

## 6.5.3 Materials and Details



The parapet, balconies, and other architectural detail on this structure help emphasize the bays that break up its visual bulk.



The commercial rehabilitation guidelines encourage externally illuminated signage.

### PURPOSE AND INTENT

Materials commonly used on facades of historic commercial structures included brick, stucco, and masonry. Architectural details were usually embellishments added to the solid plane of the facade or parapet details rising from it. Echoing these traditions in the design of new construction will help to preserve the distinctive character of our historic commercial areas.

### GUIDELINES

- .1 Building materials should be similar, or at least appear similar, to those used historically.
- .2 Generally, architectural details should be arranged to emphasize the horizontal features of facades.
- .3 Architectural details should echo, but should not exactly mimic, details found on historic facades.
- .4 The colors of permanent finish materials, such as brick, tile, and stucco, should be similar to these used historically.
- .5 The use of architectural detail to break up the visual mass of outsized buildings is encouraged.
- .6 Signage on commercial infill structures should follow the signage guidelines laid out in the commercial rehabilitation section.

## PRESERVATION PLAN WORKSHEET PAGE THIS SIDE WILL NOT BE PART OF FINAL DOCUMENT

### Notes on text:

The Purpose and Intent section should give the reader an overview of issues addressed in the following section, including a description of common relevant features of commercial structures in your HPOZ area, and a broad description of how relevant features of new infill construction can harmonize with existing historic architectural patterns.

Clear and specific guidelines will help convey the expectations for specific types of projects within the HPOZ and provide certainty and predictability to the process for both the applicant and project reviewer.

When customizing guidelines in this section, please remember that a range of guidelines are listed on these pages to foster discussion and debate regarding the key points. A full assortment of topics and issues are listed, you may wish to cross many out, and add many more. You will find that some may not apply in your HPOZ, and others may be contradictory to those that do. Guidelines that do not apply may be deleted, reversed, or rephrased. General guidelines may be developed in more detail to suit the character of your HPOZ. You may find it helpful to make a list of topics you feel are important, and then draft guidelines to address each one.

Make use of a hierarchy of verbs and phrases to convey the general importance of each particular guideline. The use of the words 'are encouraged', 'are strongly discouraged', 'may', 'should', 'shall', etc. indicate how strongly the HPOZ board will, and the applicant should, adhere to a particular guideline. Each guideline listed on the left is only a draft concept, the verbs and phrases can be modified to meet local expectations.

### Additional graphics:



Architectural detail in commercial buildings can be applied, or can come from the contrast of materials.