

Gray's Lake Office Park / Gray's Landing Conceptual Development Plan

Design Guidelines 15 February 2008

- I. Tax Base and Property value expectations
 - A. Phase I Development
 1. Master Plan shall provide 557,000 gross square feet of commercial space
 - B. Phase II Development
 1. Master Plan shall provide 183,000 gross square feet of commercial space
 - C. Residential Phase
 1. Residential development shall provide minimum of 500 town homes
- II. Overall Neighborhood Character
 - A. Development shall establish a new "downtown" mixed use neighborhood
 - B. Development shall create a unique place-making identity for the neighborhood through signature design in both the private and public realms
 - C. All components and phases shall relate to, and integrate with, each other and previous components.
 - D. Development shall establish vehicular, mass transit, bicycle, and pedestrian linkages with the following:
 1. Downtown Central Business District
 2. Gray's Lake
 - E. Materials palettes shall be developed for each project phase/component that provides consistency and compatibility of character across the development while providing for flexibility in individual component design.
- III. Street character
 - A. All components of Development shall provide a unified streetscape system that utilizes the same materials, design elements, and equipment throughout the redevelopment area.
 - B. Development shall provide a street system primarily related to downtown street grid that provides safety and ease of use by vehicular users
 1. Cul-de-sacs, dead ends and tight winding curves shall not be allowed

2. Development shall include human scaled user friendly elements.
 3. Development shall provide a streetscape system that provides safety, comfort, and convenience for pedestrians.
 - a) No residential block face shall exceed 300' in length
 - 1) A block face shall be defined as the distance between any two access streets as well as the distance between access streets, local streets, or feeder streets.
 4. Development shall create a pedestrian friendly environment along Tuttle and 11th Streets that provide clear connections between the residential, office and commercial subdivisions.
- c. Street cross section configurations shall be as shown in attached Street Type Plan and Sections.

IV. Building Character

- A. A materials palette shall be developed for each project phase/component that provides consistency and compatibility of character across the development while providing for flexibility in individual building design.
1. Commercial Building exteriors shall be clad in durable materials such as brick, metal, stone, cement board, etc.
 - a) Exterior insulation systems shall not be used
 - b) Industrial pre-engineered buildings shall not be allowed
 - c) Rooftop mechanical equipment shall be enclosed or otherwise screened from view.
 2. Residential Buildings shall be clad primarily in brick, metal, stone, or cement board
 - a) Clapboard siding shall be used only as accent materials or on non-primary facades.

v. Building massing, placement, density, arrangement

- A. Office Development shall seek to define an "edge" along the MLK Jr. Parkway by prioritizing placement of buildings along MLK over all other locations.
- B. Primary facades of structures shall be primarily parallel to MLK right-of-way whenever possible
- C. Open space between building facades along MLK shall be kept to a minimum.
- D. Building facades along MLK shall be a minimum of three stories in height
- E. Setback between primary building façade along MLK and property line shall be no more than 20' in length at the closest point.

- F. Fencing shall not be allowed within residential areas or between residential and neighboring uses

vi. Parking requirements

A. Non-residential areas

1. Surface parking spaces shall not exceed 5.5 spaces per 1000 GSF of office area
2. Surface parking areas shall provide landscape elements similar to those required by the Des Moines Landscape Standards for zoning districts C-3, & C3A.
3. Parking lots adjacent to public streets shall be screened by walls, fences, berms, landscaping or a combination thereof. Non paved surfaces shall be landscaped to meet Des Moines Landscape Standards for zoning districts C-3, & C-3A.

B. Residential Areas

1. Each residential unit shall be provided with one parking space within a private driveway in addition to those provided within garage spaces attached to individual dwelling units.
2. Streets designated as "Local" or "Feeder" shall include parallel parking
3. Streets designated as "Access" shall not provide any parking capacity

vii. Mass Transit integration

- A. Development shall accommodate long term transit connection to mixed use neighborhood
- B. The Des Moines Area Regional Transit (DART) Authority shall review all streetscape plans and designate locations for transit stops and shelters
- C. Developers and DART shall work together to establish feasible transportation linkages on a case by case basis.

viii. Public amenities

- A. Development shall provide bike lanes and trails that connect to existing urban system

ix. Sustainable Design

- A. Sustainable design practices shall be employed whenever practical throughout all aspects of the development.