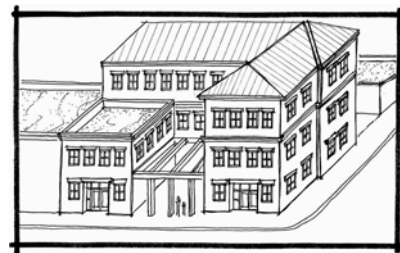
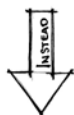
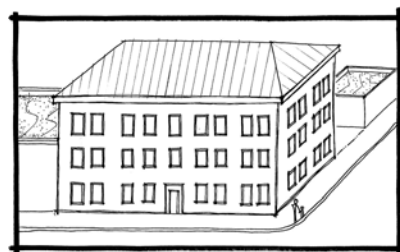


## II. BUILDING RELATED GUIDELINES

### A. ORIENTATION AND SCALE



- Buildings shall have their primary orientation toward the street rather than the parking area.
- Building entrances shall be oriented toward the street and shall be accessed from a public sidewalk.
- Buildings should be sited in a manner that maintains the existing streetwall unless providing for plazas, outside eating areas, pocket parks or similar spaces.
- Walls facing public streets, plazas or other public spaces should include glass, windows, display areas or other features that diminish the appearance of a blank wall.
- A building setback from a public sidewalk should be minimized unless used for a plaza, outside eating area or other public space.
- Buildings shall incorporate lighting and changes in mass, surface or finish to give emphasis to entrances.
- Buildings shall incorporate arcades, roofs, alcoves, porticoes or awnings that protect pedestrians from the rain and sun.
- Developments shall divide large building masses into heights and sizes that relate to human scale by incorporating changes in building mass or direction, sheltering roofs, a distinct pattern of divisions on surfaces, windows, trees, and small scale lighting.
- Banding of exterior materials and/or architectural details should be incorporated at eye-level to break up large facades and create human scale elements;





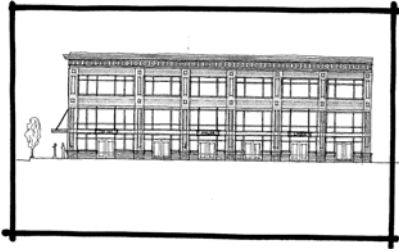
- Additions or alterations to existing structures should be compatible with and enhance the existing design features.
- The building's predominant architectural identity should be recognizable from the roadway.
- A human scale should be achieved near ground level on all buildings and along street facades and entries through the use of such scale elements as windows, recessed or projecting entrances, columns, cornices, decorative lighting, street furniture and similar details.
- The overall shape, scale and massing of a building should complement and not detract from nearby buildings.
- The bottom six feet of all façade walls should be of the highest quality material being used on the building. To avoid damage from shopping carts, vehicles or vandalism, the use of exterior insulation finish systems, vinyl, or other easily damaged building materials should not be used within this area;
- If covered pedestrian passageways or arcades are utilized, benches, decorative pavement, ornamental lighting, display windows or other attractive elements should be provided. Signage should be incorporated beneath the arcade in such a manner to be easily recognized by pedestrians.



## ***B. FAÇADE DESIGN***

### **ARTICULATION**

- Wall plan projections or recesses should be utilized along with color, texture and/or material changes in order to achieve visual relief of blank walls or extended facades.
- Extensive building frontages should be avoided or should include changes in relief by incorporating offsets, jogs or other distinctive changes in the building façade and changes in relief such as cornices, bases, fenestration, fluted masonry.

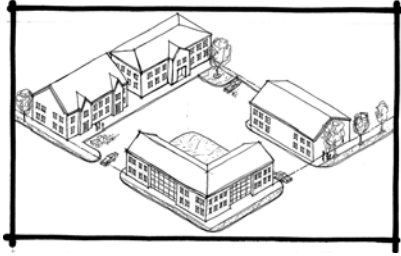


- Exterior facades, including eaves, columns, pilasters, cornices, windows and window surrounds, canopies, fascia and roofs, shall be proportionate with the building and compatible with the balance of the ‘center’ as well as the surrounding neighborhood.
- Architectural elements such as arcades, display windows, entry areas, awnings, or other such features should account for at least 60% of the horizontal length of the ground floor façade.
- Building facades should incorporate vertical and horizontal changes in color, texture, materials, or structural bays at frequent intervals.

## MATERIALS AND COLORS

- Predominant exterior building materials should be of high quality. Siding materials shall be stone, wood, wood/cementitious, clapboard siding, brick, or tinted/textured, concrete block. The use of Dryvit or other Exterior Insulating and Finish Systems as a predominant material is discouraged.
- Exterior insulation finish systems, smooth-face concrete blocks, tilt-up concrete panels and pre-fabricated steel panels should not be used.
- Predominant exterior building materials should be non-glossy and have subtle, neutral or earth tone colors. The use of high intensity, metallic or fluorescent colors or black is discouraged. Bright or neon paint colors used extensively to attract attention to the building or use are discouraged.
- Roofing materials exposed to view shall be asphalt shingles, standing seam metal or wood shingles. Building trim and accent areas may feature brighter colors, including primary colors, but not neon tubing features.
- In buildings with multiple tenants or uses, exterior building elements such as doors, windows, materials, storefronts, signage, lighting should be compatible (but not necessarily identical).
- Buildings may not incorporate glass as a majority of the building skin.





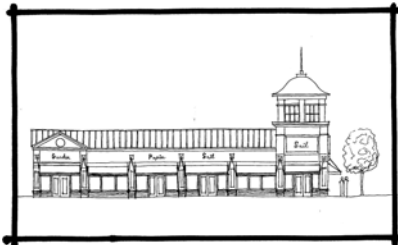
- Individual buildings within one site should be compatible with one another in terms of height, materials, colors, roof form and detailing.
- All accessory structures, screen walls and exposed areas of retaining walls shall be of similar type, quality and appearance as the principal structures.

## ROOFLINES

- Parapets featuring three dimensional cornice treatments to conceal flat roofs and rooftop equipment are encouraged but should not be excessive in height.
- Overhanging gables or eaves are encouraged

## ENTRANCES

- At least one entrance should be located on all façades of the building that directly face an abutting public street.
- Principal buildings should include three or more of the following elements:



1. canopies or porticos;
2. overhangs;
3. recesses/projections;
4. arcades;
5. raised, corniced parapets over the door;
6. peaked roof forms;
7. arches;
8. outdoor patios;
9. display windows;
10. architectural details such as tile work and moldings integrated into the building;

11. integrated planters or wing walls that incorporate landscaped areas and/or places for sitting.

### ***C. EQUIPMENT AND SERVICE***

- Rooftop mechanical or electrical equipment should be completely screened by a building parapet that matches the style and scale of the building.
- Air conditioning units should not be placed into windows or any other openings visible from the street.
- Units located in non-window openings are not permitted within the storefront or front façade or front building wall.
- Utility feeds and metering devices should be screened and may not be located on the building's front facade.
- All mechanical equipment, whether on the roof or mounted on the ground, shall be visually screened from contiguous properties and adjacent streets. Screening shall be compatible with the architectural treatment of the principal structure and should utilize a combination of quality materials and vegetation.
- New utility service systems should be installed underground, and all existing above ground services buried when renovating.
-