



URBAN CORE DESIGN GUIDELINES

AUBURN, ALABAMA



THE URBAN CORE

Heart of the “Loveliest Village on the Plains”

For 170 years, citizens of Auburn, Alabama have been coming and going at the same center of town. Early settlers congregated there to hear the news of the day, as did those attracted to the college founded twenty years later. Auburn University and the community of Auburn have been inseparably joined at College Street and Magnolia Avenue for 150 years.

Much has changed since this well-known 1910 photograph of Toomer’s Corner was taken, showing a lone northbound wagon entering the College/Magnolia intersection and some eighteen people walking, talking, and sitting on a bench. This town center, the Urban Core, has seen cows grazing in Samford Park, breakfast served all night at the Kopper Kettle, visitors welcomed to the Thomas and Pitts Hotels, movies at the Tiger Theatre, The Man with the Tape measuring, and ice cream at the Sani-flush. These have all come and gone.



But we are still rolling Toomer’s Corner; Ware Jewelers has celebrated it’s 60th birthday, and J& M Bookstore its 53rd. Children line these same streets for our parades, three churches still anchor the downtown, we’re still drinking Toomer’s lemonade, and seedlings are sold from the Toomer’s Oak.

The interchange of activity between the downtown and the campus sustain each other and create a sense of place and community that is unique. The Urban Core is “sacred ground” in the minds of townspeople, students, and alumni who have come this way. The City of Auburn is rich in tradition with a community eager to maintain its historical ties while embracing opportunities for progress.

INTENT/GUIDELINES

The intent of the Urban Core Design Guidelines is to require private development that will enhance the historic importance, improve the aesthetic character, and assure the economic viability of Auburn's downtown. The downtown reflects 170 years of growth and change. These guidelines will preserve and promote a unique and dynamic place for students, alumni, visitors, and townspeople to gather, shop, eat, and celebrate through the years. It is the life on the streets that will keep downtown Auburn alive and successful. It is a people-centered place that serves as the focus for these guidelines.

Development requirements for height, setback, step-back, materials, colors, glazing, signage, parking and other standards will provide a setting for commercially active retail space mixed with office and residential spaces that, when combined with public improvements, should keep downtown active day and night.

Development requirements are for all of the Urban Core. Special requirements of scale are in place for the College Edge. Development under these guidelines should enhance the Urban Core as the primary entrance to Auburn University, as well as the Heart of the "Loveliest Village on the Plains."



PERMITTED USES:

- Building permitted uses at street level are required to be retail, office, commercial, or institutional to maintain a vital and active downtown streetscape. At the second level, uses may include residential, retail, office, commercial or institutional. At the third level through fifth levels, uses are required to be office or residential.
- Parking lots or spaces at any level must be screened from view. At grade level adjacent to the right of way (ROW) parking must be screened with a building of permitted use (outlined above) to maintain a vital, occupied streetscape at sidewalk level. In cases where parking cannot be screened by a building of permitted use, the parking must be separated from the street ROW with a planted buffer at least 6' wide to provide an evergreen hedge for effectively screening cars. Trees should be planted at regular intervals within the buffer along the ROW.

SET BACK @ GROUND LEVEL:

- In the College Edge District (defined as College Street extending from Mitchum Avenue to Thach Street and Magnolia Street, extending from Gay Street to Wright Street) building facades are required to be developed to their property line at the R.O.W. of street edge and in line with adjacent building facades at the ROW line.

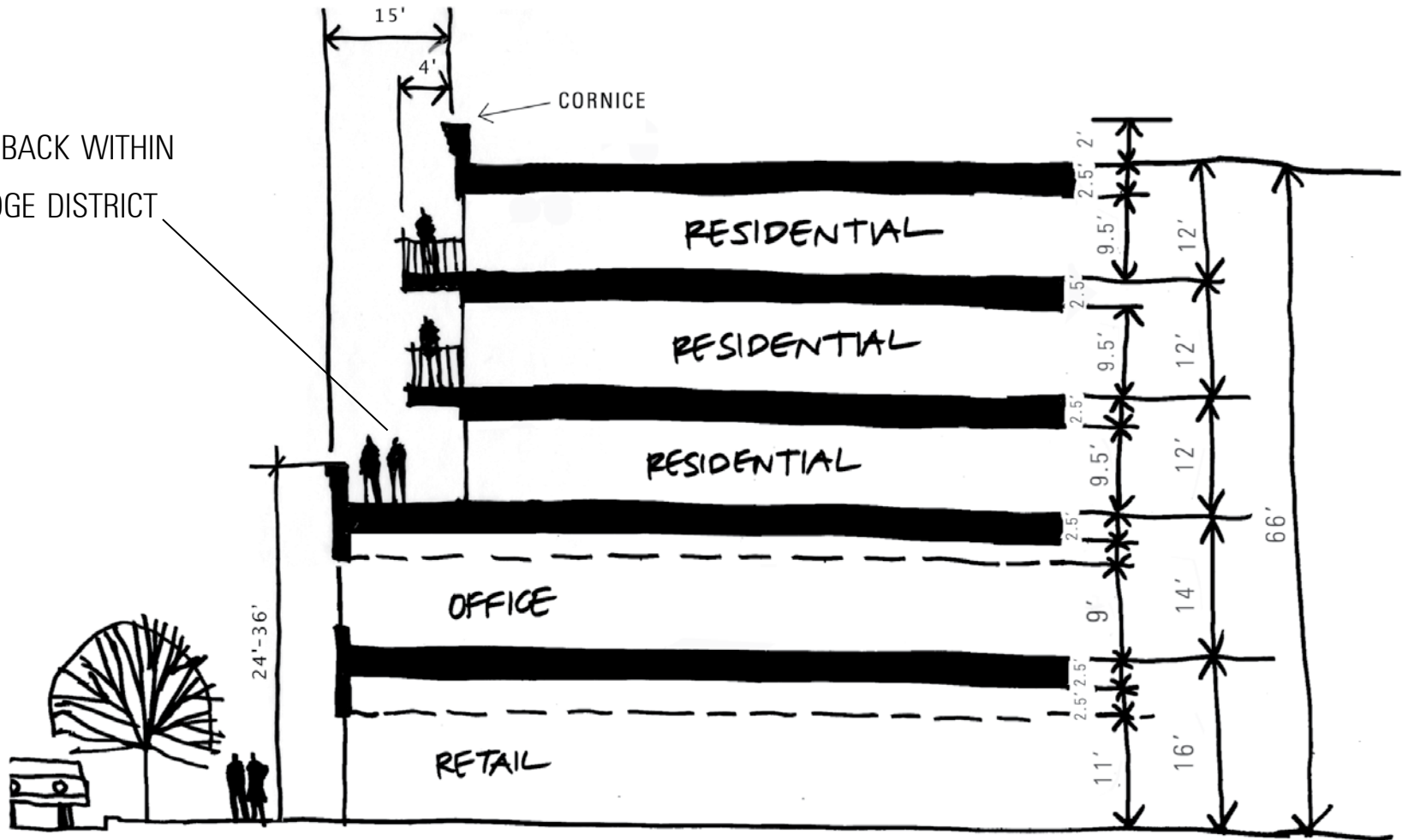
Exceptions to this include:

- 1) At other streets in the Urban Core, set backs are allowed 0'-10' such that a wide sidewalk can be developed of adequate width for pedestrian movement, street trees, sidewalk dining and green space. In the urban core all structures shall be set back no further than 10' from any designated corridor or street frontage.
- 2) In the College Edge District (defined above) the upper levels of a building above 24' to 36' height must be stepped back as outlined under Height and Step back.

HEIGHT AND STEP BACK:

- The height of a building is not to exceed 66 feet, measured to the top of the roof structure. An additional 2' for a decorative cornice or parapet may be allowed. For building lots where the grade slopes, the height is to be measured from the highest grade elevation. Any gable, mansard or other roof elements must not exceed the 66' in height; however, in large mixed use projects, a special roof feature in limited locations such as corners or key locations of the façade not exceeding 10' in vertical height are allowed.
- In the College Edge district of the downtown, there is a required step back of 15' from the Street ROW property line after the first 24' to 36' in height. The roof of the step back is to have a flat roof with a slope no greater than ½" vertical for every 1' horizontal.
- Balconies are allowed to extend 4' beyond the primary exterior facade line of the building into the 15' stepback with the front of the balcony set back at least 11' from the street ROW. Balconies must not exceed 12' in width, and must be separated by at least 10' horizontally. Balconies are not permitted to extend continuously across the building facade. A building with balconies must have covenants that prohibit use of the balcony in a manner that is unsightly, leaving debris, plants, furniture, clothing, banners or other materials exposed to view. Balconies of depths more than 4' may be provided if they are inset into the facade of the building so no portion extends more than 4' outside the building facade.
- No mechanical, electrical, satellite dishes or other utilities may be visible from the city streets.

REQUIRED STEP BACK WITHIN
THE COLLEGE EDGE DISTRICT



BUILDING CROSS SECTION SHOWING ALLOWABLE HEIGHT
AND STEP BACK WITH BALCONIES



EXISTING DEVELOPMENT

EXISTING DEVELOPMENT WITH FACADE
STEPPED BACK 15 FEET
AND BRICK ADDED





CONCEPTUAL ILLUSTRATION OF PERSPECTIVE VIEW OF DEVELOPMENT WITH STEP BACK



CONCEPTUAL ILLUSTRATION OF STEP BACK WITH FLAT ROOFS



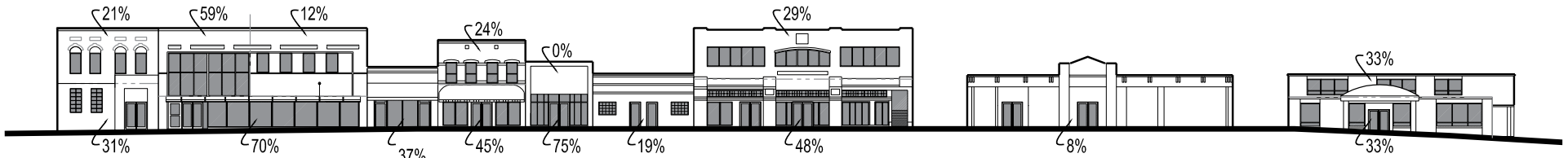
CONCEPTUAL ILLUSTRATION OF PERSPECTIVE VIEW OF DEVELOPMENT WITH STEP BACK



CONCEPTUAL ILLUSTRATION OF STEP BACK FLAT ROOF WITH LIMITED AREA OF PITCHED ROOF

PERCENTAGE OF GLAZING:

- The percentage of glazing facing the ROW at the street level is to be 30% to 50% of the total facade area, measured from finish floor line to finish floor line.
- The percentage of openings for glass fenestration at the level directly above the street level facing the ROW is to be 20% to 30% of the total facade area measured from finish floor line to finish floor line. An exception may be made for retail or office located on the second floor, where the percentage of openings may be 30% to 50% of the facade area, measured from finish floor line to finish floor line.
- The percentage of openings for glazing at the third, fourth, and fifth levels above the street level facing the ROW are to be 20% to 30% of the total facade area, measured from finish floor line to finish floor line.
- Windows shall be provided in an orderly, consistent, and rational pattern, in keeping with the tradition of the College Edge District.
- Where building codes prevent or limit the use of glazing, the maximum glazing allowed by the building code shall be met within the standards of this ordinance.



ANALYSIS OF PERCENTAGE OF EXISTING GLAZING - N COLLEGE ST.



EXAMPLE ELEVATION WITH PERCENTAGE OF GLAZING COMPLYING

Cheeburger Cheeburger

BUILDING HEIGHT: 29'-1"
BUILDING WIDTH: 28'-10"
INT. CEILING HT. @ 1ST FLOOR: 10'2"
GLAZING% @ 1ST FLOOR: 24%
GLAZING% @ 2ND FLOOR: 17%

Parker Building

INT. CEILING HT. @ 1ST FLOOR: 9'4"
INT. CEILING HT. @ 2ND FLOOR: 9'0"

Bizillas

BUILDING HEIGHT: 23'-6"
BUILDING WIDTH: 19'-9"
INT. CEILING HT.: 8'-10"
GLAZING%: 20%

Mellow Mushroom

BUILDING HEIGHT: 22'-0"
BUILDING WIDTH: 30'-5"
INT. CEILING HT.: 11'-3"
GLAZING%: 30%

Heartstrings

INT. CEILING HT. @ 1ST FLOOR: 13'-3"
GLAZING% @ 1ST FLOOR: 41%
GLAZING% @ 2ND FLOOR: 18%



EXISTING N COLLEGE ST.

Veranda

BUILDING HEIGHT: 26'-5"
BUILDING WIDTH: 26'-0"
INT. CEILING HT. @ 1ST FLOOR: 9'-3"
GLAZING% @ 1ST FLOOR: 45%
GLAZING% @ 2ND FLOOR: 24%

The GAP

BUILDING HEIGHT: 30'-0"
BUILDING WIDTH: 65'-0"
INT. CEILING HT. @ 1ST FLOOR: 10'-10"
GLAZING% @ 1ST FLOOR: 48%
GLAZING% @ 2ND FLOOR: 29%

Bicycle Shop

INT. CEILING HT. @ 1ST FLOOR: 11'-9"



ANALYSIS OF EXISTING GLAZING PERCENTAGES AND EXISTING FLOOR HEIGHTS

SIGNAGE, AWNINGS, CANOPIES and SIDEWALKS:

- **SIGNS.** Building signs are the only signs that are allowed in the Urban Core. Building signs in the UC shall not exceed a total of one (1) square foot per one (1) linear foot of the main or front entry facade width or a **maximum** of 32 square feet. The signs can be a building mounted plaque, or individual letters, or painted on a canvas awning. Blade signs are encouraged and a blade sign not exceeding 6 square feet can be provided in addition to building mounted signage. A blade sign is defined as an ornamental rod extending perpendicular from the building with a hanging sign suspended from it at a 90 degree angle from building face and street ROW. All signs must be mounted between the first and second floor line, or between the second and third floor line, but in no case can they be mounted lower or higher on the building. Signage area for the primary sign is computed by measuring the number of square feet in the smallest rectangle that can enclose all letters, logos, symbols or other elements of the sign. Blade signs should be a minimum of 9' from the sidewalk level to the bottom of the blade sign.
- **AWNINGS & CANOPIES.** Sloped or flat awnings and canopies are permissible. Awnings fabricated of canvas or metal are acceptable. Awnings should be designed in a manner that they only extend 75% of the width of the building facade along the street line and are supported from the building facade with suspension rods from the facade of the building. Columns for canopies extending from sidewalk are not allowed. Awning supports can't block the sidewalk. Awnings slopes may be flat to 45 degrees maximum. Awnings can't be sloped more than 45 degrees or exceed 5' in vertical height. Canopies and awnings must be maintained with rips, dents or faded paint repaired on a regular basis.
- **SIDEWALKS.** A Guideline for city sidewalk improvements and development will be developed by the task force. They will include elements such as brick paving, benches, sidewalk dining provisions, landscaping, ornamental lighting and street trees.
- See the following photographs for positive examples of acceptable awnings, signs, and sidewalk treatment.

SIGNAGE ONLY ALLOWED AT THESE LEVELS



BLADE SIGN

CONCEPTUAL DRAWING OF ACCEPTABLE SIGNAGE LOCATIONS



CONCEPTUAL ILLUSTRATIONS OF SIGNAGE



FACADE - 35 LINEAR FEET
SIGNAGE - 32 SQ FT

FACADE - 16 LINEAR FEET
SIGNAGE - 16 SQ FT

TYPICAL SIGNAGE CALCULATION



POSITIVE EXAMPLES OF AWNINGS, SIGNAGE, AND SIDEWALKS



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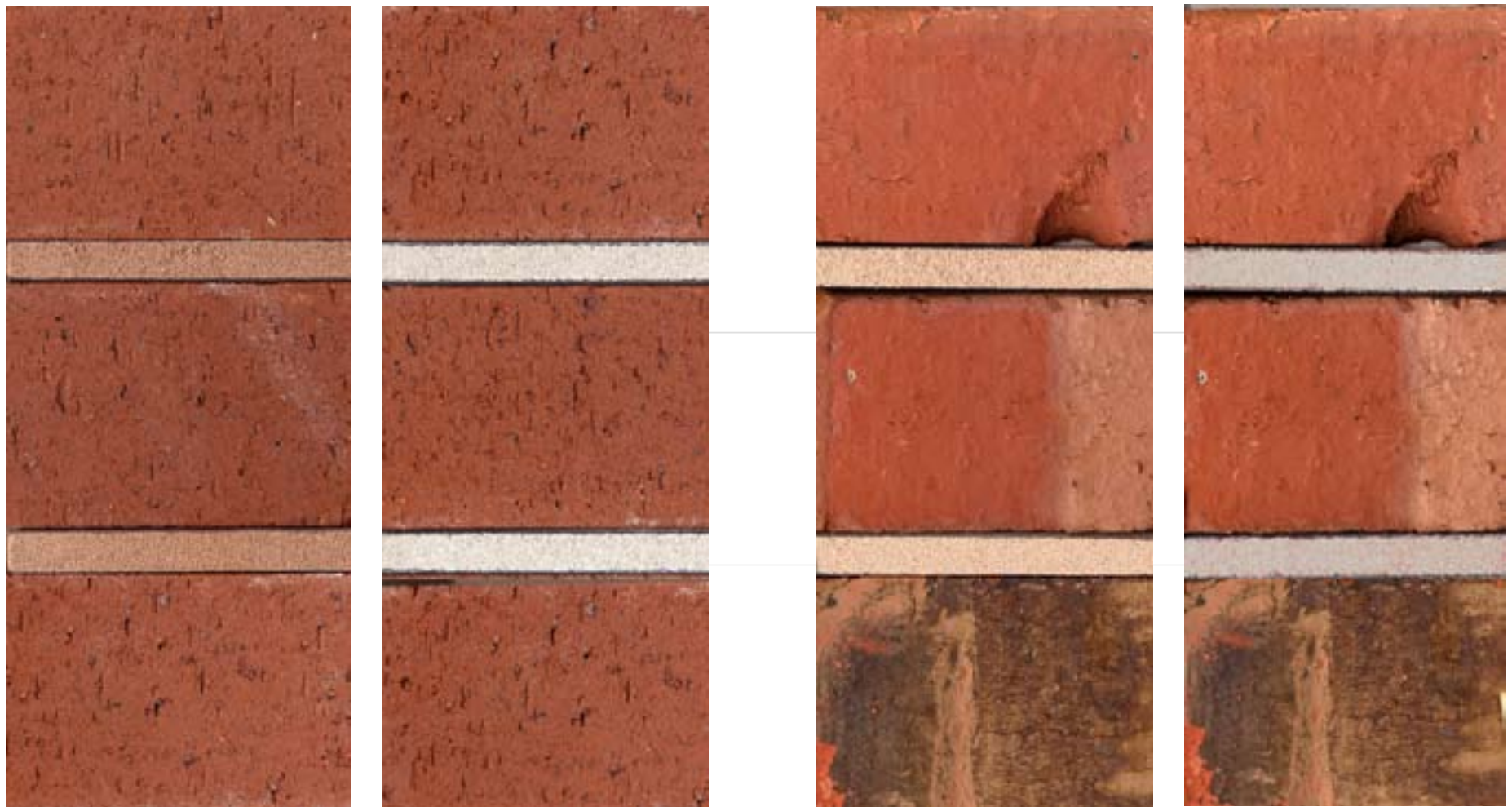


POSITIVE EXAMPLES OF AWNINGS, SIGNAGE, AND SIDEWALKS

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CLADDING MATERIALS, EXTERIOR WALL PALLETTE, MATERIALS AND COMPOSITION:

- Exterior building materials should consist of natural materials indigenous to the area, including primarily brick with accents of stucco or limestone, in limited areas, including trim and cornices. If synthetic materials are used, they must simulate the natural materials.
- Colors: The palette of the exterior building materials must be in a range outlined by the color palette. These colors apply to trim and canopies or exterior of the building if an exception is made to brick due to a pre-existing painted brick condition.
- Brick and mortar: Brick shall be in the range of color outlined on the color palette, from red to dark reddish brown. Brick texture may be wood mold, wire cut, or smooth face. The colors may be homogenous or a range. Mortar shall be tooled joints with mortar colors in a gray, buff, red, or red-brown range as indicated in material sample palette
- Roofing: Visible sloped roofing shall be slate, asphalt shingles, copper, or pre-finished kynar paint coated metal. Shingles shall be architectural dimensional type in colors outlined on the color palette. Metal shall be in colors outlined on the material color palette.
- Glass: Glass is to be clear with low e coatings allowed. Colored or mirrored glass is not permitted.



NOTE: Printed colors are not accurate color representations. See City of Auburn Planning Department for actual samples of materials.

MATERIAL PALETTE - BRICK & MORTAR OPTIONS

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AUBURN, ALABAMA



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MATERIAL PALETTE - BRICK & MORTAR OPTIONS



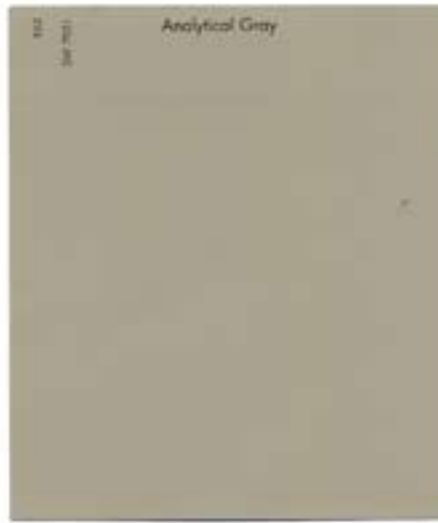
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MATERIAL PALETTE - SHINGLE OPTIONS



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MATERIAL PALETTE - METAL ROOFING OPTIONS



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