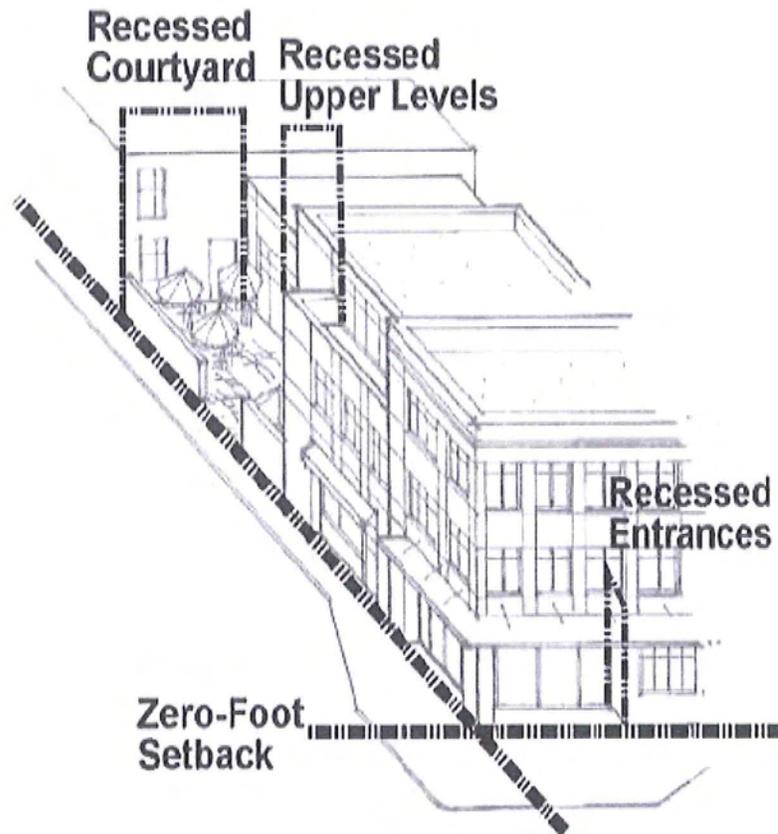


ORMOND BEACH DOWNTOWN DESIGN GUIDELINES



May 2010



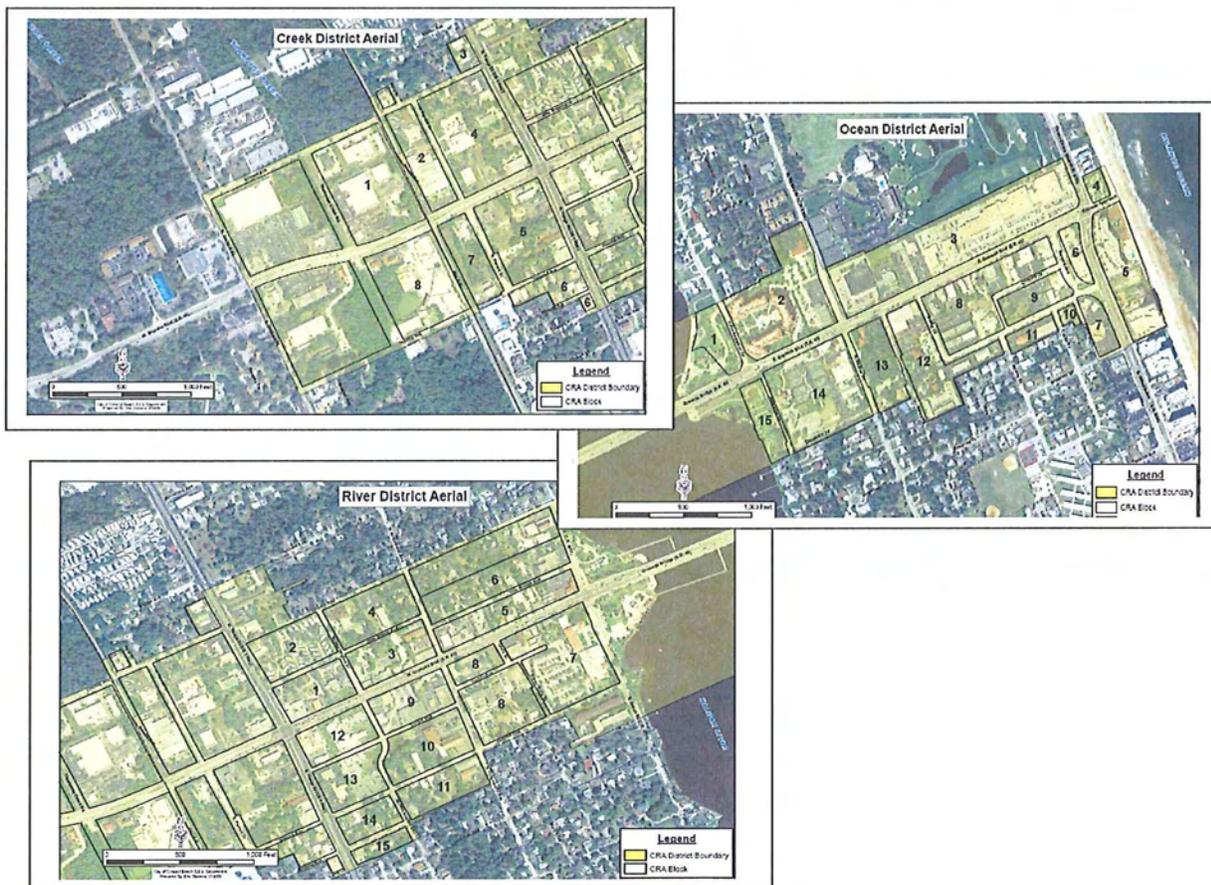
Prepared by the Ormond Beach Planning Department

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ORMOND BEACH DOWNTOWN DESIGN GUIDELINES

A. DOWNTOWN AREA: The design guidelines set forth below apply to those properties located in the Ocean, River and Creek Districts of the Downtown Redevelopment Area. While the Creek District is located within the Downtown Redevelopment Area, the plan calls for properties in this area to be built in a more suburban design. Consequently, the citywide design styles mandated in the Land Development Code apply to the Creek District. Financial assistance however is eligible for the Creek district.



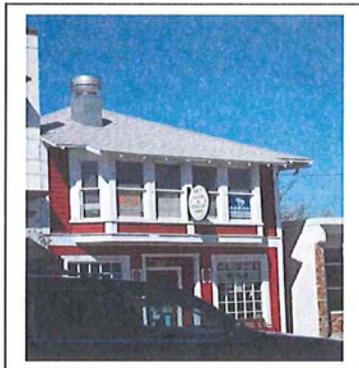
B. REDEVELOPMENT AND INFILL EMPHASIS: Within the River, Ocean, and Creek Districts of the downtown, any parcel which is currently vacant or has one floor level, is considered an underutilized parcel and redevelopment to a greater intensity is advocated. Assistance is available to properties which renovate to architectural standards that either are consistent with and further the Redevelopment Plan or are considered not inconsistent with the plan. Financial assistance is not available to properties which are considered inconsistent with the Redevelopment Plan. The Ormond Beach Community Redevelopment Agency (OBCRA) provides funding through the Property Improvement Assistance Program to assist redevelopment and infill development. Existing buildings that further or are not inconsistent with these design guidelines are also eligible for financing assistance from the CRA.

C. STYLE: There is no one style advocated in the Ocean and River Districts of the Downtown area. Style will be determined by the design principles set forth herein as applied to the buildings and the streetscape. Architectural

stylizations, building setback, scale, proportion, and surface pattern are design treatments that are important in revitalization or new construction activities. Each façade should include: horizontal expression lines that define the base and cap of the building; cap type, orient windows vertically in upper floors and define edges of each window; and vertically divide the façade into segments no greater than 30 feet. The ultimate success or failure of any design proposal is determined by the ability of the property owner to artfully combine a variety of design elements into a design package that is consistent with and furthers the vision articulated in the 2008 Downtown Redevelopment Master Plan Update.

D. SETBACK: The pattern of building setback within the Ocean (Granada) and River Districts (Granada, New Britain, Tomoka, and the intersecting streets of Ridgewood, Lewis, and Washington) of the Downtown area should have a build to line (BTL) setback established at four (4) feet from the existing rights-of-way line on Granada Blvd. to allow for widening of the sidewalk where considered appropriate or to promote depth variation in storefront placement. A setback of 20 feet from the BTL for the purpose of providing building articulation or courtyard space or an outdoor café seating is permitted. Increased setbacks shall not be permitted for the purpose of placing parking in the front of the building

E. SCALE: New construction proposals must conform to the minimum building height of two stories in the River District and three in the Ocean District of the Downtown.



West Granada Boulevard
(River District)



East Granada Boulevard (Ocean District)

F. MIX USE AND PARKING: The effects of minimum parking requirements on mix use development are well documented. Nelson/Nygaard, a national consultant in downtown redevelopment, believes that minimum parking requirements reduce streetscape quality, promotes auto traffic, reduces development feasibility, discourages innovation, reduces density and intensity of development, diminishes economic vitality, and discourages mix use development. The Redevelopment Plan for the downtown calls for mix use buildings with residential above ground story commercial storefronts. Couple parking minimums with construction costs for mixed-use development which currently exceed those for similar sized, single-use buildings, it is understandable why the City is providing financial incentives and alternative parking solutions for the downtown. Due to usually higher densities and intensities in mixed-use developments, parking space requirements are likely to exceed those of a pure residential development. Thus, mixed use

projects that are sited close to transit should experience a reduction in parking requirements as well as innovative solutions such as shared parking should be promoted. While the current transit routes lack adequate headway and frequency, there is a 10 year plan by Votran to increase both the frequency and headways of the core routes which service the downtown and commercial corridors the City is promoting mix use development.

To demonstrate how a mix use development can be accommodated, a productivity analysis was performed on a typical size lot in the River District. In the example depicted, a 25,000 square foot lot is proposed with 10,000 square feet of non-residential floor area and twenty (20) units for the upper story of the building. Each unit is to have on average 750 square feet of floor area necessitating this building to be at least 2 stories. In this analysis, 80 parking spaces should be accommodated on site but the analysis indicates a deficit of 15,500 of site area. Consequently, this development would not work as presently planned and would need to be scaled back to approximately 10 units and around 6200 square feet of non-residential space. However, this development could be accommodated using the shared parking provision provided for in the Downtown Overlay District.

MIX USE PRODUCTIVITY ANALYSIS		
Site Area (SF)	25,000	Enter here
Proposed # of Upper Story DU's	20	Enter here
Proposed Ground Floor Retail SF	10,000	Enter here
Proposed floor area per unit	750	Enter here
Proposed parking ratio per 1000 SF	5	Enter here
Proposed parking ratio per DU	1.5	Enter here
Maximum ISR	90%	Enter here
Proposed drainage area (%)	19%	Enter here
Land Dedications	0	Enter here
Residential Floor Levels	2	Enter here
Parking Levels	1	Enter here
Projected FAR %	100%	Enter here
STEP #1: ESTIMATE OF DEVELOPABLE SITE AREA		
TOTAL site area (sf)		25,000
TIMES Maximum ISR		22,500
MINUS Required Property Dedications		0
MINUS Drainage Area (sf)		2,500
EQUALS Total Developable Area (sf)		20,000
STEP #2: PROJECTED NUMBER OF UPPER STORY RESIDENTIAL FLOORS		
TOTAL number of upper story units		20
TIMES floor area per DU		750
EQUALS total residential floor area		15,000
EQUALS # of upper floors needed based on ground floor envelope		1.50
STEP #3: ESTIMATE OF PARKING REQUIREMENTS		
REQUIRED parking for ground floor commercial space		50
REQUIRED parking for upper story residential units		30
EQUALS total parking spaces required		80
DIVIDED BY Number of Parking Levels		1
EQUALS Site Coverage, Parking		28,000
STEP #4: ESTIMATE OF DRAINAGE REQUIREMENTS		
TOTAL site area		25,000
TIMES drainage percentage		2,500
STEP #5: ESTIMATE OF SITE PRODUCTIVITY		
TOTAL SITE AREA		25,000
MINUS Site Coverage, Buildings		10,000
MINUS Site Coverage, Parking		28,000
MINUS land dedications		0
MINUS Drainage Set aside		2,500
EQUALS Surplus/(Deficit) Site Area		-15,500

In the example above, the deficit area is roughly half of the parking area; therefore it can be assumed only ½ of the parking can be accommodated on site. Since there is very little demand for parking between the hours of 12 pm to 7 am., all of the residential parking could be provided on site plus 10 spaces could be allocated to another use that requires parking between the hours of 6 pm to 12 am. The retail use would require 50 parking spaces during the peak hours (7 am to 6 pm) from which 10 spaces would come from the city parking lot. Between the hours of 6 pm to 12 pm, 3 spaces could be allocated for evening use elsewhere. To determine how this would work from an entire city block perspective, assume 8 lots involving 2 retail uses, 3 restaurants, 1 office, 1 residential use and the above mix use project identified as Lot A8. Tables 1 and 2 provides an accounting ledger that would take place by the city to balance the parking demand based upon the time period requiring the highest peak of parking per use.

Lots	Use	Site Sp.	Spaces Required			On-Site Spaces			Spaces from Bank			Spaces Provided			Spaces Banked			
			Total	12-7am	7am-6pm	6pm-12am	12-7am	7am-6pm	6pm-12am	12-7am	7am-6pm	6pm-12am	12-7am	7am-6pm	6pm-12am	12-7am	7am-6pm	6pm-12am
A1	Retail	12	20	0	20	10	0	12	10	0	8	0	0	20	10	12	0	2
A2	Rest.	15	30	15	21	30	15	15	15	0	6	15	15	21	30	0	0	0
A3	Retail	10	16	0	16	8	0	10	8	0	6	0	0	16	8	10	0	2
A4	Rest.	10	20	10	14	20	10	10	10	0	4	10	10	14	20	0	0	0
A5	Rest.	10	30	0	15	30	0	10	10	0	5	20	0	15	30	10	0	0
A6	Off.	30	50	0	50	0	0	30	0	0	20	0	0	50	0	30	0	30
A7	Res.	30	50	50	25	40	30	25	30	20	0	10	50	25	40	0	5	0
A8	Mix.	40	80	30	50	37	40	0	37	0	10	0	30	50	37	10	0	3

TABLE 2												
Lots	Spaces Provided			Spaces Withdrawn			Spaces Deposited			Balance		
	12-7 am	7 am – 6 pm	6 pm – 12 am	12-7 am	7 am – 6 pm	6 pm – 12 am	12-7 am	7 am – 6 pm	6 pm – 12 am	12-7 am	7 am – 6 pm	6 pm – 12 am
A1				0	8	0	12	0	2			
A2				0	6	15	0	0	0			
A3				0	6	0	10	0	2			
A4				0	4	10	0	0	0			
A5				0	5	20	10	0	0			
A6				0	20	0	30	0	30			
A7				20	0	10	0	5	0			
A8				0	10	0	10	0	3			
Public Parking	50	50	50	20	59	55	72	5	37	30	(4)	32

G. PROPORTION: Buildings in the Ocean District (south side) of the downtown tend to emphasize a vertical bias. Buildings on the north side of the Ocean District and throughout the River District are mixed but overall emphasize a horizontal bias. The Buschman building emphasizes a vertical bias and can be observed in window openings, facade shapes and detailing that guides the eye upwards. Conversely, modern buildings in the downtown appear to hug the ground. This horizontal emphasis is created by building shapes and window openings that extend in a direction parallel to the ground (Caffenes). Greater emphasis must be placed on vertical rather than horizontal orientation in order to promote a greater balance and depth along the overall streetscape. New one story horizontal construction is inconsistent with the vision for the River and Ocean Districts of the Downtown area. A ratio of 3:1 horizontal to vertical shall be maintained.



Caffenes – horizontal bias

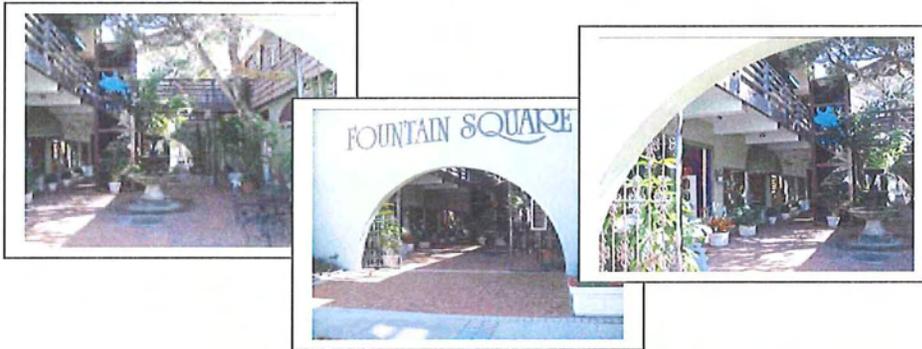


Buschman Building – vertical bias

H. WALL AND WINDOW PATTERN: Alternating walls and openings create patterns in the building face and streetscape. Balanced or symmetrical spacing of windows and doors should be a common standard to adhere to in the downtown. Irregular spacing of these elements can detract from storefront appearance. Blank walls shall not be permitted along a pedestrian sidewalk or roadway.



Where interconnecting walkways from the rear streets (Tomoka and New Britain) to buildings fronting on Granada Blvd. occur in mid-block areas, the side wall faces shall not be blank walls.

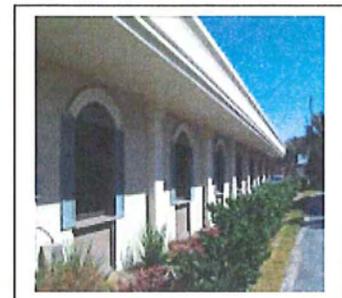


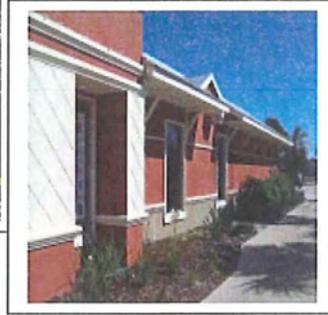
I. FRONT FAÇADE: Building skyline silhouettes can contribute an interesting pattern to the streetscape. Framing on some of the buildings in the downtown was carried above the roofline in the form of a false-front or parapet wall. This same technique of adding skyline interest can be used on buildings or designs that feature flat cornices. Besides creating interest at the skyline, a false front provides a large shaped area for signage. Pattern is also created by the articulation, or "insets and outsets" of the building facade.



Flat, unbroken wall surfaces are discouraged in favor of articulated exterior wall surfaces. Typical features that provide the opportunity for varied planar wall surfaces include indented bays, window and door openings, skyline profile, and cornices. Wall treatments that can create planar variety include but are not limited to boards, siding, and window and door trims. Relief detailing of this nature makes a lively and interesting pattern when worked into building facade design. Building profiles for both existing structures and proposed new construction should advance an animated, imaginative skyline through means of massing and articulation. Acceptable profiles include the common flat-frontal elevation. To ensure architectural interest, a series of storefronts as part of one building or individual buildings on self-contained lots should not all have the same setback depth. A variation of up to five feet creates effects that contribute to the liveliness of the overall streetscape. Wall surface should also feature articulated elements.

J. SIDE AND REAR FAÇADES: A building's front facade is the most important; however side and rear facades should also be finished in a manner consistent with the chosen front façade design. Acceptable exterior wall treatments for side and rear facades include horizontal hardiplank boarding, brick, stucco, and synthetic sidings. All designs for new buildings or renovations shall consider the finished appearance of side and rear facades. This is particularly important for buildings located on a corner or with reverse frontages where access is from New Britain or Tomoka.





K. EXTERIOR WALL MATERIALS AND ELEMENTS: Buildings in the downtown are principally constructed from wood frame construction or masonry block with stucco finishing. Wood material is extremely difficult to maintain. New development or redevelopment shall not use natural wood, metal panels, synthetic materials, or unpainted block as exterior wall treatments. Exterior finish of new buildings should consist of traditional materials which are conducive to the city's beach environment. Hardiplank siding, stucco, split face decorative block, or brick are good choices for exterior materials. Materials should be of a substantial nature to limit the effects of weathering and/or vandalism. Details should be sensibly designed to make certain that all portions of the building facade exposed to weathering are watertight. Large expanses of highly reflective wall surface material and mirrored glass on exterior walls cause heat and glare impacts on adjacent properties and the public right-of-way. In addition, such reflective mirror glass causes aesthetic as well as visual concerns along the public right-of-way. Consequently, use of such reflective walls or mirrors is prohibited. Building code requirements for wind loading, and fire prevention standards apply.

If used, hardiplank siding should cover all sections of the entire exterior wall, or should extend from roofline to display window level. The treatment is designed to highlight the support wall under a display window through the use of decorative paneling. Embellishments such as moulding or decorative siding applications shall be used. Horizontal board siding with trim should be used for windows and doors. Paint and stain finishes consistent with the palette colors chosen for the downtown shall be utilized. Vertical siding applications could be applied to the side façade only. If used, masonry with stucco finish and brick provide excellent low maintenance surfaces and are acceptable as finishes to new construction. Designs for masonry will blend more successfully with the downtown if they follow traditional masonry applications. Smooth exterior wall materials such as stucco or brick should extend down to the window level. Bulkheads should feature a drip cap to prevent water seepage from getting behind the wall surface below display windows. In general, cast concrete or concrete block is discouraged on front facades because they inhibit the opportunity for surface articulation. In rare cases cast concrete or concrete block will be allowed, however these types of materials must have a higher grade exterior finish in appearance. Other exterior materials may be utilized in order to promote a modern appearance unique to the design advocated by the property owner; however the exterior treatment must be consistent with a design package that furthers the vision articulated in the Downtown Redevelopment Plan.

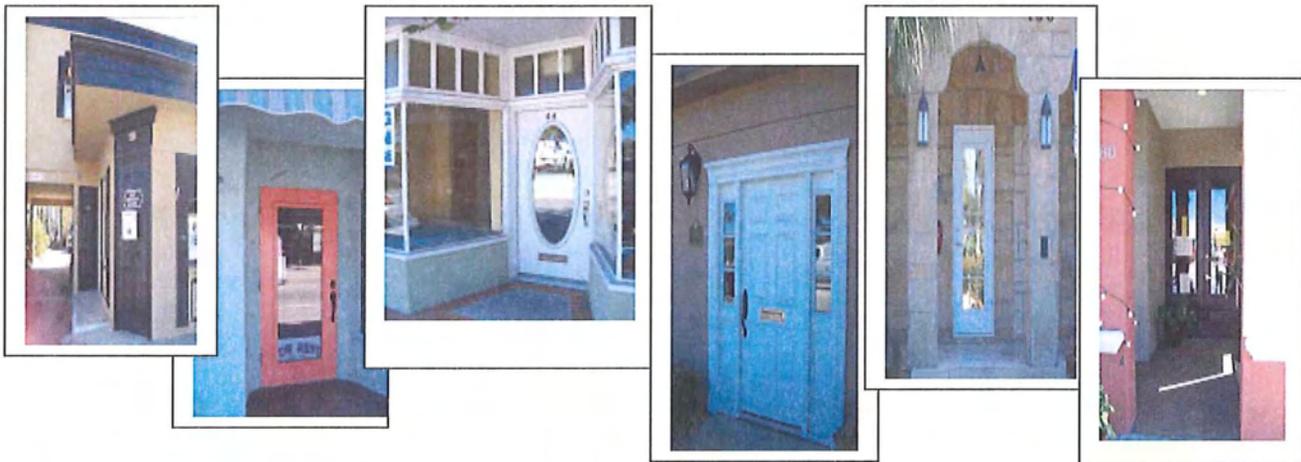
L. WINDOWS: Windows are a key element in expressing the character of a building. Two types of display windows are advocated. The **first** features a large opening divided by wooden or metal muntin bars and filled with smaller panes of glass.



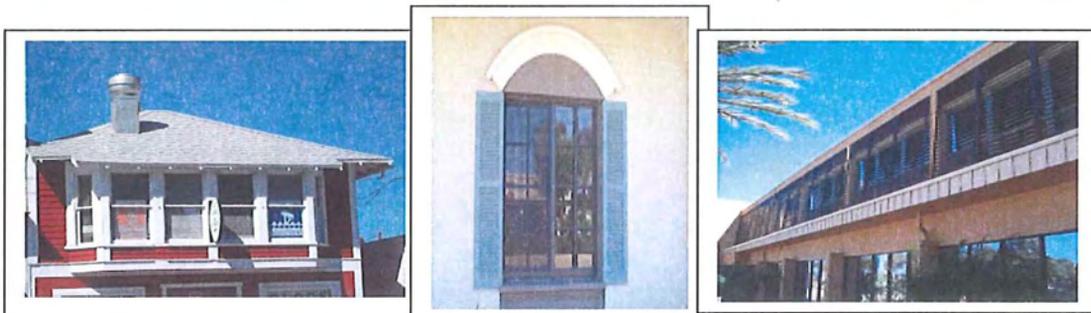
The **second** type features a large, solid plate glass topped by a ribbon of smaller transom window(s). Precedent exists for bay window treatments in the downtown commercial architecture of Ormond Beach (58 East and 11 West Granada Blvd.). Upper story window openings should not be inconsistent with the ground level windows. Whenever possible, window sashes on older buildings should be retained. If thermal upgrading is necessary, snap-in muntin insets that copy the original muntin pattern should be used. In new construction, more modern window applications may be used but window types used in suburban style development shall not be permitted. For commercial uses on the ground floor, windows should be constructed of clear or lightly tinted glass (no tinting above 20% or reflective mirror type glass).



M. DOORS AND STOREFRONTS: Doors and storefronts provide opportunities for creating an inviting building appearance. Typically, commercial buildings in a downtown have either metal framed doors with fixed glazing or wooden, paneled doors with fixed glass panes. Additional glazing is sometimes put above the door in the form of transom windows. Vertically rectangular panes of glass set in metal or wood, known as sidelights, are frequently placed to either side of the entrance to give more light to the interior. Trimming and capping of doors should follow the pattern established by window treatments. If a thick, single sheet of glass has been used as a door, the glass could be lettered or decaled to create a more inviting impression. When an object is decaled or stenciled without lettering, such object shall not be considered a sign.



N. ORNAMENTATION: New or existing buildings in the Downtown area shall use exterior wall materials, surface planes and textures for opportunities to create ornamental details. Exterior wall materials must be consistent throughout the building facade. Materials including hardiplank and stucco are advocated for contemporary infill but other materials may be approved. Surface plane and texture variations shall be used to add interest to the building facade. Detailing and window trim must be utilized to enhance the features of the building. Indented bays or projecting bay windows are other ways to provide planar variety. Textures such as hardiplank sidings or smooth stucco should be used to feature varied planes in the form of ornamental trims or copings. Other ornamental considerations in the design of the building facade include awnings and signage.



O. ROOFS: Downtown roof characteristics include front and side-end gables with pitch, hip, mansard and flat roofs. Incorporation of geometrical false fronts or parapet walls shall be used on buildings with flat roofs. When placing HVAC and other equipment on the rooftop, such equipment shall not be seen from the view of the public. Finally, roof material should reflect the style proposed. Materials such as wood shakes or corrugated metal panels are not permitted. Acceptable roof materials include: dimensional shingles, tiles, slates, or standing seam metal.



P. CORNICE TREATMENTS AND SKYLINE ARTICULATION: Cornices are a molded projection which crown or finishes the part to which it is affixed. Hardiplank and stucco-finished buildings should incorporate cornices as terminating features of the wall-roof junction. Cornices for existing buildings clad in siding could be as simple as a single horizontal board of “1” thick stock fastened to the top of the fronting wall, with a 2” thick cap covering it at right angles. New construction shall incorporate 3-dimensional cornices. Cornices add interest to the building profile and protect the siding or masonry below from penetration of water from above.



Front facade wall and roof junctions should be articulated to provide interest at the skyline. This can be done with a false front treatment or by building up the roof-wall junction with a series of boards and/or with brackets. Design proposals for renovations and new construction shall acknowledge the importance of the cornice in their concepts, by including cornice elements which produce a lively skyline through the use of projections and vertical variety in the horizontal parapet wall.

Q. LIGHTING ON BUILDINGS: Light fixtures attached to the building face should further the building style. Modern fixtures can be used for contemporary style. If fluorescent lighting is used on a building it should be properly concealed in an attractively designed light-box to minimize its unfinished and glaring effects. Indirect lighting provides a means of inexpensive illumination which is more in keeping with the downtown. Lights in the parking lot and along interior walkways shall incorporate “down” lighting techniques.

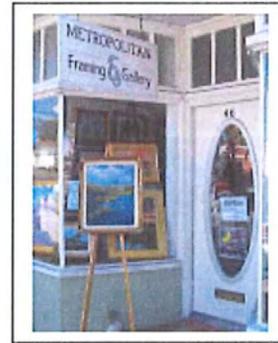


R. SIGNAGE: The following considerations should come into play when determining the appropriateness of a sign for a building in the downtown area:

- (1) Style:
- (2) Design:
- (3) Placement:
- (4) Size; and
- (5) Effect on the streetscape.

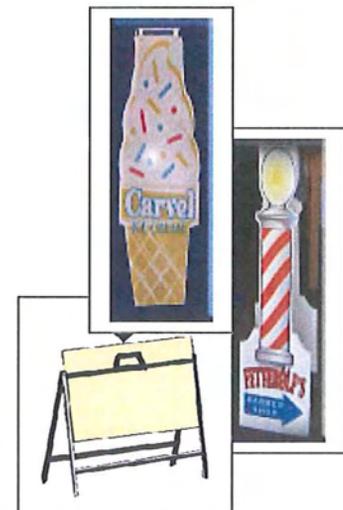
Several suburban styles of signage can be found in the downtown currently, however three sign styles shall be permitted:

- 1) Projecting or hanging,
- 2) Fascia mounted types,
- 3) Monument; and
- 3) Sandwich board signs.



These signs best provide pedestrians and motorists with the ability to easily identify the business from the street level while preserving the downtown area as a sense of place. Sign design should be consistent with and further the decorative features of the building. Signs should not have the “after thought” look. Placing signs in customary locations on the building reinforces the message and, by being in a predictable location, quickly identifies the business to passersby. Size is an important consideration for all signs erected in Ormond Beach. Signs should not overwhelm the facade due to large size. Similarly, signs should not be as small as to be hard to read or out of proportion with the building facade. Maximum allowable sign size is determined by a ratio formula of linear frontage to surface area of sign. The collective effect of building signage on the overall street image must also be considered. An understated rhythm to the look of the streetscape, created by well-designed signage, should prevail. Freestanding and monument signs should only be permitted along Granada Boulevard in the Creek District where suburban type of development is encouraged. Landscaping as part of the overall streetscape shall be designed and placed to ensure visibility for business owners and tenants.

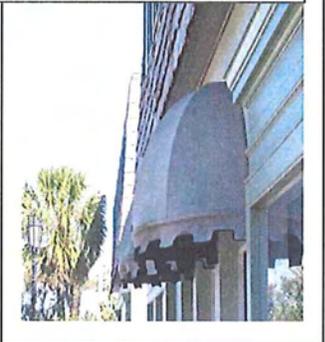
S. SANDWICH BOARD SIGNS: A sandwich board sign is a small, portable free standing sign placed on the sidewalk close to a storefront which acts as additional advertising for the business. Sandwich board signs are permissible in the downtown. To ensure consistency in design and materials, sandwich board signs may be constructed of wood, aluminum, heavy gauge plastic or metal and should be sturdy enough to withstand reasonable wind loading conditions without blowing over. Maximum allowable dimensions are 2 feet wide by 3 feet high. Sandwich board signs shall be allowed only in areas where they do not constitute an undue impediment to pedestrian traffic on the sidewalk and during business hours only. Sandwich board signs shall not require a sign permit from the city.



T. AWNINGS AND CANOPIES

Awnings, canopies and arcades protect pedestrians, sidewalks and the lower building facade from rain and sun exposure. Sidewalk coverings also provide the opportunity for signage and attractive decorative highlights within the downtown area. When a canopy or

awning is proposed to extend past the property line, liability insurance must be provided, and an indemnity waiver agreement must be filed with the entity that has jurisdiction of the rights-of-way. On Granada Blvd, the rights-of-way are controlled by the Florida Department of Transportation. On the intersection side streets such as Ridgewood, Lewis, Washington, New Britain, and Tomoka, the jurisdiction is Ormond Beach. A variety of awning or canopy sizes, shapes, material and color are encouraged to lend a sense of individuality and animation to the distinct building facades. To incentivize the use of such window and door treatments, symbols and the name of the business placed on such signs shall not be used in the calculation maximum signage permitted on a front or corner façade when facing a street.



U. COLORS

Applicants may choose up to four colors for a single building (one or two primary colors, one or two secondary or trim colors, and one accent color; these may not all be the same). Architectural elements on the building façade, such as canopies, balconies, and arcades, shall be the same color as one of the four chosen building colors, except where constructed with a permitted material such as stone or brick that is left unpainted. Benjamin Moore’s Color Palette Fan is used for reference, but any manufacturer’s paint is acceptable if substantially the same in color.

Primary Colors are used on building walls, freestanding walls, and other primary building elements, and shall be used for no less than 70% of the painted surface area of any one floor of the building. Recommended but not required: use of two shades of body color – one above and one below the horizontal expression line between the first and second floors. Any of the seven color panels of an individual color strip for the following color ranges may be used as the primary exterior color:

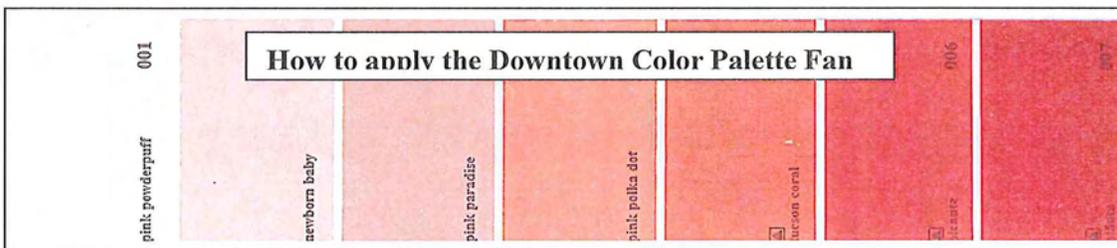
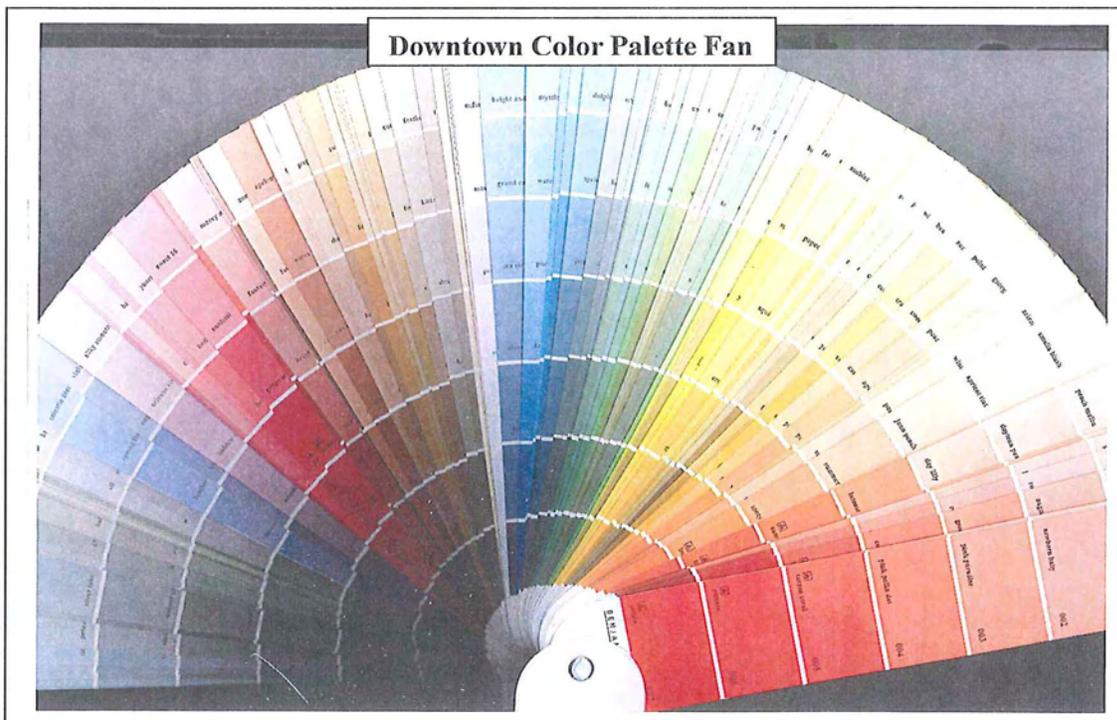
- Toned Oranges Golds 001-252
- Toned Yellows and Toned Greens 253-497
- Toned Greens and Teals 498-742
- Teals-Blues and Fresco Pales 743-973
- Warm Neutrals and Browns 974-1218
- Browns-Reds Blue Violates – 1219-1456
- Cool Neutrals and Toned Blues – 1457-1680

Secondary or Trim colors are used on doors, door frames, windows, window frames, storefront frames, and similar features which compliment the primary color. Trim colors shall be used for no more than 30% percent of the painted surface area of the building. Recommended but not required: trim colors usually appear best in a lighter shade than the body color. The lightest four hue color panels on each color strip for the following color ranges should be used as the secondary or trim colors:

- Toned Oranges Golds 001-252
- Toned Yellows and Toned Greens 253-497
- Toned Greens and Teals 498-742
- Teals-Blues and Fresco Pales 743-973
- Warm Neutrals and Browns 974-1218
- Browns-Reds Blue Violates – 1219-1456
- Cool Neutrals and Toned Blues – 1457-1680

Accent colors are used to highlight special features or elements such as an individual exterior wall of a four-sided exterior wall painted with primary colors, shutters, handrails, fences, gates, ornamental features, storefront elements, awnings, and other outside appurtenances such as gazebos, etc. The accent color shall be used for no more than 25% of the painted surface of the building. The three mid range color panels between the darkest and lightest hues for the following color ranges shall be used as accent colors:

- Toned Oranges/Golds 001-252
- Toned Yellows and Toned Greens 253-497
- Toned Greens and Teals 498-742
- Teals-Blues and Fresco Pales 743-973
- Warm Neutrals and Browns 974-1218
- Browns-Reds Blue Violates – 1219-1456
- Cool Neutrals and Toned Blues – 1457 – 1680



←-----Primary Color – Any 7 of the color panels-----→

←---Secondary Color – Any 4 of the lightest hue color panels ---→

←Accent Color – Any 3 of the mid-color panels→

DOWNTOWN DESIGN MATRIX SCORECARD

Design Expectations by Element

Staff Comments

Building Form	Yes=1; No=0
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A. Setback

1 Build to line is 4 feet from right-of-way line for parcels located on Granada and within the River or Ocean District.		
2 Build to line is 5 feet from right-of-way line for parcels located on side streets within the River or Ocean District.		

B. Scale

1 Minimum Building Height within the River District 2 story.		
2 Minimum Building Height within the Ocean District is three story.		

C. Building Proportion as part of streetscape

1 Building has a 3:1 vertical bias.		
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D. Wall and Window Pattern

1 Balanced or symmetrical spacing of windows and doors.		
2 No blank walls along a pedestrian sidewalk or roadway.		
3 Windows have either glass and aluminum painted storefronts, high quality steel and glass systems, or high quality woods.		
4 Interconnecting walkways (5 foot minimums) from the rear streets to buildings fronting Granada which occur in mid-block areas do not have blank walls.		

E. Front Façade

1 When parapet walls are proposed, changes in wall heights and configurations are provided.		
2 Exterior elements such as banding and applied detailing are included on all sides of a building with exposure to the public viewshed.		
3 The main façade incorporates columns, arches, arcades, and articulation of individual storefronts within the larger façade.		
4 Building facades have a repeating pattern that includes elements of color, texture, and material changes. A street wall façade contains offsets, reveals, or projecting ribs. At least one element repeats horizontally. All elements repeat at intervals of no more than 30 feet, either horizontally or vertically.		
5 The wall surface is well articulated through intrastory banding, building base course, parapet wall, structural elements, indented bays, door way recesses, cornices and window/door/sills.		

6	Buildings facing the public viewscape avoids monolithic or non-descript horizontal treatments that accentuate the single tenant status.		
7	If height is to be used to differentiate massing blocks, then the minimum height change is 10 feet. If parapet walls are used, must be designed with three dimensional cornice treatment.		
8	Facades must incorporate wall plane projections or recesses. Building facades include a repeating pattern that includes color, texture, and material changes while maintaining a comprehensive design theme.		
9	A series of storefronts as part of one building or individual buildings on self-contained lots do not have all the same setback depth.		

F. Side and Rear Facades

1	Side and rear facades are finished in a manner consistent with the chosen front facade design.		
2	Corner buildings (side) or buildings with reverse frontages (rear) visible from the street must have the same high finish facade as the front facade.		

G. Utility and Mechancial Equipment

1	HVAC equipment placed behind a parapet wall cannot be seen by the public at around level.		
2	HVAC equipment placed on the ground is screened from the public view.		

H. Exterior Wall Materials and Elements

1	Buildings are principally constructed from hardiplank or masonry block with stucco finishing.		
2	Materials used are of substantial nature to limit effects of weathering and/or vandalism.		
3	Details are sensibly designed to ensure all portions of the building facade exposed to weathering are watertight.		
4	If hardiplank is used, all sections of the entire exterior wall is covered from roofline to display window level.		
5	Downtown palette colors are used.		
6	Vertical siding is applied only to side facades only and not visible from public viewscape.		
7	If masonry is used, the surface application is smooth.		
8	Bulkhead have a drip cap to prevent water seepage from getting behind the wall surface below display windows.		
9	If concrete block is used, a high exterior finish in appearance must be applied.		
10	The exterior treatment is consistent with design package when a more moderne appearance is desired.		
11	Reflective walls or mirrors are not proposed.		

I. Windows

1	Windows have large openings divided by wooden or metal muntin bars and filled with smaller panes or glass.		
2	Windows have a large, solid plate glass topped by a ribbon of smaller transom windows.		
3	Window sashes on older buildings are retained.		
4	Snap-in muntin insets are used to copy the original pattern if thermal upgrading is needed.		
5	More modern window applications may be used but suburban style shop windows not used.		
6	For commercial uses on the ground floor, windows are constructed of clear or lightly tinted glass (no tinting above 20% or reflective mirror type glass).		

J. Doors and storefronts

1	Storefront is combined with other elements such as arcades and/or columns to enhance the pedestrian shopping experience.		
2	Metal framed doors with fixed glazing or wooden, paneled doors with fixed glass panes are used.		
3	Transom windows are used.		
4	Vertical rectangular panes of glass set in metal or wood, known as sidelights, are placed to either side of the entrance are used.		
5	Trimming and capping of doors follow the pattern established window treatment.		
6	Buildings located at the corner of two intersecting streets shall have the building entry located at the corner.		

K. Ornamentation

1	Surface plane and texture variation is used to add interest to the building facade.		
2	Detailing and window trim or other ornamental considerations are utilized to enhance the features of the building facade.		

L. Roofs

1	Gables with pitch, hip, mansard or flat roofs are proposed.		
2	Geometrical false roofs or parapet walls are used if flat roof is used.		
3	All mechanical equipment not seen from roof.		
4	Roof material reflects style proposed.		

M. Cornice and Skyline Treatment

1	New construction incorporates 3 dimensional cornice.		
2	Front facade wall and roof junctions are articulated.		
3	Cornice includes the use of projections and vertical variety in the horizontal parapet wall.		

N. Lighting, signage, awnings, and canopies

1	Light fixtures consistent with building style.		
2	Light spill over at the property line shall not exceed .5 foot-candles		
3	Lights in parking lot and interior walkway incorporate down lighting techniques.		
4	Signs are projecting, hanging or fascia mounted, or monument.		
5	Signs are designed to part of overall style of building and do not have the "after thought" appearance.		
6	If sandwich board sign is contemplated, the sign is portable, made of wood, aluminum, heavy gauge plastic or metal, and able to withstand windy days.		
7	Awnings, canopies or arcades are used.		
8	Height of light fixtures shall be a maximum of 20 feet in vehicular areas and 12 feet in pedestrian areas measured from finished grade.		
9	Lighting under awnings, canopies, etc., shall be recessed and have flat glass lenses.		
10	Pedestrian walkways shall be lighted and fixture shall be consistent with and further the overall lighting design package for the vehicular area.		

