

SECTION IV: Conventional Commercial

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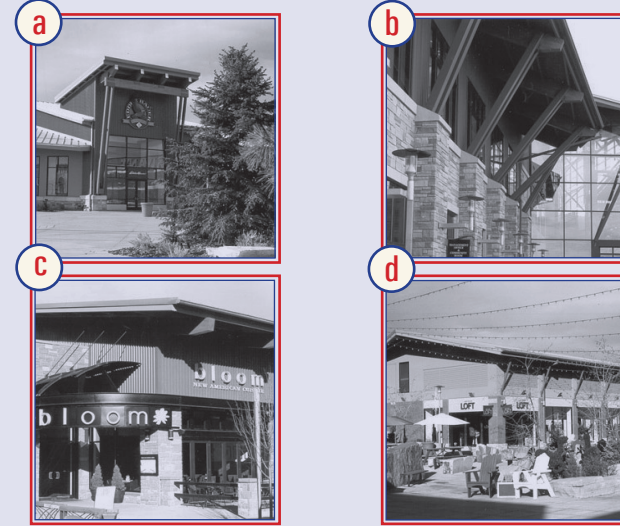


1. Building Massing and Roof Form

Principles

- 1 Create a consistent architectural theme for all buildings within the Conventional Commercial center.
- 2 Create building masses and roof forms that reflect the architectural style of the Conventional Commercial center.
- 3 Increase building mass at areas of higher intensity and pedestrian concentration.
- 4 Break-down larger-scaled commercial buildings into a series of smaller, pedestrian-oriented components.

1. Building Massing



IV.1.1.1 Design all buildings within the commercial development, including satellite buildings and fast food establishments, to reflect a consistent architectural style (figures a, b, c, and d).



IV.1.1.2 Locate higher-intensity "gatepost" satellite building masses at corners designed to "announce" entrance into the commercial center (figure e).
IV.1.1.3 Locate higher-intensity building masses towards the center of building complex. Transition building height outward and down to adjacent developments (figure f).
IV.1.1.4 Punctuate large building masses with towers designed as landmark icons (figure g).

1. Building Massing cont'd



IV.1.1.5 Segment buildings with a distinguishable base, middle, and cap (figure h).
IV.1.1.6 Reduce building mass. Use the following techniques to diminish the size and scale of Conventional Commercial buildings:

- Building step backs
- Variation of pitched roof forms and height (figure k)
- Emphasis and variation of building color and texture
- Expression of building structural bays (figure l)
- Define floor lines with belt courses or trim-bands

2. Roof Form



IV.1.2.1 Create roof forms that contribute to the unified appearance of the commercial center (figure m).
IV.1.2.2 Use a consistent roof pitch for all buildings within the commercial center, designed to unite the entire complex (figure m).

2. Roof Form Cont'd



IV.1.2.3 Avoid continuous roof planes. Pitched roof planes exceeding 60 linear feet shall incorporate articulated roof elements that may include the following:

- Cross gables (figure n)
- Roof monitors (figure o)
- Vertical tower elements (figure p)
- Roof dormers (figure q)

IV.1.2.4 Terminate the top of pitched-roofed commercial buildings with a distinctive cap. Design roof caps using the following techniques:

- Support pitched roof eave overhangs with corbels or brackets
- Sheath pitched roofs with a roofing material that is complementary to the architectural style of the building
- Discourage radical roof pitches that create overly prominent or out-of-character buildings

IV.1.2.5 Terminate the top of flat-roofed commercial buildings with a distinctive cap. Design roof caps using the following techniques:

- Terminate the top of flat roofs with a distinctive cornice and parapet wall
- Distinguish the cornice from the building facade, with the corbel forward from the front plane of the building facade to articulate the cornice
- Top roof parapet walls with a distinctive cap or coping.

