

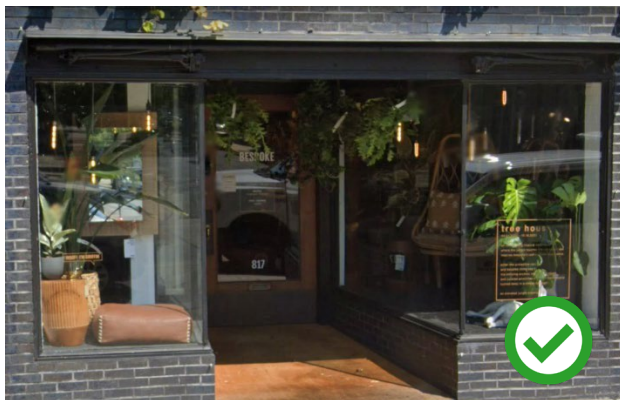
General Design Standards

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.

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

Examples:



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

Entranceways/ADA Access	
Encouraged	Discouraged
<ul style="list-style-type: none"> Implement improvements for standard handicap accessibility. 	<ul style="list-style-type: none"> Using fewer durable materials such as Plexiglas for the entranceways.
<ul style="list-style-type: none"> Handicap ramp designs which use matching existing architectural character of the overall design of the façade. 	<ul style="list-style-type: none"> Using slippery materials on walking surface which can lead to a safety hazard.
<ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> Boarding up or sealing off any original entrance ways.
<ul style="list-style-type: none"> Entranceways recessing from the storefront to ensure customers are shielded from the weather upon entering or leaving. 	<ul style="list-style-type: none"> Crowding entrance ways with merchandise or small obstacles preventing flow of traffic.
<ul style="list-style-type: none"> Entranceways composed primary of clear, transparent glass are advised for all businesses. 	<ul style="list-style-type: none"> The use of pipe railings.

Examples:



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

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

Examples:



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

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

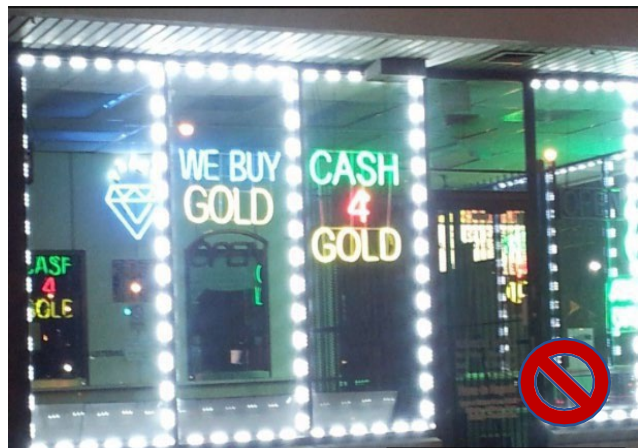
Examples:



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

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

Examples:



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

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

Examples:



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

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

Examples:



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

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

Examples:

