

### General Design Standards

**Section 1.1 Design Standards:** Please reference the following design standards to complete the requested scope of work.

**Windows Goals:** Allow for business to be able to show case services/products in a presentable way to allow for attraction of customers. Windows placement is especially important to create a vibrant façade with plenty of lighting and air to the building.

<b>Windows</b>	
<b>Encouraged</b>	<b>Discouraged</b>
<ul style="list-style-type: none"> <li>Restoring or increasing the percentage or amount of transparent glass on a storefront. 70-80% transparency is ideal.</li> </ul>	<ul style="list-style-type: none"> <li>Reducing window size to an area smaller than its original size.</li> </ul>
<ul style="list-style-type: none"> <li>Replacing dark tinted or textured glass with clear glass, when possible, to increase visibility into the business.</li> </ul>	<ul style="list-style-type: none"> <li>Use of tinted, opaque, smoked, glass block, or otherwise non-transparent glass.</li> </ul>
<ul style="list-style-type: none"> <li>Restoration of original window openings if previously sealed off.</li> </ul>	<ul style="list-style-type: none"> <li>Covering up, filling in, sealing, or boarding up windows with any material.</li> </ul>
<ul style="list-style-type: none"> <li>Aligning window heights and unifying window sizes when appropriate.</li> </ul>	<ul style="list-style-type: none"> <li>Obstructing views into business by using window space as storage.</li> </ul>
<ul style="list-style-type: none"> <li>Restoring or maintaining the historic pattern consistent with the surrounding buildings such as frames, special glazing, and decorative moldings.</li> </ul>	<ul style="list-style-type: none"> <li>Removing historic windows or window components when restoration and maintenance are possible.</li> </ul>
<ul style="list-style-type: none"> <li>Colors used for painting the window frames and sashes should be consistent with the overall theme of the corridor.</li> </ul>	<ul style="list-style-type: none"> <li>Painting with colors clashing with the overall theme of the corridor.</li> </ul>

**Examples:**



**Entranceway/ADA Design Goals:** Allow for an inviting and attractive entrance for customers to enter the business.

<b>Entranceways/ADA Access</b>	
<b>Encouraged</b>	<b>Discouraged</b>
<ul style="list-style-type: none"> <li>• Implement improvements for standard handicap accessibility.</li> </ul>	<ul style="list-style-type: none"> <li>• Using fewer durable materials such as Plexiglas for the entranceways.</li> </ul>
<ul style="list-style-type: none"> <li>• Handicap ramp designs which use matching existing architectural character of the overall design of the façade.</li> </ul>	<ul style="list-style-type: none"> <li>• Using slippery materials on walking surface which can lead to a safety hazard.</li> </ul>
<ul style="list-style-type: none"> <li>• Building entrances should be orientated so primary pedestrians access points are towards main street. Parking entrances, exits and drop-offs areas should be accessed from side streets or near the building when possible.</li> </ul>	<ul style="list-style-type: none"> <li>• Boarding up or sealing off any original entrance ways.</li> </ul>
<ul style="list-style-type: none"> <li>• Entranceways recessing from the storefront to ensure customers are shielded from the weather upon entering or leaving.</li> </ul>	<ul style="list-style-type: none"> <li>• Crowding entrance ways with merchandise or small obstacles preventing flow of traffic.</li> </ul>
<ul style="list-style-type: none"> <li>• Entranceways composed primary of clear, transparent glass are advised for all businesses.</li> </ul>	<ul style="list-style-type: none"> <li>• The use of pipe railings.</li> </ul>

**Examples:**



**Building Cap/Cornices Goals:** Enhance the design and character of the façade by creating a prominent limit to the height of the building.

<b>Building Caps/Cornices</b>	
<b>Encouraged</b>	<b>Discouraged</b>
<ul style="list-style-type: none"> <li>Maintain or restore architectural details around upper floor windows.</li> </ul>	<ul style="list-style-type: none"> <li>Removing historic cornices.</li> </ul>
<ul style="list-style-type: none"> <li>Preserve and restore historical features.</li> </ul>	<ul style="list-style-type: none"> <li>Covering any part of the building façade with any material that will obscure openings or details.</li> </ul>
<ul style="list-style-type: none"> <li>Repair upper façade with materials that are the same as or complements the existing construction.</li> </ul>	<ul style="list-style-type: none"> <li>Using materials or adding details that simulate a history other than that of the original building.</li> </ul>
<ul style="list-style-type: none"> <li>Use of appropriate colors and lighting to highlight the architectural design of the building.</li> </ul>	<ul style="list-style-type: none"> <li>The alteration of the architectural style and form of the original roof shape.</li> </ul>
<ul style="list-style-type: none"> <li>Cornice line heights for new or remodeled buildings should match the same line heights as adjacent buildings.</li> </ul>	

**Examples:**



**Awnings/Overhangs Goals:** Provide a visually appealing point, shade, space for signage, and enhance the character of the façade and public walkways.

<b>Awnings/Overhangs</b>	
<b>Encouraged</b>	<b>Discouraged</b>
<ul style="list-style-type: none"> <li>Awnings and overhangs should be self-supporting, without the need for poles, posts, or columns within the street right-of-way.</li> </ul>	<ul style="list-style-type: none"> <li>Covering architectural details with continuous or oversized awnings.</li> </ul>
<ul style="list-style-type: none"> <li>Awnings or overhangs should be securely attached to the building and should be 8-12 feet above the sidewalk.</li> </ul>	<ul style="list-style-type: none"> <li>Backlighting or internally illuminating plastic awnings do not illuminate storefronts or sidewalks.</li> </ul>
<ul style="list-style-type: none"> <li>Installing retractable or fixed type awnings.</li> </ul>	<ul style="list-style-type: none"> <li>Any visible or moving parts or flashing and animated lighting.</li> </ul>
<ul style="list-style-type: none"> <li>Illuminating storefronts and sidewalks from beneath an awning.</li> </ul>	<ul style="list-style-type: none"> <li>Use of aluminum, vinyl, or other plastics materials.</li> </ul>
<ul style="list-style-type: none"> <li>Awnings should be composed of weather resistance materials and should complement the overall theme of the corridor.</li> </ul>	<ul style="list-style-type: none"> <li>“Faux” shallow awnings that do not provide any shade or coverage from the weather.</li> </ul>
<ul style="list-style-type: none"> <li>Overhangs should incorporate materials, colors and details that match the overall theme of the corridor.</li> </ul>	<ul style="list-style-type: none"> <li>Colors and details that do not match the overall theme of the corridor.</li> </ul>

**Examples:**



**Façade Lighting Goals:** Provide lighting to the store front during the night and ensuring increased visibility for pedestrians.

<b>Lighting</b>	
<b>Encouraged</b>	<b>Discouraged</b>
<ul style="list-style-type: none"> <li>The use of indirect lighting to highlight window displays, signs, doorways, and buildings architectural details.</li> </ul>	<ul style="list-style-type: none"> <li>The use of flashing, pulsating, or moving lights.</li> </ul>
<ul style="list-style-type: none"> <li>Exterior light fixtures that complement the character of the façade.</li> </ul>	<ul style="list-style-type: none"> <li>The use of lighting fixtures that clash with the style of the façade and the character of the corridor.</li> </ul>
<ul style="list-style-type: none"> <li>The use of lights that keep the storefront well-lit after business hours.</li> </ul>	<ul style="list-style-type: none"> <li>The use of lighting such that is overly bright for the surroundings or that produces a glare onto adjacent properties.</li> </ul>
<ul style="list-style-type: none"> <li>If otherwise unoccupied, upper-floor windows should be lit even after business hours.</li> </ul>	<ul style="list-style-type: none"> <li>Framing the display windows with neon tub lighting.</li> </ul>
<ul style="list-style-type: none"> <li>Use of a timer to turn lighting fixtures on at dusk or off at dawn.</li> </ul>	<ul style="list-style-type: none"> <li>Installing light fixtures when applied causes too much damage to the characteristics of the building.</li> </ul>
<ul style="list-style-type: none"> <li>Lights composed of soft and warm colors.</li> </ul>	<ul style="list-style-type: none"> <li>Overly using various types of light fixtures for the façade of the building.</li> </ul>
<ul style="list-style-type: none"> <li>LED lighting should be producing soft white lighting no greater than 2,300 lumens.</li> </ul>	<ul style="list-style-type: none"> <li>Using non-commercial lighting fixtures</li> </ul>

**Examples:**



**Security Elements Goals:** Provide security for the building without defacing the characteristics of the building.

<b>Security</b>	
<b>Encouraged</b>	<b>Discouraged</b>
<ul style="list-style-type: none"><li>• Removal of exterior roll-down grates.</li></ul>	<ul style="list-style-type: none"><li>• Any use of opaque, solid security gates.</li></ul>
<ul style="list-style-type: none"><li>• Use open grilles that allow lighting from display windows to be seen at night.</li></ul>	<ul style="list-style-type: none"><li>• Fences should not incorporate razor, ribbon, barbed wire, or chain link.</li></ul>
<ul style="list-style-type: none"><li>• Grilles should be at least 70% transparent.</li></ul>	<ul style="list-style-type: none"><li>• Wooden fences, PVC, or plastic slates in fences.</li></ul>
<ul style="list-style-type: none"><li>• Fences that are black in color.</li></ul>	<ul style="list-style-type: none"><li>• Installation of new security grilles that do not meet the recommended standards.</li></ul>
<ul style="list-style-type: none"><li>• Installing an electronic alarm system that automatically notifies the police and the business owner.</li></ul>	
<ul style="list-style-type: none"><li>• Replacing old single pane store front windows with clear laminated safetyglass.</li></ul>	

**Examples:**



**Signage Goals:** To add character to the façade and make the streets feel livelier and inviting day and night.

<b>Signs</b>	
<b>Encouraged</b>	<b>Discouraged</b>
<ul style="list-style-type: none"> <li>• Signs which complement the architectural features and characters of the building.</li> </ul>	<ul style="list-style-type: none"> <li>• Obscuring architectural features or original detailing of a building’s façade with signage.</li> </ul>
<ul style="list-style-type: none"> <li>• Signs that use consistent and legible fonts, colors, and icons or logos.</li> </ul>	<ul style="list-style-type: none"> <li>• Signs that use exposed neon, luminous vacuum-formed type plastic letters, or that use elements that flash, blink, rotate, animate, move, or present illusion of movements.</li> </ul>
<ul style="list-style-type: none"> <li>• Lettering should consist of less than 75% of the total surface area of the sign and be between 8-18 inches in height.</li> </ul>	<ul style="list-style-type: none"> <li>• Signs constructed of non-durable or highly reflective materials.</li> </ul>
<ul style="list-style-type: none"> <li>• Blade signs that project off the façade and sit high enough on the building to allow for pedestrian clearance, generally 10-15 feet above sidewalk.</li> </ul>	<ul style="list-style-type: none"> <li>• Signs that obscure most of the upper floor facade or extend higher than the buildings cornice, or mounted on roofs, dormers, and balconies.</li> </ul>
<ul style="list-style-type: none"> <li>• Signs should be at least 1 inch thick if mounted directly to the surface of the building.</li> </ul>	<ul style="list-style-type: none"> <li>• The use of internally illuminated “box” or cabinet type signs.</li> </ul>
<ul style="list-style-type: none"> <li>• Wall signs shall project no more than 10 inches from the façade that it is mounted on.</li> </ul>	<ul style="list-style-type: none"> <li>• Store fronts with multiple signs outside of the primary sign.</li> </ul>
<ul style="list-style-type: none"> <li>• Use of colors that fit with the cultural styles of the community, still according to good graphic design practice.</li> </ul>	<ul style="list-style-type: none"> <li>• Use of colors that do not fit with the cultural styles of the community and in bad graphic design practice.</li> </ul>
<ul style="list-style-type: none"> <li>• Illuminating signs from above or below to create a brighter corridor.</li> </ul>	<ul style="list-style-type: none"> <li>• Signs painted directly onto the surface of the store front of the building.</li> </ul>

**Examples:**



**Storefronts Goals:** Create, enhance, or preserve an attractive storefront that complements the overall façade of the building and commercial corridor.

<b>Storefronts</b>	
<b>Encouraged</b>	<b>Discouraged</b>
<ul style="list-style-type: none"> <li>The use of high quality and durable materials with minimal maintenance requirements such as brick, stone, wood, or cement boards.</li> </ul>	<ul style="list-style-type: none"> <li>The use of vinyl, aluminum, or stucco as primary use materials.</li> </ul>
<ul style="list-style-type: none"> <li>Well-established characteristics for a corridor should be maintained through colors, window frames, security elements or appearances.</li> </ul>	<ul style="list-style-type: none"> <li>The use of sheet materials such as vinyl or aluminum to cover original architectural details.</li> </ul>
<ul style="list-style-type: none"> <li>Existing architectural details on a building’s façade should be maintained and restored.</li> </ul>	<ul style="list-style-type: none"> <li>The removal or of quality materials and architectural detail from the building.</li> </ul>
<ul style="list-style-type: none"> <li>Where appropriate, storefronts should distinguish from upper floors with larger display windows, enhanced lighting, and moldings.</li> </ul>	<ul style="list-style-type: none"> <li>Mechanical equipment is located along the primary façade.</li> </ul>
	<ul style="list-style-type: none"> <li>Colors and graphics that clash with the architectural details of the building or corridor.</li> </ul>

**Examples:**

