

# **Design Guidelines**

## **Studebaker Corridor Development Area**

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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.

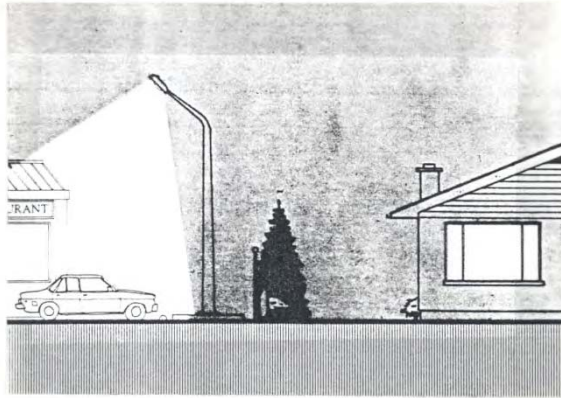
*Dominant Building Color.* Much of the existing color in downtown derives from the primary building finish materials themselves, such as brick stone, and terra cotta.

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.

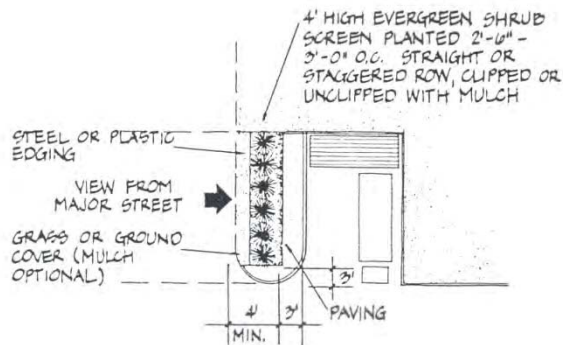
Plant materials must be tolerant to urban conditions, resistant to diseases and insect infestation. Plant materials must be maintained in excellent health and appearance at all times by a regular maintenance and care routine. Artificial plant material is not allowed.

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.

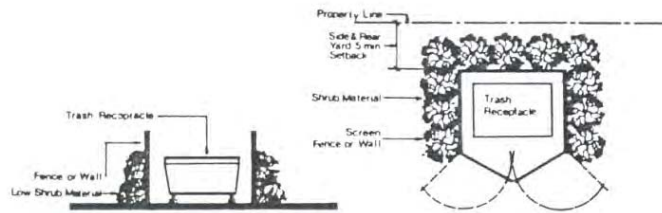
No type of fencing is allowed in the front or side yard. Only fencing that is absolutely necessary based on security / privacy will be approved in the rear yard and must be appropriately screened according to these Guidelines.



### ***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.