

## CHAPTER 5: COMMERCIAL

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This chapter contains the standards and guidelines for development in commercial districts. Applicants should discuss specific zoning code requirements with the Community Development Department. Please refer to the Livermore Planning and Zoning Code and the City of Livermore Standard Details, Standard Specifications and the Development Plan check and procedures manual.

### CHAPTER SECTIONS

- A. Goals
- B. Site Planning
- C. Building Design
- D. Landscape Design
- E. Signs
- F. Lighting



## **A. Goals**

The following goals set forth the basic urban design intent implicit in the design guidelines formulated for the city's commercial areas:

1. To enhance the overall character of the city's commercial development.
2. To provide integration between the design character of neighborhood commercial development and surrounding development.
3. To promote a healthy commercial environment that is attractive and convenient for residents and visitors.
4. To enhance the pedestrian shopping environment in all commercial developments.

## B. Site Planning

The standards and guidelines in this section are to assist in the appropriate siting of buildings in commercial areas of the City. These standards and guidelines are intended to promote a superior appearance for commercial development and an appropriate level of screening for all of the building's supporting elements, such as parking, utilities and service areas and to provide for an attractive pedestrian friendly environment.

### 1. Building Siting and Orientation

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*Intent: To create new development that is unique and specific to Livermore and respects and enhances the existing environmental, geographic and topographic conditions.*

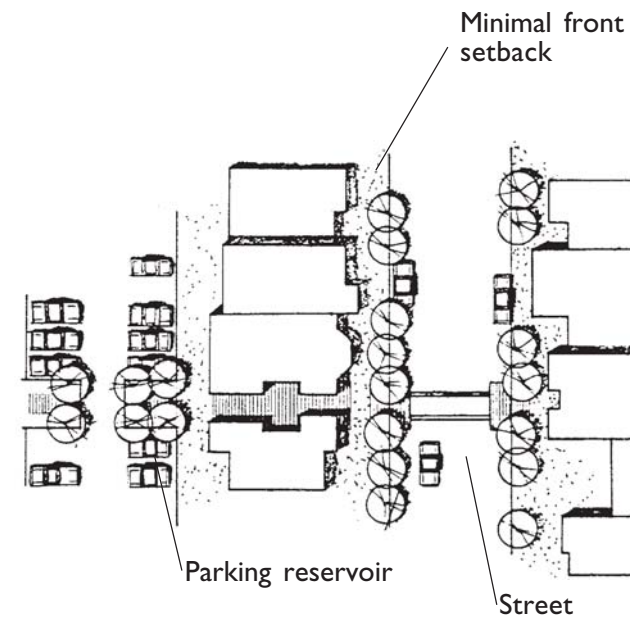
#### 1.1 Location and Orientation

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##### STANDARDS

1.1.1 Buildings shall be sited to reinforce the public street network by incorporating active façades, with windows, doors and other architectural elements giving interest to the building wall along the sidewalk and providing views into and out of the building.

1.1.2 Loading and service entrances shall not intrude upon the public view, nor interfere with pedestrian and vehicular flows within the project.



**GUIDELINES**

**1.1.3** Buildings should be located as close as possible to the front setback line or immediately behind a public or semi-private space, such as an outdoor seating area for a restaurant.

**1.1.4** Building entrances should be located facing the street.

**1.1.5** Façades with entrance doors and windows fronting upon the primary street are encouraged.



Active façade with windows and doors along the sidewalk

0 foot front setback



Building entrance facing street and sidewalk

Parking lot and service entrance

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**1.1.6** Setbacks for new development should respect the character of the existing street edge. In neighborhood and community commercial centers, setbacks should also reflect the surrounding development and not create gaps or voids in the rhythm of the street's architectural edge due to excessive setbacks.



Building and outdoor seating area combine to define the edge of sidewalk.

## 1.2 Building Mass

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### GUIDELINE

**1.2.1** In neighborhood and community commercial centers the development of a complex of buildings is preferable to a single large structure. The varied massing provides visual interest and human scale. The spaces created between the various buildings provide opportunities for pedestrian plazas, courtyards, and other outdoor gathering areas. Pedestrian spaces should be part of a well planned circulation system to avoid the creation of unused spaces.



Development with desirable complexity in building mass.

### 1.3 Corner Sites

#### STANDARD

**1.3.1** Where buildings are located at major or gateway intersections, front important community spaces or anchor unique corners where sites create acute or obtuse angles, a prominent architectural corner treatment of the building mass is required.

#### GUIDELINES

**1.3.2** The street corners of corner sites should be developed with buildings, public plazas or landscaped areas.

a) Near the corner, the building should either be sited on the property lines or set back to provide a public open space which provides direct access to the building or frames an open space between buildings.

b) Attractively landscaped areas may also be permitted where siting of a building's public open space at a corner is not feasible.

**1.3.3** Surface parking should not be provided at the corners of corner sites. Parking should be provided behind the building.

**1.3.4** Buildings located on corners should include special design features and architectural features, which help to anchor the intersection.



Taller building mass enhances the corner of a prominent location.

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- 1.3.5 An articulation of the building mass should be provided at corner sites.
- 1.3.6 Additional corner treatments may include a rounded or angled facet on the corner, location of the building entrance at the corner and/or an embedded corner tower.



Street corner designed with public plaza.

## 1.4 Prominent Visual Features

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### GUIDELINE

- 1.4.1 Significant site features, such as trees, arroyos and views of surrounding mountains, should be considered as prime design determinants in planning new commercial centers.



Existing redwood trees were incorporated into parking access alignment.

## 2. Neighborhood Context

*Intent: To ensure that new projects augment the character and design of existing development.*

### 2.1 Location

#### GUIDELINE

2.1.1 The location of site uses should be coordinated with adjoining properties to avoid creating nuisances such as noise, light intrusion, invasion of privacy and traffic, particularly when development is adjacent to sensitive uses such as residential development.

### 2.2 Compatibility

#### GUIDELINES

2.2.1 Commercial development should be compatible with surrounding land uses from both a functional and aesthetic standpoint.

2.2.2 Buildings should be compatible with the height, massing, setback, and design character of surrounding uses. New development should contribute to the visual quality and cohesiveness of its setting but need not imitate or mimic adjacent development.



Massing and detailing reflect the surrounding small scaled neighborhood.



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### 2.3 Adjacent Views

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#### GUIDELINE

2.3.1 Commercial development should not create unattractive views from neighboring uses by orienting blank building walls towards neighbors. Any visible building walls should incorporate architectural elements to create visual interest.

### 2.4 Frontages

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#### STANDARD

2.4.1 All visible frontages shall be detailed with architectural elements.

### 2.5 Coordination with Adjacent Properties

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#### GUIDELINE

2.5.1 Owners of adjoining commercial properties are strongly encouraged to develop shared facilities such as driveways, parking areas, pedestrian plazas and walkways.

## 3. Pedestrian Orientation

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*Intent: To provide development features that facilitate greater pedestrian amenities and activity in commercial areas.*

### 3.1 Pedestrian Spaces

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#### STANDARDS

3.1.1 All commercial areas shall emphasize pedestrian orientation by creating attractive pedestrian spaces which utilize such features as plazas, interior walkways, ornamental gates, trellises, lighting, plant materials, seating and fountains.



Street frontages with rich architectural detailing.



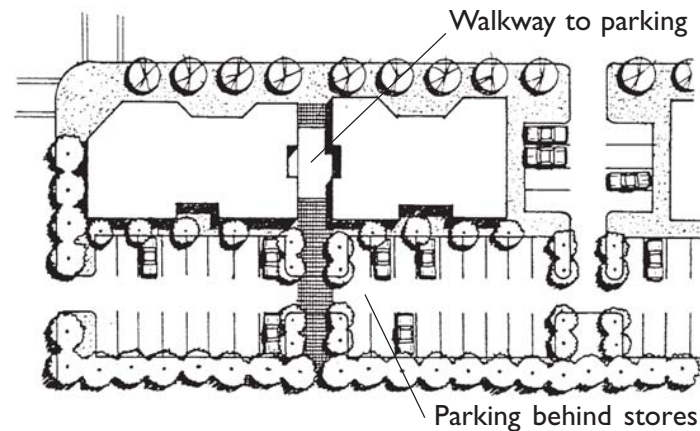
Commercial pedestrian area attractively landscaped with benches and trees.

**3.1.2** Outdoor pedestrian spaces shall be landscaped and include appropriate street furniture and other elements to facilitate pedestrian activity.

### 3.2 Pedestrian Connections

#### STANDARDS

**3.2.1** Attractive well marked pedestrian links between parking and buildings shall be provided. The connections shall be clearly marked to provide safe access across traffic lanes and landscaped areas. Such walkways shall utilize decorative paving at key locations.



**3.2.2** All commercial buildings shall be publicly accessible via a path or walkway from a public sidewalk.

**3.2.3** Parking area design shall include provisions for pedestrian access from parking areas to building entrances.



Landscaped shade structure provides attractive pedestrian circulation area.



Landscaped pedestrian walkway from sidewalk to building entrance.

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### GUIDELINES

**3.2.4** Where walkways cross on-site driveways, special design features should be used to increase safety for the pedestrian. Potential design features include elevated crosswalks (raised to the level of the sidewalk), textured pavement, curb extension to narrow the travel lane or low-level lighting, such as a bollard light.

**3.2.5** Pedestrian connections should also be provided between buildings and adjoining commercial sites.

**3.2.6** Walkways should be shaded and landscaped.

**3.2.7** Trellises are encouraged in parking areas to provide an attractive design element, which identifies the pedestrian walkway and provides additional shade.

**3.2.8** Large commercial development should include at least one separated pedestrian pathway through the parking area to the main entrance. Pathway should be landscaped and provide elements such as shade trees, trellises, or other shade structures.

**3.2.9** Paths with durable, all-weather surfaces should be located across medians and other landscaped areas, as necessary to provide convenient pedestrian routes and reduce wear on landscaped areas.

**3.2.10** Primary circulation paths should avoid excessive steps or level changes in order to reduce potential tripping hazards and facilitate circulation for all potential users.



Pedestrian traffic lane crossing with textured paving material.



Tree-lined, elevated pedestrian path separates parking bays.

### 3.3 Materials

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#### GUIDELINE

3.3.1 Main pedestrian walkways to and from buildings and parking areas should utilize materials with a flat, even surface, which do not create a tripping hazard.

## 4. Parking

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*Intent: To minimize the impact of large areas of surface parking on the aesthetic character desired for quality commercial development in Livermore.*

### 4.1 Location

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#### GUIDELINES

4.1.1 Parking should be located to the sides and rear of the building. For larger commercial centers, limited parking may be provided between the building and the street.

4.1.2 Site plans should provide bicycle racks that are located close to the buildings and do not impede pedestrian or auto circulation. Whenever possible, bicycle areas should be covered and located in areas which are clearly visible to site users in order to avoid security problems.

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### 4.2 Distribution

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#### GUIDELINE

4.2.1 All outdoor parking areas should be divided into smaller units to decrease visual impacts associated with large expanses of pavement and vehicles, and to facilitate safe and efficient pedestrian movement between parking and commercial establishments.

### 4.3 Screening

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#### STANDARD

4.3.1 Surface parking areas facing a public street shall be buffered by berming or landscaping.

#### GUIDELINE

4.3.2 For security purposes, openings should be incorporated into the landscape design to provide clear views into the site.

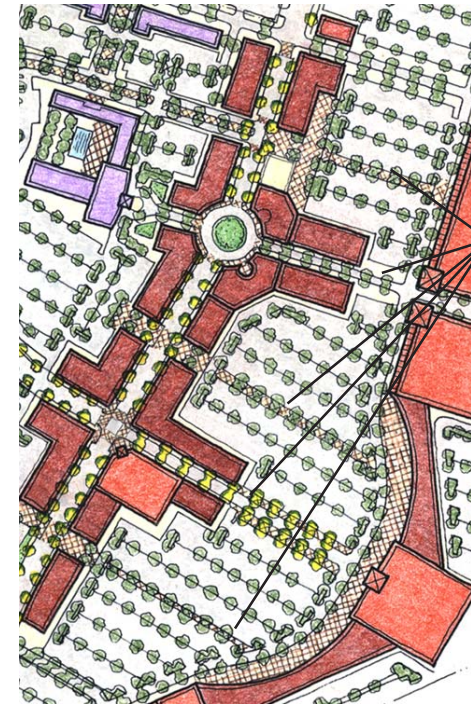
### 4.4 Access Drives

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#### STANDARDS

4.4.1 Access driveways shall be sufficient in number to provide safe and efficient movement of traffic to and from a site.

4.4.2 Main entries into sites shall be enhanced with decorative paving.



Landscaped pedestrian paths connect large format retail to “Main Street” retail and break large parking fields into smaller pieces.

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## 4.5 Internal Circulation

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### GUIDELINES

**4.5.1** On-site pathways which are separated from vehicular traffic should be provided for pedestrians and bicyclists and should provide connections between building entries and public sidewalks.

**4.5.2** Large commercial development should include at least one separated pedestrian pathway through the parking area to the main entrance.

**4.5.3** Pedestrian walkways and spaces should include elements such as special paving materials, raised curbs, trellis structures, landscaping, pedestrian-scaled lighting, seating and trash receptacles.

**4.5.4** Paths with durable, all-weather surfaces should be located on medians and other landscaped areas to provide convenient pedestrian routes and reduce wear on landscaped areas.

**4.5.5** Primary circulation paths should avoid excessive steps or level changes in order to reduce potential tripping hazards and facilitate circulation for all potential users, including strollers and wheelchairs.

**4.5.6** Parking areas should provide bicycle racks that are located close to the buildings and do not impede pedestrian or auto circulation. Whenever possible, bicycle areas should be covered and located in areas which are clearly visible to site users in order to avoid security problems.

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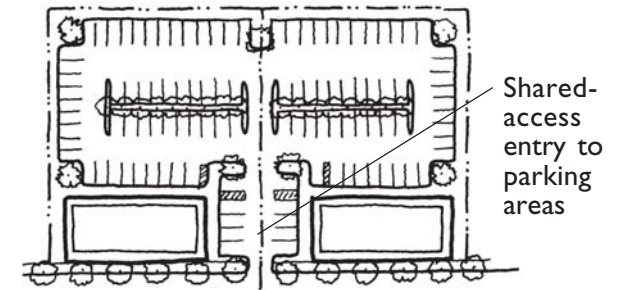
### GUIDELINES

4.4.3 Shared parking areas and access driveways for contiguous development are encouraged in order to minimize the number of curb cuts and thus limiting possible conflicts between pedestrians and automobiles and between vehicles entering and leaving the parking area and normal street traffic.

4.4.4 Whenever possible, access should be provided from side streets to limit the number of driveways along the main thoroughfares.

4.4.5 Access on corner lot driveways should be located as far as possible from intersections.

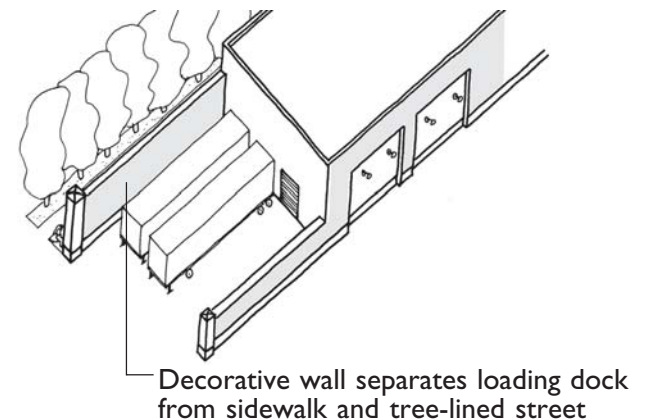
4.4.6 Within the site, access drives should provide sufficient length to permit vehicle stacking during hours of peak use without impacting circulation within the parking lot or on the fronting public street.



## 5. Service Areas, Refuse Areas and Backflow Preventors

*Intent: To minimize the impact of service areas and site-related infrastructure on the aesthetic character desired for quality development in Livermore's commercial areas.*

All required screening of service areas, refuse areas and backflow preventors shall be included on plans submitted for design review.



## 5.1 Service Areas

### GUIDELINES

**5.1.1** Lighting of outdoor service, loading and storage areas should be the minimum necessary for security purposes and should be designed and directed so as not to create glare or lighting impacts at the street or on surrounding properties.

**5.1.2** Service areas, garbage receptacles, utility meters and mechanical and electrical equipment should be screened from public view and located for convenient access by service vehicles.

**5.1.3** Screening of these areas should be integrated into the overall building and landscape design.

**5.1.4** On-site space for stacking vehicles waiting to load or unload should be provided as necessary.

## 5.2 Refuse Areas

In addition to the Design Standards and Guidelines provided below, applicants should refer to the City of Livermore Standards and Guidelines for Solid Waste and Recycling Container Enclosures, available at the Community Development Department.

### STANDARDS

**5.2.1** Trash enclosures shall be of sufficient size to house the number and size of trash bins and containers needed to accommodate the waste generated by the building user, including trash, cardboard, cans and bottles, food waste, green waste and other recyclables, as required by the City's Solid Waste Ordinance and Livermore Planning and Zoning Code requirements.

**5.2.2** Trash bins shall be located within a trash enclosure at all times.



Trash enclosure of high-quality, durable materials.



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**5.2.3** Trash enclosures shall be integrated into the site plan to minimize enclosure visibility and accommodate truck access.

**5.2.4** Trash enclosures shall be constructed of durable materials and the color, texture, and architectural detailing shall be consistent with the overall site and building design.

### GUIDELINES

**5.2.5** Trash enclosures should be located away from public view.

**5.2.6** Landscaping should be provided around trash enclosures to soften views wherever feasible.

**5.2.7** Trash enclosures should be located away from adjacent parcels to minimize noise and odor impacts typically associated with garbage collection and storage.

**5.2.8** Screening of the trash enclosure should be integrated into the overall site and building design. Screening should be constructed of durable materials. All structural screening should be supplemented with landscaping.

**5.2.9** Roofs of enclosures should be designed to complement the project buildings' roof style and colors.

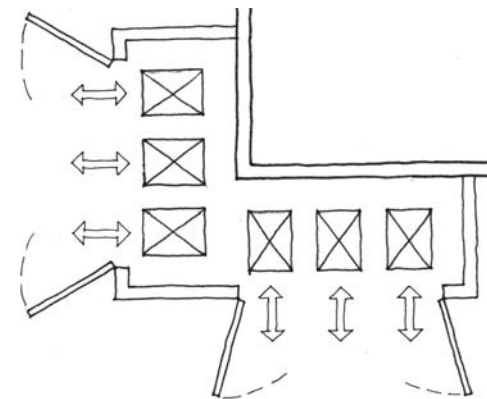
**5.2.10** A building wall may be used as one side of a trash enclosure.

**5.2.11** Enclosures should be located and designed to facilitate users' convenience. Person doorways should be provided in addition to the gate opening.

**5.2.12** Where trash compactors are used, they should be screened from public view within a trash enclosure or within the building volume.

**5.2.13** Where trash compactors will be utilized, the trash enclosure should be enlarged to accommodate the space for required trash bins as well as the trash compactor. Trash compactors may not displace space required for trash bins.

**5.2.14** Trash compactors should not block access to standard trash bins or interfere with standard trash enclosure operation.



Trash enclosure lay-out where bins may be removed independently.

**5.2.15** Trash enclosures should be designed so that each bin can be removed and replaced without requiring the removal of other bins, to avoid stacking and to maximize access.

**5.2.16** Enclosure gate opening should extend the width of the enclosure with no single gate opening less than nine feet in width. The dimension of opened gates should allow adequate clearance of approximately 18 inches clear on either side of bins for mechanized truck access or manual maneuvering of bins.

**5.2.17** A smaller number of larger gate openings should be designed, instead of more numerous small gate openings.

**5.2.18** Heavy duty doors should be used. The use of wheels under the doors to increase the durability of gate hinges should be considered.

**5.2.19** A concrete pad inside enclosures should be included to prevent damage to ground surfaces from filled containers. The pad should extend 10 feet in front of gates.

**5.2.20** If security lighting is needed, a minimum one foot-candle at ground level should be designed, integrated into the site design, shielded and located as low to the ground as possible.

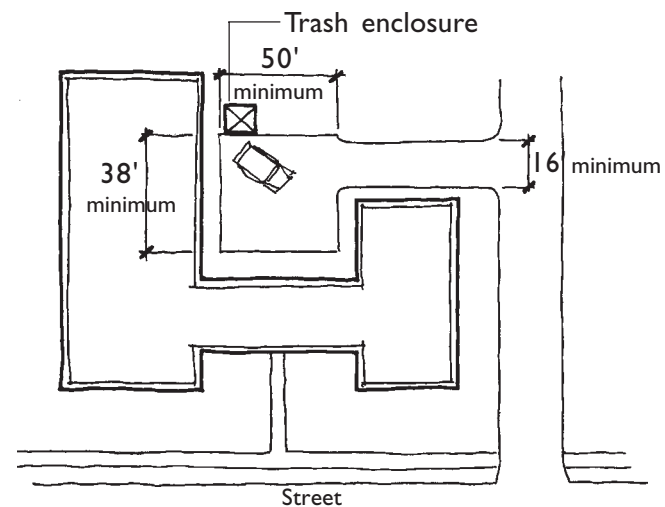
**5.2.21** Enclosure doors should face an approach drive aisle where possible.

**5.2.22** Driveways or travel aisles leading to trash enclosures should be a minimum of 16 feet in width with a 50-foot deep approach.

**5.2.23** In trash collection loading areas, the minimum overhead vertical clearance should be 22 feet to accommodate loading operations.

**5.2.24** Where no through-route exists for trash removal trucks, the turn-around area should be a minimum of 38 feet square in front of the enclosure.

**5.2.25** Trash collection should be designed to allow access from a side street, alleyway or parking area, to avoid collection trucks needing to maneuver in busy roadways.



**5.2.26** Where new food uses will be permitted, trash enclosure design should include large wash areas and larger capacity oil-water separators so additional future food tenants can be accommodated in the center while complying with County Health Department requirements.

### 5.3 Utilities and Backflow Preventors

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#### STANDARDS

**5.3.1** Utility cabinets and meters shall be contained within the building or otherwise fully screened.

**5.3.2** Backflow prevention devices shall be fully screened from public view through the use of landscaping, berms, low walls or other screening techniques.

**5.3.3** All required design elements shall be shown as part of the site plan submittal.

#### GUIDELINES

**5.3.4** Mechanical equipment, trash and recycling bins and meters should be provided with architectural enclosures or fencing, sited in unobtrusive locations and screened by landscaping. Colors and finishes of mechanical enclosures and equipment should be coordinated with colors and finishes of streetlights, fencing and other painted metal surfaces to be used on site, or with the associated building's material and color scheme.

**5.3.5** Developers are strongly encouraged to utilize less obtrusive, alternative designs for backflow prevention devices. Backflow devices should be located inside the building where possible.

**5.3.6** Backflow device components should be painted to match the adjacent landscaping.

## C. Building Design

The standards and guidelines in this section give design guidance for the architectural components of commercial buildings.

### 1. Massing

*Intent: To ensure that buildings, particularly large structures, are designed with elements that relate to a human scale and are appropriately proportioned.*

#### 1.1 Scale

##### GUIDELINES

1.1.1 Large building volume should be broken into a number of smaller components to decrease its apparent mass and volume, and thus reduce its visual impact.

1.1.2 Reducing the visual impact of mass can be accomplished by creating building insets or projections, stepping back upper floors and varying the height of the roofline.

1.1.3 Changes in vertical mass should be used in an architecturally appropriate way to add interest and reduce the appearance of building height and bulk.

a) Buildings should have a base that relates to the human scale.

b) The appearance of mass should be broken up through the use of changes in material and color.

c) Moldings or cornices should be provided to accentuate various floors or levels.

1.1.4 Buildings should have a clearly defined base, middle and top.

1.1.5 The base of a building should be defined by appropriately contrasting material or color.

1.1.6 A building should appear heavier at the base than at the top so that it appears to be firmly grounded and not top heavy.



Variation in building mass reduces appearance of height and bulk.



Upper floor setback and varied roof massing break down large building volume.

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### 1.2 Horizontal Massing

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#### STANDARD

1.2.1 Buildings shall be architecturally subdivided into horizontal increments at both the ground floor and at upper stories.

### 1.3 Storefronts

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#### GUIDELINE

1.3.1 Larger commercial developments should break up storefronts through the use of various materials and colors.

### 1.4 Multiple-Tenant Spaces

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#### STANDARD

1.4.1 Where multiple-tenant spaces are incorporated into a building, individual tenant spaces shall be located within the horizontal increments. This can be achieved with the following:

- ◆ Placing a column, pier or pilaster between building bays.
- ◆ Applying vertical slot or recess between building bays.
- ◆ Providing variation in plane along the building wall.
- ◆ Varying the building wall by recessing the storefront entrance or creating a niche for landscaping or a pedestrian area.



Individual tenants operate from separate bays of the same building.

## 2. Façade

*Intent: To ensure that all visible building façades are articulated to add visual interest, distinctiveness and human scale.*

### 2.1 Articulation

#### STANDARDS

2.1.1 Main building entries shall be accented with strong architectural definition.

2.1.2 Buildings shall have a clearly defined base and roof edge so that the façade has a distinct base, middle and top at a scale that relates to an individual person.

#### GUIDELINES

2.1.3 Building façades should be varied and articulated to add visual variety, distinctiveness and human scale. Elements that are recommended to articulate a building's façade include:

- ◆ Design details for the top of a building, including cornice lines, parapets, eaves, brackets, fenestration and other detailing.
- ◆ Design details for the body, or middle, of the building including windows, awnings, trellises, canopies, pilasters, columns, decorative lighting, alcoves, balconies and window boxes.
- ◆ Design details for the base of a building, including recessed entry areas, covered outdoor areas, alcoves and wainscoting of a contrasting material or color.

2.1.4 Façades without openings should be avoided.

2.1.5 Articulation should add three dimensional interest to the façade and not rely on “false” detailing.



Canopies and recessed window bays help define the top and base of the building.



Pedestrian arcade and seating areas are integrated into the design of the building.

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**2.1.6** All detailing of the building façades should be integral to the architectural design and not tacked onto the surface. Detailing should be horizontally or vertically integrated or aligned.

**2.1.7** Projecting elements such as awnings, trellises, and overhangs are effective means of integrating the architectural edge with the adjoining pedestrian areas, adding three-dimensional interest to the façades and enhancing the sense of entry into the building.

### 2.2 Entrances

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#### STANDARD

**2.2.1** Doors at storefronts shall include views into the tenant spaces.

#### GUIDELINES

**2.2.2** Entries to ground floor retail areas should occur from main streets and should incorporate one or more of the following treatments:

- a) A taller mass above, such as a modest tower or within a volume that protrudes from the rest of the building surface.
- b) Special architectural elements, such as columns, overhanging roofs, awnings and ornamental light fixtures.
- c) A recessed entry or recessed bay in the façade to create transitional spaces between the street and buildings. Recommended treatments include special paving materials such as ceramic tile; ornamental ceiling treatments, such as coffering; decorative light fixtures; and attractive decorative door pulls, escutcheons, hinges and other hardware.



Upper floor entrance marked by greater building mass.

- d) A projecting awning or canopy, designed as a canvas or fabric awning, or as a permanent architectural canopy utilizing materials from the primary building.
- e) A change in roofline or major break in the surface of the subject wall.
- f) Provide shelter from weather and shade through use of awnings or sheltered bays.

**2.2.3** Entrances to upper-story uses should incorporate one or more of the following treatments:

- a) Located in the center of the façade between storefronts, as part of a symmetrical composition.
- b) Accented by architectural elements such as clerestory windows, sidelights and ornamental light fixtures.
- c) Indicated by a recessed entrance, vestibule or lobby. Doorways should be recessed for privacy, but should be clearly expressed through awnings, high quality materials or other architectural treatments.

## 2.3 Doors

### GUIDELINES

**2.3.1** Doors at storefronts with windows should match the materials, design and character of the display window framing. High quality materials such as crafted wood, stainless steel, bronze and other ornamental metals are recommended.

**2.3.2** Detailing such as carved woodwork, stonework or applied ornament should be used to create noticeable detail for pedestrians and drivers. Doors may be flanked by columns, decorative fixtures or other details.



High quality, well detailed retail door.



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### 2.4 Windows

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#### STANDARD

2.4.1 All windows on a building shall be related in design.

#### GUIDELINES

2.4.2 Buildings should include vertically proportioned façade openings with windows that have a greater height than width (an appropriate vertical/horizontal ratio ranges from 1.5:1 to 2:1). Where glazed horizontal openings are used, they should generally be divided with multiple groups of vertical windows. Exceptions may be appropriate where horizontal windows are consistent with the architectural style of the building.

2.4.3 Windows on the upper floors should be smaller in size than storefront windows on the first floor and should encompass a smaller proportion of façade surface area.

2.4.4 Upper story windows should be detailed with architectural elements, such as projecting sills, molded surrounds and/or lintels.

2.4.5 Deeply tinted glass or applied films should be avoided.

2.4.6 Windows should maintain consistency in shape and location across the façade and be coordinated with façades of adjacent buildings. Unifying patterns should include a common window header line or sill line and/or aligned vertical centerlines of windows and doors. The overall effect should create a harmonious pattern across the street wall.

2.4.7 Storefront, transom, display windows or doors should encompass 50% minimum of the front of a building façade length. No false fronts or windows should be included.



Harmonious window pattern throughout street frontages.

**2.4.8** Commercial clerestory and transom windows are recommended to provide a continuous horizontal band or row of windows across the upper portion of the storefront.

**2.4.9** Decorative treatments on windows or balconies are recommended if consistent with the building style.

**2.4.10** Shaped frames and sills, detailed with architectural elements such as projecting sills, molded surrounds or lintels, should be used to enhance openings and add additional relief.

**2.4.11** Window frames should be substantial, not flush against the walls. Plaster reveals and wainscoting should be used to create the appearance of deep-set doors and windows. Window reveals should be a minimum of 4 inches.



Upper floor windows should be smaller than storefront windows on the ground floor.

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**2.4.12** Large expanses of glass should not be used, except at storefront windows. Windows should be subdivided and separated by mullions. Snap-in muntins should not be used.

**2.4.13** Clear glass is recommended. If tinted glazing is used, light tints and green, grey or blue hues are recommended. Deeply tinted glass is not permitted.

**2.4.14** Mirrored glass is strongly discouraged for retail uses, but may be used when used as an architectural element.

**2.4.15** Non-reflective films, coatings, low emissivity glass and external and internal shade devices should be used for heat and glare control and to increase energy efficiency.

**2.4.16** To add privacy and aesthetic variety to glass, fritted glass, spandrel glass and other decorative treatments are recommended.



Harmonious façade design using different yet related windows.

## 2.5 Awnings

### GUIDELINES

2.5.1 While the use of awnings is encouraged, such use should be coordinated to avoid a visually cluttered streetscape.

2.5.2 The type of awning used and its form, materials and color should be consistent with the design character of the building to which it is attached.

2.5.3 The height of all awnings above the sidewalk should be consistent, with a minimum clearance of eight feet provided between the bottom of the valence and the sidewalk.

2.5.4 Awnings should be located between rather than across significant vertical features that indicate the integral composition of the façade.

2.5.5 Canopies over building entries should be incorporated into the design of the building, including colors and material detailing.

2.5.6 Awnings on multi-tenant buildings should be the same color and style.

2.5.7 Awning design should be consistent with character and design of building.

2.5.8 The awning material should be compatible with the overall design and character of building. The use of fabric awnings is encouraged. The use of vinyl and plastic awnings is discouraged.

2.5.9 If used, lighting for awnings should be from fixtures located above the building designed and placed to enhance the appearance of the building

2.7.10 Awning color(s) should be compatible with the overall building color scheme.

2.7.11 Awnings should be monochromatic.



Different awning types along street frontage are unified with consistent height.

## 2.6 Materials

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### GUIDELINES

- 2.6.1 A variety of building materials and combinations of materials should be utilized within an architectural theme.
- 2.6.2 The number of different materials used on the exterior of a structure should be limited to an appropriate and varied palette of materials.
- 2.6.3 Genuine materials should be utilized rather than simulated materials. Where simulated materials are used, they should be used in keeping with the character and properties of the material being simulated.
- 2.6.4 Materials should be harmonious with adjacent buildings.
- 2.6.5 Use of accent materials, such as metal or wood, should be used on all façades of the building, not just the front of the building.
- 2.6.6 Consistent architectural materials should be used throughout the site to establish an integrated design theme.



A harmonious color and material palette provides strong architectural quality.

## 2.7 Color

### STANDARDS

2.7.1 Exterior building colors shall not become signs for the building or tenant.

2.7.2 Avoid monotony among colors throughout the project site.

### GUIDELINES

2.7.3 Exterior building colors should be compatible with surrounding buildings.

2.7.4 Generally, building colors should not be garish.

2.7.5 Primary colors and other bright colors can be used as accents to enliven the architecture, but should be used sparingly. Use accent colors to enhance visual interest.

2.7.6 Color should be used to enhance architectural elements.



Subtle overall exterior building color with different color enhancing roof line.

## 3. Roof

*Intent: To ensure the form, color and texture of the roof is designed as an integral part of the overall building design.*

### 3.1 Form

#### STANDARD

3.1.1 The form, color and texture of the roof shall be an integral component of the building design.



Shaped parapet with edge definition reflects overall building design.

## 5: COMMERCIAL

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### GUIDELINES

3.1.2 Roofs should be compatible with the design character of the building.

3.1.3 The roof shape should reflect the configuration of the building's mass and volume, and should be consistent in its character from all vantage points.

3.1.4 Sloping roof forms are encouraged.

### 3.2 Roof Lines

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#### STANDARD

3.2.1 All buildings shall provide cornice or parapet detailing in order to delineate a strong roofline along the primary façades.

#### GUIDELINE

3.2.2 Cornices and horizontal bands of genuine materials such as wood trim rather than foam trim are encouraged.

### 3.3 Detailing

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#### GUIDELINES

3.3.1 False fronts, applied mansard forms and other artificial rooflines should be avoided.

3.3.2 Roofs should be proportionate to building mass and incorporate cornices, eaves and overhangs.

3.3.3 Flat or shallow pitched roofs should be ornamented with shaped parapets or cornice treatments by using an architecturally profiled cornice and/or expressed parapet cap to terminate the top of the parapet wall.



Roof designs with shaped parapets reflect building volumes.

### 3.4 Materials

#### GUIDELINES

- 3.4.1 Reflective roofing materials should not be used on visible roof surfaces.
- 3.4.2 Quality materials should be used with a color and texture that complement the building architecture.
- 3.4.2 Flat or shallow pitched roofs should be ornamented with shaped parapets or cornice treatments, either by:
- Using an architecturally profiled cornice and/or expressed parapet cap to terminate the top of the parapet wall, or
  - Providing a formed (compound folded) overhanging edge termination with sheet metal parapet caps or coping and a heavy gage sheet metal thickness selected to avoid oilcanning distortion. Single layer, flush sheet metal parapet caps should not be used.



Flat roof with overhang.



### 3.5 Rooftop Equipment

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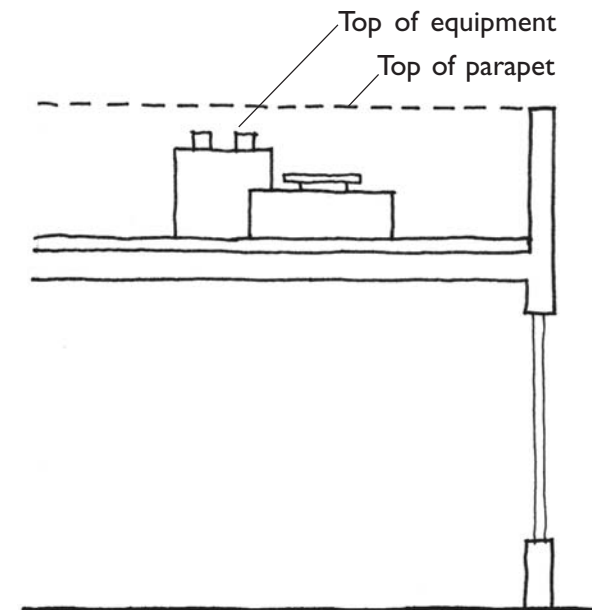
#### STANDARDS

**3.5.1** All roof-mounted mechanical, electrical and external communication equipment, such as satellite dishes and microwave towers, shall be screened from public view and architecturally integrated into the building design.

**3.5.2** Plans submitted for design review shall indicate how rooftop equipment will be screened.

#### GUIDELINE

**3.5.3** All such equipment, including vents and ducts, should be integrated into the roof design and, where possible, consolidated to a minimal number of locations.



## 4. Architectural Detailing

*Intent: To ensure that buildings with large façades incorporate design elements and details that relate to the scale of the human form.*

### 4.1 Scale

#### STANDARD

4.1.1 Design details that can be used to create building elements that break larger floorplate buildings into smaller-scaled components include:

- ◆ Enhanced entry elements or entry plazas
- ◆ Atriums and interior courts
- ◆ Upper floor setbacks
- ◆ Dynamic building and roof forms
- ◆ Cornices, parapets and eaves
- ◆ Awnings, balconies, trellises
- ◆ Distinctive window patterns
- ◆ Accent lighting
- ◆ Landscaping components

### 4.2 Pedestrian Elements

#### GUIDELINE

4.2.1 Design elements that create pedestrian interest, such as doors, windows, trellises, benches or other similar elements, should be included at least every 40 to 60 feet along a building façade.

