

Town Design + Aesthetic Guidelines cultivate:

- District Warmth through Historic Character and Passive Space
- Community “Sense of Place” for families and visitors
- Apply to both an existing property’s Renovation and entry of New Construction

District Benefits:

A development must meet weighted metrics categorization of Town Design + Aesthetic Guidelines to qualify for an Incentive Tier.

Town Design + Aesthetic Guidelines embody early 1900’s architecture:

- Windows sizes and accent trim
- Entryway announcement
- Pitched Roof design
- Decorative lighting and overhang accents
- Color Palette incorporation from Guideline specs
- Mixed materials façade which provides depth and dimension to building exterior

As well as Design Form:

- Build To Line of building frontage
- Rear and/or Shared parking lot
- 3 Sided Building aesthetics application
- Passive Space/Streetscape incorporation

Weighted Metrics:

| Aesthetic Type | | Tier A | Tier B | Tier C |
|--|--|--------|--------|--------|
| Required for Eligibility (baseline) | Mixed materials façade which provides depth and dimension to building exterior per Guideline specs | ✓ | | |
| | Entryway announcement | ✓ | | |
| | Decorative lighting and overhang accents | ✓ | | |
| Must fulfill 2/3 for Eligibility (plus REQ Eligibility criteria) | Differential Windows sizes and Accent trim | | ✓ | |
| | Color Palette incorporation from Town Design Guideline specs | | ✓ | |
| | Build To Line frontage + rear parking | | ✓ | |
| Must fulfill 2/3 for Eligibility (plus REQ Eligibility criteria) | Passive Space/Streetscape incorporation | | | ✓ |
| | Pitched Roof design | | | ✓ |
| | 3-Sided Building Aesthetic Application | | | ✓ |

Disclaimer: City Administration will have discretionary latitude with regards to Aesthetic variations amongst Tier B and/or Tier C interchangeability as it pertains to 2/3 fulfillment eligibility.

Rating Scale Form per Design + Aesthetic



To be eligible for Incentive Tiers' benefits, project design must earn a 2 or higher ranking per weighted metrics criteria by an independent Review Committee.

| Aesthetic Type | 1 | 2 | 3 |
|--|--|---|--|
| Mixed materials façade which provides depth and dimension to building exterior per Guideline specs | 2 stage ; subtle incorporation | 3 stage ; interchange incorporation | >3 stage ; infused incorporation |
| Entryway announcement | Subtle Overhang | Overhang with Column Dimension | Mixed Materials + Stained Glass |
| Decorative lighting and overhang accents | Minor Subtle incorporation | <6 application incorporation | >6 application incorporation; mixed materials |
| Windows sizes and accent trim | Single sided and single sizing | = 2 sided and 2 sized variation | 3 sided and at least 3 variation sizing |
| Color Palette incorporation from Town Design Guideline specs | 2 stage ; subtle incorporation | 3 stage ; interchange incorporation | >3 stage ; infused incorporation |
| Build To Line frontage + rear parking | N/A | N/A | √ |
| Passive Space/Streetscape incorporation | 10% linear frontage | 20% linear frontage | 30%+ linear frontage |
| Pitched Roof design | Minor Single Slope; non Flat Roof degree pitch | Heightened Single Slope, Hipped or Gambrel roof degree pitch ; inherent in historic district design | Gabled or Multi-Variation of roof degree pitch integration ; avails distinction to design form |
| 3-Sided Building Aesthetic Application | N/A | N/A | √ |

Review Committee Procedures

- **Review Committee:** A Review Committee will be comprised of 5 members of the following representation; with 3 representatives meeting a super majority quorum
 - **3 Business Ownership Participants within the District**
 - **1 Planning Technical Expert**
 - **1 Economic Development Commissioner**
- Planning will extract the applicable Site Plan Schematics
 - Derived from the formal building documentation submittal by a developer
 - Plan schematics which represent the 9 Aesthetic Type definition areas
 - **NOTE:** Planning facilitation is envisioned to work as a natural extension of and within current site plan review procedures.
- A Developer will receive the Town Design Aesthetics Incentive’s Instructions and Sample Rating Scale at time of scheduled DRT.
 - Same time as the EDC’s Olde Town Development Standards Letter is provided.
- Rating Scale Template will be attached to Site Plan Schematics and delivered to Review Committee.
 - **Review Committee will have 10 business days to complete the Rating Scale**

Case Study: 4 Site Assembly (6 original sites + vacated alleyway)
1.14 Acre pad site for Commercial development
15,767 SF building with 52 parking spaces and docking bay
\$4.7M Annual Sales; \$2.7M Build to Suit Construction
17 Employees; 4 new employees added per year in growth

Property Tax:

City Annual Base: \$366 (2008 US85 URA est. year)
FURA Annual Increment: \$365 (2019 year; annual fluxuation value per RE market)

5 year Culmination: \$1830 (City @ 100%)
\$913 (FURA @ 50%)
\$2743 total Property Tax pledge to development

City Tax:

Sales Tax (3%) \$141,000 (annual projection)
**City and FURA split under US85 URA District*
**.75 Transportation Tax excluded in formula*

5 year Culmination: **\$176,250 (25% pledge of Sales Tax only)**

Use Tax:

FURA: \$43,385.00 (1x Tax rebate)

Planning Fees:

City: \$2,500.00 (1x Fee rebate)

Water and Electric Utilities:

City Water: \$4000 (1x Credit)
**commercial xeriscape and/or water savings device credit*
**approval by City Council per Rates + Tariffs amendment*

Defer Large Infrastructure: **TBD Value** (*\$123K value in case study example*)
**Surcharge on Pipe Size or Service Line Loop Connectivity Improvement (10 year Period or At Time of Property Sale = Deferral 100% Paid)*

Temp Water Svc: \$3000.00 * (1x allowance)
Temp Elec Svc: \$4000.00 * (1x allowance)
**during construction only; Administrative Decision (precedence case: Royalty in Gateway Improvement District)*

Incentive Tiers Financials: **[A] \$52,628** (*Property Tax, Use Tax, Planning Fees, City Water*)
(5-year culmination basis) **[B] \$147,753** (*add on City Sales Tax pledge + Utilities Temp SVC.*)
[C] \$270,753+ (*add on FURA Sales Tax pledge + Defer Large Infra.*)