

Design Guidelines

City of South Bend

Department of
Community Investment

South Bend Redevelopment Commission for 2013

Marcia I. Jones, President
David Varner, Vice President
Donald Alford, Sr., Secretary
Valarie Schey
Greg S. Downes
John Stancati

City of South Bend

Pete Buttigieg, Mayor
Scott Ford, Executive Director, Community Investment
Chris Fielding, Assistant Executive Director, Community Investment

Contents	Page
<i>Purpose of Guidelines</i>	<i>4</i>
<i>Design Review Procedure</i>	<i>5</i>
South Bend Central Development Area Map.....	6
Studebaker Corridor Development Area Map.....	7
West Washington – Chapin Development Area Map.....	8
Airport Economic Development Area Map	9
<i>South Bend Central Development Area.....</i>	<i>10</i>
General Guidelines	11
Specific Guidelines	12
Landscape.....	18
Hardscape	20
Storage	22
Signage.....	23
<i>Outdoor Cafes and Street Vendors</i>	<i>27</i>
Sidewalk Vendors.....	27
Outdoor Cafes.....	27
<i>Studebaker Corridor Development Area.....</i>	<i>29</i>
General Guidelines	30
Specific Guidelines	31
Landscape.....	35
Hardscape	38
Storage	38
Signage.....	39
<i>West Washington – Chapin Development Area.....</i>	<i>44</i>
General Guidelines	45
Specific Guidelines	46
Landscape.....	51
Hardscape	53
Storage (for land zoned Industrial)	54
Signage (for Commercial Use only)	54
<i>Airport Economic Development Area.....</i>	<i>59</i>
General Guidelines	60
General Guidelines – Architecture	60
General Guidelines – Site.....	61
Landscape.....	63
Hardscape	66
Storage	67
Signage.....	67

Purpose of Guidelines

The Guidelines in this Manual serve five major purposes:

1. To ensure an orderly, high quality development process.
 - As the City of South Bend experiences continued renewal, it is essential that each subsequent project reinforces the City's overall design and development program and contributes to the overall image and character of the area. These Guidelines will ensure that all development projects are of a high quality by maintaining uniform standards for all owners and tenants to follow.
2. To protect and enhance major public investments in the area.
 - The City of South Bend has made a massive commitment to the revitalization of the Redevelopment Areas as expressed in this manual. This public investment is intended to lead the way for future private investment within the City.
3. To encourage both small and large-scale private investment.
 - The private commitment has been forthcoming, and it is the City's intent to protect all past and future investment. These Guidelines ensure that development opportunities on all sites will not be compromised by subsequent incompatible development of the surrounding parcels.
4. To minimize development costs by eliminating guesswork and reducing potential development problems.
 - The City realizes that any major rehabilitation or new construction project requires predevelopment expenditures that are incurred prior to receiving project approval. It is the intent of these Guidelines to minimize guesswork as to the City's intent regarding all aspects of development within the Redevelopment Areas. By offering clear planning and design parameters, these Guidelines should serve to reduce guesswork and reduce predevelopment costs.
5. To protect and maintain historic features.
 - Older buildings possess character, tradition, workmanship and a scale that is not easily duplicated. Steps should be taken to preserve the historic integrity of this area.

Conformance with these Guidelines will ensure that private development will enhance and reinforce the City's commitment to development and design of the highest quality. The Guidelines promote private development in a manner that enables these projects to derive maximum benefit from the substantial public investments.

Design Review Procedure

Before a permit for new construction or exterior alteration is issued, you must first check to see if the property is within the boundary of a Design Review Area. This may be reviewed in the Building Department or the Department of Community Investment (maps are included in this manual for initial reference). There are four Design Review Areas within the city of South Bend. They are the South Bend Central Development Area, the Studebaker Corridor Development Area, the West Washington - Chapin Development Area and the Airport Economic Development Area.

If your property is within a Design Review Area, you must contact the Design Review Coordinator at:

Department of Community Investment
227 W. Jefferson Blvd., Suite 1400S
South Bend, IN 46601
(574) 235-9371

To have your project's design reviewed by the Design Review Coordinator, you will need to submit all relevant materials for the proposed project to the Department of Community Investment. The information to be submitted includes a proposed site plan, building elevations, building materials and colors, signage, landscaping plan and any other information relative to the exterior of the property.

If the design for your project is approved by the Design Review Coordinator, you may then proceed in obtaining the appropriate permit for your project.

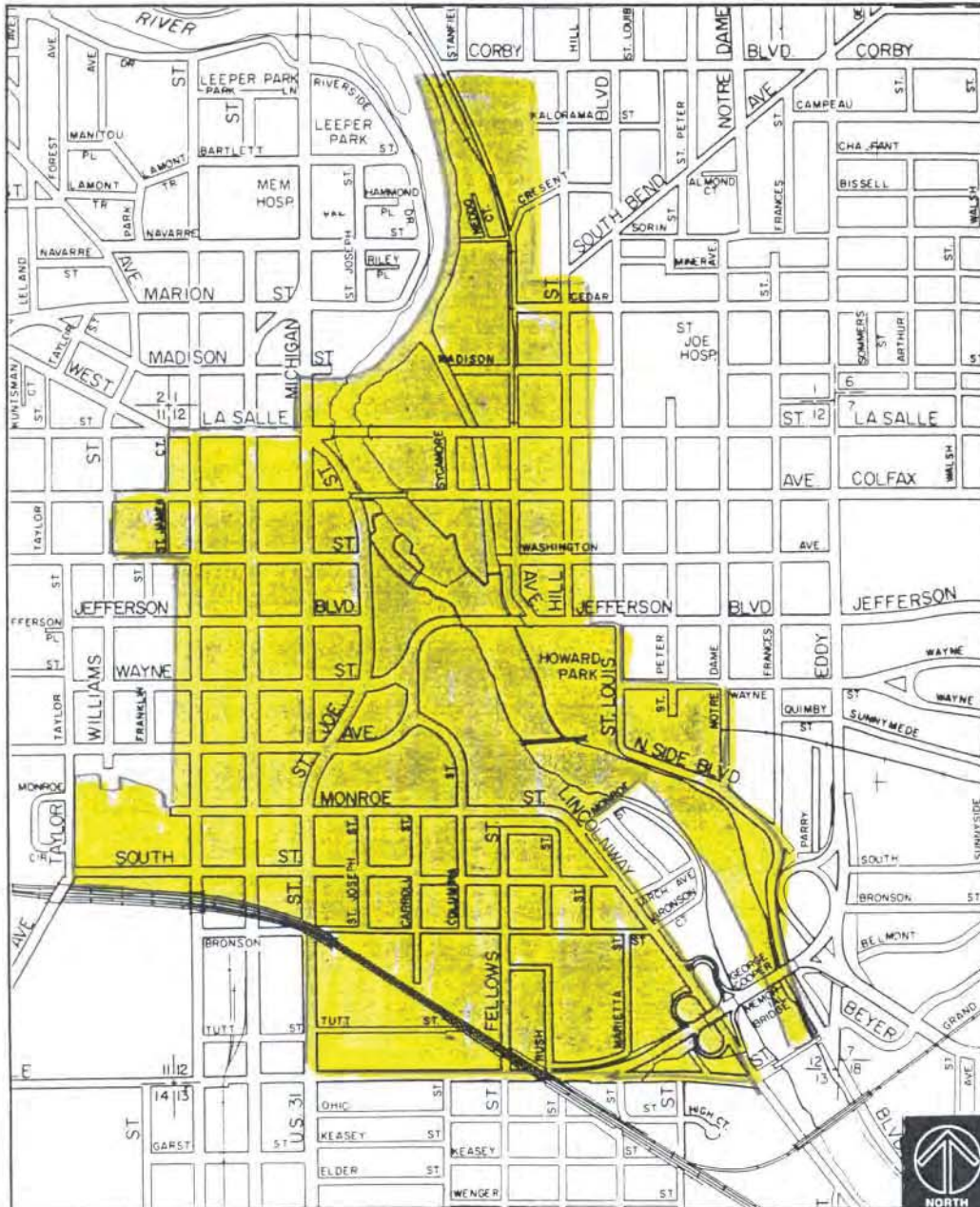
If the design for your project is not approved, you may make any necessary changes and again present the modified project to the Design Review coordinator. A building permit will not be issued until the plans are approved by the Design Review Coordinator. A building permit will not be issued until the plans are approved by the Design Review Coordinator.

If the project is approved with modifications, you may proceed with the project after obtaining the necessary permit(s). The conditions imposed by the Design Review Coordinator must be adhered to and often the modified "plans" must be returned for final approval before a permit is issued.

If you decide to appeal the requirements as set forth by the Design Review Coordinator, the appeal process will involve a set meeting date before a Design Review Committee. The Committee consists of nine (9) members from both the public and private sectors. All material applicable for this appeal process must be turned in at least ten (10) days prior to the scheduled meeting at which the project will be presented.

- Please note that if your project involves any appurtenance, such as a sign or awning that may encroach into the public right-of-way, you will also need to get approval from the Board of Public Works for that encroachment.

South Bend Central Development Area Map



1



West Washington-Chapin Development Area Map



1



Design Guidelines

South Bend Central Development Area

South Bend Central Development Area

The South Bend Central Development Area was one of the first officially recognized Redevelopment Areas in the City of South Bend. This area is made up of three sub-areas: the Central Business District, the East Bank, and Monroe Park. This main area is considered the heart of the City and is the area most concerned with maintaining the historical fabric that once comprised the downtown area. The sub-areas differentiate in the following ways:

- **The Central Business District**
Every city has its own unique character of identity. Much of a city's character is contributed by the style, scale, and placement of the buildings in that city. These factors tell a story of the history of the city as it grows and changes. In downtown South Bend, most of the historical identity has been demolished or covered up, diluting the rich character that was once present and creating holes in the fabric of the City. In working with the existing features of the Central Business District, it is important to embrace what historical flavor remains through preservation and to complement existing features and take positive steps forward, through careful rehabilitation and new construction.
- **The East Bank**
While the Guidelines that apply to the Central Business District generally hold true for the East Bank, some specific consideration should be given to new construction in the East Bank. Since the concentration of buildings in the East Bank is lower than in the Central Business District, and because the desired use for the area is residential and mixed-use rather than service / office, the Guidelines for new construction in the East Bank shall closely relate the new construction to the existing buildings and set-backs that currently occur. However, the importance of retaining the area's historical character remains equally as important as in the Central Business District.
- **Monroe Park**
The concerns for the Monroe Park area are slightly different as well. The historic character lies almost exclusively in the residential portion of the area, while the majority of the new construction has occurred in the industrial and commercial area. It is of primary importance that a high level of compatibility exists among the three district uses and that the entire area maintains an atmosphere of quality and neatness.

General Guidelines

The integrity of the basic elements of traditional facade design must be respected and coordinated whenever possible. On a commercial facade, these elements include: entrance, display windows, kick plate, transom, clerestory, sign board, vertical structural elements, store-front cornice, upper-story windows, and building cornice.

Decorative details such as window hoods, string courses, quoins, brackets, corbels and lintels, must be retained or replaced as part of the rehabilitation of existing buildings.

The scale and proportion of the original or traditional facade designs and elements within the facades must be respected. This is especially true of buildings that exemplify particular historic periods or styles.

Inappropriate materials that obscure the original facade will not be permitted. Additionally, the removal of such materials is necessary whenever possible.

While each building should maintain its own identity, in some cases it is recommended that specific elements such as cornices, upper floor windows, and kick plates be aligned with adjacent buildings to maintain the continuity of streetscape.

Honesty and authenticity in style must be favored over superficiality. A redesigned facade, or portion thereof, must preserve the primary elements of an existing style rather than adopting a false or irrelevant style.

Buildings must establish rhythmic intervals at several scales:

- The primary urban rhythm is created by repetitive blocks (i.e. the interval of streets).
- The next rhythm is created by the subdivision of blocks into individual parcels, and the buildings erected upon them.
- Within each building are the intervals of the structural bays (the spaces between the major structural elements), and doors and windows, which establish a human-scaled rhythmic interval.

The Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings offer very thorough and specific suggestions and recommendations on every aspect of rehabilitation. Consideration of these standards is strongly encouraged for every rehabilitation project, historic or otherwise.

Specific Guidelines

Storefronts

Continuity in retail frontage is extremely important. In order to encourage an active pedestrian environment, retail should be located on the ground floor. Long gaps between retail stores discourage active pedestrian shopping patterns.

Treatment of non-retail frontage must closely mimic traditional retail frontage. Non-retail uses such as offices, service and institutional uses must also have visually interesting

fronts. Non-retail storefronts should convey the nature of the inside activity to passersby and contribute to the visual interest of the area.

Blank, monotonous walls are not permitted.

Windows, signs, displays and entrances must convey information about the nature of the business inside.

Pedestrian access to buildings must be facilitated. Active street frontage along major and secondary pedestrian routes is the key to creating an interesting, safe and more exciting pedestrian environment. It is vital that the entrances, facades and windows of shops and other attractions make the pedestrian experience a pleasant one.

Display windows must occupy maximum storefront area. These windows must be attractive as well as informational.

Storefronts must be designed to provide maximum visibility of the goods, services and activities within the building.

Storefronts must not extend beyond the plane of the facade.

While recessed entryways are acceptable, and often desirable, the entire storefront should not be recessed. This interrupts the continuity of the streetscape. However, a storefront may be recessed when it is part of a system of covered walkways, such as a loggia or arcade, and vertical structural elements carry the plane of the facade to the sidewalk.



Figure 1-1
Buildings shall be designed to complement existing structures in terms of shape and style, roof lines, color and materials.

Entrance to storefronts / offices must relate logically to upper floor windows and / or pedimented cornices.

When replacing windows, mullions and minton bars must be used to imitate, if not replicate, the original window subdivisions.

If a dropped ceiling is necessary inside, it must be pulled back or sloped away from the original windows so as to preserve the original proportions of the windows.

Height

Buildings must be designed so that the height and massing contributes to human-scaled pedestrian walkways and major public spaces.

Building heights shall relate to open spaces to allow maximum sun and ventilation, protection from prevailing winds, enhance views to public plazas and scenic landmarks and minimize obstruction of view from adjoining structures.

Multi-story buildings are encouraged in the downtown core (CBD). Single-story buildings are not permitted in the CBD unless specifically approved.

Massing

There are several ways to reduce the appearance of excessive bulk in large buildings:

- Vary the planes of the exterior walls in depth and / or direction.
- Vary the height of the building so that it appears to be divided into distinct massing elements.
- Articulate the different parts of a building's facade by use of color, arrangement of facade elements and / or a change in materials.
- Use landscaping and architectural detailing at the ground level to lessen the impact of an otherwise bulky building.

Buildings must be designed to lessen the appearance of excessive bulk.

Shape

A building's shape should take its cue from its function, the site and environmental factors. It is also to be in harmony with the visual environment surrounding it.

Building shapes that are out of harmony with their visual environment will not be permitted.

Setbacks – A building's setback has a distinct impact on the quality and scale of urban spaces. Minimizing setbacks along pedestrian oriented streets helps to create a sense of enclosure and maintains the continuity of display windows, which is important to healthy retail districts and provides good visibility for office space.

In areas where few setbacks exist, a carefully designed setback area can enhance and contribute to the visual environment. Such setbacks include, but are not limited to: plazas, pedestrian areas, outdoor eating spaces and landscaped areas.

Where setbacks are discouraged along important pedestrian streets, special exceptions, such as plazas, outdoor eating spaces and other pedestrian areas, may be allowed if it can be shown that the setback definitely enhances and does not downgrade the visual continuity of the block face.

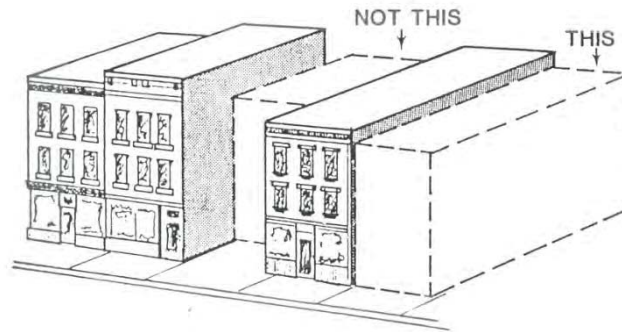


Figure 1-2
Setbacks must match those of adjacent buildings.

New construction on parcels adjoining street property lines shall not be set back from the property line, except as required by the South Bend Zoning Ordinance.

Scale

Scale is the relationship between building size and the size of a human being. Large scale buildings or building elements will look imposing to the pedestrian if they are situated in a visual environment of smaller scale.

Buildings can be made to seem larger or smaller, depending upon the relationships of the elements of the building facade. Fenestration patterns, structural bays, roof overhangs, sidings, moldings, fixtures and details define the scale of buildings and will be carefully reviewed.

The scale of building elements must be carefully related to adjacent pedestrian areas and buildings.

Proportion

The ratio of relative size of dimensions within a building is its proportion. It can refer to specific details such as height to width of a window or door, or the relationship between the height and width of the entire facade.

Proportion of buildings and components of buildings must relate to dominant patterns within the immediate visual environment.

Facade Design

A building's exterior finish influences the quality and character of the visual environment. Facade design can express distinct character and bold architectural design while, at the same time, complementing the overall visual character of the area. Scale and proportion are important elements of facade design.

A building's facade should be restored to its original condition – this includes materials, window display area, proportion and scale.

Building design must maximize the exposure of visually interesting activities and displays within the building along pedestrian-oriented walkways.

While a new building need not imitate the style of adjacent structures, an attempt must be made to relate dominant lines, proportions, and scale of adjacent structures to the contemporary design of new buildings.

Materials and Finishes

Exterior finishes of buildings must contribute to a cohesive physical environment and must convey a sense of belonging in a downtown, urban environment.

Appropriate Materials and Finishes. Depending upon specific design applications, a wide range of materials and finishes are appropriate within the downtown core.



Figure 1-3
Buildings shall maintain their historical facades.

Materials and finishes should be selected for appropriateness, ease of maintenance and durability. Initial costs should be balanced with the cost of maintenance.

Metal buildings are strictly prohibited in all areas except in the Monroe Park Industrial Area.

When used in this area, metal buildings must have masonry wainscoting on all sides of the building at a height of not less than 1/3 of the total building height.

Inappropriate Materials and Finishes. The following materials are not to be used in new / renovated buildings because of inappropriate design, maintenance, or appearance:

- imitation special “rock work”
- imitation masonry of any kind
- corrugated fiberglass / plastic material
- stucco, if treated with an exaggerated texture
- metal siding of any kind (except in the Monroe park Industrial Area)
- imitation wood siding
- mirrored or reflective glass at the first-floor level
- coarsely finished, “rough-sawn” or rustic materials, such as: wood shakes, shingles, barn wood, and stained rough-sawn plywood
- “asphalt” siding
- poorly created or rustic woodworking and finishing techniques
- “antiqued” or imitation old brick (not to include old brick)
- astro-turf

Color

Color can dramatically affect the visual appearance of buildings and must be carefully considered in relation to the overall design intent of the building. Color can also affect the apparent scale and proportion of buildings, by highlighting architectural elements such as doors, windows, fascias, cornices, lintels and sills.

Dominant Building Color. Much of the existing color in downtown derives from the primary building finish materials themselves, such as brick stone, and terra cotta.

The dominant color of buildings must relate to the inherent color of the primary building finish materials.

White is the brightest of colors and must be used with careful consideration of its glare and effect on surrounding buildings. Large areas of intense white color will not be allowed.

Subdued colors are generally encouraged as the dominant color of a building. Bright colors that don’t relate to the surrounding buildings are not allowed.

Accent colors may be effective in highlighting the dominant color by providing contrast or by harmonizing with the dominant color. The accent color may be a brighter, more intense, more subdued, lighter or darker color. The accent color is a very small percentage of the entire building (generally including trim, windowsills, doorframes, etc.).

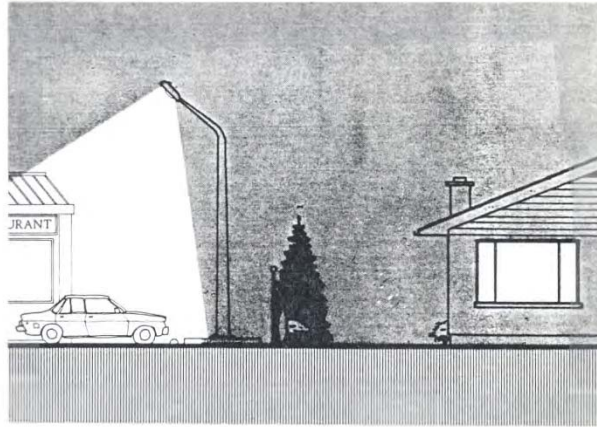


Figure 1-4
Site lighting shall not extend into adjacent properties.

Exterior Lighting

Nighttime illumination of buildings is important in creating an interesting and safe downtown environment. In addition, it can serve to highlight building design features, add emphasis to prominent entrances and plazas, and to create an ambiance of vitality and security.

Exterior lighting must relate to the design elements of a building. It should be designed to highlight architectural divisions, elements and details.

All exterior lighting shall be designed as part of the overall architectural concept. Fixtures, standards and all exposed accessories must be harmonious with the building design and the visual environment. Obtrusive lighting elements are strictly forbidden.

All lighting within private development must not escape and light adjacent properties. Down lighting is strongly encouraged.

Landscape

Landscape consists of plant materials such as trees, flowers, ground covers, and other natural materials such as soil, stones, gravel and mulches which provide the planting medium and ground surface. A strong landscape design concept will visually tie together the diverse built environment and introduce a softer, natural element into the hard surrounding elements of downtown. It also will provide diversity, contrast and color in the street scene.

The following guidelines will further ensure that private landscaping relates to the character of the downtown area and complements public landscaping.

Landscaping must be compatible with the shape and topography of the site, and the architectural characteristics of the structures on the site. A compatible scale of planting and buildings is especially important.

Landscaping must be used to relieve the appearance of solid, unbroken elevations.

Landscaping must be compatible with the character of adjacent private landscaping if the quality of the adjacent landscaping meets the standards of these guidelines.

Each landscape plan must provide for all the functional aspects of urban landscaping such as drainage, erosion prevention, wind protection, provision of shade, sound absorption, dust abatement and reduction of glare.

Plant materials must be tolerant to urban conditions, resistant to diseases and insect infestation. Plant materials must be maintained in excellent health and appearance at all times by a regular maintenance and care routine. Artificial plant material is not allowed.

Plants must be selected and maintained so they achieve a desired height and size within a reasonable period of time after planting (2 years). Trees and other plant materials shall be of adequate size when planted. Trees shall have a minimum 3 1/2" caliper at the time of planting.

The use of materials such as crushed rock, lava rock, redwood bark chips, pebbles and stone or masonry slabs must not be used in place of live plant materials in landscape areas. These materials may be used as a bedding material for planting areas, providing they do not become the main visual element.

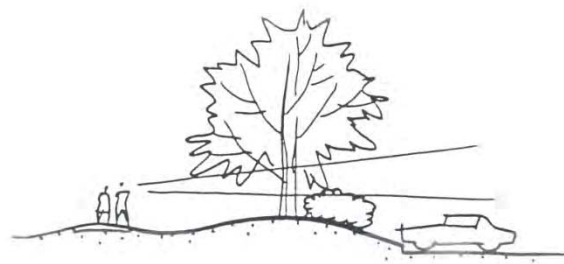


Figure 1-5
Plants combined with berms (mounding) shall hide parking areas.

Chain link fencing is not allowed in the South Bend Central Development Area without specific approval. Chain link fencing may be allowed in the Monroe Park Area if specifically approved. Barbed wire is strictly prohibited.

No type of fencing is allowed in the front or side yard. Only fencing that is absolutely necessary based on security / privacy will be approved in the rear yard and must be appropriately screened according to these Guidelines.

Buffers and Screens

All parking and storage areas must be screened from view from public streets and adjacent properties. Specific landscaping regulations are supplemented by the following guidelines:

- Landscaping material must be used to obscure the view of any parking or storage area adjacent to a public street, pedestrian area, or adjacent private property.
- Landscape screen plant materials must be large enough at time of planting (five (5) feet tall for screening of storage areas and three (3) feet tall for screening of parking area), and capable of growing to the height and density desired within a reasonable period of time (2 years).
- Parking areas must be screened from public view using perimeter walls, wrought iron fencing and / or berms in conjunction with landscaping. This landscape buffer must be at least five (5) feet in width.
- Parking is encouraged to maintain access off the alley and should be located to the rear of each building.
- Refuse enclosures are to be constructed of a material compatible with the building and in such a way that they are at least ninety (90) percent solid and must have a concrete floor.

Landscaping Within Parking Areas

Landscaping must be used to improve the appearance of parking areas, thus enhancing the overall image of the downtown.

A minimum of 5% of open parking lots must be devoted to interior landscaping (exclusive of perimeter landscaping).

Interior landscaping must be contained in planting beds or pockets (within curbs) so designed that vehicles will not project into the landscaped areas and damage the plants.

Multiple uses of parking are highly encouraged. Since certain active uses attract people at different times of the day and night, the possibility of two or more users sharing the same parking area exists. For example, nightclubs or theaters could share parking with retail stores or offices.

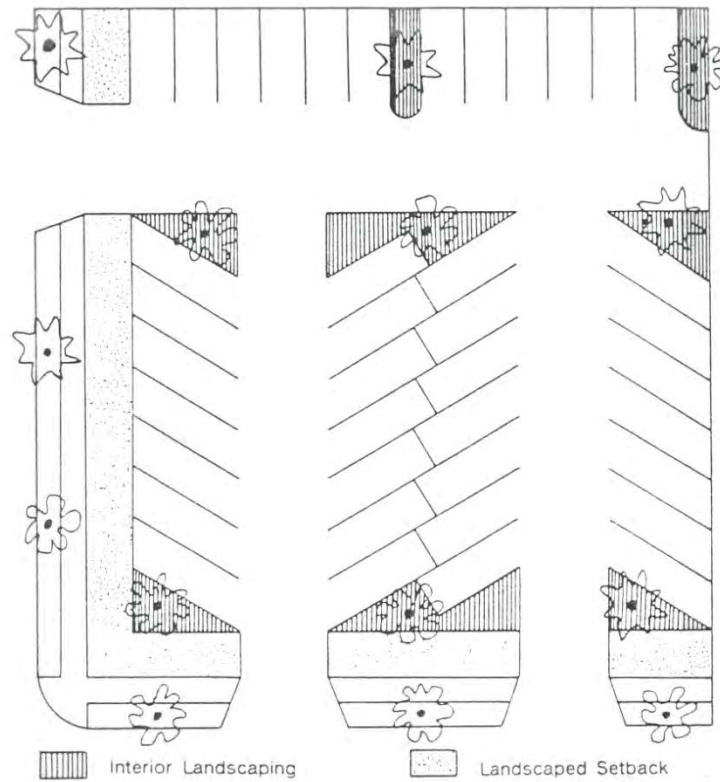


Figure 1-6
Parking shall include interior and perimeter landscaping.

Hardscape

Hardscape elements are streetscape elements such as paving, benches, trash receptacles, ash trays, bicycle racks, shelters, fountains, light fixtures and public art. The following guidelines will apply to any hardscape elements that are located in private development areas.

Street Furniture

Street furniture elements included within private developments must complement the street furniture planned or / used in public places.

The relative sizes and design of private street furniture must be compatible with the building to which it relates.

Street furniture must be constructed of durable, easily maintained materials that will not readily fade, rust, rot or otherwise deteriorate. The furniture must be maintained in good condition at all times.

Paved Surfaces

In places where private and public paved areas join, such as plazas, outdoor cafes and galleries, the surfaces of each must be compatible.

Paved surfaces on private property that abut sidewalks or other pedestrian areas must be compatible in terms of color, material, texture and pattern.

Murals

Wall murals are one form of public art that can be located on privately owned buildings, although other forms of public art are encouraged in the South Bend Central Development Area.

A distinction should be made between wall murals whose intent is community enhancement, and painted advertising and / or signage describing products or services for sale.

Wall murals must be used only to enhance the environment and / or streetscape. Murals for advertising / signage purposes are not permitted.

Murals must not disrupt the setting of an historic building or otherwise distinctive environment.

The surface of walls used for murals must be prepared to reduce the need for maintenance and ensure long-term beauty. Wall murals are not to be painted / constructed on brick walls. A professional artisan must do the work.

Wall murals must be maintained in good visual condition throughout the life of the mural. This is the responsibility of the party that had the mural constructed and / or the building owner. If the mural is not properly maintained to the satisfaction of the city, it is the responsible party's task to have the mural entirely removed (sandblasting is not an acceptable alternative for mural removal of brick buildings, but rather a chemical solution must be utilized).

Storage

No materials, inventory, goods in process, semi-manufactured items finished products, plant equipment including machine parts, trucks, trailers, bulldozers, back-hoes, etc., or other personal property shall be kept, stored or accumulated on any portion of the site except in areas completely enclosed by a solid wall, uniformly painted solid fence (enhanced by landscaping) or other enclosure as specifically approved.

The height of stored materials and / or refuse must not exceed that of the enclosing wall or fence.

Any wall or fence enclosing an outside storage area must be maintained in good condition and constructed of the same materials or painted to match the color of the main building.

Signage

Signs are among the most noticeable visual elements of the urban environment. Signs communicate information about the businesses / offices in an area, the nature and quality of a city's physical environment.

A well-designed sign can reinforce the architectural style of the place of business, and the type of business and its orientation.

Types of Signs Allowed

The following types of signs are allowed subject to review based upon the regulations set forth in these guidelines:

Free-standing Signs

- Height limit. Freestanding signs are limited to low profile signs that may not exceed a height of ten (10) feet.
- Design. Freestanding monument signs with solid or enclosed bases are permitted. Signs supported by a single pole (two pole signs are more appropriate) without enclosed bases are also permitted provided that the exposed pole's height does not constitute more than 50% of the sign's overall height (i.e., the height of the open area beneath a sign cannot exceed 50% of the sign's total height). Additionally, single pole signs are considered appropriate in cases where a single pole is used in conjunction with a horizontal cross-bar to support hanging signs on one side of the pole, subject to the projection and clearance provisions (8'6" clearance from grade and no more than 36" horizontal projection).
- Size. Free-standing (monument) signs shall be limited to a maximum of thirty-six (36) square feet in area unless the building to which the sign applies has no other signage, in which case a forty-five (45) square foot sign is allowed. However, in no case may the area of a free-standing sign exceed a total of one (1) square foot for every three (3) feet of frontage occupied by the business or enterprise, or 5% (five percent) of the front building facade to which the sign applies, whichever is more restrictive.

Window Signs. Permanent window signs may be placed in or upon any first-floor window, provided that no more than 50% (fifty percent) of the total transparent area of the window is obscured. Window signs on or above the elevation of the second floor level shall not be permitted.

Wall Signs. Wall signs may be placed upon a building provided that they meet the size, material, content, location and other standards of these Guidelines. Wall signs shall be placed so as to utilize existing architectural features of a building without obscuring them. Wall signs shall be oriented toward pedestrians or vehicles within close proximity.

Projecting Signs. No single projecting sign may exceed eighteen (18) square feet in area or may project more than thirty-six (36) inches from the face of the building to which it is attached. Projecting signs must have at least eight feet six inches (8' 6") of ground clearance. Additionally, projecting signs cannot be higher than the building to which they are attached. They may not extend beyond the applicant's property, except those that are proposed to be placed over public right-of-way and in these instances they must be approved by the South Bend Board of Public Works.

Awnings. Awnings are permitted provided they blend with the architecture of the building and do not obscure details of the building. Awnings should serve as an accent to the building's design but must not be the dominant architectural feature. Awnings are counted as signage if they have lettering or other graphics conveying a commercial message or name of a business or product sold in the building to which the awning is attached.

- **Signage Area.** Only twenty percent (20%) of any one face of an awning may be used for signage regardless of the size of the building facade to which the sign applies.
- **Material.** Only canvas or vinyl coated canvas will be permitted. Material should be high quality, colorfast and sun-fade resistant. Vinyl or plastic materials are not considered appropriate.
- **Color.** Awning colors are generally limited to a single field color with a single contrasting color for lettering and logos. However, if the awning is striped in a traditional manner, either with vertical stripes along the entire awning or horizontal stripes along the valance, two field colors may be used. Corporate colors may be used only if they conform to color requirements as presented in these Guidelines. At no time is an awning to ever be painted.
- **Illumination.** Illuminated (back-lit) translucent awnings or translucent letters on opaque backgrounds are not appropriate and are not permitted. Canvas awnings illuminated in the traditional manner with incandescent downlighting are permitted.
- **Clearance and Projection.** Awnings must have a minimum clearance of eight feet six inches (8'6") to the bottom of the valance. They may project a maximum of thirty-six (36") from the face of the building except when used as entrance canopies, in which case awnings may extend to the setback lines.
- **Entrance Canopies.** Entrance canopies may be used only if they lead to a bona fide business entrance and if they are compatible with the architecture of the building.
- **Location of Awnings.** Awnings must be located in a traditional manner above doors, windows, or walkways, provided said walkways lead to a bona fide

entrance. All other locations are prohibited. Freestanding awning signs are prohibited.

Neon Signs. Neon used to draw attention to a business or building in any manner, including (but not limited to) neon text, logos or outlining of a building's architectural features, is considered signage and shall be regulated according to the provisions of these Guidelines as follows:

- **Size.** All other size requirements set forth in these Guidelines must be adhered to.
- **Location.** Neon signage must be located within a building and displayed through a window rather than being attached to the exterior of the building. If the neon signage is located within five (5) feet of the front window, it is considered signage and will be regulated as such by these Guidelines. Neon located five (5) feet back from the window is considered interior lighting and is not regulated. The neon sign must be designed to be compatible with the space in which it is located, and have a sense of balance and proportion.
- **Content.** Neon signage may include the name of the business, and may possibly include a description of the use in conjunction with the name (e.g. Jack's Hot Dogs). Graphics and symbols may be permitted and should be traditional in design.
- **Prohibited Neon Signs.** Message / sales promotion signs are prohibited in neon. Neon may not flash, move, alternate, or show animation.

Changeable Copy Signs. Changeable copy signs may only be used in conjunction with theaters, entertainment facilities, non-profit art galleries, or similar exhibit facilities. Use for any other reason must be specifically approved. If allowed, the background must be opaque and only the letters must light.

Directory Signs. Directory signs shall be permitted to provide information for multi-tenant projects. Multi-tenant projects, either commercial or residential, may have a maximum of thirty-six (36) square feet of signage to serve as a directory for the project. The contents of such signs shall be limited to the name of the multi-tenant structure, its street address, and the names and unit numbers of the tenants of the project. Signs shall be located in the common area of the project and oriented toward a central pedestrian path or common parking area. Directory signs may not be oriented for off-site viewing. No telephone numbers, rental information, or sales information shall be permitted on the directory sign.

Menu Display. Menus for restaurants may be displayed on the inside of windows of a restaurant or inside a wall mounted or freestanding display box. Freestanding display boxes shall be designed and constructed to withstand wind and may be located only on private property. The maximum size shall be two (2) square feet and shall be included in

the calculation of total wall or window signage. If a display box is used, it must be constructed to coordinate with the building design, must contain a clear face that would protect the menu from the weather and must not extend over public property. Menu boards for fast food restaurants may have a maximum size of twenty (20) square feet and shall be included in the calculation of total wall or window signage.

Design Standards

All regulated approved signs must comply with the following design standards:

Size Requirements. The total area of all permanent signs on one building face, including window signs, wall signs, projecting signs, and hanging signs, shall not exceed thirty-six (36) square feet per building face or forty-five (45) square feet per building face if used in conjunction with a free-standing sign, regardless of the number of businesses occupying the building. If additional signage is necessary, the Redevelopment Commission may grant additional signage, but in no case may the total signage area exceed five percent (5%) of the building face to which the sign is attached.

Area of Sign. The area of a sign shall include the entire area within any type of perimeter or border which may enclose the outer limits of any writing, representation, emblem, figure, or character. The area of the sign having no perimeter or border shall be computed by enclosing the entire area within a parallelogram, circle, or triangle of the smallest size sufficient to cover the entire area of the sign and computing the area of that parallelogram, circle, or triangle. The area of the second side of a two-sided sign shall not be included when calculating signage area unless the sides diverge more than thirty (30) degrees. Where a sign has more than two (2) faces, the total area of the third face and all additional faces shall be included in determining the area of the sign. All existing signs, whether conforming or non-conforming signs shall be counted in establishing the permitted area of size of all new signs to be allowed on the property.

Illumination

Externally Illuminated Signs. Light fixtures for externally illuminated signs must be simple in form and mounted so they do not obscure building ornamentation. The light fixtures should emphasize the continuity of the building surface and should not clutter the building in an unorganized manner. Spot lights and flood lights shall be directed only at the sign surface. Light shall not be directed off the property. No exposed light sources are allowed, and all light sources must be shaded to contain light rays to the sign. Colored lighting is prohibited.

Internally Illuminated Signs. Internally illuminated signs shall be limited to individual letters not to exceed eighteen (18) inches high. Individual pan-channel letters with a plastic face or individual cutout letters (i.e. letters routed out of the face of an opaque cabinet sign) are permitted. Cutout letters shall have a maximum stroke width of 1 1/2 inches. Variations in stroke width may be reviewed and approved. The light source for internally illuminated signs must be white.

Signs Prohibited

Portable signs are not permitted in the South Bend Central Development Area.

No sign of any type may have a size greater than forty-five (45) square feet in the South Bend Central Development Area.

No sign of permanent construction (a sign expected to last more than thirty (30) days) may be placed upon vacant or unimproved parcels in the South Bend Central Development Area.

Any sign not expressly permitted in these Guidelines shall be prohibited unless otherwise reviewed and specifically approved.

Outdoor Cafes and Street Vendors

As the downtown area again continues to be the center of activity, more of the summertime activities are being conducted outdoors. This includes outdoor cafes and sidewalk vendors who add to the unique character of the downtown. The guidelines that follow are intended to ensure the safety and appearance of these ventures that contribute to the vitality of the streetscape.

Sidewalk Vendors

Any and all material associated with the sidewalk vendor must be contained within the appropriate “cart”. This includes signage, storage and refuse.

There must be no additional signage other than that of the vendor’s name (this includes the cart, umbrella, etc.). Menu boards are an exception and may contain corporate logos.

Umbrellas to be used for weather protection must be appropriately attached to the vendor “cart”.

Any refuse from the vendor must be disposed of properly into a private container.

Outdoor Cafes

Tables used for outdoor cafes shall be round or square and shall seat no more than four customers per table.

All tables and chairs must match in color, style, construction and character. Additionally, the furniture must be constructed for outdoor use.

If umbrellas are used, they shall be no more than two different colors. Furthermore, the colors must relate to the business for which the umbrellas are used. Logos are not permitted on the umbrellas, as they are not meant to be part of the business signage.

Stanchions are necessary to separate the outdoor cafe from the public right-of-way. The stanchions must be no more than two and a half (2 1/2) feet high and must be connected

by outdoor chain or rope (at least one inch in diameter). An opening shall be maintained at the entrance to the restaurant.

The stanchions must be painted a solid color to match the business for which they are utilized.

If food or drink is to be served in disposable containers, a trash receptacle must be provided within the outdoor cafe area.

Design Guidelines

Studebaker Corridor Development Area

Studebaker Corridor Development Area

The Studebaker Corridor Development Area provides the City of South Bend with the opportunity to strategically reuse and revitalize one of the community's great assets, the land and buildings within the Studebaker Industrial Complex and adjacent areas. The entire area, which encompasses the main plant complex of the former Studebaker Motor Corporation, as well as other underutilized land adjacent to the plant, consists of approximately 220 acres located near the southwest portion of the Central Business district. The revitalization of this area will provide a needed stimulus to existing users while enhancing the potential for attracting new development into this ideally located setting.

The intent of the revitalization efforts in the Studebaker Corridor Development Area is to create a light industrial area that will maintain easy accessibility to the Central Business District and that may also include some commercial activity along Michigan and Main Streets.

General Guidelines

The general character of the Studebaker Corridor Development Area should be that of a light industrial and / or commercial area.

The building height, character, and style must be in response to individual site characteristics, yet the structure must conform to and maintain the context of the surrounding area.

No commercial statements of the occupants' products or services will be allowed as a part of the building facade or elevation.

Building roofs must be uncluttered. Any mechanical equipment that may be located on the roof must be completely concealed with materials that match the exterior facades of the building.

Cooling towers, rooftop and ground-mounted mechanical units, and / or ventilating fans are to either be integrated into the design of the structure or screened from view (according to the screening standards as set forth in these Guidelines).

A landscape buffer must be located between all industrial and commercial / residential areas.

Existing Buildings

The integrity of the basic elements of traditional facade design must be respected and coordinated whenever possible. On a commercial facade, these elements include: entrance, display windows, kick plate, transom, clerestory, sign board, vertical structural elements, store-front cornice, upper-story windows, and building cornice.

Decorative details such as window hoods, string courses, quoins, brackets, corbels and lintels must be retained or replaced as part of the rehabilitation of existing buildings.

The scale and proportion of the original or traditional facade designs and elements within the facades must be respected. This is especially true of buildings that exemplify particular historic periods or styles.

Inappropriate materials that obscure the original facade will not be permitted. Additionally, the removal of such materials is encouraged whenever possible.

While each building should maintain its own identity, in some cases it is recommended that specific elements such as cornices, upper floor windows, and kick plates be aligned with adjacent buildings to maintain the continuity of streetscape.

Honesty and authenticity in style must be favored over superficiality. A redesigned facade, or portion thereof, must preserve the primary elements of an existing style rather than adopting a false or irrelevant style.

Buildings must establish rhythmic intervals at several scales.

- The primary urban rhythm is created by repetitive blocks (i.e. the interval of streets).
- The next rhythm is created by the subdivision of blocks into individual parcels, and the buildings erected upon them.
- Within each building are the intervals of the structural bays (the spaces between the major structural elements), and doors and windows, which establish a human-scaled rhythmic interval.

The Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitation Historic Buildings offer very thorough and specific suggestions and recommendations on every aspect of rehabilitation. Consideration of these standards is strongly encouraged for every rehabilitation project, historic or otherwise.

Specific Guidelines

Entrances to offices / businesses must relate logically to upper floor windows and / or pedimented cornices.

Blank, monotonous walls are not permitted.

Windows, signs, displays and entrances must convey information about the nature of the business inside.

When replacing windows, mullions and muntin bars must be used to imitate, if not replicate, the original window subdivisions.

If a dropped ceiling is necessary inside, it must be pulled back or sloped away from the original windows so as to preserve the original proportions of the windows.

Height

Buildings must be designed so that the height and massing contributes to human-scaled pedestrian walkways and major public spaces.

Building heights shall relate to open spaces to allow maximum sun and ventilation, protection from prevailing winds, and minimize obstruction of view from adjoining structures.

Maximum building heights shall conform to those heights established by applicable governing codes.

Massing

There are several ways to reduce the appearance of excessive bulk in large buildings:

- Vary the planes of the exterior walls in depth and / or direction.
- Vary the height of the building so that it appears to be divided into distinct massing elements.
- Articulate the different parts of a building's facade by use of color, arrangement of facade elements and / or a change in materials.
- Use landscaping and architectural detailing at the ground level to lessen the impact of an otherwise bulky building.

Buildings must be designed to lessen the appearance of excessive bulk.

Shape

A building's shape should take its cue from its function, the site and environmental factors. It is also to be in harmony with the visual environment surrounding it.

Building shapes that are out of harmony with their visual environment will not be permitted.

Setbacks – A building's setback has a distinct impact on the quality and scale of urban spaces. Maintaining similar setbacks as those that exist on adjacent properties is necessary.

Scale

Scale is the relationship between building size and the size of a human being. Large scale buildings or building elements will look imposing to the pedestrian if they are situated in a visual environment of smaller scale.

Buildings can be made to seem larger or smaller, depending upon the relationships of the elements of the building facade. Fenestration patterns, structural bays, roof overhangs, sidings, moldings, fixtures and details define the scale of buildings and will be carefully reviewed.

The scale of building elements must be carefully related to adjacent pedestrian areas and buildings.

Proportion

The ratio of relative size of dimensions within a building is its proportion. It can refer to specific details such as height to width of a window or door, or the relationship between the height and width of the entire facade.

Proportion of buildings and components of buildings must relate to dominant patterns within the immediate visual environment.

Facade Design

A building's exterior finish influences the quality and character of the visual environment. Facade design can express distinct character and bold architectural design while, at the same time, complementing the overall visual character of the area. Scale and proportion are important elements of facade design.

A building's facade should be restored to its original condition – this includes materials, window display area, proportion and scale.

While a new building need not imitate the style of adjacent structures, an attempt must be made to relate dominant lines, proportions, and scale of adjacent structures to the contemporary design of new buildings.

Materials and Finishes

Exterior finishes of buildings must contribute to a cohesive physical environment and must convey a sense of belonging in a downtown, urban environment.

Appropriate Materials and Finishes. Depending upon specific design applications, a wide range of materials and finishes are appropriate within the downtown core.

Materials and finishes should be selected for appropriateness, ease of maintenance and durability. Initial costs should be balanced with the cost of maintenance.

Metal buildings must have masonry wainscoting on all sides of the building at a height of not less than 1/3 of the total building height.

Inappropriate Materials and Finishes. The following materials are not to be used in new / renovated buildings because of inappropriate design, maintenance, or appearance:

- imitation special “rock work”
- imitation masonry of any kind
- corrugated fiberglass / plastic material
- stucco, if treated with an exaggerated texture
- metal siding of any kind
- imitation wood siding
- mirrored or reflective glass at the first-floor level
- coarsely finished, “rough-sawn” or rustic materials, such as: wood shakes, shingles, barn wood, and stained rough-sawn plywood
- “asphalt” siding
- poorly created or rustic woodworking and finishing techniques
- “antiqued” or imitation old brick (not to include old brick)
- astro-turf

Color

Color can dramatically affect the visual appearance of buildings and must be carefully considered in relation to the overall design intent of the building. Color can also affect the apparent scale and proportion of buildings, by highlighting architectural elements such as doors, windows, fascias, cornices, lintels and sills.

Dominant Building Color. Much of the existing color in downtown derives from the primary building finish materials themselves, such as brick stone, and terra cotta.

The dominant color of buildings must relate to the inherent color of the primary building finish materials.

White is the brightest of colors and must be used with careful consideration of its glare and effect on surrounding buildings. Large areas of intense white color will not be allowed.

Subdued colors are generally encouraged as the dominant color of a building. Bright colors that don’t relate to the surrounding buildings are not allowed.

Accent colors may be effective in highlighting the dominant color by providing contrast or by harmonizing with the dominant color. The accent color may be a brighter, more intense, more subdued, lighter or darker color. The accent color is a very small percentage of the entire building (generally including trim, windowsills, doorframes, etc.).

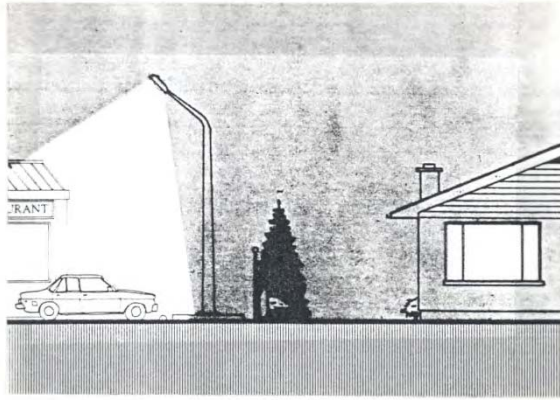


Figure 2-1
Site lighting shall not extend into adjacent properties.

Exterior Lighting

Nighttime illumination of buildings is important in creating an interesting and safe environment. In addition, it can serve to highlight building design features, add emphasis to prominent entrances and plazas, and to create an ambiance of vitality and security.

Exterior lighting must relate to the design elements of a building. It should be designed to highlight architectural divisions, elements and details.

All exterior lighting shall be designed as part of the overall architectural concept. Fixtures, standards and all exposed accessories must be harmonious with the building design and the visual environment. Obtrusive lighting elements are strictly forbidden.

All lighting within private development must not escape and light adjacent properties. Downlighting is strongly encouraged.

Landscape

Landscape consists of plant materials such as trees, flowers, ground covers, and other natural materials such as soil, stones, gravel and mulches which provide the planting medium and ground surface. A strong landscape design concept will visually tie together the diverse built environment and introduce a softer, natural element into the hard surrounding elements. It also will provide diversity, contrast and color in the street scene.

Landscaping must be compatible with the shape and topography of the site, and the architectural characteristics of the structures on the site. A compatible scale of planting and buildings is especially important.

Landscaping must be used to relieve the appearance of solid, unbroken elevations.

Landscaping must be compatible with the character of adjacent private landscaping if the quality of the adjacent landscaping meets the standards of these guidelines.

Each landscape plan must provide for all the functional aspects of urban landscaping such as drainage, erosion prevention, wind protection, provision of shade, sound absorption, dust abatement and reduction of glare.

Plant materials must be tolerant to urban conditions, resistant to diseases and insect infestation. Plant materials must be maintained in excellent health and appearance at all times by a regular maintenance and care routine. Artificial plant material is not allowed.

Plants must be selected and maintained so they achieve a desired height and size within a reasonable period of time after planting (2 years). Trees and other plant materials shall be of adequate size when planted. Trees shall have a minimum 3 1/2" caliper at the time of planting.

All free-standing trees on the parcels with a 4" caliper or more at three feet above grade may not be removed from the site unless specifically approved.

The use of materials such as crushed rock, lava rock, redwood bark chips, pebbles and stone or masonry slabs must not be used in place of live plant materials in landscape areas. These materials may be used as a bedding material for planting areas, providing they do not become the main visual element.

Erosion control measures will be required so as to maintain the natural topsoil layers of the site. If necessary, an erosion control plan must be submitted during final documentation.

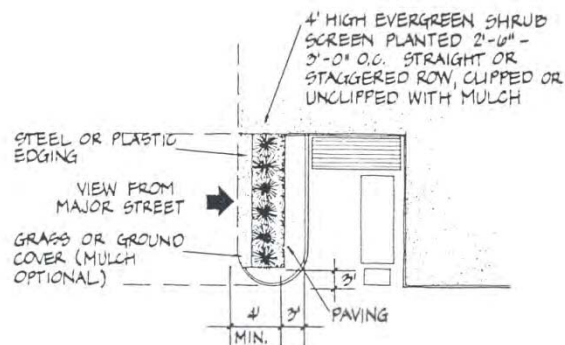


Figure 2-2
Loading and storage areas shall be appropriately screened from view.

Chain link fencing is not allowed in the Studebaker Corridor Development Area without specific approval. Barbed wire is strictly prohibited.

No type of fencing is allowed in the front or side yard. Only fencing that is absolutely necessary based on security / privacy will be approved in the rear yard and must be appropriately screened according to these Guidelines.

Buffers and Screens

All parking and storage areas must be screened from view from public streets and adjacent properties. Specific landscaping regulations are supplemented by the following guidelines:

- Landscaping material must be used to obscure the view of any parking or storage area adjacent to a public street, pedestrian area, or adjacent private property.
- Landscape screen plant materials must be large enough at time of planting (five (5) feet tall for screening of storage areas and three (3) feet tall for screening of parking area), and capable of growing to the height and density desired within a reasonable period of time (2 years).
- Parking areas must be screened from public view using perimeter walls, wrought iron fencing and / or berms in conjunction with landscaping. This landscape buffer must be at least ten (10) feet in width. The cars must be completely screened from view.
- There must be maintained on each site, facilities for parking, loading and unloading, sufficient to serve the business conducted therein without using adjacent streets.

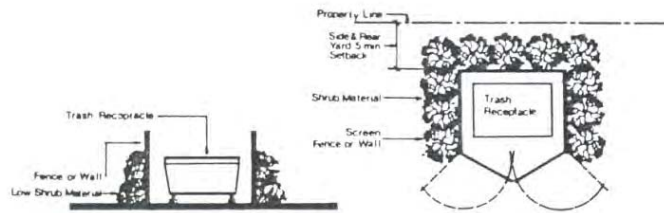


Figure 2-3
Trash bins shall be screened from view.

- All parking, loading and unloading areas must be screened from view of all public streets and adjacent properties.
- All waste material, debris, refuse or garbage must be kept in an enclosed building or properly contained in a closed container (dumpster) designed for such purposes and housed in a refuse enclosure or within a building. No trash, refuse, or garbage shall extend above the height of the refuse enclosure.
- Refuse enclosures are to be constructed of a material compatible with the building and in such a way that they are at least ninety (90) percent solid and must have a concrete floor.

Landscaping Within Parking Areas

Landscaping must be used to improve the appearance of parking areas, thus enhancing the overall image of the Studebaker Corridor Development Area.

A minimum of 5% of open parking lots must be devoted to interior landscaping (exclusive of perimeter landscaping).

Interior landscaping must be contained in planting beds or pockets (within curbs) so designed that vehicles will not project into the landscaped areas and damage the plants.

Hardscape

Murals

Wall murals must be used only to enhance the environment and / or streetscape. Murals for advertising / signage purposes are not permitted.

Murals must not disrupt the setting of an historic building or otherwise distinctive environment.

The surface of walls used for murals must be prepared to reduce the need for maintenance and ensure long-term beauty. Wall murals are not to be painted / constructed on brick walls. The work must be done by a professional artisan.

Wall murals must be maintained in good visual condition throughout the life of the mural. This is the responsibility of the party that had the mural constructed and / or the building owner. If the mural is not properly maintained to the satisfaction of the city, it is the responsible party's task to have the mural entirely removed (sandblasting is not an acceptable alternative for mural removal of brick buildings, but rather a chemical solution must be utilized).

Storage

No materials, inventory, goods in process, semi-manufactured items finished products, plant equipment including machine parts, trucks, trailers, bulldozers, back-hoes, etc., or other personal property shall be kept, stored or accumulated on any portion of the site except in areas completely enclosed by a solid wall, uniformly painted solid fence (enhanced by landscaping) or other enclosure as specifically approved.

The height of stored materials and / or refuse must not exceed that of the enclosing wall or fence.

Any wall or fence enclosing an outside storage area must be maintained in good condition and constructed of the same materials or painted to match the color of the main building.

Signage

Signs are among the most noticeable visual elements of the urban environment. Signs communicate information about the businesses / offices in an area, the nature and quality of a city's physical environment.

A well-designed sign can reinforce the architectural style of the place of business, and the type of business and its orientation.

Types of Signs Allowed

The following types of signs are allowed subject to review based upon the regulations set forth in these guidelines:

Free-standing Signs

- Height limit. Freestanding signs are limited to low profile signs that may not exceed a height of ten (10) feet.
- Design. Freestanding monument signs with solid or enclosed bases are permitted. Signs supported by a single pole (two pole signs are more appropriate) without enclosed bases are also permitted provided that the exposed pole's height does not constitute more than 50% of the sign's overall height (i.e., the height of the open area beneath a sign cannot exceed 50% of the sign's total height). Additionally, single pole signs are considered appropriate in cases where a single pole is used in conjunction with a horizontal cross-bar to support hanging signs on one side of the pole, subject to the projection and clearance provisions (8'6" clearance from grade and no more than 36" horizontal projection).
- Size. Free-standing (monument) signs shall be limited to a maximum of thirty-six (36) square feet in area unless the building to which the sign applies has no other signage, in which case a forty-five (45) square foot sign is allowed. However, in no case may the area of a free-standing sign exceed a total of one (1) square foot for every three (3) feet of frontage occupied by the business or enterprise, or 5% (five percent) of the front building facade to which the sign applies, whichever is more restrictive.

Window Signs. Permanent window signs may be placed in or upon any first-floor window, provided that no more than 50% (fifty percent) of the total transparent area of the window is obscured. Window signs on or above the elevation of the second floor level shall be limited to not more than two rows of lettering identifying the business with characters not exceeding six (6) inches in height.

Wall Signs. Wall signs may be placed upon a building provided that they meet the size, material, content, location and other standards of these Guidelines. Wall signs shall be

placed so as to utilize existing architectural features of a building without obscuring them. Wall signs shall be oriented toward pedestrians or vehicles within close proximity.

Projecting Signs. No single projecting sign may exceed eighteen (18) square feet in area or may project more than thirty-six (36) inches from the face of the building to which it is attached. Projecting signs must have at least eight feet six inches (8' 6") of ground clearance. Additionally, projecting signs cannot be higher than the building to which they are attached. They may not extend beyond the applicant's property, except those that are proposed to be placed over public right-of-way and in these instances they must be approved by the South Bend Board of Public Works.

Awnings. Awnings are permitted provided they blend with the architecture of the building and do not obscure details of the building. Awnings should serve as an accent to the building's design but must not be the dominant architectural feature. Awnings are counted as signage if they have lettering or other graphics conveying a commercial message or name of a business or product sold in the building to which the awning is attached.

- **Signage Area.** Only twenty percent (20%) of any one face of an awning may be used for signage regardless of the size of the building facade to which the sign applies.
- **Material.** Only canvas or vinyl coated canvas will be permitted. Material should be high quality, colorfast and sun-fade resistant. Vinyl or plastic materials are not considered appropriate.
- **Color.** Awning colors are generally limited to a single field color with a single contrasting color for lettering and logos. However, if the awning is striped in a traditional manner, either with vertical stripes along the entire awning or horizontal stripes along the valance, two field colors may be used. Corporate colors may be used only if they conform to color requirements as presented in these Guidelines. At no time is an awning to ever be painted.
- **Illumination.** Illuminated (back-lit) translucent awnings or translucent letters on opaque backgrounds are not appropriate and are not permitted. Canvas awnings illuminated in the traditional manner with incandescent downlighting are permitted.
- **Clearance and Projection.** Awnings must have a minimum clearance of eight feet six inches (8'6") to the bottom of the valance. They may project a maximum of thirty-six (36") from the face of the building except when used as entrance canopies, in which case awnings may extend to the setback lines.
- **Entrance Canopies.** Entrance canopies may be used only if they lead to a bona fide business entrance and if they are compatible with the architecture of the building.

- **Location of Awnings.** Awnings must be located in a traditional manner above doors, windows, or walkways, provided said walkways lead to a bona fide entrance. All other locations are prohibited. Freestanding awning signs are prohibited.

Neon Signs. Neon used to draw attention to a business or building in any manner, including (but not limited to) neon text, logos or outlining of a building's architectural features, is considered signage and shall be regulated according to the provisions of these Guidelines as follows:

- **Size.** All other size requirements set forth in these Guidelines must be adhered to.
- **Location.** Neon signage must be located within a building and displayed through a window rather than being attached to the exterior of the building. If the neon signage is located within five (5) feet of the front window, it is considered signage and will be regulated as such by these Guidelines. Neon located five (5) feet back from the window is considered interior lighting and is not regulated. The neon sign must be designed to be compatible with the space in which it is located, and have a sense of balance and proportion.
- **Content.** Neon signage may include the name of the business, and may possibly include a description of the use in conjunction with the name (e.g. Jack's Hot Dogs). Graphics and symbols may be permitted and should be traditional in design.
- **Prohibited Neon Signs.** Message / sales promotion signs are prohibited in neon. Neon may not flash, move, alternate, or show animation.

Changeable Copy Signs. Changeable copy signs may only be used in conjunction with theaters, entertainment facilities, non-profit art galleries, or similar exhibit facilities. Use for any other reason must be specifically approved. If allowed, the background must be opaque and only the letters must light.

Directory Signs. Directory signs shall be permitted to provide information for multi-tenant projects. Multi-tenant projects, either commercial or residential, may have a maximum of thirty-six (36) square feet of signage to serve as a directory for the project. The contents of such signs shall be limited to the name of the multi-tenant structure, its street address, and the names and unit numbers of the tenants of the project. Signs shall be located in the common area of the project and oriented toward a central pedestrian path or common parking area. Directory signs may not be oriented for off-site viewing. No telephone numbers, rental information, or sales information shall be permitted on the directory sign.

Menu Display. Menus for restaurants may be displayed on the inside of windows of a restaurant or inside a wall mounted or freestanding display box. Freestanding display

boxes shall be designed and constructed to withstand wind and may be located only on private property. The maximum size shall be two (2) square feet and shall be included in the calculation of total wall or window signage. If a display box is used, it must be constructed to coordinate with the building design, must contain a clear face that would protect the menu from the weather and must not extend over public property. Menu boards for fast food restaurants may have a maximum size of twenty (20) square feet and shall be included in the calculation of total wall or window signage.

Design Standards

All regulated approved signs must comply with the following design standards:

Size Requirements. The total area of all permanent signs on one building face, including window signs, wall signs, projecting signs, and hanging signs, shall not exceed thirty-six (36) square feet per building face or forty-five (45) square feet per building face if used in conjunction with a free-standing sign, regardless of the number of businesses occupying the building. If additional signage is necessary, the Redevelopment Commission may grant additional signage, but in no case may the total signage area exceed five percent (5%) of the building face to which the sign is attached.

Area of Sign. The area of a sign shall include the entire area within any type of perimeter or border which may enclose the outer limits of any writing, representation, emblem, figure, or character. The area of the sign having no perimeter or border shall be computed by enclosing the entire area within a parallelogram, circle, or triangle of the smallest size sufficient to cover the entire area of the sign and computing the area of that parallelogram, circle, or triangle. The area of the second side of a two-sided sign shall not be included when calculating signage area unless the sides diverge more than thirty (30) degrees. Where a sign has more than two (2) faces, the total area of the third face and all additional faces shall be included in determining the area of the sign. All existing signs, whether conforming or non-conforming signs shall be counted in establishing the permitted area of size of all new signs to be allowed on the property.

Illumination

Externally Illuminated Signs. Light fixtures for externally illuminated signs must be simple in form and mounted so they do not obscure building ornamentation. The light fixtures should emphasize the continuity of the building surface and should not clutter the building in an unorganized manner. Spot lights and flood lights shall be directed only at the sign surface. Light shall not be directed off the property. No exposed light sources are allowed, and all light sources must be shaded to contain light rays to the sign. Colored lighting is prohibited.

Internally Illuminated Signs. Internally illuminated signs shall be limited to individual letters not to exceed eighteen (18) inches high. Individual pan-channel letters with a plastic face or individual cutout letters (i.e. letters routed out of the face of an opaque cabinet sign) are permitted. Cutout letters shall have a maximum stroke width of 1 1/2 inches. Variations in stroke width may be reviewed and approved. The light source for internally illuminated signs must be white.

Signs Prohibited

Portable signs are not permitted in the Studebaker Corridor Development Area.

No sign of any type may have a size greater than one hundred (100) square feet in the Studebaker Corridor Development Area.

No sign of permanent construction (a sign expected to last more than thirty (30) days) may be placed upon vacant or unimproved parcels in the Studebaker Corridor Development Area.

Any sign not expressly permitted in these Guidelines shall be prohibited unless otherwise reviewed and specifically approved.

Design Guidelines

West Washington - Chapin Development Area

West Washington – Chapin Development Area

The West Washington – Chapin Development Area is located immediately west of the South Bend Central Business District. One of the earliest additions to South Bend's original 1831 plat, the neighborhood became the site for large homes of many of the community's early industrialists, such as the Studebakers, Olivers, O'Briens, and the Birdsells during the latter part of the 19th Century. With large factories constructed within or very near the neighborhood, the area also became the location for more modest housing for the many workers employed at these factories.

The South Bend community was thriving at this time, having become a major industrial center. However, over time the area changed. Following the Depression and World War II, the neighborhood experienced significant physical and economic decline.

In recent years, however, reinvestment has occurred in both the residential and commercial areas of the neighborhood. Community Development Block Grant money and additional loan programs have significantly improved the neighborhood's value and perception throughout the City. It is important to maintain the historical character of this area while at the same time continuing to increase this area's economic vitality.

General Guidelines

The general character of the West Washington - Chapin Development Area is primarily residential, with most of this area being located in a National Historic District.

The integrity of the basic elements of traditional facade design must be respected and coordinated whenever possible. On a commercial facade, these elements include: entrance, display windows, kick plate, transom, clerestory, sign board, vertical structural elements, store-front cornice, upper-story windows, and building cornice.

Decorative details such as window hoods, string courses, quoins, brackets, corbels and lintels must be retained or replaced as part of the rehabilitation of existing buildings.

The scale and proportion of the original or traditional facade designs and elements within the facades must be respected. This is especially true of buildings that exemplify particular historic periods or styles.

Inappropriate materials that obscure the original facade will not be permitted. Additionally, the removal of such materials is encouraged whenever possible.

Whenever possible, original features should be restored.

While each building should maintain its own identity, in some cases it is recommended that specific elements such as cornices, upper floor windows, and kick plates be aligned with adjacent buildings to maintain the continuity of streetscape.

Honesty and authenticity in style must be favored over superficiality. A redesigned facade, or portion thereof, must preserve the primary elements of an existing style rather than adopting a false or irrelevant style.

Whenever possible, utility lines shall be located underground.

Telephone or utility poles with high intensity overhead lights are prohibited.

Original porch details must not be replaced with materials representing an earlier / later period of style from the original.

Mechanical systems must be placed in areas that will result in the least possible alteration to the structural integrity and physical appearance of the building. Solar collectors and TV dishes must be placed at the rear of properties and must be shielded by shrubbery and landscaping.

Demolition of existing, structurally sound housing must be avoided.

Buildings must establish rhythmic intervals at several scales.

- The primary urban rhythm is created by repetitive blocks (i.e. the interval of streets).
- The next rhythm is created by the subdivision of blocks into individual parcels, and the buildings erected upon them.
- Within each building are the intervals of the structural bays (the spaces between the major structural elements), and doors and windows, which establish a human-scaled rhythmic interval.

The Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitation Historic Buildings offer very thorough and specific suggestions and recommendations on every aspect of rehabilitation. Consideration of these standards is strongly encouraged for every rehabilitation project, historic or otherwise.

Specific Guidelines

Storefronts

Storefronts must not extend beyond the plane of the facade.

While recessed entryways are acceptable, and often desirable, the entire storefront should generally not be recessed. This interrupts the continuity of the streetscape.

Blank, monotonous walls are not permitted.

Windows, signs, displays and entrances must convey information about the nature of the business inside.

Entrances to storefronts must relate logically to upper floor windows and / or pedimented cornices.

When replacing windows, mullions and minton bars must be used to imitate, if not replicate, the original window subdivisions.

If a dropped ceiling is necessary inside, it must be pulled back or sloped away from the original windows so as to preserve the original proportions of the windows.

Height

Buildings must be designed so that the height and massing contributes to human-scaled pedestrian walkways and major public spaces.

All buildings must relate to the height of those buildings located on the adjacent properties and the overall height of buildings / residences in the immediate area.

Maximum building heights shall conform to those heights established by applicable governing codes.

Shape

A building's shape should take its cue from its function, the site and environmental factors. It is also to be in harmony with the visual environment surrounding it.

Building shapes that are out of harmony with their visual environment will not be permitted.

Setbacks – A building's setback has a distinct impact on the quality and scale of urban spaces. The residential housing in the West Washington – Chapin Development Area shall maintain setbacks of equal distance as that which currently exists on adjacent properties.

Scale

Scale is the relationship between building size and the size of a human being. Large scale buildings or building elements will look imposing to the pedestrian if they are situated in a visual environment of smaller scale.

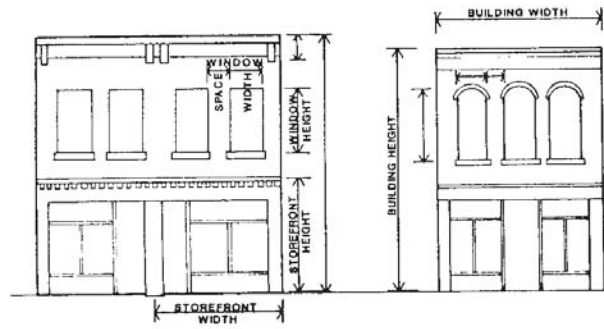


Figure 3-1
The design of new buildings shall relate to the proportion and scale of adjacent buildings.

Buildings can be made to seem larger or smaller, depending upon the relationships of the elements of the building facade. Fenestration patterns, structural bays, roof overhangs, sidings, moldings, fixtures and details define the scale of buildings and will be carefully reviewed.

The scale of building elements must be carefully related to adjacent pedestrian areas and buildings.

Proportion

The ratio of relative size of dimensions within a building is its proportion. It can refer to specific details such as height to width of a window or door, or the relationship between the height and width of the entire facade.

Proportion of buildings and components of buildings must relate to dominant patterns within the immediate visual environment.

Facade Design

A building's exterior finish influences the quality and character of the visual environment. Facade design can express distinct character and bold architectural design while, at the same time, complementing the overall visual character of the area. Scale and proportion are important elements of facade design.

A building's facade should be restored to its original condition – this includes materials, window display area, proportion and scale.

The roof pitch of a new building / residence must be equal to the structures in the immediate surrounding area. Residential buildings with pitched roofs must have a minimum rise:run ratio of 2:3.

The roof pitch for garages is to be the same as the roof pitch of the residential building for which it is to be utilized.

Metal garage doors are not permitted in the West Washington – Chapin Development Area (exceptions may be made for garages which face the rear alley if specifically approved).

All conduits must be contained within the structure of the building.

While a new building need not imitate the style of adjacent structures, an attempt must be made to relate dominant lines, proportions, and scale of adjacent structures to the contemporary design of new buildings.

Materials and Finishes

Exterior finishes of buildings must contribute to a cohesive physical environment and must convey a sense of belonging in a downtown, urban environment.

Original exterior building materials must be retained.

Appropriate Materials and Finishes. Depending upon specific design applications, a wide range of materials and finishes are appropriate within the downtown core.

Materials and finishes should be selected for appropriateness, ease of maintenance and durability. Initial costs should be balanced with the cost of maintenance.

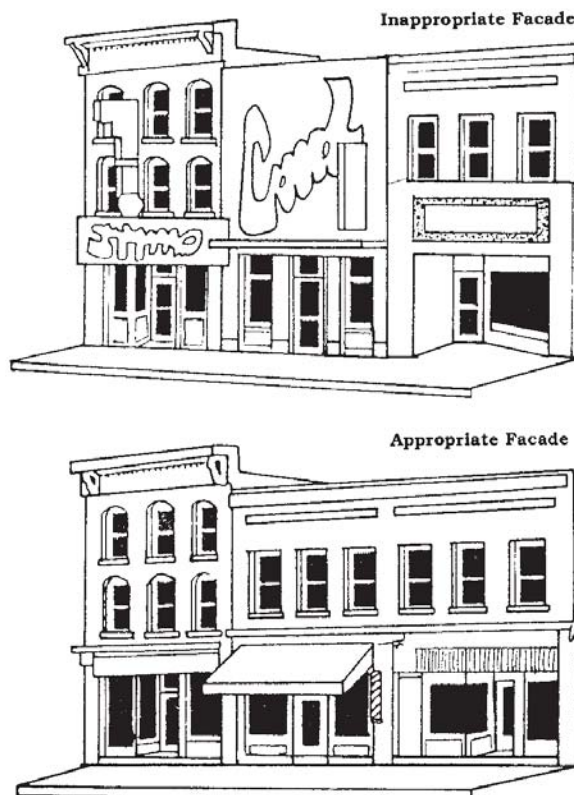


Figure 3-2
Buildings shall maintain their historical facades.

Metal buildings are strictly prohibited in all areas except those that are zoned Industrial.

When used in areas zoned Industrial, metal buildings must have masonry wainscoting on all sides of the building at a height of not less than 1/3 of the total building height.

If metal or vinyl siding is added to a building, overhanging eaves, soffits, brackets, and gables must not be covered or enclosed. The width of siding panels must be compatible with original siding.

Inappropriate Materials and Finishes. The following materials are not to be used in new / renovated buildings because of inappropriate design, maintenance, or appearance:

- imitation special “rock work”
- imitation masonry of any kind
- corrugated fiberglass / plastic material
- stucco, if treated with an exaggerated texture
- metal siding of any kind
- imitation wood siding
- mirrored or reflective glass at the first-floor level
- coarsely finished, “rough-sawn” or rustic materials, such as: wood shakes, shingles, barn wood, and stained rough-sawn plywood
- “asphalt” siding
- poorly created or rustic woodworking and finishing techniques
- “antiqued” or imitation old brick (not to include old brick)
- astro-turf

Color

Color can dramatically affect the visual appearance of buildings and must be carefully considered in relation to the overall design intent of the building. Color can also affect the apparent scale and proportion of buildings, by highlighting architectural elements such as doors, windows, fascias, cornices, lintels and sills.

Dominant Building Color. Much of the existing color in the West Washington – Chapin Development Area derives from the primary building finish materials themselves, such as brick stone, and terra cotta.

The dominant color of buildings must relate to the inherent color of the primary building finish materials.

Subdued colors are generally encouraged as the dominant color of a building. Bright colors that don’t relate to the surrounding buildings are not allowed.

Accent colors may be effective in highlighting the dominant color by providing contrast or by harmonizing with the dominant color. The accent color may be a brighter, more intense, more subdued, lighter or darker color. The accent color is a very small percentage of the entire building (generally including trim, windowsills, doorframes,

etc.).

Exterior Lighting

Nighttime illumination of buildings is important in creating an interesting and safe environment. In addition, it can serve to highlight building design features, add emphasis to prominent entrances and plazas, and to create an ambiance of vitality and security.

Exterior lighting must relate to the design elements of a building / residence. It should be designed to highlight architectural divisions, elements and details.

All exterior lighting shall be designed as part of the overall architectural concept. Fixtures, standards and all exposed accessories must be harmonious with the building design and the visual environment. Obtrusive lighting elements are strictly forbidden.

All lighting within private development must not escape and light adjacent properties. Downlighting is strongly encouraged.

Landscape

Landscape consists of plant materials such as trees, flowers, ground covers, and other natural materials such as soil, stones, gravel and mulches which provide the planting medium and ground surface. A strong landscape design concept will visually tie together the diverse built environment and introduce a softer, natural element into the hard surrounding elements. It also will provide diversity, contrast and color in the street scene.

The following guidelines will further ensure that private landscaping relates to the character of the neighborhood area and complements public landscaping.

Distinctive existing features such as the brick entry pillars, parks, gardens, streetlights, fences, signs, walkways, streets, and building setbacks must be retained.

Major landscaping items, fencing, walkways, streetlights, signs and benches must be compatible with the character of the neighborhood in size, scale, material, and color.

New site work should be based upon actual knowledge of the past appearance of the property as found in photographs, drawings, and newspapers.

Landscaping must be compatible with the shape and topography of the site, and the architectural characteristics of the structures on the site. A compatible scale of planting and buildings is especially important.

Landscaping must be used to relieve the appearance of solid, unbroken elevations.

Landscaping must be compatible with the character of adjacent private landscaping if the quality of the adjacent landscaping meets the standards of these guidelines.

Each landscape plan must provide for all the functional aspects of urban landscaping such as drainage, erosion prevention, wind protection, provision of shade, sound absorption, dust abatement and reduction of glare.

Plant materials must be tolerant to urban conditions, resistant to diseases and insect infestation. Plant materials must be maintained in excellent health and appearance at all times by a regular maintenance and care routine. Artificial plant material is not allowed.

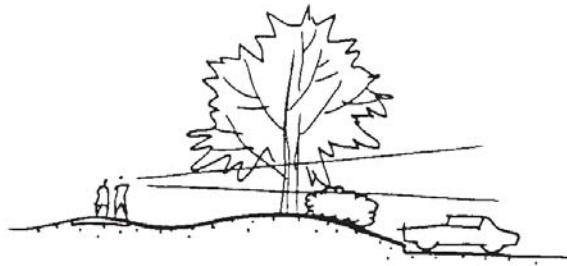


Figure 4-1
Plants combined with berms (mounding) shall hide parking areas.

Plants must be selected and maintained so they achieve a desired height and size within a reasonable period of time after planting (2 years). Trees and other plant materials shall be of adequate size when planted. Trees shall have a minimum 3 1/2" caliper at the time of planting.

All freestanding trees on the parcels with a 4" caliper or more at three feet above grade may not be removed from the site unless specifically approved.

The use of materials such as crushed rock, lava rock, redwood bark chips, pebbles and stone or masonry slabs must not be used in place of live plant materials in landscape areas. These materials may be used as a bedding material for planting areas, providing they do not become the main visual element.

Erosion control measures will be required so as to maintain the natural topsoil layers of the site. If necessary, an erosion control plan must be submitted during final documentation.

Chain link fencing is not allowed in the West Washington - Chapin Development Area without specific approval. Barbed wire is strictly prohibited.

No type of fencing is allowed in the front or side yard. Only fencing that is absolutely necessary based on security / privacy will be approved in the rear yard.

Buffers and Screens

All parking and storage areas must be screened from view from public streets and adjacent properties. Specific landscaping regulations are supplemented by the following guidelines:

- Landscaping material must be used to obscure the view of any parking or storage area adjacent to a public street, pedestrian area, or adjacent private property.
- Landscape screen plant materials must be large enough at time of planting (five (5) feet tall for screening of storage areas and three (3) feet tall for screening of parking area), and capable of growing to the height and density desired within a reasonable period of time (2 years).
- Parking areas must be screened from public view using perimeter walls, wrought iron fencing and / or berms in conjunction with landscaping. This landscape buffer must be at least five (5) feet in width.
- Parking is encouraged to maintain access off the alley and should be located to the rear of each residential building.
- Refuse enclosures are to be constructed of a material compatible with the building and in such a way that they are at least ninety (90) percent solid and must have a concrete floor.

A landscape buffer must be located between all industrial and commercial/residential areas.

Landscaping Within Parking Areas

Landscaping must be used to improve the appearance of parking areas, thus enhancing the overall image of this residential neighborhood.

A minimum of 5% of open parking lots must be devoted to interior landscaping (exclusive of perimeter landscaping).

Interior landscaping must be contained in planting beds or pockets (within curbs) so designed that vehicles will not project into the landscaped areas and damage the plants.

Hardscape

Hardscape elements are streetscape elements such as paving, benches, shelters, foundations, light fixtures and public art. The following guidelines will apply to any hardscape elements that are located in private development areas.

Historic paving materials must be retained.

Paved surfaces on private property that abut sidewalks or other pedestrian areas must be compatible in terms of color, material, texture and pattern.

Murals

Wall murals are one form of public art that can be located on privately owned buildings, although other forms of public art are encouraged in the West Washington – Chapin Development Area.

A distinction should be made between wall murals whose intent is neighborhood enhancement, and painted advertising and / or signage describing products or services for sale.

Wall murals must be used only to enhance the environment and / or streetscape. Murals for advertising / signage purposes are not permitted.

Murals must not disrupt the setting of an historic building or otherwise distinctive environment.

The surface of walls used for murals must be prepared to reduce the need for maintenance and ensure long-term beauty. Wall murals are not to be painted / constructed on brick walls. The work must be done by a professional artisan.

Wall murals must be maintained in good visual condition throughout the life of the mural. This is the responsibility of the party that had the mural constructed and / or the building owner. If the mural is not properly maintained to the satisfaction of the city, it is the responsible party's task to have the mural entirely removed (sandblasting is not an acceptable alternative for mural removal of brick buildings, but rather a chemical solution must be utilized).

Storage (for land zoned Industrial)

No materials, inventory, goods in process, semi-manufactured items finished products, plant equipment including machine parts, trucks, trailers, bulldozers, back-hoes, etc., or other personal property shall be kept, stored or accumulated on any portion of the site except in areas completely enclosed by a solid wall, uniformly painted solid fence (enhanced by landscaping) or other enclosure as specifically approved.

The height of stored materials and / or refuse must not exceed that of the enclosing wall or fence.

Any wall or fence enclosing an outside storage area must be maintained in good condition and constructed of the same materials or painted to match the color of the main building.

Signage (for Commercial Use only)

Signs are among the most noticeable visual elements of the urban environment. Signs communicate information about the businesses / offices in an area, the nature and quality of a city's physical environment.

A well-designed sign can reinforce the architectural style of the place of business, and the type of business and its orientation.

Types of Signs Allowed. The following types of signs are allowed subject to review based upon the regulations set forth in these guidelines:

Free-standing Signs

- Height limit. Freestanding signs are limited to low profile signs that may not exceed a height of ten (10) feet.
- Design. Freestanding monument signs with solid or enclosed bases are permitted. Signs supported by a single pole (two pole signs are more appropriate) without enclosed bases are also permitted provided that the exposed pole's height does not constitute more than 50% of the sign's overall height (i.e., the height of the open area beneath a sign cannot exceed 50% of the sign's total height). Additionally, single pole signs are considered appropriate in cases where a single pole is used in conjunction with a horizontal cross-bar to support hanging signs on one side of the pole, subject to the projection and clearance provisions (8'6" clearance from grade and no more than 36" horizontal projection).
- Size. Free-standing (monument) signs shall be limited to a maximum of thirty-six (36) square feet in area unless the building to which the sign applies has no other signage, in which case a forty-five (45) square foot sign is allowed. However, in no case may the area of a free-standing sign exceed a total of one (1) square foot for every three (3) feet of frontage occupied by the business or enterprise, or 5% (five percent) of the front building facade to which the sign applies, whichever is more restrictive.

Window Signs. Permanent window signs may be placed in or upon any first-floor window, provided that no more than 50% (fifty percent) of the total transparent area of the window is obscured. Window signs on or above the elevation of the second floor level shall not be permitted.

Wall Signs. Wall signs may be placed upon a building provided that they meet the size, material, content, location and other standards of these Guidelines. Wall signs shall be placed so as to utilize existing architectural features of a building without obscuring them. Wall signs shall be oriented toward pedestrians or vehicles within close proximity.

Projecting Signs. No single projecting sign may exceed eighteen (18) square feet in area or may project more than thirty-six (36) inches from the face of the building to which it is attached. Projecting signs must have at least eight feet six inches (8' 6") of ground clearance. Additionally, projecting signs cannot be higher than the building to which they are attached. They may not extend beyond the applicant's property, except those that are

proposed to be placed over public right-of-way and in these instances they must be approved by the South Bend Board of Public Works.

Awnings. Awnings are permitted provided they blend with the architecture of the building and do not obscure details of the building. Awnings should serve as an accent to the building's design but must not be the dominant architectural feature. Awnings are counted as signage if they have lettering or other graphics conveying a commercial message or name of a business or product sold in the building to which the awning is attached.

- **Signage Area.** Only twenty percent (20%) of any one face of an awning may be used for signage regardless of the size of the building facade to which the sign applies.
- **Material.** Only canvas or vinyl coated canvas will be permitted. Material should be high quality, colorfast and sun-fade resistant. Vinyl or plastic materials are not considered appropriate.
- **Color.** Awning colors are generally limited to a single field color with a single contrasting color for lettering and logos. However, if the awning is striped in a traditional manner, either with vertical stripes along the entire awning or horizontal stripes along the valance, two field colors may be used. Corporate colors may be used only if they conform to color requirements as presented in these Guidelines. At no time is an awning to ever be painted.
- **Illumination.** Illuminated (back-lit) translucent awnings or translucent letters on opaque backgrounds are not appropriate and are not permitted. Canvas awnings illuminated in the traditional manner with incandescent downlighting are permitted.
- **Clearance and Projection.** Awnings must have a minimum clearance of eight feet six inches (8'6") to the bottom of the valance. They may project a maximum of thirty-six (36") from the face of the building except when used as entrance canopies, in which case awnings may extend to the setback lines.
- **Entrance Canopies.** Entrance canopies may be used only if they lead to a bona fide business entrance and if they are compatible with the architecture of the building.
- **Location of Awnings.** Awnings must be located in a traditional manner above doors, windows, or walkways, provided said walkways lead to a bona fide entrance. All other locations are prohibited. Freestanding awning signs are prohibited.

Neon Signs. Neon used to draw attention to a business or building in any manner, including (but not limited to) neon text, logos or outlining of a building's architectural

features, is considered signage and shall be regulated according to the provisions of these Guidelines as follows:

- **Size.** All other size requirements set forth in these Guidelines must be adhered to.
- **Location.** Neon signage must be located within a building and displayed through a window rather than being attached to the exterior of the building. If the neon signage is located within five (5) feet of the front window, it is considered signage and will be regulated as such by these Guidelines. Neon located five (5) feet back from the window is considered interior lighting and is not regulated. The neon sign must be designed to be compatible with the space in which it is located, and have a sense of balance and proportion.
- **Content.** Neon signage may include the name of the business, and may possibly include a description of the use in conjunction with the name (e.g. Jack's Hot Dogs). Graphics and symbols may be permitted and should be traditional in design.
- **Prohibited Neon Signs.** Message / sales promotion signs are prohibited in neon. Neon may not flash, move, alternate, or show animation.

Changeable Copy Signs. Changeable copy signs may only be used in conjunction with theaters, entertainment facilities, non-profit art galleries, or similar exhibit facilities. Use for any other reason must be specifically approved. If allowed, the background must be opaque and only the letters must light.

Directory Signs. Directory signs shall be permitted to provide information for multi-tenant projects. Multi-tenant projects, either commercial or residential, may have a maximum of thirty-six (36) square feet of signage to serve as a directory for the project. The contents of such signs shall be limited to the name of the multi-tenant structure, its street address, and the names and unit numbers of the tenants of the project. Signs shall be located in the common area of the project and oriented toward a central pedestrian path or common parking area. Directory signs may not be oriented for off-site viewing. No telephone numbers, rental information, or sales information shall be permitted on the directory sign.

Menu Display. Menus for restaurants may be displayed on the inside of windows of a restaurant or inside a wall mounted or freestanding display box. Freestanding display boxes shall be designed and constructed to withstand wind and may be located only on private property. The maximum size shall be two (2) square feet and shall be included in the calculation of total wall or window signage. If a display box is used, it must be constructed to coordinate with the building design, must contain a clear face which would protect the menu from the weather and must not extend over public property. Menu boards for fast food restaurants may have a maximum size of twenty (20) square feet and shall be included in the calculation of total wall or window signage.

Design Standards

All regulated approved signs must comply with the following design standards:

Size Requirements. The total area of all permanent signs on one building face, including window signs, wall signs, projecting signs, and hanging signs, shall not exceed thirty-six (36) square feet per building face or forty-five (45) square feet per building face if used in conjunction with a free-standing sign, regardless of the number of businesses occupying the building. If additional signage is necessary, the Redevelopment Commission may grant additional signage, but in no case may the total signage area exceed five percent (5%) of the building face to which the sign is attached.

Area of Sign. The area of a sign shall include the entire area within any type of perimeter or border which may enclose the outer limits of any writing, representation, emblem, figure, or character. The area of the sign having no perimeter or border shall be computed by enclosing the entire area within a parallelogram, circle, or triangle of the smallest size sufficient to cover the entire area of the sign and computing the area of that parallelogram, circle, or triangle. The area of the second side of a two-sided sign shall not be included when calculating signage area unless the sides diverge more than thirty (30) degrees. Where a sign has more than two (2) faces, the total area of the third face and all additional faces shall be included in determining the area of the sign. All existing signs, whether conforming or non-conforming signs shall be counted in establishing the permitted area of size of all new signs to be allowed on the property.

Internally Illuminated Signs. Internally illuminated signs shall be limited to individual letters not to exceed eighteen (18) inches high. Individual pan-channel letters with a plastic face or individual cutout letters (i.e. letters routed out of the face of an opaque cabinet sign) are permitted. Cutout letters shall have a maximum stroke width of 1 1/2 inches. Variations in stroke width may be reviewed and approved. The light source for internally illuminated signs must be white.

Signs Prohibited

Portable signs are not permitted in the West Washington - Chapin Development Area.

No sign of any type may have a size greater than forty-five (45) square feet in the West Washington - Chapin Development Area.

No sign of permanent construction (a sign expected to last more than thirty (30) days) may be placed upon vacant or unimproved parcels in the West Washington - Chapin Development Area.

Any sign not expressly permitted in these Guidelines shall be prohibited unless otherwise reviewed and specifically approved.

Design Guidelines

Airport Economic Development Area

Airport Economic Development Area

The Airport Economic Development Area provides the City of South Bend with a unique opportunity to improve its economic position in a Midwestern, regional and local context. By opening up this large, new area for commercial and industrial development, the City is generating new jobs, increasing its tax base, diversifying business opportunities and competing in a larger marketplace while at the same time generating millions of dollars of new investment for North Central Indiana.

The area, which is zoned primarily for industrial purposes, is a prime site for new development due to its ready access to an excellent transportation network that includes air (Michiana Regional Airport), rail (the South Shore Railroad), and highway (several major local arterials, the U.S. 31 Bypass and the Indiana Toll Road Exit 72). All of these combine to permit ready access to local, regional and Midwest markets in all directions. Added to this strong transportation network is the presence in the area of the highly successful Airport and Toll Road Industrial Parks, which provide a solid employment and tax base for the region as well as an excellent economic development model. With these existing industrial parks nearly out of developable space, the Airport project is the next logical step. When completed, this major, multi-use, economic development project will offer an excellent environment for business development that will spur the economy of South Bend as well as that of North Central Indiana.

- Please note that the Blackthorn Corporate Center has its own set of Design Guidelines and Covenants that must be strictly adhered to for development in this area. The Blackthorn Design Guidelines are included in this manual for your reference.

General Guidelines – Architecture

The general character of the Airport Economic Development Area should be campus or park-like, with emphasis on the natural characteristics of the project area.

No building structure or improvement thereon may be used for other than allowable uses under the present land use, as indicated by the Master Land Use Plan.

All real estate and all buildings, structures, improvements, appurtenances, signs, lawns, landscaping, sidewalks, driveways, parking areas and entrances thereon must at all times be maintained in a safe, clean and good condition.

All utilities from property line to building must be located underground and concealed from view. Unless physically impossible, all utility lines in the right-of-way must be located underground.

An enclosure for the temporary storage of refuse, garbage, and waste must be maintained at the rear of each site, not visible from the public right-of-way. This enclosure can be integral to the building or structure or detached.

No outside storage will be permitted unless specifically approved.

The building height, character and style must be in response to individual site characteristics, yet the structure must conform to and maintain the context of the surrounding area.

No commercial statements of the occupants' products or services will be allowed as a part of the building facade or elevation.

Building roofs must be uncluttered. Any mechanical equipment that may be located on the roof must be completely concealed with materials that match the exterior facades of the building.

Cooling towers, rooftop and ground-mounted mechanical units, and / or ventilating fans are to either be integrated into the design of the structure or screened from view (according to the screening standards as set forth in these Guidelines).

Awnings are not permitted in the Airport 2010 Economic Development Area unless specifically approved.

General Guidelines - Site

No excavations or excavating work will be permitted on any site except excavations for the purpose of construction buildings or improvements on such real estate. No soil, sand, gravel, minerals, aggregate or earth materials may be removed from the site except as part of such excavations made for the purpose of constructing of buildings and improvements on the site.

Developers are encouraged to create water elements as part of their overall site design. Wetland areas are strongly encouraged.

- Open bodies of water, either strictly aesthetic or used in coordination with storm water retention requirements, shall be a minimum of six (6) feet in depth so as to prohibit the possibility of stagnation and shall also include an actuating device. This does not apply to wetland construction.
- Fountains: Any fountains or other water effects which are specifically approved may be lighted. Those fountains that are exposed to view from public rights-of-way shall include only white lights.
- Adequate storm drainage facilities must be designed in accordance with applicable local ordinances and must be submitted as part of the required submittal procedure.

Within the required setback area from the streets, there must be maintained on each site, only paved walks, paved driveways or lawns and landscaping. The surface of the remainder of each site that is not covered by buildings, by lawns, or any landscaping (natural vegetation) must be treated so as to be dust-free.

Sites adjacent to residential areas must be developed with a landscape berm including landscape elements such as shrubs and trees. The berm must be a minimum of five (5) feet in height and must not exceed 1:4 slope for turf areas and 1:2 for established ground cover areas.

Adequate loading and unloading areas must be provided as required by the South Bend Zoning Ordinance and must be separated from the parking areas. These areas shall be designed as a part of the building and screened with walls and / or landscaping (to the standards set forth in these Guidelines).

Materials and Finishes

Appropriate Materials and Finishes. Materials and finishes should be selected for appropriateness, ease of maintenance and durability. Initial costs should be balanced with the cost of maintenance.

Metal buildings must have masonry wainscoting on all sides of the building at a height of not less than 1/3 of the total building height.

Inappropriate Materials and Finishes. The following materials are not to be used in new / renovated buildings because of inappropriate design, maintenance, or appearance:

- imitation special “rock work”
- imitation masonry of any kind
- corrugated fiberglass / plastic material
- stucco, if treated with an exaggerated texture
- metal siding of any kind
- imitation wood siding
- mirrored or reflective glass at the first-floor level
- coarsely finished, “rough-sawn” or rustic materials, such as: wood shakes, shingles, barn wood, and stained rough-sawn plywood
- “asphalt” siding
- poorly created or rustic woodworking and finishing techniques
- “antiqued” or imitation old brick (not to include old brick)
- astro-turf

Color

Color can dramatically affect the visual appearance of buildings and must be carefully considered in relation to the overall design intent of the building. Color can also affect the apparent scale and proportion of buildings, by highlighting architectural elements such as doors, windows, fascias, cornices, lintels and sills.

Dominant Building Color. Much of the existing color in the Airport Economic Development Area derives from the primary building finish materials themselves, such as brick stone, and terra cotta.

The dominant color of buildings must relate to the inherent color of the primary building finish materials.

White is the brightest of colors and must be used with careful consideration of its glare and effect on surrounding buildings. Large areas of intense white color will not be allowed.

Subdued colors are generally encouraged as the dominant color of a building. Bright colors that don't relate to the surrounding buildings are not allowed.

Accent colors may be effective in highlighting the dominant color by providing contrast or by harmonizing with the dominant color. The accent color may be a brighter, more intense, more subdued, lighter or darker color. The accent color is a very small percentage of the entire building (generally including trim, windowsills, doorframes, etc.).

Exterior Lighting

Nighttime illumination of buildings is important in creating an interesting and safe business environment. In addition, it can serve to highlight building design features, add emphasis to prominent entrances and plazas, and to create an ambiance of vitality and security.

Exterior lighting must relate to the design elements of a building / residence. It should be designed to highlight architectural divisions, elements and details.

All exterior lighting shall be designed as part of the overall architectural concept. Fixtures, standards and all exposed accessories must be harmonious with the building design and the visual environment. Obtrusive lighting elements are strictly forbidden.

All lighting within private development must not escape and light adjacent properties. Downlighting is strongly encouraged.

Landscape

Landscape consists of plant materials such as trees, flowers, ground covers, and other natural materials such as soil, stones, gravel and mulches which provide the planting medium and ground surface. A strong landscape design concept will visually tie together the diverse built environment and introduce a softer, natural element into the hard surrounding elements. It also will provide diversity, contrast and color in the street scene.

Landscaping must be compatible with the shape and topography of the site, and the architectural characteristics of the structures on the site. A compatible scale of planting and buildings is especially important.

Landscaping must be used to relieve the appearance of solid, unbroken elevations.

Landscaping must be compatible with the character of adjacent private landscaping if the quality of the adjacent landscaping meets the standards of these guidelines.

Each landscape plan must provide for all the functional aspects of urban landscaping such as drainage, erosion prevention, wind protection, provision of shade, sound absorption, dust abatement and reduction of glare.

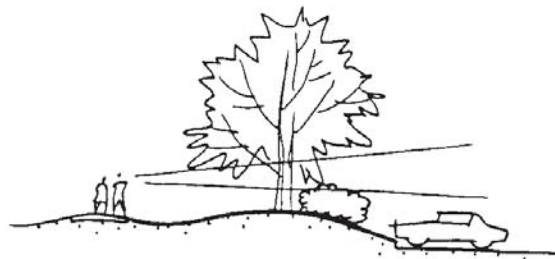


Figure 4-1
Plants combined with berms (mounding) shall hide parking areas.

Plant materials must be tolerant to urban conditions, resistant to diseases and insect infestation. Plant materials must be maintained in excellent health and appearance at all times by a regular maintenance and care routine. Artificial plant material is not allowed.

Plants must be selected and maintained so they achieve a desired height and size within a reasonable period of time after planting (2 years). Trees and other plant materials shall be of adequate size when planted. Trees shall have a minimum 3 1/2" caliper at the time of planting.

All freestanding trees on the parcels with a 4" caliper or more at three feet above grade may not be removed from the site unless specifically approved.

Existing vegetation and prairie grasses shall be maintained whenever possible.

The use of materials such as crushed rock, lava rock, redwood bark chips, pebbles and stone or masonry slabs must not be used in place of live plant materials in landscape areas. These materials may be used as a bedding material for planting areas, providing they do not become the main visual element.

Erosion control measures will be required so as to maintain the natural topsoil layers of the site. If necessary, an erosion control plan must be submitted during final documentation.

Chain link fencing is not allowed in the Airport Economic Development Area without specific approval. Barbed wire is strictly prohibited.

No type of fencing is allowed in the front or side yard. Only fencing that is absolutely necessary based on security will be approved in the rear yard.

Buffers and Screens

All parking and storage areas must be screened from view from public streets and adjacent properties. Specific landscaping regulations are supplemented by the following guidelines:

- Landscaping material must be used to obscure the view of any parking or storage area adjacent to a public street, pedestrian area, or adjacent private property.
- Landscape screen plant materials must be large enough at time of planting (five (5) feet tall for screening of storage areas and three (3) feet tall for screening of parking area), and capable of growing to the height and density desired within a reasonable period of time (2 years).
- Parking areas must be screened from public view using perimeter walls, wrought iron fencing and / or berms in conjunction with landscaping. This landscape buffer must be at least ten (10) feet in width. The cars must be completely screened from view.
- There must be maintained on each site, facilities for parking, loading and unloading, sufficient to serve the business conducted therein without using adjacent streets.
- All parking, loading and unloading areas must be screened from view of all public streets and adjacent properties.
- All waste material, debris, refuse or garbage must be kept in an enclosed building or properly contained in a closed container (dumpster) designed for such purposes and housed in a refuse enclosure or within a building. No trash, refuse, or garbage shall extend above the height of the refuse enclosure.
- Refuse enclosures are to be constructed of a material compatible with the building and in such a way that they are at least ninety (90) percent solid and must have a concrete floor.

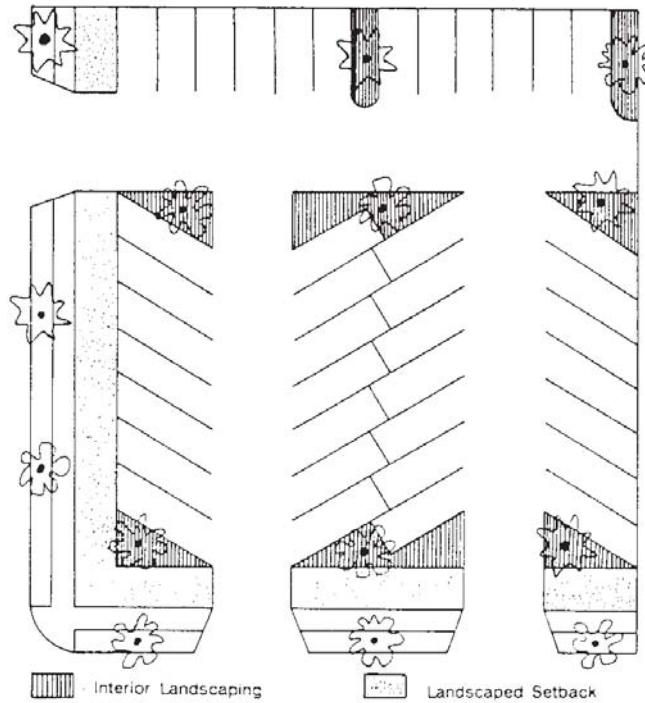


Figure 4-2
Parking shall include interior and perimeter landscaping.

Landscaping Within Parking Areas

Landscaping must be used to improve the appearance of parking areas, thus enhancing the overall image of the Airport Economic Development Area.

A minimum of 5% of open parking lots must be devoted to interior landscaping (exclusive of perimeter landscaping).

Interior landscaping must be contained in planting beds or pockets (within curbs) so designed that vehicles will not project into the landscaped areas and damage the plants.

Hardscape

Murals

Wall murals are not permitted in the Airport Economic Development Area unless specifically approved.

If approved:

Wall murals must be used only to enhance the environment and / or streetscape. Murals for advertising / signage purposes are not permitted.

Murals must not disrupt the setting of an historic building or otherwise distinctive environment.

The surface of walls used for murals must be prepared to reduce the need for maintenance and ensure long-term beauty. Wall murals are not to be painted / constructed on brick walls. The work must be done by a professional artisan.

Wall murals must be maintained in good visual condition throughout the life of the mural. This is the responsibility of the party that had the mural constructed and / or the building owner. If the mural is not properly maintained to the satisfaction of the city, it is the responsible party's task to have the mural entirely removed (sandblasting is not an acceptable alternative for mural removal of brick buildings, but rather a chemical solution must be utilized).

Storage

No materials, inventory, goods in process, semi-manufactured items finished products, plant equipment including machine parts, trucks, trailers, bulldozers, back-hoes, etc., or other personal property shall be kept, stored or accumulated on any portion of the site except in areas completely enclosed by a solid wall, uniformly painted solid fence (enhanced by landscaping) or other enclosure as specifically approved.

The height of stored materials and / or refuse must not exceed that of the enclosing wall or fence.

Any wall or fence enclosing an outside storage area must be maintained in good condition and constructed of the same materials or painted to match the color of the main building.

Signage

Signs are among the most noticeable visual elements of the urban environment. Signs communicate information about the businesses / offices in an area, the nature and quality of a city's physical environment.

A well-designed sign can reinforce the architectural style of the place of business, and the type of business and its orientation.

Types of Signs Allowed

The following types of signs are allowed subject to review based upon the regulations set forth in these guidelines:

Free-standing Signs

- Height limit. Freestanding signs are limited to low profile signs that may not exceed a height of ten (10) feet.
- Design. Freestanding monument signs with solid or enclosed bases are permitted. Signs supported by a single pole (two pole signs are more appropriate) without enclosed bases are also permitted provided that the

exposed pole's height does not constitute more than 50% of the sign's overall height (i.e., the height of the open area beneath a sign cannot exceed 50% of the sign's total height). Additionally, single pole signs are considered appropriate in cases where a single pole is used in conjunction with a horizontal cross-bar to support hanging signs on one side of the pole, subject to the projection and clearance provisions (8'6" clearance from grade and no more than 36" horizontal projection).

- **Size.** Free-standing (monument) signs shall be limited to a maximum of ninety (90) square feet in area unless the building to which the sign applies has no other signage, in which case a one hundred (100) square foot sign is allowed. However, in no case may the area of a free-standing sign exceed a total of one (1) square foot for every three (3) feet of frontage occupied by the business or enterprise, or 5% (five percent) of the front building facade to which the sign applies, whichever is more restrictive.

Window Signs. Permanent window signs may be placed in or upon any first-floor window, provided that no more than 50% (fifty percent) of the total transparent area of the window is obscured. Window signs on or above the elevation of the second floor level shall be limited to not more than two rows of lettering identifying the business with characters not exceeding six (6) inches in height.

Wall Signs. Wall signs may be placed upon a building provided that they meet the size, material, content, location and other standards of these Guidelines. Wall signs shall be placed so as to utilize existing architectural features of a building without obscuring them. Wall signs shall be oriented toward pedestrians or vehicles within close proximity.

Projecting Signs. No single projecting sign may exceed eighteen (18) square feet in area or may project more than thirty-six (36) inches from the face of the building to which it is attached. Projecting signs must have at least eight feet six inches (8'6") of ground clearance. Additionally, projecting signs cannot be higher than the building to which they are attached. They may not extend beyond the applicant's property, except those that are proposed to be placed over public right-of-way and in these instances they must be approved by the South Bend Board of Public Works.

Awnings. Awnings are permitted provided they blend with the architecture of the building and do not obscure details of the building. Awnings should serve as an accent to the building's design but must not be the dominant architectural feature. Awnings are counted as signage if they have lettering or other graphics conveying a commercial message or name of a business or product sold in the building to which the awning is attached.

- **Signage Area.** Only twenty percent (20%) of any one face of an awning may be used for signage regardless of the size of the building facade to which the sign applies.

- **Material.** Only canvas or vinyl coated canvas will be permitted. Material should be high quality, colorfast and sun-fade resistant. Vinyl or plastic materials are not considered appropriate.
- **Color.** Awning colors are generally limited to a single field color with a single contrasting color for lettering and logos. However, if the awning is striped in a traditional manner, either with vertical stripes along the entire awning or horizontal stripes along the valance, two field colors may be used. Corporate colors may be used only if they conform to color requirements as presented in these Guidelines. At no time is an awning to ever be painted.
- **Illumination.** Illuminated (back-lit) translucent awnings or translucent letters on opaque backgrounds are not appropriate and are not permitted. Canvas awnings illuminated in the traditional manner with incandescent downlighting are permitted.
- **Clearance and Projection.** Awnings must have a minimum clearance of eight feet six inches (8'6") to the bottom of the valance. They may project a maximum of thirty-six (36") from the face of the building except when used as entrance canopies, in which case awnings may extend to the setback lines.
- **Entrance Canopies.** Entrance canopies may be used only if they lead to a bona fide business entrance and if they are compatible with the architecture of the building.
- **Location of Awnings.** Awnings must be located in a traditional manner above doors, windows, or walkways, provided said walkways lead to a bona fide entrance. All other locations are prohibited. Freestanding awning signs are prohibited.

Neon Signs. Neon used to draw attention to a business or building in any manner, including (but not limited to) neon text, logos or outlining of a building's architectural features, is considered signage and shall be regulated according to the provisions of these Guidelines as follows:

- **Size.** All other size requirements set forth in these Guidelines must be adhered to.
- **Location.** Neon signage must be located within a building and displayed through a window rather than being attached to the exterior of the building. If the neon signage is located within five (5) feet of the front window, it is considered signage and will be regulated as such by these Guidelines. Neon located five (5) feet back from the window is considered interior lighting and is not regulated. The neon sign must be designed to be compatible with the space in which it is located, and have a sense of balance and proportion.

- **Content.** Neon signage may include the name of the business, and may possibly include a description of the use in conjunction with the name (e.g. Jack's Hot Dogs). Graphics and symbols may be permitted and should be traditional in design.
- **Prohibited Neon Signs.** Message / sales promotion signs are prohibited in neon. Neon may not flash, move, alternate, or show animation.

Changeable Copy Signs. Changeable copy signs may only be used in conjunction with theaters, entertainment facilities, non-profit art galleries, or similar exhibit facilities. Use for any other reason must be specifically approved. If allowed, the background must be opaque and only the letters must light.

Directory Signs. Directory signs shall be permitted to provide information for multi-tenant projects. Multi-tenant projects, either commercial or residential, may have a maximum of thirty-six (36) square feet of signage to serve as a directory for the project. The contents of such signs shall be limited to the name of the multi-tenant structure, its street address, and the names and unit numbers of the tenants of the project. Signs shall be located in the common area of the project and oriented toward a central pedestrian path or common parking area. Directory signs may not be oriented for off-site viewing. No telephone numbers, rental information, or sales information shall be permitted on the directory sign.

Menu Display. Menus for restaurants may be displayed on the inside of windows of a restaurant or inside a wall mounted or freestanding display box. Freestanding display boxes shall be designed and constructed to withstand wind and may be located only on private property. The maximum size shall be two (2) square feet and shall be included in the calculation of total wall or window signage. If a display box is used, it must be constructed to coordinate with the building design, must contain a clear face that would protect the menu from the weather and must not extend over public property. Menu boards for fast food restaurants may have a maximum size of twenty (20) square feet and shall be included in the calculation of total wall or window signage.

Design Standards

All regulated approved signs must comply with the following design standards:

Size Requirements. The total area of all permanent signs on one building face, including window signs, wall signs, projecting signs, and hanging signs, shall not exceed ninety (90) square feet per building face or one hundred (100) square feet per building face if used in conjunction with a free-standing sign, regardless of the number of businesses occupying the building. If additional signage is necessary, the Redevelopment Commission may grant additional signage, but in no case may the total signage area exceed five percent (5%) of the building face to which the sign is attached.

Area of Sign. The area of a sign shall include the entire area within any type of perimeter or border which may enclose the outer limits of any writing, representation, emblem,

figure, or character. The area of the sign having no perimeter or border shall be computed by enclosing the entire area within a parallelogram, circle, or triangle of the smallest size sufficient to cover the entire area of the sign and computing the area of that parallelogram, circle, or triangle. The area of the second side of a two-sided sign shall not be included when calculating signage area unless the sides diverge more than thirty (30) degrees. Where a sign has more than two (2) faces, the total area of the third face and all additional faces shall be included in determining the area of the sign. All existing signs, whether conforming or non-conforming signs shall be counted in establishing the permitted area of size of all new signs to be allowed on the property.

Illumination

Externally Illuminated Signs. Light fixtures for externally illuminated signs must be simple in form and mounted so they do not obscure building ornamentation. The light fixtures should emphasize the continuity of the building surface and should not clutter the building in an unorganized manner. Spot lights and flood lights shall be directed only at the sign surface. Light shall not be directed off the property. No exposed light sources are allowed, and all light sources must be shaded to contain light rays to the sign. Colored lighting is prohibited.

Internally Illuminated Signs. Internally illuminated signs shall be limited to individual letters not to exceed eighteen (18) inches high. Individual pan-channel letters with a plastic face or individual cutout letters (i.e. letters routed out of the face of an opaque cabinet sign) are permitted. Cutout letters shall have a maximum stroke width of 1 1/2 inches. Variations in stroke width may be reviewed and approved. The light source for internally illuminated signs must be white.

Signs Prohibited

Portable signs are not permitted in the Airport Economic Development Area.

No sign of any type may have a size greater than one hundred (100) square feet in the Airport Economic Development Area.

No sign of permanent construction (a sign expected to last more than thirty (30) days) may be placed upon vacant or unimproved parcels in the Airport Economic Development Area.

Any sign not expressly permitted in these Guidelines shall be prohibited unless otherwise reviewed and specifically approved.