



# DESIGN STANDARDS



*City of Excelsior*



2008

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**Design Standards City of Excelsior, Minnesota**

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## ***Design Standards City of Excelsior***

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### ***Introduction***

The City of Excelsior has created these Standards to assist property owners, developers and redevelopers in understanding the City's goals, objectives, and regulations for architecture and site design in the commercial areas. This book consists of text and graphic illustrations which communicate the City's expectations for new development, redevelopment, and rehabilitation of property.

The Standards are intended to accomplish two primary objectives: (1) Describe the general architectural character of the City's commercial areas, and (2) Identify specific requirements which will be part of a proposed project's review. Toward this end, the Standards are divided into four sections. The first addresses architectural elements of projects in the commercial districts. The second describes the criteria for evaluating the streetscape and site design components of a project. Third, the Standards address signs. Finally, a glossary of terms which are commonly used in design is included in an effort to lend an understanding of the vocabulary used in Excelsior's design review process. Terms used in the glossary may have meanings which differ from their more common, everyday usage.

Of particular importance to the Excelsior community is preservation and enhancement of the historic architectural character of the community. This character is displayed in the traditional downtown and residential areas emanating from Water Street.

New construction and reconstruction shall observe, blend with, and base its design on the existing buildings which create a rich design context in the community. The community values original architecture where it can be retained, and sensitivity to the style and structure where new construction is proposed. Apparent in this context is the diversity of shapes, forms, and detailing of the existing building stock. Copies of existing form are not the goal of these Standards. Instead, the City encourages creativity within the Standards.

Each of the first three sections of the Standards is presented in a three column format. The first column identifies the element or issue being addressed. For instance, an architectural component would include "windows", while site planning elements include "off-street parking" and "lighting."

For each issue or component, the second column provides one or more policy statements which describe the general goals of the City relating to that issue. The policy statements are not specific code or ordinance language. Instead, they are designed to identify the City's approach to reviewing a project proposal. Column three lists regulations which are adopted as a part of the City Code. These regulations are specific requirements of every project. The decision to establish regulations for the named elements reflects the City's belief that certain minimum standards are applicable to all projects in order to carry out the purposes stated in the City's Comprehensive Plan, Zoning Ordinance, and Heritage Preservation Ordinance.

## ***Design Standards City of Excelsior***

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### ***Consistency With Other Plans and Codes***

In some cases, the policies and regulations in the Standards may differ from other plans, codes and ordinances of the City. Because of the uniqueness of the community's architecture, the following procedure is to be followed when confronting a conflict in regulation:

1. The Excelsior Comprehensive Plan is the underlying basis for land use regulation in the City. All of the regulations and requirements of the Design Standards should be interpreted in the context established by the Comprehensive Plan.
2. The base zoning district defines the allowable land uses on any parcel. The regulations found in the City's Zoning Ordinance, as well as any other ordinances, still apply.
3. The Design Standards comprise a specific implementation tool of the Comprehensive Plan. Where the Standards differ from other City ordinances, it is the City's intent that the Standards and Heritage Preservation Commission Ordinance will control. Due to the greater detail, the requirements and recommendations of the Standards and the Heritage Preservation Ordinance are defined as being "more restrictive" for purposes of applying multiple regulations.

4. The Design Standards shall not supersede any building, fire, or disability code that has been adopted to protect the public health, safety, or welfare.

### ***General Objectives of the Design Standards***

These Design Standards are established with the objective of encouraging high standards of building and site design in the commercial districts of Excelsior, consistent with the architectural character which has established the community as an attraction to residents, visitors, and tourists since the 1800s. They were developed in 1998 by a task force which consisted of members of the City's Planning Commission and Heritage Preservation Commission, City staff, and members of the business community. At that time, the Design Standards were reviewed by the full Heritage Preservation Commission and other interested community members, and submitted to the public at a formal public hearing before the Planning Commission, prior to adoption by the City Council. An ordinance describing the purpose, process, application and other information relating to the Design Standards was adopted by the City Council in conjunction with the development of the Standards.

An update to the Design Standards to include a more detailed process section, to clarify the scope and application of the Standards, and to strengthen the intent of the provisions was completed in 2001. The Standards were again updated in 2007 to separate and clarify the Downtown Business District and the Highway 7 general commercial areas.

## ***Design Standards City of Excelsior***

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Developers of property in the business districts of Excelsior should be prepared to demonstrate adherence to these Standards as a part of the City's project review process as described in the following paragraphs. Toward this end, the City encourages the use of qualified architects and landscape architects in project design.

### ***Scope and Application***

The policies and regulations in the Design Standards apply to all projects in the "B" Business Districts of the City of Excelsior. Any project subject to these Standards will be required to conform to the Standards only to the extent that the project involves design features addressed by the Standards. As an example, a building project which consists of replacing windows will be required to meet the Standards with respect to the windows, but will not be required to also change its non-conforming roof style to comply with the Standards. Building additions that increase the total enclosed volume of the structure will require the entire building to be brought into Standards conformance.

A project which complies with a policy statement will likely be viewed more favorably than one which does not. However, adherence to the overall character is the bottom line. Projects which achieve the character objectives may be able to overcome modifications to individual policy statements.

For convenience, a map of those areas currently subject to the Standards is provided on page v. Rezoning actions of the City Council will alter the properties affected, and as such, the City's official zoning map should be consulted for updated information. Depending on the scope of the project,

one of two different review processes will apply. These are as follows:

1. Administrative Review. Many projects will require administrative review only. These include projects which involve minor exterior alterations to existing buildings, but which do not require separate zoning permits. Maintenance of existing buildings requiring a building permit and replacement of exact materials consistent with the Design Standards will require only administrative review. Painting of structures or paint removal shall be consistent with the requirements of the Heritage Preservation Commission.

Existing single family structures within the "B", Business Districts may be maintained and continued in their original exterior appearance. Conversion of a single family structure to a conforming business-related use shall require Design Standards review, as provided for in Section 2 below.

2. Planning Commission and City Council Review. Projects of greater scope, or those which already require more extensive City zoning review, will need to be reviewed by the Planning Commission and then approved by the City Council. Such projects include:
  - a. those buildings that are completely new,
  - b. those which alter the building design, building wall or roof surface, or alter window, door or bay openings and locations,

## ***Design Standards City of Excelsior***

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- c. those which require variances, subdivision approval, conditional use permits, or other zoning permit or amendment,
- d. those which alter the height of an existing building by more than two feet up or down,
- e. those which alter the lot coverage of an existing building by more than 10% up or down,
- f. those accessory buildings within areas subject to the Standards.

A glossary of terms applicable to these Design Standards is found starting on page 29.



**City of Excelsior**

# Design Standards Area Map

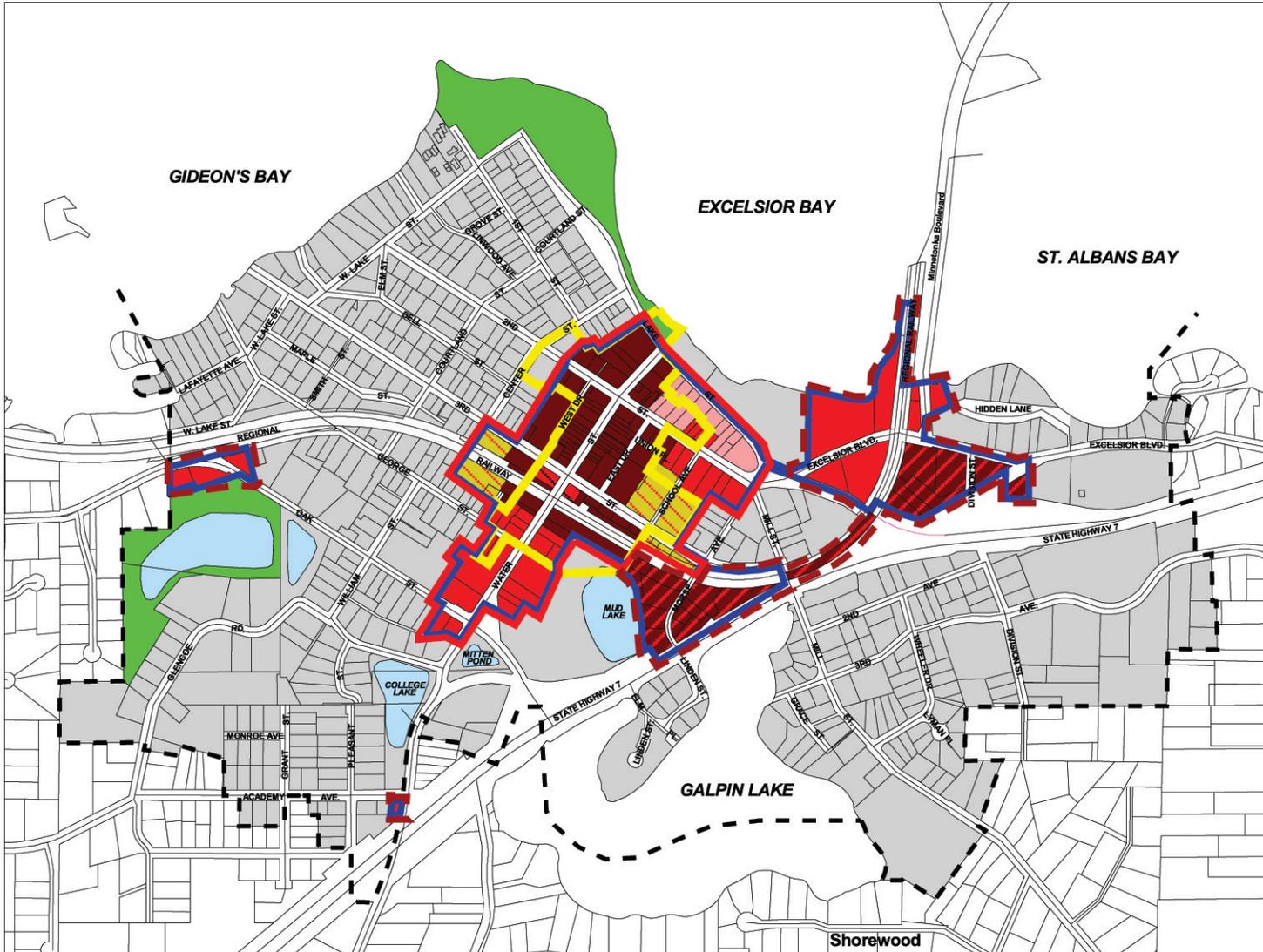
-  Downtown Business District
-  Highway 7 and General Commercial Areas
-  Downtown Historic District
-  Design Standards Area
-  City Limits
-  Residential Districts
-  B-1, Central Business District
-  B-2, General Business District
-  B-3, Office/Residential District
-  B-4, Office/Retail District
-  B-5, Central Business District and Motor Fuel Stations
-  B-6, Highway Office, Retail and Residential District
-  P, Public Park District
-  Water



500 0 500 Feet



January 2007



## ***Design Standards City of Excelsior***

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### ***Process for Filing and Review***

#### Procedure

1. Applicants requesting Design Standards review are required to contact the Zoning Administrator in order to set up a pre-application meeting to discuss the project in question. A meeting with City staff is required to discuss the application process, Design Standards policies and regulations, review conceptual plans, provide advice and to avoid any unnecessary plan modifications or design related conflicts.
2. Requests for Design Standards review by the Planning Commission and City Council shall be filed with the office of the Zoning Administrator on an official application form at least 30 days in advance of the meeting at which it will first be considered. Said application shall be accompanied by a fee as provided for by City Council resolution. Such application shall be accompanied by five large scale (22 inches by 34 inches) copies and one reduced scale (11 inches by 17 inches) copy of the building plans and elevations in conformity with the provisions of this section. The Zoning Administrator may waive or alter any of the submittal requirements specified herein if not applicable to a project. The request shall be considered officially submitted and the application approval timeline commences only when all the information requirements of this section are complied with and the required fees are paid.
3. Pursuant to Minnesota Statutes 15.99, an application for a project shall be approved or denied by the City Council within 60 days from the date of its official and complete submission, unless notice of extension is provided by the City or a time waiver is granted by the applicant. The City may extend the review and decision-making period an additional 60 days to the extent allowed by State law.
4. Upon receipt of the completed application, the Zoning Administrator shall schedule review of the request at the next regularly scheduled Planning Commission meeting. The applicant shall post a sign on the property or in the window of the building so as to notify the public that the land in question is the subject of a review by the Planning Commission and City Council.
5. The City Planner, Zoning Administrator, Planning Commission, and City Council may request additional information from the applicant to clarify the application and intent of the project.
6. The Heritage Preservation Commission review of a Site Alteration Application Permit for a historic site (if required) shall proceed concurrently with the review of the Design Standards by the Planning Commission.
7. The Planning Commission shall make its report to the City Council after conducting the initial review.

## ***Design Standards City of Excelsior***

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8. Upon receipt of the reports and recommendation of the Planning Commission, the City Council shall have the option to set and hold a public hearing on the request. The City Council may also refer the matter back to the Planning Commission for further consideration.
9. Approval of the application by the City Council shall require passage by a simple majority vote of the entire City Council. The City Council may impose such conditions and restrictions as it deems appropriate or require such revisions or modifications it deems necessary to protect and enhance the general architectural and site character of the City's commercial areas consistent with the policies and regulations of the Design Standards.
10. The City Council reserves the right to decline approval of a request if due regard is not shown for the policies and regulations of the Design Standards provided herein.

Submission and Presentation Requirements. In addition to any submittal requirements required by the City, applicants shall submit the following documents to portray their design proposals for either administrative or Planning Commission/ City Council review. The Zoning Administrator may waive any of the requirements specified below if not applicable to a project:

1. Colored illustration site plan.
  2. Colored perspective sketch representing realistic proportions of the building and its immediate surroundings.
  3. Colored building elevations (front, rear, and sides at 1/4 inch scale minimum).
  4. Partial or enlarged building elevation (1/2 inch scale minimum).
  5. Enlarged sketch of site amenities.
  6. Materials board with actual examples of all building materials.
  7. Colored computer graphic simulation and/or an architectural model.
- \* Sketches and simulations shall depict landscaping at no more than five years' growth.
- \*\* Additional presentation items may be required based upon the size and complexity of the specific development proposal.

## *Design Standards City of Excelsior*

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### Variances

1. Findings. The City Council may approve a variance from these Standards when, in its opinion, exceptional and undue hardship may result from strict compliance. In approving any variance, the City Council shall prescribe any conditions that it deems necessary to or desirable to the public interest. A variance shall only be approved when the City Council finds that each and every one of the following apply, unless one or more of the criteria are not applicable to the particular situation:
  - a. There are special circumstances or highly unique conditions affecting the property such that the strict application of the provisions of these Standards would deprive the applicant of a reasonable use of the land or buildings.
  - b. The granting of the variance will not be detrimental to the public health, safety and welfare or injurious to other property in the area in which property is situated.
  - c. The variance is to correct inequities resulting from an extreme physical hardship such as topography or to prevent removal of significant or desirable vegetation.
  - d. Hardships relating to economic difficulties shall not be considered for the purpose of granting a variance.
  - e. The hardship is not a result of an action by the owner, applicant or any agent.
  - f. The variance will not in any manner vary the process of the Design Standards or the area subject to Design Standards review.
2. Procedures.
  - a. Requests for variance shall be filed with the Office of the Zoning Administrator on an official application form at least 30 days in advance of the meeting at which it will be considered. Said application shall be accompanied by a fee as provided for by City Council resolution. The request shall be considered officially submitted and the application approval timeline commences only when all the information requirements of this section are complied with and the required fees are paid.
  - b. Pursuant to Minnesota Statutes 15.99, as may be amended, an application for a variance shall be approved or denied by the City Council within 60 days from the date of its official and complete submission unless notice of extension is provided by the City or a time waiver is granted by the applicant. The City may extend the review and decision-making period an additional 60 days to the extent allowed by State law.

## ***Design Standards City of Excelsior***

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- c. The procedures for Planning Commission review and City Council consideration, as found in the Process for Filing and Review section of the Standards, shall be used for processing variances.
  - d. Approval of a variance request by the City Council shall be by four-fifths vote of the full City Council.
  - e. Whenever a variance has been considered and denied by the City Council, a similar application and proposal for the variance affecting the same property shall not be considered again by the Planning Commission or City Council for a least six months from the date of its denial, except as follows:
    - 1) If the applicant or property owner can clearly demonstrate that the circumstances surrounding the previous variance application have changed significantly.
    - 2) The City Council may reconsider such matter by a majority vote of the entire City Council.
- 3. Filing. An appeal from the action of an administrative officer of the City shall be filed by any officer, department, board or commission of the City or a property owner or their agent with the Zoning Administrator within 30 business days after the making of the order, requirement, or interpretation being appealed.
  - 4. Stay of Proceedings. An appeal stays all proceedings and the furtherance of the action being appealed unless it is certified to the Board of Adjustment and Appeals, after the notice of appeal is filed, that by reason of facts stated in the certificate a stay would cause imminent peril to life and property.
  - 5. Procedure. The procedure for making an appeal shall be as follows:
    - a. An appeal shall be filed by any officer, department, board, or commission of the City or a property owner or their agent with the Zoning Administrator stating the specific grounds upon which the appeal is made. Said application shall be accompanied by a fee as established by City Council resolution. In cases where the application is judged to be incomplete, the Zoning Administrator shall notify the applicant, in writing, within 15 business days of the date of submission.
- evaluations as they pertain to the impact or result of a request are not subject to the appeal procedure.

### Appeals

- 1. Board Designation. The City Council shall serve as the Board of Adjustments and Appeals.
- 2. Applicability. An appeal shall only be applicable to an administrative order, requirement or interpretation of intent of provisions of these Standards. Opinions and

***Design Standards City of Excelsior***

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- b. The Zoning Administrator shall instruct the appropriate staff persons to prepare technical reports when appropriate and shall provide general assistance in preparing a recommendation on the action to the Board of Adjustment and Appeals.
- c. Pursuant to Minnesota Statutes 15.99, the Board of Adjustment and Appeals shall make its decision by resolution within sixty (60) days from the date on which a completed application is filed.
- d. The Zoning Administrator shall serve a copy of the final order of the Board upon the applicant by mail.



**Design Standards - *Architectural Elements***

***Excelsior Design Standards - Architectural Elements***

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***Issues***

***Policies***

***Regulations***

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Unifying Design  
Concept

All buildings should demonstrate a clearly identifiable design concept.

The harmonious composition of similar or complementary forms is encouraged, both within a single building, and within a block of buildings.



Historic  
Character  
for Newer  
Building

1

The Design Standards include requirements that are specific to the Downtown Business District and others that apply to the Highway 7 and general commercial areas. Building design in general for new development should reflect examples of Excelsior's diverse architectural history. Buildings within the Downtown Business District reflect varying architectural styles, are richly detailed and are of architectural significance. New construction and remodeling in the Downtown Business District should reflect the general appearance and image of the area in which it is located.

New buildings, remodelings, and additions shall relate to the character of the original building on the site or to traditional buildings around them, when these are present. This can be achieved by maintaining similar setbacks, modest building scale and height, cornice lines, horizontal lines of windows and openings, architectural styles and details, building materials, and colors.

Where the surrounding context is missing or has been extensively altered, buildings in the Downtown Business District, which includes the B-1, Central Business District and the Downtown Historic District, shall be of a traditional style.

Buildings in the Highway 7 and general commercial areas of the City shall be designed in a variety of styles, and should draw upon the design features illustrated in the Design Standards. A map indicating the Downtown Business District and Highway 7 and general commercial areas is found on page v of these Standards.

Except where the traditional character otherwise directs, buildings must be constructed with an angular polygon form.

# Excelsior Design Standards - Architectural Elements

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## Issues

## Policies

## Regulations

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Varying building scales and heights are encouraged within blocks.

Architectural styles that are consistent with the scale and character of Excelsior and draw upon the design features of the Design Standards shall be encouraged in all other commercial areas of the City. The building design and site layout of development in the Highway 7 corridor shall provide highway travelers with a sense of the lake and the historic community that lies beyond Highway 7.

Building additions shall reflect the design of the existing building where the existing building is in compliance with the Design Standards. Building additions in the Downtown Historic District shall be compatible with, but not necessarily replicate, the building architecture and design.

### Building Placement



2

Continuous Build-out on Water Street

Continuous build-out at the front building line is important for the architectural concept in the downtown area. Only small areas of open space should be included at the street, primarily for pedestrian access and for outdoor seating areas and cafes.



3

Continuous Build-out With Interesting Streetscape

# Excelsior Design Standards - Architectural Elements

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## Issues

## Policies

## Regulations

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Composition and Detailing

Variations in facade depth should be encouraged.



Varying Facade Depth

Building design should avoid large areas of blank wall space toward all street and trail facing facades. Continuous stretches of single facade designs are discouraged to avoid monotony.

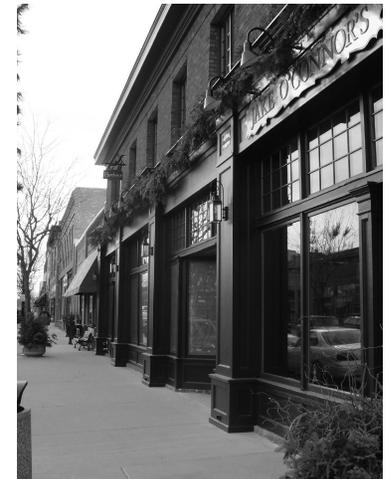
Interesting Facade and Streetscape



In the Downtown Business District, no building design shall be approved which includes less than 40%, nor more than 75%, window and door area at the base of the facade for buildings.

In the Highway 7 and general commercial areas, no less than 30%, nor more than 75% window and door area at the base of the facade shall be required. The minimum/maximum window and door area shall apply to all facades directly adjacent to a public street and trail facing facade.

Water Street Facade With Complying Window and Door Area



***Excelsior Design Standards - Architectural Elements***

***Issues***

***Policies***

***Regulations***

Composition and Detailing (continued)

Use of architectural features and detailing to enhance building surfaces should be encouraged. Such features may include setback of upper floors or roof line, strong building corner features, entrance detailing and emphasis, canopies, projected or recessed windows, or porches on residential style buildings.

Well proportioned building features and detailing should be utilized to achieve a good human scale. Water Street currently exhibits such a scale.

Building With Good Detailing and a Human Scale

7



Building Height

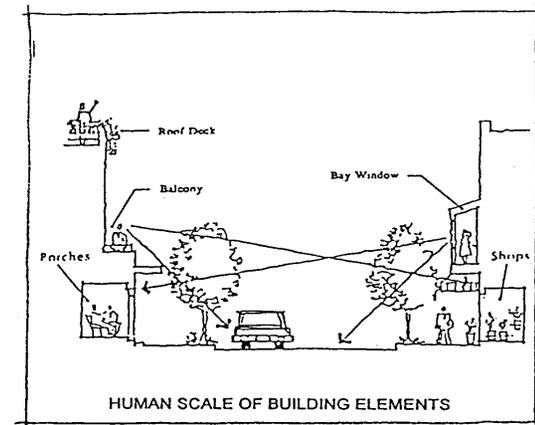
Minimum building height should be no less than 15 feet at the street front from ground elevation to top of parapet. Maximum building height should be no more than 35 feet, consistent with the City's building and zoning height definitions.

Corners, cornices, windows, doorways, or porches on residential style buildings must include additional architectural detailing beyond the basic building wall materials or pattern of traditional style buildings.



8

Commercial Building in Residential Style Structure



# Excelsior Design Standards - Architectural Elements

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## Issues

## Policies

## Regulations

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Building Height  
(continued)

In the Downtown Business District, the base of facade height should reflect the predominant base level height of neighboring buildings.

Street Front  
Entry/Doorway

All buildings should have a principal entry visible from the street. Principal entryways for each building should comprise a major architectural feature of the base level. Single doorways with other architectural features are the preferred design.

No entry shall project into the public right-of-way.

Double door entryways shall be no more than seven feet in width.



9

Significant Building Entrance

The use of canopies and awnings are encouraged for all entryways, or for a greater width of the building as appropriate. Use of porches may be appropriate on residential



10

Cloth Canopy With Signage

In the Downtown Business District, canopies, awnings, and other similar architectural features shall project no closer than four feet to the street curb line.

***Excelsior Design Standards - Architectural Elements***

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***Issues***

***Policies***

***Regulations***

Street Front  
(continued)

style buildings. Buildings with canopies extending for a greater width should include additional architectural detail in the entryway design.

Canopies and awnings should not cover or obscure architectural building details.



11

Street Front Windows

No building shall use permanent, retractable, or roll-down security doors or bars which are visible to the public from the street, sidewalk, parking lot, or trail.

Except where specifically allowed by the City of Excelsior, canopies shall be constructed of cloth, glass, or metal materials. Canopy design shall include appropriate detailing reflecting the architectural style of the building. Backlit awnings which are transparent or translucent shall not be permitted.

A minimum of seven feet of vertical clear space shall be maintained between the lowest point of the canopy and/or its structural elements, and the ground elevation.

Street Front Windows

The use of shutters should be considered only where the architectural design of the building dictates. Shutters should be discouraged at the base level.

Window openings may be modulated to a scale and proportion complementary to the architectural style. To the extent possible, the historic window dimensions should be adhered to. Within the Downtown Business District, the use of significant glass area shall



12

Appropriate Window Scale and Proportion

***Excelsior Design Standards - Architectural Elements***

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***Issues***

***Policies***

***Regulations***

Street Front Windows  
(continued)

be encouraged for retail store display. No more than 50% of upper building levels should be comprised of glass. Individual window panes should be vertically proportioned.

In the Downtown Business District, window sill height on the base level shall be no less than 12 inches nor more than 32 inches above interior finished floor elevation for buildings.

Vertically Proportioned Windows



Window sill height shall be consistent with the architectural style of buildings in the Highway 7 and general commercial areas.

Where window projections are used in the Downtown Business District, no projection may extend to within ten feet of the curb line of the street, nor more than two feet from the front wall of the building.

Window placements (fenestration) may include either recessed or projected window locations, including bay or bow windows.

Decorative lintels, transoms, and opening heads are encouraged.



Decorative Window Features on Second Story

**Issues**

**Policies**

**Regulations**

**Bay Width**

Bay widths should reflect the available lot width, and should be divided so as to provide regular patterns of bays of equal widths, or a wider central bay with narrower flanking bays.



Varying Bay Width  
on Water Street

The pattern of bays in a building should be reflected in all floors through the use of appropriate architectural features such as pilasters or other detail.

Bay Pattern  
on Water  
Street



In the Downtown Business District, bay widths shall range from a minimum of 12 feet to a maximum of 25 feet.

Bay widths for buildings in the Highway 7 and general commercial areas shall not exceed 30 feet in width.

In the Downtown Business District, pilasters used to define bays on brick surfaces shall be constructed to include at least one-half brick width extending from the primary brick surface.

In the Highway 7 and general commercial areas, pilasters on brick surfaces shall extend at least three inches from the primary brick surface.

Upper floors shall be designed to clearly reflect the division of bays at the base level.

**Excelsior Design Standards - Architectural Elements**

**Issues**

**Policies**

**Regulations**

Bay Width (continued)

Where possible, continuous buildings in the Downtown Business District should be interrupted with public pedestrian ways every five to seven bays.

Pedestrian Way on Water Street

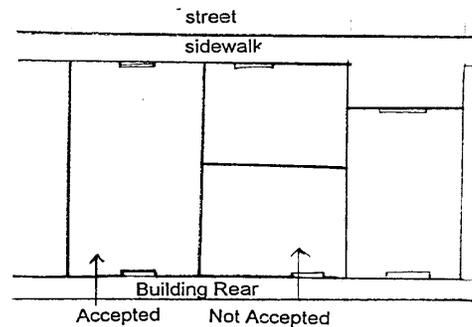


17

In the Downtown Business District, major projects which involve extensive perimeter wall reconstruction shall include no more than seven continuous building bays without a reservation of public pedestrian ways equal to the average width of one such building bay. The pedestrian ways must be made accessible to the public.

Building Subdivision

Front to rear building subdivisions should be discouraged, except where the building has access to a street or public open space.



Acceptable/Unacceptable Building Subdivision



18

Varying Building Bays and Heights

**Excelsior Design Standards - Architectural Elements**

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**Issues**

**Policies**

**Regulations**

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Roofs

Projects should be encouraged to provide a varying roofline along the block.

Cornice treatments should be prominent and of complementary, but contrasting, colors and materials compared to the principal building.



19

Decorative Cornice

Roof style in the downtown area should be predominantly flat, with parapets and/or cornices.

Roof-top elements shall be constructed of brick or other material to be approved by the City which is complementary to the building materials which comprise the bulk of the building.

Architectural elements such as cornices, decorative chimneys, and strong corner elements shall be used to enhance the roof line of traditional style buildings.

Decorative  
Cornice and  
Traditional  
Detailing



20

Mansard roofs or mansard-style canopies shall not be permitted. Sloped, as opposed to flat roofs should be utilized only in transitional areas from commercial to residential land uses, or where traditional architecture of the building supports sloped roof design. Definitions of roof styles are found in the Glossary.

**Excelsior Design Standards - Architectural Elements**

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**Issues**

**Policies**

**Regulations**

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Roofs (continued)

Mechanical equipment should be designed to be screened from view of pedestrians on the adjacent public streets, sidewalks, open spaces or rear entry areas of buildings.

Roof mechanical equipment shall be screened from adjacent public areas. Equipment shall be placed on a location of the roof that minimizes visibility, or parapets shall be constructed which lessen the view of the equipment. The equipment and screening devices and materials shall be painted a coordinating color to the building or roof materials. Parapet screening must be coordinated with the building architecture and screening may not consist of premanufactured fencing or fencing materials. Cross section diagrams shall be required for roof mounted equipment to demonstrate compatibility.

Building Materials

Exterior building materials should be used which demonstrate an attractive texture, pattern or quality of detail.

Gutters or other storm water controls shall be constructed of weather-durable materials, except where evidence of other historic materials are used on the site. Plastic shall not be considered an acceptable material.

Brick and glass shall be the dominant exterior building materials used for facades adjacent to a public street. Brick shall be maintained in its natural color and shall not be painted. Brick with dimensions not exceeding 2.5 inches by 8 inches shall be utilized.



21

Appropriate Use of Brick on a Newer Building

## ***Excelsior Design Standards - Architectural Elements***

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### ***Issues***

### ***Policies***

### ***Regulations***

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Building Materials  
(continued)

Building materials shall be similar in color and tone to the original brick for repair or partial reconstruction, or acceptable building material samples which may be viewed at City Hall, or as specified by the Heritage Preservation Commission.

Unless these Standards require otherwise, buildings with painted brick finish materials are encouraged, but not required, to be returned to their natural unpainted finish.

Where building materials are different from level to level, color, texture and form should be integrated between levels where possible.



Brick and  
Complementary  
Materials

22

In the Downtown Business District, use of concrete masonry units (CMUs) shall not be allowed.

In the Highway 7 and general commercial areas, decorative or architectural CMUs that are visible may be used only below the first floor elevation as a foundation material. Other complementary materials may be used as detail, including metal, stucco, Exterior Insulation and Finish System (EFIS), stone, wood, precast architectural concrete, but shall not exceed 30 percent of the total facade area. When glass is the predominant building material, brick shall be the dominant complementary material.



Historic  
Wood  
Building

23

In the Downtown Business District, materials other than brick may be utilized, with approval of the City, as the primary material upon a showing that the architectural appearance will

# Excelsior Design Standards - Architectural Elements

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## Issues

## Policies

## Regulations

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Building Materials  
(continued)



Varied Brick  
Colors and  
Patterns

24

complement the building materials of surrounding structures. A specific architectural style or historic development, as reviewed and recommended by the Heritage Preservation Commission, would be one possible basis for such a showing.

Franchise Design

Franchise design is discouraged and allowed only if in conformance to the Design Standards.



25

Preferred Franchise Design

In the Highway 7 and general commercial areas, materials other than brick as primary will be allowed on a case-by-case basis where appropriate to the design, architecture, and neighborhood context of a building.

Franchise design should be allowed only to the extent that the materials, colors, and scale are designed to meet these Standards and the project is integrated into the architectural context created by Downtown Business District and Highway 7 area buildings.

***Excelsior Design Standards - Architectural Elements***

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***Issues***

***Policies***

***Regulations***

Rear Facade  
Entry/Doorways

Prominent rear building entryways should be provided where the potential exists for rear access to parking.

Door widths may be varied in rear areas to accommodate service needs.

Building design and site layout shall emphasize attractive and safe rear building entryways from parking areas or trails. Character and design of the rear facade shall be compatible with the front and sides of the building.

Rear Facade Windows

Vertically proportioned windows are encouraged.

Height/width ratio of rear windows shall be the same as the height/width ratio of street front windows.



Rear Entrance and Courtyard

***Excelsior Design Standards - Architectural Elements***

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***Issues***

Rear Facade Windows-continued

***Policies***

Rear building facades should reflect their multi-purpose access requirements and less intensive public use through the more limited use of glass area.

***Regulations***

In the Downtown Business District, rear facades shall contain less glass than front facades at all building levels.



27

Rear Entrance with Decorative Features



**Design Standards - Streetscape/Site Design Elements**

***Excelsior Design Standards - Streetscape/Site Planning Elements***

---

***Issues***

***Policies***

***Regulations***

**Off-Street Parking**

Parking areas should be developed which utilize significant quantities of planting areas and landscaped screening.

Off-street parking lots should be set back from buildings to retain the visual focus on structures, pedestrian areas, and open spaces. The preferred arrangement is for the placement of parking areas behind buildings.

Opportunities for several, smaller parking areas should be sought. Quantity should be balanced with aesthetics to avoid uninterrupted views of vast parking lots.

Parking areas should be no closer than 50 feet to Water Street, except where screened by a building. All other off-street parking areas shall be set back in compliance with the Zoning Ordinance provisions found in Article 19 and the fencing, screening and landscape requirements of Article 21.

Parking areas of more than 25 spaces shall include irrigated and landscaped parking islands at a rate of one island per 25 stalls. All landscaped islands shall consist of a minimum of 100 square feet of landscape surface.

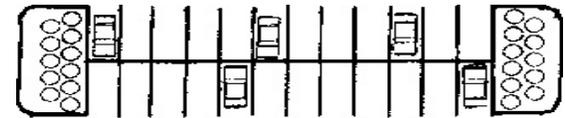
Except for public parking lots, no parking areas shall be located within 50 feet of Water Street unless screened by a building. All other setbacks shall be consistent with the provisions of Article 19 of the Zoning Ordinance.

All parking areas shall be screened from view of the public right-of-way with suitable landscaping and/or fencing as approved by the City in conformance with Article 21 of the Zoning Ordinance.

Existing parking areas not in conformance with this regulation shall be brought into compliance with the screening requirements in conjunction with any permit or other activity which is subject to these Standards.



**Undesirable**



**Desirable**

## ***Excelsior Design Standards - Streetscape/Site Planning Elements***

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<b><i>Issues</i></b>	<b><i>Policies</i></b>	<b><i>Regulations</i></b>
Access and Communication	<p>Public and private information to vehicular and pedestrian traffic should be clear and identifiable, using a common theme.</p> <p>Private site development should utilize the community theme in providing information to both pedestrians and vehicles. Private development and redevelopment projects should be designed to emphasize and facilitate convenient pedestrian and bicycle circulation and access.</p> <p>Property and business owners will be encouraged to make public access available through their properties throughout regular business hours.</p>	<p>All projects shall be required to demonstrate convenient connections to the adjoining pedestrian and bicycle circulation system, whether private or public.</p> <p>Commercial developments shall incorporate bicycle parking spaces, whenever appropriate, in a convenient, visible, and preferably sheltered location.</p>
Open Space	<p>Open space is an important asset in the commercial districts, encouraging visitors to spend more time in the community. Private property owners should be encouraged to design small gathering and resting places into their development or redevelopment projects.</p>	



28

Bike Rack at Building Entrance

***Excelsior Design Standards - Streetscape/Site Planning Elements***

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***Issues***

***Policies***

***Regulations***

Open Space  
(continued)

The City and private groups should make available usable public space in or near the downtown area which can serve as a gathering space for Downtown Business District visitors.

Materials should be encouraged which tie the private and public open spaces to the buildings architecturally and aesthetically.

Public sidewalks should be utilized for public or privately provided seating, trash receptacles, and other street furniture when adequate space remains for public use, including circulation and visibility.

Private development shall incorporate public seating where appropriate.



30

Public Gathering Area

No private or public furniture or other obstructions shall restrict the width of public sidewalks to less than a six-foot-wide walkway. Such furniture shall not be closer than six feet to any other public furniture, nor shall such obstructions extend to within two feet of the face of the curb unless otherwise approved by the City Council.



29

Public Seating Areas

## ***Excelsior Design Standards - Streetscape/Site Planning Elements***

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### ***Issues***

Walkway and Driving  
Surface Construction

### ***Policies***

Walkways, including sidewalks, crosswalks, and private walkways, should be constructed of materials which provide a contrast with driving surfaces, both in texture and color.

Private resting and gathering open spaces should use materials which are coordinated with both the building to which they relate, and to the public pedestrian system.

Parking lots and driveways, including alleys, should be developed with alternative paving materials, colors or textures to create a sense of separateness from the public streets, and encourage slower speeds.



31

Sidewalk with Outdoor Seating

### ***Regulations***

New development and redevelopment projects shall be required to install sidewalks and trails where appropriate to provide pedestrian connections within the City. Asphalt shall not be permitted as a material for paving of sidewalks or other pedestrian ways. Brick, textured and colored concrete, and natural stone shall be permitted. Other materials may be permitted by the City.

Pedestrian and bicycle ways, other than sidewalks adjacent to public streets, shall be developed to a minimum width of six feet.

In the Downtown Business District, sidewalks adjacent to public streets shall encompass the full width of the area between the curb and the front property line, with the exception of public planting areas which meet the setback distances described above.

In the Highway 7 and general commercial areas, sidewalk placement shall be determined based upon site conditions.

***Excelsior Design Standards - Streetscape/Site Planning Elements***

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***Issues***

***Policies***

***Regulations***

Lighting

Natural and/or site lighting should be provided for the illumination of private open spaces to maximize safety and security.



Historic Light Fixture

32

A lighting plan which reflects the pedestrian scale of the City and provides full lighting of private property shall be prepared as a part of any development or redevelopment plan subject to these Standards. All lighting shall conform to the provisions of the Zoning Ordinance and include full cut-off fixtures to reduce unnecessary glare. A lighting specification sheet is provided in the Appendix of these Design Standards. Street lights on the public right-of-way and site lighting shall be replaced at the time of redevelopment so as to match or complement the historic public fixtures in conformance with City standards. Recessed or architectural lighting of structures shall be approved on a case-by-case basis.

Furniture and Planters

The use of private seating areas and planters is encouraged, particularly to assist in the emphasis of rear entrances to commercial buildings.

Planters on Water Street



33



34

Landscaping Adjacent to Water Street

***Issues***

***Policies***

***Regulations***

Furniture and Planters  
(continued)

Furniture elements should complement the building to which they are related, as well as the public improvements adjacent to the site in question.

Site furnishings should consider other structural elements in their location and materials, including awnings and canopies.



35

Outdoor Seating Area

Site Plantings

Existing plantings and trees shall be preserved to the extent possible in all new development/redevelopment. Plant materials should be used which demonstrate adaptability to urban conditions, including salt spray, stormwater runoff, and reflected pavement glare and heat.

Planting areas should be located and designed to avoid visual interference with public signage and private commercial communication.

All trees that are removed in the public right-of-way as a result of development or redevelopment shall be replaced according to City standards with appropriate use of tree guards and grates. Specifications for tree plantings and grates are found in the Appendix of these Design Standards.



36

Fencing and Plantings to Screen Parking

***Excelsior Design Standards - Streetscape/Site Planning Elements***

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***Issues***

***Policies***

***Regulations***

Site Plantings  
(continued)

The use of tree grates and tree guards is encouraged in both public and private planting areas. Materials should be used which are complementary to other street and site furnishings, and should be consistent throughout the downtown area. Specifications for grates are found in the Appendix of these Design Standards.



37

Parking Lot Screening

The use of planters, hanging baskets, and other decorative features on the sidewalk, buildings, or light posts is strongly encouraged.



38

Planters on Street Lighting

**Issues**

**Policies**

**Regulations**

Other Site Improvements

All site fencing should be constructed of materials which are consistent with the principal structures and site furnishings. Dominant materials will be brick and wrought iron (or a compatible substitute).

Trash storage areas should be integrated into the structure wherever possible. Where such receptacles must be located outdoors, full screening of the area should be applied using materials and design which are consistent with the principal building.



Trash Storage Enclosure

39

Efforts to share exterior trash storage areas are strongly encouraged.

Plastic and chain link fencing shall not be permitted as a screening or fencing material in the commercial areas. Wood may be used where consistent with the principal building materials.

All exterior trash storage areas shall be fully screened with materials compatible to those used in the principal building(s), in accordance with Zoning Ordinance and as approved by the City of Excelsior. Placement of all trash storage areas shall be in compliance with all Building and Fire Codes.

Where a site includes mechanical equipment on the ground, such equipment should be screened from view with landscaping and/or materials compatible to those used in the principal building(s), in accordance with the Zoning Ordinance and as approved by the City of Excelsior.

Utility lines shall be placed underground by the developer with any new development or redevelopment.

***Excelsior Design Standards - Streetscape/Site Planning Elements***

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***Issues***

***Policies***

***Regulations***

Other Site Improvements (continued)

Retaining walls should be constructed of high quality materials and complement the site and principal buildings.

Service entrances, stairways, porches, decks, and railings should be designed to provide adequate access and security, but with materials and aesthetics which are consistent with other exterior areas of the site and building

Retaining walls within the Downtown Historic District or adjacent to designated historic sites shall be constructed of natural stone or brick similar to what is found on the principal building on site. In other areas, decorative or architectural CMUs shall be used upon approval of the City.

Exterior stairways, porches, decks, and railings shall be designed and constructed of materials appropriate to the traditional character and architecture of the building.



Stairway on an Historic Building

40



Exterior Stairway, Deck and Rear Building Entrance

41



**Design Standards - *Sign Elements***

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***Excelsior Design Standards - Sign Elements***

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<b><i>Issues</i></b>	<b><i>Policies</i></b>	<b><i>Regulations</i></b>
Zoning and Heritage Preservation Commission	Signs that are located on buildings within the downtown should reflect the historical and traditional character of the building and neighboring properties.	All signage shall be compliant with the requirements of the Zoning Ordinance and the Heritage Preservation Commission.
Height	Signs should relate to street level vehicular and pedestrian traffic.	Signs shall not extend above the lowest point of the roof or parapet of the building on which the sign is located unless allowed through a conditional use permit, as specified in the Zoning Ordinance. Pylon signage shall not be allowed. Monument signs shall be allowed as specified in the Zoning Ordinance.  Signs shall not exceed the height of the building on which they are located.

## ***Excelsior Design Standards - Sign Elements***

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<b><i>Issues</i></b>	<b><i>Policies</i></b>	<b><i>Regulations</i></b>
Placement/Location	<p>Preferred sign locations are above the transom or on the face of a canopy or awning, and projecting from the building facade over the sidewalk as allowed by the Zoning Ordinance.</p> <p>Projecting signs should provide for adequate clear space between the sign and pedestrian traffic or street activity.</p> <p>Preferred projecting sign construction should be signs which are suspended from a decorative support structure.</p>	<p>Notwithstanding other sign regulations, projecting signs shall be allowed subject to the regulations and policies in these Standards. Projecting signs shall not exceed 8 square feet of sign space, extend more than 5 feet into the public right-of-way, nor be lower than 7 feet above the public sidewalk.</p>
Size and Number	<p>Signage shall be limited to no more than three signs identifying any one business.</p> <p>Signage shall be limited to no more than three signs per building bay, or as specified in the Zoning Ordinance for multi-tenant buildings.</p>	<p>Businesses shall not display more than three permanent signs, whether such signs be projecting, wall, monument, window, or located at the rear entrances of commercial businesses that abut public parking or trails.</p>



Projecting Sign

42

**Issues**

**Policies**

**Regulations**

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Size and Number  
(continued)

Sign size should relate to the size and scale of the building.

Horizontal sign orientation is the preferred arrangement. Vertical signs should only be displayed where the building supports a vertical location without interfering with building detailing or architectural design.



43

Wall Sign

Building bays shall not display more than three sign panels, whether such signs are wall signs, or projecting signs. Window lettering signs of less than six square feet shall be excluded from this regulation. In any one building bay, no more than one sign of any type (wall, projecting, or window) shall be displayed. For multi-tenant buildings, more than three signs may be allowed, provided that the aggregate square footage of sign space is complied with and an administrative permit is approved by the Zoning Administrator.

Total sign area shall be limited to the allowances as specified for "B", Business Districts within the Zoning Ordinance.

## ***Excelsior Design Standards - Sign Elements***

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<b><i>Issues</i></b>	<b><i>Policies</i></b>	<b><i>Regulations</i></b>
Materials and Illumination	<p>Signs should be constructed of wood, metal, or other material consistent with the building. Backlit plastic panels or awnings, or other translucent materials, should be discouraged for sign usage.</p> <p>Creative lighting which does not overpower the street lighting is encouraged. External illumination is the preferred method of lighting signs.</p> <p>Flashing lights and reader message boards will not be allowed.</p>	<p>Signs shall not be internally illuminated, nor utilize backlit plastic panels unless only the letters and not the background are lit. Neither awnings nor canopies shall be internally illuminated in such a way that lettering or graphics on the awning or canopy conducts light in the manner of a backlit sign.</p> <p>Wall Sign</p>  <p>44</p> <p>No flashing lights or reader message boards shall be allowed as signage.</p>
Sign Type	<p>Temporary window signage visible to sidewalk or street traffic should be limited. Painted window lettering and graphics is the preferred style of window signage.</p> <p>Portable signs, including menu or sandwich boards, are encouraged for use during business hours which provide information to pedestrians.</p>	<p>Display of temporary sign messages shall not exceed 25% of the total window area in which they are displayed.</p> <p>Portable signs are permitted to occupy the public or private sidewalk area within 5 feet of the entryway to the subject business, provided that such signs display messages to pedestrians, no electrical connections are utilized, and display of such signs is permitted only during the business hours of the subject</p>

***Excelsior Design Standards - Sign Elements***

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***Issues***

***Policies***

***Regulations***

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Sign Type (continued)

Portable signs should be consistent with the design of the building, and should not be designed to convey information to vehicular traffic.

business. Such signs shall not impede pedestrian traffic or access to other public improvements.

Portable signs may only be constructed of wood, or other materials which are subject to the approval of the City of Excelsior.

Portable signs may be no less than three feet nor greater than five feet in height, and no less than three square feet or greater than six square feet in area.



45

Portable Sign



## **Design Standards - *Glossary***

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## ***Excelsior Design Standards - Glossary***

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*The following terms are descriptive only and are set out for the convenience of the user. This glossary is not intended to replace the meaning given to the same terms in other City ordinances. For terminology not defined here, the City Code, the Minnesota State Building Code, or the Webster's Dictionary shall be used to define such terms.*

**Access:** A way or means of approach to provide physical entrance to a property.

**Aesthetic:** The perception of artistic elements, or elements in the natural or man-made environment which are pleasing to the eye.

**Aisle:** The traveled way by which cars enter and depart parking spaces.

**Architectural Control:** Public regulation of the design of private buildings to develop, preserve or enhance the attractiveness or character of a particular area or individual buildings.

**Asymmetric Balance:** A dissimilar yet harmonious composition of numerous similar or complementary forms. The composition shall reflect the local context, site conditions or building function.

**Awning:** A roof-like cover that is temporary in nature and that projects from the wall of a building for the purpose of shielding a doorway or window from the elements.

**Axial Symmetry:** A formal organization which balances equal elements and features around a vertical plane common in classified revival and colonial style buildings.

**Base of Facade:** The most public part of the building, featuring a larger glass area and often emphasizing its horizontal dimension.

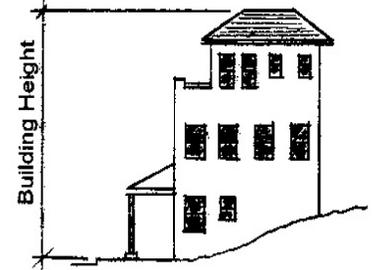
**Bay:** The modular width of an architectural unit.

**Berm:** A mound of earth, or the act of pushing earth into a mound.

**Buildable Area:** The portion of a lot remaining after required yards have been provided.

**Building Facade:** The portion of any exterior elevation of a building extending from grade to the top of the parapet wall or eaves and the entire width of the building elevation.

**Building Height:** A distance measured from that point on a building where it emerges from the ground at the lowest elevation above mean sea level to a point equal to the elevation of the top of a cornice of a flat roof, to the deck line of a mansard roof, to a point on the roof directly above the highest wall of a shed roof, to the uppermost point on a round or an arch type roof, to the mean distance of the highest gable on a pitched, hip or gambrel roof. For purposes of this definition, the “lowest elevation above mean sea level” shall mean the elevation established on plans submitted to the City and evidenced by a certificate of survey at the time the building permit is issued so long as that elevation is no higher than the lowest elevation above mean sea level that was in existence during the one year prior to the application for the building permit.



**Building Line:** A line parallel to a lot line on the ordinary high water level at the required setback beyond which a structure may not extend.

**Bus Shelter:** A small, roofed structure having from one to three walls, located near a street, and designed primarily for the protection and convenience of bus passengers.

**Concrete Masonry Unit (CMU):** A solid or hollow block of precast concrete. Only decorative or architectural CMUs shall be utilized in exposed areas.

**Courtyard Organization:** Grouping of buildings to help define usable outdoor space.

**Cut-Off Type Luminaire:** A luminaire with elements such as shields, reflectors, or refractor panels which direct and cut-off the light at a cut-off angle less than 90 degrees.

**Downtown:** The area of Excelsior that includes properties zoned B-1, Central Business District and/or are included in the Downtown Historic District.

**Easement, Drainage:** A grant by a property owner for the use of a strip of land and for the purpose of constructing and maintaining streets, trails, sidewalks, drives, and/or utilities, including, but not limited to, wetlands, ponding areas, sanitary sewers, water mains, electric lines, telephone lines, storm sewer or storm drainage ways, and gas lines.

## ***Excelsior Design Standards - Glossary***

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**Facade:** The main exterior face of a building exposed to public view or that wall viewed by persons not within the building.

**Fenestration:** The design and placement of windows and doors in a building.

**Footcandle:** A unit of illumination produced on a surface, all points of which are one (1) foot from a uniform point source of one (1) candle.

**Frontage:** That boundary of a lot which abuts an existing or dedicated public street, watercourse or similar barrier.

**Glare:** The effect produced by brightness sufficient to cause annoyance, discomfort, or loss in visual performance and visibility.

**Green Area:** Land shown on a development plan, master plan or official map for preservation, recreation, landscaping or park.

**Historic Buildings or Sites:** Those buildings or sites within the Excelsior Downtown Historic District, both contributing and non-contributing, and those individually designated sites outside the District.

**Human Scale:** Human scale suggests designing with the pedestrian in mind rather than the automobile. Human scale is derived from a building's architectural details and elements whose size people are familiar with.

**Impervious Surface Coverage:** Any surface impervious or resistant to the free flow of water or surface moisture. Impervious cover shall include, but not be limited to, all paved driveways and parking areas, tennis courts, sidewalks, patios and swimming pools. Open decks and stairways, which have open surface patterns, shall not be counted as impervious cover, provided they are installed over a permeable surface.

**Island:** In parking lot design, built-up structures, usually curbed, placed at the end of parking rows as a guide to traffic and also used for landscaping, signing or lighting.

**Lot Coverage:** That portion of the lot that is covered by buildings and structures.

## ***Excelsior Design Standards - Glossary***

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**Median Island:** A barrier placed between lanes of traffic.

**Modulation:** Modulation is the relationship of bays and building widths to building height. A module.

**Off-Street Parking Space:** A temporary storage area for a motor vehicle that is directly accessible to an access aisle, and which is not located on a dedicated street right-of-way.

**On-Street Parking Space:** A temporary storage area for a motor vehicle which is located on a dedicated street right-of-way.

**Opacity:** Degree of obscuration of light.

**Open Space, Common:** Land within or related to a development, not individually owned or dedicated for public use, which is designed and intended for the common use or enjoyment of the residents of the development and may include such complementary structures and improvements as are necessary and appropriate.

**Open Space, Green:** An open space area not occupied by any structures or impervious surfaces.

**Open Space, Public:** Open space owned by a public agency and maintained by it for the use and enjoyment of the general public.

**Open Space Ratio:** Total area of open space divided by the total site area in which the open space is located.

**Parapet:** A low protective wall or railing along the edge of a roof, balcony or similar structure.

**Park:** A tract of land, designated and used by the public for active and passive recreation.

**Parking Access:** The area of a parking lot that allows motor vehicles ingress and egress from the street.

**Parking Area:** Any public or private land area designed and used for parking motor vehicles including parking lots, garages, private driveways and legally designated areas of public streets.

**Parking Bay:** The parking module consisting of one or two rows of parking spaces and the aisle from which motor vehicles enter and leave the spaces.

## ***Excelsior Design Standards - Glossary***

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**Pavement:** (1) Brick, stone, concrete or asphalt placed on the surface of the land; (2) That part of a street having an improved surface.

**Perimeter Landscaped Open Space:** A landscaped area intended to enhance the appearance of parking lots and other outdoor auto related uses or to screen incompatible uses from each other along their boundaries.

**Pilaster:** An upright architectural member that is rectangular in plan and is structurally a pier but architecturally treated as a column and that usually projects a third of its width or less from the wall.

**Plaza:** An open space which may be improved and landscaped; usually surrounded by streets and buildings.

**Polygon:** A closed plane figure with four or more sides.

**Porch:** A covered entrance to a building, usually with a separate roof.

**Portico:** A colonnade or covered ambulatory especially in classical architecture and often at the entrance of a building.

**Principal Street:** In the district, the principal street shall be Water Street.

**Public Areas:** Public parks, playgrounds, trails, paths and other recreational areas and other public open spaces; scenic and historic sites; schools and other public buildings and structures.

**Right-of-way:** (1) A strip of land acquired by reservation, dedication, forced dedication, prescription or condemnation and intended to be occupied or occupied by a road, crosswalk, railroad, electric transmission lines, oil or gas pipeline, water line, sanitary storm sewer and other similar uses; (2) Generally, the right of one to pass over the property of another.

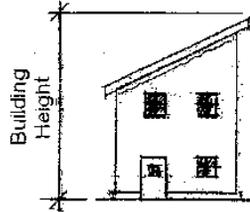
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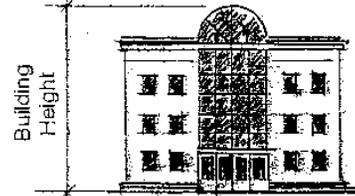
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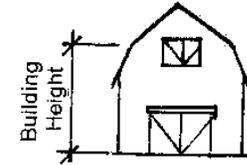
Pitched Roof



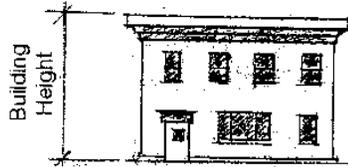
Shed Roof



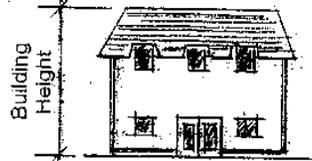
Round or Arched Roof



Gambrel Roof



Flat Roof



Mansard Roof



Hip Roof

**Screening:** A method of visually shielding or obscuring one abutting or nearby structure or use from another structure or use, outdoor storage areas, mechanical or electrical equipment, and trash receptacles by fencing, walls, berms or densely planted vegetation.

**Setback:** The minimum horizontal distance between a structure and lot line, ordinary high water mark, or right-of-way easement. Distances are to be measured from the most outwardly extended portion of the structure at ground level, except as provided hereinafter.

**Shaft:** One or more floors above the shop front, usually used for less public kinds of activities, featuring less window area than the ground floor and emphasizing its vertical dimension.

**Sidewalk:** A paved, surfaced or leveled area, paralleling and usually separated from the street, used as a pedestrian walkway.

## ***Excelsior Design Standards - Glossary***

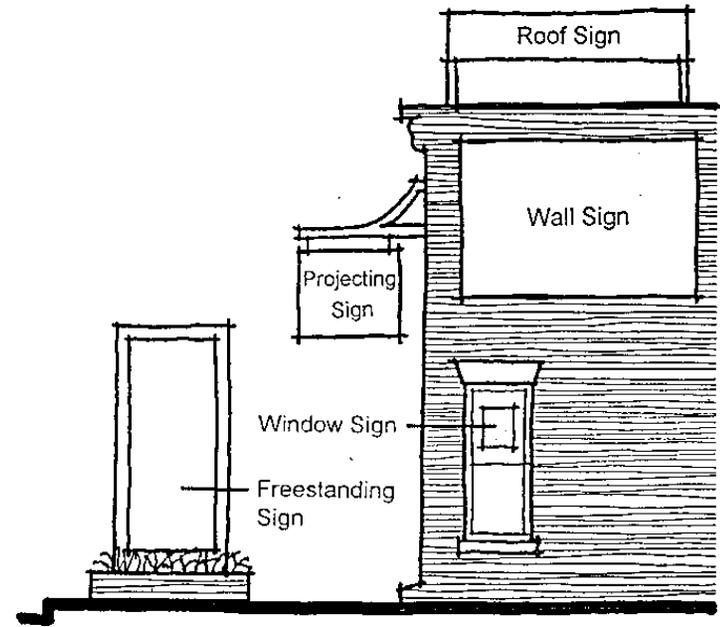
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**Sight Triangle:** A triangular shaped portion of land established at street intersections in which nothing is erected, placed, planted or allowed to grow in such a manner as to limit or obstruct the sight distance of motorists entering or leaving the intersection.

**Sign Area:** That area with the marginal lines of the surface which bears the advertisement or, in the case of messages, figures or symbols attached directly to the part of a building, that area which is included in the smallest rectangle or series of geometric figures which can be made to circumscribe the message, figure or symbol displayed thereon.

**Sign - Area Identification:** A freestanding sign which identifies the name of an office or business structure containing three (3) or more structures or an office or business structure containing three (3) or more independent operations.

**Sign - Awning Canopy or Marquee Sign:** A written or graphic message, identification or advertisement, as part of or permanently or semi-permanently affixed to an awning, canopy, marquee, or other similar device. Where lighting is incorporated with the awning, canopy or marquee, the apparatus shall not be construed as a sign exclusive of the area physically designed to form the message, identification, or advertisement thereto.



SIGN TYPES

**Sign - Flashing:** An illuminated sign upon which the artificial light is not kept constant in terms of intensity or color when the sign is illuminated.

**Sign - Freestanding:** A self-supported sign not affixed to another structure.

**Sign - Holiday Signs:** A holiday sign shall be defined as decorations and/or messages which recognize an official national, state or local holiday or community festival.

## ***Excelsior Design Standards - Glossary***

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**Sign - Illuminated:** Any sign which is lighted by an artificial light source either directed upon it or illuminated from an interior source.

**Sign - Maximum Height Of:** The vertical distance measured from the grade to the top of such a sign.

**Sign - Minimum Height Of:** The vertical distance measured from the nearest finished grade to the lower limit of such sign.

**Sign - Monument:** A block-type sign structure not supported by poles or braces, but rather placed directly on the ground.

**Sign - Portable:** A sign so designed as to be movable from one location to another and which is not permanently attached to the ground, sales display device, or structure.

**Sign - Projecting:** A sign, other than a wall sign, which is affixed to a building and which extends perpendicular from the building wall.

**Sign - Pylon:** A freestanding sign mounted on top of a single post which is greater than ten (10) feet in height.

**Sign - Roof:** Any sign which is erected, constructed or attached wholly or in part upon or over the roof of a building.

**Sign - Sandwich Board:** Two boards with messages, hinged at the top and used on sidewalks or yards for advertising.

**Sign - Snipe:** Signs affixed to trees, light or public sign poles.

**Sign - Temporary:** Any sign which is erected or displayed for a specific period of time.

**Sign - Wall:** A sign which is affixed to the exterior wall or a building and which is parallel to the building wall. A wall sign does not project more than twelve (12) inches from the surface to which it is attached, nor extended beyond the top of the parapet wall.

**Sign - Wall Graphic:** A sign which is painted directly on an exterior wall.

**Sign - Window:** A sign affixed to or inside of a window in view of the general public. This does not include merchandise on display.

## ***Excelsior Design Standards - Glossary***

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**Storefront Building:** A commercial building located at the street line, with display windows and principal entry on the ground floor facing the sidewalk. Storefront buildings typically include traditional elements such as a sign band above the storefront, a transom, a recessed entry, and a kickplate as a base to the storefront.

**Street Furniture:** Man-made, above-ground items that are usually found in street rights-of-way, including benches, kiosks, plants, canopies, shelters and phone booths.

**Traditional Building:** Typically, a one or two story storefront building, as defined above. Other buildings may be considered traditional for the purpose of these guidelines based on their age, architectural character, or associations with persons or events important to the City's history.

**Transparent-Opaque:** Addresses how easy it is for pedestrian passersby to see the activity within a shop. Transparent shops serve better to attract people into the shop, while opaque storefront represent a break in the retail continuity.

**Undulation:** Variation in the height and/or roof lines of a series of adjacent buildings, as well as variation in the horizontal relationship of adjacent building facades.

**Usable Open Space:** A required ground area or terrace area on a lot which is graded, developed, landscaped and/or equipped, and which is intended and maintained for either active or passive recreation or both, available and accessible to and usable by all persons occupying a dwelling on the lot or a development project and their guests. Such areas shall be grassed and landscaped or covered only for recreational purposes. Roofs, driveways, and parking areas shall not constitute usable open space. Required front and side yards shall be excluded from the usable open space area calculation.

**Window Head:** The upper horizontal cross member or decorative element of a window frame. The heads of windows are formed in a variety of ways; some are semi-circle, arches or triangular shapes. Some have bold and rich decorative moldings.



## Design Standards - *Appendix*

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## Design Standards - Appendix

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### **Street Lighting and Private Development Site Lighting Standards:**

Pole - Antique Street Lamps - Capitol Series PZC20, 14.5 feet high, 20 inch base, Black

Globe - King Luminaire - K118R-EAR, Type V, 100 Watt, High Pressure Sodium, Black

Shielding - Required adjacent to residential houses/neighborhoods

Installation - Light fixtures within landscaped areas and an adequate distance away from parking stalls and drive aisles is preferred and shall be placed on concrete bases no more than four inches from ground level. Fixtures installed within or adjacent to parking lots or drive aisles are discouraged but shall be placed on bases no more than 25 inches in height provided that the bases are faced with materials that match the principal building materials.

### **Street Tree and Grate Standards:**

<u>Tree Type</u>	<u>Common Name:</u>	<u>Scientific Name:</u>
	Oak	<i>Quercus</i> (all climatic Zone 4 varieties)
	Maple (except Norway and Silver)	<i>Acer</i> (all climatic Zone 4 varieties)
	Hackberry (Thornless)	<i>Celtis occidentalis</i>
	Honeylocust	<i>Gleditsia tricanthos</i>
	Linden/Basswood (American and Little Leaf)	<i>Tilia (cordata and americana)</i>
	Ash (Green and White)	<i>Fraxinus (pennsylvania &amp; americana)</i>
	Ginkgo (male tree only)	<i>Ginkgo biloba</i>
	Kentucky Coffee Tree	<i>Gymnocladus dioicus</i>
	Ohio Buckeye	<i>Aesculus glabra</i>
	Delaware American Elm (except Siberian Elm)	<i>Ulmus americana</i> "Delaware"

Spacing Requirements - Spacing for trees on the right-of-way and City property shall be specified by the Public Works Director and based upon locations of existing trees and public improvements.

Tree Grate and Frame - Grate-Neenah #8710 / Frame-Neenah #R-8710, 4 feet by 4 feet, Expandable Frame



**Design Standards - *Photo References***

## ***Design Standards - Photo References***

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1. Excelsior, MN, 500 Lake Street, 2001
2. Excelsior, MN, Water Street, 2007
3. Excelsior, MN, Water Street, 1998
4. Excelsior, MN, 2nd Street, 2007
5. Excelsior, MN, Water Street, 2007
6. Excelsior, MN, Water Street, 2007
7. Excelsior, MN, Water Street, 2007
8. Excelsior, MN, Lake Country Builders, 2007
9. Excelsior, MN, Water Street, 1998
10. Excelsior, MN, Water Street, 2007
11. Excelsior, MN, 500 Lake Street, 2007
12. Excelsior, MN, Water Street, 2007
13. Excelsior, MN, Water Street, 2007
14. Excelsior, MN, Water Street, 1998
15. Excelsior, MN, Water Street, 2007
16. Excelsior, MN, Water Street, 2007
17. Excelsior, MN, Water Street, 2007
18. Wayzata, MN, Lake Street, 2007
19. Excelsior, MN, Water Street, 2007
20. Excelsior, MN, Water Street, 2007
21. Excelsior, MN, Ridgeview Medical Clinic, 2007
22. Excelsior, MN, Ryan Building, 2007
23. Excelsior, MN, The Mill, 2007
24. Excelsior, MN, Water Street, 2007
25. Richfield, MN, McDonalds, 2007
26. Wayzata, MN, Mill Street, Rear Entrance, 2001
27. Excelsior, MN, Ryan Building, 2007
28. Excelsior, MN, The Mill, Bicycle Rack, 2001
29. Excelsior, MN, Water Street, 2006
30. Excelsior, MN, Excelsior Boulevard, 2006
31. Wayzata, MN, Lake Street, 2007
32. Excelsior, MN, Ridgeview Medical Clinic, 2007
33. Excelsior, MN, Lake Street, 2001
34. Excelsior, MN, Lake Street, 2001
35. Wayzata, MN, Lake Street, 2001
36. Wayzata, MN, Lake Street, 2001
37. Excelsior, MN, 500 Lake Street, 2001
38. Red Wing, MN, 2001
39. Wayzata, MN, West Lake Street, 2001
40. Stillwater, MN, 2001
41. Excelsior, MN, 200 Water Street, 2007
42. Excelsior, MN, Water Street, 2007
43. Excelsior, MN, Water Street, 2007
44. Excelsior, MN, Water Street, 2007
45. Excelsior, MN, Water Street, 2007