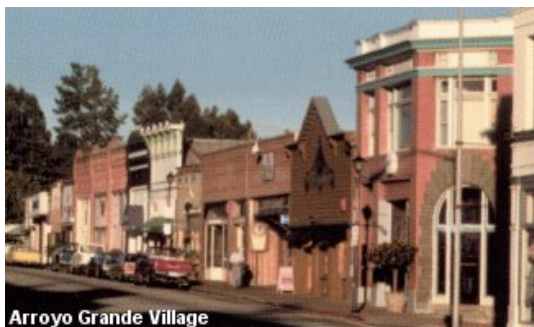


VILLAGE CORE DOWNTOWN (VCD)



This section of the Guidelines and Standards applies to all parcels in the Village Core Downtown area and may also be applicable within Community Facilities (including Public Facilities and Parks), and Mixed Use districts as shown on the Design Overlay District Map.

An objective of the Village Core Downtown area is to enhance and maintain a compact, active street frontage with commercial uses that attract pedestrians. A visual continuity should be maintained through site design and compatibility of scale and materials.

MIXED USES WITHIN THE DISTRICT

There are properties within the Village Core, Mixed Use and Community Facilities overlay districts that have residential architectural styles, and are currently being used as stores, shops, residences, or offices. In order to preserve and enhance mixed use, the character of any new building or renovation shall be consistent with the surrounding area.

EXISTING CHARACTER

Many of the Downtown district historic commercial buildings were erected in the period from 1885 to 1910, and represent a variety of architectural styles. Although building material and detail differ, there are definite patterns that should be respected and incorporated into new development and

renovation. Common elements of design include façade height and structure, strong pedestrian orientation, and attention to ornamentation.



Similarity in Height, Mass and Scale

Most buildings are one or two stories high and range from about eighteen to thirty feet in height. The majority of the buildings in the Village on Branch Street between Traffic Way and Mason Street are also narrow as well, which emphasizes their vertical character.

The most common façade design is two stories high, although some buildings use a “false front” to achieve the impression of height. This façade treatment, when used on a relatively narrow building, stresses the strong vertical elements in the structure and creates an impressive image.

Buildings are also made to appear larger by creating a series of attached facades, linking several smaller structures to create the appearance of one large building. These techniques lead to a more impressive appearance without losing pedestrian scale or blocking views and light.



Similarity of Material

Brick and stone masonry construction is common, especially along Branch and Bridge Streets. Although some exteriors have been painted, such as the Olohan Building, the buildings retain many architectural details of “brick front” construction. This was one of the most popular storefront types of vernacular design, and incorporated commercial establishments on the ground floor with storage, offices or living quarters on the second level. An unusual vernacular style that uses locally quarried yellow stone is also found in the Village Downtown district. The unifying element is the stone itself, which calls for simplicity of construction and ornamentation, but the buildings using this material vary significantly in design. Another common material is wood siding, especially clapboard or weatherboard.

Sense of Experimentation

Although similar architectural styles are evident, and many elements are common, there is no one predominant architectural style, and elements are often combined in creative ways. The historic character, however, is maintained.

Pedestrian Orientation

Most commercial buildings have large display windows and a main entrance that faces the street, oriented to pedestrian traffic. There is no setback from the sidewalk, and buildings are generally designed and detailed to human scale, contributing to an atmosphere where pedestrians feel comfortable.

Variety in Building Form

There is sufficient variety in height, mass, scale and proportion to create visual interest in the Village Core Downtown Area. There is also a mixture of uses that includes retail

establishments, cafes, restaurants and offices, often within the same block.



DESIGN GUIDELINES AND STANDARDS

Mixed Use Projects Within the Village Core Downtown

Mixed use projects within the Village Core Downtown shall be predominantly commercial in character. Upper story residential and office uses designed to be compatible with ground floor retail uses are appropriate. Design of mixed use projects shall not impede pedestrian flow or disrupt concentration of retail, cultural and entertainment uses.

The following building elements shall **NEITHER** overpower the project or detract from the visual continuity of the streetscape or neighborhood **NOR** produce redundancy in feature or pattern that is discordant with the historic character of the district:

- Building scale
- Building form
- Building façade
- Building entrance
- Roofline
- Fencing, rails or trellis
- Archways, columns or towers
- Doors and windows
- Signage or feature designed for sign placement
- Colors

Site Design

1. All new projects or renovations shall adhere to the site development standards of the Development Code.
2. The existing front setbacks of zero to fifteen feet (0' to 15') shall be required with main entries facing the street. A majority of the building frontage shall face the street and incorporate design features oriented to the pedestrian.
3. Streetscape improvements shall complement the existing design sidewalk paving, lighting schemes and street furniture within the district.
4. All enclosures for service areas, trash or recycling containers shall be designed as part of the overall project or building. Materials, textures and colors should be consistent with those of the proposed project and compatible with adjacent buildings.
5. Landscaping shall retain existing trees and plants as much as possible. Street trees and sidewalk planters shall be incorporated where feasible and pedestrian circulation will not be obstructed. (Streetscape elements within the public right-of-way, require an Encroachment Permit from the Public Works Department.) Landscaping in parking areas shall conform to the requirements of Title 16 of the Municipal Code (Development Code).

Building Design

1. The height of new buildings shall not exceed development standards allowed in Title 16 of the Municipal Code. Scale and massing of any building within this area shall be consistent with that of the neighboring buildings, as described above in "Similarity in Height, Scale and Massing".

2. The existing pattern of building façades shall be incorporated into new development projects. Dominant façade designs incorporate either brick front elements or parapet features. Roof patterns generally associated with residential buildings such as gable, hip or gambrel are generally not appropriate for commercial building frontages in the Village Core Downtown District.
3. For retail commercial buildings, display windows should complement the design of surrounding historic buildings and shall be oriented to pedestrian traffic.
4. Transoms are common over display windows, and were used for light and ventilation. When possible, transoms should be incorporated into new building design, and existing transoms should be used in building renovations.
5. New construction should include elements such as cladding, roof structure and ornamentation common to the district. All new projects shall use materials – including roof materials – that fit within the character of the Village Core Downtown district. By using similar materials or replicating these materials on all projects and restorations, the existing character will be reinforced and extended.
6. Decorative fixtures, including awnings, signs, and lighting, shall be integrated with other design elements of the structures.

Construction Materials

1. Brick and stone masonry are the most common façade materials used on historic character structures in the Village Core Downtown district, and are acceptable façade materials. Some brickwork has been painted, and this is consistent with design style of the 1870-1939 period.

Other acceptable façade materials include yellow sandstone (such as that on the I.O.O.F. building), and wood cladding. Wood cladding shall be of painted clapboard, painted weatherboard, or board and batten styles.

Materials of similar design, color and texture may be considered. Smooth plywood panels are not appropriate unless detailed for the historic period.

2. Window sashes shall be of wood or painted steel, and consistent with the historic period. Materials that approximate the appearance of original materials may be substituted subject to the approval of the Architectural Review Committee, but unfinished aluminum is not allowed.
3. Door materials were traditionally wood panel and glass, either single or double. New or replacement doors shall be wood or an approved substitute material that approximates the appearance of original materials. Aluminum entry doors with large glass panels are inappropriate for the Village Core Downtown District.
4. Original decorative details should be retained during renovation. If the original materials have deteriorated and must be removed, they shall be replaced with materials that match as closely as possible the original in design, color, and texture.
5. Reflective glass is not appropriate in the Village Core Downtown District. Stained glass may be used as an accent material if it is consistent with the historic period of the building.

Building colors

1. The number of colors used on a building should be kept to a minimum.

2. While bright colors may be used for limited accent, their use is subject to review by the Architectural Review Committee (ARC).
3. Color samples shall be submitted as part of Plot Plan Review or Conditional Use Permit process.
4. The use of fluorescent, “neon” or “day-glo” colors on building facades is not appropriate, historic base colors should be used instead.
5. Accent colors used for ornamentation, awnings, dentils, friezes or other details shall harmonize with the predominant building color.
6. Color palettes shall complement the majority of the neighboring buildings and be consistent with the historic period.