

C-2 DISTRICT

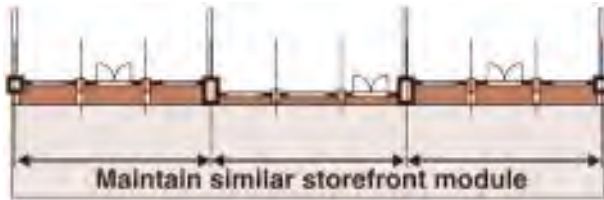
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3.3 BUILDING DESIGN (C-2A SUBDISTRICT)

3.3.1 Maintain a building front module that is consistent with the remaining block front streetscape

a) Pilasters and columns along with wall beams and cornices which are in front of the building wall and display windows should be used to provide a layering and hierarchy of structure. Storefront widths should be similar to those of other adjacent stores. This is of special importance for buildings with street frontages which are wider than the norm along a street front.

b) In general, pilasters and columns should occur at intervals of no more than approximately ten (10) feet.



3.3.2 Design buildings along North Santa Cruz Avenue and Main Street to be compatible with traditional architectural styles

a) Characteristics of traditional *Main Street Contemporary* architecture include the following:

- Shaped parapets or projecting cornices at street wall tops
- Large display windows framed by high quality materials
- Projecting columns and pilasters
- Column/pilaster bases and bulkheads below display windows
- Projecting belt courses and other moldings
- Decorative details

b) Provide architectural details to enhance the visual interest of facades. Elements that are encouraged include the following:

- Projecting cornices with decorative moldings and/or brackets
- Shaped parapets
- Planter boxes
- Projecting molding
- Inset medallions



Desirable storefront components



Contemporary storefront compatible with traditional design

## C-2 DISTRICT

## 3



*Storefronts with attractive display windows, friendly entries, landscaping and well designed detailing enhance both the character of the business and the Town*



- Bay windows
- Moldings around windows
- Pilaster and column capitals

c) Size and height of all detail elements shall be sympathetic to the major elements of adjacent structures.

### 3.3.3 Emphasize display windows and storefront entries

a) Provide interesting storefronts with prominent display windows.

b) Traditional storefronts with bulkheads below the windows and glass on both the street front and the sides of vestibules are desirable. However, larger and more contemporary display windows are also acceptable, but should have some solid base at least 12 inches high between the bottom of the window and the paving below.

c) Use bulkhead materials that are consistent with the building's materials and traditional to Mainstreet-style storefronts (e.g., stucco, tile, stone, wood panels.) The decorative treatment of bulkheads is encouraged (e.g., wood moldings over a wood base panel, decorative tile patterns.)

d) Window box planters below display windows are encouraged to add color and visual interest.

### 3.3.4 Maintain transparent storefronts and public right-of-way walls

a) Maintain a minimum of sixty percent (60%) transparent glazing along primary store frontages up to eight feet above grade.

b) In the example to the left, A+B+C+D must equal at least 60% of E.

c) Avoid blank walls over ten (10) feet long on primary frontages, and from the first fifty (50) feet from Santa Cruz Avenue or Main Street. Break up larger blank walls with pilasters and landscaping.

d) Display window proportions should generally reflect traditional storefront windows with proportions that are horizontal or approximately square. Strong vertical window proportions should be avoided.

e) Display window lighting to enhance the CBD nighttime vibrancy is strongly encouraged. Methods may include shielded or recessed spotlights to highlight display merchandise or pin lights used to define the outline of windows.

**3.3.5 Provide vestibules at building entries**

- a) Recess entry doors three to six feet from the front facade.
- b) Pave vestibule floors with tile, brick, stone, or a similar high quality hard surface to set the vestibule apart from the sidewalk.

**3.3.6 Utilize high quality storefront materials**

- a) Use wall materials primarily composed of stone, brick or stucco for facades. Avoid nontraditional materials such as wood, shingles, cultured stone, small tiles, rough finished materials, and metal.
- b) Wood window frames are common in this area and are strongly encouraged.
- c) Alternatively, vinyl covered or dark anodized aluminum metal storefront window and door frames are suggested.
- d) Anodized aluminum frames are not generally desired, but may be considered on a case-by-case basis.
- e) Entry doors should be selected to compliment the design of the storefront. High quality entry doors are encouraged, while standard storefront doors are discouraged, consistent with the attention paid in the past to doors in this area of the CBD. Dutch doors should also be considered to open up businesses to passing pedestrian traffic, and provide a welcoming small town feeling to storefronts.

**3.3.7 Operable windows and french doors are encouraged for restaurants and coffee cafes**

- a) Window types and proportions should be complementary to the architecture and design of the facade.
- b) Two examples of operable restaurant facade windows are shown below and to the right.

*Restaurant operable window example**Provide vestibule entries**Restaurant operable window example*

## C-2 DISTRICT

## 3



*Awnings are used here to provide color and a sense of intimacy between the window shopper and the clothing displayed*



*Awnings can call attention to building entries and soften the forms of a rectangular building*

### 3.3.8 Install awnings when weather and sun exposure protection are desired

- a) Fabric awnings are the preferred material. Metal awnings may be used if they are of contemporary design, are composed of sloping awning faces only, and are compatible with the building style.
- b) Fabric awnings should be installed on painted tubular metal frames. End panels returning to the building face are optional.
- c) Avoid shiny fabrics.
- d) Backlit awnings that visually appear as large light sources will not be permitted.
- e) Relate awning placement to the major architectural elements of the facade.
  - Avoid covering any transom windows or architectural elements such as belt courses, decorative trim and similar features
  - Use separate awnings over individual storefront bays defined by the columns or pilasters rather than placing a continuous awning across the building frontage
  - Patterned and stiped awnings are discouraged. If patterned awnings are proposed, the burden will be on the applicant to demonstrate that the colors and pattern are appropriate for the design and color of the building
  - Operable awnings are encouraged when appropriate for the style of the building.