

PBO & PBO-1 Professional & Business Office Guidelines: Site Design

Vehicles (Parking and Circulation)

Parking in the front yard should be permitted, but minimized in number and visually screened within the PBO and PBO-1 Districts.

At least a portion of required parking (for employees, for instance) should be located in a rear yard to reduce the overall scale of a parking area.

Should no rear yard be available or rear yard parking lot placement is not practicable; parking should be distributed between the front and side yards, utilizing islands with landscaping where practical.

Generally, parking should be designed to ensure that professional and business office developments which may require substantial surface parking are designed to break up a large impervious surface into smaller, less intrusive lots generally more conducive to the quasi-residential character desired in these Districts.

Parking areas should be shielded from rights-of-way, adjacent residential development, and pedestrian pathways through the use of walls and/or opaque landscape screening sufficient to prevent glare from automobile headlights and screen parked cars from view. The walls and/or opaque landscape screening should be composed of materials complementary to the overall site and architectural design. A height of 36 inches is recommended a typical application.

Long rows of cars should be minimized.

Parking area should be broken up by intermittent landscaping islands, pavement texturing, or the use of curvilinear rows and vehicular circulation lanes; provided the resulting design does not inhibit the removal of snow and ice, will not create a safety hazard, and will not inhibit the efficient movement of vehicles.

Where future or additional parking is necessary, the site plan should provide the design for such parking; the use of alternative parking surfaces, such as turf block is encouraged for parking areas designed for overflow parking.

Pedestrians (Amenities and Circulation)

Substantial office plazas and quasi-public spaces should not be encouraged within the PBO and PBO-1 Districts, as they contribute to the nonresidential character of office uses.

Multiple, discreet pedestrian amenities (benches, trash bins, etc.) and outdoor eating or resting spaces should be encouraged throughout a large PBO or PBO-1 District development.

Pedestrian pathways through PBO and PBO-1 District projects should be encouraged allowing free and easy access to all entrances, public or exclusive to employees, from parking areas, public sidewalks, adjacent residential or commercial pedestrian networks, and other non-motorized transportation amenities, such as bike racks or discreet public seating areas.

Pedestrian pathways should be constructed of high-quality materials, should be inset

no less than three feet from the back-of-curb of a parking lot (to provide for landscaped area and for sufficient separation to ensure the safety of pedestrians), should have clearly defined access ramps to and from curbed lots, and should be complemented by plantings and lawn areas, to soften commercial character and increase the desired quasi-residential tone.

All street frontages in the PBO and PBO-1 Districts should be incorporate sidewalks.

Sidewalks should be connected to the main building located on any PBO or PBO-1 District lot, and to on-site pedestrian pathway networks, unless made impracticable by unusual circumstances, such as the presence of severe topography.

Site Orientation and Setback

Within the PBO and PBO-1 Districts, front yard setbacks greater than those required by the Zoning Ordinance should be discouraged.

On corner lots, both facades facing the right-of-way should be treated equally with regard to quality of design and materials.

Curbside Features

Pedestrian and non-motorized amenities, such as benches (stand alone or permanent fixture), garbage receptacles, bicycle racks (where not in conflict with pedestrians), and level, continuous sidewalks and walkways at curbside should be strongly encouraged.

Within individual projects in the PBO and PBO-1 Districts, pedestrian amenities should be grouped in a limited area; consolidated into a single, well landscaped pedestrian rest area per individual professional or business office development.

Consolidated rest areas should be incorporated into the overall site design and should be conceived in a manner inviting to users of the development.

Ultimately, a series of pedestrian rest areas that provide usable, inviting public space for building users, assist in the diffusion of required outdoor space across several small areas, and generally cater to a more reserved, quasi-residential environment should characterize PBO and PBO-1 District areas.

Extensive use of street trees of a durable urban variety and curbside landscaping should characterize PBO and PBO-1 District lots.

Creative application of alternative paving materials for sidewalks and other pedestrian pathways in the PBO and PBO-1 Districts at curbside should be strongly encouraged. Brick and stone (or simulated brick and stone) sidewalks or pathways, which convey a sense of quality and permanence, should be specifically requested.

Ground-mounted mechanical equipment should be located in a rear or side yard, and measures should be taken to prevent its being visible from the primary streetside façade.

Utilities should be located underground or in a rear yard in a PBO or PBO-1 District.

Fences and Walls

Fencing should not be permitted directly along curbside within the PBO and PBO-1 Districts; if necessary to the essential use and function of the site, curbside fencing should be placed a minimum of 3 feet inside a sidewalk, or no less than 12 feet from back of curb, whichever is greater.

If fencing is required in any application in the PBO and PBO-1 Districts, decorative, high-quality fencing should be encouraged.

In cases where fencing is required for security purposes in a rear or side yard, opaque wood or similarly decorative fencing or a wall may be employed.

Employment of short, decorative masonry walls to define a deliberate outdoor space between a front façade and the pedestrian pathway at curbside may be utilized to separate and protect these areas.

Lighting

Lighting in general within the PBO and PBO-1 Districts should be kept to the minimum necessary to maintain a safe environment.

Should lighting be desired as part of the streetscape, fixtures at curbside should be addressed toward the pedestrian, and should be designed at a pedestrian scale.

If a fixture typical of a single-family residential neighborhood is employed to illuminate an intersection or roadway adjacent to a PBO or PBO-1 District, the necessity for any on-site curbside lighting should be adequately demonstrated prior to its use.

Designers should employ as little lighting in the PBO and PBO-1 Districts as necessary for safety and efficiency, and should generally apply a greater number of lower-intensity, lower height lighting fixtures in any site lighting applications, in lieu of fewer, high-intensity pole-mounted fixtures.

All lighting must be shielded and downward-directed to minimize glare, specifically from any adjacent residential areas.

Lighting should be strategically placed and when possible controlled by timers in PBO and PBO-1 Districts.

Parking lot lighting should be limited to that which is needed for safety and security purposes in places only where it will be regularly required.

In place of pole mounted fixtures; wall-mounted lighting sconces or bollards should be employed along building facades to illuminate entrances and pedestrian pathways.



PBO & PBO-1 Professional & Business Office Guidelines: Architectural Design

Style

Style should in no case be limited to any specific architectural style, i.e., Craftsman, Victorian, Second Empire, Bavarian, Tudor, etc.

Use of carefully chosen architectural details, such as cornices, brackets, awnings should be encouraged in an effort to limit large, featureless walls.

Substantial structural elements should be made prominent in building design to provide relief to large walls, create visual interest, define entrances, and convey a sense of permanence.

Rear Façade

When visible, and not facing an industrial district, rear facades should be designed with similar care and attention given to primary facades.

In cases where the rear façade contains an entrance situated toward a parking area, that entrance should be made a primary point of interest on the rear façade and should avoid the appearance of a service or maintenance entrance.

Rear facades should essentially convey a similar sense of invitation and deliberate design as a front façade.

Ground mounted mechanical equipment should only be located along a rear façade, and should be screened from view by a decorative masonry screen wall or a quality fence with significant landscaping forming an opaque screen. In cases where a rear façade of a PBO and PBO-1 District development abuts a residential lot, landscaping and decorative fencing should be preferred.

Building materials and Colors

High-quality masonry building materials (brick, stone, or materials having the appearance of them) should make up 100 percent of the wall surface area, not including windows, of any façade of a building within the PBO and PBO-1 Districts containing the primary customer entrance or facing a right-of-way.

The balance of wall surface area for other walls should be made up of wood siding or shingle (shakes), or other natural materials (or materials having the appearance of natural materials).

Synthetic materials (vinyl siding or sheet metal) should be limited on any façade (not including the façade containing the primary customer façade) having a secondary customer entrance.

Building material colors should primarily consist of complementary and harmonious tones.

Natural masonry materials should be left with their natural finish whenever possible, for purposes of aesthetic concerns and maintenance.

Roof Style and Materials

In the PBO and PBO-1 Districts, gable end or cross gabled roofs, with at least one gable end facing the primary façade should be applied.

Additional roof styles, including mansard, hipped, cross-hipped, gable on hipped, or hipped on gable, may also be applied, but shall not be as desirable as simple gable-end roof styles, unless the application of one of these styles would more appropriately complement a surrounding or adjacent residential area.

Exclusively flat or decked roofs are discouraged in the PBO and PBO-1 Districts.

Roof materials common to or reminiscent of a residential structure should be employed.

Roofs shapes and materials should convey a quasi-residential character, and in no case should extreme colors or materials be chosen so as to preclude the reinvention of the building as another use at a later date.

Dimensional, commercial grade shingle, slate, simulated slate, or natural materials (wood shingle) roofing in neutral colors are preferred.

Windows

Use of single, large pane windows with little or no architectural detail shall not be as desirable as a series of vertical windows, separated by individual casements and details.

Use of mirrored, reflective or opaque black glass should be avoided, particularly along a street side façade or a façade containing any customer entrances. This guideline is not intended to discourage the use of mirrored, reflective or opaque black glass in applications where false windows are being used for the purpose of providing relief to large walls or when concealing mechanical equipment or other undesirable views.

Entrances

Whenever possible, pedestrian entrances should be made central to the design of a building façade.

Defining architectural characteristics, such as pediments, lintels, surrounds, or columns should be employed to draw attention to and lend importance to, the main doorway.

Building entrances extending from the main building or recessed entrances should be used to allow for a small outdoor shelter, and to reduce the massing and add relief to a façade.

Entrances should be lighted with limited and appropriate fixtures for safety.

Doors should be designed so as to make the doorway a unique and inviting architectural characteristic of the building.



C-1 Local Business District Guidelines: Site Design

Vehicles (Parking and Circulation)

Parking should be located in a rear yard whenever possible.

If no rear yard is available or rear yard parking lot placement is not practicable; parking should be relegated only to a side yard.

Parking areas should be shielded from rights-of-way, adjacent residential development, and pedestrian pathways through the use of walls and/or opaque landscape screening sufficient to prevent glare from automobile headlights and screen parked cars from view. The walls and/or opaque landscape screening should be composed of materials complementary to the overall site and architectural design. A height of 36 inches is recommended a typical application.

Long rows of cars should be minimized.

Parking area should be broken up by intermittent landscaping islands, pavement texturing, or the use of curvilinear rows and vehicular circulation lanes; provided the resulting design does not inhibit the removal of snow and ice, will not create a safety hazard, and will not inhibit the efficient movement of vehicles.

Pedestrians (Amenities and Circulation)

Pedestrian pathways through vehicular parking areas should be clearly defined.

Striping, textured surfacing (such as brick), bollards, should used for pedestrian travel lanes.

Street frontages in the C-1 Districts should be designed to incorporate sidewalks.

Sidewalks should be connected to the main building located on any C-1 District lot, and through parking areas.

Site Orientation and Setback

Within the C-1 Districts, front yard setbacks greater than those required by the Zoning Ordinance should be discouraged.

Front yards should be occupied by pedestrian amenities, landscaping, and monument signage, where appropriate.

Automobile circulation lanes or parking (not including barrier-free parking) should be discouraged in front yards within the C-1 District.

The primary entranceway of a building should be situated toward the street.

This front façade of the building should include any proposed wall signage, high grade materials and design, the main pedestrian entrance, and should generally be designed to cater to and interact with the streetscape.

In cases where a main entrance is preferred at the rear of the building, the standards of the streetside façade should remain equal to the quality of design and materials of the rear façade.

Side setbacks should be avoided whenever possible in the C-1 Districts, specifically in those C-1 Districts located within downtown areas.

Collections of buildings should be encouraged to share common walls and should share consolidated parking areas, specifically in downtown areas.

On corner lots, both facades facing the right-of-way should be treated similarly with regard to quality of design and materials.

Building facades should not be angled and should generally parallel the right-of-way on which they are located.

Curbside Features

Sidewalk cafes should be encouraged, whenever feasible, within the C-1 Districts for all food-service uses, especially in downtown areas.

Provision of pedestrian and non-motorized amenities, such as benches (stand alone or permanent fixture), garbage receptacles, bicycle racks, and level, continuous sidewalks and walkways at curbside should be strongly encouraged.

Extensive use of street trees of a durable urban variety and curbside landscaping should characterize C-1 District lots.

Creative application of alternative paving materials for sidewalks and other pedestrian pathways in the C-1 District at curbside should be encouraged. Brick and stone (or simulated brick and stone) sidewalks or pathways, which convey a sense of quality and permanence, should be specifically requested.

Ground-mounted mechanical equipment should be located in a rear or side yard, and reasonable measures should be taken to prevent its being visible from the primary streetside façade.

Utilities should be located underground or in a rear yard in the C-1 Districts.

Fences and Walls

If fencing is required along curbside for any reason within the C-1 District, decorative, high-quality fencing should be used.

Chain link fencing should not be used in the C-1 District.

In cases where fencing is required for security purposes in a rear or side yard, in any area not immediately visible from the street in a C-1 District, opaque wood, walls, or decorative fencing may be employed.

Employment of short, decorative masonry walls to define a deliberate outdoor space between a front façade and the pedestrian pathway at curbside may be utilized to separate and protect these areas.

Lighting

Site lighting along curbside should be addressed toward the pedestrian, and should be designed at a pedestrian scale.

In cases where a high intensity fixture is required to illuminate the right-of-way, a secondary fixture at an appropriate pedestrian height should be extended in the direction of the curbside environment.

Designers should apply a greater number of lower-intensity, lower height lighting fixtures in parking area applications, in lieu of fewer, high-intensity pole-mounted fixtures.

All lighting should be shielded and downward-directed to minimize glare.

Lighting should be strategically placed and when possible controlled by timers in C-1 Districts.

Parking lot lighting should be limited to that which is needed for safety and security purposes.

Wall-mounted lighting sconces should be employed along building facades to illuminate entrances and pedestrian pathways.



C-1 Local Business District Guidelines: Architectural Design

Style

Style should in no case be limited to any specific architectural style, i.e., Craftsman, Victorian, Second Empire, Bavarian, Tudor, etc.

Use of carefully chosen architectural details, such as cornices, brackets, awnings should be encouraged.

Substantial structural elements should be made prominent in building design to provide relief to large walls, create visual interest, define entrances, and convey a sense of permanence.

Rear Façade

When visible, and not facing an industrial district, rear facades should be designed with similar care and attention given to primary facades.

In cases where the rear façade contains an entrance situated toward a parking area, that entrance should be made a primary point of interest on the rear façade and should avoid the appearance of a service or maintenance entrance.

Rear facades should essentially convey a similar sense of invitation and deliberate design as a front façade.

Ground mounted mechanical equipment may be located along a rear façade, but should be screened from view by a decorative masonry screen wall comprised of masonry materials mimicking or complementing those used in the primary structure.

Building materials and Colors

High-quality masonry building materials (brick, stone, or materials having the appearance of them) should make up no less than 50 percent of the wall surface area, not including windows, of any façade of a building within the C-1 Districts.

The balance of wall surface area should be made up of wood siding or shingle (shakes), or a combination of wood and synthetics; however, synthetic materials should not exceed the guidelines set forth below.

Synthetic materials (vinyl siding or sheet metal) should be limited to no more than 25 percent of the surface area of any façade other than the front façade in the C-1 District, and should not be permitted in any degree on the front façade.

Building material colors should primarily consist of complementary and harmonious tones.

Natural masonry materials should be left with their natural finish whenever possible, for purposes of aesthetic concerns and maintenance.

Roof Style and Materials

In applications where continuous structures sharing common walls exist, roofs should be limited to traditional flat styles with appropriate variations, such as parapet walls.

In applications where isolated buildings on individual lots are proposed, gable end or cross gabled roofs, with at least one gable end facing the primary façade, should be applied.

Additional permissible roof styles, including mansard, hipped, cross-hipped, gable on hipped, or hipped on gable, may be considered, but shall not be as desirable as the roof styles described above.

Exclusively flat or decked roofs should be discouraged in an isolated C-1 District application, unless necessary to remain consistent with surrounding architecture.

Roof materials should be chosen with respect for building sustainability and durability.

In no case should extreme roof colors or materials be chosen so as to preclude the reinvention of the building as another use at a later date.

Standing seam metal, “scaloped” or other dimensional, commercial grade shingle, slate, or simulated slate roofing in neutral colors should be preferred.

Windows

No less than 50 percent of the ground floor of the front façade of a building in the C-1 Districts should be composed of windows and doorways.

Use of single, large pane windows with little or no architectural detail shall typically not be considered as desirable as a series of vertical windows, separated by individual casements and details.

Use of mirrored, reflective or opaque black glass should be avoided, particularly along a streetside façade, where interaction with the streetscape environment is a primary purpose for the requirement of substantial window area.

Entrances

Pedestrian entrances should be made central to the design of a building façade.

Defining architectural characteristics, such as pediments, lintels, surrounds, or columns should be employed to draw attention to and lend importance to, the main doorway of a building.

Recessed entrances should be used to allow for a small outdoor shelter, increase window display area, reduce the massing and add relief to a façade.

Entrances should be lighted with limited and appropriate fixtures for safety.

Doors should be designed so as to make the doorway a unique and inviting architectural characteristic of the building.



C-2 Shopping Center Business District Guidelines: Site Design

Vehicles (Parking and Circulation)

Parking for clustered shopping centers should be consolidated into a single, shared lot.

Parking should be central to the overall development and, if possible, surrounded on no less than two sides by the strip commercial center.

Parking should be situated to provide efficient pedestrian access from business to business. If possible, all parking spaces should be close enough to all corners of the commercial center to allow for visitors to use a single spot while patronizing multiple businesses.

Parking areas should be shielded from rights-of-way, adjacent residential development, and pedestrian pathways through the use of walls and/or opaque landscape screening sufficient to prevent glare from automobile headlights and screen parked cars from view. The walls and/or opaque landscape screening should be composed of materials complementary to the overall site and architectural design. A height of 36 inches is recommended a typical application.

Long rows of cars should be minimized.

Parking area should be broken up by intermittent landscaping islands, pavement texturing, or the use of curvilinear rows and vehicular circulation lanes; provided the resulting design does not inhibit the removal of snow and ice, will not create a safety hazard, and will not inhibit the efficient movement of vehicles.

Pedestrians (Amenities and Circulation)

In cluster commercial settings, awnings or arcades, to cover pedestrian pathways along front facades are encouraged, to permit efficient, all weather pedestrian circulation from business to business throughout the commercial center.

Pedestrian pathways through vehicular parking areas should be clearly defined.

Striping, textured surfacing (such as brick), bollards, should used for pedestrian travel lanes.

Sidewalks, when feasible, should be encouraged along street frontages in the C-2 Districts.

Sidewalks should be especially desirable when adjacent lots contain sidewalks and other pedestrian pathway networks to which the new site could be connected.

All sidewalks or other pedestrian pathways should be connected to the main building or buildings located on any C-2 District lot, and through parking areas.

Site Orientation and Setback

Cluster commercial development in the C-2 District may incorporate outdoor plaza areas containing benches, wide pathways, trash receptacles, landscaping, instructional signage, and partial shelter (such as a gazebo or awning).

Outdoor plazas may be characterized by substantial, defining central amenities, such as a fountain, a clock tower, or public art.

Outdoor plaza areas should be centrally located, insofar as possible.

Restaurant uses having outdoor cafes should be encouraged to locate adjacent to and interplay with plaza areas to encourage public use of the space.

It is not essential that the primary entranceways be situated toward the street.

The façades serving as the “front” of the building shall be those facades housing the primary pedestrian entrances to tenant units. This façade should include any proposed wall signage, high grade materials, and should generally be designed to cater to and interact with the pedestrian atmosphere and central parking area.

The circulation lanes of the parking area should be located adjacent to the front facade, should be characterized by benches, street trees, trash receptacles, high quality materials, textured pedestrian crossings, and pedestrian scale lighting. One desired effect of such an arrangement is to create a small-scale “main street” environment within individually developed cluster commercial centers.

In cases where a customer entrance is required at the rear of a building, the standards of the rear façade should approximate the quality of design and materials of the façade facing the front, as defined above.

Facades facing the right-of-way should be treated similarly with regard to quality of design and materials as the “front” façade (that façade housing the primary customer entrances).

Curbside Features

Use of street trees of a durable urban variety and curbside landscaping should characterize C-2 District lots.

Creative application of alternative paving materials for sidewalks and other pedestrian pathways in the C-2 District at curbside should be encouraged. Brick and stone (or simulated brick and stone) sidewalks or pathways, which convey a sense of quality and permanence, should be specifically requested.

Ground-mounted mechanical equipment should be located in a rear or side yard, and reasonable measures should be taken to prevent its being visible from any other side determined to be the “front” façade (containing the primary customer entrances).

Reasonable measures should be taken to screen roof mounted mechanical equipment from view.

Utilities should be located underground or in a rear yard in the C-2 Districts.

Fences and Walls

If fencing is required along curbside for any reason within the C-2 District, decorative, high-quality fencing should be used.

Chain link fencing should not be used in the C-2 District.

In cases where fencing is required for security purposes in a rear or side yard, in any area not immediately visible from the street in a C-2 District, opaque wood, walls, or decorative fencing may be employed.

Employment of short, decorative masonry walls to define a deliberate outdoor space between a front façade and the pedestrian pathway at curbside may be utilized to separate and protect these areas.

Lighting

Site lighting along circulation lanes adjacent to the front faced (having the primary customer entrances) should be addressed toward the pedestrian, and should be designed at a pedestrian scale.

Plaza areas should be illuminated by low-intensity, decorative fixtures designed at a pedestrian scale.

Designers should apply a greater number of lower-intensity, lower height lighting fixtures in parking area applications, in lieu of fewer, high-intensity pole-mounted fixtures.

All lighting must be shielded and downward-directed to minimize glare.

Lighting should be strategically placed and when possible controlled by timers in C-2 Districts.

Parking lot lighting should be limited to that which is needed for safety and security purposes.

Wall-mounted lighting sconces should be employed along building facades to illuminate entrances and pedestrian pathways.



C-2 Shopping Center Business District Guidelines: Architectural Design

Style

Style should in no case be limited to any specific architectural style, i.e., Craftsman, Victorian, Second Empire, Bavarian, Tudor, etc.

Use of carefully chosen architectural details, such as cornices, brackets, awnings should be encouraged.

Substantial structural elements should be made prominent in building design to provide relief to large walls, create visual interest, define entrances, and convey a sense of permanence.

Rear Façade

Facades not having primary customer entrances, not facing a right-of-way, and not facing a central parking area should be designed with similar care and attention given to primary facades.

In cases where the rear façade contains a secondary customer entrance situated toward a secondary parking area, that entrance should be made a primary point of interest on that façade and should avoid the appearance of a service or maintenance entrance.

Ground mounted mechanical equipment may be located along any façade not having primary customer entrances, not facing a right-of-way, or not facing a central parking area, but should be screened from view by a decorative masonry screen wall comprised of masonry materials mimicking or complementing those used in the primary structure.

Building Materials and Colors

High-quality masonry building materials (brick, stone, or materials having the appearance of them) should make up all wall surface area for the facades containing primary customer entrances, any facade facing a right-of-way, or any façade facing a parking area, not including windows, for a building within the C-2 Districts.

Other facades not falling into the above categories should consist of no less than 50 percent masonry materials; the balance of these wall surface areas should be made up of wood siding or shingle (shakes), or a combination of wood and synthetics; however, synthetic materials should not exceed the guidelines set forth below.

Synthetic materials (vinyl siding or sheet metal) may be applied, but should be limited to no more than 25 percent of the surface area, not including windows, of any façade other than those facades containing primary customer entrances, facades facing a right-of-way, or façades facing a parking area in the C-2 District.

Building material colors should primarily consist of complementary and harmonious tones.

Natural masonry materials should be left with their natural finish whenever possible, for purposes of aesthetic concerns and maintenance.

Roof Style and Materials

Simple flat or decked roofs should not be generally permitted in the C-2 District.

Where practicable, pitched roof styles, with gabled, hipped, or gambrel being the most desirable, should be applied; flat styles with appropriate variations, such as parapet walls, may be used in the case of a shopping center.

In the case of a large, cluster commercial center, a decked roof may be employed, provided that substantial care is taken to limit the effect of a long, unbroken roofline.

False gable ends, varied rooflines, pediments, and other features should be installed intermittently along street side facades, facades facing a parking area, or facades containing customer entrances. These features should be integrated into the overall building design for the purpose of masking the appearance of a single, substantial flat or decked roof.

Roof materials should be chosen with respect for building sustainability and durability.

For pitched roofs, in no case should extreme roof colors or materials be chosen so as to preclude the reinvention of the building as another use at a later date.

Standing seam metal, “scaloped” or other dimensional, commercial grade shingle, slate, or simulated slate roofing in neutral colors shall be preferred for pitched-roof applications.

Windows

No less than 50 percent of the ground floor of a façade of a building containing a primary customer entrance or facing a right-of-way in the C-2 Districts should be composed of windows and doorways.

Use of single, large pane windows with little or no architectural detail shall typically not be considered as desirable as a series of vertical windows, separated by individual casements and details.

Use of mirrored, reflective or opaque black glass should be avoided, particularly along a street side façade or a façade containing any customer entrances, where interaction with the right-of-way streetscape or circulation lane streetscape environment is a primary purpose for the requirement of substantial window area.

Entrances

Pedestrian entrance styles should be varied in cluster commercial developments.

Entrances should reflect the tenant contained therein and should serve to differentiate one unit from another in a cluster commercial setting.

Defining architectural characteristics, such as pediments, lintels, surrounds, or columns should be employed in various, but familial combinations to draw attention to and lend importance to, customer entrances.

The entrances should be focused upon to serve as primary defining characteristics which help minimize the appearance of a single, large commercial building and encourage the image of a collection of smaller, individual, clustered commercial units.

Entrances and pedestrian areas under arcades, awnings, or other shelters should be lighted with limited and appropriate fixtures for safety, preferably recessed ceiling-mounted lights, or internally mounted wall sconces.

Doors should be designed so as to make doorways unique and inviting architectural characteristic of the units in a cluster setting.



C-3 General Business District Guidelines: Site Design

Vehicles (Parking and Circulation)

Parking areas should be shielded from rights-of-way, adjacent residential development, and pedestrian pathways by decorative masonry walls not less than 30 inches in height, or opaque landscape screening in conjunction with a fence sufficient to prevent glare from automobile headlights and screen parked cars from view.

Long rows of cars should be minimized.

Parking areas should be shielded from rights-of-way, adjacent residential development, and pedestrian pathways through the use of walls and/or opaque landscape screening sufficient to prevent glare from automobile headlights and screen parked cars from view. The walls and/or opaque landscape screening should be composed of materials complementary to the overall site and architectural design. A height of 36 inches is recommended a typical application.

Pedestrians (Amenities and Circulation)

Pedestrian pathways to vehicular parking areas should be clearly defined.

Striping, textured surfacing (such as brick), bollards, should used for pedestrian travel lanes.

Sidewalks, when feasible, should be encouraged along street frontages in the C-3 Districts.

Sidewalks should be especially desirable when adjacent lots contain sidewalks and other pedestrian pathway networks to which the new site could be connected.

All sidewalks or other pedestrian pathways should be connected to the main building or buildings located on any C-3 District lot, and through parking areas.

A full barrier-free pedestrian pathway system should be provided on all C-3 District lots to permit efficient circulation to and from parking areas.

Site Orientation and Setback

Primary entranceways should be situated toward the street, to limit the effect a large, featureless wall characteristic of many C-3 uses might have on the surrounding environment. Designers are encouraged to utilize a “village” concept when orienting proposed buildings.

Entrances should be designed to provide an inviting and approachable portal to the surrounding environment, to bring large scale structures and developments to a neighborhood scale.

The front façade should include any proposed wall signage, high grade materials, and should generally be scaled to cater to and interact with both the pedestrian atmosphere and primary parking area.

The circulation lanes of the parking area directly adjacent to the front façade should utilize a “village” concept, and should be characterized by benches, street trees, trash receptacles, high quality materials, textured pedestrian crossings, and pedestrian scale lighting.

In cases where a customer entrance is required at the rear of a building, the standards of the rear façade should be similar to the quality of design and materials of the façade facing the front, as defined above.

Curbside Features

Extensive use of street trees of a durable urban variety and curbside landscaping should characterize C-3 District lots.

Creative application of alternative paving materials for sidewalks and other pedestrian pathways in the C-3 District at curbside should be encouraged. Brick and stone (or simulated brick and stone) sidewalks or pathways, which convey a sense of quality and permanence, should be specifically requested.

Ground-mounted mechanical equipment should be located in a rear or side yard, and reasonable measures should be taken to prevent its being visible from any other side determined to be the “front” façade (containing the primary customer entrances).

Utilities should be located underground or in a rear yard in the C-3 Districts.

Fences and Walls

If fencing is required along curbside for any reason within the C-3 District, decorative, quality fencing should be used.

Chain link fencing should not be used in the C-3 District except for security purposes in areas not immediately visible from a right-of-way.

In cases where fencing is required for security purposes in a rear or side yard, in any area not immediately visible from the street in a C-3 District, opaque wood, walls, or similarly decorative fencing may be employed.

Employment of short, decorative masonry walls to define a deliberate outdoor space between a front façade and the pedestrian pathway at curbside may be utilized to separate and protect these areas.



Lighting

Site lighting along circulation lanes adjacent to the front façade (having the primary customer entrances) should be addressed toward the pedestrian, and should be designed at a pedestrian scale.

Designers should apply a greater number of lower-intensity, lower height lighting fixtures in parking area applications, in lieu of fewer, high-intensity pole-mounted fixtures.

All lighting must be shielded and downward-directed to minimize glare.

Lighting should be strategically placed and when possible controlled by timers in C-3 Districts.

Parking lot lighting should be limited to that which is needed for safety and security purposes.

Wall-mounted lighting sconces should be employed along building facades to illuminate entrances and pedestrian pathways.

C-3 General Business District Guidelines: Architectural Design

Style

Style should in no case be limited to any specific architectural style, i.e., Craftsman, Victorian, Second Empire, Bavarian, Tudor, etc.

Use of carefully chosen architectural details, such as cornices, brackets, awnings should be encouraged.

Substantial structural elements should be made prominent in building design to provide relief to large walls, create visual interest, define entrances, and convey a sense of permanence.

Rear Façade

Rear and side facades should be designed with similar care and attention given to front facades or facades having customer entrances.

In cases where the rear façade contains a secondary customer entrance, that entrance should be made a primary point of interest on that façade and should avoid the appearance of a service or maintenance entrance.

Ground mounted mechanical equipment should be located along a rear façade, or in a suitable and concealed location along a side façade.

Ground mounted mechanical equipment should be screened from view by measures including a decorative masonry screen wall comprised of masonry materials mimicking or complementing those used in the primary structure.

Building materials and Colors

High-quality masonry building materials (brick, stone, or materials having the appearance of them) should make up all wall surface area for the facades containing primary customer entrances, any facade facing a right-of-way, or any façade facing a parking area, not including windows, for a building within the C-3 Districts.

Other facades not falling into the above categories should consist of no less than 50 percent masonry materials; the balance of these wall surface areas should be made up of wood siding or shingle (shakes), or a combination of wood and synthetics; however, synthetic materials should not exceed the guidelines set forth below.

Synthetic materials (vinyl siding or sheet metal) may be applied, but should be limited to no more than 25 percent of the surface area, not including windows, of any façade other than those facades containing primary customer entrances, facades facing a right-of-way, or façades facing a parking area in the C-3 District.

Building material colors should primarily consist of complementary and harmonious tones.

Natural masonry materials should be left with their natural finish whenever possible, for purposes of aesthetic concerns and maintenance.

Roof Style and Materials

Simple flat or decked roofs should not be generally permitted in the C-3 District for small, isolated uses.

Where practicable, pitched roof styles, with gabled, hipped, or gambrel being the most desirable, should be applied; flat styles with appropriate variations, such as parapet walls, may be used in the case of a large scale commercial center.

In the case of a large scale commercial center, a decked roof may be employed, provided that substantial care is taken to limit the effect of a long, unbroken roofline.

False gable ends, varied rooflines, pediments, and other features should be installed intermittently along street side facades, facades facing a parking area, or facades containing customer entrances. These features should be integrated into the overall building design for the purpose of masking the appearance of a single, substantial flat or decked roof.

Roof materials should be chosen with respect for building sustainability and durability.

For pitched roofs, in no case should extreme roof colors or materials be chosen so as to preclude the reinvention of the building as another use at a later date.

Standing seam metal, “scaloped” or other dimensional, commercial grade shingle, slate, or simulated slate roofing in neutral colors shall be preferred for pitched-roof applications.

Windows

Front facades should be at least partially composed of windows and doorways, and should make a significant effort to limit extensive, windowless, featureless walls.

Use of single, large pane windows with little or no architectural detail shall typically not be considered as desirable as a series of vertical windows, separated by individual casements and details.

Use of mirrored, reflective or opaque black glass should be avoided, particularly along a street side façade or a façade containing any customer entrances. This guideline is not intended to discourage the use of mirrored, reflective or opaque black glass in applications where false windows are being used for the purpose of providing relief to large walls or when concealing mechanical equipment or other undesirable views.

Entrances

Entrances and pedestrian areas should be lighted with limited and appropriate fixtures for safety, pedestrian scale lights such as wall sconces, bollards, or ceiling lights shall be preferred.

Entrances for C-3 District building should be strategically designed with the intent of softening the visual impact of large scale developments.

Small scale projecting building additions or porticos extending toward the streetscape environment which house entrances or planned outdoor spaces should be encouraged.

Doors should be designed so as to make the doorway a unique and inviting architectural characteristic of the building.

