

Design Guidelines for Smaller Communities

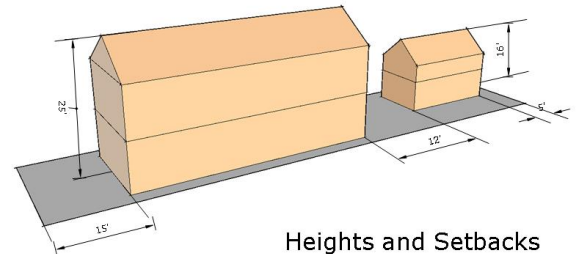
Why Adopt Design Standards and Guidelines?

- **Protect community character.** One purpose of adopting design guidelines is to inform property owners about the design policies of the community. These focus on protecting the traditional character of the community at large and the integrity of the community's historic resources. They indicate an approach to design that will help sustain the character of the community that is so appealing to residents and visitors, as well as contribute to economic vitality.
- **Provide property owners information for decision-making.** Another purpose is to provide information that property owners may use in making decisions about their properties by addressing basic principles of urban and rural design which promote an environment that is scaled to the pedestrian, maintains cohesive community, identity and respects the natural setting of the community.



Design Guideline Objectives

- **Community Goals.** Implement requirements that are effective in carrying out the community and master plan goals such as protecting the community's identified character or promoting economic vitality.
- **Easy to use and understand.** Contain text and graphics that are clear and easy to understand.
- **Issues.** Address immediate, recurring, and long-range concerns.
- **Consistency.** Be internally consistent and avoid conflict with other regulations and standards, such as public works design standards or adopted development regulations.



Heights and Setbacks

Approaches to Creating Design Guidelines

There are different approaches to guiding community appearance: development standards (zoning), guidelines (frequently used for historic preservation and architecture design districts), and guidebooks (oriented to assist a property owner applying the requirements to his or her project. Whichever approach your community chooses, we believe it is critical to:

- Make maximum use of the community's existing resources, skills, and knowledge.
- Use a process that involves the different stakeholders and points of view, to provide guidelines that have the support of the community and provide a reasonable balance between the community concerns and individual interests.

