

SECTION III: Traditional Mixed Use Commercial

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1. Building Massing



Principles

- 1**

Use traditional building masses to define, frame, and enclose the streetscape to concentrate and reinforce pedestrian activity.

- 2**

Segment buildings into three major components: the ground floor Base that anchors the building to the ground; the Middle, that provides transparency; and the Cap that terminates the top of the building.

- 3**

Maintain consistent horizontal rhythms and alignment of architectural elements between neighboring buildings.



1. Street Walls



III.1.1.1 Define the street space by a series of vertical walls lying perpendicular to the street, creating a street wall.



III.1.1.2 Differentiate individual buildings along the street-wall by slight variations in building height, groupings and rhythm of window openings, and different coloration (figures a, b, and c).



III.1.1.3 Design buildings that are of human scale. Reduce buildings into a series of scale giving elements, ornamentations, textures, and building materials that respect the scale of the human body.

III.1.1.4 Avoid large monumental, undifferentiated, and scaleless building masses.

CAUTION

Discourage overly articulated building masses, large roof overhangs, deep recesses, and excessive articulated wall planes, that are typically not found on traditional buildings.

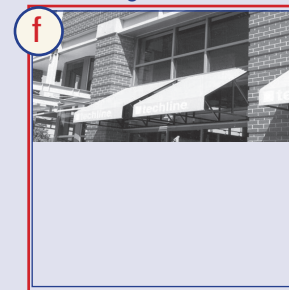
2. The Storefront



III.1.2.1 Segment the blockscape into a series of individual buildings that visually break the streetwall into a series of vertically-oriented building masses (figure d).



III.1.2.2 Rest the building on a ground floor storefront base or pedestal designed to anchor the building to the ground (figure g).



III.1.2.3 Distinguish the base from upper story facades. Use cornice ornamentation and sign bands to distinguish store-fronts from upper stories (figure g).



III.1.2.4 Use similar structural bay window rhythms to promote streetscape continuity (figure g).

III.1.2.5 Locate the ground floor storefront contiguous to the sidewalk (build to line) to ensure the visibility of pedestrian active uses, creating a more human-scaled pedestrian environment (figure e, f, and g).

III.1.2.6 Allow for cafe zones and forecourts to promote and accommodate pedestrian activities.

3. Upper Story Facade

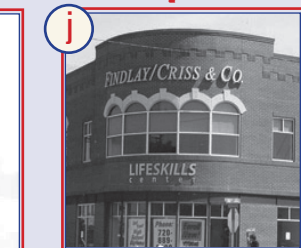
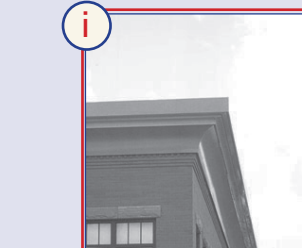


III.1.3.1 Emphasize horizontal building features that provide architectural continuity between neighboring buildings while defining individual floors (figure h). Horizontal continuity and facade articulation shall be provided through the application of the following building features:

- Continuous cornice elements which segment the middle of the building from upper and lower floors
- Continuous belt course that distinguish individual floors
- Repetitive window openings
- Repetitive structural bays

III.1.3.2 Divide upper-story facades into a series of structural bays defined by piers (figure h).

4. The Roof Cap



III.1.4.1 Terminate the top of the building with a distinctive roof cap. Design roof caps using the following techniques:

- Cornice elements (figure i).
- Parapet walls (figure j).
- Gable ends (fractable) (figure k).
- Pediments (figure l)

“Get your land use mix on Highway 66”

August 30, 2006 (Modified on June 12, 2007)