

# Chapter 13.71 HOLLADAY VILLAGE ZONE

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### 13.71.020: PURPOSE:

A. The purpose of this chapter is to identify and enhance the Holladay Village (HV), create a development pattern for new development that is appropriately oriented toward public rights of way, provide a center for human interaction ~~and protect and increase the economic vitality of the City.~~ To achieve these goals, in part, ~~street level floor space immediately abutting 2300 East Holladay Boulevard, Murray-Holladay Road and Laney Avenue between 2300 East and Holladay Boulevard and abutting Holladay Village Plaza, as shown on the map attached to the ordinance codified herein, shall not be office or residential uses.~~ use only. Exception: Minor or small street level lobby areas that lead to upper story residential uses. However, it is not the intent of this chapter to impair the rights of existing businesses and property owners. Therefore land uses and structures existing at the time of adoption of this chapter should be treated as nonconforming uses and structures, except as expressly stated herein. The provisions of this chapter allow lawfully established buildings and uses to continue but limits their expansion or modification unless brought into compliance with the requirements herein.

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### 13.71.040: PRIMARY USES:

A. Permitted Uses: The permitted uses allowed in the HV zone shall be as set forth in [chapter 13.100](#), "Appendix A - Allowed Uses", of this title.

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B. Conditional Uses: Any use legally existing as a conditional use in the HV zone on the effective date of this chapter, is allowed to continue and is subject to the requirements of the conditional use permit issued for such use. Except as otherwise set forth in section [13.71.060](#) of this chapter, each conditional use shall conform to the development standards and design guidelines of this chapter and other applicable requirements of this title.

C. ~~Mixed or~~ Combined Uses (~~See 13.71.020.C~~): Any ~~mixture or~~ combination of uses may be established within the same building or on the same lot or parcel. If any of the proposed uses is a conditional use, that use shall be reviewed and approved by the planning commission as required by section [13.08.040](#) of this title.

D. Prohibited Uses: Any primary ~~or accessory~~ land use not shown as a permitted ~~, accessory or~~ conditional use in [chapter 13.100](#), "Appendix A - Allowed Uses", of this title shall be prohibited.

E. Hours: None of the foregoing uses shall be open to the public between the hours of twelve o'clock (12:00) midnight and six o'clock (6:00) A.M. except for hotels and bed and breakfast uses. (Ord. 2012-15, 9-20-2012)

~~C. Specific accessory uses allowed in the HV zone are as set forth in [chapter 13.100](#), "Appendix A - Allowed Uses", of this title. (Ord. 2012-15, 9-20-2012)~~

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### 13.71.080: DEVELOPMENT STANDARDS:

The following minimum development standards shall apply in the HV zone. Application of the design guidelines set forth in section [13.71.090](#) of this chapter may require a higher standard to be met.

A. Lot, Yard And Other Development Standards: Except as otherwise required by a provision of this section or section [13.71.090](#) of this chapter, the development standards shown on chart 13.71.1 of this section shall apply in the HV zone.

CHART 13.71.1

Development Standard	Amount
Lot area, minimum	5,000 square feet
Lot width, minimum	50 feet at 25 feet back from right of way
Lot frontage, minimum	50 feet
Build-to line	1/2 the width of the right of way shown on chart <a href="#">13.71.2</a> of this section, measured from the centerline
Right of way encroachments	Exception: Ornamental architectural features such as arcades, canopies, awnings, balconies, cornices, etc., and subsurface intrusions such as footings and foundations may be allowed to protrude into the right of way provided they do not

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	interfere with the normal use of the right of way, after review and approval of the planning commission and subject to a license agreement approved by the city manager
Front setback, nonconforming	Expansion and remodeling permitted so long as nonconforming setback is not expanded
Impervious surface coverage, maximum	100 percent, subject to landscaping requirements
Building width, maximum	No requirement
Building height, maximum <sup>1</sup> , including screened mechanical equipment but excluding: 1) chimneys of 6 feet or less; 2) architecturally compatible elevator shafts 6 feet or less; 3) gables 4 feet or less	<ul style="list-style-type: none"> <li>• <del>3.42</del> feet maximum, except for grandcorner architectural features for buildings on the corners of the intersection of Murray Holladay Road and Holladay Boulevard which shall not exceed 68 feet.</li> <li>• <del>32 feet for properties abutting residential uses not in the HV zone.</del></li> </ul>
Land use for floor space abutting major streets and plaza within the Holladay Village zone	<p>The street level floor space fronting and abutting major streets, 2300 East, Holladay Boulevard, Murray-Holladay Road and Laney Avenue between 2300 East and Holladay Boulevard and floor space abutting Holladay Village Plaza, as shown on the map attached to the ordinance codified herein, shall not be office or residential use. (Note: This restriction does not apply to the entire space of a street level floor) Exception: Minor or small street level lobby areas that lead to upper story residential uses.</p>

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Note:

1. To reasonably accommodate for grade and slope changes and as measured from the top back of curb of the nearest street, maximum building height for multi-story buildings may be averaged using 10 equal measurements over the length of the roofline facing the street but at no point may exceed 4 feet above maximum.

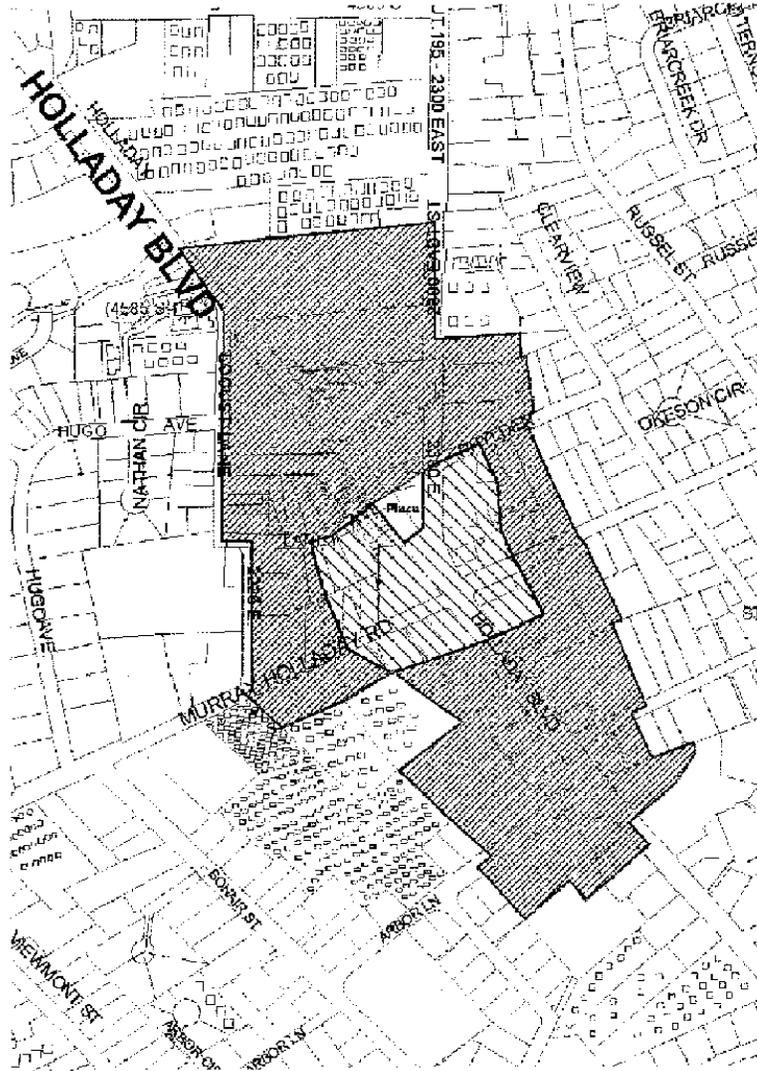
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(Ord. 2012-15, 9-20-2012; amd. Ord. 2013-26, 10-10-2013)

CHART 13.71.2

Street	ROW Width (Feet)
2345 East	47 (may be reduced for existing structures)
2345 South from Kentucky to Arbor/Holladay Boulevard intersection	54
Arbor Lane	54
2225 East Street	66
Murray Holladay Road east from Holladay Boulevard intersection	77
Phylden Drive	77
2270 East	77
4720 South	77
2300 East from Holladay Boulevard intersection north to 4500 South	80
Holladay Boulevard north from Laney Avenue intersection to 4500 South	80
Murray Holladay Road west to 2225 East (45 feet on north side)	85
New connector from 2300 East to Laney Avenue	92
Holladay Boulevard from 2300 East intersection south to Murray Holladay Road	102

FIGURE 13.71.3 Area of Holladay Village Zone where buildings on corners of this intersection may have architectural elements not exceeding 68 feet in height.



-  Two (2) stories- Maximum height 36 FT
-  Three (3) stories- Maximum height 48 FT

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**Allowed Building Heights  
 in the HV Zone**

B. Parking Requirements: Parking in the HV zone shall be governed by the provisions of [chapter 13.80](#) of this title except as otherwise provided in this chapter. (Ord. 2012-15, 9-20-2012)

C. Landscaping: ~~Although landscaping is not required by the HV zone standards except within the buffer areas where an HV property abuts a residential zone or property, all installed landscaping shall comply with the applicable planting and maintenance provisions governing landscaping in chapter 13.77 of this title.~~

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2. Light Source (Lamp): ~~LED, incandescent, fluorescent, metal halide, or color corrected high pressure sodium may be used. LED is the preferred light source.~~ The same type shall be used for the same or similar types of lighting on any one site. No colors other than white or off white (light yellow tones) may be used for any light source for the lighting of signs, structures or the overall site unless the DRB deems such lighting to be appropriate to the design theme of the proposed development. Noncolor corrected low pressure sodium and mercury vapor light sources are prohibited.

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K. Buffer Standards For Proposed Development Adjacent To Residential Property Not In The HV Zone:

1. The minimum setback for any ~~point or portion of any~~ building is twenty feet (20').
2. Building height, ~~except for exempt architectural elements, as allowed by Section 13.76.000,~~ shall not exceed the design envelope created by starting at a point six feet (6') above the ground at the ~~nearest point on the abutting HV/residential property line and then, slanting upward and inward, at a forty five degree (45°) slope, on a ninety degree angle (perpendicular) from that property line,~~
3. Maximum building height shall not exceed the limits shown ~~in Chart, 13.71.1~~ of this section.
4. A six foot (6') high, ~~screening wall or fence,~~ shall be constructed along the property line which is the boundary between the HV and ~~residential,~~ zones. Such ~~fence or wall~~ shall include design and other decorative elements consistent with the design of the ~~new~~ building. Fences, walls or enclosures designed for screening shall be architecturally consistent and compatible with the building and/or site with which they correspond. ~~This requirement may be waived or modified by the Planning Commission if it can be demonstrated that existing walls or fences provide the desired buffering and aesthetic effect or can be altered to do so.~~
5. A ~~landscaping~~ buffer strip ~~(not in addition to the minimum building setback) of sufficient, but variable, width to allow for the planting of appropriate trees, or other vegetation anticipated to provide either shade, screening and/or beauty at the common property line,~~ shall be provided parallel to the ~~fence or wall.~~ At least fifty percent (50%) of the ~~total area of the required~~ buffer strip shall be landscaped ~~with live plant material.~~ The buffer strip ~~should enhance and complement, fencing or walls, driveways, vehicle parking spaces, utilities, other on-site landscaping and/or amenities etc.,~~ (The ~~Planning Commission may waive or modify this provision depending on the particulars of the site in question.~~)

6. A primary or accessory building or structure shall not have a single, unbroken facade longer than fifty feet (50').
7. No trash receptacle or storage area shall be located closer than fifty feet (50') from a residential property line unless located within a fully enclosed building.

8. Site lighting shall be designed to direct lighting away from residential property. ~~The use of energy efficient, color and intensity controlled, LED lighting, is preferred and encouraged.~~

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9. An outdoor dining facility shall be constructed in a manner which visually obscures the facility from a ~~abutting~~ residential property and which protects the property from noise and light emanating from the facility.

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10. Mechanical equipment, including penthouses and elevator shafts, shall be screened and soundproofed so that its presence or operation does not violate the noise ordinance or create a nuisance for the occupants of any abutting residence.

**13.71.090: DESIGN GUIDELINES:**  

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E. Building Design: It is the intent of this subsection to encourage timeless architectural designs and building facades in keeping with the historical character of early Utah architecture that has been lost in the commercial center of Holladay. Typical design elements should include three (3) levels: the bottom or street (storefront) level, the middle or shaft level, and the top or parapet level with articulated or ornamental cornices or rooflines. Each level should have different proportions and composition of openings and ornamentation. Storefronts should include display windows, separated by simple vertical piers or classical columns, located below, for example, decorative cornices, fascia boards and divide-light transom windows with simple fabric awnings above decorative bulkheads. Signs should be mounted on the lintel above the first story or painted directly on the inside of display windows.

1. Compatibility Of New Buildings: All new buildings should be designed with a unique character compatible with the objectives of the Holladay Village ~~zone.~~

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2. Building Mass: To avoid any large, continuous building mass of uniform height, no portion of any ~~multi-story building shall continue for more than one hundred feet (100')~~ horizontally along any street frontage without a break in the roofline. The required break in the building height shall continue for a minimum of thirty feet (30') along the horizontal plane before recontinuation of the three-story height.

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a. Break In Roofline: A break in the roofline is defined as:

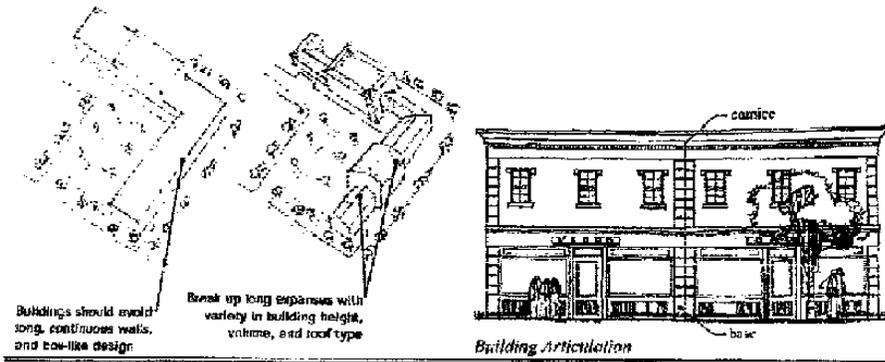
(1) A ten foot (10') minimum step back of the vertical plane of the building on the third story, second and third stories, or all stories; or

(2) A reduction to two (2) stories of the entire building.



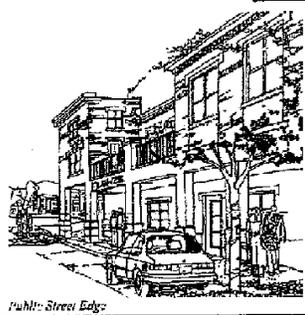
*Typical Roofline Breaks*

b. Structural Articulation: The vertical planes of a building shall be varied so that no continuous elevation is longer than seventy five feet (75') horizontally without a structural articulation which may include facade modulation, structural expressions, varied setbacks or heights, textural modulations and/or projections such as balconies, cornices, covered entrances, arcades or colonnades or other architectural element dividing the facade visually to provide relief to perceived building mass from the street elevation.

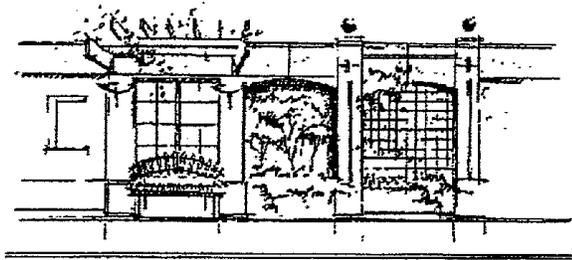


*Building Articulation*

3. Pedestrian Perspective: All building fronts should provide features that are designed to be consistent with pedestrian activity and that provide a variety of architectural details that can be viewed from the pedestrian perspective.



4. Facade Embellishment: Any building wall visible from a public right of way or from a public parking structure shall incorporate architectural design embellishments which are compatible with other publicly visible parts of the building. In addition, a contiguous building wall (longer than 50 feet) shall have a building element, dividing the facade visually which may include windows, a recessed entrance or other appropriate variations.



5. Shading For Pedestrians: At least twenty percent (20%) of walls facing the sidewalk or other pedestrian accessible space shall be architecturally treated with a shade/weather protecting element such as an awning, arcade, trellis, overhanging architectural feature consistent with the overall building architecture.
6. Primary Entrances: Primary entrances to commercial buildings shall be recessed, providing a shaded area that helps to define doorways and provide shelter for pedestrians. Repetition of recessed entries should also be used to provide a rhythm of shadows along the street to help establish a sense of scale. Entrance doors should be topped with transom windows to extend the vertical emphasis of these openings.
7. Maintaining An Expression Line: Upper stories of buildings should maintain an expression line along the facade such as a setback, change of material, or a projection to reduce the perceived building mass.
8. Consistency Of Architectural Style: All buildings should have an articulated base course and cornice ornamented with details consistent with the chosen architectural style. The middle section of the

building is suggested to be divided either horizontally or vertically in a manner consistent with the selected style. Buildings may have upper story features which improve the relationship between the upper story and the street. Such features include, but are not limited to, balconies, roof decks, bay windows or upper story commercial activities.

9. Mixing Of Styles: A compatible mix of styles for the Holladay Village is acceptable providing that some basic design features which complement each other are present.

a. In order to encourage design consistency, all major new construction shall include at least three (3) of the following elements on the street facing facades:

(1) Window and door treatment which embellishes the facade.

(2) Decorative light fixtures.

(3) Unique facade treatment, such as decorative materials and design elements.

(4) Decorative paving.

(5) Trellises, railings, gates, grillwork, or unique landscaping.

b. The design review board may recommend other elements in place of the above for approval by the planning commission.

10. Oriented to the Corner: Buildings on corner lots should be oriented to the corner. Corner entries and/or architectural treatment should be used to emphasize the corner.

11. Emphasis Of Identity: Public buildings, unique community structures and corner structures should have a prominent scale, emphasizing their identity.

12. Window And Door Designs: Windows and doors shall be used to define the character of buildings by giving scale to the building and providing visual interest to the composition of individual facades. Distinct window and door designs should be used to help define building styles. Articulated, transparent facades should be created along pedestrian rights of way, including display windows as a link between pedestrians and activities in the building.

a. In keeping with the intent of these design guidelines, the following shall apply to any street level building facade:

(1) Major new construction shall have at least fifty percent (50%) of the length of the ground floor facade between the height of two feet zero inches (2'0") and eight feet zero inches (8'0") devoted to windows and doors affording views into retail, office, or lobby space.

(2) Highly tinted or mirrored glass windows, shades, blinds or screens that prevent pedestrian view into buildings shall not be permitted.

b. Windows on upper levels should be vertically proportioned and the design of surrounding window casing, the depth and profile of window sash element, and the material of which they are constructed should be distinctly associated with the specific building style.

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c. Awnings and canopies should contribute to the architectural theme and shall be integrated within the building design. Awnings should be constructed of traditional materials and located over windows and doors.

d. On multi-storefront buildings, separate awnings should be located within each storefront opening so that the building frame and details are revealed.

e. Retractable and fixed awnings are encouraged and allowed.

f. Under awning lights that are designed to specifically illuminate the sidewalk and storefront are permitted.

13. Reinforcement Of Design: Building design should reinforce the building's location ,abutting, the street edge and public space.

14. Use Of Customized Components: Prototype design for franchises, formula or national chains shall use customized components consistent with the design requirements for the HV zone that reinforce visual consistency with other buildings in the Holladay Village area.

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F. Building Materials: Exterior finish materials selected should be part of a strong architectural theme and should not appear as a material foreign to the character of the building nor to the Holladay Village.

1. Building exteriors shall be constructed from high quality and durable materials. It is important that the materials and colors will weather well and need minimal maintenance.

a. Acceptable exterior finish materials include the following:

(1) Painted, stained or weathered wood siding such as, 4-S shingles, board and batten and clapboard;

(2) Artificial wood siding such as painted cementitious fiberboard;

(3) Brick or natural stone;

(4) EIFS (synthetic stucco) (not more than 50 percent of all exterior finished surfaces);

(5) Stucco;

(6) Synthetic stone; and

(7) Architectural finish or decorative faced concrete masonry units (CMUs).

b. Materials not listed above shall be prohibited unless determined by the design review board to be part of a strong architectural design theme compatible with the Holladay Village character.

2. No portion of a building constructed of standard CMUs shall be visible from an existing public right of way. Exposed concrete walls should be architecturally treated. The enhancement must include joint

treatments, textured concrete such as exposed aggregate, sandblast and/or colored concrete, or other decorative finishes.

3. Beveled metal siding, mirrored glass, vinyl siding and backlit awnings should not be used.

G. Roofs: The character of a roof is a major feature for a structure. The roof pitch, its materials, size and orientation are all distinct features that should contribute to the character of the building. Shadows created by traditional overhangs should contribute to the perception of a building's scale. Roof designs should relate to the building facade articulations.

1. A variety of roof types and configurations should be used to add interest and reduce perceived building bulk.
2. Use of sidewalk porticoes and roof overhangs is encouraged.
3. Roof materials should be in keeping with the character of the architectural style of the building. Recommended roof materials include slate shingles, asphalt and fiberglass shingles, metal standing seam or tiles.
4. Crickets or other snow guard devices should be placed in such a way that does not alter the form of the roof as seen from the street.
5. Decorative roof accessories such as cresting, ridge caps, and finials may be used.

H. Color:

1. A harmonious range of colors should be used within the Holladay Village.
2. Neon or very bright colors, which have the effect of unreasonably setting the building apart from other adjacent buildings on the street shall not be used.
3. Bright colors should be used only for trim and accents.
4. The design review board may recommend approval of bright colors if the use is consistent with the building design and other design requirements.

I. Amenities:

1. All major new construction involving combined uses of over seven thousand (7,000) square feet of leasable area shall include at least two (2) of the following amenities:
  - a. Plazas: Plazas should be designed as an outdoor room for use by people as opposed to serving only | as a setting for a building. Plazas should be accessible from sidewalks or pedestrian linkages.

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Plazas should be located in sunny areas and provide plenty of seating on benches, steps and/or ledges, public art and other amenities.

b. Art: Art should be integrated with the public street improvements. The location should provide for public view but not hinder pedestrian traffic.

c. Water Feature: A water feature or fountain should be accessible and/or visible by pedestrians from sidewalks, plaza or buildings. A water feature should be designed to use water efficiently with low water loss from evaporation and wind.

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d. Clock Or Landmarks: Decorative clock or decorative landmarks.

e. All Weather Features: Specially designed all weather features that will make spending time outdoors feasible in all seasons.

f. Restrooms: Public restrooms.

g. Greenspace: Greenspace may be similar to a plaza, but include significantly more landscaping than hardscape, and exceed the minimum landscaping requirement for the property.

2. The design review board may recommend other amenities in place of the above for approval by the planning commission. (Ord. 2012-15, 9-20-2012)

J. Landscaping: All uses in the HV zone shall comply with the provisions governing landscaping and buffering in [chapter 13.77](#) of this title.

1. Wherever possible, existing prominent trees should be preserved. Significant vegetation should be protected during any development activity. Preliminary plans shall show all significant vegetation within twenty five feet (25') of a proposed development.

2. All grade level parking should be separated from the street and screened from pedestrian view by landscaping. All parking lot or structure landscaping shall comply with the regulations in [chapter 13.77](#) of this title.

3. Building entries should be emphasized with special landscaping and/or paving in combination with lighting.

4. Landscaping should provide design continuity between the neighboring properties. (Ord. 2013-22, 9-5-2013)

K. Lighting:

1. Pedestrian scale light fixtures should be incorporated into the site design to give visual variety from one building to the next and should blend with the architectural style.

2. Lighting should use minimum wattage LED, metal halide or color corrected sodium light sources which give more "natural" light.
3. All building entrances should be well lit to provide inviting access and safety.
4. Building mounted lights and display window lights should contribute to lighting of walkways in pedestrian areas.
5. Parking area light fixtures should be designed to confine emitted light to the parking area.
6. Neon lighting may be used as a lighting element, provided that the tubes are concealed and are an integral part of the building design. Neon tubes used to outline the building are prohibited.

L. Service Areas:

1. All on site service areas should be located in an area not visible from public streets or abutting residential zones.
2. Consideration should be given to developing common service courts at the interior of blocks.
3. Refuse storage shall be enclosed and properly vented. Enclosures shall be compatible with the architectural style of the building.
4. Utility meters, ground mounted mechanical units and any other similar structures should be hidden from public view or be screened.
5. Fences designed for privacy or screening should be made of masonry, ornamental metal or wood, or some combination of the three (3). The use of chainlink, plastic or wire fencing shall be prohibited.
6. Mechanical units, utility equipment, elevator equipment and telecommunication receiving devices located on the roof should be grouped together, incorporated into the roof design, thoroughly screened and not to exceed the height limits as allowed in section [13.71.080](#), chart [13.71.1](#) of this chapter. (Ord. 2012-15, 9-20-2012)

**13.71.100: ILLUSTRATIONS:**  

The photographs and drawings included in this section are intended only to illustrate appropriate and inappropriate application of the design guidelines set forth in this chapter. They are not intended to imply that a particular design will be approved notwithstanding its similarity to an illustration included herein.

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Figure 1. Development in the HV zone should be designed to encourage pedestrian activity.



Figure 2. Outside display and outside uses are encouraged but must leave a clear pedestrian pathway.



Figure 3. Creatively designed mid block pedestrian connections with wide pavements, lighting, benches, and landscaping will encourage pedestrian circulation.



Figure 4. Surface parking lots should be screened from view from the street and designed with pedestrian connectivity in mind. Walkways and ADA accessibility should be an integral part of any surface parking lot design.

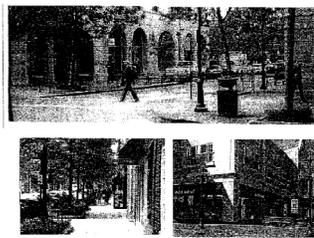


Figure 5. Street fixtures such as streetlights, pedestrian benches and trash receptacles of a specific design and scale create a sense of place. The design of these elements will be selected by the city and installed in the public rights of way as part of the overall village plan.



Figure 6. New structures should incorporate traditional design elements, be built to the street edge and foster unique, human scale environments that encourage pedestrian activity.



Figure 7. Blank walls without visual or architectural features are out of character with pedestrian oriented streets and should not be designed.

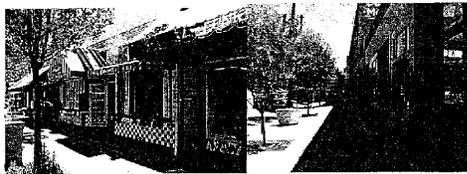


Figure 8. Recessed entryways create a shaded area that helps to define doorways and provide shelter for pedestrians. The repetition of these entryway features creates a sense of scale.

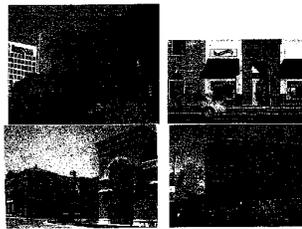


Figure 9. All buildings should have an articulated base course and cornice ornamented with details consistent with the chosen architectural style.



| Figure 10. Buildings should have upper story features, which improve the relationship between the upper story and the street.

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Figure 11. Buildings on corner lots should be oriented to the corner. Corner entries and/or architectural treatments should be used to emphasize the corner.



Figure 12. Windows and doors are some of the most important character defining features of a unique structure. They give scale to a building and provide visual interest to the composition of individual facades.

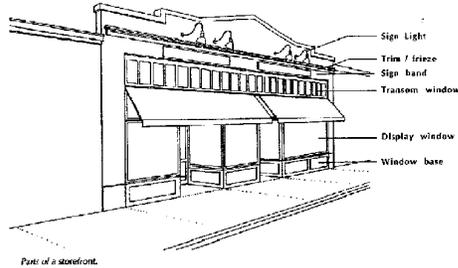


Figure 13. Articulated, transparent facades should be created along pedestrian right of way including display windows.



Figure 14. Windows on upper levels should be vertically proportioned and the design of surrounding window casing, the depth and profile of window sash element and the material of which they are constructed should be distinctly associated with the specific building style.

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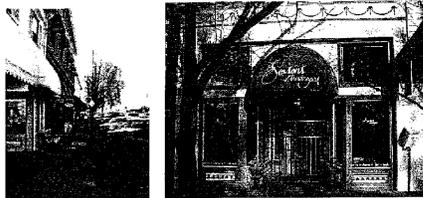


Figure 15. Awnings and canopies should contribute to the building's architectural theme and be integrated within the building design. Awnings should be constructed of traditional materials and located over windows, doors, or walkways.



Figure 16. Building colors should be muted or natural. Bright florescent colors are out of keeping with the desired village character.



Figure 17. Exterior finish materials should be part of a strong architectural theme and should not appear as a material foreign to the character of the building.



Figure 18. The character of a roof is a major feature of any structure. The roof pitch, its materials, size and orientation are all distinct features that contribute to the character of the building. Shadows created by traditional overhangs contribute to one's perception of a building's scale. Roof designs should relate to the building facade articulations.

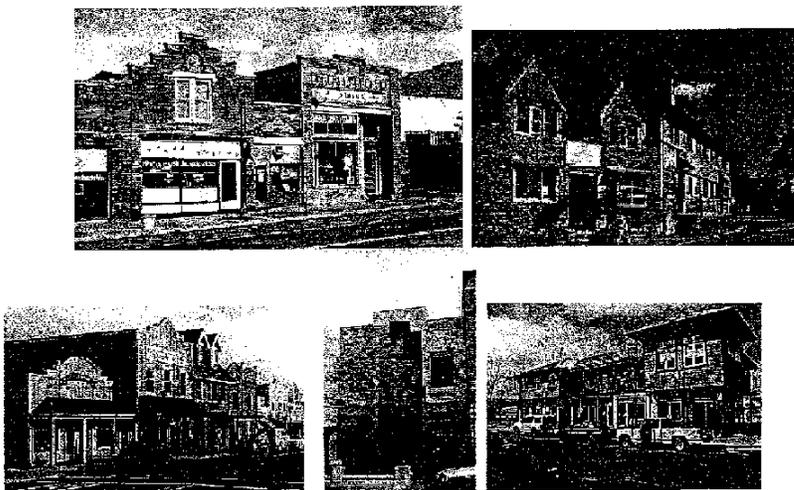


Figure 19. A compatible mix of architectural styles is encouraged, however, contemporary styles incorporating large expanses of glass and unornamented building facades are not in keeping with the desired village character.



Figure 20. All major new construction should include pedestrian oriented amenities such as a plaza, art, wayfinding signage, greenspace, or a distinctive water feature.