



DOWNTOWN DESIGN GUIDELINES

RAPID CITY, SD
SEPTEMBER 2016



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INTRODUCTION

The Downtown Design Guidelines are a direct outcome of the Downtown Area Master Plan process and community discussions that created the plan. The purpose of the guidelines is to reinforce and provide additional details to implement the principles and strategies identified in the plan. The guidelines focus exclusively on the buildings and spaces that define the development form and character of Downtown Rapid City, now and in the future. The guidelines encourage quality design and development that supports the vision of the Comprehensive Plan and implement the principles and strategies of the Downtown Area Master Plan. In Downtown this will be achieved by promoting the appropriate scale, orientation and design character to create the places that people will use and enjoy.

DOWNTOWN AREA MASTER PLAN

The Rapid City Downtown Area Master Plan was a partnership between the City of Rapid City, the Business Improvement District (BID), Destination Rapid City and the community at-large. The plan creates a vision and implementation strategy to guide development and investment over a 5 to 7-year period. The planning process lasted 12 months and engaged more than 1,500 people through a community survey, open houses, a design workshop and stakeholder groups.

The process resulted in a plan based on 5 core values identified by the community - prosperous, active, welcoming, connected and livable. The Downtown Area Master Plan provides the path to continue the momentum of Downtown Rapid City's rebirth. The plan consists of two Planning Frameworks that define how the community wants Downtown to evolve. The Frameworks and Design Guidelines will assist developers, property owners, business owners, city staff and appointed and elected officials make decisions about future change in Downtown. The Design Guidelines provide detail to the Principles and Strategies defined by the Planning Frameworks by animating many of the development and design qualities promoted within the Master Plan.

Planning Frameworks

Two Planning Frameworks define the principles and strategies that will shape future development and the public spaces within Downtown Rapid City. The Development Framework addresses the form and character of development while the Public Framework addresses public spaces throughout Downtown. Each Framework identifies



DOWNTOWN RAPID CITY: LOOKING EAST

necessary Principles and Strategies for guidance to continue development of Downtown in pursuit of the community vision. The *Principles* provide general guidance to help shape the future development patterns of Downtown by assisting in the day-to-day decision making process. The *Strategies* represent the specific changes that are necessary to create the people-based places desired throughout Downtown.

Principles

The Development Principles focus on the form and character of development that has shaped Downtown Rapid City and will define it in the future. The size of Downtown and its evolution over time has been shaped by different development practices and design elements. These differences provide the foundation for the two districts created and the Design Guidelines. The Historic Core District and the Innovation District each play on their development history to promote future development that respects the core values of Downtown. The continued historic development and contemporary development practices define the base guidelines and the specifics of each practice and will add to the uniqueness of each District. Details regarding each District are found within the guidelines section of this document and within the Downtown Area Master Plan.

The Public Principles focus on the contribution of public spaces, including the rights-of-way and open/civic space to the improvement of the development context and supporting places for people. Connectivity principles promote improved connections and access for all modes, in particular bikes and pedestrians, throughout Downtown and to surrounding neighborhoods and improved safety of all modes of transportation. Public space principles address the addition and improvements of places for people throughout Downtown, in better streetscapes for pedestrians or in better amenities for places used by people, such as park and gathering spaces.

Strategies

The strategies define those specific changes that are necessary to create the places desired throughout Downtown. Building upon the guiding principles, two collections of strategies have been prepared to address private development and public improvements; Development Strategies and Public Strategies.

The Development Strategies focus on creating centers of activity and a livable environment throughout Downtown. More specifically, the Development Strategies identify two different Place Types that define the form and uses appropriate for the unique places to be created (or preserved) in Downtown. The Activity Centers and the



RECENT REDEVELOPMENT AND STREETScape (LANDSCAPE AND LIGHTING) IMPROVEMENTS

Downtown General place types, have directly influenced the preparation of the guidelines.

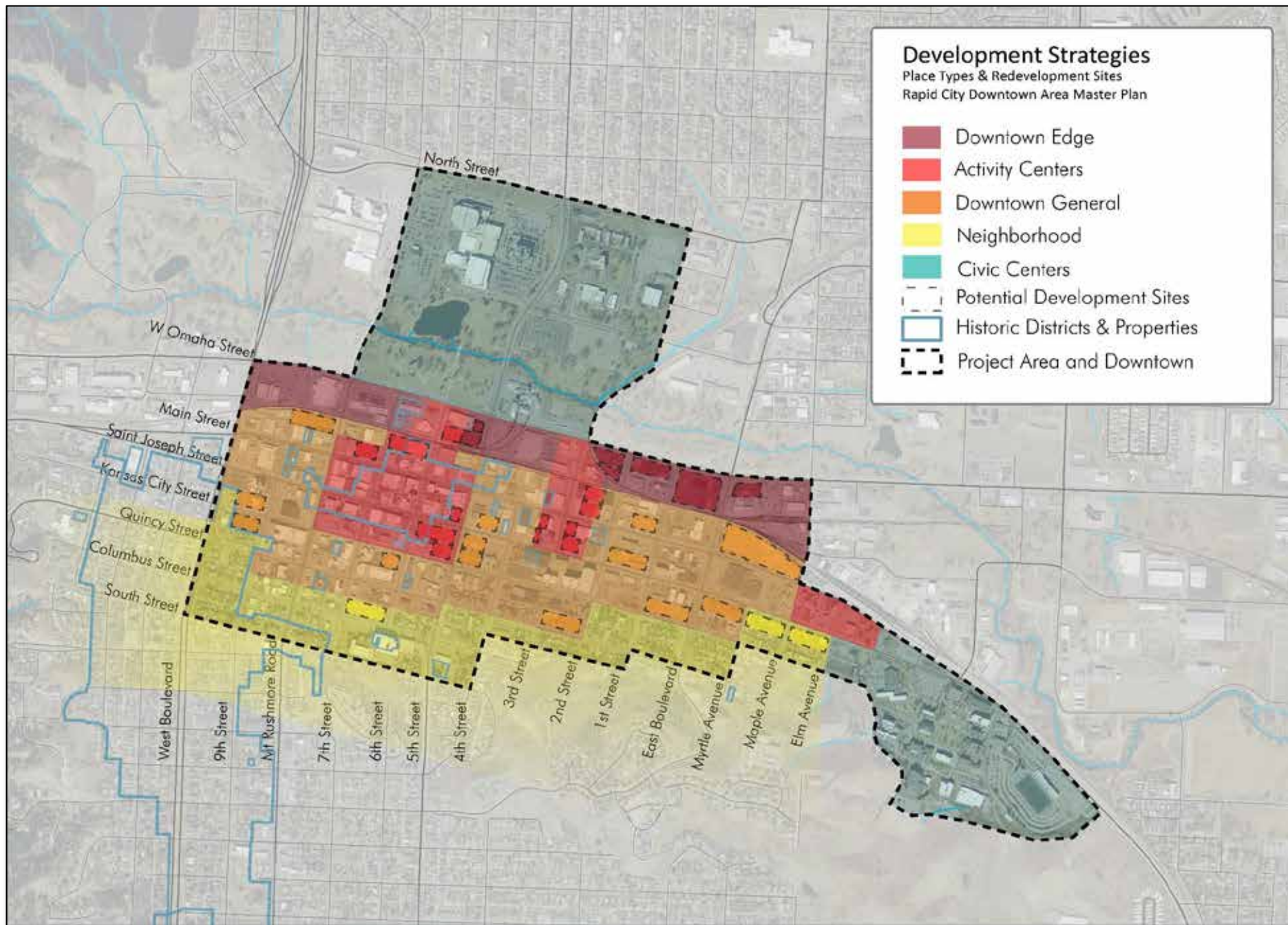
- An Activity Center is a compact, highly walkable, more intense development pattern that contains a broad mix of uses, including residential.
- The Downtown General place type is intended to be an extension of the activity center and promotes the urban form of development with a mix of uses.

The guidelines highlight specific differences and expectations for development and improvements within the Activity Centers as unique destinations within Downtown Rapid City in general. Within the different place types specific redevelopment opportunities are also identified.

The Public Strategies identify the public improvements necessary to support development including street and streetscape design, civic space and parks. The intent of the public improvements is to create a comfortable and inviting public realm for people and encourage private investment in Downtown. The strategies include identification of specific street designs to prioritize the primary transportation mode on that street - pedestrian, bicycle or automobile. The strategies also recommended the addition of public space in the form of parks, open or civic space to support development and provide gathering space for people. Finally, the addition of gateways in the Downtown will assist in identifying Downtown and its unique attributes. The Downtown Design Guidelines support the implementation of the Public Strategies recommended, specifically the streetscape and civic space improvements.



DOWNTOWN AREA MASTER PLAN ORGANIZATION AND COMPONENTS



DOWNTOWN AREA PLAN: DEVELOPMENT STRATEGY - PLACE TYPES

RELATIONSHIP TO THE HISTORIC DISTRICTS

These Design Guidelines are not intended to replace or diminish the design standards or review process for the Historic Commercial or West Boulevard Historic Districts, individually designated properties/structures or their environs. Rather, they provide additional guidance to development or rehabilitation within the district. Where these guidelines are in conflict with the Secretary of the Interior's Standards for the Treatment of Historic Properties, the Secretary of the Interior's Standards shall control.

RELATIONSHIP TO ZONING ORDINANCE

The Rapid City Zoning Ordinance provides the development standards for buildings and improvements to occur within the City. By definition, standards are required by every new development project and offer limited flexibility. The design guidelines provide criteria that are considered during a discretionary review, such as a planned unit development. In this way, the Design Guidelines will influence the form, design and quality of development in Downtown. When applicable, Design Guidelines are applied in addition to zoning requirements.

ADMINISTRATION

Three primary options exist for the administration of the Downtown Design Guidelines. Each option provides the opportunity for the application of the guidelines through the discretionary review processes and the situations described on the following page.

- **Downtown Design Review Board** - a newly established recommending board with the primary function of administering the design guidelines through recommendations to the appropriate decision-making body. Ideally the board would be comprised of design professionals and downtown stakeholders. Any review process would be incorporated in to the staff review process and not expand the development review timeline.
- **City Staff Review** – a task incorporated in to the development review process. City staff would review proposals for conformance with the design guidelines and provide their recommendation as part of the staff report to the appropriate decision-making body.
- **Peer Review** – a volunteer review of development proposals by downtown stakeholders and design professionals on an as needed basis. The third party review would be incorporated into development review process and



HISTORIC BUILDING STOCK



CHARACTER OF NEW BUILDINGS WITH EXISTING BUILDINGS

comments would be added to the staff report for consideration by the appropriate decision-making body.

Application of the design guidelines will assist in achieving the desired redevelopment and improvements to Downtown. The administration of the guidelines should be designed to provide the community with the greatest opportunity for success in their implementation

APPLICATION

The Design Guidelines are to be applied within the Activity Center and Downtown General Place Types (as defined by the red and orange areas of the Development Strategies Map in the section above) with regard to the following actions in the pursuit of a rezoning, conditional use permit or within any other discretionary review process.

- All new development;
- All additions to existing structures that are 25% or greater in square footage when compared to the existing building footprint;
- Alterations of existing facades that touch more than 50% of the total façade area; and,
- Any application for development that is requesting public incentives.

GUIDELINE MODIFICATIONS

The Downtown Design Guidelines are intended to influence the pattern and character of development within Downtown Rapid City. As Downtown continues to evolve, the guidelines must also evolve to remain effective. Specific practices are recommended to assist in keeping the guidelines current.

(1.) Any recommendation of the Downtown Design Review Board, and the supporting reasoning, with regard to development or design review applications should be thoroughly documented and maintained. This will provide the necessary background to identify when the Guidelines are working effectively and not working.

(2.) A summary of the application recommendations will provide the necessary foundation for an annual review of the Guidelines and discussion of necessary changes by the Downtown Design Review Board.

(3.) Every 5 years, a thorough review and audit of the Design Guidelines should be conducted, preferably by a third party that is not intimately involved with the implementation of the Guidelines.

DESIGN GUIDELINES

The form of buildings and their relationship to each other creates the places in Downtown that people use, but the design elements of the individual buildings in Downtown provide the character that people associate with Downtown Rapid City. Design elements such as transparent storefronts, use of natural materials such as brick and stucco, defined entryways and repetition of windows to name a few, convey a character of this place that attracts people and encourages them to stay longer and explore the area. It is the importance of these components, the form and the design elements, that are captured in the design guidelines to influence the future pattern and design of Downtown Rapid City.

The guidelines have been prepared at the two scales in which people experience Downtown Rapid City; the block scale and the human scale.

Block Scale Design is intended to address the form and pattern of development across Downtown Rapid City. People experience Downtown Rapid City through the spaces that are created by development, from sidewalk spaces to plazas, courtyards and parks. The intent of guiding development at the block scale is to assist in the creation of comfortable pedestrian scaled environments throughout Downtown. The Block Scale design elements include: building mass, building orientation, site access, parking (on-site), and parking structures.

Human Scale Design is intended to address the physical character of the individual buildings. The details of a building define the individual character of that building and contribute the comfort and human experience of adjacent spaces. There are specific elements within Downtown Rapid City that define the character of most buildings, particularly within the Historic Core District. These elements will continue to guide development within each specific district. The Human Scale design elements include: building elements, design features, building materials, and landscape/streetscape.

Organization

The Guidelines common to all areas of Downtown are provided first, followed by those specific to Historic Core and Innovation Districts.



DOWNTOWN DEVELOPMENT PATTERN



BUILDING DESIGN DETAILS
(ENTRYWAY, FIRST FLOOR TRANSPARENCY, AWNINGS, SCALE)

DOWNTOWN - GENERAL

1. Building Mass

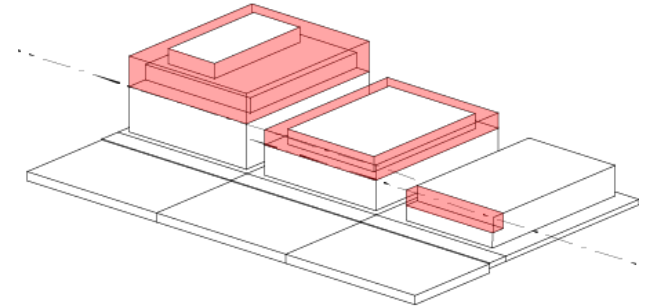
The mass of a building is defined by its size and volume of space that it occupies on a site. As individual sites create a block it is important that they are similar to one another in terms of their mass. Additionally, as we allow more intense development in Downtown Rapid City it is important that the buildings and blocks are appealing to pedestrians and create vibrant public environments.

a) Scale

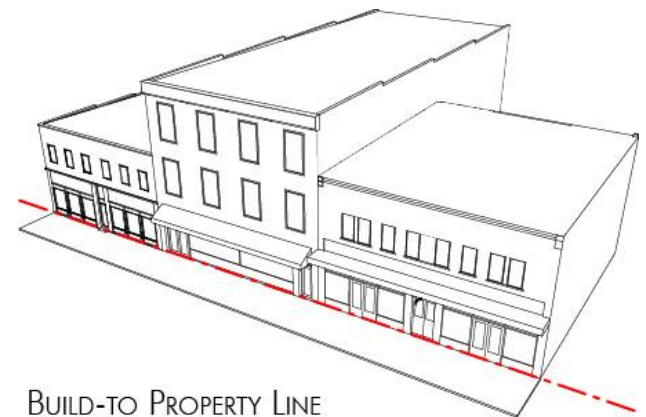
- i. A minimum height of 2 stories and a maximum of 8 stories is recommended.
 - a. Structures greater than 8 stories in height will be considered based on their relationship to the street, their scale in relationship to that of their context and their parking needs and impact. Use of off-sets, setbacks, first floor delineation, design details and shared or structured parking should be considerations for approval.
 - b. Single story structures are allowed under zoning by-right; they will be considered under discretionary review processes based on their relationship to and improvement of public spaces, particularly the sidewalk and streetscape. Enhanced design details including transparency, cornice or parapet, a defined entryway, streetscape and pedestrian amenities should be considerations for approval. Additionally, the creation of a plaza, courtyard or public space that relates to the sidewalk and public network will also be considered.
- ii. The scale of new buildings should be sensitive to the existing context in which it is being developed.
- iii. The scale of new buildings should be sensitive to the transition between different scales of development where appropriate. Appropriate techniques to break up the building volume with mass and voids include the use off-sets, step backs and other similar changes to the buildings form adjacent to smaller scale buildings.

b) Form

- i. Buildings should be built to the front property line within Activity Centers and are encouraged to build to the front property lines elsewhere. Upper floors, beyond the second story, may step back from the property line. As the building goes higher an increased step back may be allowed.



BUILDING OFFSETS AND SETBACKS



BUILD-TO PROPERTY LINE

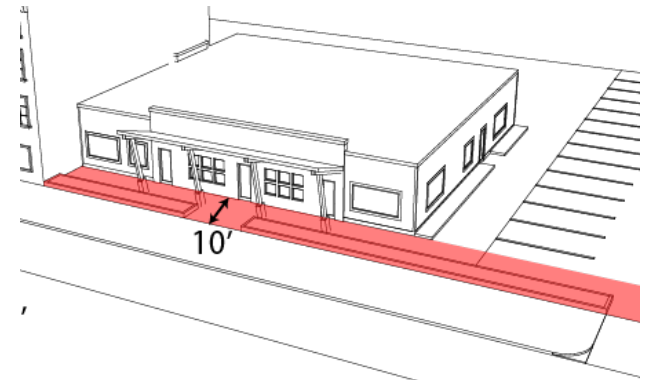
- ii. 85% of an individual lot, or complete block face should be built to the street within the Activity Centers and 75% elsewhere. Plazas, courtyards, and public spaces are acceptable breaks in the building wall. A greater building setback should be allowed for public spaces that create gathering spaces for people.
- iii. A minimum of 70% lot coverage is encouraged within the Activity Centers and 50% elsewhere.
- iv. Outside of the Activity Centers, the maximum setback for any building should be 10 feet, both front yards and the side yards of corner lots. The maximum recommended width of any public or civic space in the front or side yard (of corner lots) is 45 feet.
- v. Where breaks in the building wall or a setback exists an alternative street wall at the property line should be created to clearly demarcate public space and private property. Appropriate street wall elements include building walls, landscape or planters, ornamental walls, fences or other constructed vertical elements.

c) *Proportion*

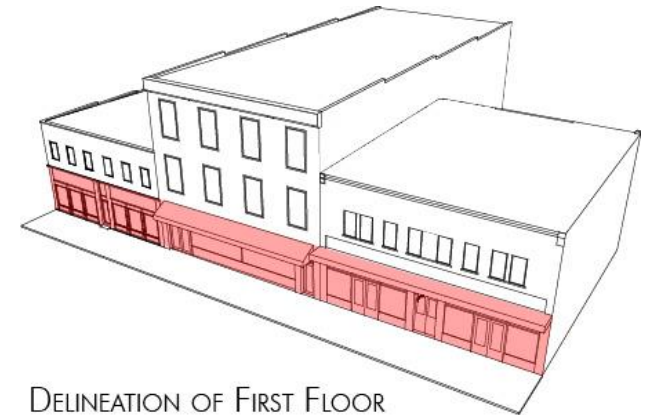
- i. All multi-story buildings should be designed with clear delineation of a first floor (or base), a middle and a top to distribute the scale and mass.
- ii. The clear delineation of the base should be encouraged, particularly on taller buildings, to better relate to the human scale.
- iii. Building facades greater than 100 feet in width should be visually segmented. Appropriate methods to vertically divide the horizontal mass include architectural bays (doors, windows or projections/recesses) or other vertically aligned elements to distinguish the different components of the building.

2. Building Orientation

The building orientation is defined as a building's relationship to the public realm (sidewalk and street) and its accessibility from public right-of-way. To create an environment in which pedestrians are comfortable, buildings need to be easily accessible.



BUILDING SETBACK



DELINEATION OF FIRST FLOOR

a) *Relationship to Street*

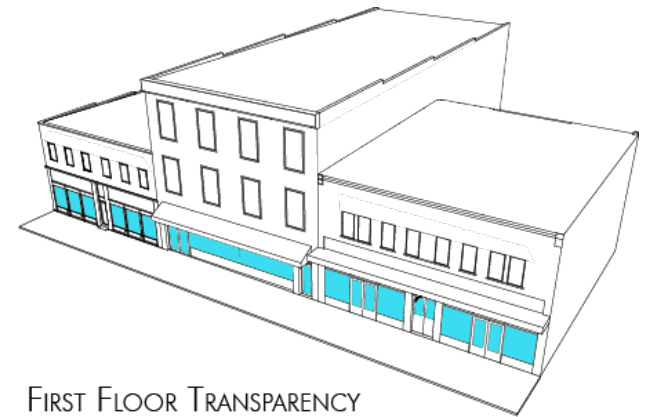
- i. A high degree of transparency on the first floor of buildings is encouraged to help activate the sidewalk and encourage use.
- ii. Grade separations between the sidewalk and ground floor uses are discouraged.
- iii. Active uses are encouraged on the ground floor of all buildings.
- iv. Within the Activity Centers, buildings should be designed to accommodate multi-tenant space to encourage multiple users of a single building.
- v. Buildings that are setback from the street should provide pedestrian access from the sidewalk to the front door of the building.

b) *Primary Entryway*

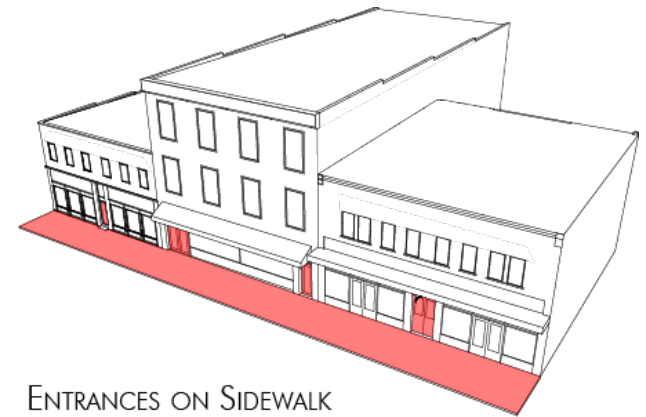
- i. The building or individual store entrance should be located on the sidewalk of the primary street frontage within an Activity Center and encouraged to be located similarly elsewhere.
- ii. Within the Activity Centers, a frequent cadence of building or store entries, typically every 25 feet to 75 feet should occur along the block face to encourage pedestrian activity along the block, particularly along pedestrian-oriented streets, as defined Downtown Master Plan.
- iii. Outside of the Activity Centers the primary entrance to a building or store should face the street.

3. *Site Access*

Site access is an important element of site design and within the Downtown context. Alternatives to individual street front access exists and should be utilized when possible. Street front access points create breaks in the urban development pattern, disrupting the pedestrian environment. The access of automobiles to a development site or block should not cause unnecessary conflicts with people using the sidewalks and public spaces.



FIRST FLOOR TRANSPARENCY



ENTRANCES ON SIDEWALK

a) Access

- i. Within an Activity Center automobile access is discouraged from the primary block face and encouraged from the alleyway. If no other options are feasible and automobile access is necessary along the primary block face, it should be limited to a single, shared access point for the entire block face.
- ii. Outside of an Activity Center, site access is encouraged from the alleyway or to be shared and should be limited to one access point every 200 linear feet of block frontage. Where alleyway access is not feasible shared and limited access is encouraged from the side street.

4. Parking (off-street)

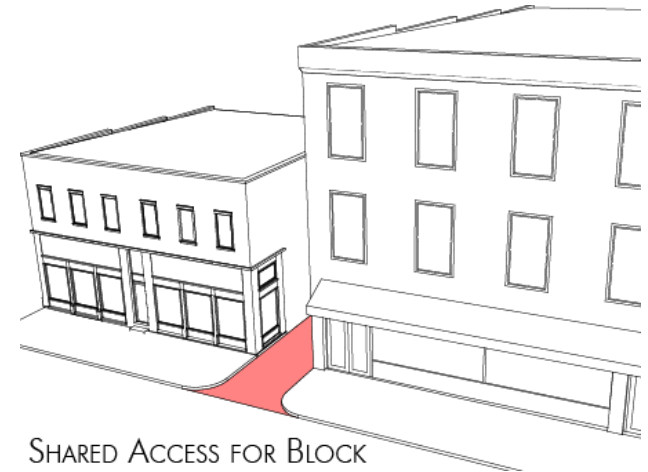
Off-street parking and parking lots create voids in the development pattern of a Downtown. These voids disrupt the urban pattern of development that draw people along the sidewalks to use Downtown stores and services. Parking, while necessary, should be a secondary use on the site to the buildings and gathering spaces.

a) Location

- i. Parking should not be allowed between the building and the sidewalk within Activity Centers and discouraged elsewhere. Parking is encouraged to the rear of buildings.
- ii. Outside of the Activity Centers where parking is accommodated on-site it should be encouraged to the rear or side of a building. When off-street parking is provided, no more than 40% of any individual lot frontage and the total of the primary block face shall have parking adjacent. Access to on-site parking is discouraged along the block face and encouraged from the alleyways (*See Site Access section for more guidance*).
- iii. Shared or district parking solutions should be sought to replace the need for individual on-site parking, particularly within the Activity Centers.

b) Size

- i. Multiple lots on a single site or block should be connected for off-street access between them.



SHARED ACCESS FOR BLOCK



LANDSCAPED PARKING

c) *Landscape / Screening*

- i. Landscaping/screening of parking lots shall provide a filtered screen of the parking from the public right-of-way. A combination of solid (walls) and permeable (plantings) materials are appropriate to provide a filtered screen.
- ii. A minimum of 10% of a parking lot shall be landscaped (including trees) to minimize the paved parking surface.

5. **Parking Structures**

Parking structures provide an intensity of parking that can alleviate the need for parking in other areas of the Downtown. Parking structures are also large buildings that can provide non-active spaces within a downtown setting. Parking structures should be designed in a manner that they contribute to the fabric of Downtown and promote an active presence along the sidewalk and street.

a) *Design*

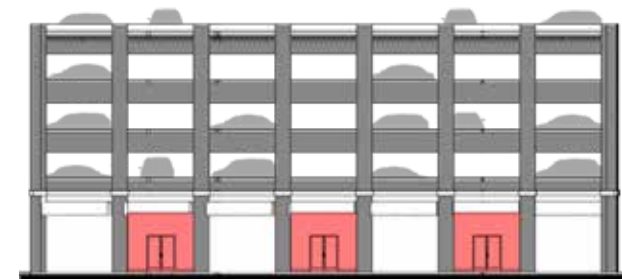
- i. Wrapped parking structures are preferred within Downtown.
- ii. Parking structures should be designed to complement the adjacent buildings and their context in terms of scale, massing and materials.
- iii. The height of a parking garage should not exceed the height of adjacent buildings.
- iv. All ground floor parking should be screened from view, and include active uses along the street.
- v. The design of a parking structure should minimize large expanses of blank walls and the horizontal banding of the structure. The design should try to provide a balance of solids (walls) to voids (openings) to mimic the facades of adjacent structure.
- vi. Automobile access is discouraged from the primary block face and encouraged along side streets or from the alleyways.
- vii. The functions of the parking garage including ramps and ticketing should be located within the structure and not visible from the street.

6. **Building Elements**

Building elements are those specific design elements that help relate the building mass to the human scale by breaking down the building into identifiable pieces. People are able to relate to the size, shapes and patterns created by these elements creating a comfortable relationship with the building.



WRAPPED PARKING STRUCTURE
AERIAL (ABOVE) STREET VIEW (BELOW)



SCREENED PARKING - ACTIVE FIRST FLOOR

a) *Delineation of First Floor*

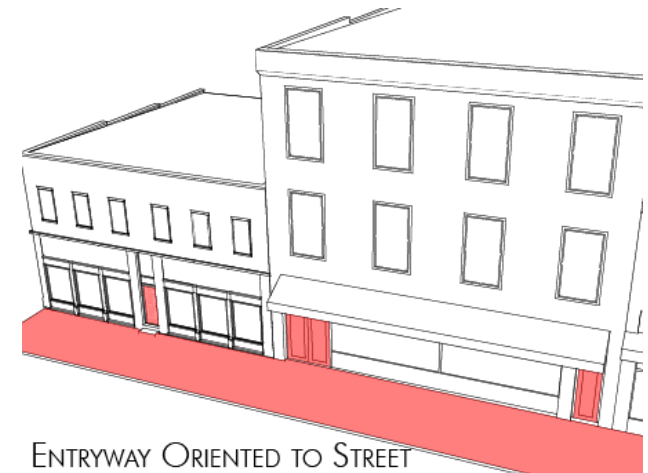
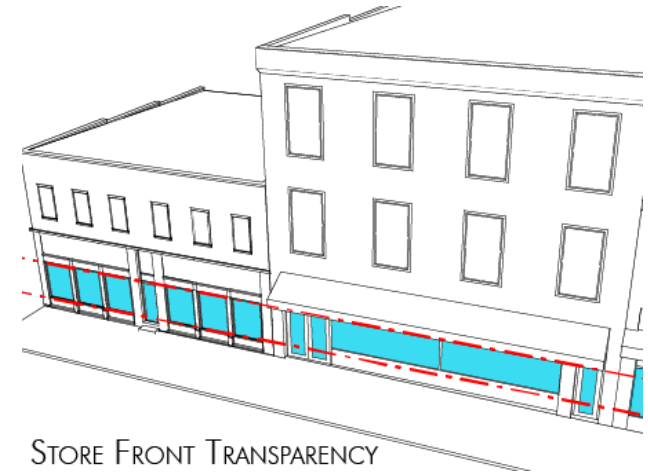
- i. A design feature that clearly articulates the first floor of an individual building should be incorporated to soften the impact of the scale and mass of the building and provide a better relationship of the building with the pedestrians on the sidewalk. Features such as cantilevers, belt courses, sign boards, transom windows or moldings, and changes in color, texture, material or massing are appropriate applications.
- ii. Greater attention to design quality and details on the first floor of buildings assist to create a comfortable and engaging pedestrian environment.

b) *Store Fronts*

- i. A minimum of 60% transparency should be achieved on the first floor of all buildings within Activity Centers and 50% elsewhere, measured between 2 feet and 8 feet above the sidewalk level.
- ii. A variety of storefront design is encouraged to achieve interest along individual block faces.
- iii. The use of opaque or reflective glass on the first floor and in storefronts is discouraged.

c) *Entryways / Doors*

- i. The main building entryway should be oriented to the street and sidewalk or public spaces. Where buildings front multiple streets, entrances should be provided along each.
- ii. Entryways should be well-marked and articulated through additional design details, such as awnings, moldings or a changing in material or texture.
- iii. The size and scale of building entrances should relate to the size and scale of the building and the articulation of the first floor.
- iv. On corner lots, placing the building entrance on the corner should be considered.
- v. The main building entrance should be delineated differently than storefronts along the same block face.
- vi. Consider the use of public art to enhance building entrances.
- vii. When buildings are setback from the sidewalk or street a clearly defined pedestrian path should be provided.



d) *Windows*

- i. Large expanses of blank walls should be avoided. Windows should be used to minimize blank wall space.
- ii. The use of opaque or reflective glass in windows is discouraged on the lower floors of a building.

e) *Signage*

- i. Signage should strive to be consistent with the design character of the building first, and the signage context of the surrounding buildings.

7. *Façade Design Features*

Façade design features are those additional elements that also help to relate the building mass to the human scale. These features typically extend from the building façade to create depth and break down the mass of multistory buildings. These elements are typically used to complement and accentuate the building details.

a) *Depth*

- i. The use of design details should unify a buildings street façade and add to the appearance of the structure depth or dimension.
- ii. Design details including cornices, parapets, windows, doors and trim should be of a thickness that they create a depth of design character through shadow lines, texture and a varied façade plane for individual buildings.

8. *Building Materials*

Building materials define the quality and assist in defining the character of the buildings. Building materials should convey a sense of quality and longevity that each building contributes to the Downtown. Additionally, specific materials are associated with the character that is being preserved or created.

a) *Quality*

- i. Building construction and materials should be of a high-quality that exhibit permanence of the structure.
- ii. The use of synthetic or composite materials, such as EIFS and vinyl, are discouraged. Limited application of these materials may be acceptable or as trim depending on the quality and ability to replicate the original material.



DESIGN DETAILS – WINDOWS, ENTRYWAY, PARAPET, STAIRCASE AND STONE MATERIALS CREATE BUILDING DEPTH AND CONVEY QUALITY.

- iii. Inconsistent or uncharacteristic ornamentation and decoration of building facades is discouraged.

b) Application

- i. The use of synthetic materials is discouraged on the first floor of buildings.
- ii. 4-sided architecture, consistent in design, is encouraged.

c) Color

- i. The use of color should be consistent across all facades of a building and complementary to the context of the building site.

9. Landscape / Streetscape

The landscape or streetscape elements of a property make the development more inviting to people because it greens and softens the space. Landscape and streetscape elements include street trees, planters, shrubs and grass as well as hardscape items like pavers, trash receptacles and benches. The majority of greenspace within Downtown is the streetscape and because of its widespread impact should be consistent in quality. Landscape throughout most of Downtown is a secondary feature to the building, but where landscape is appropriate it should be used to support pedestrian spaces and provide buffering or screening of the sidewalk and pedestrian ways to undesirable site elements, i.e. parking lots.

a) Design

- i. Within the Activity Centers streetscape improvements can substitute for on-site landscape improvements when the building is built to the sidewalk.
- ii. The landscape of courtyards, plazas and public spaces is encouraged. Landscape should incorporate hardscape (paving, seating and public art) and softscape (plantings) to create a comfortable gathering space.
- iii. Courtyards, plazas and public spaces should be connected to the sidewalk system.
- iv. Streetscape elements should be consistent along the block and district, and should complement the form of the building.
- v. Streetscape should incorporate street trees to provide shade and a comfortable environment for pedestrians.
- vi. Site landscape should be incorporated when a building is setback from the public right-of-way or sidewalk. Landscaping shall consist of foundation plantings, and trees, for shade. (Use the Landscape Regulations within the Zoning Ordinance.)



DOWNTOWN STREETScape

HISTORIC CORE DISTRICT

The Historic Core District represents what is left of the original Downtown core for Rapid City. The pattern and character of development found within the central core, typified by the urban form captures the original development pattern and character of development within the City. The Development Principles, in the Downtown Area Master Plan, define the urban form for the Historic Core District and include:

- buildings built to the street,
- a building scale that provides enclosure to the street,
- on-street parking,
- an active street front,
- pronounced building design details,
- a diversity of uses, and
- a walkable environment.

The central core of Downtown represents how people developed and used Downtown prior to the automobile. The areas surrounding the core represent how people use Downtown today, accommodating the automobile. The historic development patterns and design character of the central core provide the precedent for future development of this area. Development within this district will strive to meet the patterns, character and quality of development found within the central core.

The Historic Core District of Downtown Rapid City is generally defined as 5th Street on the east, The Railroad track on the north, West Boulevard on the west and Quincy Street on the south.

HC1. Building Elements

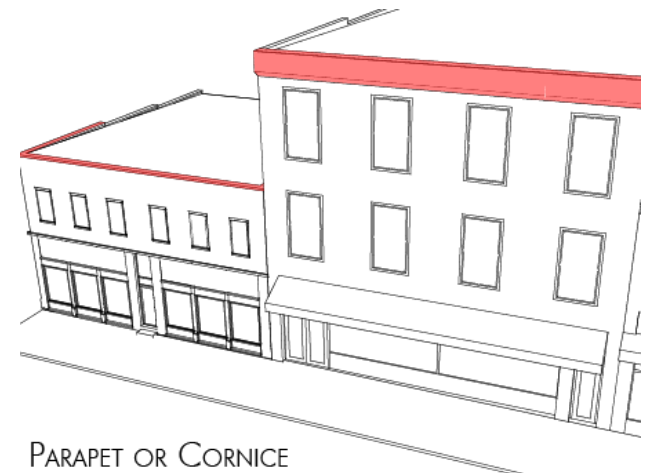
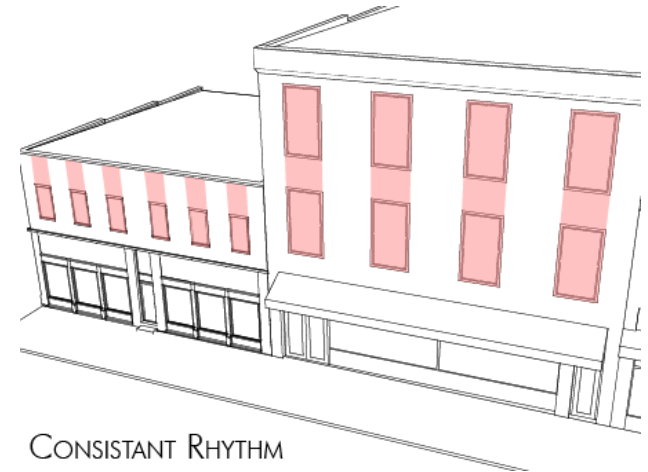
a) Windows

- The windows on the upper floors of a building should have a consistent rhythm or pattern of application across the entire façade.

HC2. Façade Design Features

a) Design Features

- Design features such as cornices, parapet, transoms, belt courses, sashes, sills, columns, brackets and finials should be of a scale and design character that is consistent with the building scale and design.



- ii. A strong, detailed cornice or parapet should be used in conjunction with a flat roof.
- iii. An appropriate scaled parapet should be used to minimize the view of rooftop mechanical equipment.

b) Awnings

- i. The use of awnings should complement the design and color of the building.
- ii. Awnings are an acceptable use for demarcation of the first floor of a building.
- iii. Awnings can be used to identify a building or store entryway.

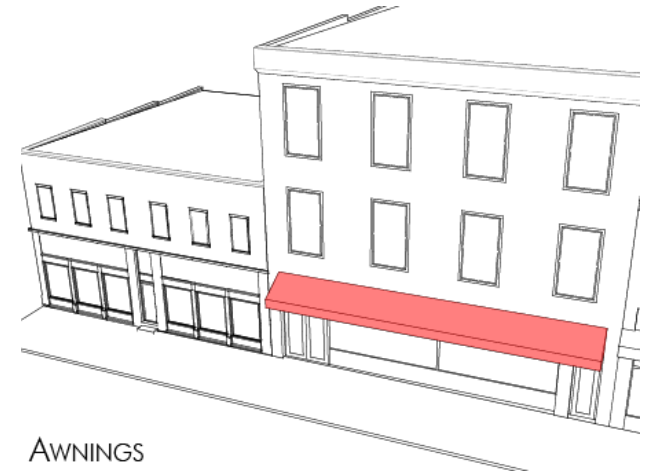
c) Trim

- i. Trim work should provide detail, ornamentation and depth to the building design.
- ii. The use of synthetic materials for trim work on upper floors of a building is acceptable. The quality of the synthetic material should strive to replicate the original material intended for that use.

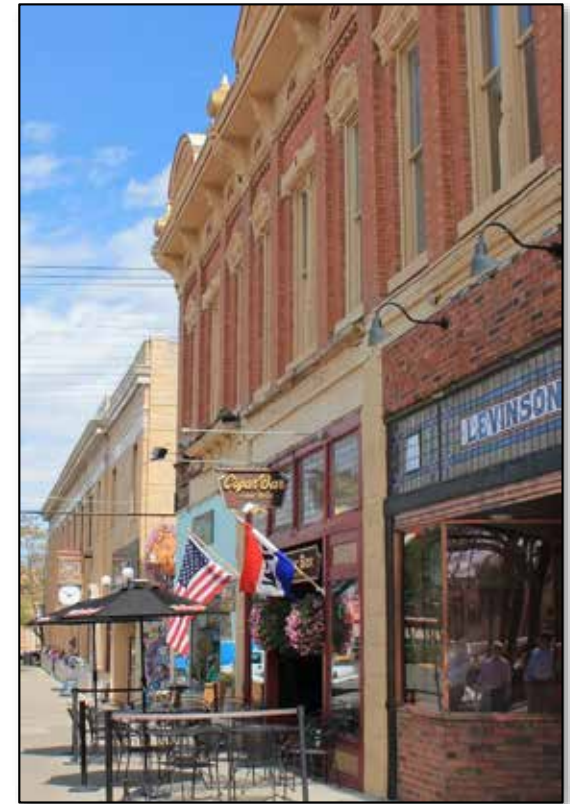
HC3. Building Materials

a) Application (see Building Materials List, p. 21)

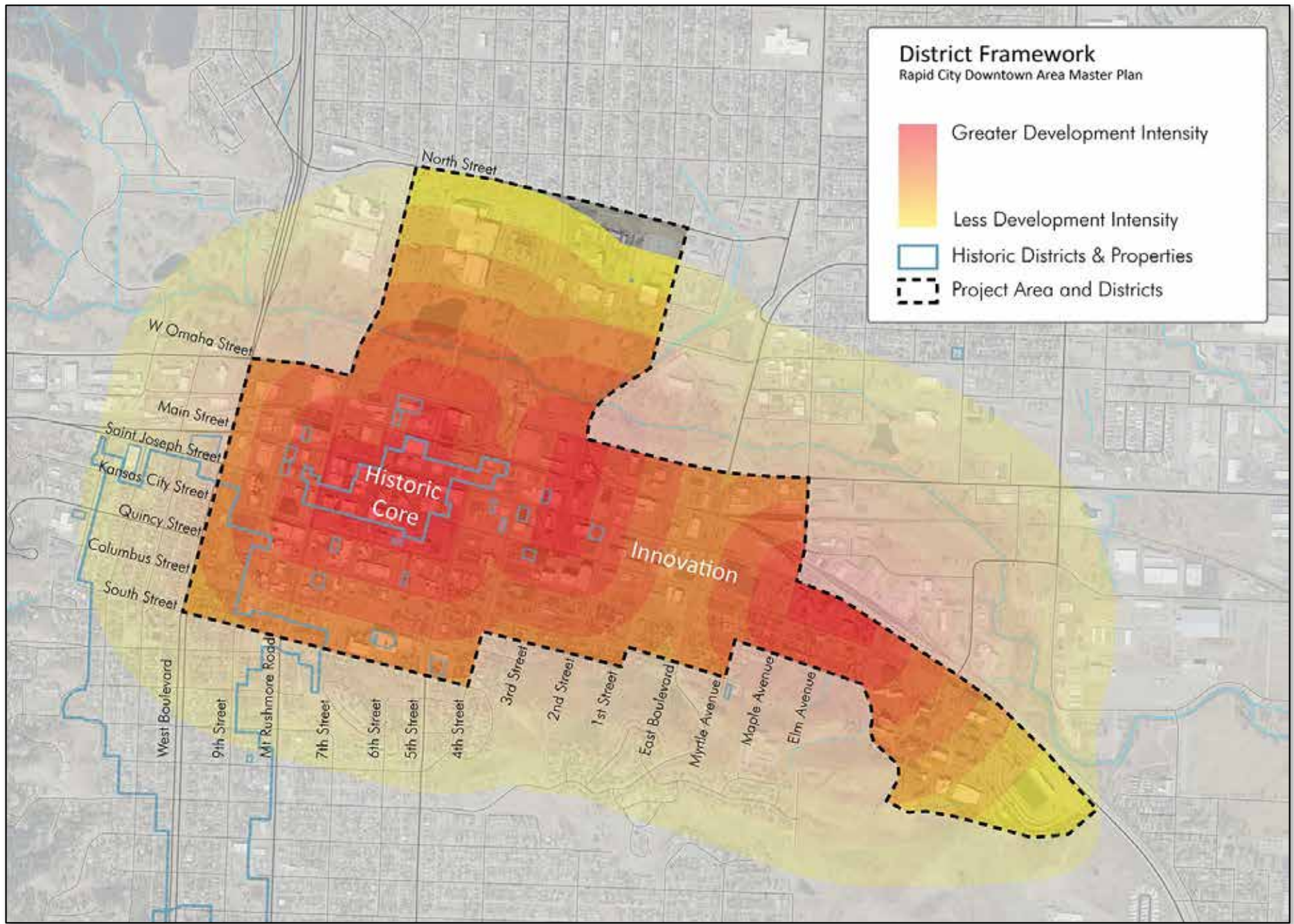
- i. A minimum of 80% of a street front façade should be a Primary Material and up to 20% a Secondary Material and Trim.
- ii. Non-street front facades should consist of 60% Primary Materials and up to 40% Secondary Materials and Trim.



AWNINGS



BUILDING MATERIALS – BRICK, STUCCO & GLASS



DOWNTOWN AREA PLAN: DISTRICTS

INNOVATION DISTRICT

The Innovation District represents the progress and change within Rapid City, current and emerging. Often referred to as the East of 5th District, the current reinvestment and redevelopment are diversifying both the physical setting and the uses of the area. The Development Principles defined in the Downtown Area Master Plan for the Innovation District describe the creation of a place with the following qualities:

- a gritty, modern, edgy environment for living, working and research;
- places that attract people to linger longer;
- a physically, socially, technologically and economically connected District (and Downtown); and
- that utilizes the youth and energy of the SD Mines students to support growth and development.

Much of the recent interest within the Innovation District has centered on entrepreneurship. New entrepreneurial small businesses have begun to emerge leveraging the changing demographics and interest in the community supported by the presence of SD Mines. The energetic, imaginative vibe is what the design guidelines for the Innovation District are intended to capture.

The Innovation District of Downtown Rapid City is generally defined as 5th Street on the west, The Railroad track on the north, the SD Mines campus on the west and Quincy Street / Kansas City Street on the south.

I1. Building Elements

a) *Signage*

- i. Creative, unique signage is encouraged and should complement the design character of the building and/or relate to the use of the building.

I2. Building Materials

a) *Application* (see Building Materials List, p. 21)

- i. A minimum of 30% of a street front façade should be a Primary Material and up to 70% Secondary Materials and Trim.
- ii. Non-street front facades should consist of 20% Primary Materials and up to 80% Secondary Materials and Trim.
- iii. The creative use of natural and synthetic materials, specifically architectural glass and architectural metals, is encouraged.



INNOVATION DISTRICT – RECENT BUILDING



INNOVATION DISTRICT – USE OF DIFFERENT BUILDING MATERIALS (METAL)

- iv. The use of synthetic materials is discouraged on the first floor of buildings, except the use of architectural glass and metal.

b) *Color*

- i. Bold colors may be used to accentuate the design character of the building.

l3. Landscape / Streetscape

a) *Design*

- i. Streetscape elements can be unique to complement the form and character of the building, but should also contain repeating or related elements along the block and District.



LANDSCAPE / STREETScape IMPROVEMENTS

BUILDING MATERIALS

The building materials identified in the table are those materials that are appropriate for exterior construction within Downtown Rapid City. Per the guidelines above, specific materials are appropriate for different applications throughout Downtown and within the different Districts.

Permitted Materials	Material Category		
	Primary	Secondary	Trim / Accent
Masonry			
Brick, solid / modular	X	X	Any of the Primary or Secondary Materials may be used as a trim or accent material.
Brick, veneer / overlay		X	
Stone	X	X	
Stucco, genuine	X	X	
Stucco, synthetic (EIFS)		X	
Concrete / CMU, detailed	X		
Concrete, plain / split faced		X	
Cement Fiber Board		X	
Terra Cotta	X		
Metal			
Architectural		X	
Corrugated, lap, aluminum			
Glass			
Clear / Architectural	X	X	
Opaque / Mirror		X	
Wood			
Genuine		X	
Other synthetics			
Vinyl			X
Plastic			X



STONE, METAL, TILE AND GLASS MATERIALS



BRICK, STONE, WOOD, AND GLASS MATERIALS

GLOSSARY:

4-sided Architecture: consistent design and material use on all four sides of a building.

Active Use: A business or service that requires patronage use by people.

Belt Course: A horizontal band or course projecting beyond or flush with the face of a building.

Cantilevers: Any rigid structural member projecting from a vertical support.

Cornice: Any prominent, continuous, horizontally projecting feature atop a wall or other construction, or dividing it horizontally.

EIFS: An exterior insulation and finishing system that resembles stucco, but is a synthetic material.

Façade / Primary Façade: Any side of a building facing a public way or space and finished accordingly. The primary façade is the front of a building, especially an inviting or decorative one.

Form: The manner of arranging and coordinating parts of a building and its location on a property.

Horizontal Banding: A repetition of horizontally oriented solids and voids that create a ladder appearance for the façade of a structure or part of a façade.

Opaque: A non-transparent or non-translucent form that obstructs any light and viability through it.

Parapet: A low protective wall or barrier at the edge of a balcony or roof or the like.

Public Realm: the public spaces throughout Downtown typical including, parks, plazas and gathering spaces and the rights-of-way.

Scale: The size of a building and its elements and how they relate to one another and to people.

Setback: The recession of the building or part of the building from the building line. Setback are measured from the front, sides and back of a property.

Sign Board: A panel carrying a sign or notice flush mounted to the façade of a building.

Synthetic Material: A material not of natural origin, prepared or made artificially.

Transom: A horizontal crosspiece separating a door or the like from a window above it.

Voids: Openings or breaks in the wall surface of a building, including windows.