



City of Wilmington
Design Preferences

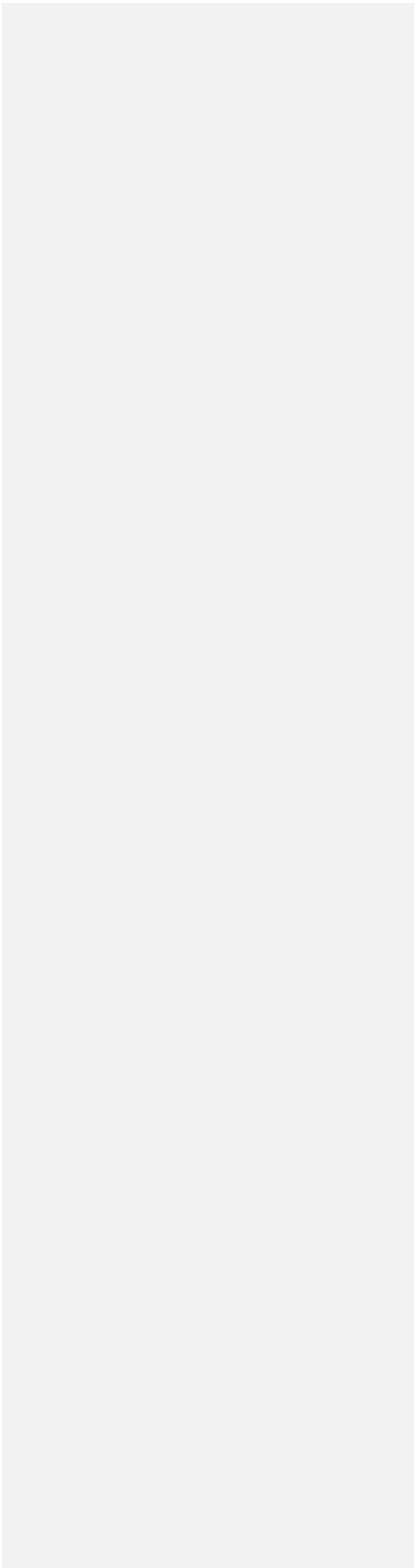
Development Services Department
2005 City of Wilmington

Introduction

The ***Development Design Preferences*** manual was developed to help visually interpret various elements and components of development design. It is sometimes difficult to verbally convey the aspects of quality design therefore; this manual attempts to convey those aspects through visuals.

The City's goal, in compiling this manual is to provide an easy-to-use reference that provides specific visual examples of the desired development patterns described in the Future Land Use Plan. Examples of discouraged design elements are also included. It is hoped that these examples will show how more attention and thought to *design* can greatly enhance our City.

The manual addresses four development types; commercial, mixed use, multi-family, and single family. Three design issues are addressed within each type of development: those of ***site*** design, ***streetscape*** design and ***structure***, or architectural, design components.



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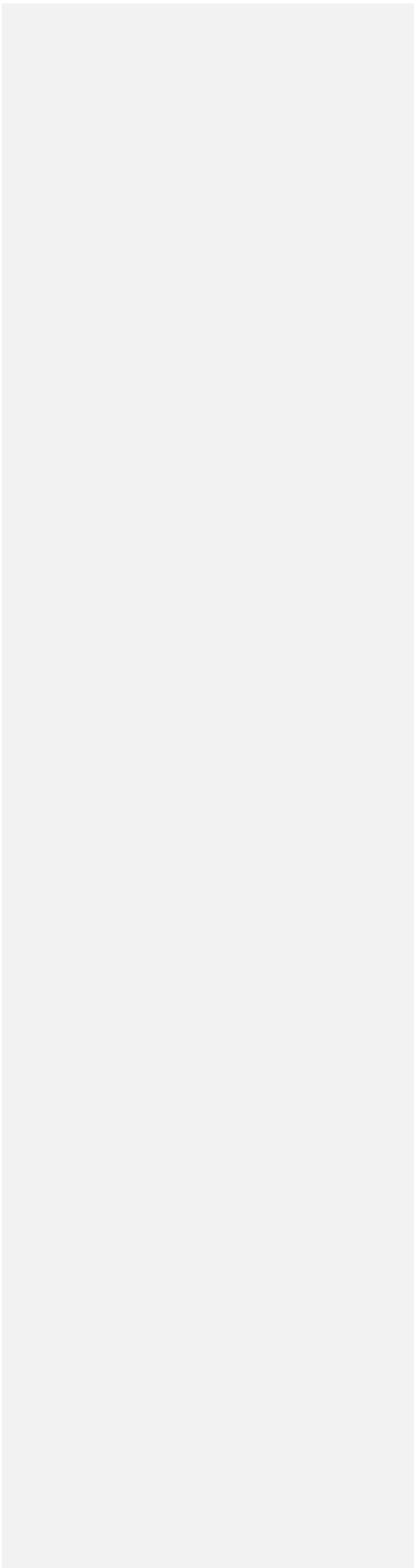
Single Family Neighborhoods

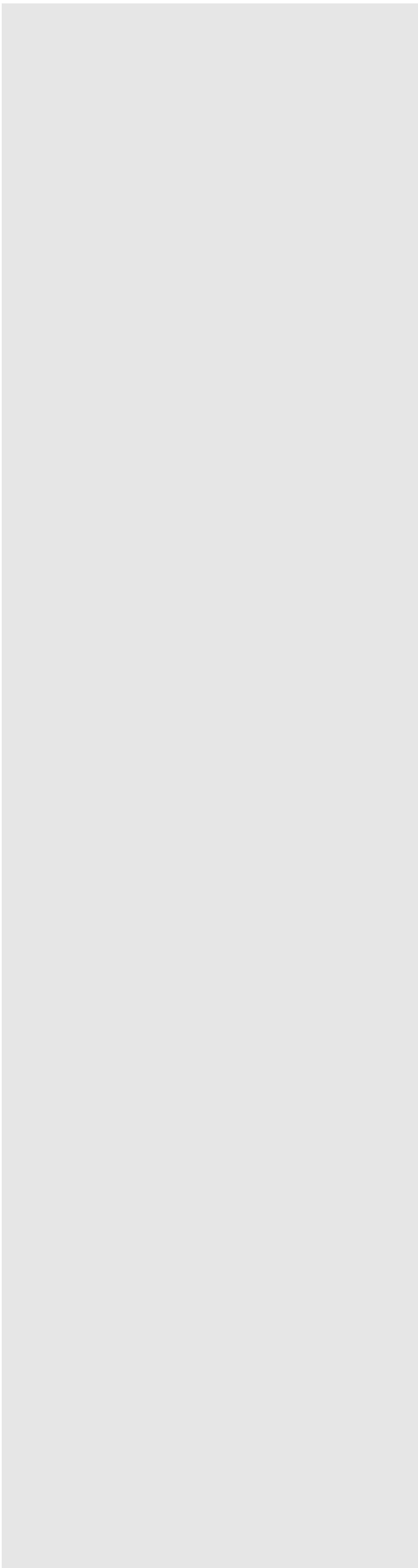
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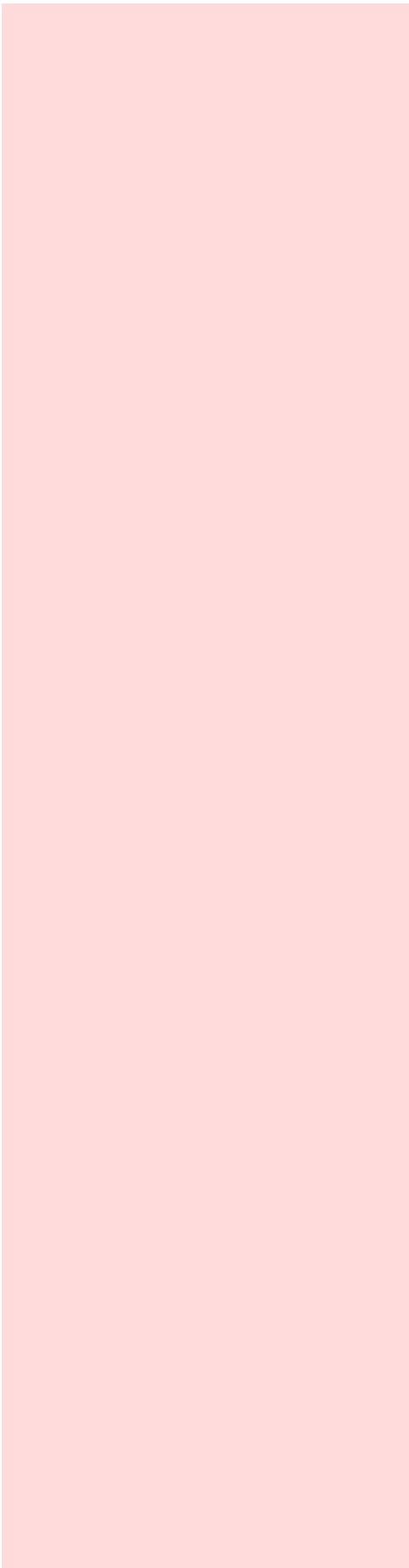
Wilmington Design Preferences



***Commercial
Site, Street and Structure***

Commercial

1-2



Wilmington Design Preferences



Commercial
Site Design

Site Design

parking lots

1-4

Encouraged

Attractive landscaping

- Parking spaces perpendicular to landscaped islands
- Human-scale lighting
- Landscaped pedestrian walkways
- Natural drainage
- Retain existing trees in clusters



Site Design

parking lots

1-5

Discouraged

Inadequate landscaping

- Vast amounts of concrete, asphalt and pavement
- Harsh, industrial lighting
- Removal of all existing trees



Site Design

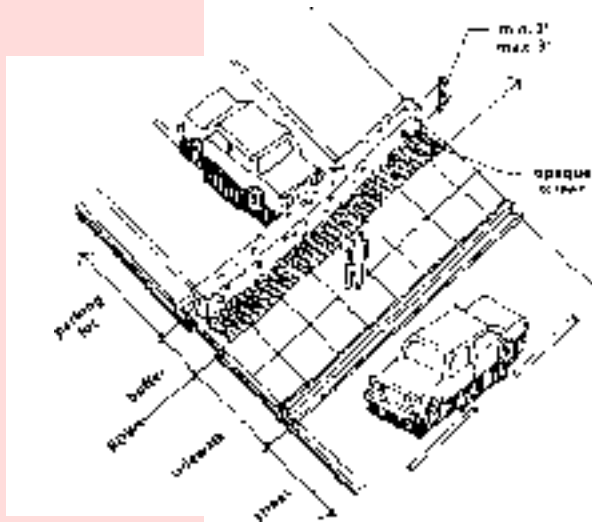
parking lots

1-6

Encouraged

Landscaped buffers/screens

- Landscaped buffers/screens including trees as well as shrubs between parking area and primary street



Midtown Roswell Design Guidelines



Site Design

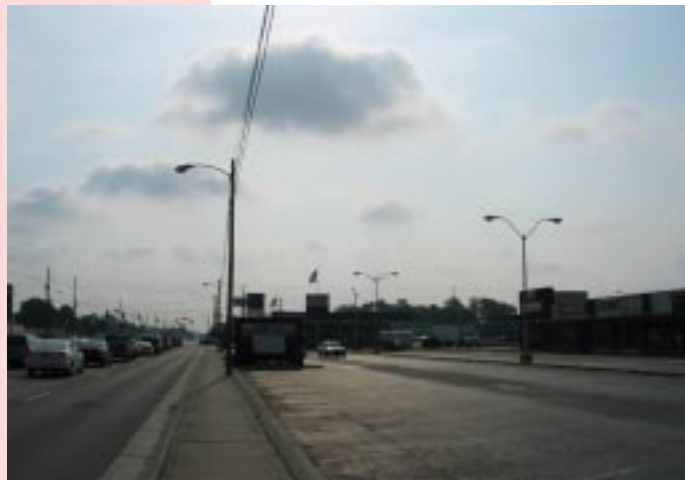
parking lots

1-7

Discouraged

Lack of landscaped buffers/screens

- Parking area fronts directly on a primary street without landscaping creating a barren streetscape



Site Design

parking lots

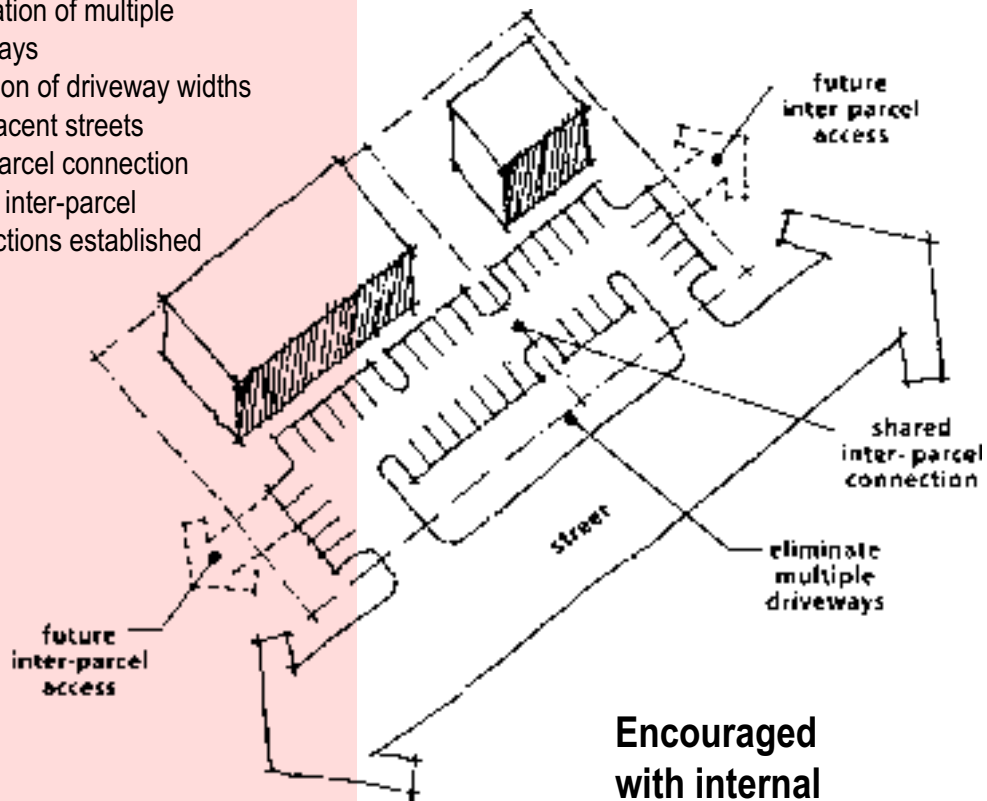
1-8

Encouraged

Internal interconnectivity



- Reduced vehicle trips onto primary street and alleviated traffic congestion resulting from:
- elimination of multiple driveways
- reduction of driveway widths on adjacent streets
- Inter-parcel connection
- Future inter-parcel connections established



Midtown Roswell Design Guidelines

**Encouraged
with internal
parking connection**

Site Design

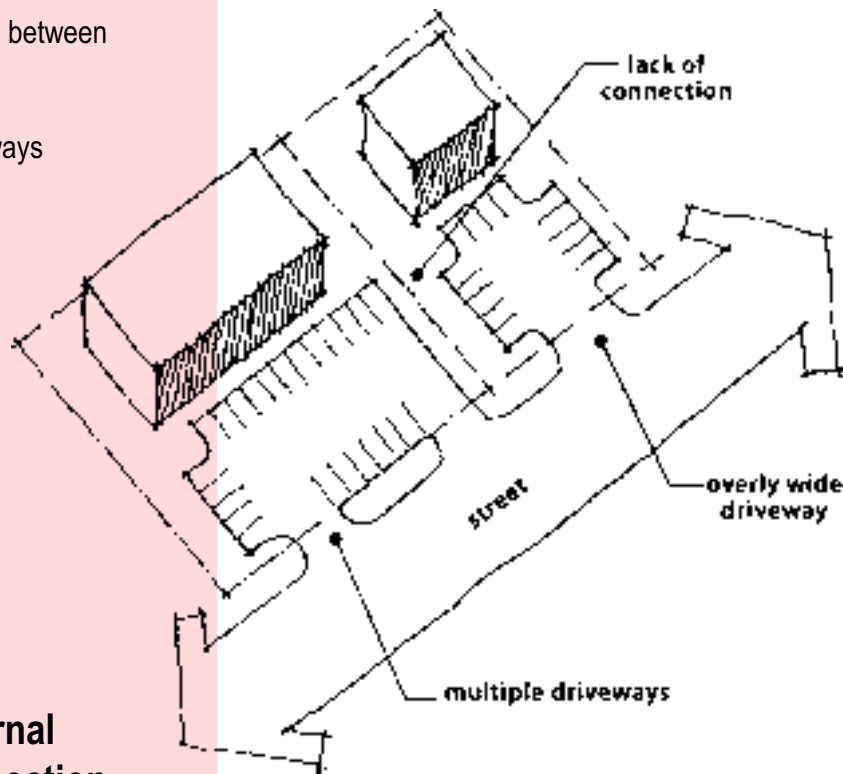
parking lots

Discouraged

Lack of internal interconnectivity



- Increased traffic congestion, rear-end collisions on adjacent primary streets and need for more vehicle trips onto primary street resulting from:
- Lack of connection between developments
- Multiple driveways
- Overly wide driveways



Discouraged without internal parking connection

Site Design

parking lots

1-10

Encouraged

Preservation of existing landscaping features

- Protect existing trees by utilizing landscaping within islands
- Preserve and use existing landscaping to supplement new plantings



Site Design

parking lots

1-11

Before and After

Landscaping photo enhancements



Existing

Existing development lacks landscaping

Enhanced

Trees planted along structure with additional landscaped islands in parking area



1-12

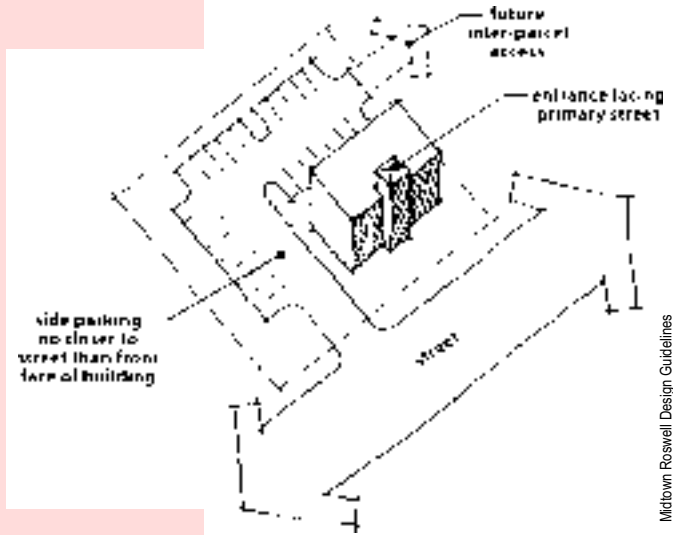
Site Design

building orientation

Encouraged

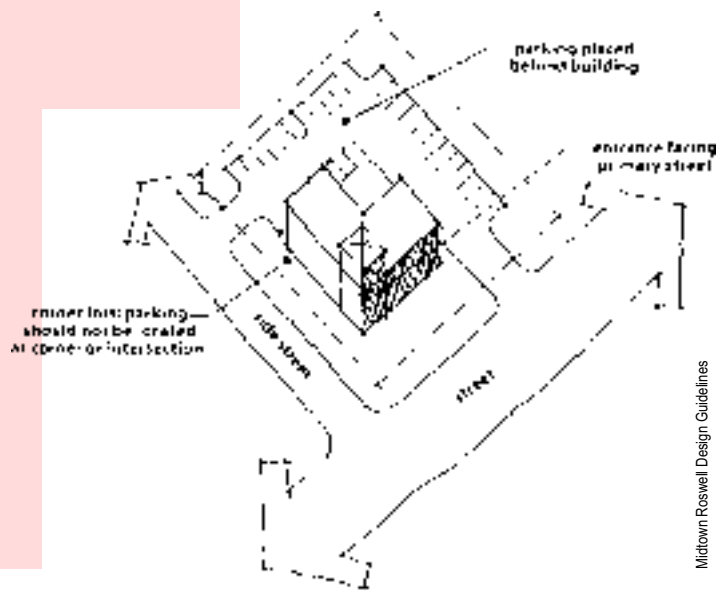
Front of building facing primary street

- Building addresses both streets on corner parcels
- Defines and frames street
- Well-defined building entry
- Creates pedestrian-friendliness



Parking located behind or on side of building

- Parking and loading facilities located at the rear of building
- Streets lined with buildings and not parking lots



Site Design

building orientation

1-13

Discouraged

Side of building facing primary street

- Does not address or provide definition to street
- Does not provide pedestrian-friendliness



Parking located in front of building

- Does not address or provide definition to street
- Does not provide pedestrian-friendliness



Site Design

building setback

1-14

Encouraged

Relate building to street with setbacks appropriate for context

- Landscaped buffer along road for commercial buildings and shopping centers that are set back from the road in suburban areas



- Corporate Business Parks set back from primary roadway with heavy landscaping along roadway



Site Design

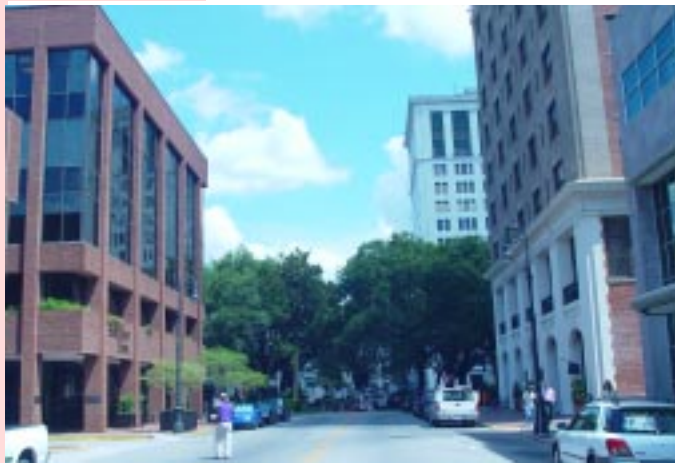
building setback

1-15

Encouraged

Relate buildings to street with setbacks appropriate for context

- Front setback of infill buildings aligned with adjacent buildings
- Locate buildings close to sidewalk to create pedestrian friendliness in established urban areas



Site Design

public/open space

1-16

Encouraged

Enhance public/ open space with...

- Public seating
- Public art
- Planter walls
- Water elements
- Pedestrian walkways





Commercial
Street Design

Street Design

streetscapes

1-18

Encouraged

Pedestrian-friendliness

- Street trees
- Sidewalks
- Interesting storefronts
- Quality architecture
- Wayfinding signs
- Variety of sidewalk pavers



Street Design

streetscapes

1-19

Encouraged

Attractive landscaping

- Street trees
- Planted medians
- Focal points
- Pedestrian safety zones



Street Design signs

1-20

Encouraged

Aesthetically-pleasing signs

- Low, small-scale signs
- Monument signs
- External Illumination
- Landscaping at base



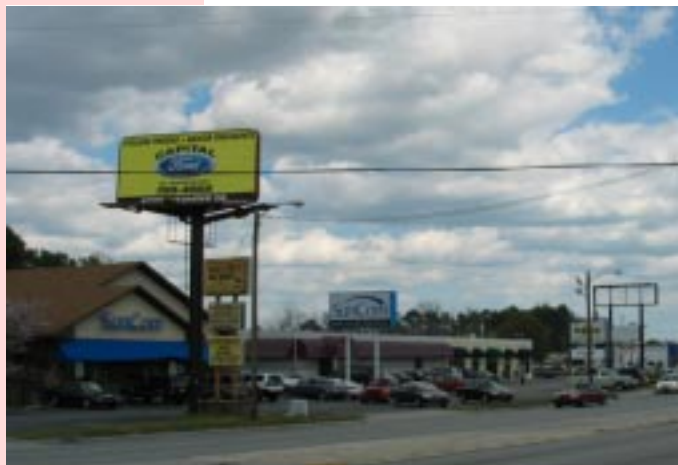
Street Design signs

1-21

Discouraged

Obtrusive pole signs

- Large, tall pole signs
- Multiple signs on one post



Street Design

public areas

1-22

Encouraged

Pedestrian-friendly areas

- Street trees
- Wide sidewalks
- Benches
- Planters
- Variety of pavers
- Landscaping focal points



Street Design

onstreet parking

1-23

Encouraged

On-street parking encouraged

- In downtown core and mixed use areas
- Parallel, storefront parking
- Brick or stone pavers



Street Design

street level

1-24

Encouraged

Street-level appeal

- Street trees
- Sidewalks with variety of pavers
- On-street parking in urban or mixed use areas
- Attractive architecture
- Outdoor dining
- Planters
- Awnings
- Benches

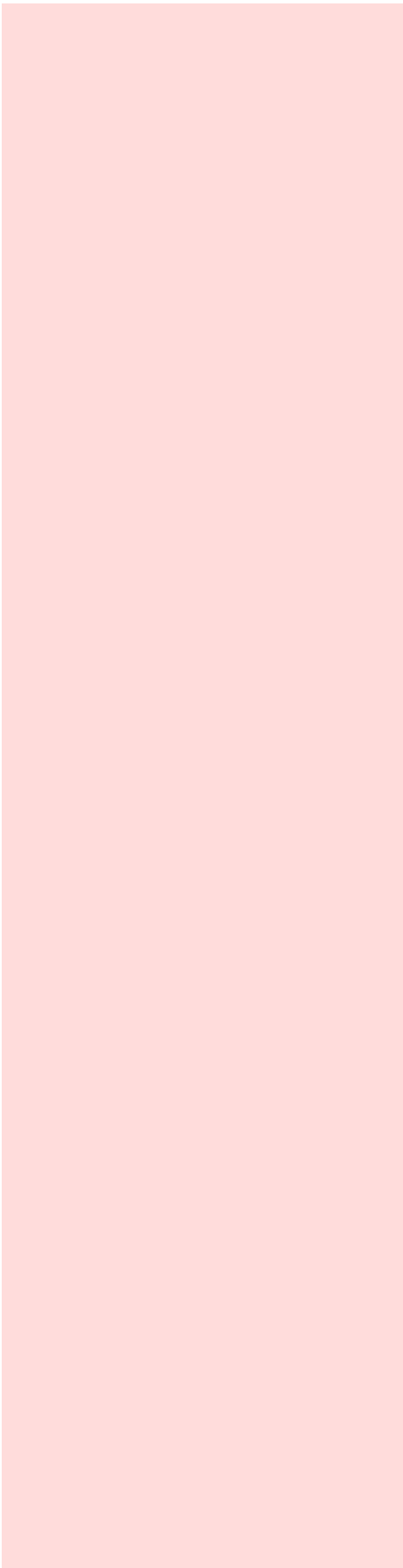




***Commercial
Structure Design***

Commercial

1-26



Wilmington Design Preferences

Structure Design

Parking structures

1-27

Encouraged

Architectural details

- Compatible and harmonious with surrounding structures
- Pedestrian-oriented
- Active ground-level retail along primary facade
- Facade elements that screen vehicles



Structure Design

architectural details

1-28

Encouraged

Visual interest elements

- Varied but compatible facades
- Well-defined entrances
- Entry point towers
- Pitched roofs
- Overhangs and awnings
- Relate in scale, height



- Gas station with landscaping and visual interest in roof line



Structure Design

architectural details

1-29

Discouraged

Lack of visual interest elements

- Blank walls
- Bland architecture
- Block-form massing
- No variation in roof line
- Generic corporate architecture



- Gas station without landscaping or visual interest in roof line



Structure Design

architectural details

1-30

Encouraged

Visual interest elements

- Relate facades through similar scale, height
- Human scale
- Varied but compatible facades
- Overhangs and awnings
- Well-defined entries



Structure Design

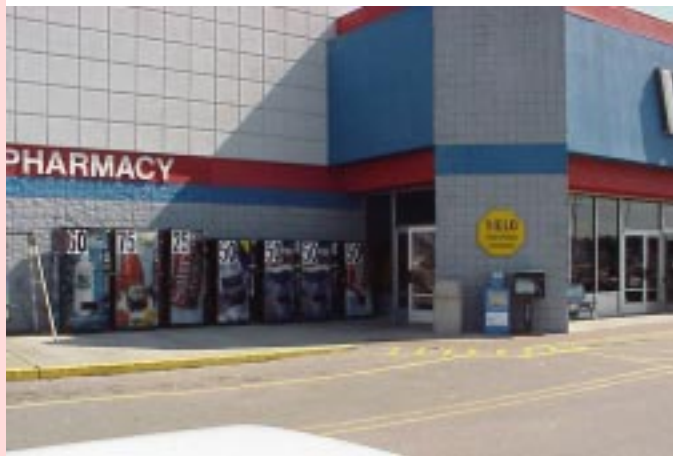
architectural details

1-31

Discouraged

Lack of visual interest elements

- No well-defined entries
- Blank walls
- Bland architecture
- Block-form massing
- No landscaping
- No variation in roof line
- Generic corporate architecture



Structure Design

architectural details

1-32

Encouraged

Visual interest elements

- Relate facades through similar scale, height
- Human scale
- Varied but compatible facades
- Overhangs and awnings
- Well-defined entries
- Articulated parapet walls



Structure Design

architectural details

1-33

Discouraged

Lack of visual interest elements

- No well-defined entries
- Blank walls
- Bland architecture
- Block-form massing
- No landscaping
- No variation in roof line
- Generic corporate architecture



Structure Design

architectural details

1-34

Encouraged

Visual interest elements

- Relate facades through similar scale, height
- Human scale
- Varied but compatible facades
- Overhangs and awnings
- Well-defined entries
- Awnings
- Noticably different than standard buildings
- Defined entry

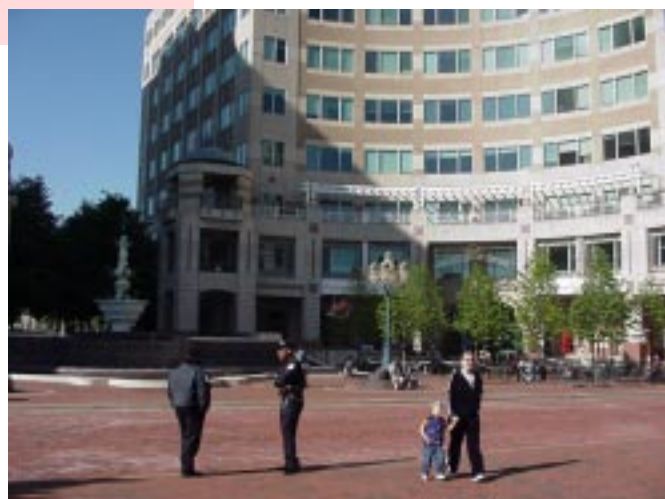


Examples

1-35

Commerce Centers

Multi-story office development
(3 or more stories)



Examples

1-36

Commerce Centers



Examples

1-37

Commerce Centers



Examples

1-38

Commerce Centers

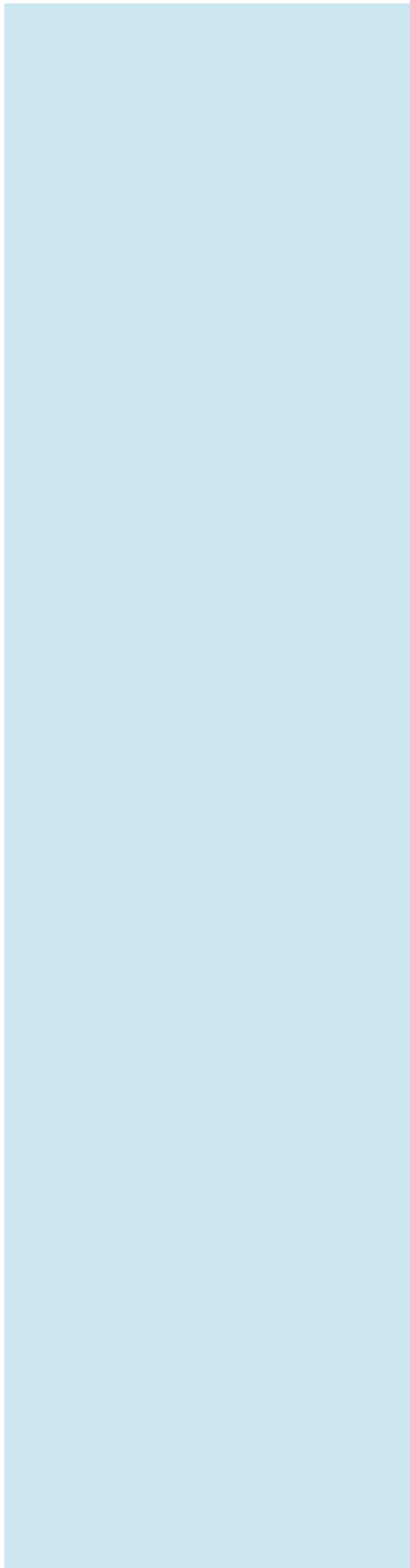




***Mixed Use
Site, Street and Structure***

Mixed Use

2-2



Wilmington Design Preferences



Mixed Use
Site Design

2-4

Site Design

building orientation

Encouraged

Setback of new buildings consistent with existing development

- Create pedestrian-friendliness by building close to public sidewalks in urban areas



Entrance to building facing primary street

- Emphasize and define main entrance
- Corner buildings may address both streets with corner entrance



Site Design

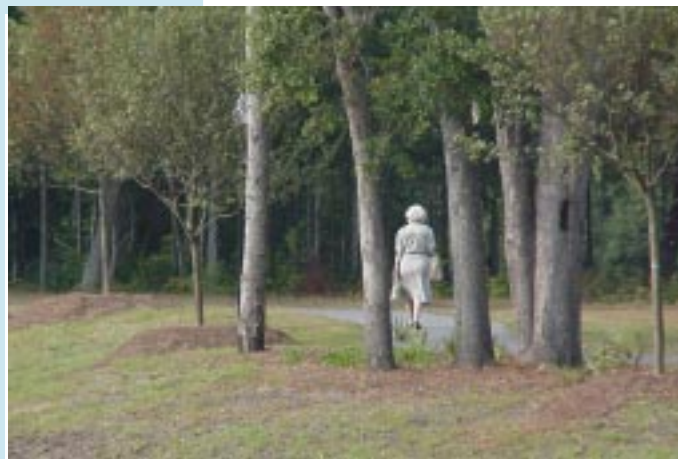
connectivity

2-5

Encouraged

Pedestrian and vehicular connectivity

- Interconnect building sites
- Clearly marked pedestrian crosswalks
- Bicycle racks and trails
- Walkways between buildings



Site Design

public space

2-6

Encouraged

Focal points and amenities

- Fountains
- Public art
- Decorative landscaping
- Raised planters
- Decorative pavers
- Benches
- Parks
- Patios
- Plazas and squares
- Mini-parks
- Pocket parks



Site Design

parking

2-7

Encouraged

Parking located out of view

- Off-street parking located behind or to side of building
- Off-street parking facing primary road way should be screened with landscaping
- Ground floor parking fronted by retail facades



Pedestrian-friendly parking lots

- Provide pedestrian access along building frontage
- Defined pedestrian crossings
- Shared parking
- Cross-access



Site Design

open space

2-8

Encouraged

Open space as an amenity

- Provide pedestrian access
- Utilize natural open space as an amenity
- Utilize attractive landscaping to enhance and define urban open space
- Design stormwater facilities as an open space amenity





Mixed Use
Street Design

Street Design

streetscaping

2-10

Encouraged

Pedestrian-friendly streets

- Street trees
- Sidewalks



Pedestrian/bicycle and vehicular connectivity

- Connect streets
- Provide stub-outs for future connections
- Provide pedestrian walkways as well as bikeways



Street Design

streetscaping

2-11

Encouraged

Pedestrian-friendly streets

- Street trees
- Sidewalks
- Interesting storefronts
- Buildings close to sidewalks
- Decorative pavers



Street Design

streetscaping

2-12

Encouraged

Pedestrian-friendly streets

- Outdoor seating/benches
- Outdoor cafes
- Awnings
- Street trees
- Planters
- Decorative pavers





Mixed Use
Structure Design

Structure Design

building facades

2-14

Encouraged

Architectural interest

- Modulated and articulated wall planes
- Projections, recesses and reveals
- Varied building heights and roof lines
- Balconies
- Arcades



Structure Design

architectural details

2-15

Encouraged

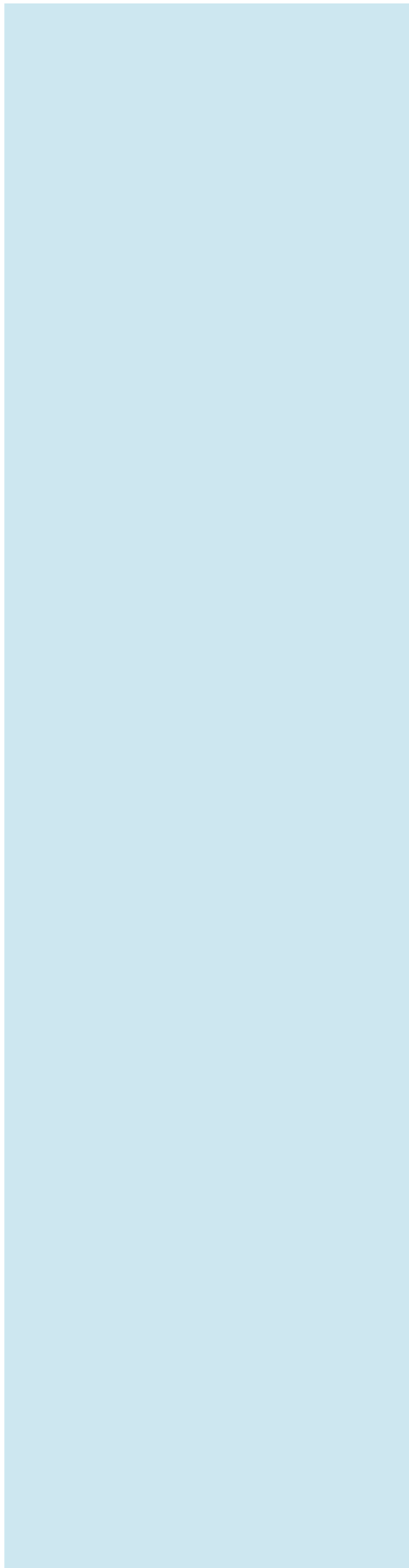
Architectural interest

- Architectural focal points
- Landscape focal points
- Defined entry



Mixed Use

2-16



Wilmington Design Preferences

Examples

2-17

Mixed Use Development



Examples

2-18

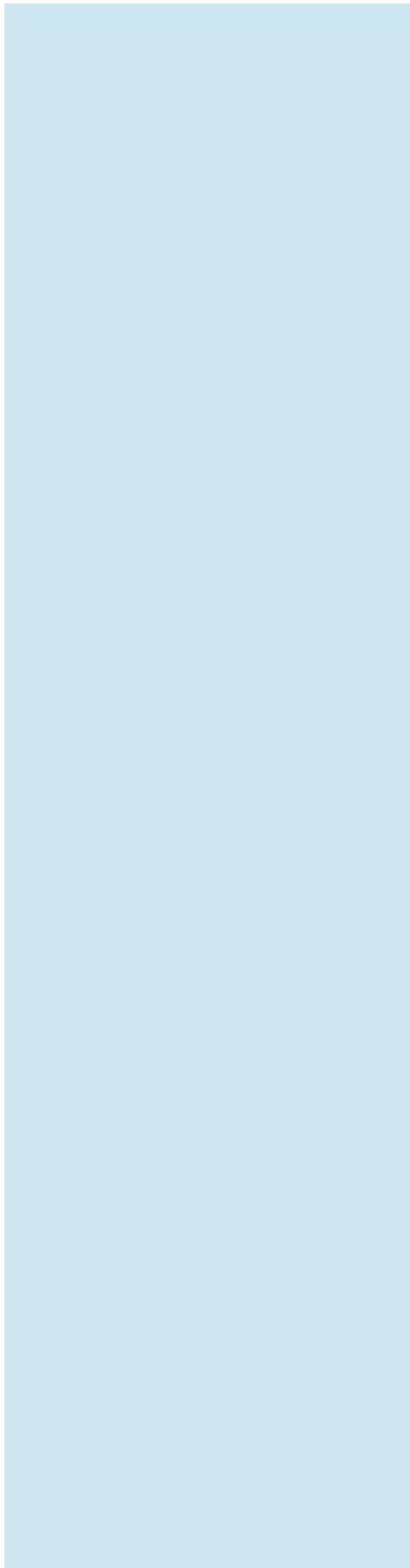
Mixed Use Development





Mixed Use

2-20



Wilmington Design Preferences



Multi-Family
Site, Street and Structure

Multi-Family

3-2



Wilmington Design Preferences



***Multi-Family
Site Design***

Site Design

building orientation

3-4

Encouraged

Structures oriented towards collector streets and open spaces

- Entries facing the street or courtyards
- Cluster buildings around natural areas or open space
- Multi-family units set back from major corridors and thoroughfares



Site Design

adjacent corridors

3-5

Encouraged

Landscaping to buffer site perimeter along the corridor

- Landscaping to enhance the adjacent corridor
- Preserve natural treestands
- Street trees, hedgerows and fences as buffer screens
- Small-scale, landscaped entry signage



Site Design

parking and street patterns

3-6

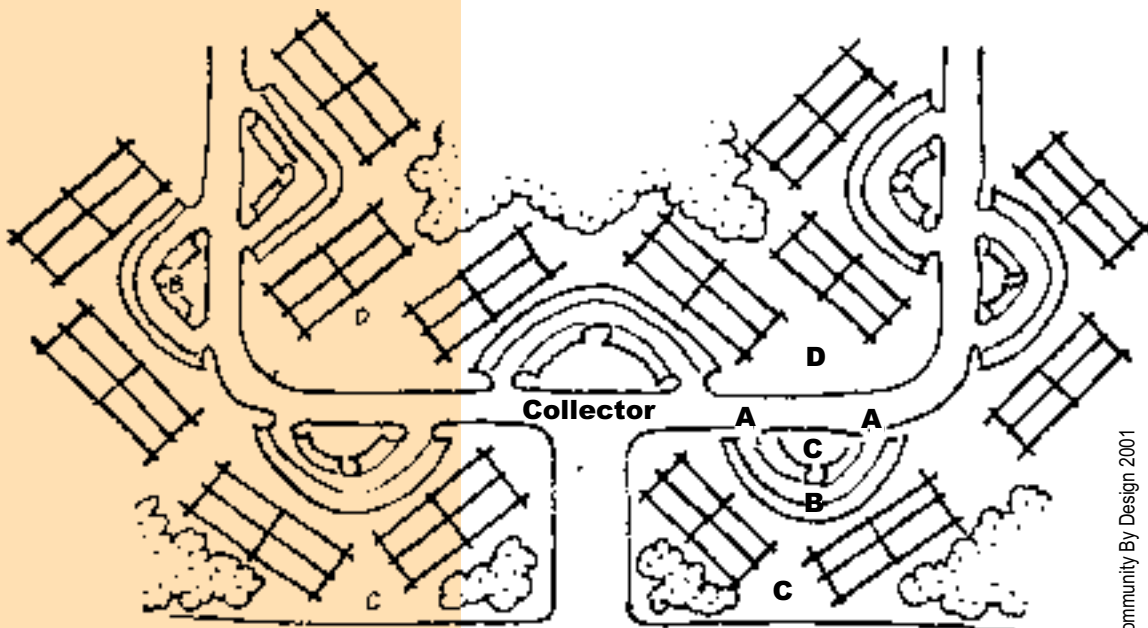
Encouraged

Reduced impact of parking areas

- Locate parking lots to reduce the visual impact
- Share driveways
- Screen parking lots with landscaping or low wood fences or masonry walls
- Break up large parking areas into smaller areas



Thoughtfully designed collector street patterns



- A. Parking area has two points of access to collector
- B. Provides designated parking
- C. Landscaped islands buffer parking from collector
- D. Angled orientation creates views of buildings and green space

Community By Design 2001

Site Design

parking and street patterns

3-7

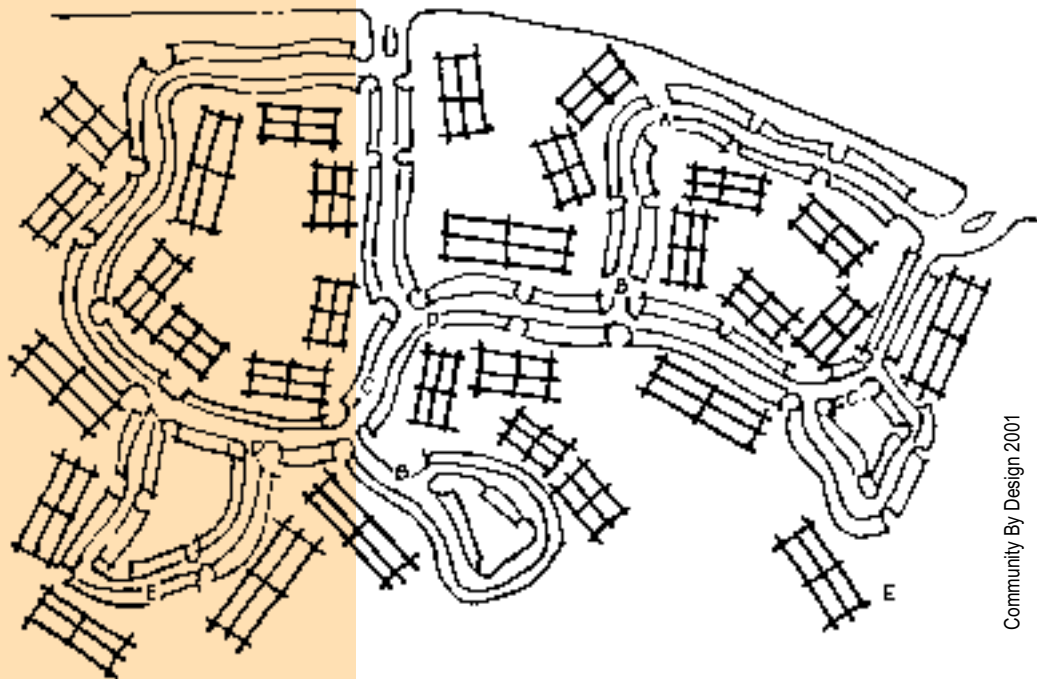
Discouraged

Prominent parking areas

- Prominent or continuous parking areas
- "Front-door" parking spaces
- Random street patterns which cause confusion
- No neighborhood focal point
- No internal collector streets
- Scattered building locations



Random collector street patterns



Community By Design 2001

Site Design

open space

3-8

Encouraged

Provision of open space and recreational areas

- Walkways should connect open space and recreational facilities such as:
 - swimming pools
 - club houses
 - picnic areas
 - park benches
 - trails (walking and bike)
- Design stormwater facilities as a site amenity
- Incorporate existing natural features



Site Design

connectivity

3-9

Encouraged

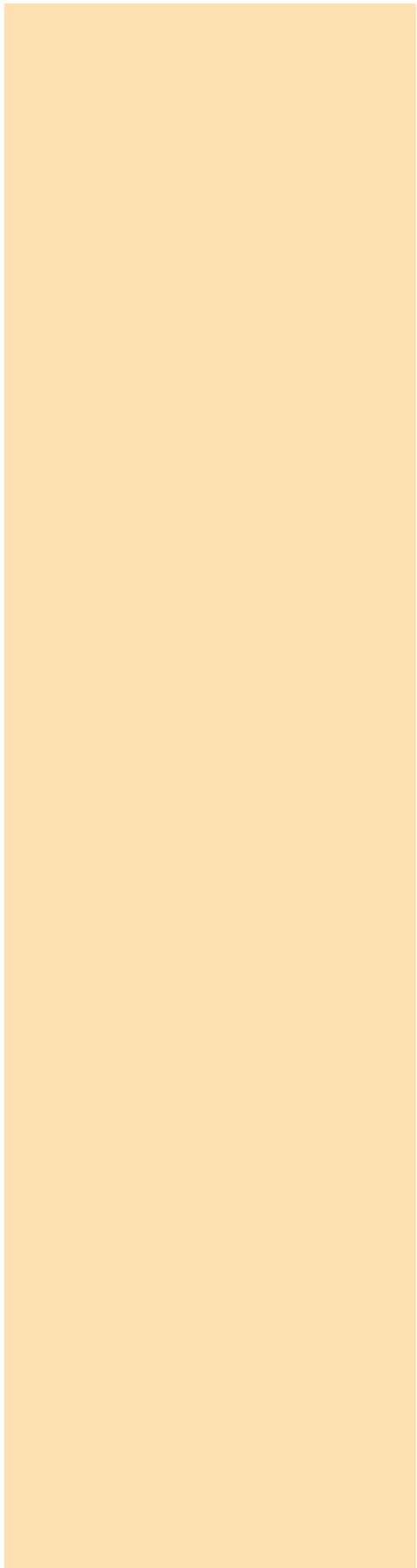
Provision of pedestrian and vehicular connections

- Pedestrian connections between the street, bus stops, buildings, parking areas and recreation areas
- Dual purpose pedestrian and bicycle circulation
- Site design to give preference to pedestrian
- Connect to existing developments



Multi-Family

3-10



Wilmington Design Preferences



Multi-Family
Street Design

Street Design

internal streetscapes

3-12

Encouraged

Pedestrian-oriented streets

- Street trees
- Narrow streets
- Sidewalks
- Grassy plaza between sidewalk and street



Street Design

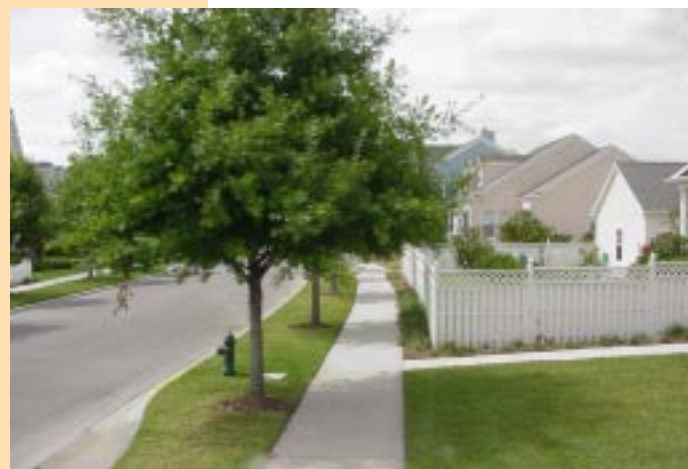
streetscapes

3-13

Encouraged

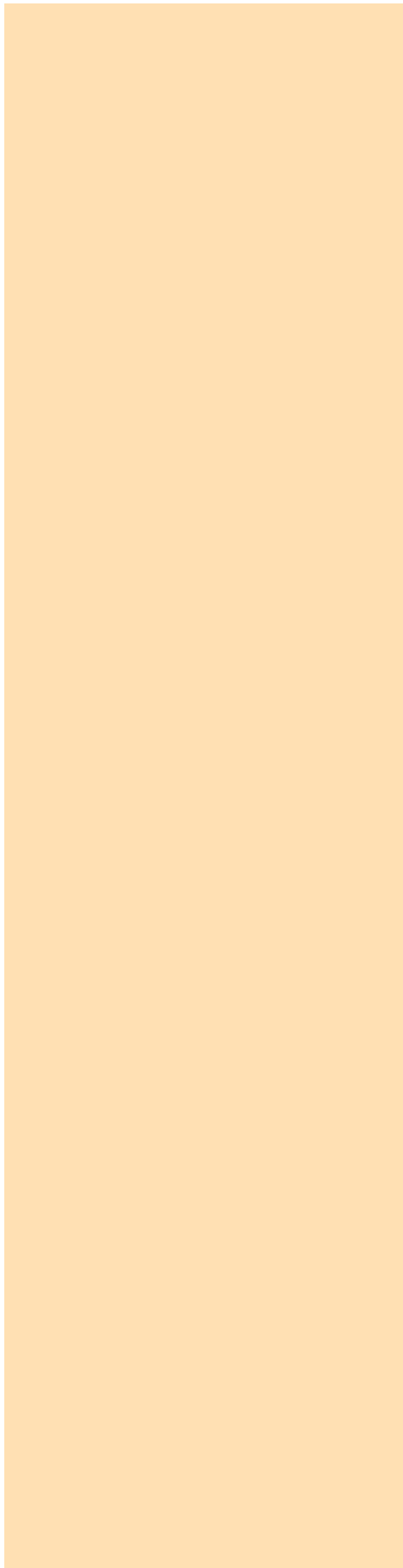
Attractive landscaping

- Street trees
- Landscaped medians and plazas
- Landscaped right-of-way



Multi-Family

3-14



Wilmington Design Preferences



Multi-Family
Structure Design

Structure Design

architectural details

3-16

Encouraged

Structures with visual interest elements

- Articulation to break up buildings into smaller sections
- Sloped roofs and varied pitches and slopes
- Shutters, louvers, cupolas or dormers, balconies
- Well-defined entries
- No blank walls



Structure Design

architectural details

3-17

Encouraged

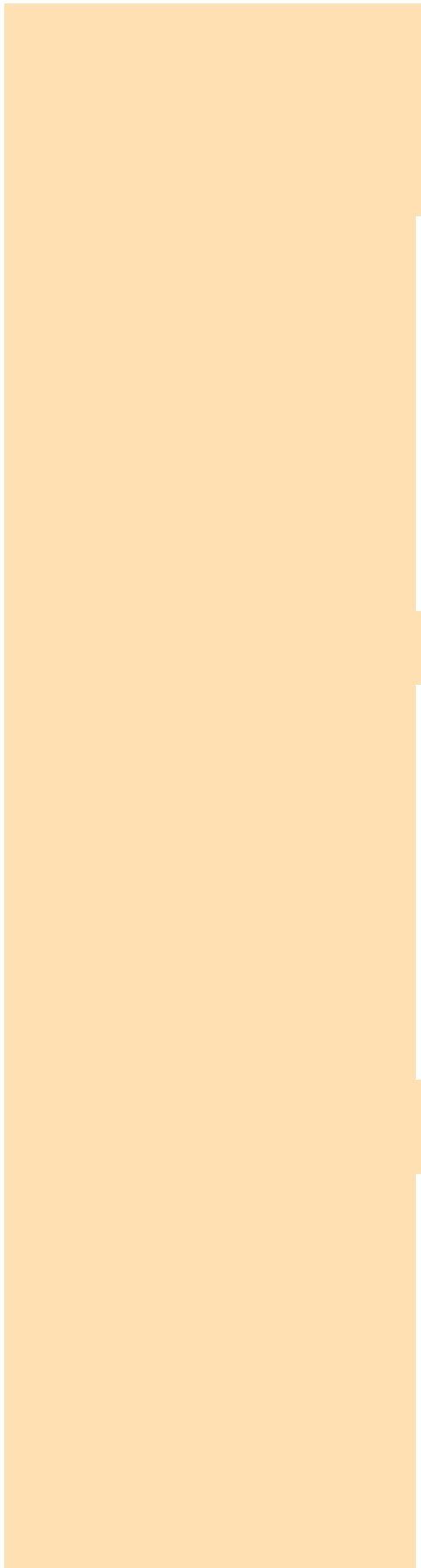
Structures with wall relief

- Porches or porticoes
- Balconies
- Recessed entries
- Well-defined entries
- Windows proportionate to facade



Multi-Family

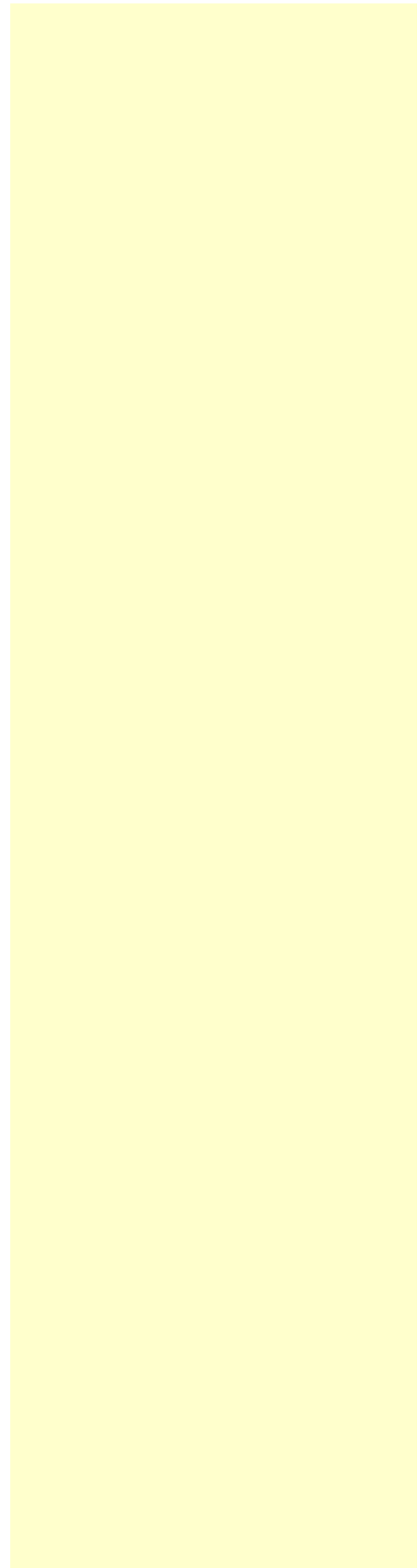
3-18



Wilmington Design Preferences



Single Family
Site, Street and Structure





Single Family
Site Design

Site Design

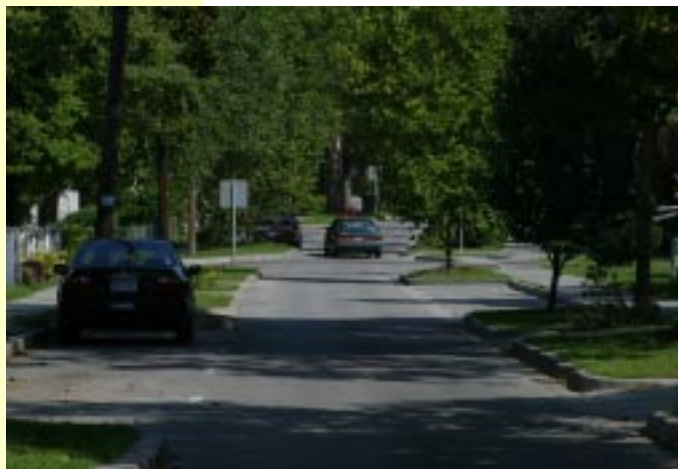
connectivity

4-4

Encouraged

Increased pedestrian and vehicular access to adjacent neighborhoods

- Connected accessible neighborhoods:
 - reduces travel on primary roadways
 - increases neighborhood interaction



Site Design

connectivity

4-5

Discouraged

Lack of pedestrian and vehicular access to adjacent neighborhoods

- Lack of pedestrian and vehicular connectivity to adjacent developments:

- increases travel on primary roadways
- isolates developments



Site Design

natural amenities

4-6

Encouraged

Protection of natural features

- Creative site planning to retain natural features which distinguish and identify a neighborhood
- Incorporate natural features into the neighborhood as amenities
- **Natural amenities**
 - vegetation
 - trees
 - varied topography
 - slopes, rocks
 - streams, ponds



Site Design

created amenities

4-7

Encouraged

Created amenities that enhance the neighborhood

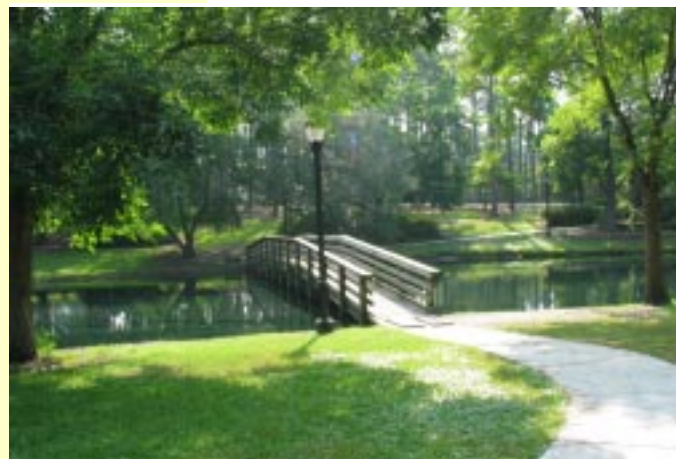
- **Planned amenities**

- view corridors
- open space



- **Recreational amenities**

- playgrounds
- dog parks
- community gardens
- walking/bicycle trails
- picnic areas
- swimming pool
- tennis court
- club house
- golf course



- **Image amenities**

- roadway landscaping
- benches (street furniture)
- decorative street lighting
- bridges over water features
- entrance landscaping



4-8





Single Family
Street Design

Street Design

streetscapes

4-10

Encouraged

Street trees and sidewalks...

- Create street appeal
- Create pedestrian-friendliness
- Create a sense of place
- Enhance neighborhood character



Street Design

streetscapes

4-11

Discouraged

No street trees and sidewalks...

- Create streets unfriendly to pedestrians
- Create monotonous, uninviting neighborhoods with no sense of place
- Create neighborhoods that lack character



Street Design

street width

4-12

Encouraged

Narrow streets...

- Encourage reduced vehicular speeds
- Create pedestrian- friendly neighborhoods
- Enhance neighborhood street appeal



Street Design

street width

Discouraged

Wide streets...

- Promote increased vehicular speeds
- Create neighborhoods unfriendly to pedestrians
- Create neighborhoods that lack character

4-13



Street Design

traffic calming

4-14

Encouraged

Traffic-calming methods

- Reduce vehicular speed by utilizing:
 - roundabouts
 - bulb-outs
 - chokers
 - onstreet parking
 - landscaped medians which also provide a pedestrian refuge





***Single Family
Structure Design***

Structure Design

architectural design

4-16

Encouraged

Structures with architectural interest

- Variation of housing configuration
- Porches facing street
- Windows prominent



Structure Design

architectural details

4-17

Encouraged

Structures with architectural interest

- Porches facing street
- Variation in design
- Design that respects the regional heritage and climate



Structure Design

architectural configuration

4-18

Encouraged

Main entries that address the street

- Defined entries with front porches/stoops
- Side entry garages or detached garages
- Creates pedestrian-friendliness



Structure Design

architectural configuration

Discouraged

Garage-dominated development

- Creates monotonous, repetitive architecture with no sense of entry
- Reduces neighborhood interaction
- Alienates pedestrians

4-19



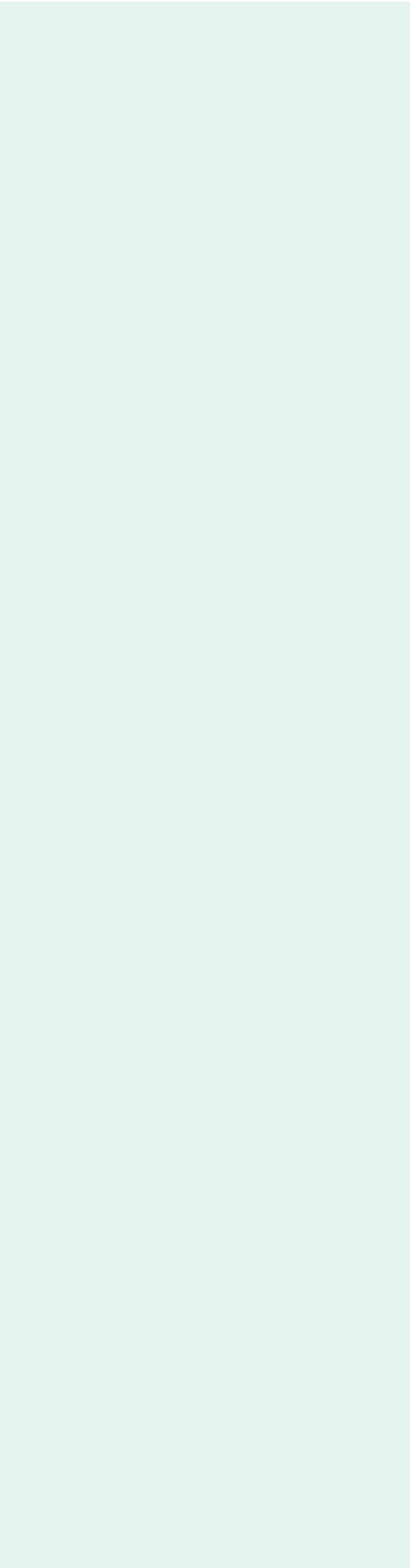
4-20





Appendices

5-2





Miscellaneous

Signage

5-4



Trash receptacles

5-5



Bicycle racks and trails

5-6



Brick pavers

5-7



Planters

5-8



Water features

5-9



Open space

5-10

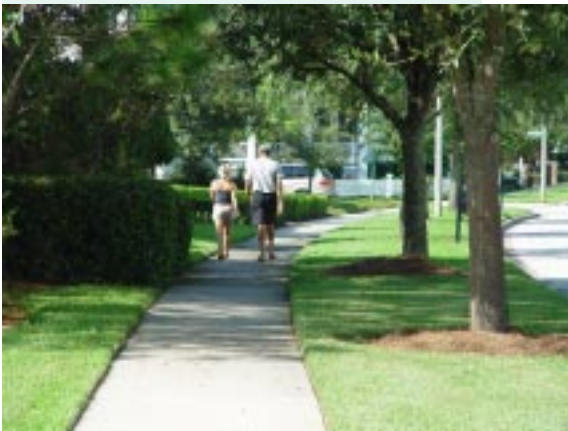
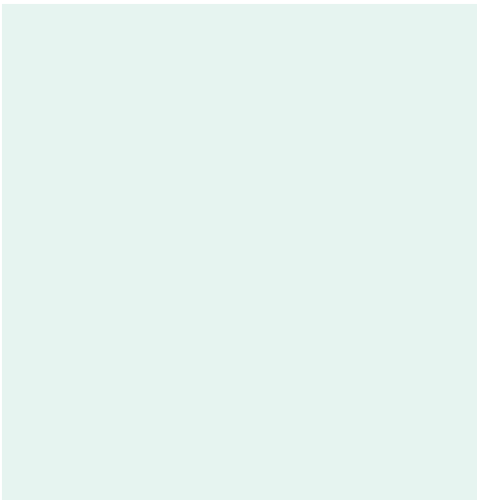




Pedestrian access

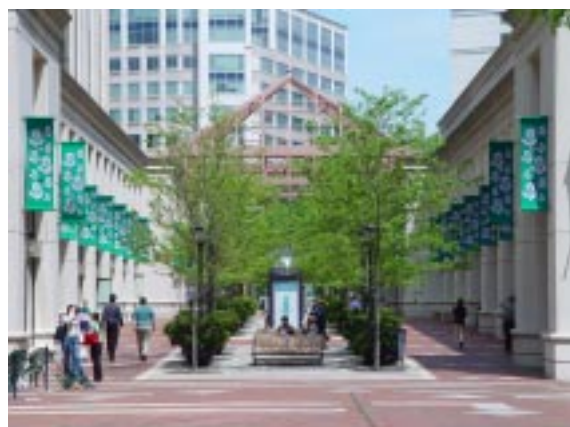
5-12

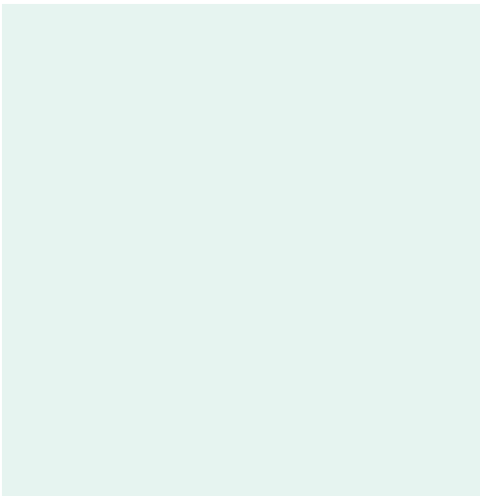




Public space

5-14





Benches and seating

5-16





5-18

Parking lots with head-on landscaping



Traffic-calming measures

5-19



5-20

Corridor landscaping



**Storm water
retention facility
used as an
amenity**

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Public art

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Parking structures

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Cross walks

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Definitions

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Definitions

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Amenity: A facility or enhancement that contributes to physical or material comfort. It increases the attractiveness or value of real estate or geographic location.

Appropriate: Sympathetic, or fitting, to the context of the site and the community, as a whole.

Architectural concept: The basic aesthetic idea of a building, or group of buildings or structures, including the site and landscape development, that produces the architectural character.

Architectural feature: A prominent or significant part or element of a building, structure, or site.

Cohesiveness: Unity of composition between design elements of a building or a group of buildings and the landscape development.

Collector street: Streets that serve internal traffic movements within an area and connect this area with the major arterial system. Collector streets do not handle through trips but do provide access to abutting properties.

Commerce center: Multi-story office development (3 or more stories) with limited retail and service uses. These centers should be located along thoroughfares with the highest concentration of uses located at intersections to create commercial nodes.

Compatibility: Harmony in the appearance of two or more external design features in the same vicinity.

Corridor: A major road that connects many districts across a region. Corridors include the road and adjacent land uses.

External design feature: The general arrangement of any portion of a building, sign, landscaping, or structure and including the kind, color, and texture of the materials of such portion, and the types of roof, windows, doors, lights, attached or ground signs, or other fixtures appurtenant to such portions as will be open to public view from any street, place, or public right-of-way.

Facade: An exterior side of a building.

Infill development: The development of vacant land within an area already largely developed.

Mass: The height, width, and depth of a structure; its bulk.

Mixed use areas: Integrated uses including those of residential, office, retail, institutional and entertainment.

Proportion: The balanced relationship of parts of a building, landscape, structures, or buildings to each other and to the whole.

Scale: The proportional relationship of the size of parts to one another and to the human figure.

Sense of place: An environment which has unique characteristics that are easily identified or recognized by the observer.

Streetscape: The scene as may be observed along a public street or way composed of natural and man-made components, including buildings, paving, planting, street hardware, and miscellaneous structures.

Structure: Anything constructed or erected, the use of which requires permanent or temporary location on or in the ground.