

# DESIGN GUIDELINES

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*City of Baldwin*

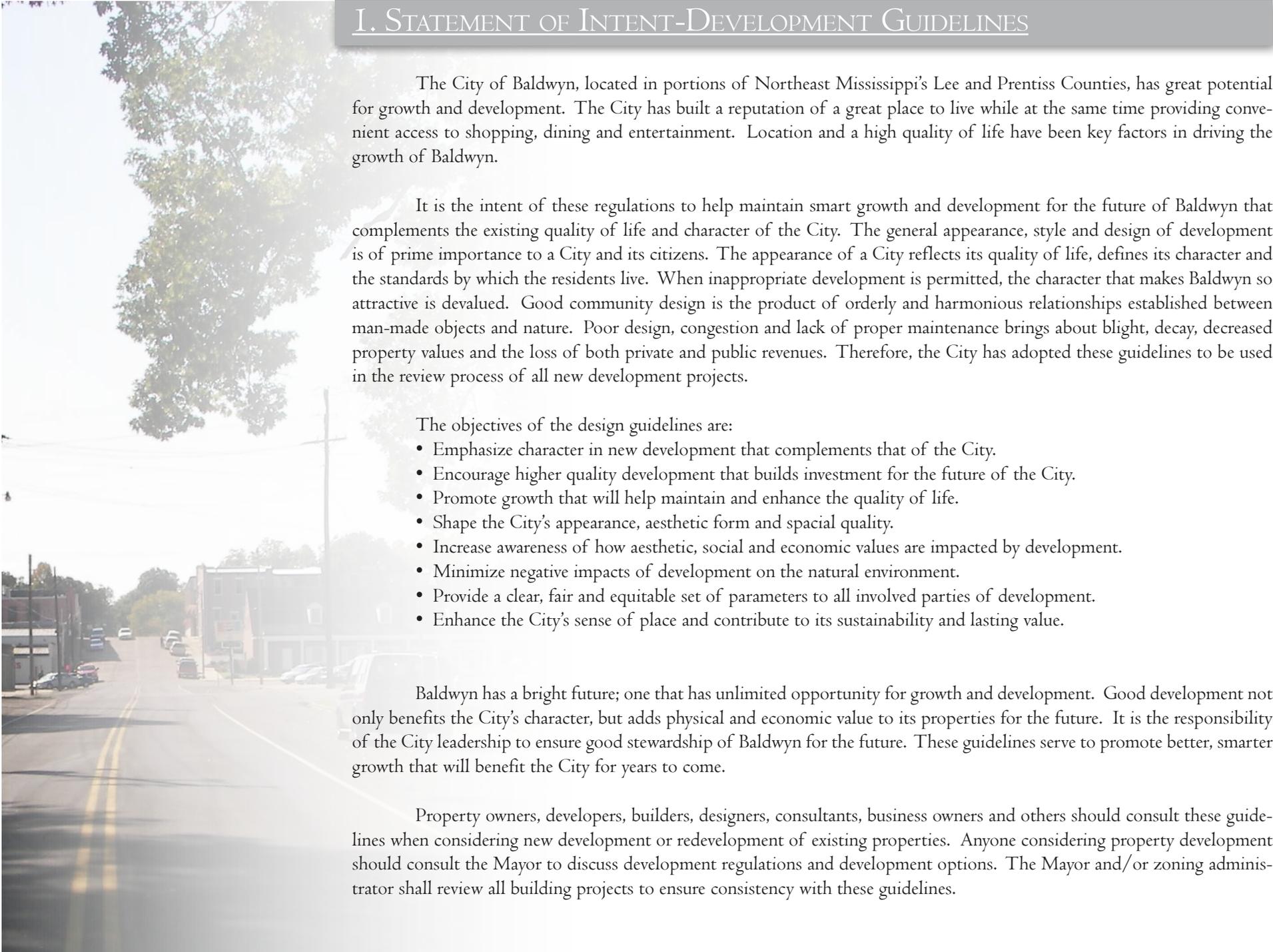
City of Baldwin, Mississippi  
Ordinance No. (see minutes)  
Adopted: January 8, 2008

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Planning services provided by:





## I. STATEMENT OF INTENT-DEVELOPMENT GUIDELINES

The City of Baldwin, located in portions of Northeast Mississippi's Lee and Prentiss Counties, has great potential for growth and development. The City has built a reputation of a great place to live while at the same time providing convenient access to shopping, dining and entertainment. Location and a high quality of life have been key factors in driving the growth of Baldwin.

It is the intent of these regulations to help maintain smart growth and development for the future of Baldwin that complements the existing quality of life and character of the City. The general appearance, style and design of development is of prime importance to a City and its citizens. The appearance of a City reflects its quality of life, defines its character and the standards by which the residents live. When inappropriate development is permitted, the character that makes Baldwin so attractive is devalued. Good community design is the product of orderly and harmonious relationships established between man-made objects and nature. Poor design, congestion and lack of proper maintenance brings about blight, decay, decreased property values and the loss of both private and public revenues. Therefore, the City has adopted these guidelines to be used in the review process of all new development projects.

The objectives of the design guidelines are:

- Emphasize character in new development that complements that of the City.
- Encourage higher quality development that builds investment for the future of the City.
- Promote growth that will help maintain and enhance the quality of life.
- Shape the City's appearance, aesthetic form and spacial quality.
- Increase awareness of how aesthetic, social and economic values are impacted by development.
- Minimize negative impacts of development on the natural environment.
- Provide a clear, fair and equitable set of parameters to all involved parties of development.
- Enhance the City's sense of place and contribute to its sustainability and lasting value.

Baldwyn has a bright future; one that has unlimited opportunity for growth and development. Good development not only benefits the City's character, but adds physical and economic value to its properties for the future. It is the responsibility of the City leadership to ensure good stewardship of Baldwin for the future. These guidelines serve to promote better, smarter growth that will benefit the City for years to come.

Property owners, developers, builders, designers, consultants, business owners and others should consult these guidelines when considering new development or redevelopment of existing properties. Anyone considering property development should consult the Mayor to discuss development regulations and development options. The Mayor and/or zoning administrator shall review all building projects to ensure consistency with these guidelines.

## I.I Administration of the Design Guidelines

All new residential or commercial development (building) requiring a site plan, plat or construction documents to be approved by the Board of Mayor and Aldermen, Mayor or Zoning Administrator per the requirements of the Baldwin Zoning Ordinance or Subdivision Regulations is subject to the provisions of the Design Guidelines. Any external modifications to an existing development that are subject to site plan approval are also subject to the Design Guidelines. Where site plan, plat or construction document review is required, design review will occur at the same time. These guidelines are not intended to discourage applicants from submitting plans which are in the spirit of the standards. The burden of demonstrating that the submitted plans are appropriate and in compliance with these guidelines falls upon the applicant.

All submitted plans must meet the requirements set forth in associated ordinances of the City of Baldwin, such as the Zoning Ordinance, Subdivision Regulations, Flood Damage Prevention Ordinance, Property Maintenance Standards and/or Building Code. Chapter 5 of the Baldwin Zoning Ordinance outlines the standards of review and the review processes. The Board of Aldermen may grant a variance to accommodate development hardships only in accordance with the due process of the Baldwin Zoning Ordinance and/or Subdivision Regulations.

All design elements that are approved by the City, such as driveways, private streets, parking areas, traffic aisles, fire lanes, loading areas, exterior lighting, signage, internal crosswalks, curb stops and pedestrian facilities, shall be considered as binding elements of the project in the same manner as proposed buildings, landscaping, and other details. The applicant, his successors, assigns, and/or subsequent owners and their agents shall be responsible for the continued maintenance and upkeep of all such private improvements in accordance with the approved plans.

## *Typical development pattern characteristics:*

### Urban Area

- Higher density
- Defined streetscapes
- Compatible integration of land uses
- Street grid system
- Human scale buildings



Figure 3.1 The downtown Baldwin area is delineated by continuous main street facades, on street parking and pedestrian thoroughfares.

### Suburban Area

- Mixed density ranges
- Auto-oriented design
- Linear commercial development along major streets
- Segregated land uses
- Curvilinear street network



Figure 3.2 The rural landscape with mixed residential and agricultural uses is more common to Baldwin.

## 2. SITE DESIGN

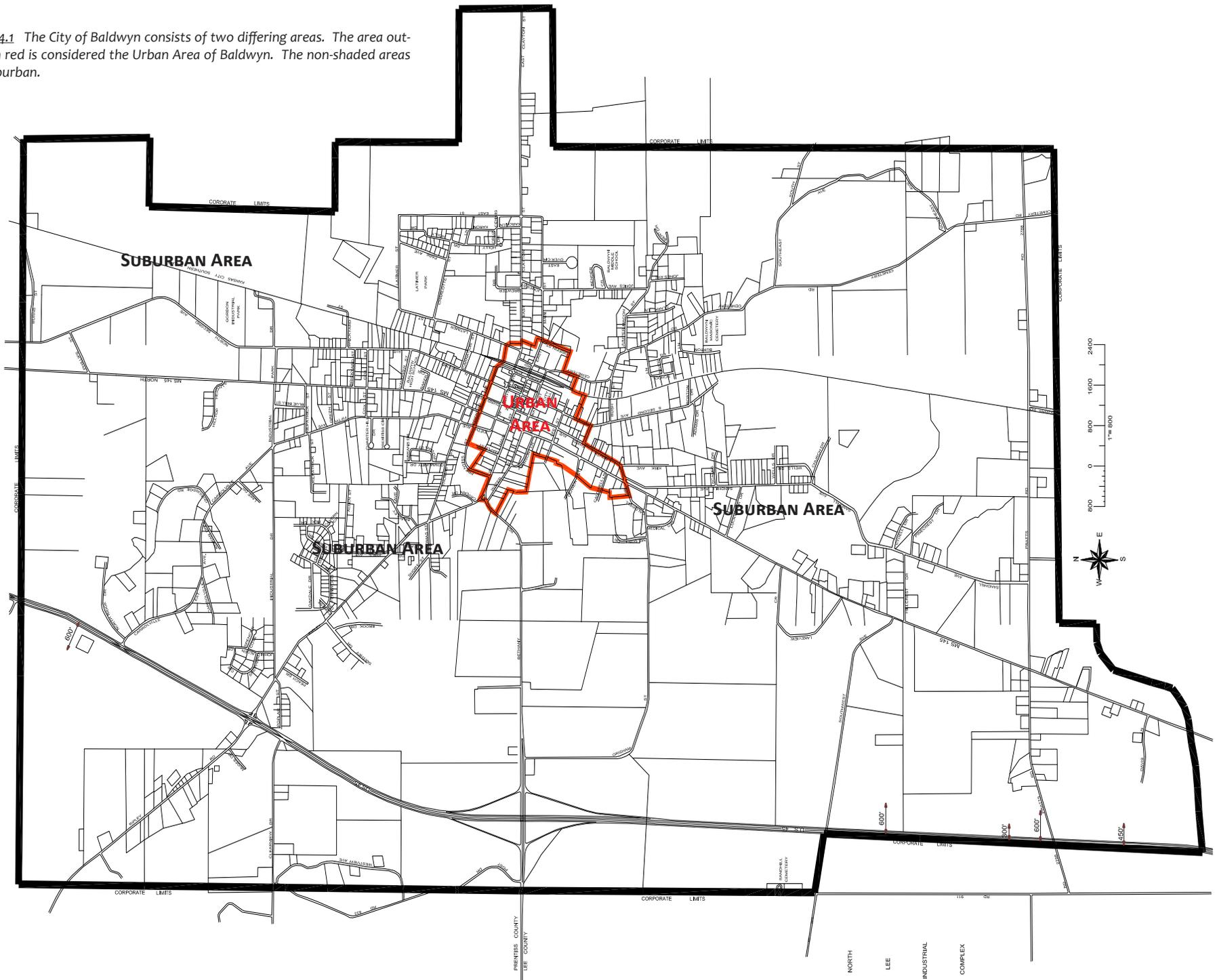
In order to implement design standards that actually change the perspective on design and development within the City, it is important to start with the foundation. Before buildings ever commence, a proper site must be selected and a plan must begin. Even at the initial stages of site selection and site layout the design standards should be implemented. The relationship of a building to its surroundings is just as important to the overall success of a project as is the selected type of building materials.

### 2.1 Progression of Baldwin

Baldwin, as is common for Southern towns, is characterized by two basic development patterns. Prior to WWII, the earlier and more common form of transportation was by rail. Baldwin was served by the Mobile & Ohio Railroad. This led to a more centralized development pattern, with the downtown area culminating around the depot as passenger rail was available. Post-war, the City began to take on a different form. As the City grew and more modern forms of transportation became available, the City began to spread out and eventually developed into its current status. As time has progressed, so has Baldwin. Cities must adapt around changes in economy, transportation and environment.

Two distinct patterns of development have been defined within the City limits, the Urban Area and Suburban Area. See Figure 4.1 as it defines these two areas in Baldwin. These two areas should be treated slightly different in the overall approach to site design. The included illustrations in this section help define how conventional development patterns can be modified to promote a more feasible and appropriate land use pattern that is consistent with these guidelines. The purpose is to provide a more balanced environment for both vehicular and pedestrian travelers, and promote a development pattern that uses less gross land and natural resources of the City.

Figure 4.1 The City of Baldwin consists of two differing areas. The area outlined in red is considered the Urban Area of Baldwin. The non-shaded areas are Suburban.



## 2.2 Site Layout



Figure 5.1 Sprawling City expansion around major thoroughfares is an inefficient use of space which complicates a City's sense of place and creates inconsistent development patterns. A City's quality of life can be negatively impacted by unnecessary traffic congestion and energy consumption.

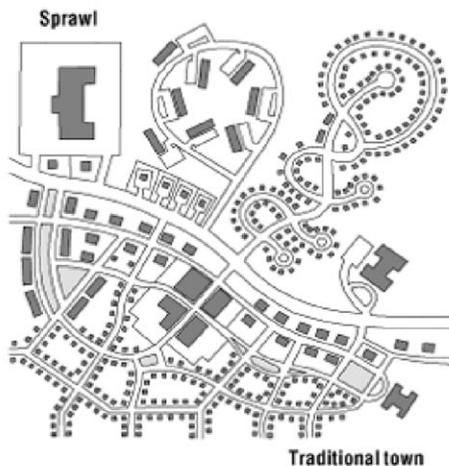


Figure 5.2 portrays the difference in development styles between sprawl and traditional town development. It is proven that sprawl consumes more natural resources and creates inconsistent patterns for public thoroughfares.

Regardless of the use, each site has a specific manner in which it lends itself to be developed. Patterns can be developed by observing the natural resources, environment and topography of the site. It is recommended that each site be studied to select the most feasible pattern for the intended use that will accommodate not only the site itself, but also the surrounding land uses.

### Alternative Residential Design Methods (Recommended)

- Expanded street and infrastructure system that provides for a more contiguous thoroughfare of pedestrians and vehicles. This promotes safety and a more aesthetic and functional design. Smaller modified block system layout encourages pedestrian movement and development structure.
- Preservation of environmentally sensitive areas and green spaces throughout the development provides buffering, pedestrian activity areas and focal points. Clustering of lots can aid in land preservation on applicable sites.
- Rear alleys allow garages to be at the rear of homes which frees the public streetscape of unnecessary clutter from garages and creates a more aesthetically pleasing thoroughfare.

### Conventional Residential Design Methods (Not Recommended)

- Limited entry access points.
- Suburban sameness: redundant use of the same patterns.
- Lack of connectivity within and to adjacent properties.
- Lacking interest, a sense of place, focal points and arrival; no commonspace.
- Predominance of front-loaded garages and auto-oriented street network.



Figure 5.3 Residential sprawl.

### Alternative Commercial Design Methods (Recommended)

- Buildings should be oriented to the street or public thoroughfares (streets and sidewalks) rather than around the parking lot. This provides a stronger building character and helps create a more pedestrian friendly environment. Alternative parking methods are encouraged, such as providing parking lots behind or to the side of the building. This helps to reduce visual clutter from the right-of-way.
- Commercial buildings should be clustered where applicable to create business or office parks. Commercial development with multiple buildings should have interrelated building functions to serve multiple uses, such as a common greenspace.
- Environmentally sensitive areas should be preserved and green space should be incorporated to buffer the intensity of the site from adjacent uses and help the site to blend into the landscape.

### Conventional Commercial Design Methods (Not Recommended)

- Buildings are oriented simply for the easiest vehicular or parking access with ample paved areas. This creates hazard prone pedestrian zones and inconsistent building masses.
- Introverted development occurs where commercial sites are selected and built without consideration of compatibility to adjacent land uses or connectivity to adjacent properties.

## 2.3 Siting of Commercial Buildings



Figure 6.1 (above) The downtown area is defined by distinct and inter-related building patterns.  
Figure 6.2 (below) The urban setting is defined by placement of downtown buildings to have a close relationship with the street.



Figure 6.3 (below) Buildings within the urban area should be oriented and designed to interact with the public street and sidewalk.



Figure 6.4 (above) Formalization of public spaces in the Urban Area creates central points of interest which promote pedestrian use and safety.

### Urban Area

1. Commercial buildings should complement the existing downtown resources. Buildings should maintain a close relationship with adjacent uses, buildings, parks and greenspace. Adjacent land uses should be integrated for common use.
2. Commercial buildings should be situated parallel to the predominate street with immediate on street access and on-street parking. Parking lots are acceptable if located behind the building, and screened from public view. The placement of parking lots in front of the building, or abutting a downtown street, is prohibited.
3. Commercial buildings should be placed within the Urban Area to create consistent formalized spaces. Block street layouts should be the normal form within this area.
4. Gradual, not immediate, transition should be made between residential and commercial land uses.
5. Downtown views to City assets must not be blocked by unaesthetic elements such as parking lots.

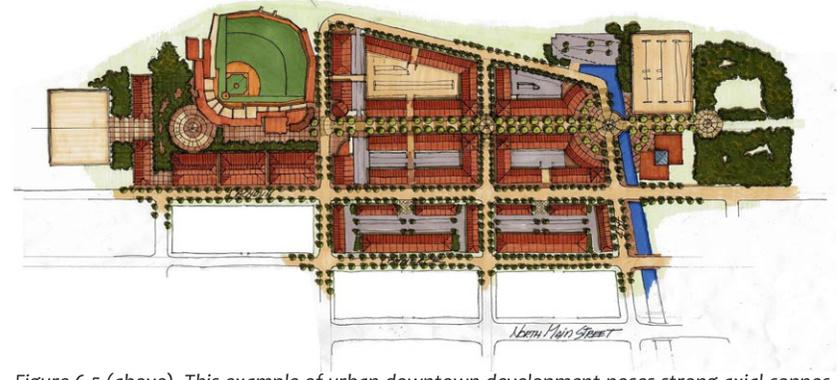


Figure 6.5 (above) This example of urban downtown development poses strong axial connections, consistent building patterns and streetscapes that form the public spaces. The use of these elements promotes a stronger neighborhood that is walkable and inviting. (Copyright Lagrave Field Development.) Figure 6.6 (below) is an example of good urban design form proposed within the Downtown Master Plan for Fayetteville, Arkansas.



## 2.3 Siting of Commercial Buildings (continued)



Figure 7.1 (above) This commercial building faces the street with parking to one side. The parking therefore is not the dominate feature of the site. The building has good interaction with the public space because it is close to the street and the parking lot is buffered with green-space to soften the impact.

Figure 7.2 (below) This suburban building has parking in front of the building, but it is tastefully done. The parking lot does not dominate the site but is offset by green-space and plants.



### Suburban Area

1. Suburban commercial development should not be placed in a manner that would detriment the suburban landscape or overpower existing communities. Buildings should be placed in a manner consistent with adjacent land uses and building patterns. For example, commercial development should not be placed in between residential or agricultural uses, but should expand from a central core area of the City.
2. Commercial development and expansion must be consistent with planned City growth patterns in order not to overwhelm City infrastructure or land use. Sprawling patterns or sparse placement of commercial sites is not permitted.
3. Commercial buildings should not be oriented around off-street parking lots. Suburban development styles with parking lots are suitable, but it is still recommended to reduce the visibility of parking lots along public streets and provide building frontage closer to the street. Vehicular areas designed around a commercial building should be complementary in size and scale to prevent unnecessary paving.



Figure 7.3 (above) Big-Box commercial buildings that have aesthetic site and architectural appeal provide lasting economic and community value. Addition of plants, greenspace and reduction of asphalt also makes these uses less intrusive. Notice that this design provides a more inviting environment for pedestrians walking to the building. Otherwise, these Big-Box buildings like Figure 7.4 (below) can prove to be community eye-sores that may damage the long-term community value, including property values.



Figure 7.5 Commercial buildings can be situated in order to internalize the parking lots and screen them from the public, leaving ample building visibility and function.



Figure 8.1 (above) The placement of these residential buildings forms a close relationship to the public space/street. The on-street parking and sidewalk provides easy access for guests.

Figure 8.2 (below) This multi-family building is inviting with close interaction to the street and sidewalk.



Figure 8.3 (left) Well planned residential neighborhoods, such as Harbor Town, create well defined and organized thoroughfares with easy access to points of interest. Greenspace is easily accessible and has been incorporated into the design purposefully.

Figure 8.4 (above) This multi-family building, within Harbor Town, is very compatible with the architecture of single-family homes. The public space is well defined by the building facades, sidewalks and street trees and the reduction of street clutter.

Figure 8.5 (right) Residential homes within the urban area are diversified, but blend along the street. Multiple elements, such as architectural styling, street trees, sidewalks and on-street parking, need to be in place to maintain consistent attractive urban residential development.



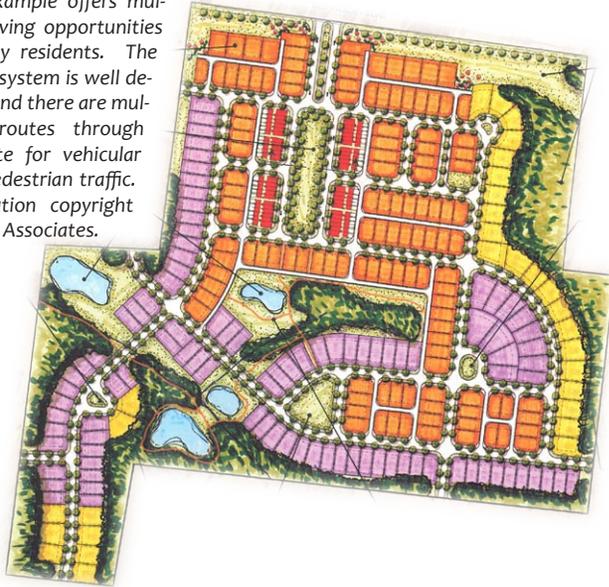
## 2.4 Siting of Residential Buildings

### Urban Area

1. Residential development should be compatible with the scale, density, setbacks and overall development patterns of adjacent residential uses or buildings.
2. In the Urban Area, a higher intensity of housing is expected and should be promoted to the applicable scale of the surrounding housing fabric.
3. Primary facades (not necessarily with a garage) must face onto a public street unless other creative solutions apply, such as central greenspaces or pedestrian ways. Public greenspace should be within walking distance to all residents of high density neighborhoods.
4. “Reverse Frontage”, where the back of a residence faces onto a public street, is not permitted. In any case where the back of a residence is visible from a public street, it must be fully screened from the public view.
5. Rear-entry, side-entry or courtyard garages should be used where applicable. Front-entry garages must be setback at minimum of six feet beyond the front house facade.
6. Residential neighborhoods must carry some level of differing house types. Architectural layout and overall style of the neighborhood should have continuity, but the repetitive use of similar facades is not permitted.
7. Neighborhoods should not be designed around vehicular transportation, but rather streets should be designed to serve the residential environment. A hierarchy should be given to the thoroughfare patterns within larger developments, including pedestrian sidewalks and greenways.

## 2.4 Siting of Residential Buildings (continued)

Figure 9.1 Mixed use residential development like this example offers multiple living opportunities for City residents. The street system is well defined and there are multiple routes through the site for vehicular and pedestrian traffic. Illustration copyright Lose & Associates.



### Suburban Area

1. Suburban areas should be planned for smart growth. Suburban lower density residential development incongruently sprawling from commercial centers is not permitted. Development should be well connected to adjacent sites, having a relationship to the City core, with anticipation for future growth. Residential development should have a transition in design styles where abutting different land uses.
2. Building setbacks should be consistent but offset in medium and low density areas to prevent monotonous sight lines.
3. Residential buildings or building lots must be oriented toward public streets, sidewalks and/or green-space. Primary facades (not necessarily with a garage) must face onto a public street unless other creative solutions apply, such as central greenspaces or pedestrian ways.
4. “Reverse Frontage” (the back of a residence directly facing a public street) is not permitted. In any case where the back of a residence is visible from a public street, it must be fully screened from the public view.
5. Rear-entry, side-entry or courtyard garages should be used where applicable. The use of alleys is also encouraged. Front-entry garages must be setback at minimum of six feet beyond the front house facade.

Figure 9.2 (right) Town development patterns, like those set forth in the Town of Saucier, MS Master Plan, help give form to urban and suburban residential areas as the patterns are based off of a centralized urban core area of the town. Illustration copyright Andrews University Urban Design Studio.



Figure 9.3 (left) Diversified and mature neighborhoods like this one provide lasting, viable, well established residences within a City.

Figure 9.4 (right) This example of new residential development shows how setback garages can accent the front entry, free up the public street and provide a more aesthetically pleasing streetscape.



## 2.5 Street Design

*Figure 10.1 Good roads provide safe vehicular access to Baldwin's residential areas.*



*Figure 10.2 Street elements such as on street parking, decorative street lamps and tree islands promote an urban street environment.*

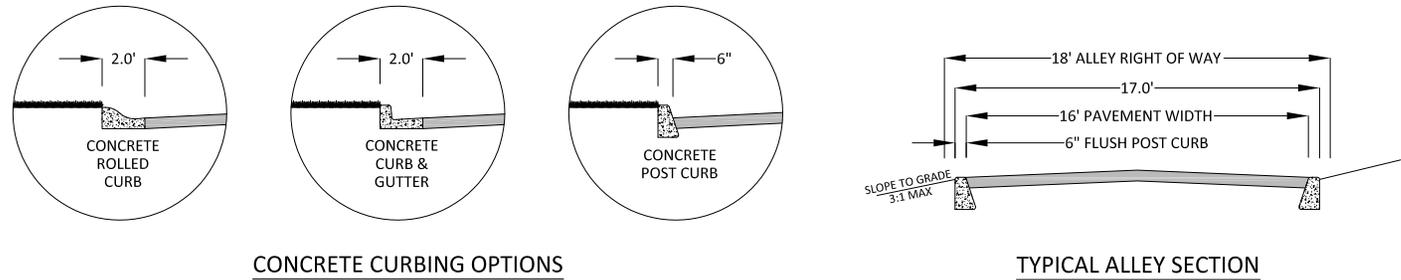
1. Street widths should be as consistent as possible with frequent connectivity that is beneficial to vehicular and pedestrian traffic movement. Over-paving should be avoided; street widths should be as wide as necessary to handle planned traffic.
2. Unless otherwise recommended by a traffic engineer: The required minimum width of pavement for all new streets is ten feet per travel lane. An eighteen inch wide concrete gutter with a six inch wide concrete curb is also required along both sides of all proposed public streets. Curb returns should have a minimum twenty-five foot radius at all entrances, exits or intersections. Design of arterial streets shall be regulated by the City Engineer and/or Department of Transportation. Note: See Subdivision Regulations for additional requirements.
3. Cul-de-sacs and dead end streets are not recommended for new development, but are applicable where provided for future connections or where environmental site constraints apply.
4. The use of frontage roads is not permitted without a supporting traffic analysis and recommendation of approval provided by a traffic engineer. Alternative methods are strongly encouraged.
5. Joint-access easements should be provided between adjoining commercial sites to prevent unnecessary turning movements.
6. Traffic calming measures such as traffic circles and planted medians are encouraged.
7. Rear alleys are encouraged and allow garages to be at the rear of homes which frees the public streetscape of unnecessary clutter from garages and creates a more aesthetically pleasing thoroughfare. The required minimum width of pavement for all alleys is sixteen feet. A six inch wide flush post curb is also required along both sides of all proposed alleys.
8. All vehicular travel lanes should be hard surfaced of either portland cement or asphaltic concrete. Pavement section depth should be suitable for the intensity of the intended use.

In the Urban Area, a more structured street environment is recommended. This includes shorter blocks, additional planned curb cuts and a more dense public thoroughfare. In these areas, rear-entry garages with alley access are strongly encouraged to reduce visual and traffic congestion on the public street. The inclusion of street elements is also strongly encouraged to provide form to the streetscape. In suburban areas around the City's core, street networks should maintain planned connectivity with existing thoroughfares to ease traffic congestion. Sidewalks and street elements are also encouraged within suburban neighborhoods, although they may serve only an internal use. Street elements should be incorporated as applicable.

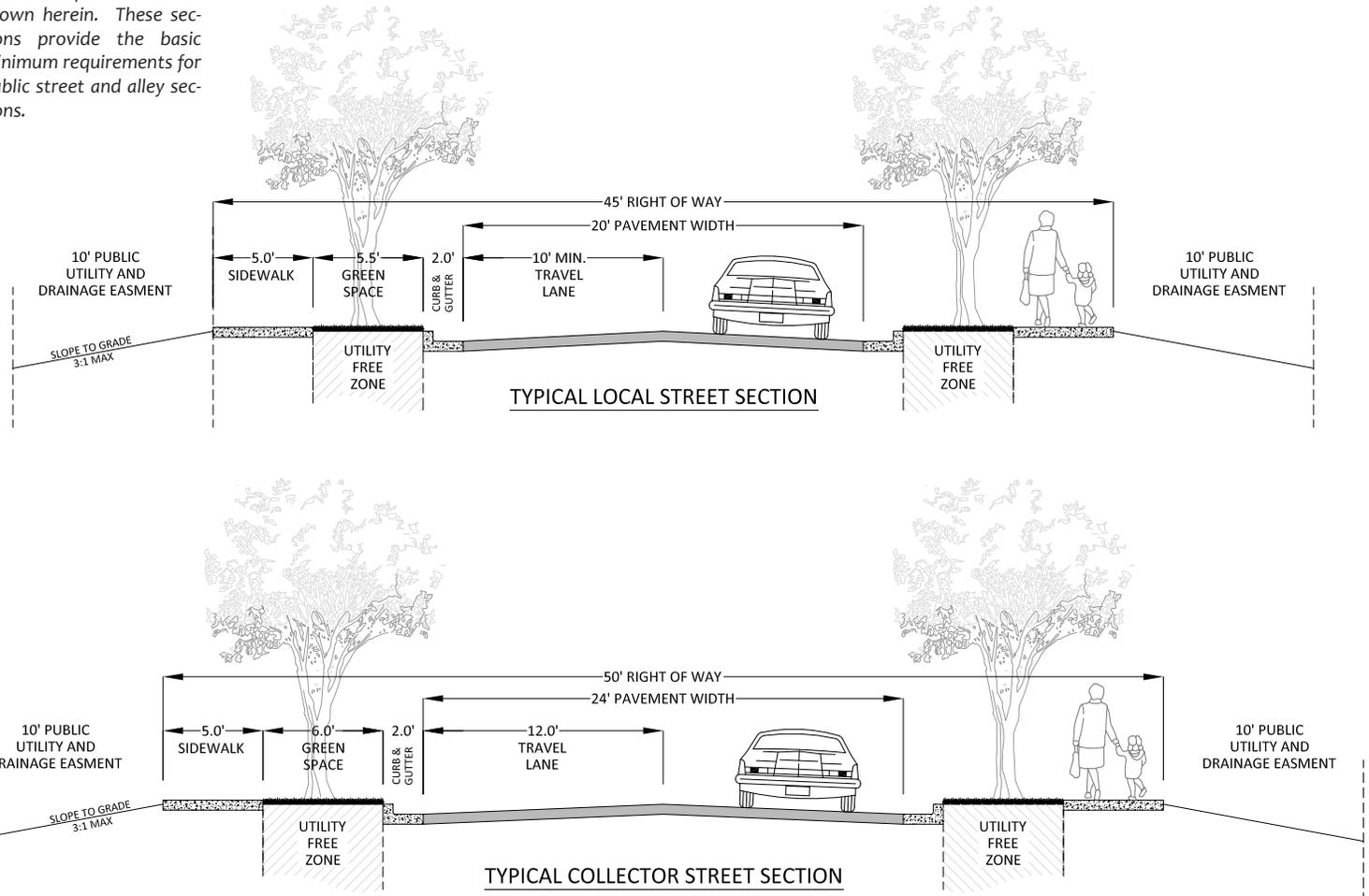
## 2.5 Street Design (continued)

### Street Section Requirements

1. A minimum 45 foot right-of-way is required on all public streets. A minimum 18 foot right-of-way (or private access easement) is required for all alleys.
2. The minimum pavement width for two way streets is 20 feet.
3. A 2 foot wide rolled curb or curb and gutter is required on both sides of all public streets, or a 6" post curb is permitted on public streets outside of subdivisions.
4. A minimum 5 foot greenspace is required along the back of curb on all public streets. The greenspace along the street is designated a utility free zone; utilities may cross the greenspace but not run concurrently in it.
5. Sidewalks are required along both sides of all public streets. See Section 2.6.
6. Canopy street trees are required along both sides of all public streets. See Section 3.1.
7. Based on street hierarchy, some street elements may need to be modified. Modifications to these street standards are permitted only by approval of the Administrator and recommendation of a traffic engineer.
8. Consult the City of Baldwin Subdivision Regulations for more information.



*Figure 11.1* Typical street section requirements are shown herein. These sections provide the basic minimum requirements for public street and alley sections.



## 2.6 Sidewalks

*Figure 12.1 (above) Sidewalks promote pedestrian movement through the neighborhood and help define the streetscape.*



*Figure 12.2 Continuous pedestrian thoroughfares like this sidewalk promote safe pedestrian use. Street trees help to buffer the pedestrian area from the street.*

1. Public sidewalks are required for all new development. Sidewalks should be located along the public frontage of all proposed commercial buildings and along both sides of all proposed public streets. Internal sidewalks should also be provided for pedestrian safety.
2. Street sidewalks should be located within the public right and should be setback at least five feet from public streets and property boundaries. Street sidewalks may be placed outside the right-of-way where applicable but must be approved by the Administrator.
3. For commercial applications, at least one centralized sidewalk must be provided to connect the public sidewalk to the building entry.
4. The required minimum width for all sidewalks is five feet.
5. Sidewalks should be as consistent as possible and should connect with adjacent properties where applicable. Where no adjacent sidewalks exist, proposed sidewalks should extend to the property line.
6. Sidewalks should be constructed of brick pavers or portland cement concrete with aggregate or broom finish. Pavement section depth should be suitable for the intensity of the intended use.
7. Pedestrian routes must meet the guidelines set forth in the latest edition of the “ADA Accessibility Guidelines for Buildings and Facilities”.
8. Crosswalks should be provided at all internal and external pedestrian street crossings. Crosswalks should be striped according to the latest edition of the “Manual of Uniform Traffic Control Devices.” White, reflective, thermoplastic pavement striping should be used unless otherwise specified. Alternative construction methods of crosswalks include pavers, stamped concrete or stamped asphalt.



## 2.7 Parking and Circulation



Figure 13.1 (above) Parking areas at the rear of commercial buildings help remove traffic congestion from the street.

Figure 13.2 (below) On-street parking provides quick, safe access to businesses or attractions. Street elements such as on street parking, decorative street lamps and tree islands promote an urban street environment.



1. Off-street parking lots should only be provided when justifiable. Each commercial or residential building should be planned appropriately in order to eliminate unneeded spaces. When off-street parking is necessary, the number of spaces permitted will be based on the proposed use and size of the proposed building(s).
2. In the Urban Area, parking lots must generally be located at the rear or side of the building. Off-street parking lots are not permitted in front of the primary facade.
3. Unnecessary curb cuts that create traffic congestion should be eliminated. New development is limited to one curb cut or one per every three-hundred linear feet of street frontage. Curb cuts should be located no closer than one-hundred linear feet from an existing intersection. Curb cuts should be located directly across from one another or be offset at least one-hundred-fifty linear feet.
4. Proposed parking lots should have provisions for pedestrian safety, such as marked crosswalks, ramps and abutting sidewalks.
5. No more than ten contiguous parking spaces are allowed in a row, without a greenspace island.
6. The required parking aisle widths are twenty to twenty-four feet for two-way configurations, or fifteen to twenty feet for one-way configurations. The required size for parking spaces is nine feet wide by eighteen feet deep, with the exception of handicap spaces. A maximum of fifteen percent of the proposed parking spaces may be considered compact spaces, having a minimum width of eight feet. All compact spaces must be designated by the ten inch tall letters "COMPACT" neatly and permanently stencil-painted in the center of each compact parking space.
7. On-street parking is encouraged where applicable. The required size for on-street spaces is eight feet wide by twenty-two feet long, with the exception of handicap spaces. On-street parking is not permitted on existing streets that are less than twenty-four feet in width. Applicants may have the option to widen existing streets and add on-street parking if requested. Parking spaces that back directly into a collector or arterial street are prohibited.
8. All parking spaces should be delineated by white, reflective, thermoplastic pavement striping.
9. Parking and service areas should be hard surfaced of either portland cement or asphaltic concrete. Pavement section depth should be suitable for the intensity of the intended use.
10. Concrete curb stops should be provided in all situations where the adjacent curbing or island is depressed. Curb stops should be placed two feet from the edge of pavement.
11. Fire lanes should be provided where applicable. The recommended width of fire lanes is eighteen feet. Fire lanes should be marked and provide clear, unobstructed access at all times.
12. See Section 2.3 for parking lot and building orientation.

## 2.7 Parking and Circulation (continued)

### Street Section Requirements

1. The minimum width of a two-way parking drive aisle is 20 feet with a maximum width of 24 feet. The minimum width of a one-way parking aisle is 15 feet with a maximum width of 20 feet.
2. Parallel parking spaces must be 22 feet in length and 8 feet in width.
3. Perpendicular or angled parking spaces must be 9 feet in width by 18 feet in length, with the exception of compact spaces which may be as narrow as 8 feet.
4. Handicap spaces must be provided and designed in accordance with the latest edition of the "ADA Accessibility Guidelines for Buildings and Facilities".

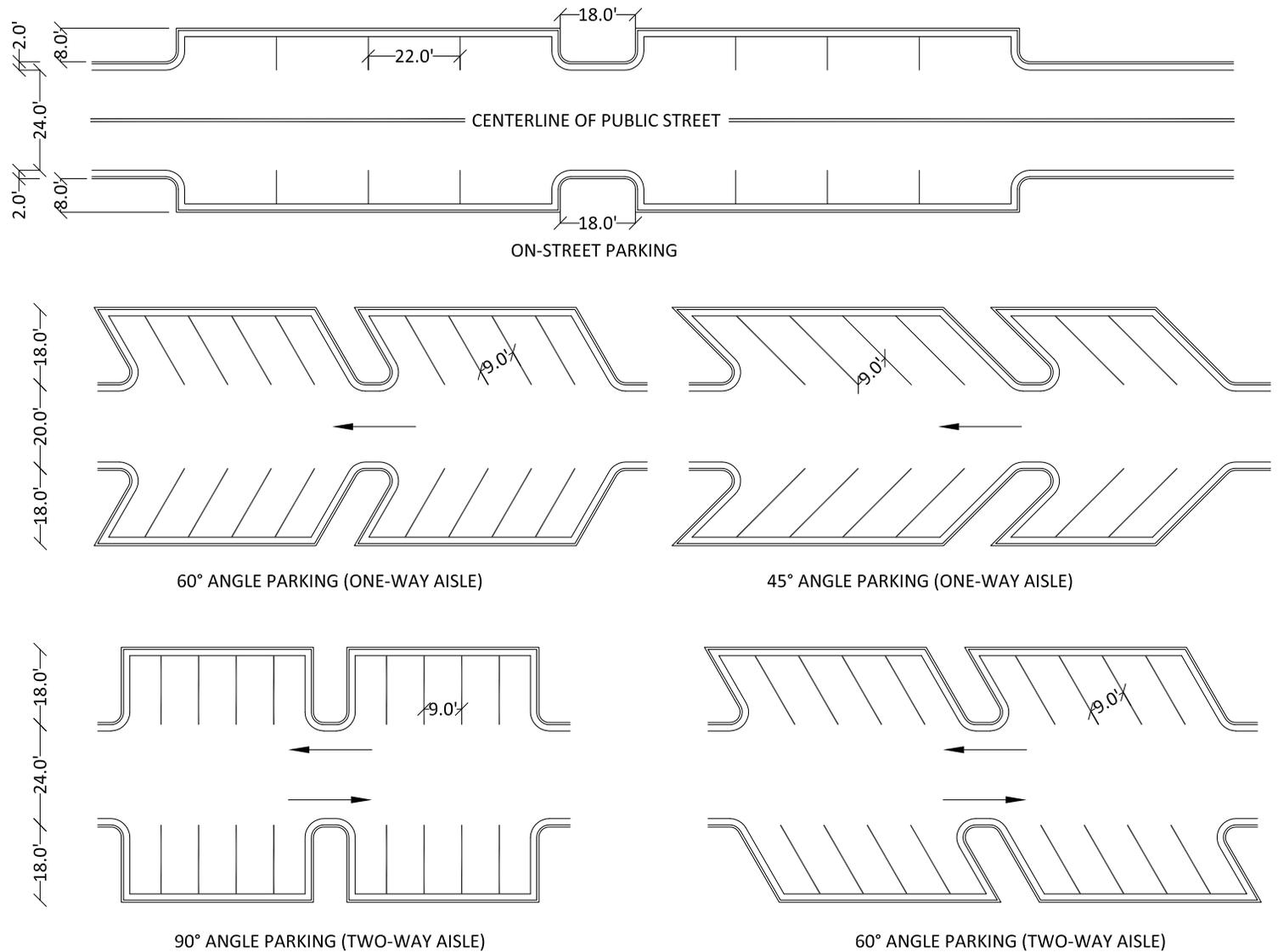


Figure 14.1 shows recommendations for parking configurations. On-street parking is recommended for the Urban Area and is suitable for other site specific situations. A 90 degree configuration is most common for parking lots.

## 2.8 Site Utilities

Utilities are a vital part of each development. Although a necessity, in the past utility provisions have proven to be unsightly and obstructive to the long-term value and aesthetics of new development. As new innovations have developed with utility and energy changes, multiple opportunities are available to integrate utility planning into new development sites. Doing so can ensure proper placement of necessary utilities while avoiding haphazard placement of above ground obstructions. Cities and neighborhoods can also benefit greatly from underground routing of all utility services. Underground services provide safer routing of utilities while also removing major components from the public view.



Figure 15.1 (above) Permanent enclosures provide screening of unsightly areas from the public view unlike the situation shown in Figure 15.2 (below).



Figure 15.3 (above) Overhead utilities add to visual street clutter. This can be avoided by placing utilities underground which draws attention to buildings, street trees and decorative elements as shown in Figure 15.4 (below).



1. All new electricity, cable, fiberoptic, telephone or other communication lines should be planned, organized and must be routed underground where applicable. Developers shall be responsible for the underground routing and installation of all utility lines within subdivisions. All individual service lines must be routed below ground to residential or non-residential buildings. Unnecessary above ground appurtenances should be eliminated. Site utility markers or signs should be consistent with architecture and materials of the site.
2. Permanent enclosures for dumpsters and mechanical units are required. Enclosures must have a masonry based structure to match and complement the building materials, with a painted wood or metal opaque service gate. The overall height of the enclosure must be at least two feet taller than the dumpster. Service areas should be located away from the public view, preferably at the rear of the building. It is also recommended that rear-entry homes use the alley as the refuse container collection area.
3. Private streets, driveways, parking lots, walks and service areas should have an evenly distributed minimum lighting level of one footcandle for commercial development and four-tenths footcandle for residential development. The maximum allowed total height of all lighting, including all appurtenances, is twenty feet.
4. All exterior lighting fixtures should be shielded to prevent glare onto adjacent properties or right-of-way. The use of metal-halide luminaires is recommended, but high-pressure sodium is also permitted. A photometrics plan should be submitted to show the level of lighting provided.
5. The use of pedestrian scale, decorative lighting fixtures is recommended for all streets and parking lots, but is a requirement for the Urban Area being compatible with existing elements. Lighting fixtures should be compatible in style and type with the architecture of the associated building, and with any existing decorative lighting adjacent to the development. No blinking, flashing, animated or fluttering lights are permitted.
6. Applicants will be responsible for funding and/or building all off-site improvements required as a result of the proposed development.
7. The placement of utility lines beneath the street pavement is discouraged. Where feasible, the utilities should be placed outside the street area, beneath the sidewalk or within the adjacent public utility and drainage easements. The greenspace along the street is designated a utility free zone; utilities may cross the greenspace but not run concurrently in it.

## 2.9 Grading and Drainage

*Figure 16.1* Stormwater detention areas like this one are used to slow excess stormwater runoff from the site without proving to be an eyesore.



*Figure 16.2 (above)* Underground drainage piping with grassed swales provides a more aesthetic and environmentally friendly solution rather than the rip-rap swale in *Figure 16.3 (below)*.



1. Each site should be graded for proper surface runoff. All paved surfaces should have a minimum one percent cross slope to drain. All grassed or otherwise vegetated surfaces should have a minimum two percent cross slope to drain.
2. Stormwater runoff should be collected and piped underground. The use of drainage ditches should be avoided where steep slopes apply.
3. Each site should be designed to minimize erosion to the extent possible. Best Management Practices should be used in design and during construction to prevent erosion. A Stormwater Pollution Prevention Plan (SWPPP) must be submitted to show erosion control methods used to prevent sediment from leaving the site. SWPPP plans must comply with state regulations for erosion control. Alternative erosion control methods are strongly encouraged, such as the use of permanent vegetative erosion matting versus concrete or rip-rap rock. Temporary erosion control devices must be managed and removed from site when construction is completed. Permanent erosion control devices must be permanently managed by the owner and must not prove
4. Each site must be designed in such a manner as to eliminate post-development excess stormwater runoff onto adjacent properties. It is a requirement that all new development sites be capable of retaining or detaining stormwater excess flows for a twenty-five year storm event of twenty-four hour duration. Stormwater retention or detention areas should be placed on site to regulate stormwater excess. A stormwater drainage study, including recommendations for stormwater treatment provided by a civil engineer, is required for all sites over one acre in size. Note: See Subdivision Regulations for additional requirements.
5. Each development should be designed to utilize existing natural drainage features of the site.

### 3. GREENSPACE

Greenspace is commonly considered an area which is mostly unpaved with grass, trees or other non-agricultural plant materials, in either formal or natural conditions, that is used as an exterior space. This includes formal areas such as amphitheaters, public parks and central lawns, as well as informal areas such as planted medians, buffer yards and dedicated conservation land. Greenspace within or around a City provides necessary opportunities for City residents to enjoy the natural resources of the City's environment. Not only do the elements of the greenspace provide normal environmental benefits, but also aesthetic benefits for the City. Therefore it is key to plan for greenspace provision for the future. Within any new land development or re-development, greenspace should be provided for public use. All new development should be planned to include some form of greenspace whether formal or informal. For example, some developments can benefit from providing centralized greenspace for formal functions and others may be better suited for informal perimeter greenspace with walking trails. The type of greenspace should be determined by the residents it serves and its potential connectivity with other greenspace.

*Figure 17.1 Preserving a mature greenspace within a new development adds instant character and value. This space, with its grove of mature canopy trees, was preserved and now serves as a passive park in this residential neighborhood adding value and character.*



### 3.1 Greenspace and Site Planting



Figure 18.1 (above) Old town street planting in the past helped form the mature street trees we have today like Figure 18.2 (below).



Figure 18.3 (above) Centralized formal greenspace adds outdoor entertainment space and beauty to a site.

1. All new development must provide a minimum twenty-five percent of the overall site in greenspace. This provision will help offset environmental impacts of the development and add to the overall aesthetics and function of the site. Greenspace includes buffer area, lawns, islands, medians and any other non-agricultural planted space.
2. All new development over fifteen acres in size must be equipped with at least one centralized formal greenspace equal to at least three percent of the site (which counts toward the overall greenspace requirement).
3. Street trees are required for all public streets. Two street trees are required (one on each side of the road) for every fifty linear feet of roadway within the Urban Area. Two street trees are required (one on each side of the road) for every one-hundred linear feet of roadway along all other improved or new public streets. Street trees must be continually planted in the greenspace between the street and sidewalk, but no closer than three feet from the street edge or curb.
4. Tree islands are required in all parking lots. One tree island is required per every ten parking spaces, and islands should be at least as large as the adjacent parking space (or a nominal width of nine feet wide by eighteen feet long). Tree islands must be provided at each end of all parking rows, regardless of the length. Tree islands on double loaded parking rows should be contiguous. All tree islands should be raised at least six inches with perimeter curbing.
5. Supplemental Planting Requirements: Five canopy trees and three understory trees are required per acre for all commercial development. One canopy tree is required per each single-family residential dwelling, or per every two attached residential dwellings for all residential development. A minimum five foot wide greenspace area should be provided around the perimeter of all buildings, between the building facade and sidewalk/curb, for foundation plantings. A continuous hedge (min. twenty-four inches in height at planting) should be planted in the greenspace along the building foundation on all visible sides of residential or commercial buildings. All greenspace, not otherwise planted, must be covered with permanent vegetation such as ground cover or turfgrass.
6. Planting Locations: One canopy tree is required to be planted in each parking island; trees take precedence over utility placement. Canopy trees should be planted between the building/street or parking lot/street. Understory trees should be planted to accent the front building facade. Planting areas should have a consistent appearance from the public street. The recommended spacing for Canopy Trees is forty to fifty feet on center with a minimum spacing of twenty-five feet.
7. Each development should incorporate some type of amenity planting, such as shrubbery planted in street medians, around entrance signs or along the sidewalks as hedges.
8. Greenspace is the responsibility of the property owner or owner's association. Landscaped areas must be adequately watered and maintained. The owner will be responsible for replacement of dead plant materials, maintenance and upkeep of the site.

Figure 18.4 Foundation plantings around the building buffer the building from the parking areas. The addition of greenspace islands helps to screen parking areas and softens the overall impact of the paved areas.



## 3.2 Preservation



*Figure 19.1* A good site analysis can point out existing natural resources of a site like this defined treeline that could be used to incorporate existing features into the design. Elements like this can be preserved and used within a development to add value.

1. Every site should be designed in such a manner to preserve existing natural resources.
2. Development should not disturb environmentally sensitive areas such as wetlands or floodplains. If this is proven unavoidable, one-hundred percent offset mitigation should take place on site. A twenty-five foot buffer should be maintained and preserved along all designated water bodies, blue line streams and wetlands, unless otherwise determined by state or federal regulations.
3. Development should be avoided in areas with steep slopes greater than twenty-five percent due to natural development constraints and heavy environmental impacts. Areas with steep slopes should be preserved in permanent greenspace.
4. Significant trees or plant material should be preserved whenever feasible. Planning efforts should be made on each site to preserve existing mature trees that are eight inches in diameter at breast height (DBH) or larger. Site plans should be altered and tree preservation methods should be introduced to keep these mature trees. Particular emphasis should be given to protecting mature hedgerows, fencerows and specimen trees.
5. On all properties where trees exist (equal to or greater than eight inch DBH), a tree survey must be submitted to the City for review along with the site plans. On heavily wooded sites over one acre in size, a tree sampling is applicable but must be conducted with an analysis by a Professional Forester of Arborist.
6. When mature trees cannot be preserved, replacement trees must be re-planted on site. Tree replacement must match the amount of inches in diameter at breast height (DBH) removed. For example, if one twenty-four inch DBH tree is removed replacement options could be to plant six trees with a four inch DBH (twenty-four inches total), or to plant eight trees with a three inch DBH (still twenty-four inches total). Any tree planted on site can be counted towards tree replacement, such as trees planted along the street, in islands, greenspace or buffers. Replacement trees planted should match the value of the tree being replaced, for example if a canopy tree is removed it should be replaced by canopy trees. Supplemental site planting requirements remain applicable in the event of tree replacement planting, but replacement trees planted offset supplemental trees required, i.e. the requirements are overlapping, not stand alone.
7. Within one year of site completion, if a preserved tree dies the applicant or owner will be responsible for replacing the tree according to the requirements herein. Tree preservation methods must be used to protect preserved trees, which includes tree protection fencing, root zone barriers and/or pruning and thinning practices performed by a certified arborist.
8. See List of Recommended Plants in appendix.

*Figure 19.2* This residential neighborhood preserved a sensitive site area with existing mature trees and used the area for buffering the site and as a pedestrian area, equipped with walking trails.



### 3.3 Buffering

Figure 20.1 (right) Evergreen trees serve as a dense buffer between different land uses.



Figure 20.2 (below-left) Outdoor mechanical units can be screened by various plant materials to soften the impact.



Figure 20.3 (below-right) Planted parking islands and medians help buffer the intensity of parking lots from streets and adjacent buildings.



#### Buffer Requirements:

- **A-Buffer:** Plant one (1) Evergreen Tree per every 25 linear feet of perimeter abutting the different zoning class.
- **B-Buffer:** Plant one (1) Evergreen Tree and one (1) Canopy Tree per every 30 linear feet of perimeter abutting the different zoning class.
- **C-Buffer:** Plant one (1) Evergreen Tree, one (1) Canopy Tree and one (1) Understory Tree per every 35 linear feet of perimeter abutting the different zoning class.

Figure 20.4 (right) Perimeter planting for parking areas helps to reduce the visual impact of the parking lot from the adjacent roadways, or public space.



1. Plant buffers are required to be consistently placed along the perimeter of all new development where the abutting zoning is less intensive, such as a commercial development abutting a residentially zoned property or existing neighborhood. A buffer is not required in the case of two similarly zoned properties. See Buffer Chart below.
2. A fifteen foot wide buffer zone should be designated for the planting of all associated buffer plants. This zone may overlap setbacks or easements but must not contain any form of pavement, building, fence, swimming pool or other active recreational elements. The use of approved opaque masonry screen walls or earth berms is acceptable within the buffer area. Vinyl coated chain link fencing is permitted only for industrial properties. Fences are not permitted within the front yard of any development. Fencing should be used in moderation as a screening element.
3. Developers and builders are required to provide an opaque evergreen buffer to screen unsightly sides of proposed buildings from existing adjacent buildings or homes, where applicable.
4. Although the buffer types below provide approximate spacing, trees may be grouped at differing intervals, instead of continuous spacing as long as the buffer is consistent.
5. Significant trees or plant material should be preserved whenever feasible to act as an existing buffer. If existing trees are preserved on site to act as a buffer, a minimum thirty-five foot wide buffer area should remain undisturbed.
6. An evergreen hedge (min. six feet in size at planting) should be placed around all service areas, such as dumpsters, HVAC units, or other mechanical equipment.
7. A continuous evergreen or semi-evergreen hedge (min. twenty-four inches in height at planting) should be planted along the perimeter of all parking lots to screen from the public view. The maximum plant spacing for parking screen plants is three feet on center in order to ensure “hedging” of the plant material for a solid screen.
8. See List of Recommended Plants in appendix.

#### Buffer Chart

Buffer classifications are suggested for each zone. As properties are developed, the suggested buffer should be installed on the property abutting the existing less intensive use.

ZONING OF PROPOSED DEVELOPMENT		A-1	C-1	C-2	I-1	MH	R-1	R-1A	R-2	R-3
A b u t t i n g  Z o n e	A-1	-	A	B	C	B	-	-	-	-
	C-1	-	-	-	B	A	-	-	-	-
	C-2	-	-	-	B	A	-	-	-	-
	I-1	-	-	-	-	A	-	-	-	-
	MH	-	A	A	C	-	-	-	-	-
	R-1	-	B	B	C	B	-	A	A	B
	R-1A	-	B	B	C	B	-	-	A	B
	R-2	-	B	B	C	B	-	-	-	A
R-3	-	B	B	C	B	-	-	-	-	

## 4. ARCHITECTURE AND BUILDING

Every community has a character that is defined by its values, people and the sense of place it provides. A major factor in the sense of place of a City like Baldwin is its architectural features. Characteristic especially of old, Southern towns, are the remaining few antebellum homes pre-dating the civil war, the remnant downtown area and the later residential post-war additions to the City. Each form of town development throughout the years is accompanied by a certain style and character that was introduced with it. This character is historically reminiscent of Baldwin's past, and therefore is important to preserve for the future.

In many cases the predominate styles of the past heavily influence the development that happens today. It is essential to incorporate the positive character of the past with the current opportunities to encourage City growth that will benefit all citizens. Incorporation of design guidelines for simple architectural requirements can help accomplish this integration.



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## 4.1 Building Massing and Facades



Figure 22.1 The placement and architecture of adjacent buildings should be complementary. This facade abuts a public street with parking in the rear.



Figure 22.2 (left) This building has been constructed with an easily identified base and cap.



Figure 22.3 (above) Overall consistency in homebuilding, without redundancy, provides a more pleasing streetscape.  
Figure 22.4 (below) Redundant home styles with protruding garages do not provide a friendly inviting environment within a neighborhood.



### Commercial Requirements:

1. Commercial and Office buildings should complement the existing architecture and character of the town. Adjacent buildings should be similar in scale and nature. Mixed use development should have a consistent architectural theme that carries throughout the development.
2. Architecture of suburban buildings should be consistent with adjacent buildings and should not be obtrusive within the existing landscape.
3. Long, uninterrupted, flat facades should be avoided. Facade breaks are encouraged at least every forty to fifty feet. Building facades should have a defined base (bottom) and cap (top).
4. “Stage-set” facades are not permitted. The appearance of the predominate facade should continue to the sides and rear (i.e. color schemes, material contrasts, etc.).
5. Rear and side facades should complement the front, especially where they face a public street. The front facade of any building should face the predominate street.
6. Service bays, loading docks, mechanical areas or overhead doors must not be visible from a public street.
7. Roof forms should complement the building’s design and scale. Flat or low-pitched roofs having parapet walls are encouraged where alternative roof styles are not predominate. Parapet or screen walls are required to screen rooftop mechanical units if applicable. Screen walls and parapets should be unified with the architecture, materials and color of the main structure.

### Residential Requirements:

1. Higher density buildings should be equipped with above normal architectural detail. Multi-family structures should be compatible with the character of adjacent single-family structures.
2. Building fronts should have variations in the elevations to diversify the front planes facing a public space. Multi-family buildings should have offset building planes with facade breaks at least every forty to fifty feet.
3. Garages and carports should be accessed from the side or rear, or otherwise front-entry garages should be recessed at least six feet beyond the front facade of the building plane so that the street is not dominated with garages.
4. Front porches are welcomed and encouraged. If provided, porches should have a minimum usable depth of six feet and must be complementary of the overall building scale and architecture.
5. Raised foundations are strongly encouraged not only for architectural appeal but also to help prevent drainage issues.
6. Increased window elements and detail is encouraged.
7. Roof structures should not dominate the appearance of a residential building, but should be complementary of the size and scale.
8. The overall architectural design within a development should have a consistent theme, but continuous, repetitive use of similar facades should be avoided.

## 4.2 Building Materials

Building materials are a secondary method of encouraging strong, lasting architectural style within a City. Proper building materials complement a building's design and help maintain property values with time.



Figure 23.1 (above) This illustrated example shows how prototypical buildings can adhere to design regulations without removal of the design elements that signify a common retail brand.

Figure 23.2 (below-top) The blending of compatible building materials and architectural elements adds value and interest to this shopping center facade. The same materials are carried over into prototype anchor buildings, as shown in Figure 23.3 (below-bottom), which strengthens the overall architecture and aesthetics of the development.



### Commercial Requirements:

1. Buildings must have a minimum fifty percent brick or stone base on facades visible from a public street or space.
2. It is suggested that all commercial buildings have brick or stone accents, such as pilasters.
3. Alternatives, such as vinyl or aluminum plank, are not permitted on primary facades and are discouraged on all publicly visible sides.
4. The use of aluminum or vinyl siding for entire walls is not permitted, with the exception of non-publicly visible sides of industrial buildings.
5. The use of synthetic stucco (EIFS) is discouraged within three feet of the finished grade.
6. Franchise buildings must adapt prototypical plans to these standards.
7. Materials and colors should be compatible with adjacent buildings. The use of primary or bright colors is not permitted. Building colors should be subdued, with natural or earthy tones and natural colors predominating. The use of high-intensity, metallic, high-gloss, fluorescent or full chroma colors is not permitted. Building colors should complement one another and adjacent structures.
8. A minimum of twenty-five percent window/door glazing is required for facades facing a public street or public space. Window and door treatment and color schemes should be consistent throughout the entire building.
9. All glazed surfaces, such as doors and windows, must be encased with trim, recommended width of four inches. Window frames should be recessed a minimum of four inches from the facade. All glazing must be clear, neutral gray tint, lead frosted or approved decorative style; mirrored glass is not permitted.
10. Detailed architectural features are encouraged. Examples include but are not limited to: decorative moulding, wall accents, columns, detailed lintels, decorated rooflines, or the inclusion of ornamental railing, fencing or gates.
11. Roof surfaces must be concealed from public view by parapet or screen wall that matches the building, or should be pitched and composed of composite shingles, concrete tile, standing seam copper or other decorative metal.
12. Walls, whether used for screening or retention, must have a masonry based structure and match the overall architecture and materials of the building.

### Approved Building Materials:

- Brick (masonry)
- Stone (natural or precast masonry)
- Stucco or EIFS (masonry based)
- Split-face Concrete Block (tinted)
- Wood Plank (natural or composite wood)
- Shingle Siding (wood, composite or vinyl)

### Limited Alternative Building Materials:

- Vinyl Plank Siding
- Painted Concrete Block
- Stained or Painted Concrete Tilt-Wall
- Aluminum Siding (corrugated or plank)  
(on a limited basis for industrial bldgs.)

## 4.2 Building Materials (Continued)

### Residential Requirements:

1. Buildings should have a minimum one-hundred percent masonry or wood plank base on all publicly viewable sides.
2. Alternatives, such as vinyl plank or aluminum plank, are discouraged on publicly viewable sides with the exception of soffits, eaves or accents.
3. Materials and colors should be compatible with adjacent buildings. The use of primary or bright colors is not recommended. Earthtone colors are suggested. Building colors should complement one another and adjacent structures.
4. Detailed architectural features are encouraged. Examples include but are not limited to: decorative moulding, wall accents, columns, detailed lintels, decorated rooflines, or the inclusion of ornamental railing, fencing or gates.
5. All new residential structures are subject to the design guidelines.

### Recommended Building Materials:

- Brick (masonry)
- Stone (natural or precast masonry)
- Wood Plank (natural or composite wood)
- Stucco or EIFS (masonry based)
- Shingle Siding (wood, composite or vinyl)

### Limited Alternative Building Materials:

- Vinyl Plank Siding
- Aluminum Plank Siding



*Figure 24.1-5 (surrounding) Variations in architectural styling lead to multiple opportunities for building materials. Whether the use is multi-family, estate or small lot residential, using good building materials provides quality craftsmanship and lasting value.*





Figure 25.1 (left) Tall pole mounted signs can become a City eyesore that outweighs its commercial economic benefit. Figure 25.2 (below) Single-tenant ground signs provide a less distracting and pleasing appearance.

## 4.3 Signage

Signage is a normal component of all new commercial development and when done appropriately can add to the aesthetic character of the business and City. These standards help regulate limitations for signs, symbols, markings and advertising devices within the City of Baldwin in accordance with the intent of these design guidelines. These regulations are designed to safeguard and enhance property values, to protect public and private investments in buildings, greenspaces and property, to preserve and improve the appearance of the City of Baldwin and, in general, to promote the health, safety and welfare of the general public. *Note: see the City of Baldwin Zoning Ordinance for administration of sign plans, permits, etc.*



These sign regulations apply to signs which are intended to be viewed from a public right-of-way, such as highways and streets, and to signs which are intended to be viewed from outdoor areas of public and private property used for public pedestrian purposes or vehicular access to such property. This section does not regulate the use of noncommercial holiday signs and decorations, signs on products, product containers or dispensers, public information and safety signs, any signs required by local State or Federal law or building design exclusive of any commercial message.

### A. Permanent Ground-mounted Tenant Signs



Figures 25.3 & 25.4 (above) Multi-tenant ground signs serve good directional purpose without cluttering sight lines. Big-box retailers can also format brand signs to complement a uniform development signage as shown in Figure 25.5 (right).



Figure 25.6 (right) Sign clutter can cause congestion and unsightly street-scapes.



1. A maximum of one freestanding, ground-mounted tenant sign is permitted per single-tenant commercial building. The sign should face the predominate street side. Individual tenants within shared, multi-tenant commercial buildings are not allowed to have an individual ground sign. The maximum allowable sign surface of a single tenant, ground-mounted sign is seventy-two square feet total (thirty-six square feet per side), with a maximum allowable overall sign structure height of six feet.
2. Pole mounted or elevated pylon-type signs, having signage elevated from the ground plane, are not permitted for an individual commercial or single-tenant building.
3. Multi-tenant commercial buildings are allowed at least one freestanding, ground mounted multi-tenant sign. One multi-tenant sign is permitted for every ten tenants up to a maximum of three per multi-tenant development. The maximum allowable total sign face of a multi-tenant, ground-mounted sign is four-hundred square feet with a maximum allowable fifty square feet of the total sign face dedicated to an individual tenant. Multi-tenant signs can be pylon-supported and elevated from the ground plane but the maximum allowable height of a multi-tenant sign is twenty feet.
4. Each ground sign must be located a minimum of one-hundred-fifty feet from other ground signs on the same side of the street.
5. All ground signs must be a minimum of fifteen feet from the edge of any curb or street upon which they are located. No ground sign shall be placed within, or project over, the right-of-way of any street. Ground signs shall be set back a minimum of ten feet from side lot lines or greater so as to allow placement of ground signs on adjoining property that would meet the one-hundred-fifty foot separation requirement.
6. Ground mounted signs may have a maximum of two faces.
7. All ground-mounted signs must be complementary of the architecture, construction and building materials of the associated building for which it is advertising. Ground-mounted tenant signs must be located within the commercial development property and in close proximity to the associated tenant buildings.



Figures 26.1-3 Attached commercial signage comes in many different forms. Regardless of the business, the scale and architecture of the sign can appropriately fit and compliment the building.

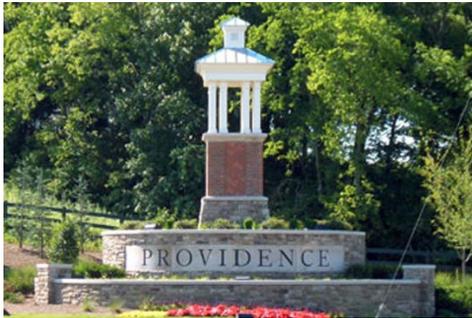


Figure 26.4 & 26.5 Development signs add interest and architectural character when done tastefully to match and complement the overall development. Development “theming” also helps add interest and provides a sense of place.



## 2.6 Signage (continued)

### B. Attached Signs

1. Attached signs must be permanently mounted to the facade of the building. One attached sign is permitted per each building facade facing a public street.
2. The maximum permitted surface area of an attached sign equals one-half square foot times the total length of the facade it is to be attached to, with a maximum allowable surface area of fifty square feet and a maximum allowable sign height of three feet. For example, a fifty foot long facade may have an attached sign with a surface area no larger than twenty-five square feet. The surface area of an attached sign shall be measured by finding the area of the minimum imaginary rectangle which fully encloses all words, copy or messages on the sign. In the case of signs formed by individual, separate letters, the surface area shall be measured by finding the area of the minimum rectangle or square, whichever is less in size, which fully encloses each letter and then by totaling the area of each letter in the sign. For multi-tenant buildings, the total area as specified above, shall be equally distributed among each business therein according to the linear feet frontage occupied by each business.
3. An attached sign must be no higher than one foot less than the highest point of the building’s roof line. Signs which hang from and under awnings, canopies, marquees or other structures shall extend no closer than eight feet to the ground. Projecting signs shall not project from any structure a greater distance than ten feet, shall not project into any street right-of-way, nor within three feet of any street, public or private, and shall be at least eight feet above ground level.

### C. Development Signs

1. Residential subdivisions, planned unit developments and multi-family developments consisting of more than three lots or dwellings are allowed one permanent ground-mounted development sign per collector street entrance.
2. Commercial developments are allowed one permanent ground-mounted development sign per collector street entrance. Commercial development signs must be complementary of the architecture, styling and scale of any associated ground-mounted tenant signage and associated buildings. Commercial development signs must be located no closer than one-hundred-fifty feet from another ground-mounted sign.
3. Development signs should face onto or be perpendicular to the predominate street.
4. The maximum allowable sign face of a ground-mounted development sign is seventy-two square feet total. The maximum allowable height of a development sign face is six feet, but the associated structure may be up to twelve feet in height.
5. All ground-mounted development signs must be complementary of the architecture, construction and building materials of the associated development for which it is advertising, including any associated ground-mounted signage. Development signs must be located on and associated with the development property.

## 2.6 Signage (continued)

### D. Traffic Signs



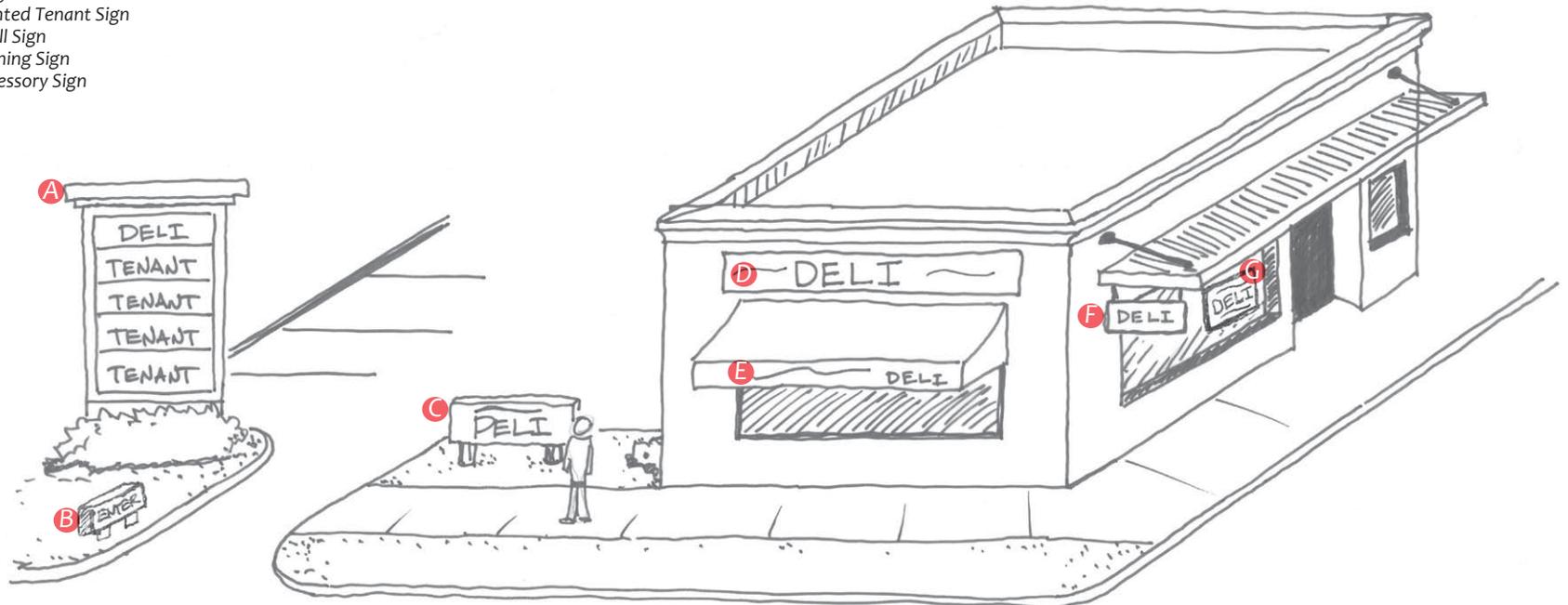
Figure 27.1 & 26.2 Decorative traffic signs can compliment adjacent signage or development architecture that adds a tasteful design element.



1. Applicants shall be responsible for the installation of any regulatory traffic sign or signal warranted by the associated proposed development.
2. The use of decorative street signage to complement the architecture of the associated development is encouraged.
3. Pedestrian circulation signals are encouraged for highly traveled areas. Installation of pedestrian signalization shall be the responsibility of the developer or builder.

Figure 27.3 portrays differing types of sign elements.

- A. Multi-tenant Sign
- B. Secondary Sign
- C. Ground-mounted Tenant Sign
- D. Attached Wall Sign
- E. Attached Awning Sign
- F. Attached Accessory Sign
- G. Window Sign



## 2.6 Signage (continued)

### E. Miscellaneous Signs

The following types of signs are allowed, in addition to ground and attached signs, but must be included as part of a submitted sign package or Uniform Signage Plan for a sign permit:

1. Direction and instructional signs for private development. Signs which provide directions and instructions for the general public, including entrance and exit signs for private commercial or residential development, provided such signs do not exceed a total of four square feet in size or three feet in height. Directional and instructional signs for public buildings or facilities are exempt.
2. Menu signs. Signs at drive-through windows of restaurants or other food service establishments, provided that such signs shall not exceed thirty square feet in size and shall not be located in any front yard or be visible from a public street.

The following types of signs are allowed, in addition to ground and attached signs, without acquiring a sign permit granted that the miscellaneous sign does not extend within or over any street right-of-way or is located within fifteen feet of any curb or street edge:

1. Name and address signs. Name and address signs not exceeding two square feet in size.
2. Window signs. Window signs, whether painted on or attached to windows of a structure, provided the total area of any such signs does not exceed twenty-five percent of the window area in any single window.
3. Interior signs. Signs completely within the premises of any building, provided such signs are not attached to or painted on any windows or exterior doors of the structure.
4. Incidental signs. Signs such as credit card, rest room, public telephone and other such signs displayed primarily for the convenience or information of the general public, provided such signs are securely attached to a building or other permanent structure and do not exceed a total of two square feet in size.
5. Public notice bulletin boards. Signs and bulletin boards that provide general information to the public concerning affairs of general interest to the community as a whole, provided such signs do not exceed twenty square feet in size. Public notice signs may only be used for temporary purposes for a maximum of six month intervals.
6. No trespassing/dumping signs. Signs posting private property against trespassing or dumping, or for other lawful reasons, provided such signs shall not exceed twenty square feet in size.
7. Home business signs. Signs which identify home businesses as approved in accordance with the Baldwin Zoning Ordinance.
8. Gasoline price signs. Signs advertising the price of gasoline, provided such signs shall not exceed fifteen square feet in size per gas or service station.
9. Flag signs. Each business within a C-I district shall be allowed up to twenty square feet of flag signs per one-hundred feet of street frontage, provided each flag is separated by a distance of at least ten feet and does not exceed twenty feet in height or ten feet above the highest point of the wall or roof to which they are attached. All flag signs which become faded or torn shall be removed or replaced immediately. Before any such flag signs are erected, all non-conforming streamers and banners must be removed.

## 2.6 Signage (continued)

### F. Temporary Signs

In addition to the permanent signs, the following temporary signs shall be allowed in each zoning district, in accordance with the standards set forth. The following temporary signs are allowable, without requiring permits, provided the stated restrictions are met:

1. Banners and streamers. Banners shall not exceed seventy-five square feet in size. Banners or streamers shall not be located within twenty feet of any street.
2. Street banners. Street banners extending above and across streets are allowable for official, civic, or philanthropic parades, festivals or events. Street banners should not exceed one-hundred-twenty-five square feet in size.
3. Political signs. Signs advertising political candidates, referenda or similar issues shall not be placed or erected more than ninety days in advance of any election, referenda or similar issue and shall be removed within five days after the election and special election in which the candidate is eliminated in the case of primary elections and within five days after the general election for all other candidates, issues, and referenda.
4. Real estate signs. Real estate signs shall not exceed ten square feet in size or five feet in height in residential zones and shall not exceed seventy-five square feet in size or fifteen feet in height in all other zones. All real estate signs shall be removed within seven days after the closing of the sale, lease or rental of premises.
5. Construction and development signs. Construction and development signs shall not exceed seventy-five feet of total signage area per construction project or development. Such signs shall be removed within one week of the substantial completion of the project or the installation of any permanent sign.
6. Carport and yard sale signs. Signs advertising carport or yard sales should not exceed eight square feet in size or four feet in height. Such signs shall be placed not more than one day in advance of the sale and shall be removed within one day of the completion of the sale.
7. Public and semi-public signs. Signs advertising public and semi-public affairs such as civic, school, church and similar affairs and events are allowable provided they do not exceed thirty-six square feet in size or ten feet in height. Such signs shall be placed a maximum of ten days in advance of the event advertised, and shall be removed within one week of the completion of the event advertised. Not more than one such sign shall be approved per parcel of land.
8. Setback requirements. No temporary sign shall be placed or erected within the right-of-way of any street, or within fifteen feet of any curb line or street edge.

## 2.6 Signage (continued)

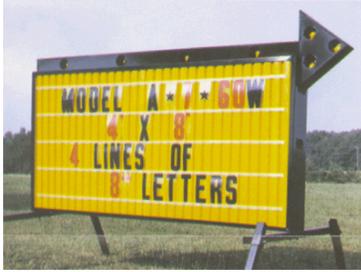


Figure 30.1 & 30.2 Flashing arrow signs and animated multi-color digital signs create disturbances along street right-of-ways.



Figure 30.3 (below) Outdoor advertising can overcrowd the street if clustered too closely.



### G. Prohibited Signs

The following types of signs are prohibited:

1. Flashing or other distracting illumination. No sign shall consist of, or display, in whole or in part, any flashing lights or other illuminating or animated devices which change in intensity, brightness or color. Electronic reader board signs are permitted only by special exception approval of the Board of Mayor and Aldermen, granted that the proposed electronic sign does not consistently flash on and off or consist of more than one monochromatic color. Electronic reader boards may consist of or cover no more than fifty percent of the surface of the allowed sign size. Digital or electronic billboards are prohibited.
2. The light for or from any illuminated sign shall be so shaded, shielded, or directed that the light intensity shall not be objectionable to surrounding areas and shall not cause unnecessary glare to be directed toward traffic lanes.
3. Resemblance to traffic signs. No sign shall resemble or conflict with any traffic control device or sign, or contain the words “stop,” “caution,” “go slow,” “danger,” “warning” or any similar words or phrases that may be construed to misdirect or confuse traffic flow.
4. Vehicle signs. No sign shall be attached to, suspended from or painted upon any vehicle or trailer which is regularly parked on any street, or on any private property which is visible from any street, which is designed to serve the purposes of a sign as defined in this Ordinance. This prohibition shall not apply to vehicles or trailers utilized on a regular basis for deliveries, maintenance and related business purposes, or to a single sign not exceeding two square feet displayed on or within a vehicle advertising the availability of said vehicle for sale.
5. Prohibited locations. No signs otherwise permitted by this Ordinance shall be placed on any public property, including but not limited to, utility poles, fences or trees, or within any street or other public right-of-way.
6. Off Premise Signs. No sign may be placed on a separate tract of land from the business or other use for which it provides advertisement.
7. General prohibited signs. All other signs not specifically identified herein prohibited, unless a special exception for their use can be secured in accordance with Chapter 5, Part 3 of the Baldwyn Zoning Ordinance.

### H. Billboards

1. Billboards are permitted only by special exception approval of the Board of Mayor and Aldermen and must be within C-2 and I-I zones.
2. Billboards must not exceed a total of two-hundred-fifty square feet in surface area and not exceed thirty feet in height as measured from ground level to the highest point of the sign. Setbacks, as set forth in the Baldwyn Zoning Ordinance, apply accordingly to billboards.
3. Billboards shall be separated from all other billboards by a minimum distance of one-half mile measured at a radius.
4. Billboards shall be detached from all other structures and shall not be erected on or above the roof or any other part of a building. Double sided billboards are allowed and are considered as one billboard, provided the nearest points of the individual sides of the structure are no more than five feet apart.

Appendix

I. Definitions

II. List of Recommended Plants

## I. Definitions

Words used in the present tense include future tense and the singular includes the plural. The term “shall” and “must” are always mandatory and not discretionary; the words “may” and “should” are permissive. The terms “person” and “applicant” includes a firm, organization, association, partnership, trust, company, limited liability company, limited liability partnership, or corporation, as well as an individual. The terms “use” and “occupy” shall include the concept of intended, designed, or arranged to be used or occupied. The term “building” includes the term “structure” or “any portion of a building or structure”.

Whenever any reference is made in this ordinance to any other section or provision of this or any other ordinance, such reference shall be deemed to include the provisions or regulations to which the reference is made.

For the purpose of this ordinance, certain words and phrases are herein defined. Words and phrases defined herein shall be given the defined meaning. Words and phrases not defined herein shall be given their usual meaning (unless otherwise defined in the zoning ordinance), except where the context clearly indicates a different or specified meaning.

Addition – An extension, expansion, enlargement or increase in the area or height of a building or structure or the number of dwelling units within the building or structure.

Administrative Official – The Mayor of the City of Saltillo.

Appearance – The outward aspect visible to the public.

Appurtenance – The visible, functional objects accessory to and part of buildings.

Architectural Character – The composite or aggregate of the characteristics of structure, form, materials and function of a building, group of buildings or other architectural composition.

Architectural Feature – A prominent or significant part or element of a building, structure, or site.

Architectural Style – The characteristic form and detail of a building, structure, or site, as of buildings of a particular historical period.

Berm – An earthen mound designed to provide visual interest, screen undesirable elements of a project from public view, and/or decrease noise.

Caliper – The average diameter of a tree measure six inches above the ground.

Canopy Tree: A vertically inclined woody plant (tree) having one central trunk, reaching a mature height of at least forty feet, and having a full vegetative canopy.

Chroma colors – Any of various brilliant pigments containing chromium compounds, such as chromium green or chromium yellow. Any metallic color.

City – The City of Baldwin, Mississippi.

Cohesiveness – The unity of composition between design elements of a building, structure and site.

Commercial – Pertaining to the non-residential, non-vacant use for commerce which is a division of trade or production dealing with the exchange of goods and services from producer to final consumer. It comprises the trading of something of economic value such as goods, services, information or money between two or more entities.

## I. Definitions (continued)

Complement – To complete or add to the value or interest of an existing element. If a building is complementary of another existing building or space, it helps to complete the overall design.

Compatibility – The harmony in appearance of two or more buildings, structures, and landscaping elements in the same vicinity.

Diameter at Breast Height (DBH) – The diameter of a tree measured at approximately four feet above the ground, or at breast height.

Earthtone – Earthtone colors are considered to be various shades of reddish-brown, brown, tan, ochre, umber, flat gold, sand and flat greens. The following are not ordinarily considered earthtone colors: bright primary colors, blue, canary yellow, red, orange, violet, magenta, bright green, silver, gray or metallic finishes.

Evergreen Tree: A vertically inclined woody plant (tree) having one central trunk, reaching a mature height of at least twenty feet, and having full evergreen foliage.

Exterior Building Component – An essential and visible part of the exterior of a building.

Exterior Design Feature – The architectural style and general arrangement of such portion of a building or structure as is to be open to view from a public street, place, or way, including the kind, color, and texture of the building material of such portion, and the type of windows, doors, and lights, or ground signs and other fixtures appurtenant to the building.

Fenestration – Any exterior window or door.

Frontage – The total lineal distance measured along all adjacent right-of-ways.

Graphic Element – A letter, illustration, symbol, figure, insignia or other device employed to express and illustrate a message or part thereof.

Ground Cover – Sod or other low growing plants installed in such a manner so as to form a continuous cover over the ground surface.

Harmony – A quality which produces an aesthetically pleasing whole in the arrangement of varied architectural and landscape elements.

Mechanical Equipment – Equipment, devices and accessories the use of which relates to water supply, electrical supply, drainage, heating, ventilation, air conditioning and similar purposes.

Multi-Tenant – Pertaining to more than one attached commercial tenant space.

Multi-Family – Pertaining to more than one attached residential dwelling.

Parking Row –

(1) Single Loaded Parking Row – A single row of spaces for the parking of vehicles.

(2) Double Loaded Parking Row – Two parallel rows of spaces for the parking of vehicles arranged so that, when parked, the front end of each vehicle faces the front end of another vehicle.

Predominate – Having the most publicly visible surface area.

Portals and Canopies – Any structure attached to, or part of, a building at the inner end, or also a freestanding structure, having supporting posts or columns, meant to provide shelter from the weather.

Proportion – The relationship between parts of a building, landscape, or structures to each other and to the whole.

## I. Definitions (continued)

Pylon – A vertical stand-alone structure, constructed of masonry, steel or composite elements, that is normally used as a support for permanent signage.

Right-of-Way Line – The line delimiting the Public/Private boundary of the street, and being identical with the property line of persons owning property fronting on the streets.

Roof – Any surface covering a building area or space that is horizontal, or has a slope less steep than one-half (1/2) foot of horizontal run for every twelve (12) feet of vertical rise. The term “roof” also includes the overhangs over porches, porticos and covered walks.

Roof Line – The highest point of the coping on a flat roof, false mansard or parapet wall; the ridge line between the upper and lower slopes of a gambrel roof; or the mean height level between the eaves and ridge of a gable or hip roof.

Scale – The harmonious relationship of the size of a building or parts of a building to one another and to the human figure.

Shrub – A woody plant, smaller than a tree, consisting of several small stems from the ground or branches near the ground.

Sod – A layer of earth containing grass plants and their matted roots. (synonym – turf)

Stage Set Façade – A structure in which the primary elevation of the building presents a distinct and separate design from the remainder of the building. A structure where the continuity of design does not continue beyond the primary elevation to the sides and rear of the building. This may also include separate materials and colors from the remainder of the building. An example of a stage set façade would be a brick façade reflecting a parapet on a pre-engineered steel or wood frame building with a pitched roof.

Tree – A large woody plant having one or several self-supporting stems or trunks and numerous branches.

Understory Tree: A vertically inclined woody plant (tree) having one or more trunks, reaching a mature height less than 35 feet, and having a full or sparse vegetative canopy.

Wall – Any exterior surface on a building or structure that is either vertical or has a slope steeper than one-half (1/2) foot of horizontal run for every twelve (12) feet of vertical rise.

## II. List of Recommended Plants

*Note: alternative species may be used with specific approval by the Mayor or Zoning Administrator.*

### Recommended Canopy Tree Species:

- Acer rubrum ————— Red Maple
- Ginkgo biloba ————— Ginkgo (male)
- Platanus occidentalis ————— American Sycamore
- Platanus x acerifolia ————— London Planetree
- Quercus alba ————— White Oak
- Quercus acutissima ————— Sawtooth Oak
- Quercus phellos ————— Willow Oak
- Quercus rubra ————— Red Oak
- Quercus shumardii ————— Shumard Oak
- Ulmus parvifolia ————— Lacebark Elm
- Zelkova serrata ————— Japanese Zelkova

### Size Requirements:

- Canopy trees must have a two inch minimum caliper and seven foot minimum height at time of planting.
- Canopy trees planted along a public street (street trees) must have a three inch minimum caliper and eight foot minimum height at time of planting.
- Container grown or Balled and Burlapped stock is acceptable.

### Recommended Understory Tree Species:

- Acer buergeranum ————— Trident Maple
- Acer japonica ————— Japanese Maple
- Amalanchier arborea ————— Serviceberry
- Cercis canadensis ————— Eastern Redbud
- Franklinia alatamaha ————— Franklin Tree
- Malus species ————— Crabapple
- Prunus species ————— Cherry

### Size Requirements:

- Understory trees must have a one and one-half inch minimum caliper (total) and six foot minimum height at time of planting.
- Container grown or Balled and Burlapped stock is acceptable.

## II. List of Recommended Plants (continued)

*Note: alternative species may be used with specific approval by the Mayor or Zoning Administrator.*

### Recommended Evergreen Tree Species:

- Juniperus virginiana ————— Eastern Red Cedar
- Magnolia grandiflora ————— Southern Magnolia
- Magnolia virginiana ————— Sweetbay Magnolia
- Pinus strobus ————— White Pine
- Pinus taeda ————— Loblolly Pine

### Size Requirements:

- Evergreen trees must have a six foot minimum height at time of planting.
- Container grown or Balled and Burlapped stock is acceptable.

### Recommended Shrub Species:

- Buxus species ————— Boxwood
- Juniperus chinensis 'Pfitzeraiana' ————— Pfitzer Juniper
- Nandina domestica ————— Nandina
- Prunus laurocerasus 'Otto Luyken' ————— Otto Luyken Laurel
- Prunus schipkaensis ————— Schip Laurel
- Taxus species ————— Yew

### Size Requirements:

- All shrubs must have a twenty-four inch minimum width /height at time of planting.
- Container grown or Balled and Burlapped stock is acceptable.