Appearance Guidelines

Version 4.0

Adopted by City Council on Sept. 5, 2023 (Ord. No. 5446)

Contents

1.0 Introduction

1.1 Purpose of the Appearance Guidelines

Tourism is a target industry for Lindsborg and its economy. Providing a Swedish-American experience is beneficial for local businesses and institutions, as it draws in more tourism-based visits that spend money in our small businesses and organizations. It is also important for the provision of public goods and services, as local tax revenue generated from tourism greatly impacts City finances.

Honoring Lindsborg's Swedish ancestry and traditions is a source of pride for residents that defines a sense of common identity and purpose. Living here means you are part of a Swedish immigrant story and tradition, connecting you to the past and with the community today. Additionally, Lindsborg's Swedish identity is influenced by its American setting in the Smoky Valley of Central Kansas. These two influences blend to create a beautifully unique identity, which we proudly call "Little Sweden, USA." Maintaining and honoring Lindsborg's Swedish and American heritage is an essential component of Lindsborg's community identity and purpose.

The appearance guidelines are designed to uphold and support tourism and Lindsborg's Swedish-American identity as outlined in the adopted Strategic and Comprehensive Plans (2021). These guidelines are intended to encourage creativity and adoption by members of the community. While there are examples of design that the community prefers, the guidelines do not take a prescriptive approach. Put more simply, they do not tell you what to do. Instead, they take a principled approach, defining what you cannot do and establishing a space for creativity within boundary conditions. This approach allows for creativity within guidelines that encourages and embraces inspired architecture, signage, and public art.

2.0 Community Preferred Design and Design Principles

2.1 Purpose of Community Preferred Design and Design Principles

Community Preferred Design was developed to provide design inspiration to applicants for buildings, signage, and public art. Community Approved Design includes examples of buildings, signage, and public art readily found throughout Lindsborg, Sweden, the United States, and other locations. The approved examples emerged through a facilitated public engagement process that included resident and local stakeholder participation, providing each applicant with a confident place to start any design process. Importantly, Community Approved Design is not to be construed or mistaken as mandatory design.

The **Design Principles (DP)** define what is considered unacceptable design for buildings, signage, and public art. By defining unacceptable design, and establishing them within a "not" framing, the Design Principles can be utilized as boundary conditions for acceptable design, creating a defined space for creativity without prescribing what buildings, signage, and public art must look like. The approach sets guidelines while embracing and encouraging the abundant creativity found within the community.
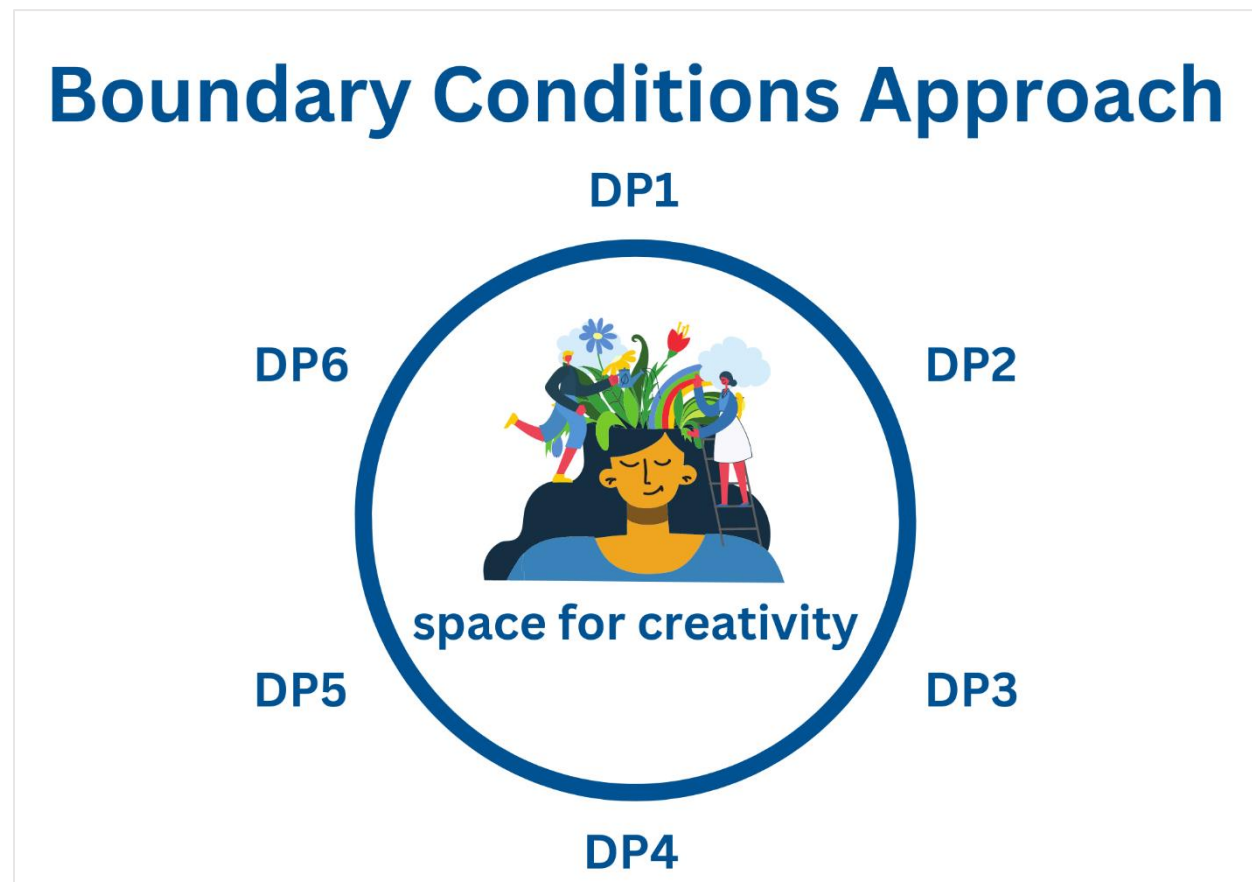
2.2 Definition and Process for Determining Community Preferred Design

Community Preferred Design is a design that is approved by 65 percent of participating voters, in public meetings and through online feedback, utilizing a Likert Scale, where "neither agree nor disagree" counts towards approval. Examples of architecture, signage, and public art are presented for comment in the following format:

To what degree to you agree with the following statement:

"I would approve of the following design if it were present in Lindsborg (photo attached)."

1= Strongly disagree; 2 = Disagree; 3 = Neither agree nor disagree; 4 = Agree; 5 = Strongly agree

The current examples of Community Preferred Design were approved in June of 2023. Community preferred design should be reevaluated a minimum of once every four years to best reflect the preferences of the community.

2.3 Results of Community Preferred Design survey

Note: The following lists are augmented with visual examples in the Appendix.

Number of respondents = 17

Architecture	Percent approval	Community Preferred Design
Americana	94%	Yes
Euro Americana	88%	Yes
Baroque	78%	Yes
National Romantic	76%	Yes
Revivalism	74%	Yes
Renaissance	73%	Yes
Empire	71%	Yes
Classicism	63%	No
Art Nouveau	57%	No
Modern	49%	No
Post Modern	31%	No

Signs	Percent approval	Community Preferred Design
Traditional	93%	Yes
Contemporary	68%	Yes
Digital	47%	No
Neon	44%	No

Public Art	Percent approval	Community Preferred Design
Traditional	88%	Yes
Promotional	82%	Yes
Contemporary	71%	Yes

2.5 Design Principles Definition

In a well-designed and aesthetically pleasing Lindsborg, the community is not subject to any building, signage, and/or public art that…

DP1) … does not honor the Swedish concept of Lagom;

DP2) … is thematically out-of-place and/or thematically inconsistent;

DP3) … does not consider surrounding structures for contextual fit;

DP4) … uses inappropriate colors, typefaces, graphics, and/or font selections;

DP5) … uses too many colors, typefaces, graphics, and/or font selections;

DP6) … violates any relevant provision of the Lindsborg, Kansas – Code of Ordinances.

2.6 Definition of Terms with Design Principles

Note: The definitions are in the order in which they occur in the Design Principles Definition.

Note: For any terms left undefined, refer to the most recent version of the Merriam-Webster online dictionary for the authoritative definition.

Lagom: In Swedish, this means, "Not too much, not too little. Just right." Or "Just the right amount."

Thematically out-of-place: Lacks cohesion or a good-faith effort to honor the architectural, design, and/or artistic themes of the surrounding structures, community, and/or space.

Thematically inconsistent: Utilizes more than one architectural, design, and/or artistic theme.

Consideration: Makes a good-faith effort to include the qualities of surrounding structures in the design process and execution of the subject of the application being reviewed.

Surrounding structures: Structures and their features within the general view of the location of the subject of the application being reviewed, with special consideration given to the structures directly attached, nearest, and/or next to the subject of the application being reviewed. Structures include buildings, signage, public art, and other applicable nearby features.

Inappropriate colors: Colors that do not consider surrounding structures and/or reduce the aesthetic or design quality of surrounding structures unnecessarily. Colors that lack consistency, simplicity, and/or contextual fit. Color selections utilizing an Historic color palette (e.g., Benjamin Moore "Historical Collection," Sherwin-Williams "Historic Paint Colors," etc.), or similar variations thereof, are encouraged and preferred, but not necessarily required.

Inappropriate typefaces, graphics, and/or font selections: Typefaces, graphics, or fonts that do not consider surrounding structures and/or reduce the aesthetic and/or design quality of surrounding

structures unnecessarily. Typefaces, graphics, or fonts that lack consistency, simplicity, and/or contextual fit.

Too many color selections: More than four colors on a building; more than five colors on a sign. There is no limit to the number of color selections for public art.

Too many typefaces, graphics, and/or font selections: More than two different typeface selections (e.g., Arial and Calibri). More than three font variations of the same typeface (e.g., Arial, Arial Black, and Arial Nova). There is no limit to the number of typefaces and/or font selections for public art.

Relevant provision of the Lindsborg, Kansas – Code of Ordinances: Code as determined by the Community Development Director or designated officer before submitting application to Design Review Board for initial review.

3.0 Application, Review, and Approval Process

Step 1 – Complete the standard application and receive approval before design modifications are executed. **There are no exceptions to the application process**. You must complete and submit the standard application a minimum of one week before the next regularly scheduled Design Review Board meeting.

Step 2 – Provide three renderings with your application:

- Rendering 1: Building, sign, public art without context.
- Rendering 2: Building, sign, public art with context.
- Rendering 3: No more than three examples of design work executed by the person(s) who intend to execute the item contained within the application.

Step 3 – Submit to Lindsborg Community Development and/or relevant authority by email in a single combined .pdf file.

Step 4 – Lindsborg Community Development and/or relevant authority to review application for compliance with the Lindsborg, Kansas – Code of Ordinances.

Step 5 – If code review is approved, wait for the first evaluation by the Design Review Board to be completed. This process can take up to 10 days.

Step 6 – If approved, apply for a permit, and pay the application fees (if applicable).

Step 7 – If not approved, attend the next regularly scheduled Design Review Board meeting to present your agenda item.

Step 8 – If approved, apply for a permit, and pay the application fees (if applicable).

Step 9 – If not approved, revise the design, and start the application process again or begin the appeals process to the Board of Zoning Appeals.

4.0 Evaluation Procedure for Design Review Board

Step 1 – Members of Design Review Board to review application and determine if they, individually, agree or disagree with the statements provided in the application related to the Design Principles.

Step 2 – If there is unanimous agreement, the application may be approved by the Community Development Director without being added to the next regularly scheduled meeting agenda of the Design Review Board.

Step 3 – If there is no consensus in the first round of evaluations, the application will automatically be added to the next regularly scheduled meeting agenda of the Design Review Board.

Step 4 – If there is a variance request provided with the initial application, the application will automatically be added to the next regularly scheduled meeting agenda of the Design Review Board.

Step 5 – If an application is added to a meeting agenda, the Design Review Board will convene to evaluate, discuss, and determine if the application should be approved, approved with conditions, or denied. The Design Review Board may also request and/or recommend that changes be made before being scheduled for a second hearing.

Note: All applications that are approved are only approved for the exact design included in the application and are valid for one year after the date of approval. If the item included in the application is not completed within one year of approval, it must be approved again via the defined application process before it can be executed.

5.0 Appendix

5.1 Community Preferred Design with Visual Examples

5.11 Architecture

Americana (94 percent approval)

Euro Americana (88 percent approval)

Baroque (78 percent approval)

National Romantic (76 percent approval)

Revivalism (74 percent approval)

Renaissance (73 percent approval)

Empire (71 percent approval)

Classicism (63 percent approval) – <u>NOT</u> preferred.

Art Nouveau (57 percent approval) – <u>NOT</u> preferred.

Modern (49 percent approval) – <u>NOT</u> preferred.

Post Modern (31 percent approval) – <u>NOT</u> preferred.
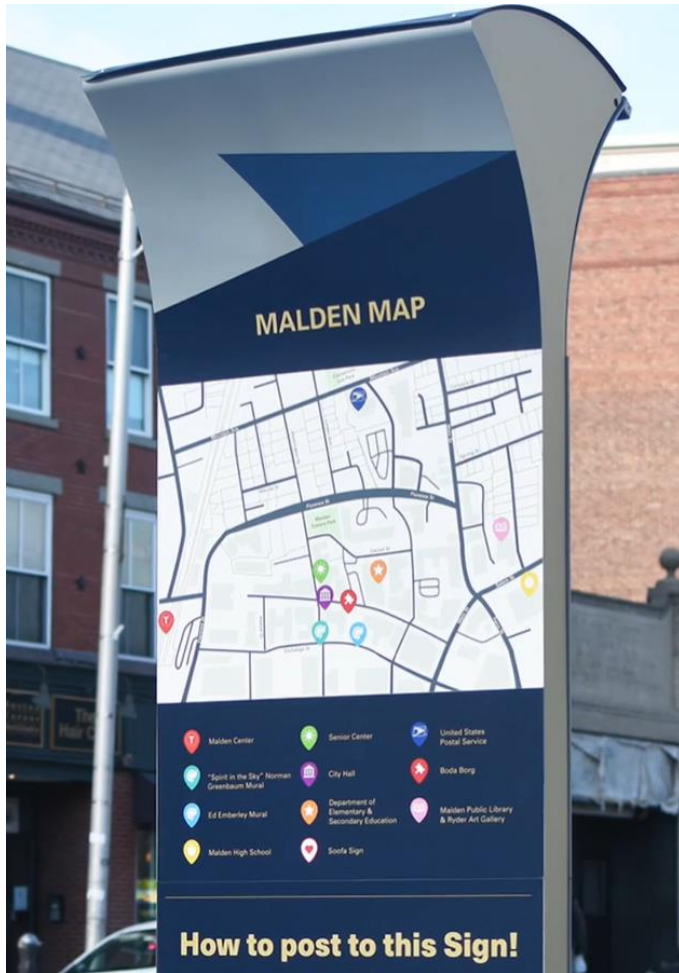
5.12 Signs

Traditional (93 percent approval)

Contemporary (68 percent approval)

Digital (47 percent approval) – <u>NOT</u> preferred.

Neon (44 percent approval) – <u>NOT</u> preferred.

5.13 Public Art

Traditional (88 percent approval)

Promotional (82 percent approval)

Contemporary (71 percent approval)

Standard Application for Design Review Board

Adopted by City Council on July xx, 2023 (Ord. xxxx)

Background Information

First and last name

Company (if applicable)

Email

Phone

Address where design is to be completed

Required Renderings

I have attached an exact rendering of the intended design?

Yes   No

I have attached an exact rendering of the intended design in context?

Yes   No

I have attached no more than three examples of design work executed by the person(s) who intend to execute the item contained within the application.

Yes   No

Will you be applying for a variance?

Yes   No

Signature

Date

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Design Principles Analysis

The City of Lindsborg adopted its Appearance Guidelines in July 2023 via Ord. xxxx. The Design Principles define what is considered unacceptable design for buildings, signage, and public art. By defining unacceptable design, and establishing them within a "not" framing, the Design Principles can be utilized as boundary conditions for acceptable design, creating a defined space for creativity without prescribing what buildings, signage, and public art must look like. The approach sets guidelines while embracing and encouraging the abundant creativity found within the community.

Directions: Please describe why you feel your design **does not** violate each of the Design Principles listed and defined below:

In a well-designed and aesthetically pleasing Lindsborg, the community is not subject to buildings, signage, and/or public art that…

For use by Design Review Board

Directions: Check yes or no based on the analysis provided.

Do you agree with the analysis provided?

DP1)   … does not honor the Swedish concept of Lagom.

My design does not violate DP1 because…

Yes   No
☐   ☐

DP2)   … is thematically out-of-place and/or inconsistent;

My design does not violate DP2 because…

Yes   No
☐   ☐

DP3)   … does not consider surrounding structures for contextual fit;

My design does not violate DP3 because…

Yes   No
☐   ☐

DP4)   … uses inappropriate colors, typefaces, graphics and/or font selections;

My design does not violate DP4 because…

Yes   No
☐   ☐

DP5)   … uses too many colors, typefaces, graphics, and/or font selections;

My design does not violate DP5 because…

Yes   No
☐   ☐

DP6)   … violates any relevant provision of the Lindsborg, Kansas – Code of Ordinances.

Note: To be evaluated by the Community Development Department.

Yes   No
☐   ☐

2

Definition of Terms with Design Principles

Note: The definitions are in the order in which they occur in the Design Principles Definition.

Note: For any terms left undefined, refer to the most recent version of the Merriam-Webster online dictionary for the authoritative definition.

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Consideration: Makes a good-faith effort to include the qualities of surrounding structures in the design process and execution of the subject of the application being reviewed.

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Relevant provision of the Lindsborg, Kansas – Code of Ordinances: Code as determined by the Community Development Director or designated officer before submitting application to Design Review Board for initial review.

DESIGN REVIEW BOARD
APPLICATION
AND
EVALUATION PROCESS

START

1 APPLICATION

Complete standard application with the three required renderings. Submit it to Lindsborg Community Development by email to review for code compliance. Application must be submitted at least one week before the next scheduled Design Review Board Meeting.

2 APPROVAL

If code review is approved, it will then go to the Design Review Board for a first review. If there is unanimous agreement, the application can be approved by the Community Development Director without being added to the next scheduled meeting agenda for the Design Review Board.

> If there is a variance request, please skip to step 4.

> If not approved, please skip to step 4.

3 PERMIT

If approved, apply for a permit and pay any fees (if applicable). Permits can take up to one week to be issued.

4 AGENDA

If there is no consensus in the first round of evaluations or if the applicant requests a variance, the application will automatically be added to the agenda of the next scheduled meeting of the Design Review Board.

FINISH

5 DESIGN REVIEW BOARD

If an application is added to a meeting agenda, the Design Review Board will convene to evaluate and discuss the application to be approved, approved with conditioned, or denied. The DRB may also request and/or recommend that changes be made before being scheduled for a second hearing.

> If approved or approved with conditions, go to step 3.

> If denied, start again at step 1.