

ORDINANCE NO. 155

**AN ORDINANCE TO CREATE COMMERCIAL DESIGN
STANDARDS IN COMMERCIAL DISTRICTS
WITHIN THE CITY AND FOR OTHER PURPOSES**

WHEREAS, the City of Goshen has minimal regulations related to commercial design standards within its Zoning Regulations;

WHEREAS, the anticipated growth of the City warrants that a comprehensive set of design standards be implemented at this time; and

WHEREAS, the City Council of the City of Goshen deems it advisable to establish more extensive regulations regarding design standards within the City of Goshen.

NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF GOSHEN:

SECTION 1. INTRODUCTION. It is the intent of these standards to foster the use and development of commercial property in an orderly manner for both public and private interests of Goshen. The appearance of property has a direct bearing on its economic value and the value of surrounding properties. The cumulative effect of haphazard growth can diminish the aesthetics and property values of the entire City. These standards are a set of principles that, taken collectively, provide guidelines to evaluate new development. They are a planning guide to follow so that Goshen will still be a beautiful place to live or visit in five, ten or twenty years from now.

The Goshen landscape is dotted with rivers, hay fields, cattle and horse farms that give our community a small-town charm with an eclectic mix of rural and residential. We have a great opportunity to maintain this most valuable quality even with the expected rapid expansion that is coming our way. These standards are meant to help preserve and enhance our traditional Ozark character and our beautiful setting in the White River Valley. They provide a procedure by which commercial development may be planned to promote the aesthetic beauty of our community and consequently the economic value our community.

They also encourage growth by promoting an attractive blend of high quality buildings and landscapes in the center of town. These standards are intended to influence the architectural and site design of buildings to create an appealing and enduring character that gets better with each new development.

The traditional farm and ranch buildings and landscapes of our region are the frame of reference for new development. To the extent that new buildings blend with those that are already here, the City will be continually woven together over time. Conversely, disregarding

traditional forms and landscapes will result in chaotic, undesirable conditions that will get worse as the City expands.

The following guidelines are known as "form-based" design standards that are used by many towns and cities that wish to enhance property values with planned growth. They present descriptions and a variety of examples that show the nature and form of the types of designs that are desired. The designs can be any style (modern, traditional, etc.) but they should also reflect some characteristics of rural Ozark vernacular architecture. Taken collectively, these Standards provide a framework by which new developments may be evaluated.

SECTION 2. GUIDELINES AND REGULATIONS. Upon application for consideration of a development within a commercial zone, the Planning Commission will determine if the project meets the design standards for structure, site and use and the harmony of the development to its surroundings.

Upon application for consideration of a development, the Planning Commission will determine if the project substantially meets the design standards for structure, site and use.

Existing homes or other buildings that are converted into businesses within the commercial districts shall be considered on a case by case basis for possible exceptions to the Design Standards. (See attached Appendix A for examples).

A. General Design Guidelines

1. The site is capable of accommodating the proposed development.
2. The overall design coordinates the building, parking, landscaping and site amenities, thereby enhancing the value of surrounding properties.
3. Landscaping is treated as a major element of the project to promote a natural, park-like atmosphere. Generous plant and tree design and a continuous green buffer are as important as the architecture to help make Goshen an especially attractive and desirable place to live and visit.

Landscaping provides transition zones between various land uses, breaks up areas of impermeable surfaces, creates a barrier to and relief from traffic, noise, heat, wind and glare and promotes energy efficiency and conservation. Parking on the side or rear allows the landscape to take center stage. There shall be a minimum sixty feet (60 ft) landscaped buffer zone between the street right-of-way and the edge of building. [See Landscape Ordinance No. 157 and Sign Ordinance No. 156 as well as any amendments thereto.]

4. All developments are encouraged to employ renewable resources to reduce energy loads and promote conservation of fossil fuels and water. They should also employ pervious surfaces, recycled materials as much as possible. Goshen has a great opportunity to be an example of smart growth whereby each new development increases the desirability of the whole community. Goshen is likely to expand rapidly; we would do well to employ sustainable, low-impact design strategies to make for a bright future.

5. Developments should demonstrate fundamentals of good design, including the integration of site, form, scale, detail, materials and colors. This is not to say that

buildings should all look alike, but they should appear to be an integral part of a cohesive, attractive streetscape.

6. Facades shall be architecturally detailed and finished on all sides similar to the front side - no blank walls. Walls should employ vertical and horizontal articulation and material changes to add interest and reduce the apparent scale of the building. The entry facade shall be distinctly detailed and have a minimum of fifty percent (50%) glass to present a welcome face to the street. Wall materials should have subtle earth tone colors that complement the natural landscape - no discordant bright colors, tinted glass or highly reflective materials. Buildings shall be finished with high-quality, traditional and durable materials such as wood, brick or stone.

7. Franchise businesses (chains) should not use their typical corporate design in Goshen, but rather modify their designs to meet these Design Standards. See attached Appendix A for examples of corporate franchises that have adapted their buildings to conform to local design standards in various regions of the USA.

8. ROOF forms shall be gable, hip or shed types with pitches from 4/12 to 8/12. Roof shapes are encouraged to appear as part of an overall unified design. Roof materials shall be metal, wood or architectural-grade asphalt (fiberglass) shingles. See Appendix A for examples of acceptable roof forms. Parapet type roofs are not allowed.

9. Screening of service areas, utilities, mechanical equipment and other unattractive areas from public view or adjacent residential areas is required. Screening can be accomplished in several ways: walls, opaque wood fencing, landscaping or a combination these methods. Screens should be equally effective throughout the year and be coordinated with the design of the development. [See Landscape Ordinance (Ordinance No. 157 as well as any amendments thereto)].

10. Sign regulations are one of the best tools to enhance our village atmosphere and protect property values. Rampant freestanding pole signs, roof signs, flashing signs, etc. that scream for attention can destroy any sense of order or desirability, especially in a rural setting such as ours. [See Sign Ordinance (Ordinance No. 156 as well as any amendments thereto)].

11. Premises identification signs, if needed at all, are encouraged to be low-height, monument type, finished on all sides, with landscaping and clear, simple graphics that coordinate the sign with the character of the building. Likewise, signs on the building should appear to be part of the building design and not an afterthought. All exterior lighting shall conform to Goshen Lighting Ordinance No. 107 as well as any amendments thereto such as Ordinance 158 [also see Landscape Ordinance (Ordinance No. 157 as well as any amendments thereto)].

12. The Planning Commission may apply the above guidelines with some flexibility in their application to specific projects, as not all design criteria may be workable or appropriate for each project. In some circumstances, one guideline may be relaxed to facilitate compliance with another guideline as determined by the Planning Commission to be more critical in that particular case.

B. Prescriptive Design Regulations

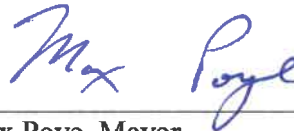
1. Prohibited

- a. Buildings that do not conform to the Design Standards and the Sign, Landscape, Parking and Lighting Ordinances of Goshen
- b. Vinyl or aluminum siding, T-111 plywood
- c. Metal as major facade design element (may be used for trim and detailing)
- d. Front facades with less than 50% of glass area
- e. Reflective surfaces or tinted glass, discordant colors or materials
- f. Unfinished concrete block (textured block is permissible as wainscot but not as major design element)
- g. EIFS - Exterior Insulated Finish System (Dryvit, etc.)
- h. Parapet Roofs or roofs with greater than 8/12 pitch or less than 4/12 pitch
- i. Chain-link fencing with or without privacy slats, mesh fabric, or any plastic fencing or components
- j. Roof signs, billboards, flashing or moving signs

SECTION 3. SEVERABILITY. If any section, subsection, subdivision, paragraph, sentence, clause, or phrase in this chapter or any part thereof is for any reason held to be unconstitutional or invalid or ineffective by any court of competent jurisdiction, such decision shall not affect the validity or effectiveness of the remaining portions of this chapter or any part thereof. The City Council declares that it would have passed each section, subsection, subdivision, paragraph, sentence, clause, or phrase thereof irrespective of the fact that any one or more subsections, subdivision, paragraphs, sentences, clauses, or phrases be declared unconstitutional, invalid, or ineffective.

SECTION 4: REPEALER. All ordinances or parts of ordinances in conflict herewith are hereby repealed to the extent of the conflict. Specifically, those sections of the Zoning Regulations as adopted by Ordinance 34 and all ordinances thereafter adopted and amending the Zoning Regulations, which refer to commercial design standards and regulations thereof, are hereby repealed.

PASSED AND APPROVED this 9th day of October, 2018



Max Poye, Mayor

ATTEST:



Sharon Baggett, City Recorder

APPROVED AS TO FORM:



Charles L. Harwell, City Attorney

ROLL CALL

Names Of Those Voting YEA

- Paula Anderson
- Brian Buell
- Cathy Oliver
- Dick Seddon

Names Of Those Voting NAY

Absent

- Andy Bethell
- Lanny Samuels

APPENDIX A

Examples of regional businesses that reflect the intent of Goshen Design Standards



Examples of local businesses that reflect the intent of Goshen Design Standards



Examples of franchise buildings that reflect the intent of Goshen Design Standards

