

“Exhibit A”

BABCOCK STREET DISTRICT ARCHITECTURAL GUIDELINES

NEW STRUCTURES AND RENOVATIONS: The following guidelines shall apply to new or substantially renovated commercial buildings. This may include any exterior changes or modifications to a building or property, as deemed appropriate.

- (1) **General.** An overall unified architectural character and image should be created by the use of common elements such as consistent forms, colors, materials, and details. Similar architectural treatment between structures within a multi-unit project may be permitted to allow diversity within the project.

The building orientation shall be towards a public right-of-way. Similar architectural composition and treatment shall be provided on all sides of the building that are visible from a public right-of-way, thus referred to as “visible elevations”. On corner lots, rear elevations for service areas can be screened with landscaping or fencing instead of architectural treatment.

- (2) **Roofline.** A strong roofline adds a more finished touch to the structure. Roofline and cornices are especially important for buildings lacking window openings or upper façade detailing. Rooflines should incorporate features such as the following:

- Decorative roof details, such as dormers, cupolas, rafter tails, balconies, terraces, or small beams.
- Cornices with decorative detail.
- Pediment, porticos, architectural features at entryways, or decorative towers.

- (3) **Façade.** Exterior building materials contribute significantly to the visual impact of the building. The “visible elevations” of every building should incorporate recesses and projections, and architectural elements such as columns, arches, etc.

Exterior finishes shall be used on all building materials to provide an aesthetic look. Unfinished concrete block shall have a stucco or other decorative finish on all “visible elevations”.

Corrugated metal panels, used as a finish material, shall be prohibited on “visible elevations”. Exceptions for architectural metal panels that change the visual appearance of a building may be considered.

- (4) **Exterior Details.** Architectural features or details such as windows, awnings, covered arcades, sills, shutters, reliefs, trims, columns, pilasters, quoins, reveals, cornices, horizontal banding arches, decorative vents, and/or accent tile, shall be

integrated into the façade to avoid the appearance of a blank wall on all “visible elevations”.

- (5) **Storefronts.** Windows shall be defined with details such as frames, sills, shutters, planters, relief trims, or lintels. Storefront design, relief features and decorative treatments shall compliment contiguous storefronts. Screening of outdoor storage of customer shopping carts is required along all “visible elevations”.
- (6) **Exterior Building Lighting.** Whenever possible, exterior building lighting shall be required for new buildings. Ornamental or decorative lights mounted with brackets and emblem sign lights shall be used.
- (7) **Building Color.** The use of color on architectural exteriors is subjective. The range of colors is almost infinite; their application is largely a matter of taste and fashion. A building shall have a main building color with complementary trim colors.

Whites, pastels and earth tones shall be used as the main building color. Bright colors could be used in limited amounts for the display area, trim details, and architectural design elements to focus attention.

- (8) **Walls.** Walls shall have the surfaces cleaned and repaired. In addition, restoring original detail and removal of exposed mechanical equipment, electrical apparatus, sign supports, and inappropriate architectural additions shall be done where appropriate. All walls must be maintained in accordance with City Code, Chapter 20; Article X, Community Aesthetics; Section 20-314.

OTHER ARCHITECTURAL DETAILS AND FEATURES:

- (1) **Signs.** Signs shall be a complementary architectural element and impart an important, horizontal element to the block face.

Materials: Sign materials shall be compatible with the building’s overall design.

Size: Signs shall meet all requirements of the city’s sign regulations per Appendix D, Chapter 11, Signs and Advertising.

Color: The color principles used in the main structure shall carry over to signs and a border should be provided around the perimeter of the text.

- (2) **Murals.** Mural projects are an investment in cultural resources that goes far beyond tourism, improved aesthetics, increased business traffic and increased building occupancy. Murals are an investment in a city’s unique identity and its cultural cohesiveness, and contribute to its public art. To effectively implement a

successful mural program, which will ensure consistency and aesthetic value in the community; it is important that applicants adhere to the following guidelines, which will ensure the best possible results.

- The proposed mural shall be an original work of art.
- The mural shall be designed and constructed under the supervision of a qualified artist/muralist or other qualified professional who has sufficient knowledge and experience in the design and execution of such projects, as evidenced by examples of previous art projects.
- The mural must exhibit exceptional design, content, material, and application standards, while incorporating high-quality materials that will enhance the overall development and appearance of the site.
- The materials used may be, but are not limited to, paint and other artistic mediums such as tile or mosaic, and low-relief sculpture.
- The mural shall be appropriate visual imagery for all audiences.
- The mural shall be an appropriate design for the view and vantage points of the mural's intended audience.
- All materials must be appropriate for its outdoor location and climate, with special considerations for longevity and if possible, graffiti-resistant.
- Any mural that is applied to a surface as a vinyl or other non-permanent material is prohibited.

- (3) **Awnings.** Awnings are a simple yet highly effective means to improve the retail or office façade. Awnings serve as an architectural detail and as an element of color. They help draw attention to storefront display areas, improve the comfort of shoppers, and protect the merchandise in the show window.

Design: Rigid, architectural canopies or flexible, fabric awnings shall be used. Awnings shall be attached directly to the building.

Color: Choose colors that complement storefront, signage, and building colors. Bright colors add a casual, festive air to the streetscape while subdued colors present a more formal appearance.

- (4) **Fences.** Fence design shall take into consideration the unique qualities and character of the building. Color should be harmonious with the building's color(s). Fences should not interfere with the general public's visual access to architecturally/historically significant structures or to properties with scenic views.

Chain-link fence is not permitted past the front building line along a front or side corner yard unless it is replacing an existing, dilapidated chain-link fence. New chain-link fences are discouraged in the rear and side yard, and must be dark green or black powder-coated or vinyl-coated. Additionally, similar fence composition shall be provided on all sides of the building that are visible from a public right-of-way. All fences shall further comply with Appendix D, Chapter 9, Article III, Standards for Walls and Fences, of the City Code.