

1. Design Criteria

- Repeal existing
- Replace with new, illustrated standards

Design Guidelines

Orientation to Street

Intent:

To reinforce pedestrian activity and orientation and enhance liveliness of street through building design.

Guidelines:

1. Buildings shall be oriented to the adjacent street, rather than to a parking lot.
2. Entrances to buildings shall be visible from the street and accessible from the adjacent sidewalk.
3. Entrances shall be given a visually distinct architectural expression by two or more of the following elements:
 - a. Higher bay(s)
 - b. Recessed entry (recessed at least 3 feet)
 - c. Forecourt



Buildings shall be oriented to the street.



Entrances shall be given visually distinct expression.

Design Guidelines

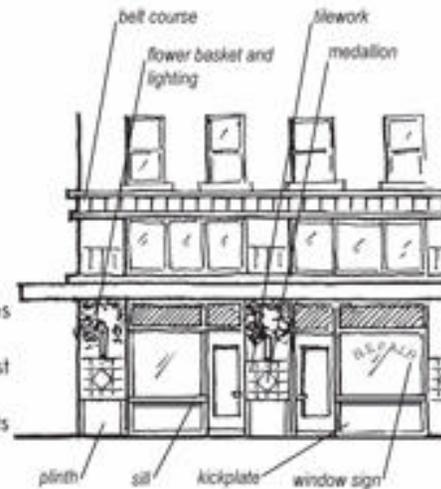
Ground Level Details

Intent:

To reinforce the character of the streetscape by encouraging the greatest amount of visual interest along the ground level of buildings facing pedestrian streets.

Guidelines:

1. Ground-floor, street-facing façades of commercial and mixed-use buildings shall incorporate at least five of the following elements:
 - a. Lighting or hanging baskets supported by ornamental brackets
 - b. Medallions
 - c. Belt courses
 - d. Plinths for columns
 - e. Kickplate for storefront window
 - f. Projecting sills
 - g. Tilework
 - h. Transom or clerestory windows
 - i. Planter box
 - j. An element not listed here, as approved, that meets the intent.
2. Ground floor commercial space shall be at grade with sidewalk. Sunken entrances are prohibited.



Ground floor details encourage visual interest along the ground level of buildings facing pedestrian streets.

Design Guidelines

Transparency at Street Level

Intent:

To provide visual connection between activities inside and outside the building.

Guidelines:

1. The ground level façades of buildings that are oriented to particular streets shall have transparent windows between an average of 2 feet and 10 feet above grade, according to the following:
 - a. Retail Core: minimum of 75% transparency
 - b. Other Areas: minimum of 30% transparency
2. To qualify as transparent, windows shall not be mirrored or darkly tinted glass, or prohibit visibility between the street and interior.
3. Where transparency is not provided, the façade shall comply with the guidelines under section 'Treating Blank Walls'.



Ground level facades of buildings should have transparent windows between 2 to 10 feet above grade.



Windows shall provide a visual connection between activities inside and outside the building, and therefore should not be mirrored or darkly tinted glass.

Design Guidelines

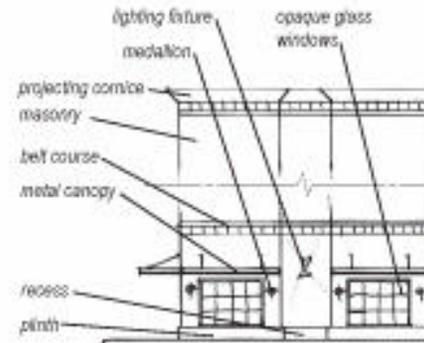
Treating Blank Walls

Intent:

To ensure that buildings do not display blank, unattractive walls to the abutting street.

Guidelines:

1. Walls or portions of walls on abutting streets or visible from residential areas where windows are not provided shall have architectural treatment (see guidelines under section "Transparency"). At least four of the following elements shall be incorporated into any ground floor, street facing façade:
 - a. Masonry (except for flat concrete block)
 - b. Concrete or masonry plinth at the base of the wall
 - c. Belt courses of a different texture and color
 - d. Projecting cornice
 - e. Projecting metal canopy
 - f. Decorative tilework
 - g. Trellis containing planting
 - h. Medallions
 - i. Opaque or translucent glass
 - j. Artwork
 - k. Vertical articulation
 - l. Lighting fixtures
 - m. An architectural element not listed above, as approved, that meets the intent.



Blank walls shall be treated with architectural elements to provide visual interest.



Buildings shall not display blank, unattractive walls to the abutting street.

Design Guidelines

Massing and Articulation

Intent:

To reduce the massiveness and bulk of large box-like buildings, and articulate the building form to a pedestrian scale.

Guidelines:

1. Buildings shall convey a visually distinct 'base' and 'top'. A 'base' can be emphasized by a different masonry pattern, more architectural detail, visible 'plinth' above which the wall rises, storefront, canopies, or a combination. The top edge is highlighted by a prominent cornice, projecting parapet or other architectural element that creates a shadow line.



Buildings should convey a distinct base and top



The base can be emphasized by a different material