

# ***Design Standards Manual***

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## **1.0 Introduction and Purpose**

Springdale has a unique village character. This character is due to a development pattern that is sensitive to the town's architectural history, deferential to the beauty of the town's natural surroundings, and intentionally understated in scale and style. Springdale strives hard to retain this unique village character with each new development in the town. The town has adopted strict zoning standards that regulate new development. This manual is a companion to those zoning standards. The manual provides visual examples and more detailed explanations of the standards in the ordinance. The manual also provides guidance on the overall feel and character of development the town wants to encourage. The intent of the design standards is to help developers design and construct projects that retain Springdale's village atmosphere, are in keeping with the Town's historic development, and promote pedestrian circulation.

The Planning Commission will reference these design guidelines in their review of all new development. Therefore, it is important for new development to be designed consistent with these guidelines.

### ***1.1 Organization***

This manual provides general design guidance for all new development in the town. This general guidance is contained in Chapter 2: General Design Guidelines. All new homes, new businesses, and other development in all zones of the town should refer to this chapter for guidance on appropriate design.

Chapter 3: Central Commercial Zone Design Guidelines outlines design standards specific to the Central Commercial (CC) zone. The CC zone is the town's "downtown" core. As such, it has a slightly different feel and function than the rest of the town. The standards in Chapter 3 will help new development in the CC zone accomplish the specific goals for the CC zone outlined in the town code.

Chapter 4: Landscape Design Guidelines illustrates how landscaping should be used to promote the town's village character and to conserve water. These landscape guidelines apply to all new development in the town.

### *1.2 Statutory References*

The town code contains the following statutory references that authorize this manual.

#### 10-11A-14(A): Central Commercial Zone Design Standards

The town of Springdale design standards manual, available at the town office and adopted by resolution of the council, is hereby incorporated into [the central commercial zone] by reference. The manual contains graphic examples and explanations of the standards contained in this chapter.

#### 10-16-5: Architectural and Design Guidelines Pamphlet

A pictorial pamphlet shall be available at the town office as a supplementary document to illustrate the standards set forth herein for the design and review of proposed construction or renovation of buildings, structures and signs which fall under the applicability of this chapter. A copy of this pamphlet is attached to the ordinance codified herein and on file with the town clerk, and hereby made a part of this title.

#### 10-18-6: Landscape Design

...The landscape design manual, adopted by resolution of the town council, provides detailed guidance on appropriate landscape design for properties in Springdale. All landscape plans shall comply with the spirit of the standards in the landscape design manual...

## **2.0 General Goals**

Springdale is unique, both in landscape and as a community. It is surrounded by the natural grandeur of Zion Canyon and it is the gateway to Zion National Park. It has a distinct rural village character. New development in the Town should be designed to complement and enhance the Town's village character.

To this end, the Town has established Architectural Guidelines and Design Standards for all new development in the Town (Chapter 10-16 of the Town Code). The standards and guidelines in the code are the regulatory framework that governs new construction in the Town. The following standards are intended to clarify and enhance those regulatory guidelines.

### *2.1 Village Character*

#### **Reference sections: 10-16-1(A), 10-16-4(A)(1), 10-16-4(B)(1)**

Part of what makes Springdale unique among gateway communities is its distinct village character and small town feel. Even though the town is adjacent to a popular National Park, there is a true village atmosphere in Springdale. The town wants to keep its small town feel, its friendly and inviting atmosphere, and its unique charm. New development in the Town should be designed to augment, rather than detract from, the village character and small town feel.

The style, massing, and layout of new development are all important elements in retaining a village character. Generally, new development should be compatible with surrounding structures in apparent size and height. New development should make use of shadow lines,

re-entrant corners, and mixed exterior materials to break up the mass of buildings. Buildings should be situated such that the bulk of their mass is hidden from view from Zion Park Boulevard. Most importantly, open space – particularly along Zion Park Boulevard – should be maintained and incorporated into the design for the development.

## *2.2 Appearance of Buildings from Zion Park Boulevard*

Nearly three million people visit Springdale each year. Most of these visitors spend the majority of their time on or within a short distance of Zion Park Boulevard. Therefore, the Town is very concerned about how buildings and properties look when viewed from Zion Park Boulevard. The front of buildings facing Zion Park Boulevard should be neatly landscaped and well maintained. The front of buildings should be architecturally interesting and inviting to pedestrians.

## *2.3 Architectural Style*

### **Reference sections: 10-16-4(A)(5), 10-16-4(B)(3)**

Springdale and Zion National Park have a rich architectural history, drawing on many architectural styles and influences. Many of the oldest homes in Springdale exhibit classic pioneer architecture and contain Victorian design elements. The Arts & Crafts and Craftsman styles are also represented throughout the town. The rustic architecture of the National Park Service, colloquially termed “parkitecture”, has been a strong influence on development inside Zion National Park. It has become increasingly important in Springdale as well.

New development in Springdale should be designed to complement the architectural styles traditionally found in Springdale. Architecture that is imported from other regions should not be used. Likewise, architecture that is generic and bland (such as that typically found in “big box” retailers or chain motel establishments) is not appropriate in Springdale.

Building designs that are “corporate signatures” for franchises or formula commercial establishments are not appropriate in Springdale.

## *2.4 Materials*

### **Reference sections: 10-16-4(B)(4), 10-16-4(B)(7)**

The exterior materials on buildings and structures can have a strong influence on the building’s appearance and apparent mass. Properly used materials can help reduce the visual impact of a building and create a pleasing relationship between the building and its natural surroundings.

### *2.4.1 Use of Indigenous Materials*

The use of indigenous materials is highly encouraged as it reinforces Springdale’s unique character. Indigenous materials are those native to Zion Canyon (or natural materials resembling those native to Zion Canyon), most notably red sandstone. Indigenous materials can also be those historically used in Springdale: wood siding, large exposed wooden roof trusses, wood window frames, etc. Wherever possible, indigenous materials should be used in a building project.

Man made simulations of indigenous materials are permitted. However, special care must be taken to make sure the man made material closely resembles the natural material in color, texture, and overall appearance. In most cases, natural materials are strongly encouraged over man made simulations.

#### 2.4.2 Mix of Materials

In order to break up the mass of buildings and to add interest to the building design, a mix of exterior materials should be used on building surfaces. Two or three carefully selected materials can provide interest to an otherwise bland exterior building surface. In particular, large expanses of exterior building surface should be broken up with a mix of materials that complement each other as well as the surrounding environment.

#### 2.4.3 Roof Materials

Preferred materials for roofs include textured concrete tiles, architectural shingles, and rusted corrugated metal. Other material may be appropriate provided it is non-reflective and is consistent with the design guidelines and standards of this manual. Painted standing seam metal roofs are discouraged due to their potential for reflectivity and glare.

#### 2.4.4 Surface Materials

Walkways, pathways, patios, and pool decks should be made of interlocking pavers, natural stone such as “flagstone”, or stamped or textured concrete. Where concrete is used it must be red toned. (In addition to concrete pathways and patios, all new curbs, gutters, and other concrete improvements must be red toned (specific information about color concrete requirements can be found in the Town of Springdale Construction Standards and Design Guidelines).

### 2.5 Lighting

#### **Reference chapter: 10-15C**

Outdoor lighting should be the minimum necessary for safety. The dark night sky is one of Springdale’s greatest environmental assets. Preservation of the night sky in Springdale is especially important given the town’s proximity to Zion National Park. Outdoor lighting should be designed to protect the night sky and minimize light pollution. Chapter 10-15C contains specific regulations for outdoor lighting. The following information is intended to help illustrate and clarify those regulations.

#### 2.5.1 Fully Shielded Fixtures Required

All outdoor light fixtures should be down directed and fully shielded. A fully shielded light fixture is one which prevents light from escaping upward and where the light source is not visible when viewed from outside the property boundaries. Fully shielded and down directed lights prevent light pollution and glare by directing the light downward onto the ground where it is most needed.

#### 2.5.2 Light Application

Outdoor lighting is appropriate to illuminate the entrances to buildings, to provide safe illumination levels for pathways and parking lots, to illuminate outdoor gathering areas such as patios and outdoor dining areas, and to illuminate signage. Outdoor lighting should not be used for other purposes.

Even when used in an appropriate application, outdoor lighting should be the minimum necessary to fulfill the intended purpose. For example, it is inappropriate to use ten lights to illuminate the entrance to a building when one or two would do.

### 2.5.3 Light Placement

Wherever possible, building mounted outdoor lights should be placed under patio covers, building eaves, or other similar covering (placement in these areas does not negate the requirement to use fully shielded fixtures). Building mounted lights can also be placed in recessed entrances to buildings, alcoves, or similar areas. Building mounted outdoor lights should be placed on an unroofed exterior wall only as a last resort and only where necessary to accomplish a legitimate lighting function listed in section 2.5.2 of this manual.

Additionally, building mounted exterior lights should be placed as near to the ground as possible. No building mounted light should be placed more than 15 feet off of grade level.

## 2.6 Signage

### **Reference chapter: 10-24**

Signs are important in advertising and attracting business. Signs also have a significant impact on the appearance of individual properties and the community as a whole. Signage should be designed to be attractive and effective, and to complement the surrounding built and natural environments. Chapter 10-24 of the Town Code contains specific regulations for signage. The following information is intended to help illustrate and clarify those regulations.

### 2.6.1 General Design Standards

All signage should be an integral element of a property's architecture. Signs should be compatible with the property's overall character and building design in terms of size, shape, color, texture, and lighting. Signs should not visually compete with the architecture of the building and design of the property.

### 2.6.2 Monument Signs Preferred

Where possible, freestanding signs should be monument style rather than pole style. Monument signs are easier to integrate into the design of a property and are more aesthetically pleasing than pole signs.

### 3.4.3 Sign Materials

Signs must be made of wood, stone, or metal. Signs should use these materials as appropriate to ingrate the sign design with the design of buildings on the property. The use of stone resembling that native to Springdale is strongly encouraged.

### 3.4.4 Sign Design

To promote readability, signs should be simple in content and layout. Overly intricate detail and excessive text should be avoided. The use of multiple colors on a sign is discouraged. In general, no more than three colors (other than white for text) should be used. The use of light text on dark backgrounds is preferred.

## 2.7 Streetscape

The Town has a streetscape plan for the appearance of Zion Park Boulevard. The plan calls for the rehabilitation of the stone irrigation ditches that run along the highway. The plan also calls for a planter strip between the ditch and the sidewalk, pedestrian oriented street lights, and red toned concrete for all sidewalks. New development should incorporate the elements of

the streetscape design into the overall site planning for the development. The following specific design guidelines should be followed:

- Internal pathways and sidewalks should make logical connections to the town sidewalk network. Where these paths are concrete, the concrete should be red toned to match the town sidewalk (specific information about color concrete requirements can be found in the Town of Springdale Construction Standards and Design Guidelines).
- Parking lot and pathway lighting should be compatible with the streetscape lighting in performance and design.
- Landscaping at the front of the property should be integrated into the streetscape design along Zion Park Boulevard.

### **3.0 Central Commercial Zone Design Standards**

The central commercial (CC) zone is the “downtown” district of Springdale. It is where most of the retail shops and galleries are located. Many of the town’s hotels and restaurants are located in this zone. The CC zone allows the most intense and dense development in Springdale. The CC zone has a unique village feel and appearance.

Springdale wants to retain the village atmosphere and “small town” charm of the CC zone. Thus the Town has adopted strict zoning standards to help ensure that the increased intensity and density of development in the CC zone is in harmony with the Town’s goal to protect the village atmosphere. These specific zoning regulations are found in Chapter 10-11A of the Town Code. The following information is intended to help illustrate and clarify those regulations.

#### *3.1 Pedestrian Oriented Downtown*

**Reference sections: 10-11A-1, 10-11A-14(B)(3), 10-18-6(B)**

Development should place a higher emphasis on accommodating pedestrian traffic than vehicular traffic. Buildings and signage should be oriented with priority given to visibility by and access for pedestrians. Additionally, pedestrian amenities such as benches, shaded areas, courtyards, and drinking fountains should be incorporated into the overall design for the development.

Buildings within 75 feet of SR-9 are required to have a covered porch or courtyard at the front of the building. This courtyard area needs to be connected to the Town’s sidewalk system by a six-foot wide pathway (see section 10-11A-14(B)(1)). These covered porches and courtyards should be designed to invite pedestrians off the sidewalk and into the site. Including shade from trees or umbrellas and other pedestrian amenities such as benches and drinking fountains will help make these areas inviting to pedestrians.

#### *3.2 Parking*

**Reference sections: 10-11A-11, 10-18-6(C)**

Developments in the CC zone should place a higher priority on pedestrian travel than vehicular travel. One of the best ways to accomplish this goal is in the design of parking areas. Parking areas that dominate the appearance of a property from the street promote vehicular transportation and make pedestrian travel less pleasurable and safe. Conversely, parking areas that have minimal visual impact from the street (through the use of screening, location, and other design strategies) make pedestrian travel more appealing and convenient, while still providing for vehicular transportation.

### 3.2.1 Parking Location

Parking areas should be located to the side or rear of buildings on a property (section 10-11A-11(E)). If located entirely in the rear of a property, directional signage should be included to direct drivers to the parking area. To reduce the potential for pedestrian / vehicle conflicts, vehicular access into parking areas should be physically separated from pedestrian access into the property.

### 3.2.2 Parking Lot Landscaping

Parking areas should be landscaped in order to: screen the view of the parking area from the street and adjacent properties, break up expansive areas of pavement, and provide shading (section 10-18-6(C)).

## 3.3 *Building Layout and Design*

### **Reference sections: 10-11A-6, 10-11A-14**

One of the most effective ways to preserve the village character of the CC zone is to be thoughtful and careful in the layout and design of a building on a property. Good site layout and design can help a building fit in well with the “in the park” feel of Springdale. Conversely, poor building layout and bad design will greatly detract from the unique Springdale atmosphere. Therefore, careful attention to building layout and design in accordance with the standards of the ordinance and these guidelines is very important.

### 3.3.1 Front Setback

The distance a building is placed from the front of the property will affect its impact on the Town’s village character. Placing buildings closer to the street helps foster a pedestrian friendly environment. However, bringing buildings closer to the street can also result in more visual impact. Section 10-11A-6 of the Town Code allows small portions of a building to be placed close to the front of a property. As the distance from the front property line increases, so to does the amount (square footage) of the building allowed to be in that space. The intent is to allow some portions of the building closer to the street to promote a pedestrian friendly atmosphere, but to keep the bulk of the building further from the street to limit the visual impact of the building. This regulation also helps break up the front façade of a building, further reducing its visual impact.

Buildings placed close to the front of a property should use a combination of strategies to reduce the building’s visual impact when viewed from the street. Potential strategies include: lower roof lines on the front portion of a building, covered front entry ways or porches residential in style and scale, and landscaping at the base of buildings.

### 3.3.2 Broken Wall Surfaces / Shadow Lines

The visual impact of large expanses of building walls should be broken by the use of shadow lines, mixed exterior materials, and architectural detailing. Additionally, roof overhangs and covered porches will help break the visual impact of a building wall, thereby decreasing its apparent mass.

The Central Commercial zone specifically requires a four foot deep “re-entrant” corner for every side of building in excess of 40 feet in length (see section 10-11A-(B)(2)). This

means there cannot be an exterior building wall more than 40 feet long without a minimum 4 foot horizontal offset in the wall.

### 3.3.3 Open Space

The Central Commercial zone allows the most dense and intense development of any zone in the Town. However, developments in the CC zone should still seek to incorporate open space in the design of the new development (see section 10-11A-14(C)(4)). Open space (either natural or landscaped) adds greatly to the small town feel. It also helps break up the visual mass of buildings. Open space should be located where it provides the best visual impact from SR-9 and other public streets. Natural features such as washes, steep slopes, and riparian areas should be retained in natural open space.

## 4.0 Landscape Design Standards

Chapter 18 of the Town Code regulates landscaping. That chapter establishes minimum amounts of landscaping required on every property. It also gives general direction on how the new landscaping should be designed and implemented. These design guidelines give more direction on appropriate landscape designs in Springdale.

### *4.1 Improve the Appearance of Buildings*

The front of all properties zone should be landscaped (except in the Foothill Residential zone where natural open space may be placed at the front of a building). Parking, large expanses of pavement or concrete, and extensive use of decorative gravel are not appropriate to be placed at the front of properties. Landscaping at the front of properties should be well maintained and free of weeds and debris.

### *4.2 Provide Shaded Areas*

Landscaping should provide areas for pedestrians to escape the heat of the summer sun. Trees with good canopy cover should be placed on the south and west sides of pedestrian walkways and gathering areas. Similarly, trees with large canopies may be placed on the south and west sides of buildings to act as natural climate control for the buildings.

### *4.3 Break up the Mass of Buildings*

Landscaping can be used to break up large buildings to make them less visually impactful. Landscaping placed at the base of buildings can make the building appear to grow organically out of the landscape. This reduces the visual mass of the building. Large evergreen trees placed strategically in front of buildings can disguise much of the mass of the building. The more the building is integrated into the landscape, the less visually massive the building will be.

### *4.4 Provide Screening*

Landscaping should be used to screen the view of parking areas, trash enclosures, and mechanical equipment. Vegetation used for screening should be of sufficient density to provide effective screening. Some evergreen vegetation should be used in screening applications to ensure year-round screening.

### *4.5 Water Conservation*



Landscape should be designed to be low water use and drought tolerant. Plant varieties that use excessive amounts of water should be avoided. The town has adopted a list of recommended water conserving plants. In general, the species on this list are adapted to Zion Canyon's desert environment and can survive with minimal watering. Landscaping in the CC zone should use plants on this list.

#### *4.6 Historic Landscape Features*

In addition to water conservation, plant selection should be guided by historical landscapes in Springdale. For example, historically streets in Springdale have been lined with large shade trees. Planting large shade trees along Zion Park Boulevard helps restore and preserve this landscape design.

Additionally, historic landscape features, such as stacked rock walls and rock irrigation ditches, should be preserved and incorporated as part of the overall landscape design for a property.

### **5.0 Review Process**

All new development in the town must go through the Design / Development Review (DDR) process detailed in Chapter 10-15 of the Town Ordinance. During the DDR, the Planning Commission will review the proposed project for compliance with all zoning standards (height, setback, mass, etc.) as well as the design guidelines presented in this manual. Therefore, all persons proposing new development are strongly encouraged to become familiar with the guidelines in this manual prior to making application for DDR. The following resources are available to help potential applicants during the design stage of new development.

- Director of Community Development review. The Director of Community Development (DCD) is available during normal business hours to discuss potential development in the town. The DCD can explain the standards of the Ordinance and the guidelines in this manual. The DCD can also give examples of successful strategies to meet these standards and guidelines. Perhaps most important, the DCD can offer feedback on development concepts and proposals before an official application is made. To schedule a meeting with the DCD, call the Town Office at (435)772-3434.
- Pre-Application Meeting. The pre-application meeting is a required step in the DDR process. In this meeting, potential applicants meet with the DCD, the Fire Marshal, and the Public Works Superintendent to discuss development proposals. This meeting is a good opportunity for applicants to learn how fire code requirements and utility requirements may affect the design of their proposed development. Pre-application meetings are held on the first and third Thursday of every month. To be scheduled for a pre-application meeting, call the DCD at (435)772-3434.

### **6.0 Photographs**

A collection of photographs illustrating the design principles in this manual is available at the Town Office, or by contacting the DCD at (435)772-3434.