

The Prime Directive – Fundamental Goals for Design and Development

Create Places for People

Vibrant cities promote and develop places that always put people first. Willowick's places must be safe, comfortable, varied, attractive, and fun.

Enhance Access to the Lakefront

Lake Erie is the city's greatest asset. It provides recreation for our residents and enhancing pedestrian access to public spaces around the lakefront or incorporating it into designs is highly recommended.

Create Connections

Vibrant cities make it easy for people to navigate and connect to, from and within them. Willowick's connections will link its' attributes, amenities and public spaces physically and visually.

The Commercial Design Principles

The following five principles elaborate on the concepts, means and methods of development that will positively impact the physical realm of Willowick's commercial districts.

- _ Think Pedestrian First
- _ Lakefront Connectivity
- _ Continuity of Design
- _ Quality of Design

I. *Think Pedestrian First*

Willowick's commercial districts shall be designed and developed to provide for a safe and inviting pedestrian experience.

A comfortable, safe and attractive pedestrian experience is the key to the success of Willowick's commercial districts on Vine Street and Lakeshore Boulevard.. Buildings should be designed to promote walkability or rehabilitated to recapture the qualities of existing buildings and their original pedestrian orientation. The principle of Pedestrian First requires business entrances to engage the street and provide a clear entry sequence. Sidewalk areas should be wide enough to accommodate pedestrian activity while also allowing space for amenities such as landscaping, benches, transit waiting areas, and refuse containers.

Fundamental Concepts

Building Entrance on the Street Active Uses:

Dining, Retail, Business Consistent

Setbacks to sidewalk

Design Elements

- Windows at street level Encourage planters
- Appropriate scale signage (blade & pendant)
- No blank walls or blank windows
- Promote window displays
- Provide 4-season activity Inviting entrances
- No head-in parking
- Limit curb cuts & vehicle access
- Scale of buildings in context with adjacent buildings Lighted building facades
- Consistent Setbacks to Sidewalks
- Promote outdoor dining
- Transitions/connections to Lakefront Park
- Promote business and retail uses

II. Lakefront Connectivity

Willowick's greatest asset is Lakefront Park. It is our town center where thousands of residents visit every year. It is home to City Hall. Designs in the commercial districts should have some sort of Lakefront element involved.

Design Elements

- Boats along address signs
- Sidewalks that encourage traffic toward the park
- Beach themed designs

III. Quality of Design

Willowick's commercial districts shall have well designed buildings of high quality materials, thoughtful detailing and have the potential to be effectively reused.

Four-sided design is encouraged to utilize and make aesthetically pleasing all building elevations. Building rehabilitation and new construction shall include the appropriate high quality treatment of all visible elevations. The design, construction methods, and materials used in rehabilitation work should be appropriate to the period of construction of a building.

Fundamental Concepts

Building materials for new and rehabilitated structures should compliment and be compatible with existing historic buildings. Inappropriate building materials include stucco or EIFS, split face concrete masonry units, jumbo brick and vinyl siding. Design that is contextual and brings visual interest to the streetscape should be encouraged. The Secretary of the Interior's Standards for Rehabilitation shall be used to guide the rehabilitation of historic buildings. Demolition of historic buildings is discouraged.

Design Elements

- Maintain or reinstate bulkheads, storefronts, transoms, doors, windows, cornices and parapets. Maintain unused secondary door locations in storefronts.
- Maintain or reinstate original interior ceiling heights. Ceilings shall not be dropped in front of window openings or transoms. Where necessary, dropped ceilings shall be held off the storefront walls.
- Where appropriate, new construction and additions shall provide a transition, such as a setback or graduated height increase, to buffer visual effect and feeling when adjacent to an historic building.
- Appropriate, traditional, quality building materials shall be used for repair, rehabilitation and new construction.

BUILDING AND STRUCTURE DESIGN AND COLOR STANDARDS

- A. PURPOSE OF STANDARDS:** In order to protect property values, provide city character, and promote high quality non-residential development and redevelopment. The following commercial, office, and industrial building design standards are hereby established.
- B. STANDARDS FOR “C-2”, “C-3”, “C-3-A”, “C-4”, “C-5”, “C-6”, “MPD”, AND “MPD- A” COMMERCIAL ZONING DISTRICTS:**
1. **GENERAL DESIGN STANDARDS** - All buildings and structures shall have an equal level of finish on all sides, and shall utilize no more than two (2) primary building materials, and no more than two (2) accent materials.
 2. **COLOR SCHEMES** - Building colors shall be earth-tones (i.e.: browns and grays and variations of browns and grays. Examples include but are not limited to red brown, blue gray, ochre etc.) and bright, chromatic, colors will not be permitted. All structures shall utilize a single coordinated color scheme. The color scheme shall have one (1) predominant color and may utilize up to three (3) additional colors to accent, de-mark, or otherwise provide interest to the structure.
 3. **ARCHITECTURAL FEATURES** - The use of long unbroken building facades shall be avoided. To this end exterior building walls facades shall exhibit the use of recesses, fenestration, pilasters, or other architectural features deemed appropriate to provide character. In addition, major building entrances shall be clearly de-marked through the use of architectural features. The use of false building facades will not be permitted unless such features present a quality, finished, appearance from all sides, and are consistent with the purpose of the zoning district.
 4. **MECHANICAL EQUIPMENT AND UTILITIES** - All utilities serving the site, including electric, telephone and all supporting equipment thereto, including meters, transformers, etc., shall be placed underground or within the main building. Where meters, transformers, or other equipment cannot be located within the main building, no such equipment shall be visible from any adjacent property or from any street right of way. Any proposed mechanical equipment shall be integrated in to the building design and shall be concealed from view from adjacent properties and from street right of ways.
 5. **PRIMARY BUILDING MATERIALS** - Acceptable primary building materials will include brick, stone, and solid wood siding. Other building materials determined by the City to be substantially similar in appearance and quality to those listed above may be recommended upon petition to the City of Willowick Planning Commission.

Exposed roofing materials shall be earth-tone in color. Appropriate materials shall include asphalt shingles, wood shingles, and seamed metal products.

6. **ACCENT MATERIALS** - Acceptable accent materials will include the “primary materials” listed above as well as E.I.F.S, stucco, aluminum siding and vinyl siding. Other building materials determined by the City to be substantially similar in appearance and quality to those listed above may be authorized upon petition.

GREENSPACE AND LANDSCAPING REQUIREMENTS FOR NON-RESIDENTIAL PROPERTIES:

A. GENERAL REQUIREMENTS

1. **LANDSCAPING/GROUND COVER REQUIRED:** Any portion of a lot that is not occupied by a structure, parking area, access way, or aisle, shall be provided with all-season landscaping and/or vegetative ground cover.
2. **MAINTENANCE OF LANDSCAPING/GROUND COVER REQUIRED:** All ground cover and landscaping shall be well maintained and kept reasonably weed free. Dead or diseased plant material shall be immediately replaced.
3. **LANDSCAPE PLAN REQUIRED:** A chart shall be provided on the landscape plan indicating the scientific and popular name of each species proposed, the proposed height of the species at planting and at maturity, and the specific number of each species. The Zoning Inspector shall have discretion to approve minor landscape modifications affecting less than 20% of the landscaped area of the property and involving the replacement of existing landscaping, addition of landscaping, or other incidental modifications to the landscaping provisions of the site.