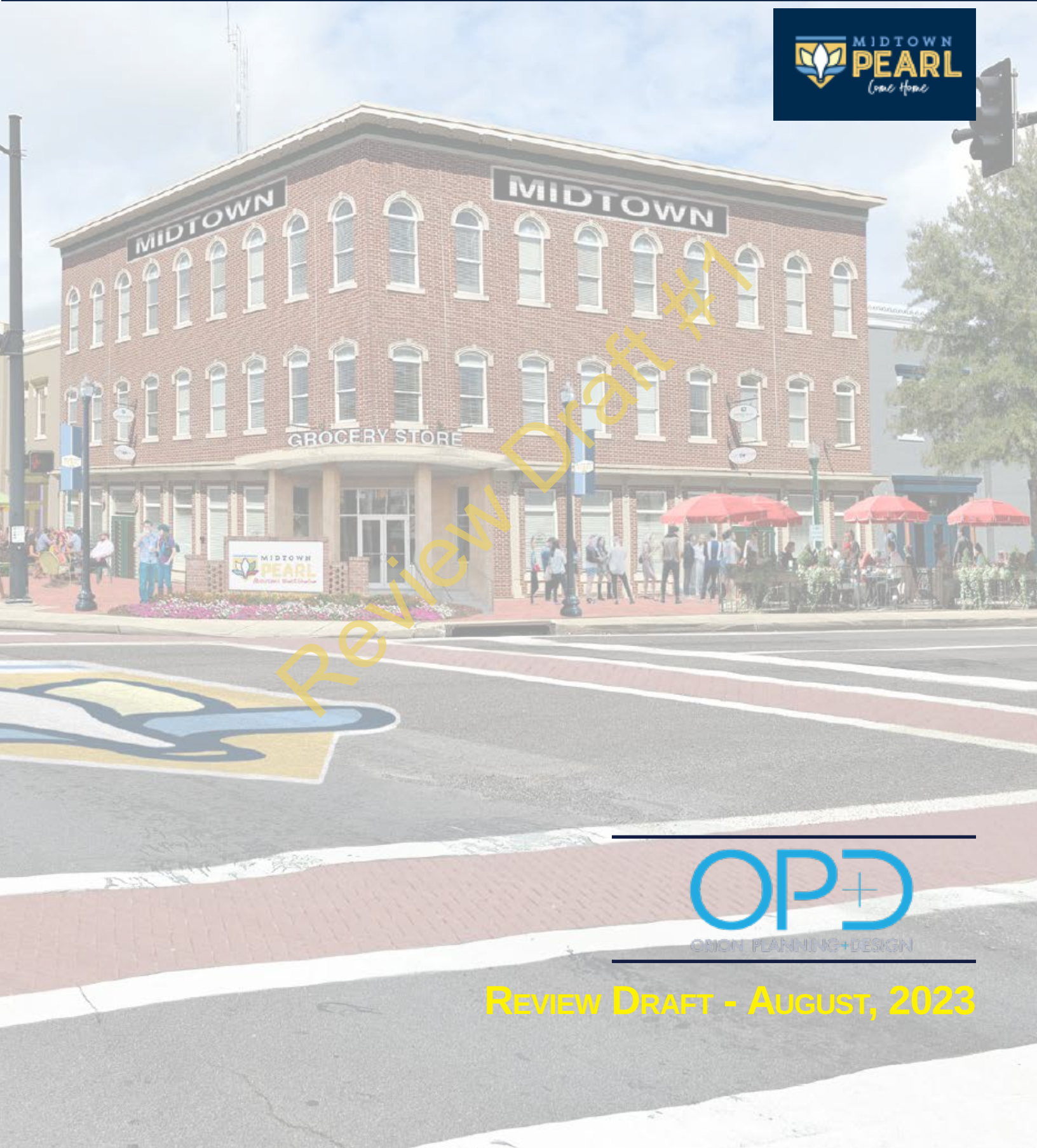


IMPLEMENTING MIDTOWN PEARL



REVIEW DRAFT - AUGUST, 2023





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1. Background and Introduction

The City of Pearl was officially designated as a Mississippi Main Street Community on April 8, 2021. In May of 2022 the Pearl Main Street program hosted a Main Street Road Map Resource Team to create an overall plan for the district. This work produced a plan for a portion of the Main Street District which envisioned the creation of a walkable, mixed-use town center to be known as the Pearl Midtown District. The plan presented multiple recommendations on how to achieve the town center concept. One of these recommendations was to create a zoning district establishing standards for development and redevelopment within the district consistent with Pearl's vision.

In February of 2023, Pearl Main Street engaged Orion Planning + Design to create the Pearl Town Center district and propose the recommended revisions to the Pearl Zoning Ordinance.

Orion Planning + Design began work in April of 2023 on the Pearl Town Center District. In general, the scope of work called for the following:

- Verifying the Pearl Main Street Road Map assumptions,
- Engaging community stakeholders for input,
- Coordinating with city and Main Street staff on project objectives,

- Designing the district's provisions, and
- Crafting the needed coding to support the envisioned development of the district.

In the process of completing this work, Orion Planning + Design observed other important aspects of Pearl's overall community development. These observations led to additional considerations and recommendations that, if pursued, would enhance the probability of success in the Main Street District.

This report presents the draft Pearl Town Center Zoning District and the additional observations and recommendations. It is organized and presented as follows:

- Approach and Methodology
- Overview of the Pearl Town Center Zoning District
- District Mobility and Capital Projects
- District Design Considerations
- Development Strategies
- Recommendations



Above: Wayfinding as envisioned for Midtown Pearl (Source: Pearl Road Map) |

2. Approach and Methodology

Planning services were conducted in accordance with generally accepted planning and zoning best practices as promoted by the American Planning Association and began with a survey of Pearl's relevant planning currently impacting the district. These background documents included:

- 2019 Pearl Comprehensive Plan
- 2021 Pearl Zoning Code
- Pearl Subdivision Regulations
- 2022 Pearl Main Street Road Map
- 2045 Metropolitan Planning Organization Transportation Plan

Additional economic and demographic data were reviewed to determine district context and development dynamics. After review, a stakeholders were identified and engaged to provide attitudinal and qualitative context to the plans and data. Engagement

centered on district perceptions and prospects, current development dynamics in and around the district, the level of investment interest in the area, and alignment of Main Street objectives and Pearl's city planning objectives to available resources.

The planning team assembled in Pearl the week May 15-19, 2023. The onsite team initiated design and drafting of the core components of the Pearl Town Center District. This report and the Pearl Town Center District provisions were completed in two months following and is presented for consideration and action by the City of Pearl.



Above: Rendering of Midtown Pearl
(Source: Pearl Road Map)

3. Overview of the Pearl Town Center Zoning District

As mentioned in the introduction, the Pearl Main Street Road Map plan recommended a new zoning district to implement the vision for a walkable town center for the future of Pearl. The vision is described in the Pearl Main Street Road Map as follows (emphasis added):

"Pearl's vision for a "downtown" style commercial district is an ambitious, yet achievable goal for the next 5-10 years. The vision for the Midtown Pearl district that is illustrated in this Roadmap report will provide Pearl residents and visitors with a central business district that features locally owned businesses, boutique retail, authentic restaurants, and residential categories that don't exist elsewhere in town.

However, the nearly 60-acre Midtown Pearl district bounded by Highway 80 to the north, Old Brandon Road to the south, Bierdeman Road to the east, and Valentour Road to the west, is currently zoned C-2 General Commercial. Under current zoning regulations, the ability to build a walkable mixed-use commercial district like that which is envisioned for Midtown Pearl is not achievable, due to setback requirements, height limitations, land use restrictions, surface parking requirements, and other regulatory barriers.

As Main Street Pearl works with the City of Pearl to develop Midtown Pearl, a new zoning district will need to be developed, with form-based criteria that will generate the

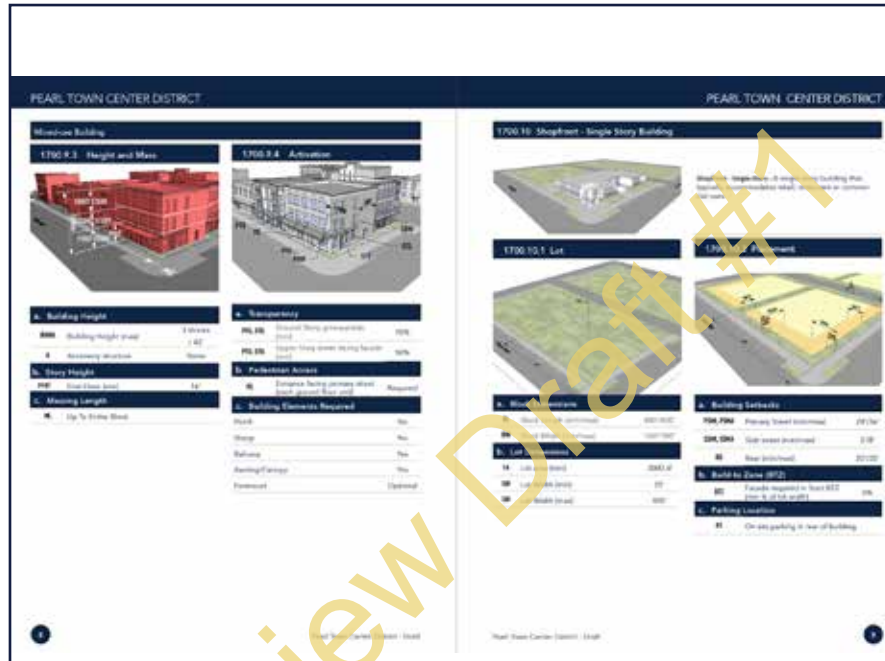
quality of design, mix of uses, and vibrancy of a thriving city center that the residents of Pearl say they desire.

We recommend working with a qualified planning consultant to draft a new form-based mixed-use Midtown Pearl zoning district that will guide growth and development in the district over time.”

The Pearl Town Center District has been developed based on the concepts and illustration in the Pearl Main Street Roadmap. The purpose of the Pearl Town Center District is to provide for and promote the development of a compact mixed-use town center reflecting the timeless building patterns of traditional downtowns. These characteristics include design features that

prioritize pedestrian activity, human scales outdoor environments, abundant landscaping, and quality architecture.

The district accommodates a range of commercial, residential, open space and recreational activities. While land use is a very important element in the district, building form, lot placement, and streetscape take precedent in creating the desired environment. The proposed Pearl Town Center District is attached as Appendix A.



4. District Mobility and Capital Projects

The following mobility considerations and capital projects are presented to more fully integrate and connect the Midtown Pearl District into the fabric of the overall city.

Neighborhood Connectivity

Connectivity to surrounding neighborhoods and commercial areas will be an important factor to the success of Midtown Pearl. Proposed mobility improvements to help create this connectivity are indicated on the map below to create a truly walkable center for the City.

Sidewalks are proposed for all commercial and mixed-use streets with tree-lined landscaped buffers. A 10 ft. wide multi-modal path is indicated for the north side of Old Brandon Road which will accommodate pedestrians, bicycle riders, runners, and other users. This concept is drawn from previous planning efforts by Pearl and the MPO, and is designed to create connectivity between the new town center and surrounding neighborhoods and commercial areas.

Other concepts drawn from MPO planning efforts include a proposed bicycle lane connecting from the

town center to the central school and park areas, and potential bus service that would connect primary destinations in the Cities of Pearl and Jackson.

Old Brandon Road Pedestrian Improvements

Old Brandon Road with its current pavement and ROW width has the potential to be transformed into a complete street to better serve the mixed-use development of the Pearl Town Center. Key pedestrian-friendly elements are the sidewalk on the south side of the street, and a 10 ft. concrete path on the north side that would serve both pedestrians and bicyclists. This multimodal path along Old Brandon Road is prescribed in the 2019 Pearl Comprehensive Plan and in the 2045 Metropolitan Transportation Plan.

Another important element of this project is the provision of on-street parking that will front new mixed-use buildings in the Town Center. On-street parking is crucial to enable and establish front-facing businesses, and creates a true downtown experience. This street retrofit can be accomplished by right-sizing the existing 4-lane section into a 3-lane section, enabling curb lines to remain as-is with the benefit of major cost savings. With an ADT (Average Daily Traffic) of approximately 12,000 vehicles per day, a three-lane

Below: Neighborhood Connectivity Map





Above: Area of Pedestrian Improvements for Old Brandon Road

street section is more than adequate to handle daily traffic.

Implementation can be accomplished as a single-step capital project, or as a two-step project with the first phase consisting of restriping the new lane configurations, parallel parking areas, and bulb-outs.

Gateway Streetscape and Stormwater

The wide expanse of asphalt in the commercial area on the northern end of the district provides opportunities for streetscapes that are inviting to pedestrians, and a chance to solve existing localized flooding issues. The current configuration of the road consists of extremely wide 18 ft. wide drive lanes, 24 ft. perpendicular parking spaces, and narrow 5 ft sidewalks. Reconfiguring the drive lanes to 12 ft. width and converting the perpendicular parking to angle

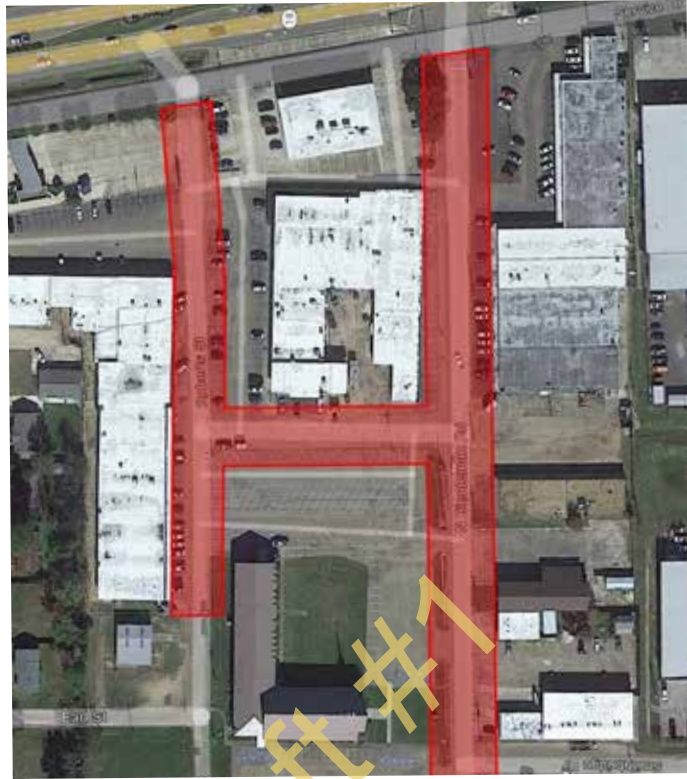
parking creates a better defined and safer driving situation, and creates space for a 9 ft. planting strip with street trees, and a generous 8 ft. sidewalk in front of existing buildings. This new configuration will create a structured and aesthetic approach gateway into the district, provide adequate space for pedestrians, and provide shade and beauty with street trees and landscaping.

The reconfiguration also provides opportunity to help alleviate the current localized flooding conditions that occur during high-intensity rain events by incorporating permeable parking pavers, bioswales in the landscape buffers and islands, and underground detention chambers. This integrated stormwater system can provide critical storage to detain peak runoff flows, releasing water gradually into downstream facilities.

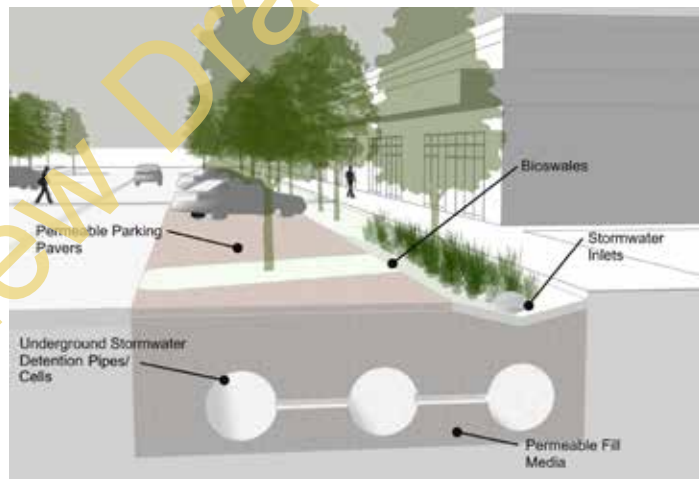
Below: Street Section for Old Brandon Road



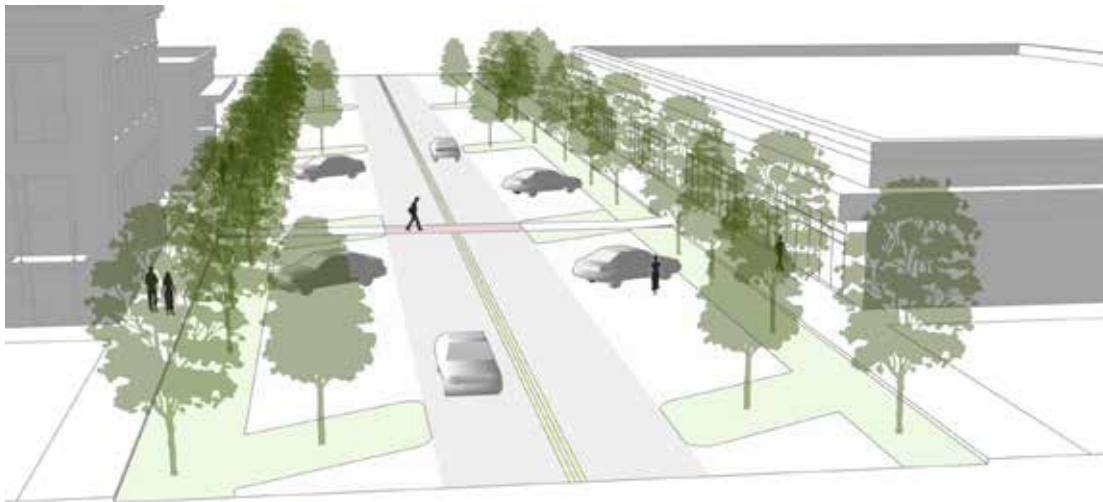
Right: Gateway Streetscape Area



Right: Low Impact Design for Stormwater Management



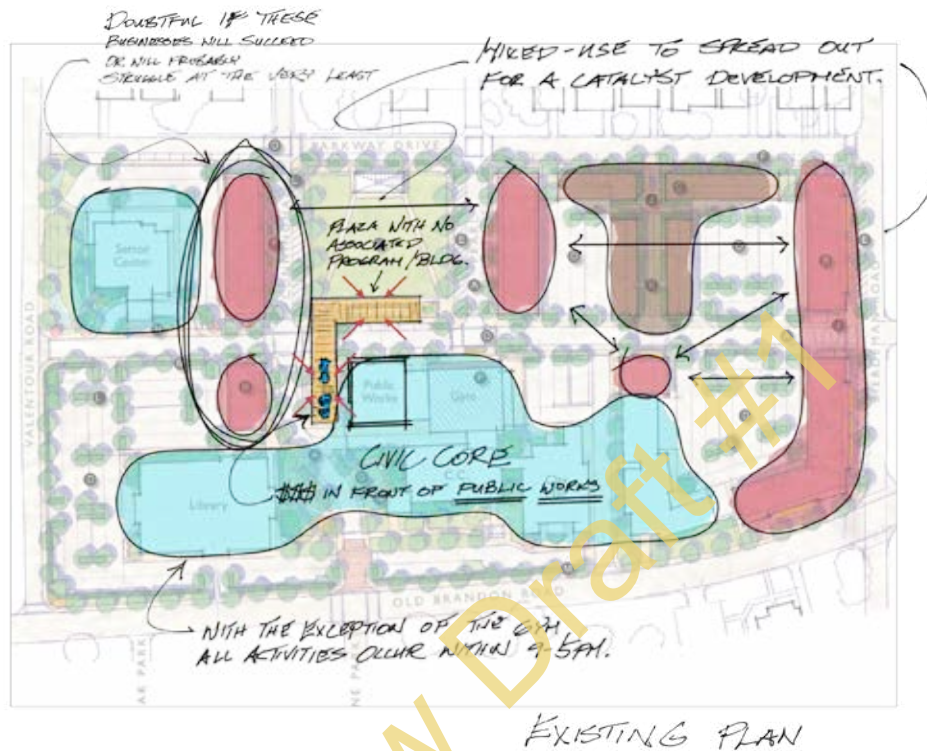
Below: Applicable Gateway Streetscape Section



5. District Design Considerations

In considering the future of Midtown Pearl, certain design adjustments are recommended to enhance the probability of success for achieving the district's planning and development goals. The diagrams that follow illustrate these recommendations.

Below: Midtown Pearl
- As designed



Below: Midtown Pearl Alternate 1
- Main Street with Green



Below: Midtown Pearl Alternate 2
- Center Main Street



Below: Midtown Pearl Alternate 3
- External Facing



6. Development Strategies

To further implement the vision of the Pearl Midtown District beyond the regulatory component of zoning, market oriented strategies may be implemented to incentive and leverage the envisioned outcome of a town center for Pearl.

Declaration of Surplus

Since the area in the mixed-use subdistrict is owned by the City of Pearl, selected portions of this land could be made available to the private market for development. This can be accomplished by one or more of the following methods:

- **Declaration of Surplus and Valuation:** this method would occur under 21-17-1 of the Mississippi Code. Under this section, the City would declare the targeted public land as surplus and place it on the market at a value determined by the average of two appraisals, work through a real estate broker, or receive bids.
- **Declaration of Surplus and Valuation for Economic Development Purposes:** This method would occur under 57-7-1 of the Mississippi Code. Under this method, the City would declare the property as surplus and place it on the market at valuation appropriately incentive its development.

In either of these cases, an appropriate site would be conveyed under a set of development specifications that should include the development requirements of the district and a maximum timeline for construction.

Tax Increment Financing

Tax Increment Financing (TIF) is an economic development tool that authorizes local governments to promote economic development using revenues from future funding streams. Under TIF, a governing body makes public improvements in a defined, eligible project area with the intent of stimulating economic development. As the anticipated development occurs, the value of the property increases within the district, as do revenues generated from property taxes paid by the owners. The local government then uses the tax revenue increases generated by the incremental increase in property tax values to pay for the associated improvements.

Public improvements that are eligible for TIF funding include public parking, streetscaping and lighting, pedestrian and bicycle facilities, alley construction, infrastructure and other projects on public property.

Under a TIF plan, a local district is designated, and plan created which identifies the eligible improvements to be made and authorizing the issuance of a TIF bond to pay for the cost of improvements. Once the TIF plan is executed, bonds are paid through the incremental increase in tax revenue from the TIF district.

Tax increment financing (TIF) is authorized by 21-45 of the Mississippi Code. The Pearl Town Center District may serve as the basis for a redevelopment plan for a TIF.

Tax Abatement

Tax abatement is another economic development strategy that could be utilized to incentive development in Midtown Pearl. Exemption from municipal ad valorem taxes, with the exception of school taxes, may be granted for certain structures in central business districts, historic preservation districts, business improvement districts, urban renewal districts, redevelopment districts, or on historic landmarks.

Exemptions may be granted after an area is so designated by the municipality as eligible, the project is completed, and application is made by the person, firm or corporation seeking the exemption. The authority is provided under section 17-21-5 of the Mississippi Code.

Business Improvement District

A Business Improvement District (BID) in Mississippi is a geographically defined area within a city or town where local businesses and property owners collaborate to improve the overall economic vitality and quality of life for residents, visitors, and patrons. Typically formed through a collective effort, the BID aims to revitalize and enhance the district's commercial environment by implementing various initiatives and services. These may include beautification projects, enhanced security measures, marketing and promotional campaigns, street cleaning, and infrastructure improvements. By pooling resources and working together, the BID fosters a sense of community, attracts more visitors and businesses, and ultimately creates a more prosperous and attractive destination for everyone involved.

Establishing a Business Improvement District (BID) involves a comprehensive process of collaboration, planning, and community support. First, local stakeholders, including businesses and property owners, identify the need for revitalization and enhanced economic development within a designated area. A formation committee is then assembled to develop a detailed BID proposal, outlining the district's boundaries, proposed services, budget, and

governance structure. The committee seeks support from businesses and property owners within the area through signatures and public hearings to address any concerns and gather feedback. The proposal is then submitted to the local government or relevant authority for approval, and in some cases, a ballot process may be conducted for further validation. Upon approval, the BID is officially established, and a governing body is formed to oversee its operations. The BID works collaboratively with stakeholders and local authorities to implement the proposed improvements and services, ultimately fostering a more vibrant and prosperous district for all involved.

7. Recommendations Summary

In summary, the following strategies are recommended to achieve the goals of establishing Midtown Pearl:

- Amend the Pearl Zoning Code to include the Pearl Town Center District and rezoning the district accordingly.
- Review and amend the Pearl Subdivision Regulations to implement Low Impact Design consistent with the published practices of the Mississippi Department of Environmental Quality.
- Advance the mobility and capital projects in Section 4 of this report by initiating design and budgeting.
- Refine the intended design of Midtown Pearl according to Section 5 of this report and incorporate as an addendum to the Pearl Comprehensive Plan.
- Identify and implement the most appropriate economic development strategy or strategies outlined in Section 6.

Review Draft

Appendix A - Pearl Town Center District

The following section presents the Pearl Town Center Zoning District developed as the primary regulatory policy for implementing the Mldtown Pearl town center.

Review Draft #1

Article. XVII Pearl Town Center District

1700.1 Purpose

The purpose of the Pearl Town Center District (PTC) is to provide for and promote the development of a compact mixed-use town center reflecting the timeless building patterns of traditional downtown environments. These patterns include design characteristics that prioritize pedestrian activity, human scaled environments, abundant landscaping, quality architectural design. The district accommodates a range of uses including commercial, residential, small-scale production, and open space. While land use is a very important consideration, building form, lot placement, and streetscape design take precedence in creating the walkable, mixed-use desired environment.

1700.2 Development Principles

The general development principles of the Pearl Town Center District are to:

1. Promote a pedestrian-oriented urban form. In contrast to conventional zoning standards that place a primary emphasis on the regulation of land uses, form-based, mixed-use development standards focus on promoting a pedestrian scaled, walkable urban environment, consistent with traditional downtowns. The focus on building form promotes building that conforms to proven urban design principles.
2. Require excellence in the design of the public realm and of buildings that front public spaces. The most successful and memorable urban environments are those in which walking is appealing. Streets, plazas, parks, and other public spaces should be comfortable and inviting, and buildings fronting those spaces should be active and visually interesting to pedestrians.
3. Encourage creativity, architectural diversity, and quality design. The district is intended to promote high quality design, and the development review process for mixed-use projects is intended to promote flexibility. Standards and guidelines, as well as the development review process, are intended to support creativity and quality design while discouraging conventional auto dominated, suburban development patterns.



Typical Development Character

1700.3 District Organization

The Pearl Town Center District provisions, standards and requirements are presented in an organizational pattern distinct from the conventional zoning districts. These provisions are organized under the following sections as follows:

- a. District Regulating Plan - The District Regulating Plan established the subdistrict for the overall district.
- b. District Use Matrix - The use matrix sets out the permitted uses by subdistrict.
- c. Building Types Established - Building Types Established section defines the range of building types and where permitted by subdistrict.
- d. Building Type Requirements - The Building Type Requirements section establishes the design parameters of each building type.
- e. Mobility Standards - The Mobility Standards section establishes the design parameters for the mobility components of the district.
- f. Additional Standards - Additional design standards are set for the in the Additional Standards section.

PEARL TOWN CENTER DISTRICT

1700.4 Regulating Plan

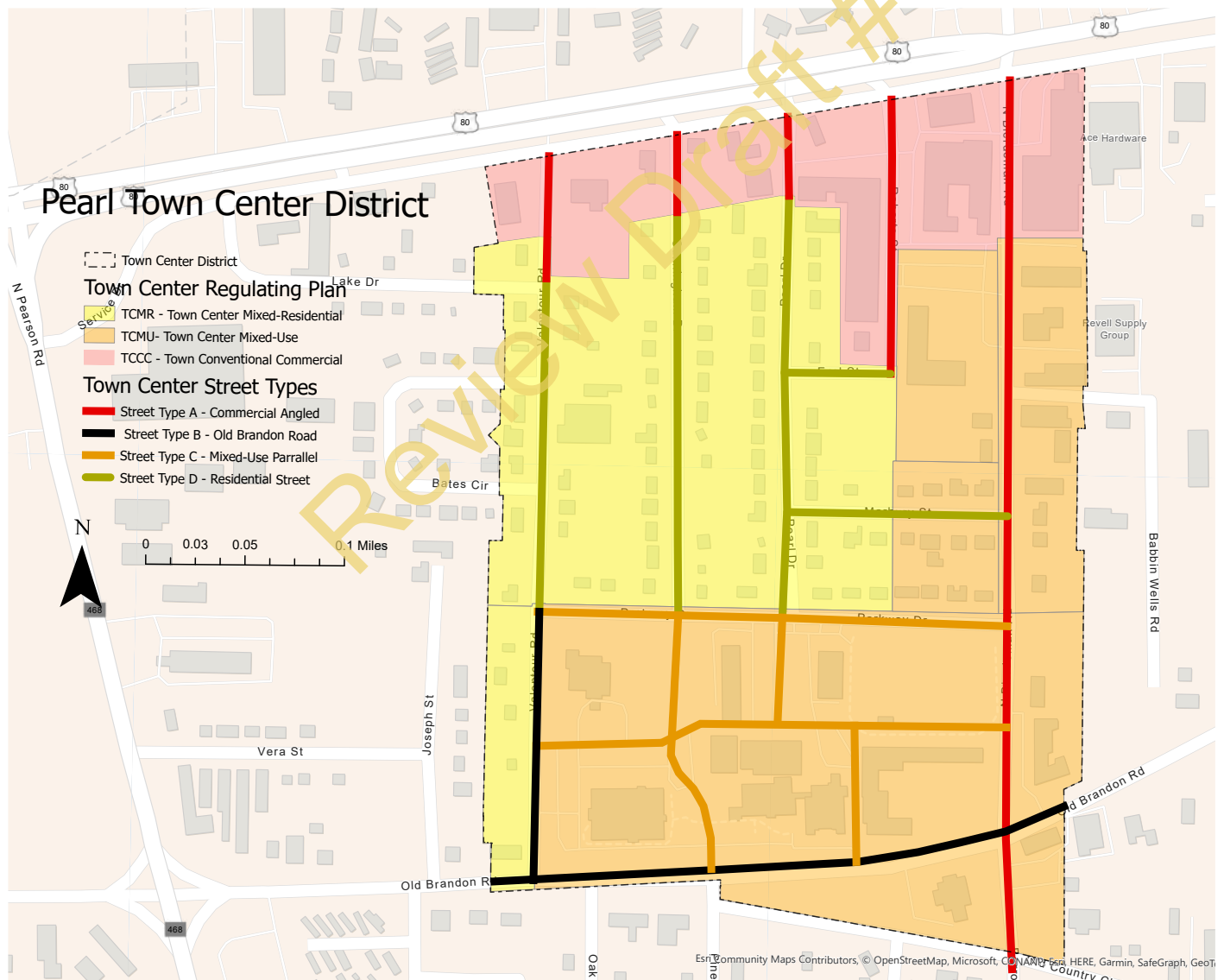
The Pearl Town Center District Regulating Plan is illustrated on the map below. The district has been identified and planned by the City for development and redevelopment consistent with the purposes and development principles of the district. To achieve its purposes, the Pearl Town Center District is divided into the following sub-districts as illustrated on the Pearl Town Center District Regulating Plan:

1. TCMU - Town Center Mixed Use Subdistrict
2. TCMR - Town Center Mixed Residential Subdistrict
3. TCCC - Town Center Conventional Commercial

1700.5 Building Types

While other districts in this ordinance do not define building types, this district requires that building types be defined to achieve its purposes. The following building types are established and are defined in Table 1.

1. Mixed-Use Building
2. Storefront - Single Story
3. Single-family Dwelling
4. Dwelling, Two-family, Duplex
5. Mid-rise Dwelling
6. Townhome Dwelling, Attached



Pearl Town Center District Regulating Plan

1700.6 District Use Matrix

The use of land and structures within the Pearl Town Center District shall conform to the uses listed in the table below:




Land Use		Pearl Town Center Subdistrict		
■ = Permitted, □ = Conditional, (·) = Not Permitted		TC - Mixed Use	TC - Mixed Residential	TC - Conventional Commercial
Residential	Detached single household dwelling	·	■	·
	Attached single household dwelling (duplex?)	·	■	·
	Townhouse (triplex, quadplex)	·	■	·
	Live-work unit	■	■	·
	Manufactured homes	·	·	·
	Group homes	·	□	·
	Assisted living facility	■	□	·
	Attached multi-household residential (apartments)	■	·	■
	Caretakers dwellings	·	·	■
	Daycare facilities.	■	□	·
Commercial/Mixed-Use	Commercial retail *Pawn shops and second hand stores prohibited	■	·	■
	Hotels and motels.	■	·	■
	Eating/drinking establishments	■	·	■
	Veterinary clinics and kennels, exterior runs	·	·	·
	Veterinary clinics and kennels, interior runs	·	·	■
	Entertainment, commercial indoor	·	·	■
	Entertainment, commercial outdoor	·	·	□
	General service, excluding vehicle services	■	·	■
	Convenience stores.	□	·	■
	Vehicles sales	·	·	·
	Vehicle repair	·	·	·
	Vehicle service stations	·	·	□
	Mortuaries or funeral homes	·	·	·
	Storage facilities, enclosed indoor	·	·	·
	Horticultural nurseries, commercial	·	·	·
	Health and exercise clubs, gyms	■	·	·
	Food trucks	■	·	■
	Personal service	■	·	■
	Day care, adult	·	□	·
	Medical/health care	□	·	■
	Financial institutions (Payday loan and check cashing services are prohibited in TC district)	■	·	■
	Boat and marine sales, rental or lease, and service.	·	·	·
	Service centers	·	·	·

PEARL TOWN CENTER DISTRICT

Land Use		Pearl Town Center Subdistrict		
■ = Permitted, □ = Conditional, (·) = Not Permitted		TC - Mixed Use	TC - Mixed Residential	TC - Conventional Commercial
Industrial	Artisan manufacturing	□		■
	Outdoor storage of building materials, inventory or equipment except vehicles	·	·	·
	Storage facilities, enclosed outdoor	·	·	·
	Light manufacturing, to include:	·	·	·
	Ceramic products; provided, that kilns shall only be operated by gas or electricity	·	·	·
	Appliance and electronic device assembly plant including the manufacturing of parts for appliance and electronic devices	·	·	·
	Manufacturing of food, cosmetic and pharmaceutical products	·	·	·
	Assembly, painting, upholstering and similar activities in connection with automobiles, trucks, farm machinery, manufactured homes and related products.	·	·	·
	Manufacturing, assembly or treatment of products from secondary materials including plastics, glass, paper, precious or semi-precious metals or stones, tobacco, and wood (excluding sawmills)	·	·	·
	Fabrication of light sheet metal products	·	·	·
	Manufacturing of textile mill products including laundry, cleaning and dying plants	·	·	·
	Other manufacturing of a similar nature, as determined by the administrator in a formal interpretation	·	·	·
	Microbreweries	·	·	·
	Wholesaling and warehousing	·	·	·
	Self-storage mini warehouse	·	·	·
	Heavy manufacturing, to include:	·	·	·
	Primary metal manufacturing	·	·	·
	Any manufacturing activity requiring large amounts of water for processing or discharging large amounts of waste or by-products into the sewer system.	·	·	·
Agricultural	Breeding, raising, and feeding of livestock	·	·	·
	Breeding, raising and feeding of fowl	·	·	·
	Forestry and horticultural uses.	·	·	·
	Stables and boarding facilities	·	·	·
	Horticultural nurseries, non-commercial	·	·	·
Accessory/Other	Accessory buildings/structure	■	■	■
	Home occupations	■	■	
	Drive thru facilities	·	·	·
	A use that is determined to be of the same character and nature as those permitted in the district, based on a formal determination by the zoning administrator.	□	□	□
	Cemeteries	·	·	·
	Sexually-oriented business	·	·	·
Public/ Quasi-public	Transportation facilities	□	·	□
	Parks and recreation facilities	■	■	■
	Public service facilities	□	□	□
	Public utilities	□	□	□

1700.7 Building Types by Subdistrict

Buildings types permitted in the Pearl Town Center District are established and defined in the table below, along with there permitted locations.

Building Type		Town Center Subdistrict		
■=Permitted, □=Conditional, (·)= Not Permitted		TC - Mixed Use	TC - Mixed Residential	TC - Commercial Retrofit
1. Mixed-Use Building - A multi-story building type that typically accommodates ground-floor retail and office uses with up-per-story residential or commercial use. Not intended for ground floor residential use.				
		■	·	■
2. Storefront - Single-Story - A single-story building that typically accommodates retail or commercial uses.				
		·	■	■
3. Dwelling, Single-family - A detached residential building designed for occupancy by one family.				
		□	■	·

PEARL TOWN CENTER DISTRICT

Building Type		Town Center Subdistrict		
■=Permitted, □=Conditional, (·)= Not Permitted		TC - Mixed Use	TC - Mixed Residential	TC - Commercial Retrofit
4. Dwelling, Two-family (Duplex) - A detached residential building designed to be occupied by two families living independently of each other.				
		□	■	·
5. Mid-Rise Dwelling - A building that accommodates multiple dwelling units including condominiums and hotels, vertically and horizontally integrated, typically 4-5 stories tall.				
		□	■	·
6. Townhome Dwelling-Attached - A building type that accommodates 2 or more dwelling units where each unit is separated vertically by a common side wall. Units cannot be vertically mixed.				
		□	■	■

1700.8 Building Type Requirements

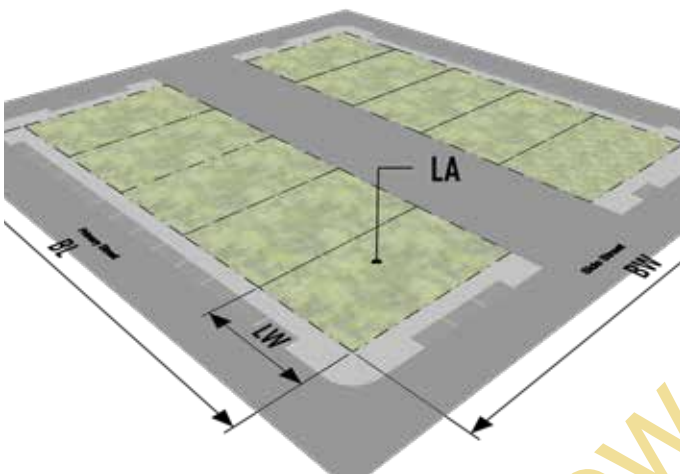
Building type requirements are set forth in the following section.

1700.9 Mixed-Use Building



Mixed-Use Building - A multi-story building type that typically accommodates ground floor retail and of-fice uses with upper-story residential or commercial use. Not intended for ground floor residential use.

1700.9.1 Lot



a. Block Dimensions

BL	Block Length (min/max)	400'/600'
BW	Block Width (min/max)	160'/180'

b. Lot Dimensions

LA	Lot area (min)	3000 sf
LW	Lot Width (min)	20'
LW	Lot Width (max)	40'

1700.9.2 Placement



a. Building Setbacks

PSMI,PSMA	Primary Street (min/max)	5'/15'
SSMI,SSMA	Side street (min/max)	5'/10'
IS	Interior (min/max)	0'/0'
RS	Rear (min/max)	20'/26'

b. Build-to Zone (BTZ)

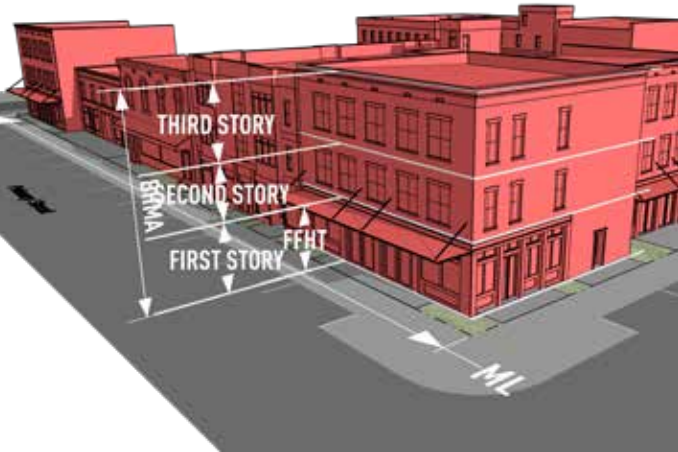
BTZ	Facade required in front BTZ (min % of lot width)	70%
-----	---	-----

c. Parking Location

PZ	On-site parking in rear of building
----	-------------------------------------

Mixed-use Building

1700.9.3 Height and Mass



a. Building Height

BHMA	Building Height (max)	3 stories / 40'
A	Accessory structure	None

b. Story Height

FFHT	First Floor (min)	16'
------	-------------------	-----

c. Massing Length

ML	Up To Entire Block
----	--------------------

1700.9.4 Activation



a. Transparency

PTG, STG	Ground Story, primary/side (min)	70%
PTU, STU	Upper Story street facing facade (min)	50%

b. Pedestrian Access

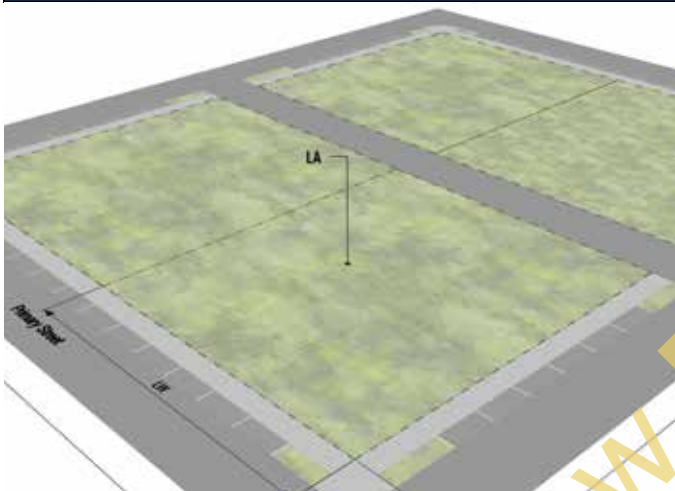
PE	Entrance facing primary street (each ground floor unit)	Required
----	---	----------

c. Building Elements Required

Porch	No
Stoop	No
Balcony	Yes
Awning/Canopy	Yes
Forecourt	Optional

1700.10 Storefront - Single Story Building

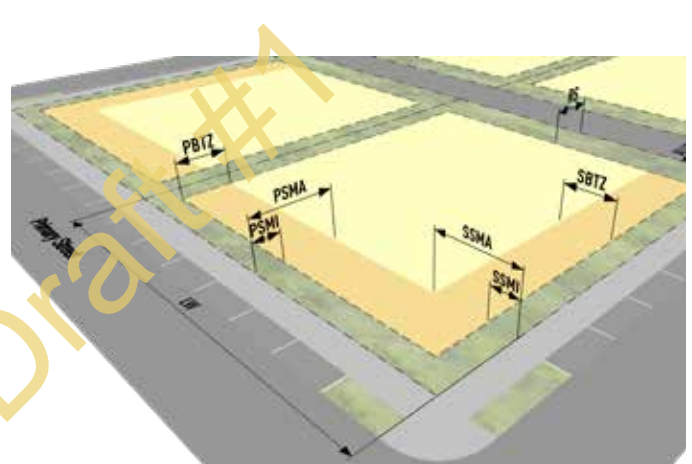
Storefront - Single-Story - A single-story building that typically accommodates retail, restaurant or commercial uses.

1700.10.1 Lot**a. Block Dimensions**

BL	Block Length (min/max)	400'/600'
BW	Block Width (min/max)	160'/180'

b. Lot Dimensions

LA	Lot area (min)	3000 sf
LW	Lot Width (min)	25'
LW	Lot Width (max)	400'

1700.10.2 Placement**a. Building Setbacks**

PSMI, PSMA	Primary Street (min/max)	24'/36'
SSMI, SSMA	Side street (min/max)	5'/8'
RS	Rear (min/max)	25'/35'

b. Build-to Zone (BTZ)

BTZ	Facade required in front BTZ (min % of lot width)	0%
------------	---	----

c. Parking Location

PZ	On site parking in rear of building
-----------	-------------------------------------

Storefront - Single Story Building

1700.10.3 Height and Mass



a. Building Height

BHMA	Building Height (max)	45'
A	Accessory structure	None

b. Story Height

FFHT	First Floor (min)	12'
------	-------------------	-----

c. Massing Length

ML	Up To Entire Block
----	--------------------

1700.10.4 Activation



a. Transparency

PTG, STG	Ground Story, primary/side (min)	50%
PTU, STU	Upper Story street facing facade (min)	50%

b. Pedestrian Access

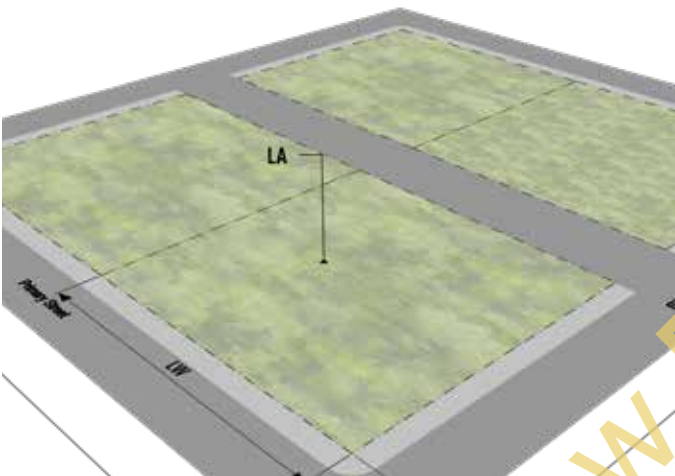
PE	Entrance facing primary street	Required
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c. Building Elements Required

Porch	No
Stoop	No
Balcony	No
Awning/Canopy	Yes
Forecourt	Optional

1700.11 Dwelling, Single-Family

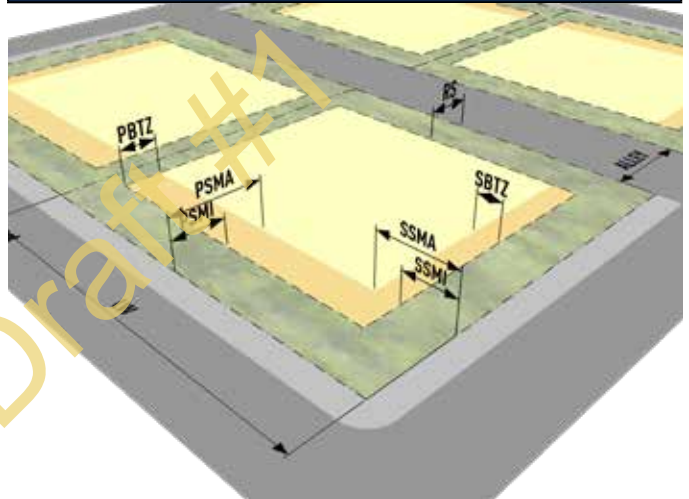
Single-Family Dwelling - A detached residential building designed for occupancy by one family.

1700.11.1 Lot**a. Block Dimensions**

BL	Block Length (min/max)	400'/600'
BW	Block Width (min/max)	160'/180'

b. Lot Dimensions

LA	Lot area (min)	4000 sf
LW	Lot Width (min)	30'
LW	Lot Width (max)	50'

1700.11.2 Placement**a. Building Setbacks**

PSMI, PSMA	Primary Street (min/max)	10'/15'
SSMI, SSMA	Side street (min/max)	5'/10'
RS	Rear (min/max)	10'/None

b. Build-to Zone (BTZ)

BTZ	Facade required in front BTZ (min % of lot width)	n/a
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c. Parking Location

PZ	On site parking recessed behind front facade	
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Single-family Dwelling

1700.11.3 Height and Mass



a. Building Height

BHMA	Building Height (max)	3 stories/40'
A	Accessory structure (max)	24'

b. Story Height

FFHT	First Floor (min)	9'
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c. Massing Length

ML	Number of buildings permitted in any one row (max)	n/a
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1700.11.4 Activation



a. Transparency

PTG,STG	Ground Story, primary/side (min)	50%
PTU,STU	Upper Story street facing facade (min)	20%

b. Pedestrian Access

PE	Primary or secondary street entrance permitted
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c. Building Elements Required

Porch	Yes
Stoop	No
Balcony	No
Awning/Canopy	No
Forecourt	No

1700.12 Dwelling, Two-family (Duplex)



Dwelling, Two-family (Duplex) - A detached residential building designed to be occupied by two families living independently of each other

1700.11.5 Lot



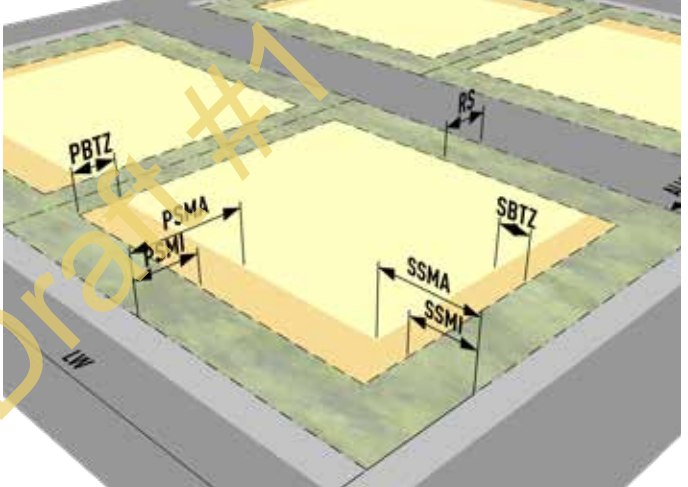
a. Block Dimensions

BL	Block Length (min/max)	400'/600'
BW	Block Width (min/max)	160'/180'

b. Lot Dimensions

LA	Lot area (min)	3000 sf
LW	Lot Width (min)	20'
LW	Lot Width (max)	40'

1700.12.1 Placement



a. Building Setbacks

PSMI, PSMA	Primary Street (min/max)	10'/15'
SSMI, SSMA	Side street (min/max)	5'/10'
RS	Rear (min/max)	10'/None

b. Build-to Zone (BTZ)

BTZ	Facade required in front BTZ (min % of lot width)	0%
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c. Parking Location

PZ	On site parking in rear of building
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Dwelling, Two-family (Duplex)

1700.12.2 Height and Mass



a. Building Height

BHMA	Building Height (max)	3 stories / 40'
A	Accessory structure (max)	12'

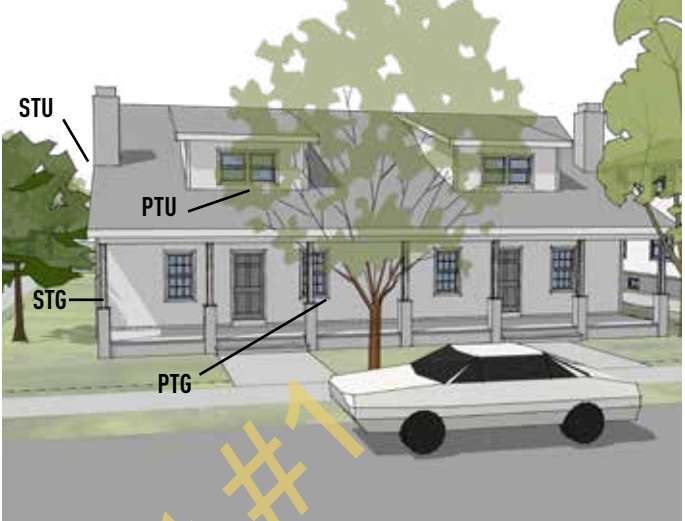
b. Story Height

FFHT	First Floor (min)	12'
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c. Massing Length

ML	Number of buildings permitted in any one row (max)	n/a
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1700.12.3 Activation



a. Transparency

PTG, STG	Ground Story, primary/side (min)	70%
PTU, STU	Upper Story street facing facade (min)	20%

b. Pedestrian Access

PE	Entrance facing primary street (each ground floor unit)	Required
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c. Building Elements Required

Porch	No
Stoop	No
Balcony	Optional
Awning/Canopy	Yes
Forecourt	Optional

1700.13 Mid-rise Dwelling



Mid-Rise Dwelling

A building that accommodates multiple dwelling units including condominiums and hotels, vertically and horizontally integrated, typically 4 to 5 stories tall.

1700.13.1 Lot



a. Block Dimensions

BL	Block Length (min/max)	400'/600'
BW	Block Width (min/max)	200'/240'

b. Lot Dimensions

LA	Lot area (min)	n/a
LW	Lot Width (min)	50'
LW	Lot Width (max)	120'

1700.13.2 Placement



a. Building Setbacks

PSMI, PSMA	Primary Street (min/max)	20'/30'
SSMI, SSMA	Side street (min/max)	10'/15'
RS	Rear (min/max)	20'/none

b. Build-to Zone (BTZ)

BTZ	Facade required in front BTZ (min % of lot width)	50%
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c. Parking Location

PZ	On site parking in rear of building
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Mid-rise Dwelling

1700.13.3 Height and Mass



a. Building Height

BHMA	Building Height (max)	5 stories / 65'
A	Accessory structure	None

b. Story Height

FFHT	First Floor (min)	12'
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c. Massing Length

ML	Number of buildings permitted in any one row (max)	n/a
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1700.13.4 Activation



a. Transparency

PTG, STG	Ground Story, primary/side (min)	70%
PTU, STU	Upper Story street facing facade (min)	70%

b. Pedestrian Access

PE	Entrance facing primary street (each ground floor unit)	Required
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c. Building Elements Required

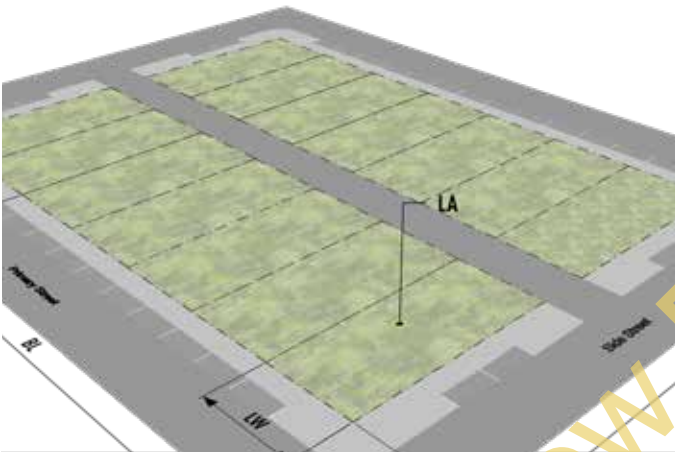
Porch	No
Stoop	Yes
Balcony	Optional
Awning/Canopy	No
Forecourt	Yes

1700.14 Townhome Dwelling, Attached



Townhome Dwelling, Attached - A building type that accommodates two or more dwelling units where each unit is separated vertically by a common side wall. Units cannot be vertically mixed.

1700.14.1 Lot



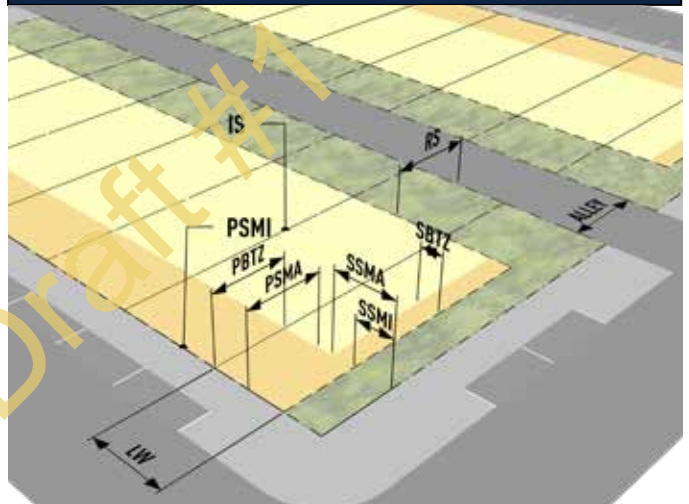
a. Block Dimensions

BL	Block Length (min/max)	400'/600'
BW	Block Width (min/max)	160'/180'

b. Lot Dimensions

LA	Lot area (min)	3000 sf
LW	Lot Width (min)	16'
LW	Lot Width (max)	35'

1700.14.2 Placement



a. Building Setbacks

PSMI, PSMA	Primary Street (min/max)	5'/10'
SSMI, SSMA	Side street (min/max)	5'/8'
RS	Rear (min/max)	25'/35'

b. Build-to Zone (BTZ)

BTZ	Facade required in front BTZ (min % of lot width)	0%
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c. Parking Location

PZ	On site parking in rear of building
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Townhome Dwelling, Attached

1700.14.3 Height and Mass



a. Building Height

BHMA	Building Height (max)	3 stories / 40'
A	Accessory structure	None
General Note	Where impacted by the flood zone, number of stories and building height shall be measured from finished floor elevation of the lowest floor above the 100 year flood elevation.	

b. Story Height

FFHT	First Floor (min)	12'
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c. Massing Length

ML	Number of buildings permitted in any one row (max)	6
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1700.14.4 Activation



a. Transparency

PTG, STG	Ground Story, primary/side (min)	50%
PTU, STU	Upper Story street facing facade (min)	50%

b. Pedestrian Access

PE	Entrance facing primary street (each ground floor unit)	Required
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c. Building Elements Required

Porch	Yes
Stoop	Yes
Balcony	No
Awning/Canopy	No
Forecourt	No

1700.15 Parking Standards

Uses within the Town Center District shall be exempt from the parking standards set out in Section 8.2. However, a parking plan shall be submitted demonstrating parking sufficient to accommodate the needs of the proposed development and conforming to parking standards set out in each building type specification.

1700.16 Landscaping and Buffer Yards

Landscaping and buffer yards shall conform to the standards set forth in section 404 and 405 of the Pearl Zoning District and the Street Type design sections. Where there is a conflict in these standards, the Street Type sections of the Pearl Town Center District shall control.

1700.17 Signs

Signs shall conform to the overall dimensional and placement requirements of Section 710 of the Pearl Zoning Ordinance for signs in the C-2 District, except that changing signs shall be limited to 10 percent of the sign area. All signs in the Pearl Town Center District shall be subject to review and shall require the following:

1. A common sign plan shall be submitted for all proposed developments within the Town Center District and, if approved, signs shall conform to that plan.
2. The applicant must propose standards of consistency of all signs in the district related to the following elements:
 - a. Letter/graphics style
 - b. Location of each sign
 - c. Materials used in sign construction; and
 - d. Maximum dimensions and sign proportions.

1700.18 Street Types

1. Street frontage conditions are integral to the overall purposes of the Pearl Town Center District. Street types with specific design standards have been identified to help achieve, support and reinforce the intended character of the district. Four specific street have been developed

for this purpose. These street types are:

- a. Street Type A - Commercial Angled Street
- b. Street Type B - Old Brandon Road
- c. Street Type C - Mixed-Use Parallel Street
- d. Street Type D - Residential Street

2. Street types shall be constructed in the locations indicated on the Town Center District Regulating Plan (see section 1700.4).

1700.19 Review and Approval

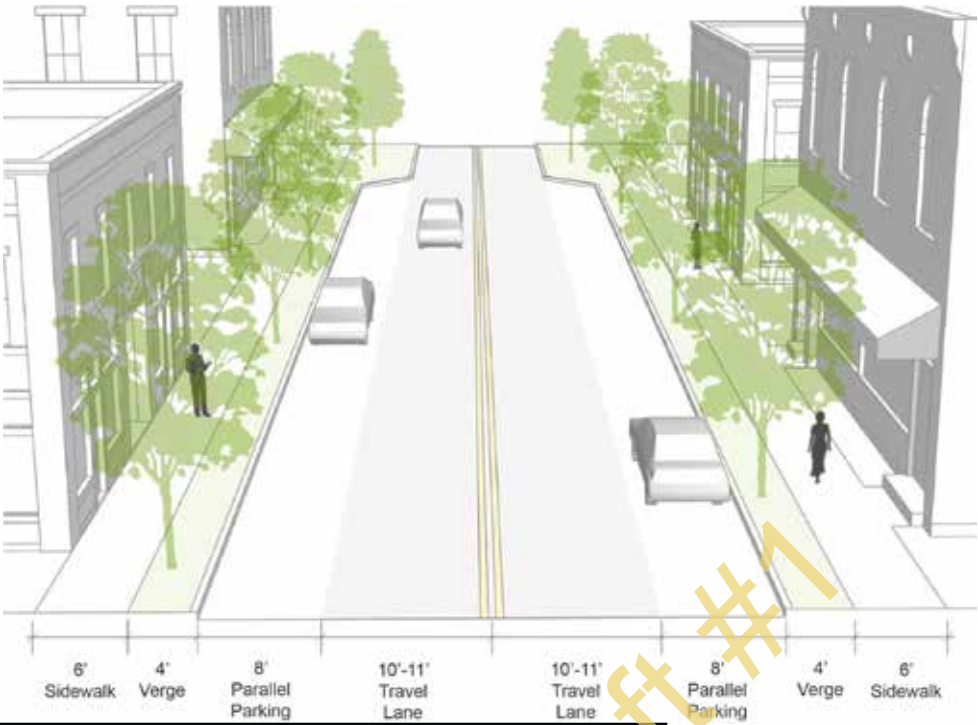
All proposed development or redevelopment of land and buildings within the Pearl Town Center District shall comply with the site plan review process set out in Section 806 of this zoning ordinance.



1700.19.1 Street Type A - Commercial Angle Street



1700.19.3 Street Type B - Old Brandon Road



1700.19.2 Street Type C - Mixed-use Parallel Street



1700.19.4 Street Type D - Residential Street