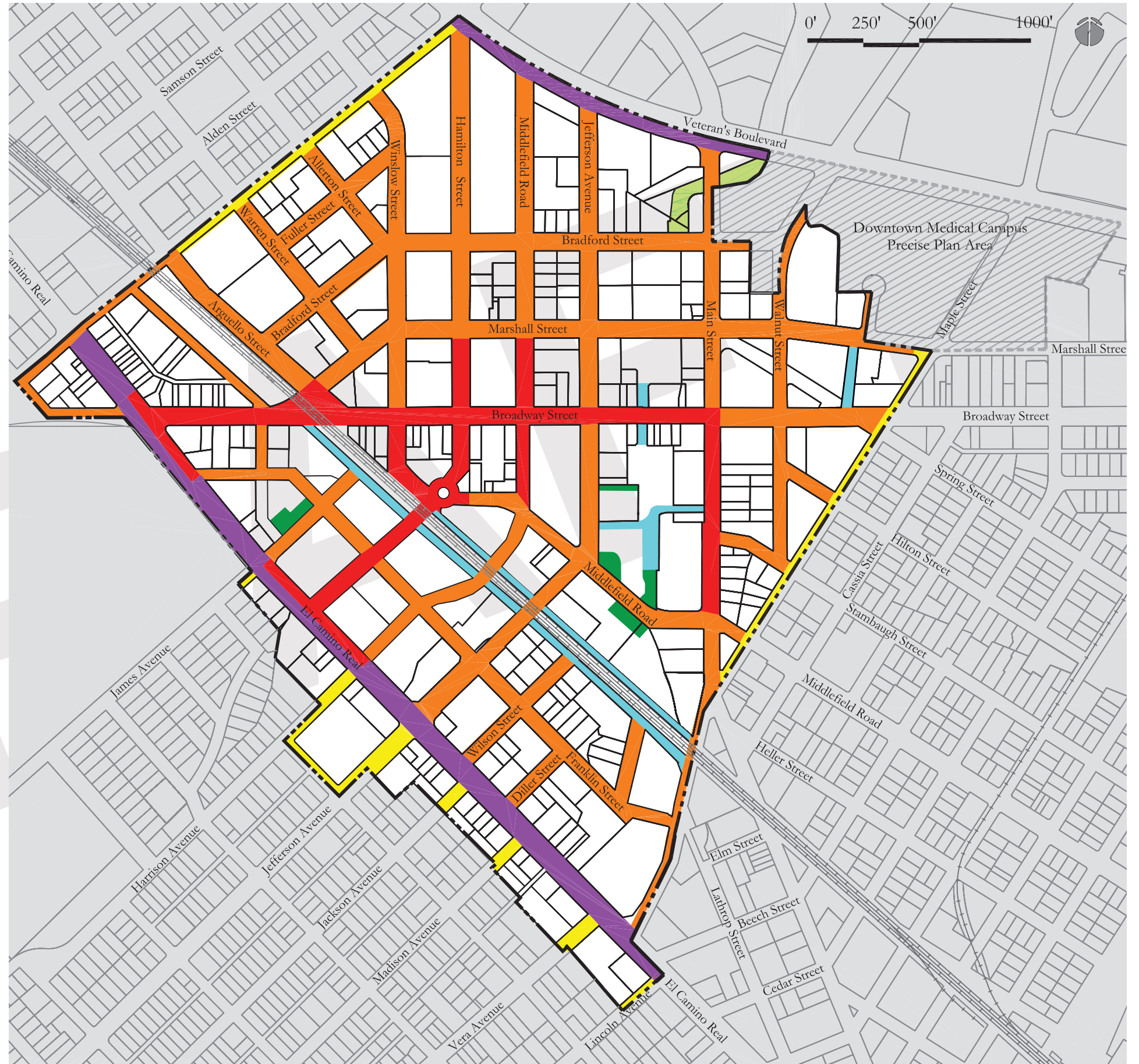


2.8. FAÇADE COMPOSITION REGULATIONS

The creation of satisfying and successful urban places transcends the issue of specific architectural styles. Great places may be of any style, or many styles. However, the arrangement of architectural elements such as doors, windows, caps, and pilasters on the walls of buildings which face public streets and plazas is an important part of good urbanism. *Façade Composition* drives the safety, convenience, and comfort of our sidewalks by establishing where people enter and leave buildings, how people in the buildings can see out onto public spaces, and how pedestrians “read” the buildings. This Section sets forth regulations which ensure that whatever architectural style is used, all buildings create pleasant streetscapes, contribute to a vibrant 24/7 streetlife, and present comprehensible, dignified Facades to public streets.

MAP LEGEND

-  Boulevard
-  Downtown Core Street
-  City Street
-  Neighborhood Street
-  Lane
-  Redwood Creek
-  Public Open Space



FAÇADE COMPOSITION REGULATIONS MAP

FAÇADE COMPOSITION REGULATIONS CHART

Corridor Types (Sec. 2.8.1)	Boulevard	Downtown Core Street	City Street	Neighborhood Street	Lane	Redwood Creek	Public Open Space
Length Articulation Increment							
Building Base (Sec. 2.8.3)	50 ft max	25 ft max	25 ft max	50 ft max	25 ft max	N/A	25 ft max
Building Middle (Sec. 2.8.5)	100 ft max	75 ft max	100 ft max	50 ft max	50 ft max	100 ft max	75 ft max
Building Top (Sec. 2.8.6)	100 ft max	75 ft max	100 ft max	50 ft max	50 ft max	100 ft max	75 ft max
Building Base - Private Frontage Types (Sec. 2.8.4)							
Storefront	Permitted	Permitted	Permitted	---	Permitted	---	Permitted
Storefront with Dining Alcove	Permitted	Permitted	Permitted	---	Permitted	---	Permitted
Grand Marquee	---	Permitted	---	---	---	---	---
Grand Portico	Permitted	Permitted	Permitted	Permitted	Permitted	---	Permitted
Common Entry	Permitted	Permitted	Permitted	Permitted	Permitted	---	Permitted
Stoop	Permitted	---	Permitted	Permitted	Permitted	Permitted	Permitted
Recessed Stoop	Permitted	---	Permitted	Permitted	Permitted	Permitted	Permitted
Porch	Permitted	---	Permitted	Permitted	Permitted	Permitted	Permitted
Secondary Entrance*	Permitted	---	Permitted	Permitted	Permitted	---	Permitted
Service Entrance*	---	---	Permitted	Permitted	Permitted	---	Permitted
Garage Entrance*	---	---	Permitted	Permitted	Permitted	---	Permitted
No Entrance*	Permitted	---	Permitted	Permitted	Permitted	Permitted	Permitted

Legend:

Permitted: These elements are allowed, by right, as indicated.

--- : These elements are not permitted, as indicated.

N/A: These regulations

* Secondary Entrance, Service Entrance, Garage Entrance, and No Entrance private frontage types are considered "Inactive Frontages." No more than 25% or 25', whichever is greater, of any façade's Building Base (measured in linear feet) may be occupied by Inactive Frontages. On corner parcels, Inactive Frontages must be located on the lowest order corridor per Section 2.8.1.

DRAFT

2.8.1. ESTABLISHMENT OF CORRIDOR TYPES

Façade composition is regulated by Corridor Type. The following Corridor Types are established for existing streets and required new streets to govern building placement as well as regulate development's frontage conditions. Regulations for each Corridor Type are applied to parcels as indicated on the Corridor Types Map. The order of the Corridor Types is given below from highest to lowest. Some regulations in the following sections will refer to primary and secondary streets. In these cases, the primary street is taken to be the higher ranked Corridor Type while the secondary street is taken to be the lower ranked Corridor Type.

A) Boulevard

- This Corridor Type was created to ensure that large streets carrying heavy automobile traffic are able to evolve into walkable, enjoyable public spaces, while still serving their vital transportation roles.
- Regulations for this Corridor Type are applied to bordering parcels and portions of parcels as designated on the Façade Composition Map.

B) Downtown Core Street

- This Corridor Type was created to ensure that the most significant retail and civic areas are treated in a way that places the utmost priority on pedestrian comfort, convenience, and safety, as well as community building.
- Regulations for this Corridor Type are applied to bordering parcels and portions of parcels as designated on the Façade Composition Map.

C) City Street

- This Corridor Type was created to ensure that the typical Downtown street is attractive and comfortable, while allowing enough flexibility in setbacks and other treatments to accommodate a wide variety of treatments and conditions.
- Regulations for this Corridor Type are applied to bordering parcels and portions of parcels as designated on the Façade Composition Map.

D) Neighborhood Street

- This Corridor Type was created to ensure that streets which serve as a border between Downtown an adjacent neighborhoods are treated in a way that appropriately respects the context of the existing residential uses.
- Regulations for this Corridor Type are applied to bordering parcels and portions of parcels as designated on the Façade Composition Map.

E) Lane

- This Corridor Type was created to allow for the creation and improvement of narrow but appealing passages which provide critical linkages in the Downtown fabric on a small amount of land.
- Regulations for this Corridor Type are applied to bordering parcels and portions of parcels as designated on the Façade Composition Map.

F) Redwood Creek

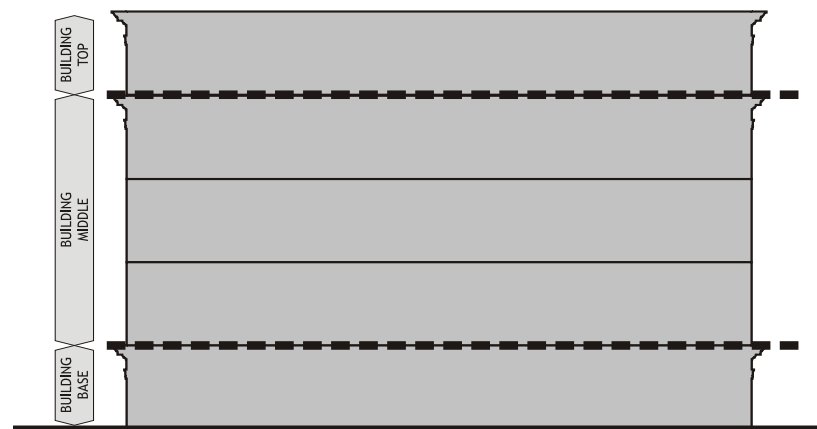
- This Corridor Type was created to allow for the improvement of access to Redwood Creek, which has great potential but is currently underutilized.
- Regulations for this Corridor Type are applied to bordering parcels and portions of parcels as designated on the Façade Composition Map.

G) Public Open Space

- This Corridor Type was created to ensure that when development is build directly adjacent to a public open space (without a street in-between) that appropriate access and aesthetic relationships are created between the open space and the buildings.
- Regulations for this Corridor Type are applied to bordering parcels and portions of parcels as designated on the Building Placement and Landscaping Map.

2.8.2. GENERAL FAÇADE COMPOSITION REGULATIONS

The following standards, guidelines, and definitions shall apply to all buildings.



HEIGHT ARTICULATION ELEMENTS

A) Definitions

The following definitions will apply for the purposes of this Section:

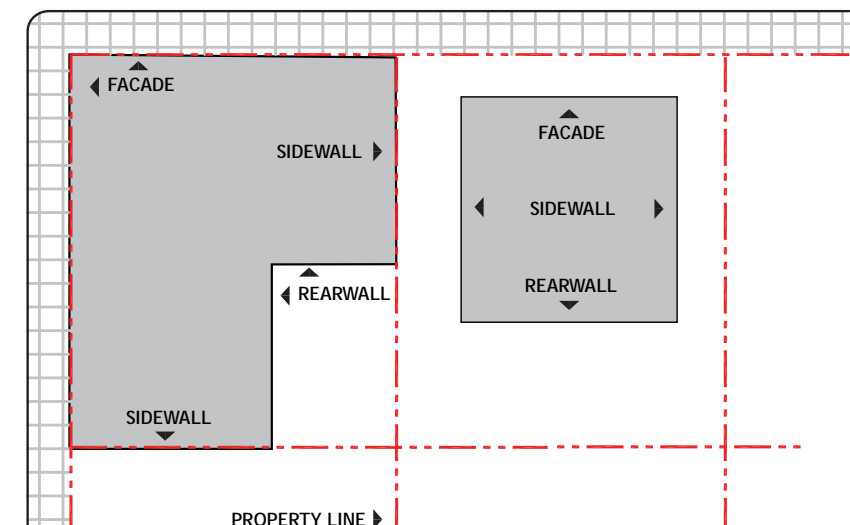
- **Façade:** All exterior building walls which are visible from the street, and which are not situated along a side or rear property line, shall be known as "Facades".
- **Sidewall:** All exterior building walls which is situated along or near a side property line.
- **Rearwall:** All exterior building walls which is situated along or near a rear property line, or which is within a courtyard.

B) Façade Height Articulation

Façade Height Articulation standards and guidelines are intended to ensure that Facades are property divided into a base, middle, and top, creating an attractive and comfortable "human scale" for Downtown buildings.

1. Standards

- a. All Facades shall be divided into three Façade Height Articulation Elements, as follows:
 - **Building Base:** The entire lowermost floor OR two floors of each Façade shall be designated as the "Building Base," and shall be visibly articulated to aesthetically anchor the building to the ground.
 - **Building Top:** The entire uppermost floor OR two floors of each Façade shall be designated as the "Building Top," and shall be visibly articulated to aesthetically complete the building. The number of floors articulated as the Building Top shall equal the number of floors articulated as the Building Base.



FAÇADES, SIDEWALLS, AND REARWALLS

- **Building Middle:** The remainder of each Façade shall be known as the Building Middle.

2. Guidelines

- For buildings with more than one Façade, such as corner buildings, Façade Height Articulation Components shall align horizontally at the corner.
- The height of Height Articulation Elements should be consistent throughout each Façade and should not shift up and down, with the exception of buildings with variation in height, in which case the Building Tops will not be required to align where maximum heights shift.

C) Sidewall and Rearwall Height Articulation

Sidewalls and Rearwalls tend to be less visible than Facades, and are therefore most of them are regulated less rigorously than Facades. However, Height Articulation is still important for these areas and must be addressed appropriately.

1. Standards

- When Sidewalls or Rearwalls are located 5 feet or more from a side or rear property line, or are visible from a public street or plaza, requirements for Side and Rear Wall Height Articulation are the same as those for Facades, as described above.
- When Sidewalls or Rearwalls are located less than 5 feet from a side or rear property line, or are located within a courtyard, Height Articulation using flush wall treatments is permitted. Flush wall treatment Height Articulations shall consist of the following treatments:
 - Integral color change (e.g. cement plaster color change, not paint); and
 - Horizontal score lines matching top, bottom, and/or other lines of Façade horizontal articulation.
- No Sidewall or Rearwall Height Articulation treatment is required for portions of Sidewalls and Rearwalls which are covered by an adjacent building and thus inaccessible and not visible.

2. Guidelines

There are no Side and Rear Height Articulation guidelines.

D) Façade Alignment and External Stairs

1. Standards

- With the exception of mansard roofs, cornices, caps, and other such features, Facades shall be oriented vertically and shall have no slope.
- Building Height Articulation Elements should be aligned vertically, or upper Height Articulation Elements may step back from Height

Articulation Elements below. Floors or Height Articulation Elements may not project forward of floors or Height Articulation Elements below.

- With the exception of stoops, no external stairways may be located on any façade.

2. Guidelines

There are no Façade Alignment and External Stairs guidelines.

2.8.3. BUILDING BASE FAÇADE COMPOSITION REGULATIONS

The Building Base is the part of the building that people come into direct contact with, and its detailing is of critical importance to the creation of high-quality urbanism. Building Bases must be divided vertically with Cap and Plinth treatments, and must be broken up horizontally with pilasters. Windows must be present in abundant quantities, and awnings and canopies are recommended to provide visual appeal and protection from the weather. The following standards and guidelines will apply to all Building Bases.

A) Cap

Building Base Caps provide a visual termination to the Building Base, creating a comfortable human scale for pedestrians.

1. Standards

- A substantial horizontal articulation of the Façade shall be applied at the top of the Building Base, which will be known as the Building Base Cap.
- Building Base Caps shall be limited to two feet (2'0") of projection into the required setback or right-of-way.



BUILDING BASE CAP

2. Guidelines

- The Building Base Cap should be designed according to its Character Type.
- The Building Base Cap should be no less than 2 feet in height.

B) Plinth

Building Base Plinths provide a visual termination to the Building Base, creating the impression that the building is solidly anchored to the ground.

1. Standards

- The Building Base shall be aesthetically anchored to the ground using a Plinth treatment.
- A Plinth treatment shall be created from the point at which the façade meets the sidewalk or other ground surface to a height between nine (9) inches and six (3) feet.
- At areas with no front setback, or where front setbacks are treated as paved extensions of the public sidewalk, Plinth treatments shall not terminate above the sidewalk, returning to the structural material behind and creating a notch between the Plinths and the sidewalk. Plinth treatments must terminate at the sidewalk without interruption.

2. Guidelines

- A Plinth should be created with one of the following treatments:
 - A horizontal projection (or visible thickening) of the wall surface, which may be accompanied by a change of material and/or color.
 - A "heavier" design treatment, such as a darker color and/or stronger, more permanent material, for the Plinth portion of the façade than for the portions above.
- A combination on Plinth treatments may be used across a single



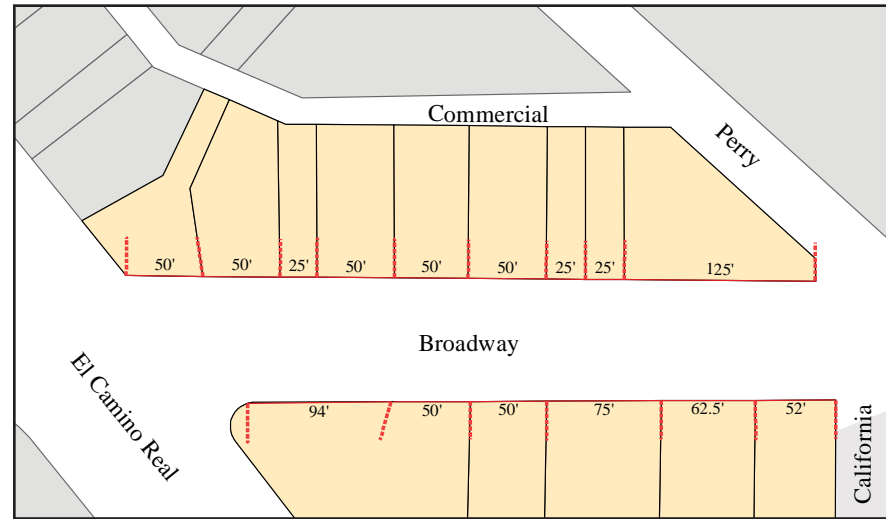
PLINTH

C) Building Base Length Articulation

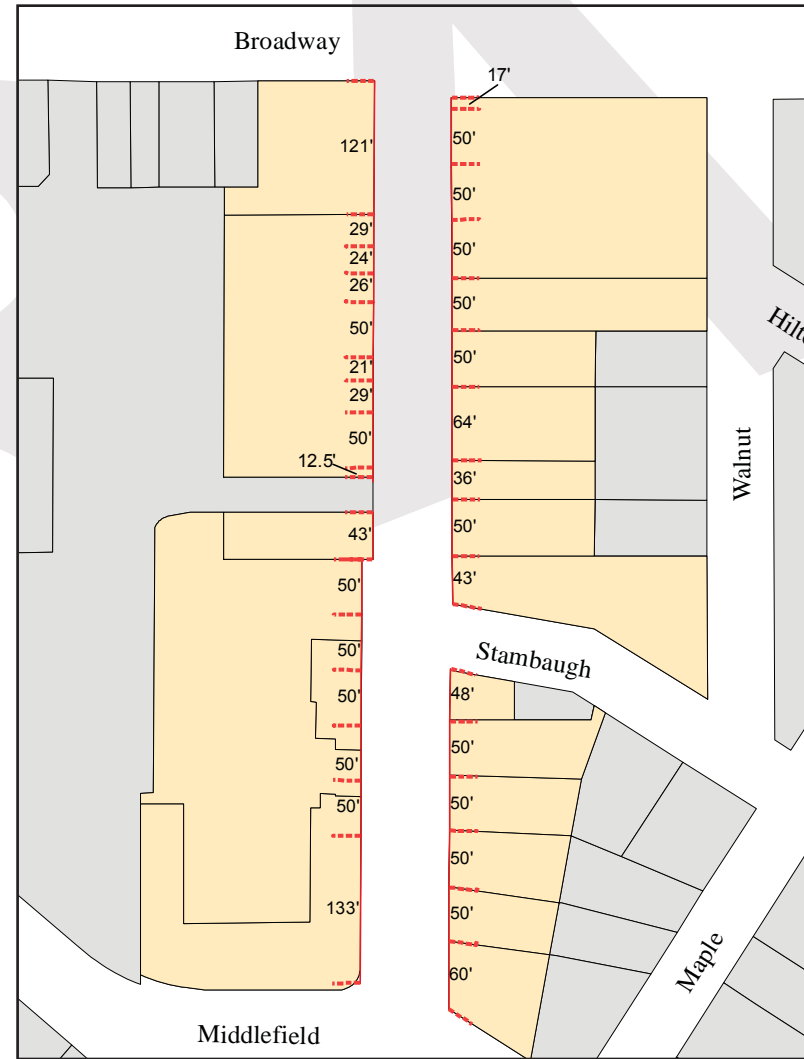
Building Base Length Articulations will be used to break up long wall masses, further improving the scale and creating a series of “bays” to which Private Frontage treatments can be applied.

1. Standards

- a. The Building Base shall be articulated horizontally with a Building Base Length Articulation in order to create comfortable human-scaled interface with the Public Frontage.
- b. The maximum Building Base Length Articulation Increment shall be as shown in the Private Frontage and Architectural Elements Chart, according to Corridor Type.
- c. In order to highlight the Downtown’s historic small-scale character, special requirements for Building Base Length Articulation shall be applied to Storefront frontages along a portion of Main Street and the 2600 block of Broadway as shown on the Corridor Types Map. The Building Base Length Articulation along these corridors shall be articulated based on the historic parcelization pattern as shown on the Corridor Types Map inset. This articulation shall be clearly expressed with entrance doors, display windows, awnings, columns, and other elements. This requirement is also applied to assembled parcels.
- d. The measurement of the Building Base Length Articulation Increment shall be from centerline to centerline of articulations.



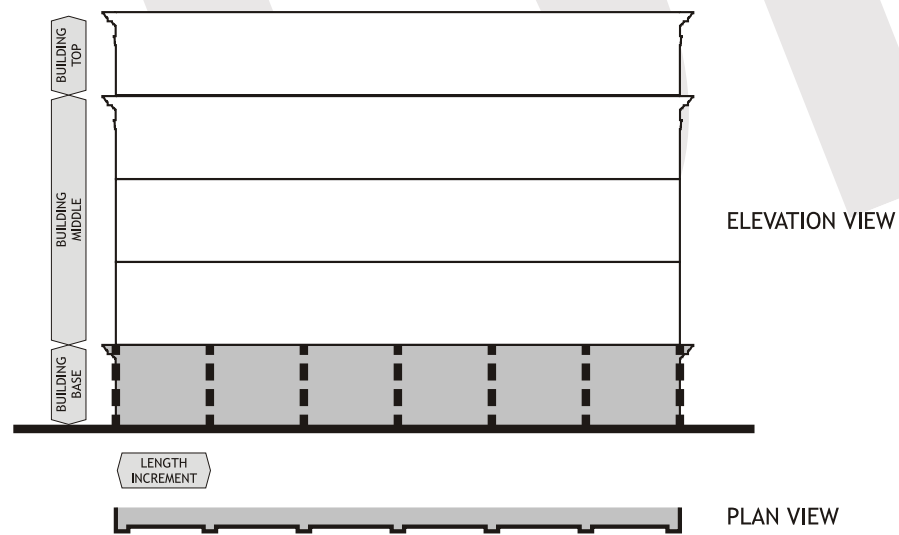
BROADWAY HISTORIC PARCELIZATION



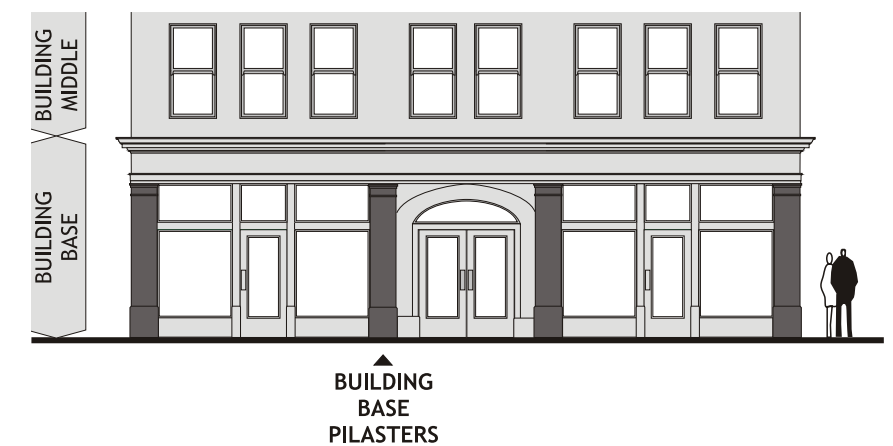
MAIN STREET HISTORIC PARCELIZATION

2. Guidelines

- a. The Building Base Length Articulations should be created using a pilaster. Building Base Pilasters should have the following characteristics:
 - The horizontal width of a protruding pilaster or pier should be at least 18 inches wide, but should not exceed 4 feet in width.
 - The depth of the protruding pilaster should be at least 1/2 of the pilaster width (see diagram).
 - A Plinth treatment, as described above.
 - A cap treatment, such as a darker color, a visible thickening, a crown mold, or a column capital.



BUILDING BASE LENGTH ARTICULATION



BUILDING BASE PILASTER

D) Windows

Windows are important to visually organizing a façade and to promoting interaction between the public realm and the private realm.

1. Standards

There are no windows standards.

2. Guidelines

- Guidelines for ground-floor windows shall be determined by Frontage Type.
- For buildings with a two-story high Building Base, guidelines for second-floor windows shall be the same as the windows guidelines for the Building Middle.

E) Awnings and Canopies

Awnings and canopies can create visual appeal and protect pedestrians from the weather.

1. Standards

There are no awnings and canopies standards.

2. Guidelines

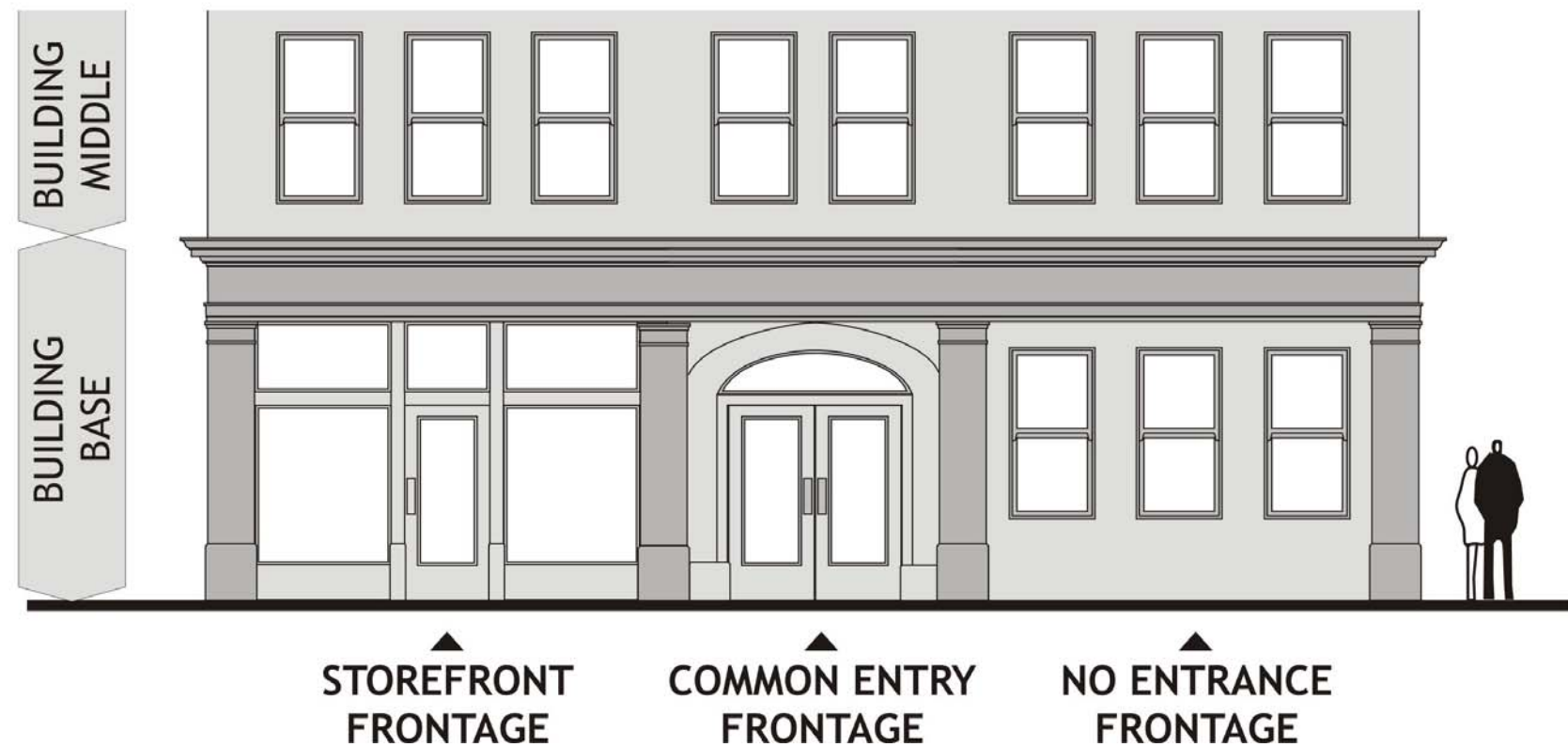
- Ground floor awnings and canopies are encouraged to protect pedestrians from summer heat and winter rain.
- These items should be located no lower than 8 feet above the sidewalk, and below the Building Base Cap.
- Awnings and canopies should project no more than 6 feet into the setback or public right-of-way, and should not interfere with street trees, lights, or other vertical infrastructure.
- Colored fabric mounted awnings supported by a metal structural frame or permanent architectural awnings utilizing materials from the building architecture are both acceptable. Internally illuminated fabric awnings should not be used.
- Discrete awnings or canopies should be used for each Building Base bay, rather than one continuous run-on awning. Awnings should not cover up Building Base Pilasters.
- Awnings should have a valance and should return to the building from the valance at a 45 degree angle. Awnings that are rectangular in section should not be used.

2.8.4. BUILDING BASE – PRIVATE FRONTAGE TYPE REGULATIONS

All street-facing or public open space-facing portions of the ground floor façade between Building Base Length Articulation elements shall be known as a Building Base Bay. Each Building Base Bay shall have one designated Private Frontage type. One Building Base Bay may not be divided between two Frontage Types, establishments, or dwelling units. A property's permitted Private Frontage Types are determined by Corridor Type as shown within the Frontage and Building Placement Regulations Chart. All permitted Frontage Types for a single Corridor Type are allowed either alone or in combination with any other permitted Frontage Type within a single building or along the property frontage of the specified Corridor Type. All portions of the ground floor of all Facades shall have a frontage designation. Buildings may use any combination of permitted Frontage Types.

On corner parcels where multiple Corridor Types intersect, the Corridor Type hierarchy (as defined in section 2.8.1.) shall determine the parcel's Primary and Secondary Street. The higher order Corridor Type is designated as the Primary Street while the lower order Corridor Type is designated as the Secondary Street. At the corner, the Primary Private Frontage treatment for the front setback area shall extend along the entire length of the Primary Street's back of sidewalk. The Secondary Private Frontage shall extend along the remainder of the Secondary Street's back of sidewalk (see the Private Frontage – Corner Parcels diagram). Corner Parcels must locate an entrance(s) along Primary Streets. Entrances are permitted, but not required along Secondary Streets.

Secondary Entrance, Service Entrance, Garage Entrance, and No Entrance Private Frontage types are considered "Inactive Frontages." No more than 25% or 25', whichever is greater, of any façade's Building Base (measured in linear feet) may be occupied by Inactive Frontages. On corner parcels, Inactive Frontages must be located on the lowest order corridor per Section 2.8.1.



SAMPLE ARRANGEMENT OF FRONTAGE TYPES

A) Storefront

The Storefront is a Frontage Type used to display wares and provide access to individual ground-level commercial uses.

1. Standards

- a. Storefront Private Frontage shall be used to access an individual ground-floor establishment of the Entertainment, Anchor Retail, General Retail, Neighborhood Retail, Corner Store Retail, Personal & Business Services, Health and Recreation, Banks and Financial Institutions, Office, Workshop, or Live/Work use groups, or Conditional Uses when deemed appropriate by the PHED Director/Designee.
- b. A minimum 3 foot zone behind the window glazing must provide an unobstructed view of the establishment's goods & services.
- c. Entrances shall be constructed at sidewalk grade.
- d. If applicable, setback areas shall be paved and treated as extensions of the public sidewalk.

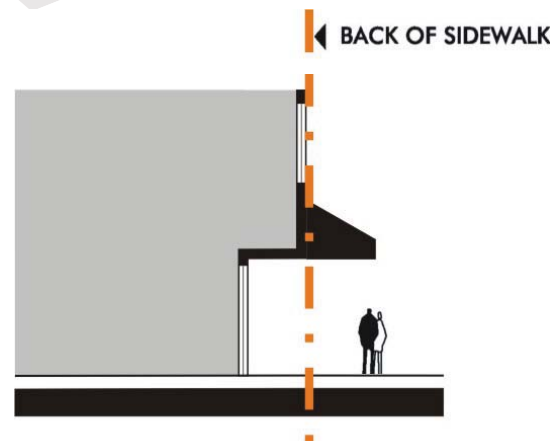
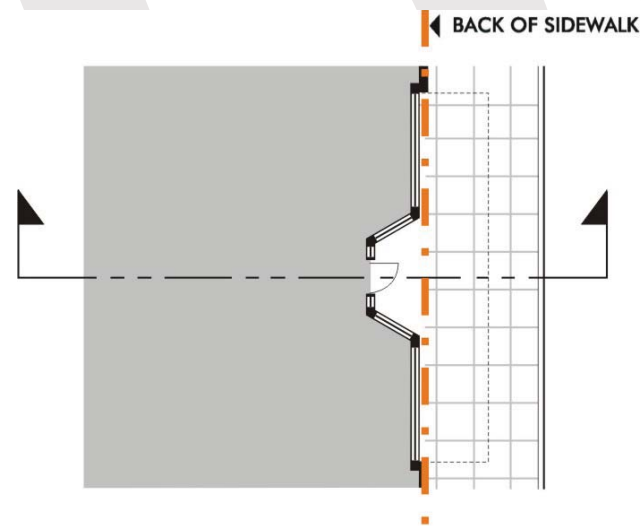
2. Guidelines

- a. Storefront design should vary from establishment to establishment, and Storefronts may have their own architectural character, colors, and materials distinct from the rest of the building.
- b. Each Storefront bay should contain the following elements:
 - One entrance. Business occupying more than one bay, when permitted per Section 2.2.4, may be permitted to provide only one Storefront bay with a door, while the

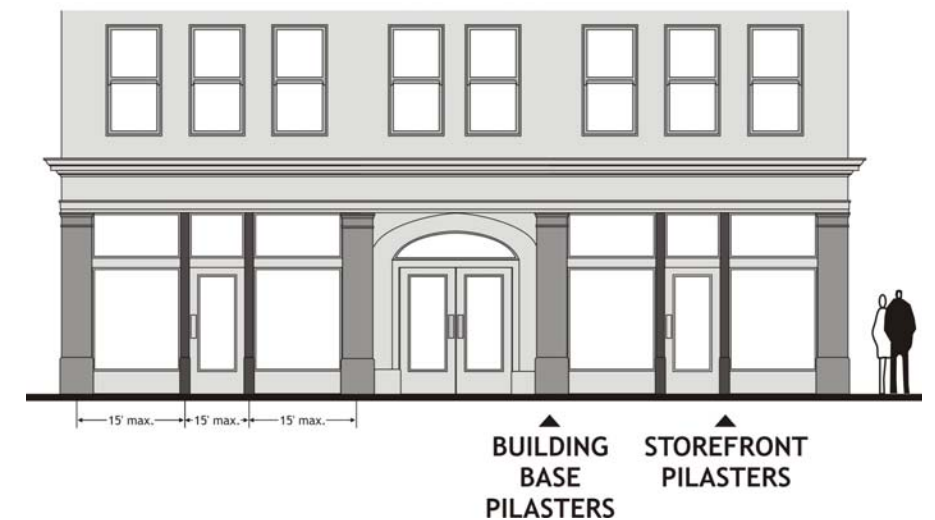
remaining Storefront bays may exclude doors.

- Where height permits, clerestory and/or transom windows should be used above doors and display windows to provide a continuous horizontal band or row of windows across the upper portion of a Storefront.
 - A Building Base Plinth treatment.
 - Each Storefront should have clear-glass display windows framed within pilasters, the Building Base Plinth treatment, and a sign band.
- c. Frontage treatments should completely enclose the building area behind. With the exception of doors and operable windows, the building area within should not be open to the outside, creating a “breezeway” or “building on stilts” effect.
 - d. Storefront pilasters and Building Base Pilasters should have a maximum spacing of 15 feet within Storefront frontage areas.
 - e. Recessed entrances are permitted with a maximum width of 12 feet. The wall surface from the beginning of the recess to the door should be situated at approximately a 45 degree angle. The surface area created by the recessed entry must be treated as extensions of the sidewalk space.
 - f. Windows within Storefront frontage should conform to the following guidelines:
 - Glazing ratio: Overall wall composition within should contain at least 50%, but no more than 80% glazing
 - Proportion: A vertical proportion of window panes or window openings (3:2 to 2:1 height: width ratio) should be used. Openings may be composed of a series of vertically proportioned panes or frames.

- Arrangement on façade: Storefront windows should generally maintain a consistent horizontal and vertical alignment.
- Depth of glazing: Window frames shall not be flush with walls. Glass should be inset a minimum of three (3) inches from the surface of the exterior wall and/or frame surface to add relief to the wall surface.
- Materials should use high quality materials such as crafted wood, stainless steel, bronze, and other ornamental metals. No form of siding, such as lap siding or stucco, should ever be used within a Storefront bay.
- Clear glass should always be used.
- g. Doors within Storefront frontage should conform to the following guidelines:
 - Doors at Storefronts should include windows of substantial size that permit views into the establishment.
 - Doors at Storefronts should match the materials, design and character of the display window framing.
 - 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.
 - If utilized, rollup security doors should be detailed to conceal door housings and tracks and provide an attractive and finished appearance for all exposed components. The roll-up door housing should not protrude more than 6 inches from the building façade plane.



STOREFRONT FRONTAGE



STOREFRONT ELEMENTS

B) Storefront with Dining Alcove

The Storefront with Dining Alcove is a Frontage Type used to accommodate outdoor dining and to provide access to individual ground-level restaurants and similar uses.

1. Standards

- a. Storefront with Dining Alcove Private Frontage shall be used to access an individual ground-floor restaurant or cafe.
- b. Storefronts with Dining Alcove shall feature a large recessed alcove, spanning the entire width of its frontage bay, but no larger than 25 feet wide or 12 feet deep.
- c. Not more than one Storefront with Dining Alcove bay shall be associated with an establishment.
- d. A minimum 3 foot zone behind the window glazing must provide an unobstructed view of the establishment's goods & services.
- e. Entrances shall be constructed at sidewalk grade.
- f. Dining alcoves may not rely on adjacent buildings for enclosure.
- g. If applicable, setback areas shall be paved and treated as extensions of the public sidewalk.
- h. Each Storefront with Dining Alcove must include an entrance.

2. Guidelines

- a. Storefront design should vary from establishment to establishment, and Storefronts may have their own architectural character, colors, and materials distinct from the rest of the building.

b. Each Storefronts with Dining Alcove bay should contain the following elements:

- One entrance. Business occupying more than one bay, when permitted per Section 2.2.4, may be permitted to provide only one Storefront bay with a door, while the remaining Storefront bays may exclude doors.
- Where height permits, clerestory windows should be used above the dining alcove to provide a continuous horizontal band or row of windows across the upper portion of a Storefront.
- A sign band, at least 24 inches high, spanning the width of the Storefront and located above the alcove and below the clearstory or transom.
- A Building Base Plinth treatment.
- Each Storefront should have clear-glass display windows framed within pilasters and the Building Base Plinth treatment.

c. Frontage treatments should completely enclose the building area behind. With the exception of doors and operable windows, the building area within should not be open to the outside, creating a "breezeway" or "building on stilts" effect.

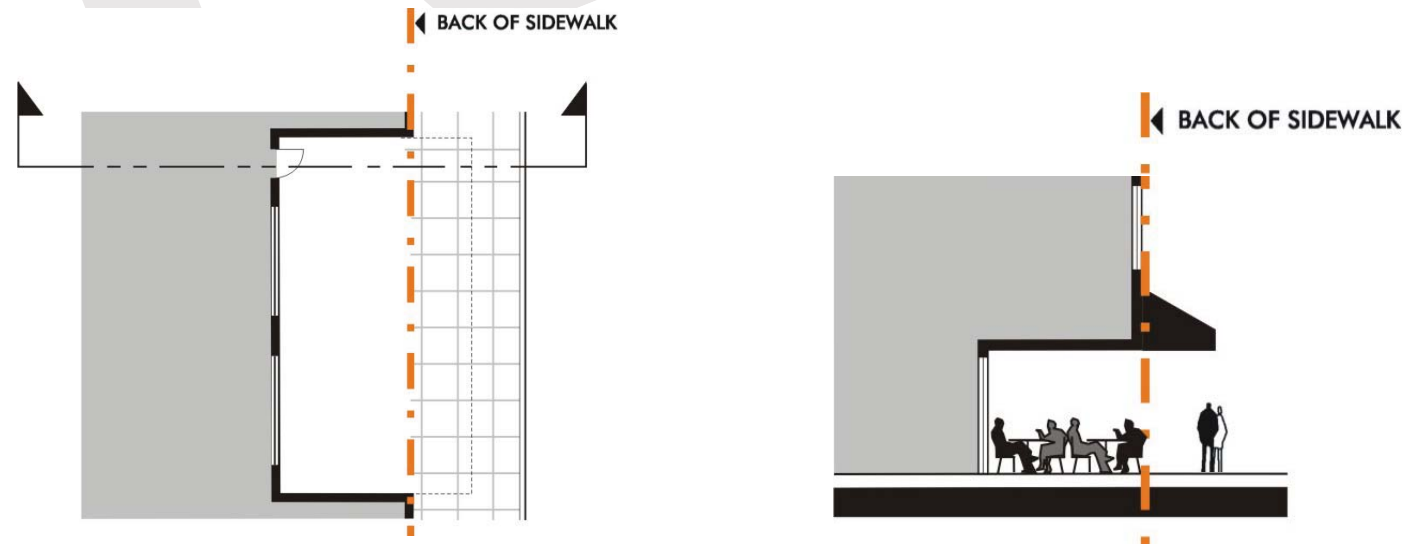
d. Storefront pilasters and Building Base Pilasters should have a maximum spacing of 15 feet within Storefront with Dining Alcove frontage areas.

e. Windows within Storefront frontage should conform to the following guidelines.

- Glazing ratio: Overall wall composition within should contain at least 50%, but no more than 80% glazing
- Proportion: A vertical proportion of window panes or window openings (3:2 to 2:1 height: width ratio) should be used. Openings may be composed of a series of vertically proportioned panes or frames.
- Arrangement on façade: Storefront windows should generally maintain a consistent horizontal and vertical alignment.
- Depth of glazing: Window frames shall not be flush with walls. Glass should be inset a minimum of three (3) inches from the surface of the exterior wall and/or frame surface to add relief to the wall surface.
- Materials should use high quality materials such as crafted wood, stainless steel, bronze, and other ornamental metals. No form of siding, such as lap siding or stucco, should ever be used within a Storefront bay.
- Clear glass should always be used.

f. Doors within Storefront frontage should conform to the following guidelines.

- Doors at Storefronts should include windows of substantial size that permit views into the establishment.
- Doors at Storefronts should match the materials, design and character of the display window framing.
- 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.
- If utilized, rollup security doors should be detailed to conceal door housings and tracks and provide an attractive and finished appearance for all exposed components. The roll-up door housing should not protrude more than 6 inches from the building façade plane.



STOREFRONT WITH DINING ALCOVE FRONTAGE

C) Grand Marquee

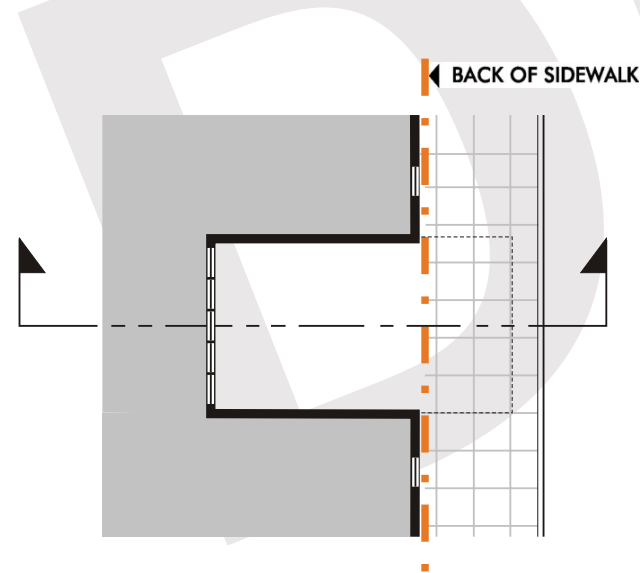
The Grand Marquee Frontage Type which may be used to accentuate the entrance of a movie theater or live performance theater with a seating capacity of 500 persons or greater.

1. Standards

- a. Grand Marquee Private Frontage shall be used to access an individual movie theater or live performance theater with a seating capacity of 500 persons or greater.
- b. Grand Marquee frontage shall feature a large recessed entryway, spanning its entire frontage bay, but no larger than 25 feet wide or 25 feet deep.
- c. If applicable, setback areas shall be paved and treated as extensions of the public sidewalk.
- d. Each Grand Marquee frontage bay must include an entrance.
- e. There may be no more than one Grand Marquee frontage bay per Facade.

2. Guidelines

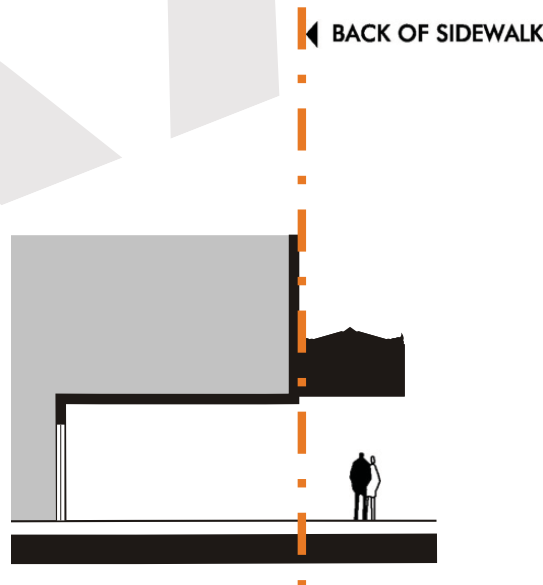
- a. A large canopy featuring a Marquee Sign, as described in Section 2.10, should be part of this Frontage Type. This canopy may project no more than 12 feet into



GRAND MARQUEE FRONTAGE

public right of way or three feet inward of the face of the curb, whichever is less, and may not interfere with streetlights, street trees or other vertical infrastructure.

- b. Entrances should incorporate one or more of the following treatments:
 - Marked by a taller mass above, such as a modest tower, or within a vertical volume that protrudes slightly from the rest of building surface.
 - Accented by special architectural elements, such as ornate columns.
 - Decorative event poster cases.
- c. Frontage treatments should completely enclose the building area behind. With the exception of doors and operable windows, the building area within should not be open to the outside, creating a “breezeway” or “building on stilts” effect.
- d. Recessed entryways should feature enhancements such as: 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.
- e. Entrances should feature multiple doors in a row, incorporating high quality materials such as crafted wood, stainless steel, bronze, and other ornamental metals as appropriate to the architectural Character Type.



D) Grand Portico

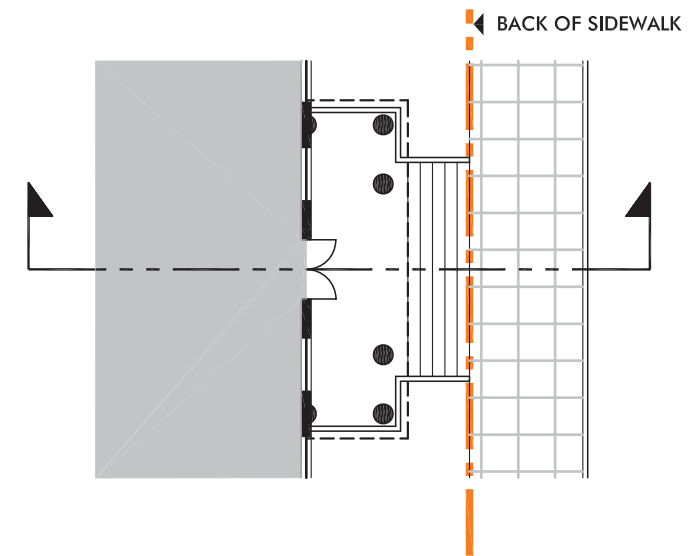
A portico is a roofed entrance supported by columns appended to the primary plane of the building’s front façade used to provide shared access to lobbies serving civic or hotel uses.

1. Standards

- a. Grand Portico Private Frontage shall be used to access uses in the Civic or Lodging use groups.
- b. The portico may encroach into the front setback area, but may not encroach into the public right of way.
- c. Each Grand Portico frontage bay must include an entrance.
- d. There may be no more than one Grand Portico frontage bay per Facade.

2. Guidelines

- a. Entrances should incorporate one or more of the following treatments:
 - Marked by a taller mass above, such as a modest tower, or within a vertical volume that protrudes slightly from the rest of building surface;
 - Accented by special architectural elements, such as columns, overhanging roofs, awnings, and ornamental light fixtures;



GRAND PORTICO FRONTAGE

- Indicated by a recessed entry or recessed bay in the Facade. 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.
 - Sheltered by a projecting canvas or fabric awning, or as a permanent architectural canopy utilizing materials from the primary building.
- b. Frontage treatments should completely enclose the building area behind. With the exception of doors and operable windows, the building area within should not be open to the outside, creating a “breezeway” or “building on stilts” effect.
- c. Windows within Grand Portico frontage should conform to the Building Middle window guidelines in this Section.
- d. Doors within Grand Portico frontage should conform to the following guidelines:
- Doors should be flanked by columns, decorative fixtures or other details.
 - Doors should incorporate high quality materials such as crafted wood, stainless steel, bronze, and other ornamental metals as appropriate to the architectural Character Type.

E) Common Entry

A Common Entry is a Frontage Type used to provide shared access to lobbies serving residential, office, or hotel uses.

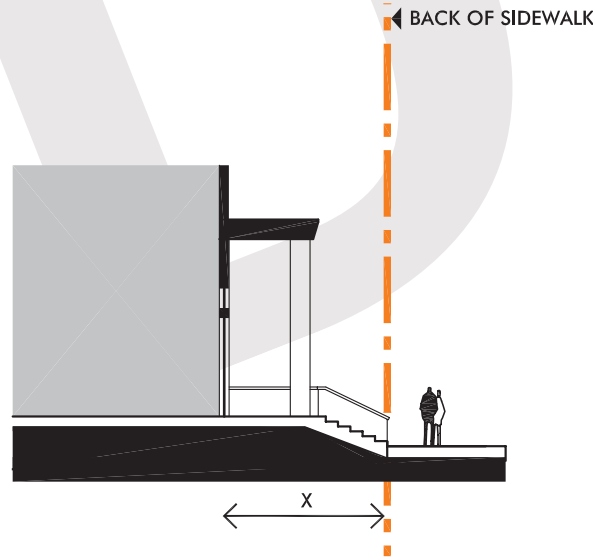
1. Standards

- a. Common Entry Private Frontage shall be used to provide shared access for upper floor uses of the Personal & Business Services, Health and Recreation, Banks and Financial Institutions, Office, General Residential, Specialized Residential, Lodging, Live/Work, or Civic use groups, or Conditional Uses when deemed appropriate by the PHED Director/Designee.
- b. Common Entry frontages shall be located at the primary street façade of the building, shall be easily visible and recognizable, and shall be architecturally treated in a manner consistent with the building architectural character.
- c. Setback areas must be landscaped in accordance with Section 2.5. When landscaping Common Entry setback areas, an edge treatment must be selected from those permitted for the given Corridor Type in Section 2.5 and applied to the setback area in accordance with the specified edge treatment's regulations.
- d. Each Common Entry frontage bay must include an entrance.
- e. There may be no more than one Common frontage bay per Facade.

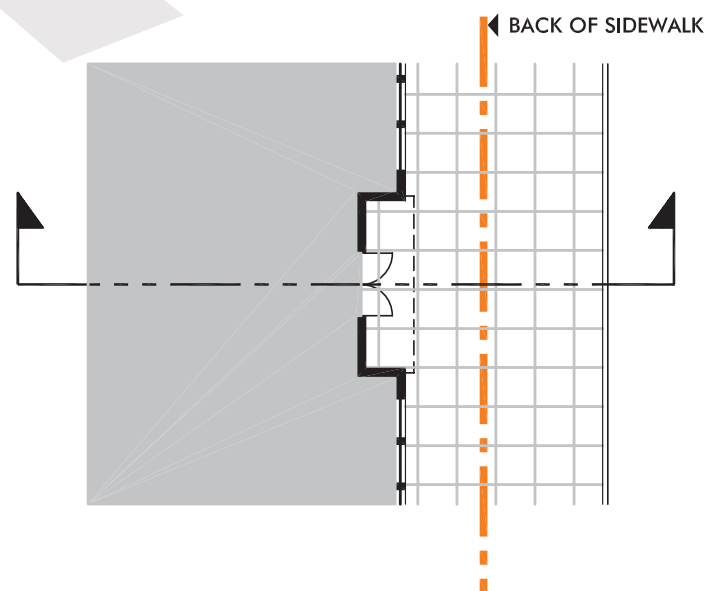
2. Guidelines

- a. Entrances may be inset up to 5 feet from the primary building wall.

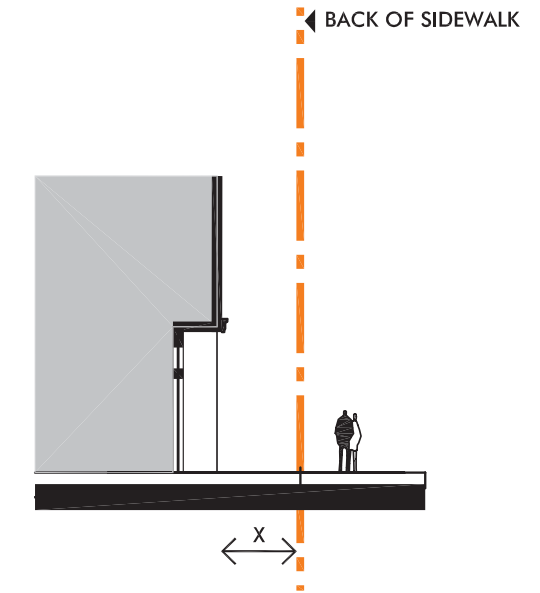
- b. Entrances to upper-story uses should incorporate one or more of the following treatments:
- Located in the center of the façade between Storefronts, as part of a symmetrical composition.
 - Aligned with prominent façade elements of upper stories, such as an expressed or embedded entrance tower.
 - Accented by architectural elements such as clerestory windows, sidelights, and ornamental light fixtures, and identified by signage and/or address numbering.
 - Indicated by a recessed entrance, vestibule or lobby distinguishable from Storefronts.
- c. Frontage treatments should completely enclose the building area behind. With the exception of doors and operable windows, the building area within should not be open to the outside, creating a “breezeway” or “building on stilts” effect.
- d. Windows within Common Entry frontage should conform to the Building Middle window guidelines in this Section.
- e. Doors within Common Entry frontage should conform to the following guidelines:
- Doors should be flanked by columns, decorative fixtures or other details.
 - Doors should incorporate high quality materials such as crafted wood, stainless steel, bronze, and other ornamental metals.



GRAND PORTICO FRONTAGE



COMMON ENTRY FRONTAGE



F) Stoop

A Stoop is an entrance stairway to provide access to an individual residential unit projecting from the face of the building to the sidewalk.

1. Standards

- a. Stoop Private Frontage shall be used to access an individual dwelling unit in the General Residential use group.
- b. Setback areas must be landscaped in accordance with Section 2.5. When landscaping Stoop setback areas, an edge treatment must be selected from those permitted for the given Corridor Type in Section 2.5 and applied to the setback area in accordance with the specified edge treatment's regulations.
- c. Each Stoop frontage bay must include an entrance.

2. Guidelines

- a. Stoop entrances should be elevated no less than 5 feet above sidewalk grade.
- b. Stoops may feature a portico at the top of the stair, or the landing and door may be recessed into the building.

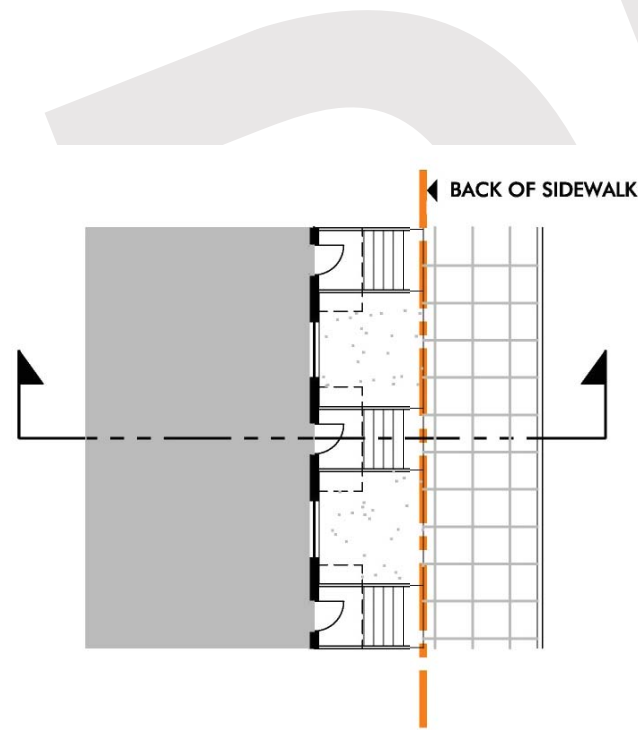
- c. Stoops should be oriented perpendicular to the street.
- d. Stoops may encroach into the front setback area, but may not encroach into the public right-of-way.
- e. Frontage treatments should completely enclose the building area behind. With the exception of doors and operable windows, the building area within should not be open to the outside, creating a “breezeway” or “building on stilts” effect.
- f. Windows within Stoop frontage should conform to the Building Middle window guidelines in this Section.
- g. Doors within Stoop frontage should conform to the following guidelines:
 - Doors should be flanked by columns, decorative fixtures or other details.
 - When multiple adjacent units employ Stoop frontage, doors should vary in color and/or design from unit to unit where possible, to further distinguish the individual identity of each residence.

G) Recessed Stoop

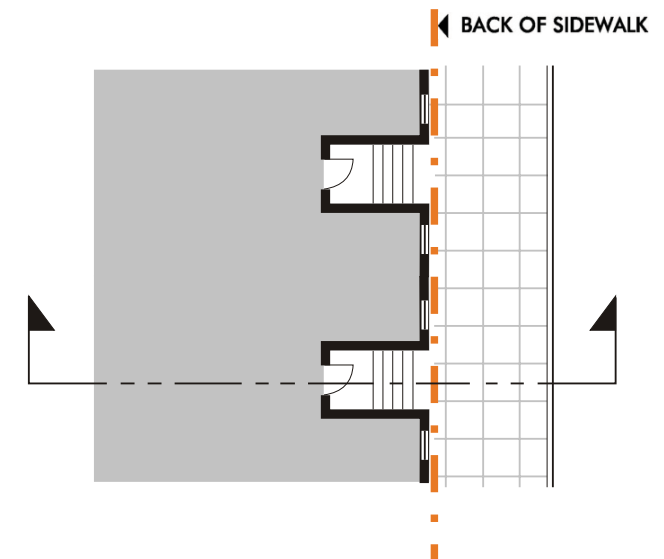
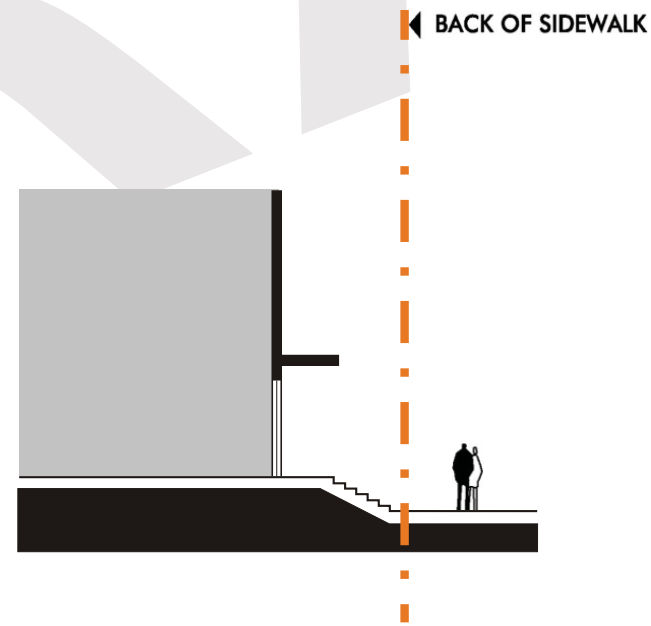
A Recessed Stoop is an entrance recessed into the face of the building to provide access to an individual residential unit.

1. Standards

- a. Recessed Stoop Private Frontage shall be used to access an individual dwelling unit in the General Residential use group.
- b. Setback areas must be landscaped in accordance with Section 2.5. When landscaping Recessed Stoop setback areas, an edge treatment must be selected from those permitted for the given Corridor Type in Section 2.5 and applied to the setback area in accordance with the specified edge treatment's regulations.
- c. Each Recessed Stoop frontage bay must include an entrance.



STOOP FRONTAGE



RECESSED STOOP FRONTAGE

2. Guidelines

- a. Recessed Stoop entrances should be elevated no less than 4 feet above sidewalk grade.
- b. Windows within Recessed Stoop frontage should conform to the Building Middle window guidelines.
- c. Stair openings should be flanked by columns, decorative fixtures or other details.

H) Porch

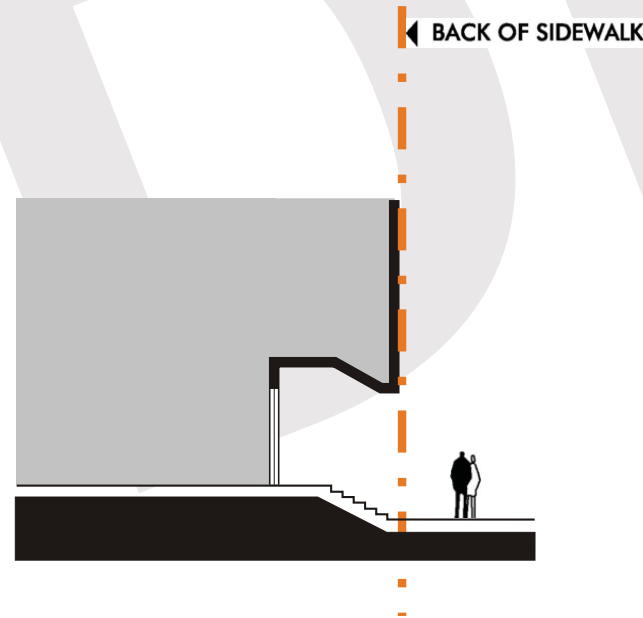
A Porch is a roofed space, open along two or more sides and adjunct to a building, commonly serving to shelter an entrance and provide a private outdoor space appended to an individual residential unit.

1. Standards

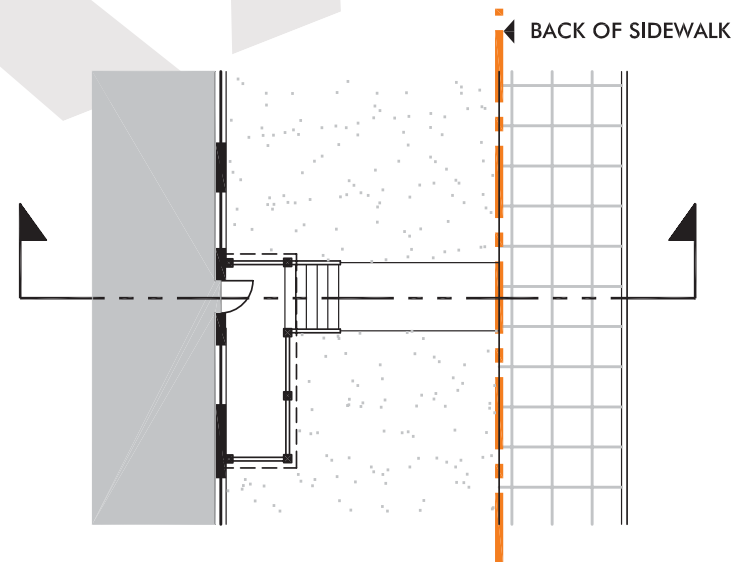
- a. Porch Private Frontage shall be used to access an individual dwelling unit in the General Residential use group.
- b. Setback areas must be landscaped in accordance with Section 2.5. When landscaping Porch setback areas, an edge treatment must be selected from those permitted for the given Corridor Type in Section 2.5 and applied to the setback area in accordance with the specified edge treatment's regulations.
- c. Each Porch frontage bay must include an entrance.

2. Guidelines

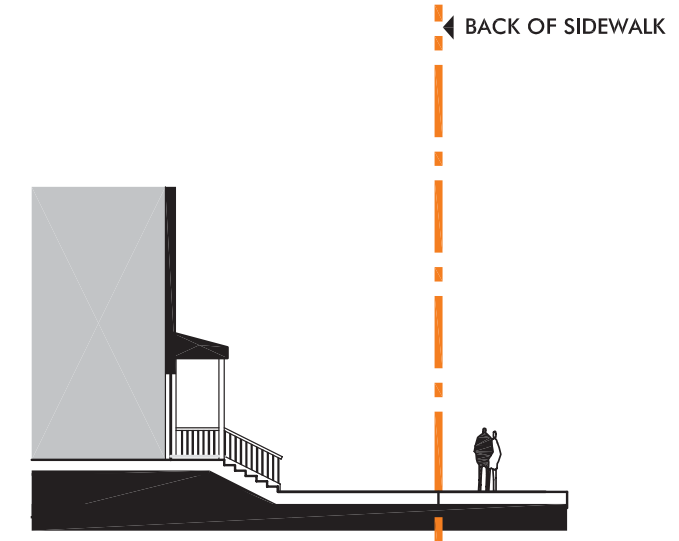
- a. Porch entrances should be elevated no less than 2 feet above sidewalk grade.
- b. When expressed as a separate mass appended to the primary front building plane, the Porch may encroach into the front setback zone.
- c. Frontage treatments should completely enclose the building area behind. With the exception of doors and operable windows, the building area within should not be open to the outside, creating a "breezeway" or "building on stilts" effect.
- d. Windows within Porch frontage should conform to the Building Middle window guidelines.
- e. Doors within Porch frontage should conform to the following guidelines:
 - Doors should be flanked by columns, decorative fixtures or other details.
 - When multiple adjacent units employ Porch frontage, doors should vary in color and/or design from unit to unit where possible, to further distinguish the individual identity of each residence.



RECESSED STOOP FRONTAGE



PORCH FRONTAGE



I) Secondary Entrance

A Secondary Entrance is an entrance which is less used than the primary entrance for a second means of public access or access from a private parking lot.

1. Standards

- a. Secondary Entrance, Service Entrance, Garage Entrance, and No Entrance Private Frontage types are considered "Inactive Frontages." No more than 25% or 25', whichever is greater, of any façade's Building Base (measured in linear feet) may be occupied by Inactive Frontages. On corner parcels, Inactive Frontages must be located on the lowest order corridor per Section 2.8.1.
- b. Setback areas must be paved or landscaped in accordance with the Private Frontage type used to the main entrance of the associated use.
- c. Each Secondary Entrance frontage bay must include an entrance.

2. Guidelines

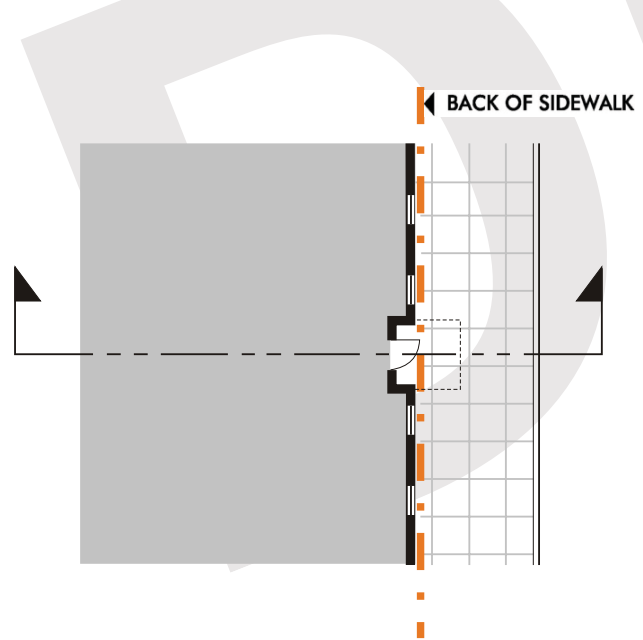
- a. For parcels occupying more than one Corridor Type, Secondary Entrances shall not face the highest order Corridor Type.
- b. Secondary entrances, such as side or rear building entries shall not be more architecturally prominent or larger than the front entry.
- c. Side or rear building entrances should be visible and easy to find, but visually secondary to main entrances.
- d. Secondary entrances should be easy to find, particularly for customers or visitors accessing them from parking lots.
- e. The design of the side or rear entrances should be architecturally related to the front entry, such as in use of materials and proportions.
- f. Secondary entrances should be enhanced with detailing, trim and finish consistent with the character of the building.
- g. Frontage treatments should completely enclose the building area behind. With the exception of doors and operable windows, the building area within should not be open to the outside, creating a "breezeway" or "building on stilts" effect.
- h. Windows within Secondary Entrance frontage should conform to the Building Middle window guidelines.

J) Service Entrance

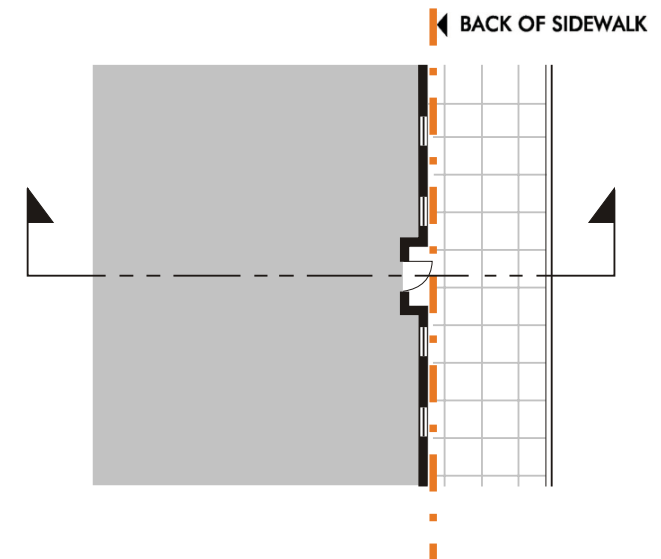
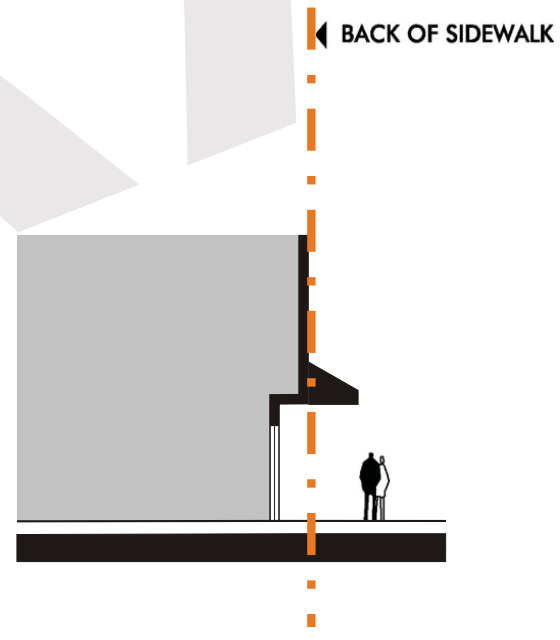
A Service Entrance is an entrance which is less used exclusively for the loading and unloading of wares, or as a fire exit, but which is not used for public access.

1. Standards

- a. Secondary Entrance, Service Entrance, Garage Entrance, and No Entrance Private Frontage types are considered "Inactive Frontages." No more than 25% or 25', whichever is greater, of any façade's Building Base (measured in linear feet) may be occupied by Inactive Frontages. On corner parcels, Inactive Frontages must be located on the lowest order corridor per Section 2.8.1.
- b. Setback areas must be paved or landscaped in accordance with the Private Frontage type used to the main entrance of the associated use.
- c. Each Service Entrance frontage bay must include an entrance.



SECONDARY ENTRANCE FRONTAGE



SERVICE ENTRANCE FRONTAGE

2. Guidelines

- a. Service entrance doors should be non-descript, and should not attract attention. Door windows or ornamented or molded surrounds should be avoided.
- b. For parcels occupying more than one Corridor Type, Secondary Entrances shall not face the highest order Corridor Type.
- c. Portions of the building Facade containing service or truck doors visible from the public street shall be designed to include attractive and durable materials and be integrated into the architectural composition of the larger building Facade design. Architectural treatments, materials, and colors shall be extended from building Facade areas into the Service Entrance frontage containing truck doors to avoid creating a gap in architectural expression and to maintain a high quality appearance.
- d. Loading and services entrances should not intrude upon the public view or interfere with pedestrian activities.
- e. If utilized, rollup security doors should be detailed to conceal door housings and tracks and provide an attractive and finished appearance for all exposed components. The roll-up door housing should not protrude more than 6 inches from the building façade plane.
- f. Windows within No Entrance frontage should conform to the windows guidelines for Building Middle within their Character Type.

K) Garage Entrance

A Garage Entrance provides access for vehicles into a parking garage.

1. Standards

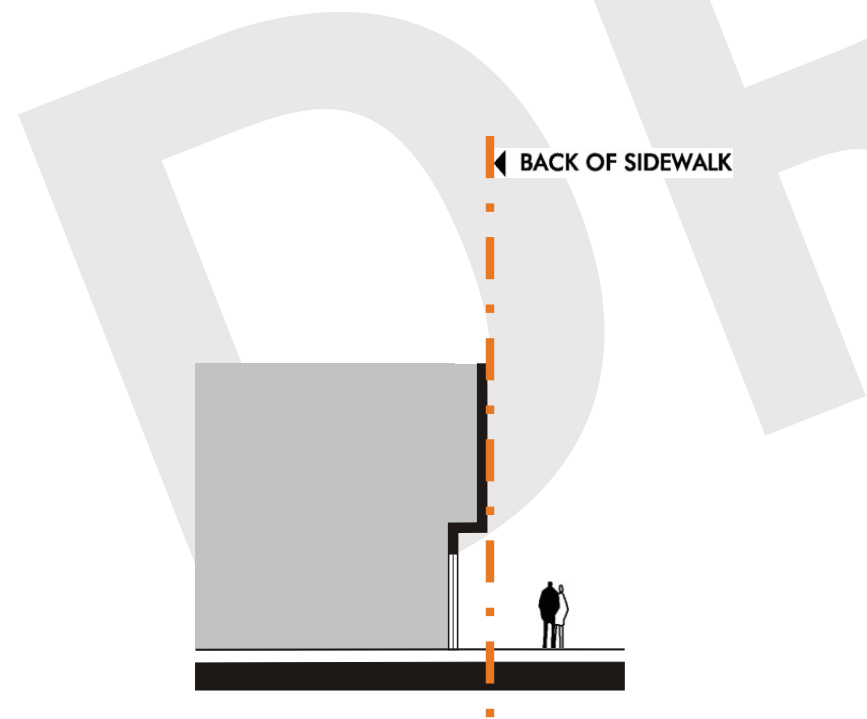
- a. Secondary Entrance, Service Entrance, Garage Entrance, and No Entrance Private Frontage types are considered "Inactive Frontages." No more than 25% or 25', whichever is greater, of any façade's Building Base (measured in linear feet) may be occupied by Inactive Frontages. On corner parcels, Inactive Frontages must be located on the lowest order corridor per Section 2.8.1.
- b. Setback areas must be paved in accordance with Section 2.6.3.
- c. Each Garage Entrance frontage bay must include a garage entrance.

2. Guidelines

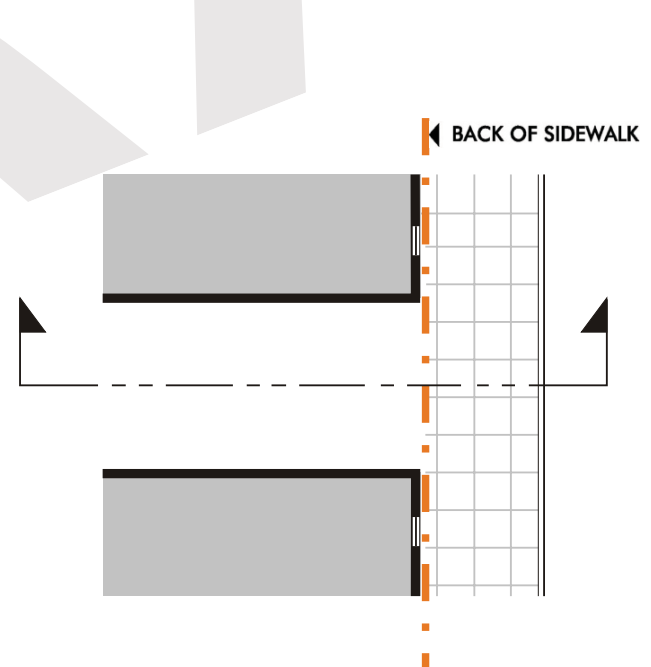
- a. For parcels occupying more than one Corridor Type, Secondary Entrances shall not face the highest order Corridor Type.
- b. For residential garage doors at mixed-use buildings and for all commercial use Garage Entrance doors, single-car garage doors are strongly recommended to avoid projecting an automobile-dominated appearance to the street or alley by using scale-reducing

design treatments as follows:

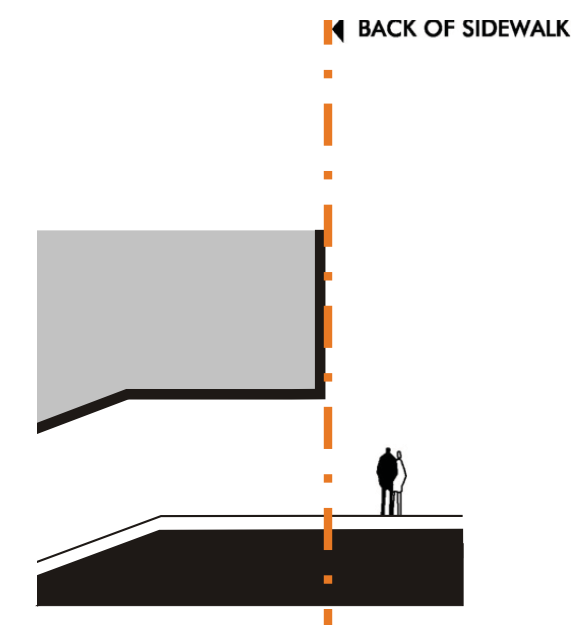
- c. Door design treatments such as ornamental panelization or vertically proportioned segmentation and detail should be used to minimize the apparent width of the entrance – in accordance with the selected architectural character.
- d. Framing elements such as trellises above openings and ornamental framing around the edges of openings are recommended.
- e. Where double car width doors are used, a width of eighteen feet (18'-0") should not be exceeded.
- f. At Live/Work frontages, garage or studio doors should be compatible with a residential character. Large featureless doors should be avoided. Glazed multi-panel doors may also be used to impart a residential scale.
- g. At Garage Entrances of Parking Podiums and Freestanding Parking Structures: Vehicle entrances should be treated with architectural articulation and landscape materials, to "mark" an important and frequently used common entrance and make it easily recognizable. Architectural treatment of Garage Entrance openings should include "notching" the mass of the structure or podium at the entry, applying architectural framing to the opening, trellising with or without plant materials, ornamental door grillework, ornamental lighting and signage, etc., consistent with the architectural character of the building.



SERVICE ENTRANCE FRONTAGE



GARAGE ENTRANCE FRONTAGE

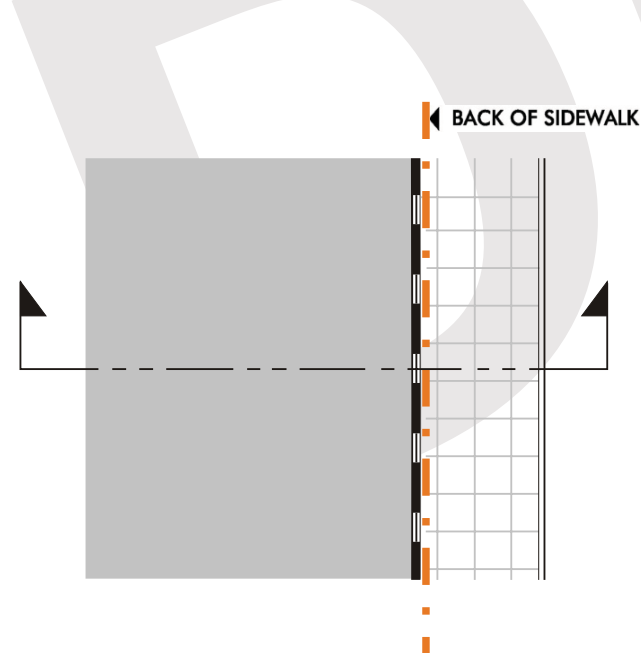


L) No Entrance

The No Entrance Frontage Type shall be assigned to parts of the Building Base which contain no entrances and cannot be associated with any of the other Frontage Types as described in this section.

1. Standards

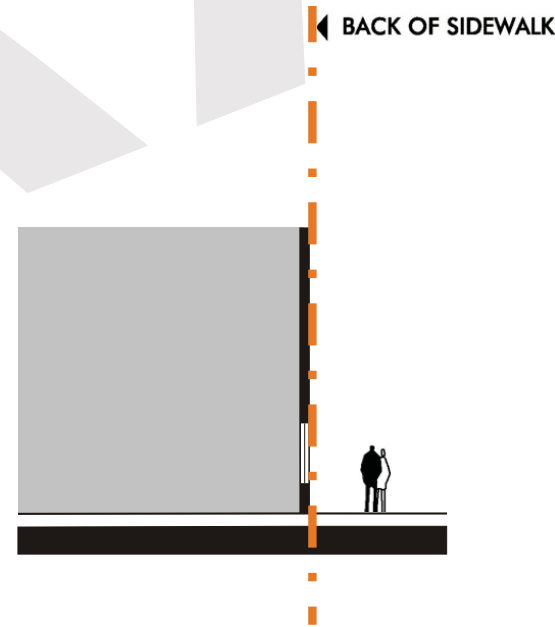
- a. Secondary Entrance, Service Entrance, Garage Entrance, and No Entrance Private Frontage types are considered “Inactive Frontages.” No more than 25% or 25’, whichever is greater, of any façade’s Building Base (measured in linear feet) may be occupied by Inactive Frontages. On corner parcels, Inactive Frontages must be located on the lowest order corridor per Section 2.8.1.
- b. Setback areas must be paved or landscaped in accordance with the Private Frontage type used to the main entrance of the associated use.



NO ENTRANCE FRONTAGE

2. Guidelines

- a. Large expanses of “blank” façade walls should not appear on buildings and structures. Where visible façade segments are not “active” with frequent Storefronts or other entrances, other design treatments or articulations must be used to maintain visual interest and a sense of security for pedestrians. The following elements may be used, as may others not listed here, provided they meet the same intent:
 - Wainscots
 - Decorative light sconces
 - Statuary
 - Bas relief panels
 - Murals
- b. Frontage treatments should completely enclose the building area behind. With the exception of doors and operable windows, the building area within should not be open to the outside, creating a “breezeway” or “building on stilts” effect.
- c. Windows within No Entrance frontage should conform to the windows guidelines for the Building Middle.



2.8.5. BUILDING MIDDLE FAÇADE COMPOSITION REGULATIONS

The Building Middle usually makes up the largest part of the Façade and therefore sets the tone for the overall appearance of the building. Building Middles must be given a cap treatment, and on larger buildings must be broken up horizontally. Windows must be present in abundant quantities and must provide order and structure to the composition of the façade. The following standards and guidelines will apply to all Building Middles.

A) Cap

Building Middle Caps provide a visual termination to the Building Middle, providing a strong accentuation to the Building Top.

1. Standards

- a. A substantial horizontal articulation of the Façade shall be applied at the top of the Building Middle, which will be known as the Building Middle Cap.
- b. Building Middle CapS shall be limited to two feet (2’0”) of projection into the required setback or right-of-way.

2. Guidelines

- a. The Building Middle Cap should be designed according to its Character Type.
- b. The Building Middle Cap should be no less than 3 feet in height.



BUILDING MIDDLE CAP

B) Length Articulation

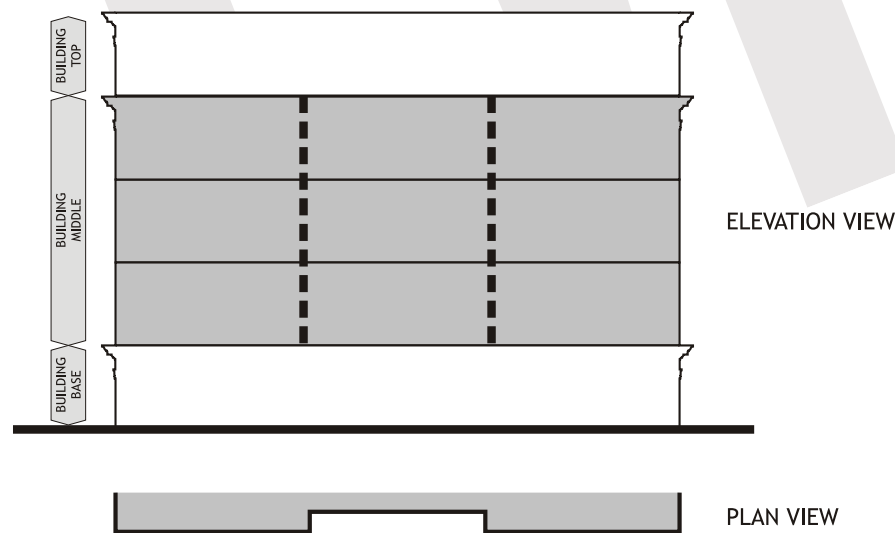
Building Top Length Articulations are established break up long Facades into more comfortable increments, without creating designs that are “busy” and over articulated.

1. Standards

- The maximum Facade Length Articulation Increment shall be as shown in the Private Frontage and Architectural Elements Chart according to Corridor Type.
- Measurement of the horizontal increment shall be from corner to corner for façade offsets, or from centerline to centerline for other articulations.
- Facade Length Articulations must be aligned vertically with Building Base Length Articulations.

2. Guidelines

- The Building Middle Length Articulations should be created using façade offsets, which are slight recesses in the wall plane (see illustration).
- The depth of a façade off set shall be a minimum of one foot, and should not be more than 5 feet. The offset should be vertically straight and should run the full height of the Building Middle.



BUILDING MIDDLE LENGTH ARTICULATION

C) Bay Windows

A Bay Window is a portion of the façade which projects from the primary wall plane over a setback or public right-of-way.

1. Standards

- Bay Windows are allowed on all Building Middle Facades.
- Bay Windows shall not project more than 3 feet into the required setback, required stepback, or right-of-way.
- Bay Windows shall not have a width greater than 10 feet.
- Bay Windows shall have a minimum height clearance of eight feet (8'-0") above the sidewalk below.
- No more than 70% of any façade may consist of Bay Windows.
- Bay Windows may encompass only one floor, or may extend vertically over two or more floors.

2. Guidelines

- Bay window jams should be trimmed with a single vertical jamb casing that extends from the window sash to the corner of the bay. Siding should not be used.
- Below the window, a decorative panel may accentuate the bay. When Bay windows span more than one floor, these should be treated as spandrel panels which emphasize the verticality of the bay window.
- Tops of Bay Windows should be accentuated by a compound cornice, a decorative roof, or some other attractive architectural element.
- The bottom of Bay Windows should be accentuated by brackets, corbels, or a similar architectural element which appears to structurally support the bay.

D) Balconies

A Balcony is a small private open space which gives individual units access to the outdoors.

1. Standards

- Balconies are allowed on all Building Middle Facades.
- Balconies shall not project more than 3 feet into the required setback, stepback, or right-of-way.
- Balconies shall not have a width greater than 15 feet.
- Balconies shall have a minimum height clearance of eight feet (8'-0") above the sidewalk below.
- No more than 50% of any façade may consist of balconies.

2. Guidelines

- Placement of balconies should be vertically and horizontally aligned with other balconies, windows, and similar façade elements.
- Alcoves may be used in conjunction with balconies to increase the usability of this element, while providing shadow and visual interest to the façade composition.
- Balcony should be constructed of trim materials appropriate to its designated style, not with wall cladding materials.

E) Windows

Windows are important to visually organizing a façade and to promoting interaction between the public realm and the private realm.

1. Standards

There are no Building Middle Windows standards.

2. Guidelines

- Overall wall composition within for Building Middles should contain at least 30%, but no more than 60% glazing.
- A vertical proportion of window panes or window openings (3:2 to 2:1 height: width ratio) should be used. Openings may be composed of a series of vertically proportioned panes or frames.
- Windows should generally maintain consistency in size, shape, and location across a façade. Unifying patterns should include a common window lintel line and sill line, as well as aligned vertical centerlines of windows and doors, creating a harmonious pattern across the street wall.
- Window frames should not be flush with walls. Exact minimum inset will vary by Character Type.

2.8.6. BUILDING TOP FAÇADE COMPOSITION REGULATIONS

The Building Top is intended to provide a “crown” to the building. Building Tops must be given a cap treatment, and on larger buildings must be broken up horizontally. Windows must be present in abundant quantities and must provide order and structure to the composition of the façade. The following standards and guidelines will apply to all Building Tops.

A) Cap

Building Top Caps provide a grand completion to the Façade,

1. Standards

- a. A substantial horizontal articulation of the Façade shall be applied at the top of the Building Top, which will be known as the Building Top Cap.
- b. Building Top Caps shall be limited to two feet (6’0”) of projection into the required setback or right-of-way.

2. Guidelines

- a. The Building Top Cap should be designed according to its Character Type.
- b. The Building Top Cap should be no less than 4 feet in height.
- c. The location, spacing, materials, and colors of exposed downspouts, gutters, scuppers, and other visible roof drainage components should be incorporated into the architectural composition of the Façade and roof; haphazard placement should be avoided. Downspouts should be concealed within walls.



BUILDING TOP CAP

B) Length Articulation

Building Top Length Articulations are established break up long Facades into more comfortable increments, without creating designs that are “busy” and over articulated.

1. Standards

- a. The maximum Façade Length Articulation Increment shall be as shown in the Private Frontage and Architectural Elements Chart according to Corridor Type.
- b. Measurement of the horizontal increment shall be from corner to corner for façade offsets, or from centerline to centerline for other articulations.
- c. Façade Length Articulations must be aligned vertically with Building Middle Length Articulations.

2. Guidelines

- a. The Building Top Length Articulations should be created using façade offsets, which are slight recesses in the wall plane (see illustration).
- b. The depth of a façade off set shall be a minimum of one foot, and should not be more than 5 feet. The offset should be vertically straight and should run the full height of the Building Top.



BUILDING TOP LENGTH ARTICULATION

C) Aesthetic Differentiation

Aesthetically differentiating the Building Top from the rest of the Façade can help crown the building in an attractive manner.

1. Standards

There are no aesthetic differentiation standards.

2. Guidelines

- a. The Building Top should be aesthetically differentiated from the Building Middle. The differentiation may be significant or subtle. Possible approaches include variations in color, materials, ornamentation, or window size or shape.

D) Balconies

A Balcony is a small private open space which gives individual units access to the outdoors.

1. Standards

- a. Balconies within the Building Top shall not project into the right-of-way or required setback, but shall be accommodated by slightly stepping back the Building Top.

2. Guidelines

- a. Placement of balconies and balcony railing posts should be symmetrical and vertically and horizontally aligned with other balconies, windows, and similar façade elements.

E) Windows

Windows are important to visually organizing a façade and to promoting interaction between the public realm and the private realm.

1. Standards

There are no Building Top Windows standards.

2. Guidelines

- a. Overall wall composition within for Building Tops should contain at least 30%, but no more than 80% glazing.
- b. A vertical proportion of window panes or window openings (3:2 to 2:1 height: width ratio) should be used. Openings may be composed of a series of vertically proportioned panes or frames.
- c. Windows should generally maintain consistency in size, shape, and location across a façade. Unifying patterns

should include a common window lintel line and sill line, as well as aligned vertical centerlines of windows and doors, creating a harmonious pattern across the street wall.

- d. Window frames should not be flush with walls. Exact minimum inset will vary by Character Type.

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