

Adopted Date: XXXXXX

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**BRAY**

AT LIBERTY PARK



J. SWAN '19

DESIGN GUIDELINES





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# INTRODUCTION

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IMPORTANCE OF DESIGN

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# 1



The Bray at Liberty Park Design Guidelines is a primary tool for Liberty Park to evaluate proposed new development within The Bray at Liberty Park. The developer's overarching goal of the design guidelines—and the Design Review Program—is to foster design excellence in private development to maintain the beauty and integrity of Liberty Park. Developers interested in a site within The Bray are required to consult these guidelines in the development and review of the project design.

## **IMPORTANCE OF DESIGN**

The mission of this document is to ensure that new buildings and new development fit seamlessly into the built inventory and vision of the site while complementing and elevating the grounds of The Bray at Liberty Park. The ability of a building to stand the test of time by remaining functional and compatible over a period of many years is yet another sign of good design. This is reflected in choices made about materials, building assembly techniques, and ongoing maintenance. Finally, a project's contribution to the public realm, not only in terms of the building itself but also in site development, landscape, and public open space, is a measure of design excellence.

## **PURPOSE OF THE DESIGN GUIDELINES**

The purpose of The Bray at Liberty Park “Design Guidelines” is to define the qualities of architecture, urban design, and public space that make for successful projects and places, and to serve as a tool for guiding individual projects to meet those expectations. The Design Guidelines set the stage for flexibility and dialogue during Liberty Park Architectural Review Committee (“ARC”) project review. Although the guidelines by themselves cannot guarantee good design, their role is to set the parameters for discussions about proposed projects. Specifically, the guidelines:

- provide clarity and focus on what is important to consider in the design of projects;
- present clear performance-based statements about what the ARC values;
- enable the dialogue between applicant and ARC to be as productive and efficient as possible;
- provide a common language with which to discuss the best ways to create development that contributes to an attractive, vibrant place for the future, project by project.

## **READER'S GUIDE**

The Design Guidelines is organized around different types of development: Commercial, Free Standing Commercial, Hotel, Multifamily, Stacked Flats, and Cottage. Each typology includes individual guidelines.

Each typology includes a series of design approaches and strategies to consider on a variety of topics, along with photos and/or diagrams to offer inspiration and guidance. The topics covered under each guideline represent issues specifically relevant to understanding and complying with the broader guideline and usually contain more detailed suggestions to consider. Applicants and reviewers should use their judgment and discretion in determining which approaches and strategies are particularly applicable to a given project.

As markets may change, the design guidelines may change at the sole discretion of the developer.





# THE BRAY AT LIBERTY PARK TYPOLOGY AREAS MAP



1. Typology land uses are subject to change.
2. Masterplan allows for flexibility of typology locations within the Town Center.
3. Town Center Residential Area allows a mix of residential typologies, including but not limited to stacked flats, townhomes, and cottages.
4. Office Development North of Liberty Parkway.



An architectural rendering of a town center commercial building complex, featuring a large, multi-story building with a central courtyard and surrounding greenery. A large, bold, dark gray number '2' is overlaid on the right side of the image.

# TOWN CENTER COMMERCIAL

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SOUTHERN MERCANTILE

BLOCK LAYOUT GUIDE

TRANSPARENCY & ENTRANCES

SYMMETRY

PROPORTION

ROOF MASSING

ROOFTOP AMENITIES

BAY RHYTHMS

FACADE MATERIALS

AWNINGS

SIGNAGE

LIGHTING

PARKING

2



The pedestrian scale and unique character of the town center commercial area is key to its continued viability. The Town Center Commercial Building Typology known as Southern Mercantile provided in this section has been developed to maintain this pedestrian scale and unique architecture while allowing for a vibrant and exciting shopping experience unique to the area. The Town Center Commercial Building Typology for The Bray is based upon the Commercial Building Type established by The Bray at Liberty Park Typology Areas Map (Pg. 3).

The Town Center Commercial Building Typology is low-scale (1 to 2 story) with engaging street-level storefronts. The massing, materials, and overall design of a commercial building is especially important on the front facade where a high level of pedestrian activity will take place.

Town center commercial buildings shall address all the practical needs for the building occupants and its visitors. In a general view, the commercial building appearance is horizontal. It is a smaller scale 1 to 2 story building which can be expanded horizontally to accommodate more utilitarian building types such as restaurants, where large openings engage customers or for al fresco dining. Upon this practical need for visibility, the wonderful creativity of brickwork and wood trim satisfies the more ephemeral need for visual interest, distinction, and beauty.

The following pages detail height, massing and orientation standards that govern the Town Center Commercial Buildings Typology and to ensure quality and character.

**SOUTHERN MERCANTILE FEATURES**

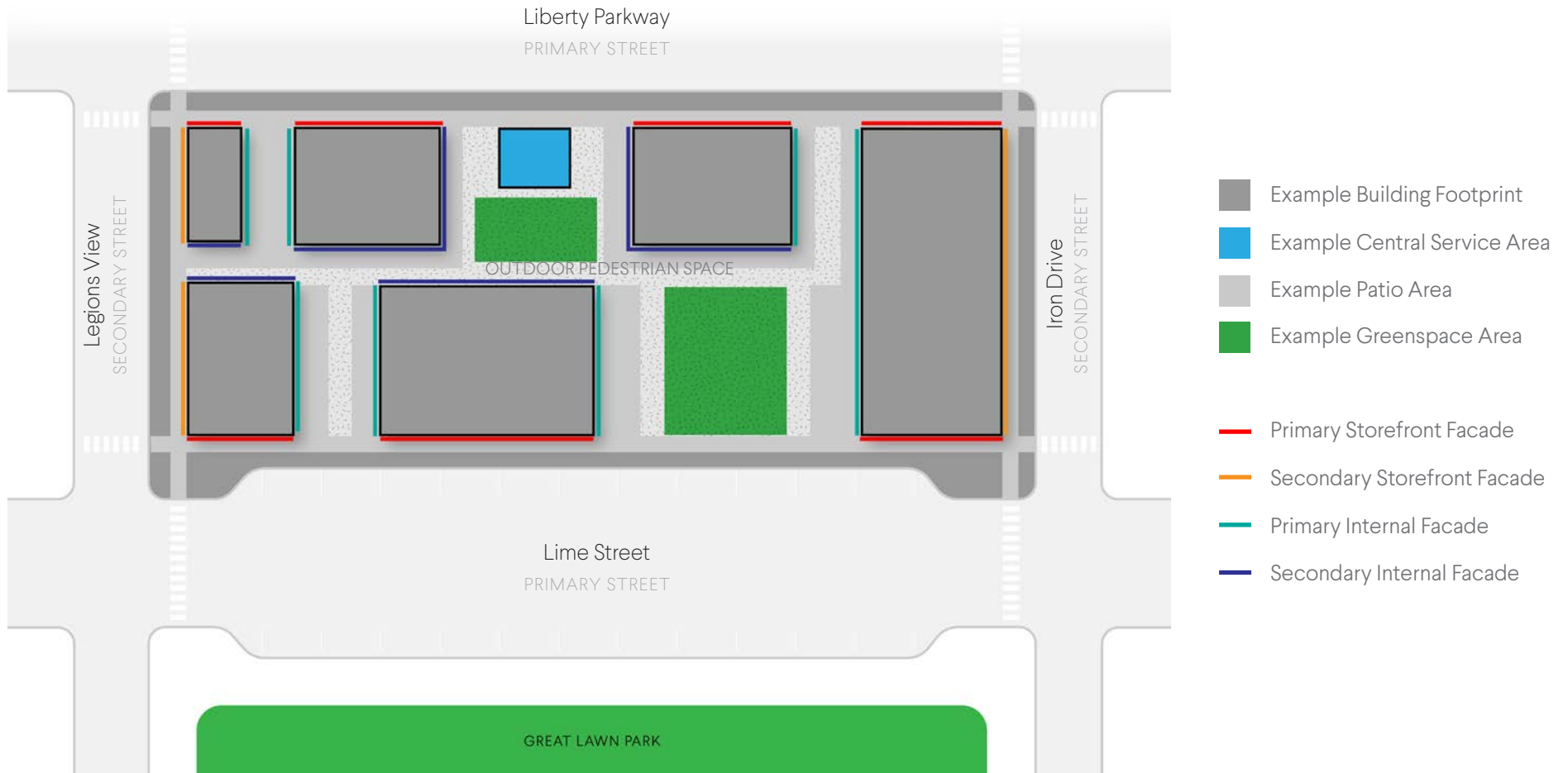
1. Masonry wall construction
2. Flat roof with ornamented parapet and pitched roofs
3. Brick and masonry detailing (i.e. corbeling, banding, arches, or decorative motifs)
4. Horizontal and vertical banding suggestive of post and lintel structure
5. Large glazed storefront on the street

\*Design should incorporate 4-sided architecture.





## BLOCK LAYOUT GUIDE



### BLOCK LAYOUT

- The town center commercial block must be developed to maximize freestanding buildings and functional pedestrian outdoor space.
- Buildings must be positioned to engage each corner of the block.
- Pedestrian thoroughfare must be maintained throughout the outdoor pedestrian space, while commercial outdoor activation is encouraged.

**Primary Storefront:** building facade that directly addresses a primary street.

**Secondary Storefront:** building facade that directly addresses a secondary street.

**Primary Internal:** building facade that doesn't directly face a street but can be seen from public right of way.

**Secondary Internal:** building facade that faces the interior of the block and are not reasonably visible from the public street.

*\*refer to map above*



## TRANSPARENCY & ENTRANCES

- Primary storefront facades shall include traditional facade elements including display windows and the building or stores primary entrance.
- Primary storefront facades facing the park shall have a transparency of 40% to 80% of the facade.
- Primary storefront facades facing Liberty Parkway shall have a transparency of 30% to 80% of the facade.
- Secondary storefront facades shall have a minimum transparency of 20%.
- Primary internal facades shall have a minimum transparency of 50%.
- Functional windows and openings such as transparent “garage doors” are encouraged for pedestrians on primary internal facades to provide a high level of interior and exterior interaction.
- Secondary internal facades shall have no minimum transparency requirement but are encouraged to incorporate faux openings with opaque glazing.
- Service entrances are encouraged on secondary internal facades with opaque glazing on doors or specialty design doors.
- All storefront glazing surfaces should have black metal trim and be divided with mullions between a range of 12” x 18” to 18” x 24” in size.







### **SYMMETRY**

A town center commercial building shall have a structural order guided by the width of the overall building and its division into smaller bays. There is a freedom in the choice and the number of bays which are only limited by the practical requirements of the structure and the overall length of the property. Common bay numbers are 1, 2, 3, 4, & 5.

### **PROPORTION**

A town center commercial building proportions are based upon and generated from very simple formulas and are very responsive to utilitarian necessities (structural spans, column heights, etc). Wall opening dimensions need to honor standard masonry unit sizes, minimizing awkward material cuts and misaligned openings. Building corners should maintain a 24" solid surface before the introduction of any glazing to better 'carry' the building. The overall goal of the style should be an appearance of solid simplicity.

### **FLAT ROOF MASSING**

Building shall be 1 to 2 stories (Maximum height of 19' for single story)

Parapets must extend a minimum of 5' above the top of the roof structure to ensure that all rooftop equipment is hidden from public view.

Parapets must occur within the maximum building height.

Buildings are not required to have a cornice/eaves line distinct from the top of the parapet.

All rooftop equipment shall fall within the permissible roof heights, be located away from the building edge or areas exposed to the public street, and otherwise be screened from view from adjacent public streets or be incorporated into the skin of the building or internal to the block.

Access to rooftop equipment shall be internal to the building.

Conduits and other external service equipment shall be painted to match the color of the building.



### **PITCHED ROOF MASSING**

One story buildings with a pitched roof shall have a maximum cornice/eaves height of 16’.

Two story buildings with a pitched roof shall have a maximum cornice/eaves height of 28’.

Buildings shall not exceed 44’ in height.

Pitched roof structures may contain additional floor area which may be occupied without counting towards the story maximum, provided any additional floor area is associated with and accessory to the floor area of the interior story. In this condition, the maximum cornice height may be exceeded by 3’, provided that a transparency of 15% to 45% is provided for the half-story through the use of dormers.

### **ROOFTOP AMENITIES**

Rooftop amenities are encouraged in the commercial area.

Railings and or parapets shall enclose rooftop amenities.

Railings visible from the street shall be of a transparent or majority-open design such as glass, cabling, picket, or other similar types of railings.

Rooftop amenities shall be architecturally integrated to the building, and its materials and colors shall be compatible with the building design.

The height of the rooftop amenity shall not exceed 15’ or the height of the story immediately below the rooftop.



## BAY RHYTHMS

Differentiated bays should be expressed on each facade of a building or store space directly fronting a public space or street.

Bays shall be a minimum of 20' and a maximum of 30' wide on primary storefront facades.

## FACADE MATERIALS

Wall materials: brick (including washed and painted), stone, stucco

Trim/accent materials: brick, cast stone, wood

Wall material percentages for overall building:

Brick: 80-100%

Stone: up to 20%

Stucco: up to 20%



## **AWNINGS**

Awnings can range from flat metal planes held out from the wall surface by links or chains to soft, striped, curved canopies that move in the breeze. There are no hard and fast typical rules for such a variety of design possibilities, hard or soft, shallow or deep, low or high pitch, sign or no sign, but the awning should relate to and enhance to overall building composition.

## **SIGNAGE**

Primary storefront facades shall be limited to a total of three signs: one primary sign (a flush-mounted sign, an awning sign, or a painted sign) and two secondary signs not to exceed one blade sign and one window sign.

Secondary storefront facades that do not occupy a business's primary entrance shall be limited to two signs.

Flush-mounted signs on a secondary business that do not occupy a business's primary entrance are prohibited on secondary facades.

Painted signage on secondary storefront facades is encouraged.

Pedestrian signs should be a primary form of signage. Window signage and blade signage are considered pedestrian signs.

Window signage shall cover no more than 60% of a storefront window.

Blade signs shall not exceed 3'x3' and the lowest portion of the sign must be located a minimum of 8' above the finished grade immediately below it.

Signage size maximums for flush-mounted and awning signage are 8' x 2'.

Signage size maximums for painted signs are 10' x 4'.

Painted signage and/or bold lettering mounted (or stenciled) onto friezes and/or head casing of storefronts, as well as painted lettering on awnings over entrances and storefront glass, should be the most common types of primary storefront facade signage.

Pole or landmark signage is not permitted.

No signs shall have backlighting or contain internal illumination, but instead should be down or up lit, or contain backlit lettering (halo).

Modest door signage does not count as a business' window signage.

Signage shall be constructed only using material that complements the building and the district. Materials should consist of one or more of the following: wood, steel, aluminum, wrought iron, and/or metal grill work.

Prohibited signs and signage elements include, poll, billboard, digital, banner, roof mounted, changeable type, vinyl, and backlit signage.

All exterior temporary signage must be approved by the Liberty Park Architectural Review Committee (see Appendix).



## LIGHTING

Lighting fixtures shall be on primary facades throughout The Bray.

Lighting fixtures' appearance shall be relative to the merchantile style lighting types/appearance.

The light fixtures shall be thoughtfully placed so as not to detract from the architecture but enhance the massing and details of the varied facade elements.

Freestanding lighting shall have a coordinated design, and all shall be treated as a coordinated system.

When fixtures are replaced or updated, they shall continue to complement the collective lighting design.

With the exception of lights used to highlight architecture or other subjects, light should not be directed above head height.

Flashing, neon, moving, high-intensity or exposed light source type luminaries are not permitted.

All outdoor string lights shall be Edison-style. String lighting should be thoughtfully fixed to vertical structures in a way that complements architectural features. String lighting should be included in site and architectural plans for design review.

## PARKING

On street and shared parking to be determined by the final design of the district



# FREESTANDING COMMERCIAL

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SITE ELEMENTS

ARCHITECTURE

ROOFTOP AMENITIES

FACADE MATERIALS

PARKING AND CIRCULATION

LIGHTING

SERVICE AREAS

VEHICULAR ACCESS

SIGNAGE

# 3





The pedestrian scale and unique character of the commercial area is key to its continued viability. The freestanding commercial building typology provided in this section has been developed to maintain this pedestrian scale and unique architecture while allowing for detached commercial buildings. This building typology's scale is one to four stories with engaging street-level storefronts. The freestanding commercial typology is intended to support the adjacent commercial typology. Freestanding commercial typology buildings shall be oriented to on-street parking and can utilize on-site parking where lots permit.

The freestanding commercial typology is intended to be a simple expressive architectural form balanced with sometimes intricate and always interesting textural detail, while evoking a multitude of various styles with common elements that create the framework to graft and adapt to individual tastes, needs, and uses. The following pages detail height, massing and orientation standards that govern freestanding commercial buildings to ensure quality and character.

### **IDENTIFYING FEATURES**

1. Masonry wall construction
2. Flat roof with ornamented parapet and pitched roofs
3. Brick and masonry detailing (e.g. corbeling, banding, arches, or decorative motifs)
4. Horizontal and vertical banding suggestive of post and lintel structure
5. Large glazed storefront on the street



## SITE ELEMENTS

Buildings shall be oriented to the site's primary street-facing lot line.

Plazas, patios, and pedestrian walkways shall be included to connect to adjacent developments and amenities.

The front edge of the parking lot shall not be between the facade of the building and the right of way.

Mature trees and tree groupings shall be preserved and incorporated into site designs.

Emphasis shall be placed on a well-designed street facing the main building entrance.

On-site parking shall occupy no more than 30% of the parcel frontage.

Site elements such as buildings, parking, driveways, and outdoor activities shall be arranged to emphasize the more aesthetically pleasing components of the site (e.g., landscaping and superior architectural features) and screen less attractive elements (e.g., service facilities, outside storage, equipment areas, and refuse enclosures) through proper placement and design of buildings, screen walls, and landscaping.

Freestanding office development north of Liberty Parkway shall honor the natural features of the undeveloped site.







## **ARCHITECTURE**

The architectural design of the freestanding commercial typology must consider many variables, from the functional use of the building to its aesthetic design, to its “fit” within the context of existing development. The following guidelines help buildings achieve the appropriate level of design detail on all facades and avoid blank/uninteresting facades.

The facade fronting the primary street, hereafter called the “Primary Facade”, shall have a minimum transparency of 50-80%.

Side facades facing a right of way shall have a minimum transparency of 20%, and a minimum of 30% for upper floors.

A pedestrian entrance is required on the primary facade.

Variety in building forms shall be employed to create visual character and interest.

Exterior character of all buildings shall enhance pedestrian activity in their immediate vicinities.

The building shall be no more than 4 stories in height.

Parapets must extend a minimum of 5' above the top of the roof structure. This minimum height is intended to ensure that all rooftop equipment is hidden from public view. Roof access should be internal.

All external conduits, meters, or other required service equipment should be painted to match building material.

## **ROOFTOP AMENITIES**

Rooftop amenities are encouraged in the freestanding commercial area.

Railings and or parapets shall enclose rooftop amenities.

Railings visible from the street shall be of a transparent or majority-open design such as glass, cabling, picket, or other similar types of railings.

Rooftop amenities shall be architecturally integrated with the building, and its materials and colors shall be compatible with the building's design.

The height of rooftop amenities shall not exceed 15' or the height of the story immediately below the rooftop.

## **FACADE MATERIALS**

Wall materials: brick (including washed and painted), stone, stucco

Trim/accent materials: brick, cast stone, wood

Wall material percentages for overall building:

Brick: 80-100%

Stone: up to 20%

Stucco: up to 20%

Freestanding office development north of Liberty Parkway facade materials shall honor the natural features of the undeveloped site.

## **PARKING AND CIRCULATION**

Locate pedestrian and vehicular site entries to minimize conflicts. The design of these entries shall include enhanced paving and other design techniques to differentiate the two.

Sidewalks shall exist on all site edges, a vehicular access driveway shall not impede the sidewalks.

Pedestrian circulation shall be clearly delineated and separated from vehicular circulation. Pedestrian walkways shall provide safe, convenient, and well-defined access between parking areas and the public sidewalk and the main public access to the building.

Large parking lots shall be internalized behind buildings and oriented away from street frontages (where possible) so that they are not the dominant visual element at the front of the site.

Large expansive paved areas are to be avoided in favor of smaller multiple lots separated by landscaping and buildings.

Adjacent developments shall share driveways when possible.





## **LIGHTING**

Lighting fixtures shall be on primary facades throughout The Bray.

Lighting fixtures' appearance shall be relative to the merchantile style lighting types/appearance.

The light fixtures shall be thoughtfully placed so as not to detract from the architecture but enhance the massing and details of the varied facade elements.

Freestanding lighting shall have a coordinated design, and all shall be treated as a coordinated system.

When fixtures are replaced or updated, they shall continue to complement the collective lighting design.

With the exception of lights used to feature architecture or other subjects, light should not be directed above head height.

Flashing, neon, moving, high-intensity or exposed light source type luminaries are not permitted.

All outdoor string lights shall be Edison-style. String lighting should be thoughtfully fixed to vertical structures in a way that complements architectural features. String lighting should be included in site and architectural plans for design review.

## **SERVICE AREAS**

Refuse storage and pick-up areas shall be combined with other service and loading areas where practicable and located away from public view.

Trash enclosures shall be located away from adjacent parcels to minimize noise and odor impacts typically associated with garbage collection and storage.

All refuse containers shall be screened with 6' (minimum) enclosure of solid masonry or concrete tilt-up with an exterior finish compatible with the main structure.

Gates shall be solid, heavy-gauge metal or of a heavy-gauge metal frame with a covering of wood or other suitable, opaque material.

The perimeter of the recycling and trash enclosure shall be planted where practical with drought-resistant landscaping, including a combination of shrubs and/or climbing evergreen vines.

Refuse storage and pick-up areas shall be combined with other service and loading areas where practical.

## **VEHICULAR ACCESS**

Each parcel shall have 1 curb cut for vehicular access.

Vehicular access driveways shall not exceed 24' unless a landscape median is included.

If a sidewalk exists in the front of the site, a vehicular access driveway shall not impede the sidewalk, and the sidewalk pattern shall carry across the driveway.

Adjacent developments shall share driveways when possible.

## **SIGNAGE**

All free-standing signs shall be landmark signs no higher than 5' in total.

The base of the landmark signage shall be planted with ground cover.

Signage size maximums for flush-mounted and awning signage is 12' x 3'.

There shall be no more than 2 flush-mounted signs.

No signs shall have backlighting or contain internal illumination, but instead should be down or up lit, or contain backlit lettering (halo).

Non-landmark signage shall be constructed only using material that complements the building and the district. Materials should consist of one or more of the following: wood, steel, aluminum, wrought iron, and/or metal grill work.

Prohibited signs and signage elements include; pole, billboard, digital, banner, roof mounted, changeable type, vinyl, and backlit signage.

All exterior temporary signage must be approved by the Liberty Park Architectural Review Committee (see Appendix).



# HOTEL

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SITE ELEMENTS  
ARCHITECTURE  
ROOFTOP AMENITIES  
PARKING  
LIGHTING  
SERVICE AREAS  
SIGNAGE

# 4

The hotel typology for The Bray at Liberty Park allows for the quality design of a unique hotel development that accentuates the adjacent commercial district.

## **SITE ELEMENTS**

Emphasis shall be placed on a well-designed main building entrance.

On-site parking shall occupy no more than 50% of the parcel frontage.

Site elements such as buildings, parking, driveways, and outdoor activities shall be arranged to emphasize the more aesthetically pleasing components of the site (e.g., landscaping and superior architectural features) and screen less attractive elements (e.g., service facilities, outside storage, equipment areas, and refuse enclosures) through proper placement and design of buildings, screen walls, and landscaping.

## **ARCHITECTURE**

The architectural design of a hotel structure must consider many variables, from the functional use of the building to its aesthetic design, to its “fit” within the context of the adjacent developments. The following guidelines help buildings achieve the appropriate level of design detail on all facades and avoid blank/uninteresting facades.

Variety in building forms shall be employed to create visual character and interest.

Breaks in building mass and roofline should be used to provide visual relief. Wall and roof planes should not run in one continuous direction for more than 75’ without an offset. Substantial variations at massing breaks shall include changes in height and the horizontal plane. Changes in materials, textures, and the utilization of other architectural enhancements at wall massing breaks are also required.

Long unbroken building facades should be broken up with architectural details. Facades with varied front setbacks are encouraged to provide visual interest. Rear and side wall elevations should provide building offsets and architectural details similar to the front facade.

The use of compatible colors in a single facade or composition is required. Compatible colors add interest and variety while reducing building scale and breaking up plain walls.

Brightly colored and highly reflective roof surfaces, including unpainted galvanized metal roofing and illuminated roofing, are prohibited.

Windows and doors are key elements of any structure’s form and should relate to the scale of the elevation on which they appear. Windows and doors can establish character by their rhythm and variety. Recessed window and door openings are encouraged.

Required facade materials include: brick, painted brick, stucco, stone.

Buildings shall not exceed 4 stories in primary facade height, plus rooftop amenity if provided. The facade of any enclosed rooftop amenity should be set back from the building exterior a minimum of 8’ and/or equal no more than 20% of the building perimeter.

Entrances to the building should be readily identifiable to visitors through the use of recesses or pop-outs, roof elements, columns, or other architectural elements. Rooftops should be considered as design elements from various viewpoints; at ground level, from other buildings, and from adjacent perimeter roadways. Mixing roof forms on buildings creates variety in the “roofscape.” Roofs should also be interesting when seen from above in higher buildings.

Exterior character of all buildings shall enhance pedestrian activity in their immediate vicinity.



## ROOFTOP AMENITIES

Rooftop amenities are encouraged in the hotel area.

Railings and or parapets shall enclose rooftop amenities.

Railings visible from the street shall be of a transparent or majority-open design such as glass, cabling, picket, or other similar types of railings.

Rooftop amenities shall be architecturally integrated with the building, and its materials and colors shall be compatible with the building design.

The height of the rooftop amenity shall not exceed 15' or the height of the story immediately below the rooftop.



## **PARKING**

Locate pedestrian and vehicular site entries to minimize conflicts. The design of these entries shall include enhanced paving and other design techniques to differentiate the two.

Sidewalks shall exist along all edges of the parcel, and vehicular access driveways shall not impede the sidewalk, and the sidewalk pattern shall carry across the driveway.

Pedestrian circulation shall be clearly delineated and separated from vehicular circulation. Pedestrian walkways shall provide safe, convenient, and well-defined access between parking areas and the public sidewalk and the main public access to the building.

Employee parking and service areas shall be located at the sides and/or rear of buildings. Short-term visitor parking may be located at the front of the building.

Large parking lots shall be internalized behind buildings and oriented away from street frontages so that they are not the dominant visual element at the front of the site. Large expansive paved areas are to be avoided in favor of smaller multiple lots separated by landscaping and buildings.

If parking lots are visible from the public street, they shall be adequately screened from view through the use of screen walls, changes in elevation, a landscape buffer, or combinations thereof whenever possible.

## **LIGHTING**

Lighting fixtures shall be on primary facades throughout The Bray.

Lighting fixtures' appearance shall be relative to their surroundings.

The light fixtures shall be thoughtfully placed so as not to detract from the architecture but enhance the massing and details of the varied facade elements

Freestanding lighting shall have a coordinated design, and all shall be treated as a coordinated system.

When fixtures are replaced or updated, they shall continue to complement the collective lighting design.

With the exception of lights used to feature architecture or other subjects, light should not be directed above head height.

Flashing, neon, moving, high-intensity or exposed light source type luminaries are not permitted.





## **SERVICE AREAS**

Refuse storage and pick-up areas shall be combined with other service and loading areas where practical and located away from public view.

Trash enclosures shall be located away from adjacent parcels to minimize noise and odor impacts typically associated with garbage collection and storage.

All refuse containers shall be screened with a 6' (minimum) enclosure of solid masonry or concrete tilt-up with an exterior finish compatible with the main structure.

Gates shall be solid, heavy-gauge metal or of a heavy-gauge metal frame with a covering of wood or other suitable, opaque material.

The perimeter of the recycling and trash enclosure shall be planted where practical with drought-resistant landscaping, including a combination of shrubs and/or climbing evergreen vines.

Refuse storage and pick-up areas shall be combined with other service and loading areas where practical.

## **SIGNAGE**

All free-standing signs shall be landmark signs no higher than 5' in total.

The base of the landmark signage shall be planted with ornamental grasses.

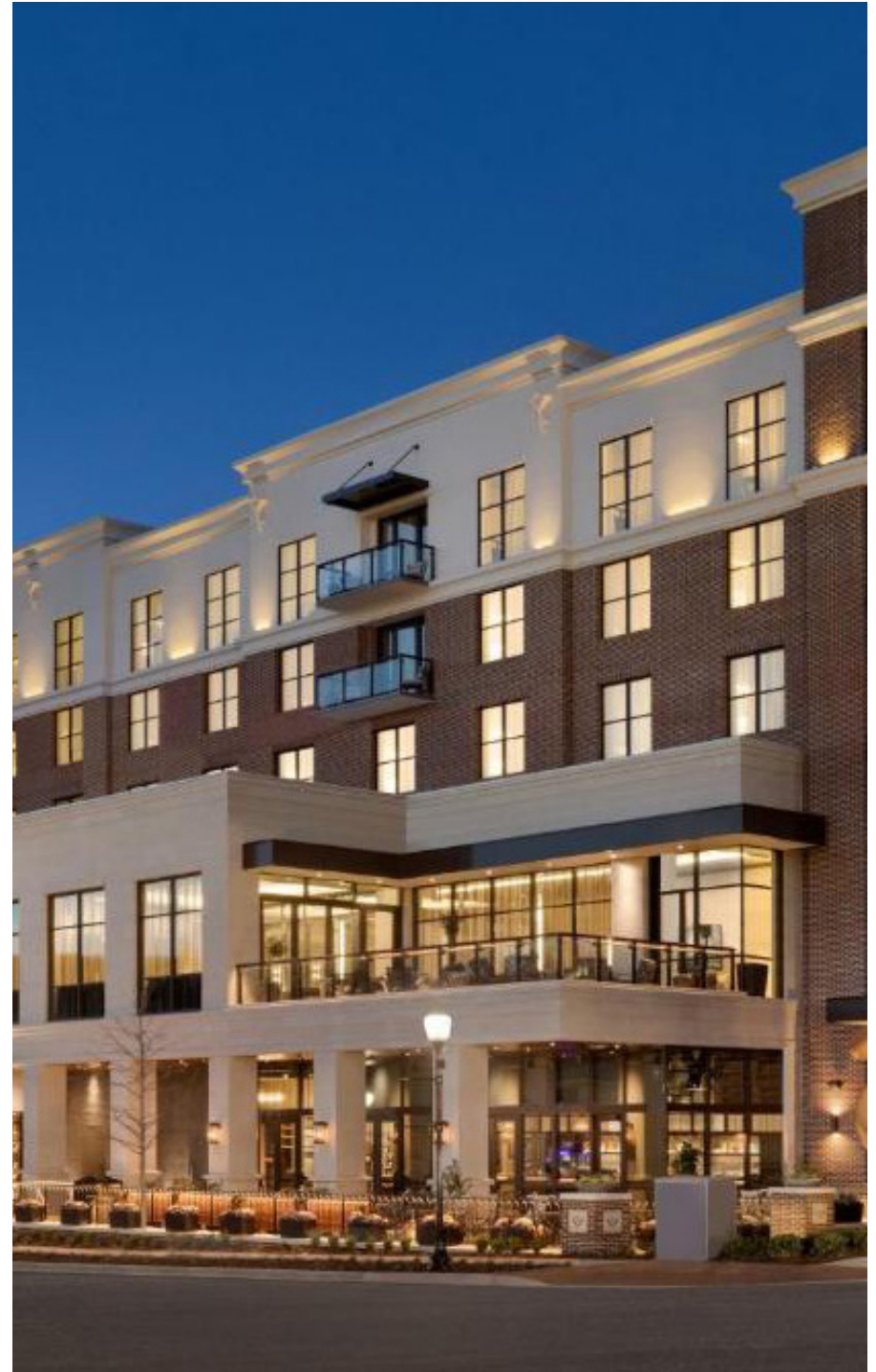
Maximum size for flush mounted and awning signage is 12' x 3'.

No signs shall have backlighting or contain internal illumination, but instead should be down or up lit, or contain backlit lettering (halo).

Signage shall be constructed only using materiality that complements the building and the district. Materials should consist of materials such as, wood, steel, aluminum, wrought iron, and metal grill work.

Prohibited signs and signage elements include: pole, billboard, digital, banner, roof mounted, changeable type, vinyl, and backlit signage.

All exterior temporary signage must be approved by the Liberty Park Architectural Review Committee (see Appendix).





# MULTIFAMILY

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SITE ELEMENTS

ARCHITECTURE

ROOFTOP AMENITIES

PARKING

LIGHTING

SERVICE AREAS

SIGNAGE

# 5



The purpose of the multifamily typology is to ensure that multifamily developments in The Bray at Liberty Park support the commercial district and exemplify high quality architecture, appropriately connects to their surroundings, meet the demands of future generations for design variety and interest, include well-designed amenities and open spaces which orient outward to the community, promote sustainability, and contribute to walkable and safe environments.

#### **SITE ELEMENTS**

Orient primary building facades and entrances toward pedestrian-oriented streets. Corner buildings should be situated to serve as a gateway or focal point. Corners that face street intersections should be rounded, squared, or otherwise designed to soften the edges for visual interest and an overall pleasant pedestrian experience. Use building massing, landscape, and architectural features to define intersections and public spaces along the block.

Maximize pedestrian connectivity by providing pedestrian easements along building frontages where appropriate to provide a walkable network between building entries, public spaces, and adjacent buildings or developments.

Buildings shall be defined by street frontage and greenspace to create a complete pedestrian flow.

Specific setback distances are not prescribed. A variation in setbacks is preferable. However, it is the intent to have buildings placed close to the pedestrian-oriented street to help define the space and connection on the pedestrian level.

All parking lots and structures shall be positioned on-site to minimize their view from public streets.



## **ARCHITECTURE**

The intent is to add interest, create shadow and excitement, and provide articulation. Buildings shall include the following architectural characteristics:

Changes in color, pattern, texture and/or material for at least 20% of the length

Projections, recesses or reveals with a minimum of 1 plane change

Unit doors are encouraged on the first floor of primary facades to address the sidewalk.

Protruding balconies are not allowed on primary and secondary facades but recessed, and juliet balconies are permitted on primary and secondary facades.

Protruding, recessed, and juliet balconies are permitted on interior facades.

Blank walls may not be the primary facade on a building.

Buildings shall not exceed four stories in primary façade height.

Care shall be taken to avoid upper stories that are flat and/ or minimally detailed. While not needing to be as detailed as the ground plane or base of the building, the upper stories should add interest to the street. This may be achieved in many ways, including recessed windows, detailed window surrounds, canopies and awnings, changes in plane, varied use of materials and colors, or the introduction of decks at residences.

As previously stated, blank walls are not desired, therefore all sides of a building are encouraged to incorporate some architectural features complimentary to the overall building design and primary building facade. Buildings may have primary, secondary, and interior facades that are treated differently with similar complimentary materials and colors. Primary facades will be held to a higher standard.

Building design should consider the scale, texture, and patterns of the building materials by utilizing them in common recognizable applications.

Required facade materials include: brick, painted brick, stucco, wood and cementitious siding.

Brick shall be the majority facade materiality used on the first one and a half stories of all primary and secondary facades.

Buildings shall be designed for visual interest at the pedestrian level to an appropriate human scale. Well-designed facade elements help establish a sense of scale for pedestrians and can help define public spaces as well. Buildings should be designed to frame adjacent streets and open spaces and provide a high level of transparency.

### *\*Facade Definitions*

*Primary facades are defined in this section as building facades that directly address the street.*

*Secondary facades are defined in this section as building facades that don't directly face a street but can be seen from a public right of way.*

*Interior facades are defined in this section as building facades that face the interior of the block and are not reasonably visible from a public street.*



## **ROOFTOP AMENITIES**

Rooftop amenities are encouraged in the multifamily area.

Railings and or parapets shall enclose rooftop amenities.

Railings visible from the street shall be of a transparent or majority-open design such as glass, cabling, picket, or other similar types of railings.

Rooftop amenities shall be architecturally integrated with the building, and its materials and colors shall be compatible with the building design.

The height of the rooftop amenity shall not exceed 15' or the height of the story immediately below the rooftop.

## **PARKING**

Off-street parking shall be provided on-site for all building tenants, guests, and employees.

Buildings shall hide parking from street.

Break up off-street surface parking to reduce negative visual impacts of automobiles and expansive paved areas by dividing large parking areas into smaller connected lots.

Integrate Low Impact Development (LID) features for stormwater management. The term LID refers to systems and practices that use or mimic natural processes that result in the treatment, infiltration, or use of stormwater to protect water quality.

All parking areas shall include bioretention areas or vegetated swales to encourage on site percolation and treat storm water before entering the storm water system.



## LIGHTING

Lighting fixtures shall be on primary facades throughout The Bray.

Lighting fixtures' appearance shall be relative to their surroundings.

The light fixtures shall be thoughtfully placed so as not to detract from the architecture but enhance the massing and details of the varied facade elements.

Freestanding lighting shall have a coordinated design, and all shall be treated as a coordinated system.

When fixtures are replaced or updated, they shall continue to complement the collective lighting design.

With the exception of lights used to feature architecture or other subjects, light should not be directed above head height.

Flashing, neon, moving, high-intensity or exposed light source type luminaries are not permitted.

## SERVICE AREAS

Refuse storage and pick-up areas shall be combined with other service and loading areas where practical and located away from public view.

Trash enclosures shall be located away from adjacent parcels to minimize noise and odor impacts typically associated with garbage collection and storage.

All refuse containers shall be screened with a 6' (minimum) enclosure of solid masonry or concrete tilt-up with an exterior finish compatible with the main structure.

Gates shall be solid, heavy-gauge metal or of a heavy-gauge metal frame with a covering of wood or other suitable, opaque material.

The perimeter of the recycling and trash enclosure shall be planted where practical with drought-resistant landscaping, including a combination of shrubs and/or climbing evergreen vines.

Refuse storage and pick-up areas shall be combined with other service and loading areas where practical.





## **SIGNAGE**

All free-standing signs shall be landmark signs no higher than 5' in total.

The base of the landmark signage shall be planted with ornamental grasses.

Maximum size for flush mounted and awning signage is 12' x 3'.

No signs shall have backlighting or contain internal illumination, but instead should be down or up lit, or contain backlit lettering (halo).

Signage shall be constructed only using materials that complements the building and the district. Materials should consist of one or more of the following materials: wood, steel, aluminum, wrought iron, and/or metal grill work.

Prohibited signs and signage elements include: pole, billboard, digital, banner, roof mounted, changeable type, vinyl, and backlit signage.

All exterior temporary signage must be approved by the Liberty Park Architectural Review Committee (see Appendix).





# STACKED FLATS / TOWNHOMES

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- SITE ELEMENTS
- ARCHITECTURE
- ROOFTOP AMENITIES
- PARKING

# 6



The purpose of Stacked Flats and Townhomes is to provide single unit or multi unit configurations per floor in The Bray at Liberty Park that support the commercial district and exemplify high quality architecture, appropriately connects to their surroundings, meet the demands of future generations for design variety and interest, include well-designed amenities and open spaces which orient outward to the community, promote sustainability, and contribute to walkable and safe environments.

## SITE ELEMENTS

Minimum floor area/ Unit	1,000 Square ' (SF)
Maximum height for Unit	50 FT
Building Setback	No Setback Requirement
On site Parking Setback	Rear of Building
Minimum parking spaces / Unit	2 spaces (enclosed)



## **ARCHITECTURE**

Approved building wall finish materials include: brick, vertical board on board siding, cementitious shingle and siding, with a texture to simulate natural wood grain, board and batton, and stucco.

Entry portals and enclosures are to exhibit a high level of artistry in the detailing of structural connections, doors, windows and trim. Generally, the main entry is to include the largest door on the house.

Door massing and sizes are to be appropriately scaled to the size and materials of the wall in which they are placed.

Exterior doors are to be either wood or wood clad in maintenance-free metals such as copper, powder-coated aluminum, and acid-washed galvanized steel. Copper cladding may be left to patina naturally, provided it loses its reflective properties within 1 year of completed construction.

Doors constructed of solid wood may be built of panels, planks or timbers, and hand-hewn, distressed, or similarly finished. Custom designs using a craftsman influenced style are strongly encouraged.

Storm shutters, if proposed, are to be operable and designed as traditional finished shutters.

Approved window types include: fixed, double-hung, awning, casement.

Jalousie, glass block and similar window types are not allowed. Pivoting and/or hopper windows will be considered on a case-by-case basis.

Large areas of glass are to be shaded by projecting roof overhangs, balconies or porches to minimize their visibility and their reflections, as seen from off-site. Multi-pane window designs are to be used. Single-pane windows larger than 30 square ' are to be incorporated into a window composition that uses large scale vertical and horizontal structural members and include multiple smaller sized panes surrounding the larger pane. Single-pane windows are not to exceed 50 square '.

Window proportions are to be based on a vertical or square unit, whether set into a wall or grouped together in horizontal openings.

The shapes and details of all openings are to be appropriate to the structural expression of the walls within which they are located. Large windows may be located in frame walls that are recessed and set back under roof overhangs in order to minimize reflection and glare. Larger windows are generally to be located at main living levels, while smaller windows are used on upper floors.

Window designs are to be consistently applied throughout all elevations of a building through the use of consistent proportions, modular elements and/or similar lite designs.

Windows are to be clad in maintenance free metals such as copper, powder-coated aluminum or acid-washed galvanized steel. Copper cladding may be left to patina naturally, provided it loses its reflective properties within one year of construction completion.

Window shutters, if proposed, are to be operable and sized to completely cover windows. Their design and placement are to be consistently applied on all elevations.

Window wells are only permitted on two sides of the building where they are not visible from off-site and may not extend beyond the drip line of the roof edge.



## **ROOFTOP AMENITIES**

Rooftop amenities are encouraged in the stacked flat area.

Railings and or parapets shall enclose rooftop amenities.

Railings visible from the street shall be of a transparent or majority-open design such as glass, cabling, picket, or other similar types of railings.

Rooftop amenities shall be architecturally integrated with the building, and its materials and colors shall be compatible with the building design.

The height of the rooftop amenity shall not exceed 15' or the height of the story immediately below the rooftop.

## **PARKING**

On-site parking limited to rear access off of common residential service access drives is encouraged.

A minimum distance of 50' shall be maintained between all curb cuts.

Townhomes to provide for 2 enclosed parking spaces per unit.

Stacked flats shall provide for 2 on-site parking spaces per unit. Enclosed or covered parking for minimum of 1 space per unit is recommended.



# COTTAGE

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SITE ELEMENTS

DESIGN STANDARDS

ARCHITECTURE

PARKING

# 7





Cottages in The Bray at Liberty Park are detached dwelling units that are clustered and share a common open space.

**SITE ELEMENTS**

Maximum floor area/ cottage	1,200 Square feet (SF)
Maximum floor area/ ground or main floor	800 SF (1,000 for single story cottages)
Minimum private open space	200 SF/ Unit
Maximum height for cottages	25' (all parts of the roof above 18' shall be pitched)
Minimum distance between structures	10'
Minimum parking spaces / cottage	2 spaces (recommended minimum 1 enclosed space)
Density	No Density Requirement





## DESIGN STANDARDS

The Bray at Liberty Park defines the cottage typology as a residential development of detached housing that is located in close proximity to each other, with shared common open space.

The common open space shall abut at least 50% of the cottages in a cottage housing development.

Cottages shall abut on at least 2 sides of the common open space.

Cottages shall be within 60' walking distance of the common open space.

Open space shall include at least one courtyard, plaza, garden, or other central open space, with access to all units. The minimum dimensions of this open space are 15' x 20'.

Required private open space shall be adjacent to each dwelling unit, for the exclusive use of the cottage resident(s). The space shall be usable (not on a steep slope) and oriented toward the common open space as much as possible, with no dimension less than 10'.

Cottage facades facing the common open space or common pathway shall feature a roofed porch at least 80 square ' in size with a minimum dimension of 8' on any side.

Cottages located adjacent to a public street shall provide a covered entry feature (with a minimum dimension of 6' x 6') facing the street.







Cottages within a particular cluster shall be designed within the same “family” of architectural styles. Example elements include:

- Similar building/roof form and pitch
- Similar siding materials
- Similar porch detailing
- Similar window trim
- Similar siding color(s)

A variety of cottages within the same “family” of architectural styles shall be provided in each cottage cluster. Diversity of cottages can be achieved within a “family” of styles by:

- Alternating porch styles (such as roof forms)
- Alternating siding details on facades and/or roof gables

Required facade materials include: brick, painted brick, stucco, wood and/or cementitious siding

## **PARKING**

Each cottage house shall include an attached or detached garage and/or carport.

Parking shall be located on the same property as the cottage development and shall be supported by additional on-street parking when possible.

Parking areas shall be located to the side or rear of cottage clusters and not between the street and cottages. Parking is prohibited in the front and interior setback areas.

Parking and vehicular areas shall be screened from public street and adjacent residential uses by landscaping or architectural screens. For parking lots adjacent to the street, at least 10' of landscaping shall be provided between the sidewalk and the parking area. For parking lots along adjacent residential uses, at least 5' of required landscaping.

Parking shall be located in clusters of not more than 5 adjoining uncovered spaces (except where adjacent to an alley).







# LANDSCAPE & HARDSCAPE

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LANDSCAPE SCREENING

OFF-STREET PARKING

WATER QUALITY FEATURES

SIDEWALKS

STREET TREES

STREETSCAPES

8

## **LANDSCAPE SCREENING**

Landscaping shall be used to define areas by helping to focus on entrances to buildings, defining the edges of various land uses, buffering between land uses, and providing screening for parking lots, outdoor storage, loading, and equipment areas.

Plant materials shall reflect the approved architectural theme of a project while giving careful attention to the “blending” or transitioning of the proposed landscape with the surrounding landscape.

The proposed landscape plantings should include a diverse combination of plant types and plant sizes, including combinations of deciduous and evergreen trees and shrubs, vines, and ground covers. All proposed plantings shall be climactically appropriate for use in this locale. Landscape materials that are considered invasive to the area as determined by the Alabama Invasive Plant Council (<https://www.invasive.org/species/list.cfm?id=71>) are discouraged. Trees should be sourced from nurseries located in the state for better climatization.

Landscaping shall be in scale with adjacent structures and be of appropriate size at maturity to accomplish its intended purpose.

Landscape areas are intended to provide beautification through vegetation within parcel setbacks and on parcel edges. Landscape areas shall be on all parcel lines and consist of trees, shrubs, ground cover, mulch, landscape rock, or similar material shall be maintained within a minimum width of 5' from signs and 5' from ingress/egress curb cuts.

Landscape screens are encouraged when possible to detract from certain public views. A landscape screen should be used between rights of way and parking lots when parking lots are in public view. Landscape screens shall also be used when new development can be seen from existing important site vistas and structures.

A landscape screen should be a continuous row of evergreen shrubs and or trees. A landscape screen may also include appropriate walls or fencing with vegetation. Shrubs should be a minimum of 18” in height when planted and must reach a minimum size of 36” in height within 3 years of planting.

Vines and climbing plants are encouraged to be integrated upon buildings and fences where appropriate.

Screening for outdoor storage should be a minimum 6' high. The height should be determined by the height of the material or equipment being screened. Exterior storage should be confined to portions of the site least visible to public view. Chain link fencing with wood, plastic or metal slatting is not permitted.

Where screening is needed, a combination of elements shall be used, including solid masonry walls, berms, and landscaping. Where walls are used at property frontages to conceal storage and equipment areas, they shall be designed to blend in with the site’s architecture.

Any equipment, whether on the roof, side of building, or ground shall be screened. The method of screening shall be architecturally integrated in terms of materials, color, shape, and size.

Low impact development practices shall be used whenever possible to integrate the use of landscape areas with individual sites stormwater management.







### **OFF-STREET PARKING**

A landscaped interior island must be provided every 10 parking spaces. Interior islands must be distributed evenly throughout the parking area. Interior islands may be consolidated, or intervals may be expanded in order to preserve existing trees.

Each interior island must include at least 1 shade tree per 150 square feet.

A median island may also serve as the location for a sidewalk. In such a case, the minimum width for the median must be 11'. The sidewalk must be a minimum of 6' wide, and the remaining planting area must be no less than 5' wide.

A coordinated landscape plan shall be provided in order to ensure adequate planting within parking lot interiors and along the perimeter of a lot.

In no case can there be less than 1 shade tree for every 2,000 square feet of parking area, including driving aisles.

Planting islands should be evenly spaced within the parking lot. All parking areas shall include bioretention areas or vegetated swales (with appropriate plants) to encourage on site percolation and treat storm water before entering the storm water system. No planting area shall be less than 5' wide in any dimension.



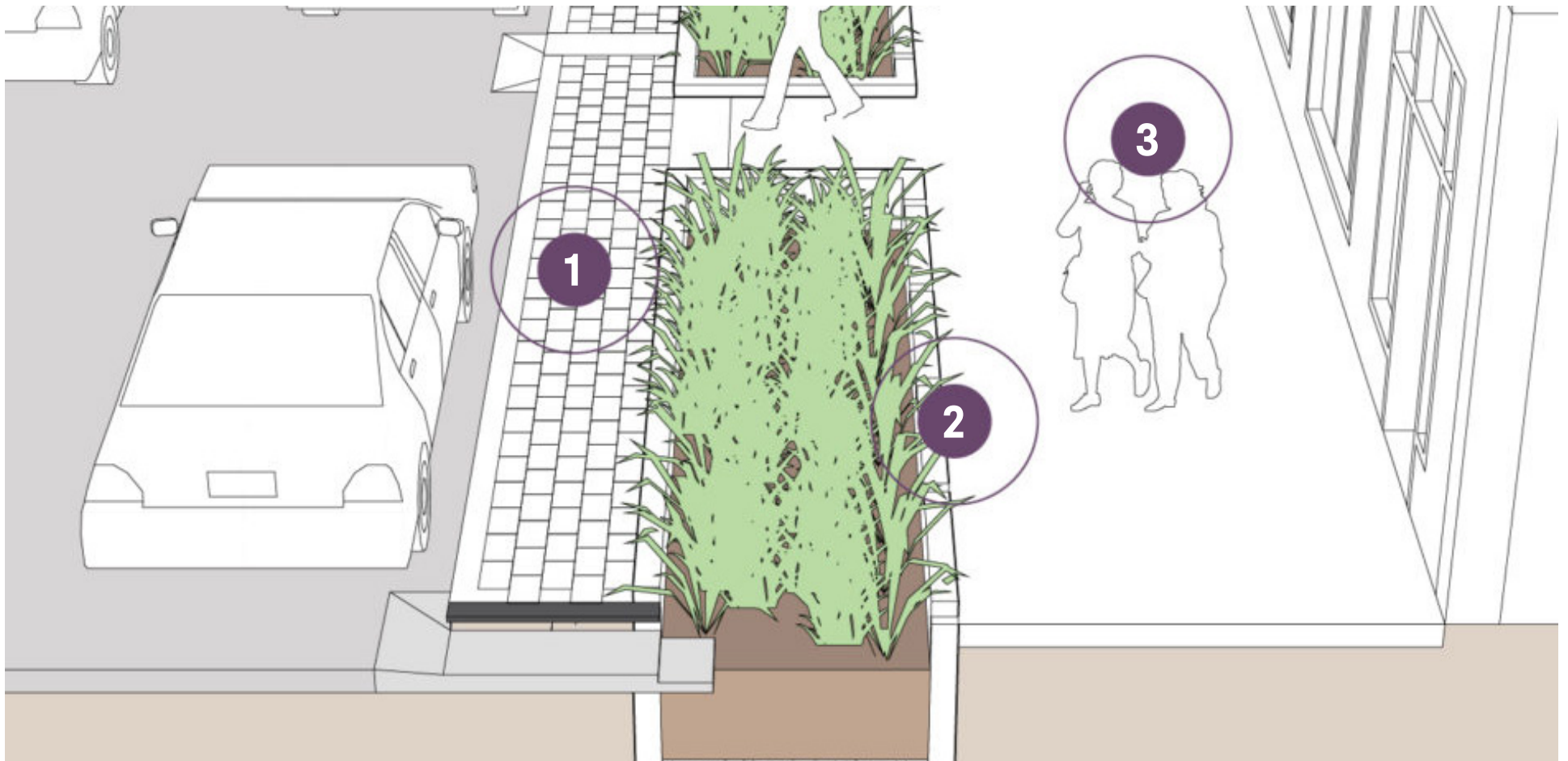


## WATER QUALITY FEATURES

A variety of water quality features are encouraged to be used on site to illustrate The Bray's commitment to environmentally conscious design. These could include bioretention planters, bioswales, stormwater curb extensions, and/or permeable paving. All stormwater infrastructure should follow NACTO guidelines for urban street stormwater.

On street bioretention planters shall be incorporated within the sidewalks where appropriate in the town center area to help provide on-site stormwater capacity and aid in the filtration of debris. These strips should provide plantable space adjacent to the back of curb for street trees and will be dictated by a standard tree spacing along the roadway and be landscaped with attractive materials that are able to thrive in a wet, urban environment. A typical section where ROW is 15' from front of curb might be as follows:

1. 16" wide paving strip (2 brick courses) from back of curb along parking to allow pedestrians to step out of road.
2. 5' wide bioretention planter with tree and curbing, 12' minimum length.
3. 8' sidewalk to building setback.

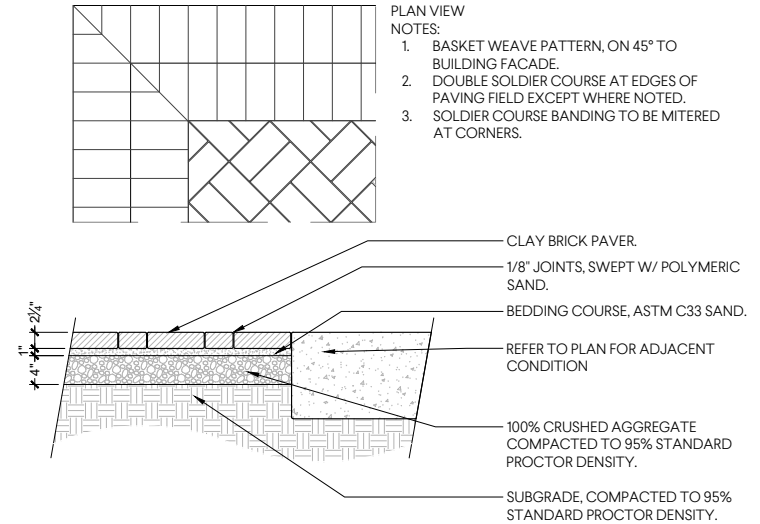


## SIDEWALKS

Sidewalks at street corners and other points of interest (building entries, mid-block crossings, etc.) should provide a change in paving to elevate these areas beyond that of typical concrete sidewalks. Herringbone brick fields with a double soldier course banding at the edge should be used in these areas.

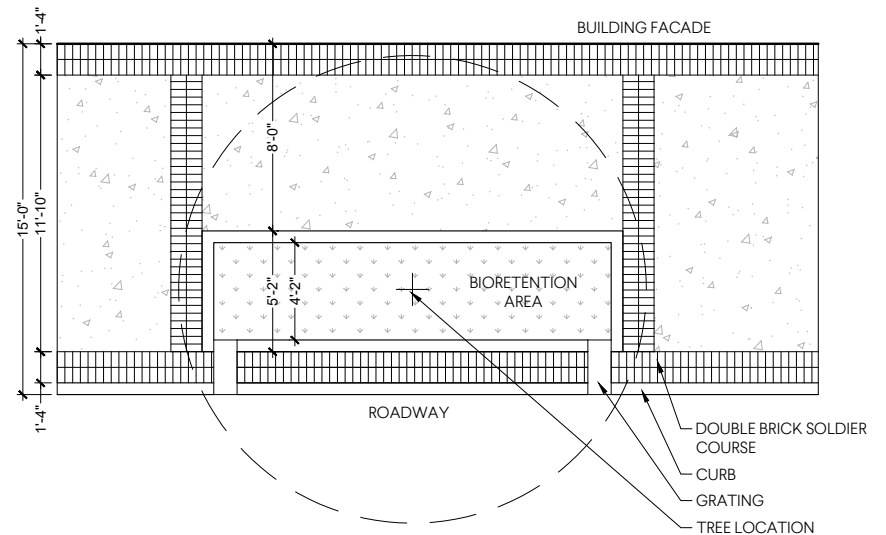
All roadway crosswalks should incorporate similar brick fields to those required at street corners in lieu of zebra striping.

Brick banding should be incorporated along all sidewalks in the town center area. Sidewalks should have a double soldier course border along the edges, and a double soldier course band that crosses the sidewalk perpendicular to the path of travel at a spacing of no greater than 20'. Banding should be incorporated with stormwater structures, street trees, and other prominent elements in mind.



## 00 BRICK PAVER FIELD

NTS



## 00 ON STREET BIORETENTION

NTS



## **STREET TREES**

Street trees should be between 40 ' to 60 ' on center in the town center area. Overall tree spacing can be achieved through a combination of parking bump outs, landscape strips, or tree wells within the sidewalks.

Street trees should be single trunked, large shade trees with full canopies and of a species suitable for urban environments. A variety of species may be used along the streets, but groupings of the same species should be used along consecutive blocks. Smaller species may be used in adjacent areas to compliment the primary stand of street trees.

## **STREETSCAPES**

Applicant shall also be responsible at its sole cost and expense for the construction of all improvements within the common right of way including sidewalks, street trees, and other hardscape and landscape features ("Common Element Streetscape"). Applicant's architects, engineers, and planners shall work with developer's planners and consultants to develop a Common Element Streetscape Plan that addresses the Applicant's development plan for ingress and egress and creates a comprehensive streetscape and pedestrian and traffic safety plan that seamlessly integrates the Applicant's Parcel(s) into the Town Center.





# APPENDIX

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**BUILDING PROJECT SIGNAGE**

**INFORMATION AND DIRECTIONAL SIGNAGE**





## BUILDING PROJECT SIGNAGE

Temporary signs used for individual parcel building projects shall be of the configuration and size shown at right. Renderings can be incorporated as long as they are silkscreened or electrostatic prints suitable for exterior use. Signs must be primed and painted front and back and set in concrete to prevent deterioration and settlement out of plumb. Sign layout and design shall be submitted for approval by the Architectural Review Committee (ARC).

### Materials

Exterior 1/2" thick plywood medium density overlay board with special attention to edge sealing to prevent moisture penetration. Sign face attached to pressure treated posts, primed, and painted.

### Colors

Sign face and posts in Royal Blue PMS 293 C. Logo and border in Gold PMS 7753. Lettering in white. As an alternate consideration will be given to painting the background Slate Gray PMS 433 with graphic elements and lettering in white.

### Graphics

Lettering shall be appropriately sized based on viewing distance. However overall layout and composition shall not be cluttered and visually confusing. The typestyle (font) to be used for lettering shall be Fritz Quadtrata, unless otherwise approved.

## INFORMATION AND DIRECTIONAL SIGNAGE

Temporary signs used for information or directions shall be of the configuration and size shown at right. Renderings can be incorporated as long as they are silkscreened or electrostatic prints suitable for exterior use. Signs must be primed and painted front and back and set in concrete to prevent deterioration and settlement out of plumb. Sign layout and design shall be submitted for approval by the Architectural Review Committee (ARC).

### Materials

Exterior 1/2" thick plywood medium density overlay board with special attention to edge sealing to prevent moisture penetration. Sign face attached to pressure treated posts, primed, and painted.

### Colors

Sign face and posts in Royal Blue PMS 293 C. Logo and border in Gold PMS 7753. Lettering in white. As an alternate consideration will be given to painting the background Slate Gray PMS 433 with graphic elements and lettering in white.

### Graphics

Lettering shall be appropriately sized based on viewing distance. However overall layout and composition shall not be cluttered and visually confusing.



Typical Project Sign

Overall Height: 7'-6"  
Overall Width: 4'-0"



Typical Information Sign

Overall Height: 6'  
Overall Width: 3'





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J. SLAYTON '19