Floor and Above
		PM	PM
		PM	PM

CAST STONE	PM	PM
FAÇADE GLASS	PM	PM
TERRA COTTA	PM	PM
TILE	PM	PM
CONCRETE		
Cast-in-place concrete - smooth/no texture	SM	SM
Cast-in-place concrete - textured or patterned	SM	SM
Pre-cast concrete	SM	SM
STUCCO	PM	PM
METAL	SM	SM
WOOD	SM	SM
FIBER CEMENT		
Fiber cement panels	SM	SM
Fiber cement clapboard siding	SM	SM
GLASS:		
Glass Block	-	SM
Glass (translucent, transparent, or tinted)	PM	PM
Glass (mirrored or opaque)	SM	PM
Façade Glass	PM	PM
Other Transparent Materials	PM	PM

PM – Primary Building Material – Materials that comprises a major component of the visual makeup of a Primary Façade, with a total of all Primary Materials encompass at least 51% of the Primary Façade and a goal for the total of all Primary Materials to encompass 60% of a building's Primary Façades.

SM – Secondary Building Material – A material that is used to comprise the remaining area of a building's Primary Façade.



Primary Façade – A façade of a structure (or that portion thereof) that is not a Tertiary Façade.

Tertiary Façade – A façade of a structure (or that portion thereof) that (a) is not easily visible from a public street or public sidewalk abutting to the property line, or (b) is within 25' of another structure.

Transparency Standards



Figure 7- Primary and Secondary Street Transparency

The existing structures in the District have a wide range of transparency that has evolved as structures have been renovated and uses changed. The classical architecture of the Country Club Plaza must be respected and balanced by transparency. With some structures spanning several blocks or fronting multiple streets, transparency must be maintained while balancing the needs of the existing and proposed structures and uses. Buildings within the District are discouraged from being primarily comprised of façade glass. Using the street classifications allows higher transparency along primary streets and provides flexibility for less transparent frontage on minor collector and local streets.

Maximum Façade Glass: The façade glass on any one façade of a building shall not exceed 80% of the entirety of such façade.

STREET NAME			
		Ground Floor Transparency (Min. Avg.)	Second Story and Above (Min. Avg.)
47 TH STREET	Primary Street	50%	15%
NICHOLS ROAD	Primary Street	50%	15%

WARD PARKWAY	Primary Street	50%	15%
MILL CREEK PARKWAY	Primary Street	50%	15%
46 TH TERRACE	Secondary Street	35%	15%
SUMMIT STREET	Secondary Street	35%	15%
JEFFERSON STREET	Secondary Street	35%	15%
PENNSYLVANIA AVENUE	Secondary Street	35%	15%
BROADWAY STREET	Secondary Street	35%	15%
CENTRAL STREET	Secondary Street	35%	15%
WYANDOTTE STREET	Secondary Street	35%	15%
WORNALL ROAD	Secondary Street	35%	15%

Primary Street

The first story façades of one or more buildings within the same block fronting along a Primary Street shall collectively consist of at least 50 percent transparent materials. Windows and permeable materials must allow for viewing of the interior of the space, and should include product displays or other visually appealing views. The second story façades of one or more buildings within the same block fronting along a Primary Street shall collectively consist of at least 15 percent transparent materials. For the avoidance of doubt, no single building or development shall be required to provide transparent materials in excess of the minimum percentages listed above and no façade of a single building along a Primary Street shall be required to meet these minimum transparency standards for the entire block frontage.

Secondary Street

The first story façades of one or more buildings within the same block fronting along a Secondary Street shall collectively consist of at least 35 percent transparent materials. Windows and permeable materials must allow for viewing of the interior of the space, product displays or other visually appealing views. The second story façades of one or more buildings within the same block fronting along a Secondary Street shall collectively consist of at least 15 percent transparent materials. For the avoidance of doubt, no single building or development shall be required to provide transparent materials in excess of the minimum percentages listed above and no façade of a single building along a Secondary Street shall be required to meet these minimum transparency standards for the entire block frontage.

Transparency Calculation: MPD Final Development Plans shall provide the percentage of transparency for the proposed structure. If the proposed structure will provide less than the minimum amount of transparency, then such MPD Final Development Plan should include a

plan describing (i) how the proposed structure and the existing developments along the block satisfy the transparency requirements, (ii) why additional transparency on the proposed structure would not compliments the existing structures, if no future development is anticipated, or (iii) how the anticipated future development of such block will satisfy the minimum transparency requirement. For the avoidance of doubt, the total square footage of the façade used to calculate the percentage of transparency shall not include any portion of the façade or building that is comprised of any tower, fountain, parapet, or other decorative or ornamental architectural feature or elements connected to or embedded within such façade. Any façade adjacent to and facing an intersection of two streets shall be considered a part of the façade along the Primary Street for the purposes of calculating transparency.

Transparent Materials: The following materials shall be considered transparent for the purpose of calculating the percentage of transparency: (i) glass (including translucent, transparent, tinted, facade, and opaque), (ii) pierced or latticed facades (which shall include both the void spaces of the façade and any internal supporting structure), (iii) ornamental metals and wood pillars, and (vi) other similar materials.

Building Awnings

Awnings were traditionally used throughout the Country Club Plaza providing protection from the elements while giving visual interest. Awnings shall be complimentary to the existing architectural style of the Country Club Plaza and not visually detract from or conflict with approved building materials within the District.

- Minimum vertical clearance from ground plane must be 8’.
- Awnings may be complemented with tenant and or building identification signage.
- Awnings may be internally lit projecting light onto the sidewalk/right of way or building.
- Awnings can extend to curb line, subject to permitting.
- Awnings may be constructed out of any primary building material or canvas or cloth rated for outdoor use.
- Awning material and design should be of similar architectural style and materiality of the building they are attached to and the overall district.



Variety of Awnings Throughout the District

FENCING, LANDSCAPING & SCREENING

Fencing: Fencing is permitted and shall complement the primary and secondary materials complementary to adjacent buildings/structures. Barbed-wire, razor wire, metal sheeting, and galvanized chain-link are prohibited. Ornamental fencing along a boulevard or parkway should be 80% transparent, constructed of high-quality materials, and not exceed a height of 6 feet.

Landscaping and Screening:

Each MPD Final Development shall provide a landscaping plan providing landscaping to enhance the proposed development. The general landscaping requirements of §88-425 are general guidepost for the landscaping to be provided with the goal to meet or exceed those requirements. However, it is contemplated that future developments in and around the District may not be able to meet all of the requirements of §88-425. To the extent the landscaping plans do not meet the requirements of §88-425, the applicant for the MPD Final Development Plan shall identify the minimum cost of the additional landscaping that would otherwise be required to be in compliant with §88-425 and either (i) pay such amount as a payment in lieu of landscaping to the Capital Improvement Sales Tax Fund-Tree Planting, per §88-425-13-D-15 or (ii) apply such amount to enhance landscaping improvements in another location within or around the District.

Dumpsters, grease containers and other similar items must be either placed (i) behind building or within the façade, (ii) located in off street parking/loading areas screened from view of public right of ways, or (iii) screened from view of public right of ways. Screening material shall complement the primary and secondary materials complimenting adjacent buildings/structures.

Utilities equipment located on street level shall be screened from view of public right of ways, painted in similar colors to surrounding buildings, or placed behind or within the structure it serves. Convex mirrors, security cameras, or other approaches may be used to provide additional visibility in areas screened by non-transparent mediums that also present a security concern.

PARKING & LOADING

Parking

Country Club Plaza is viewed as a mixed-use district with many parking garages located throughout the area. Any new off-street permanent parking of vehicles shall be (i) located in a parking structure, (ii) located within a building with a facade that is similar in appearance or complimentary to the facades of surrounding buildings, or (iii) screened from view of and not within 5 feet from the public right of ways.

Loading

Valet is allowed in the street and parking lanes, subject to City code of ordinances required permit, if any. Commercial loading and unloading are permitted in streets and right of ways. Any off-street loading spaces should be at least 10 feet wide and 25 feet long unless off-street loading will involve the use of semi-tractor trailer combinations or other vehicles in excess of 25 feet in length, in which case the minimum size of a space is 12 feet by 60 feet.

See MPD Preliminary Development Plan for the total number vehicular and bike parking spaces to be provided throughout the District.

FORM

The built form of the Country Club Plaza has undergone waves of change over time. Many properties today reflect this historic evolution and help define the unique architectural character of the Country Club Plaza. As the area continues to grow and evolve, care must be taken to preserve the character and history of key buildings while introducing new development that complements and strengthens the district as a whole.

Character-Contributing Facades and Architectural Elements

- Displays visual qualities and architectural features that contribute to the established character and identity of the Country Club Plaza including mass, scale, proportion, façade articulation patterns, and overall alignment in relation to neighboring buildings.
- Utilizes façade and roof materials that are clear, intact, high quality original or period-appropriate materials that contribute materially to the Plaza's architectural identity with consistent with the color, dimension, architectural rhythm, and relief of Spanish/Mediterranean architectural revival styles, such as stucco, buff brick, smooth limestone, clay barrel roof tiles, glazed tile, decorative plaster, carved stone, tilework, and wrought iron. Façade with a continuous architectural rhythm – such as consistent parapet heights, storefront proportions, window spacing, or materiality-across a block.
- Features architectural details and elements consistent with the Spanish/Mediterranean revival styles such as articulated building elements (vertical and horizontal), arches, balconies, terracotta surfaces, bell towers, cupola domes, ornamental cornices and parapets, and landscape features such as fountains, sculptures, and courtyards.

The character-contributing architectural elements in the District are essential components defining the identity of this special place and should be guide for future development.

Existing: Retain and Preserve

Character Contributing Facades and Architectural Elements as shown on the Character Contributing Facades and Architectural Elements Map and the Table 1 identifying blocks with Character Contributing Facades and Architectural Elements shall either be (i) retained and preserved with respect to the preservation principles set forth below, or (ii) subject to the demolition review process under §88-586.

- New additions, exterior alterations, or significant related reconstruction should avoid, when possible, destroying those original architectural elements and features that contribute to the historic areas that characterize a property and the District as a whole.
- Interior alternations of character-contributing facades to improve the usability and function of the buildings are encouraged while preserving the façade. However, facadism is strongly discouraged – that is, the complete demolition of a building interior and or construction of an entirely new building behind the preserved façade.
- Some exterior alterations to Character Contributing Facades and Architectural Elements are generally needed to ensure continued or new uses, however the destruction of original elements or features should be avoided, when possible.

- When possible, deteriorated historic materials and features should be repaired rather than replaced. Where the severity of the deterioration requires replacement of a distinctive feature, the new feature should match the old in design and other visual qualities.
- Replacement of substantially modified, non-original or severely deteriorated materials on a character-contributing façade is acceptable when the replacement follows the design guidelines and/or follows the original architectural language and detailing of the building.
- Deconstruction, reuse or salvaging of some character contributing elements and materials from the façade and other architectural elements of a structure is required when a structure is to be demolished and is identified by Character Contributing Facades and Architectural Elements Map and the Table 1. A MPD Final Development Plan providing for the removal of a substantial portion of identified Character Contributing Facades or Architectural Elements, shall (i) identify the existing building's character contributing elements and or materials of the Façade as well as any Architectural Elements, and (ii) identify what elements or materials of the Character Contributing Façade and or Architectural Elements to be either (a) reused or incorporated into the new development or (b) otherwise salvaged for potential future use in the District.

New Construction

New construction includes additions, Major Façade Replacement, buildings erected on vacant ground, or replacement buildings. New construction should be visually compatible with the existing built environment as defined in the Spanish/Mediterranean architectural revival styles and design guidelines contained herein. Within this context, contemporary treatments or variations of these features are encouraged. The use of contemporary materials should have the appearance of the existing dominant materials found in the Country Club Plaza.

See MPD Preliminary Development Plan sheets for Character Contributing Facades and Architectural Elements Map and the Table 1 identifying blocks with Character Contributing Facades and Architectural Elements.

HEIGHT

See MPD Preliminary Development Plan for height standards.

USES TABLE

See MPD Preliminary Development Plan for Use Table.

LIGHTING

The District is committed to creating a safe, welcoming environment for shopping and dining. Thoughtful lighting plays a vital role in shaping how patrons experience the district, and all design will adhere to IES best-practice standards for retail environments. Photometric plans to be provided with the MPD Final Development Plans.

See MPD Preliminary Development Plan for Lighting Standards.

SIGNAGE

Purpose & Vision

These signage guidelines are established to ensure a visually cohesive, pedestrian-friendly, and vibrant urban retail street environment. The standards aim to enhance the character of the District while maintaining safety, accessibility, and aesthetic appeal. All signage should follow the general guidelines below and any other sign permitted by §88-445 not otherwise prohibited by these Design Guidelines.

General Signage Principles

- Signage should be legible and well-maintained.
- Materials, colors, and lighting should complement the architectural character of the Country Club Plaza.
- Signs should be designed with the purpose of promoting retail and street activity while enhancing the pedestrian experience.
- Signs should not cover or obscure architectural features of buildings.

Signs

- Tenant Signage: For each tenant, one wall sign or marquee sign per façade; and one projecting sign per tenant with customer entrance are permitted, covering a maximum of 10% per tenant elevation.
 - Projecting signs should be oriented to pedestrians passing on the sidewalk in front of the building.
 - A minimum vertical clearance of 8 feet along pedestrian areas is required.
 - A projecting sign mounted perpendicular to a building wall shall not exceed 12 SQFT in area; if mounted radially from a building façade, it shall not exceed 24 SQFT in area.
 - Lettering or signage placed on an awnings or canopy are permitted and shall be considered ancillary (i.e., not be subject to the maximum number of signs permitted).
- Composition and illumination:
 - Box signs attached flat against the façade of a building are not permitted for Tenant identity signage.
 - Projecting and blade signs are permitted.
 - Signs may include digital or electronic components.
- Window & Door Signs: Opaque window signage should not exceed 15% of the total window area.
- Sidewalk Signs: Sidewalk signs such as a-frames or moveable signs are allowable.
 - Limited to one per business and placed within 12" of building and directly in front of the storefront.
 - Must be placed only during business hours.
 - Must allow 5' of horizontal clearance for pedestrians.
 - Size may not exceed 2.5 feet wide and 4 feet tall.
- Roof Signs: Roof signs shall be die cut and/or channel letter signs. Roof signs are permitted on buildings if the top of the highest portion of the roof is at least 30 feet above grade. Roof

signs shall not be constructed of wood. Supporting structure must be kept minimal and comply with all engineering requirements.

- **Intra-District Signs:** Notwithstanding any other provision of the Code or these Design Guidelines, static or digital signs shall be permitted throughout the District to advertise, promote, or otherwise communicate any commercial message of a business, event, commodity, service, activity, or product sold, conducted, or offered by a business within the district or event sponsor. Intra-district signs may be any type or size of sign allowed in the District. Intra-district signs shall have the consent of the landowner. Intra-district signs should not exceed 2 signs per street frontage.

Temporary, Event, Streetscape and Wayfinding Signage

- Temporary signs are permitted.
- Event signs are permitted.
- Interim signs are permitted.
- Street pole banners are permitted and may utilize logos of tenants or other commercial entities located within or outside of the District.
- Monument signs are permitted for District identity and intra-district sign purposes.
- Incidental and wayfinding signage are permitted in the District.
 - They shall be consistent in look, character and feel.
 - Tenant names are allowable on wayfinding signs however names shall be in a uniform and consistent typeface and color with no use of tenant logos.
 - Ground plane signage is allowable for wayfinding purposes.

Prohibited Signage

- Upper story window signs may not be permitted.
- Monument signs for tenants are not permitted
- Plastic box signs are not permitted .

Sign Lighting

- External lighting (e.g., gooseneck lamps, downlights) is preferred over internal illumination.
- Back-lit, halo-lit illumination, or reverse channel letters with halo illumination are permitted to convey a subtle and attractive appearance.
- Warm, non-glaring light sources should be used to maintain a welcoming atmosphere.
- Flashing, blinking, strobe, or color-changing lights are strictly prohibited.

Art, Digital Art & Projections

- Art installations shall be allowed in the District. For the avoidance of doubt, Art shall be defined as anything without a commercial message.
- Digital projections may be permitted for temporary artistic installations or cultural events and only projected onto private property.

Installation, Maintenance & Compliance

- To minimize irreversible damage to masonry, when possible, mounting and supports shall be inserted into mortar joints and not into the face of the masonry. This technique does not damage the surface and allows for easy removal.
- **Visible raceways and transformers shall be prohibited.** Sign installation details should clearly indicate the location of transformer and other mechanical equipment.
- Mounting hardware and brackets, specifically for projecting signs, must be attractive and integral part of the sign design.

Sign Plan

- The MPD Final Development Plans should include a sign plan, which provides the following information: (a) type of signs, (b) the sign sizes (area and dimensions), (c) materials, (d) type of illumination, and (e) location.
- A sign plan for signage not approved pursuant to a MPD Final Development Plan shall be submitted in conjunction with a sign permit application to be approved by the Director of City Planning and Development.

