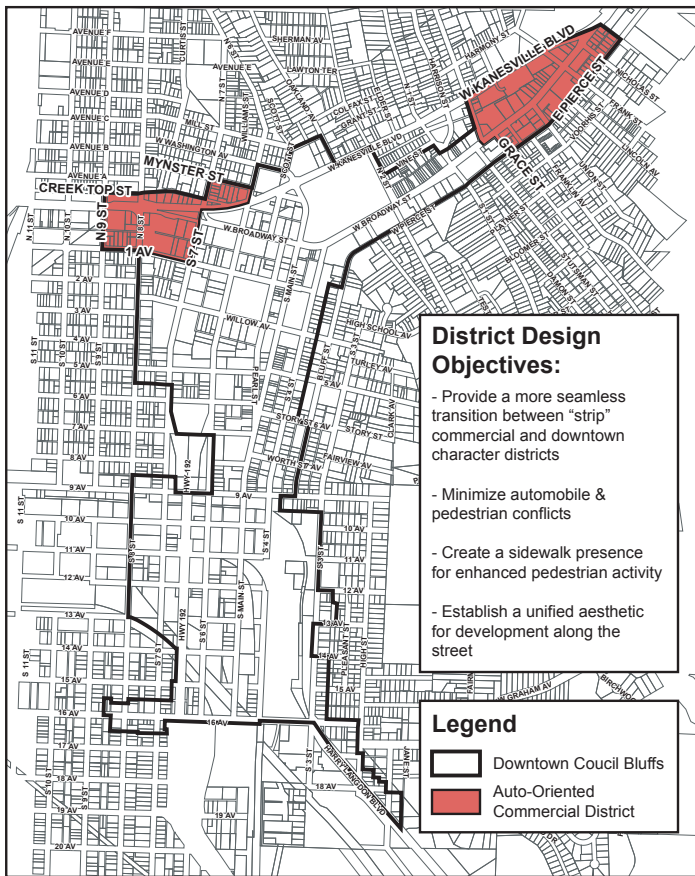


AUTO-ORIENTED COMMERCIAL DESIGN GUIDELINES

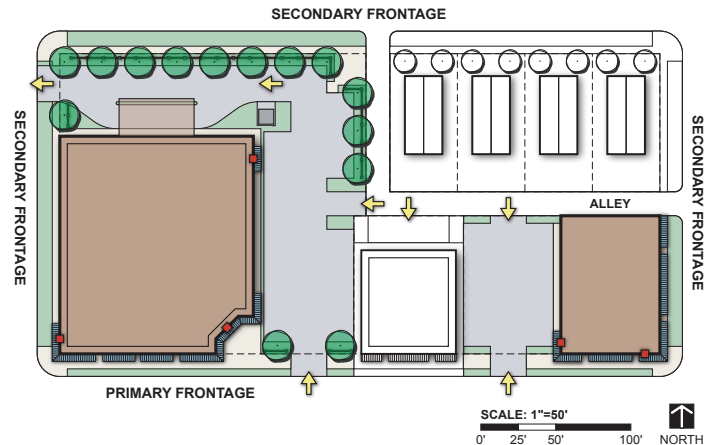
COUNCIL BLUFFS, IOWA

Auto-Oriented Commercial District:

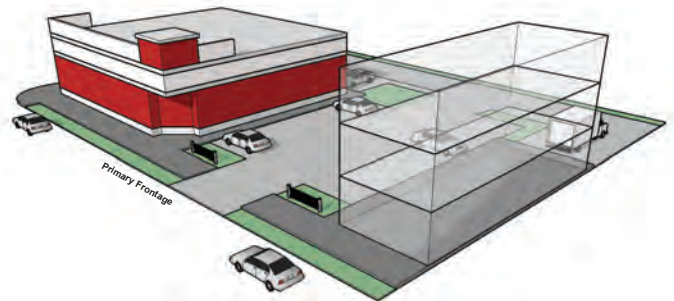


New development in the auto-oriented commercial district should establish a safe pedestrian environment while providing vehicular access for businesses and customers. A higher level of design quality and signage design will enhance the aesthetics of the district and create a more direct relationship to the neighboring traditional and contemporary downtown districts.

Site Planning Principles:



Scale & Massing Principles:



Architectural Standards

Design Expression:

- Building facades should contain interpretations of traditional architectural elements that establish a sense of pedestrian scale and rhythm, such as awnings, columns or pilasters, window framing elements, and roofline variations
- Buildings facades that face the primary frontage sidewalk should be most elaborately designed, creating a sense of arrival and place from the street
- Buildings should not turn their backs to the primary frontage or sidewalk
- Single-story buildings should include an extended parapet wall that provides some height and a screen for rooftop mechanical equipment



Desirable Character



Desirable Character

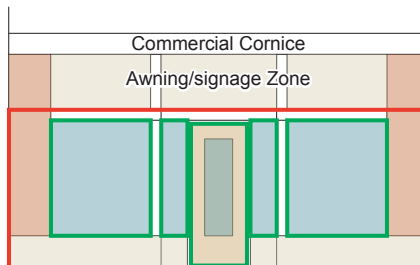


Undesirable Character

- A lack of detail and pedestrian elements results in a blank surface with no sense of scale

Fenestration:

- Commercial facades should attain 40% fenestration (% fenestration = total window and door area, not including mullions, in the commercial frontage area/ commercial frontage area between the ground plane and the bottom of the awning/signage zone)
- Commercial facades should maximize window area between the knee wall and awning/signage zone
- Commercial window trim should be designed to compliment other exterior building details
- Commercial window panes should be recessed within the frames to create a texture along the sidewalk
- Windows should include details that reflect the building's architecture and enhance the sense of human scale and texture
- Upper story windows should be recessed from the exterior façade to create texture and a sense of scale



Commercial Frontage - area of the elevation between building edges and from the ground plane to the bottom of the awning/signage zone

Fenestration Area - total window and door area, not including mullions, in the commercial frontage zone

Measuring Fenestration



Desirable Character

Exterior Materials:

- Façade elements may be made of modern building materials that reflect the contemporary character of the district. However, brick is encouraged to relate to the traditional and contemporary downtown materials
- Materials with low durability and high maintenance needs, such as EFIS or Dryvit, should be avoided on the ground floor facades
- Low-cost materials, such as EFIS or Dryvit, may be used for up to 50% of the portion of the facade above the awning/signage zone
- Pre-fabricated building systems that result in large, plain surfaces should be avoided
- No corrugated metal or industrial materials should be used on exterior facades



Desirable Character



Undesirable Character

- Materials should compliment the style and era of the other downtown districts

Side Façades:

- Side facades should be made out of materials consistent with the front façade of the building
- Where possible, commercial window frontage should continue along the side facades that are sited along or near property lines
- Side facades that abut sidewalks should include awnings, signage and lighting consistent with the primary frontage
- Side facades should include similar façade elements as the primary frontage
- Side facades should use design elements and details consistent with the front façade, especially in larger buildings where several facades may be seen simultaneously from a distance



Desirable Character



Undesirable Character



Undesirable Character

- Side façades should include window frontage and pedestrian elements consistent with front façades

Architectural Standards

Rear Façades & Entrances:

- Rear façades should use design elements and details consistent with the front façade, especially in larger buildings where several façades may be seen simultaneously from a distance
- Rear façades should not be blank or unattractive, especially when they abut adjacent uses or accommodate accessory commercial activities (i.e. parking circulation, drive-thru, etc.)
- Rear entrances should clearly identify commercial tenants and be adequately lit for safety and security
- The signage or awnings used on rear service entrances should indicate the name of the ground floor businesses or primary tenants, and street address



Desirable Character

- An articulated rear entrance enhances character and safety



Undesirable Character



Undesirable Character

- Rear façades that turn their backs to neighboring uses create unattractive visual and pedestrian environments

Signage:

- Building-mounted signage should be incorporated into the design of the façade through framing elements, a clearly delineated signage zone, or within an architectural feature (i.e. corner tower, structural bay, etc.)
- Business logos for tenants may be incorporated into the design of commercial awnings
- Signs that include moving parts or animated lights should be avoided
- Stand-alone site signage (i.e. monument signs, parking directional signs) should be designed to reflect the building's architecture in terms of materials and details
- Low-profile ground signage not taller than 4 feet, or monument signs not taller than 10 feet should be used to identify tenants along the street



Desirable Character



Desirable Character



Undesirable Character

- Inappropriate scale and aesthetic can clutter the street environment



Desirable Character



Undesirable Character

- Commercial signage should reflect building design and not overwhelm the street environment

Awnings:

- Awnings are encouraged at the ground floor, especially on larger buildings where the building alone does not define an appropriate pedestrian scale at the sidewalk
- Awnings may be made out of fabric or metal, and may be retractable or permanent
- Awning design should reflect the general character of the building design, and should be installed at a height consistent with surrounding buildings and traditional design.



Desirable Character



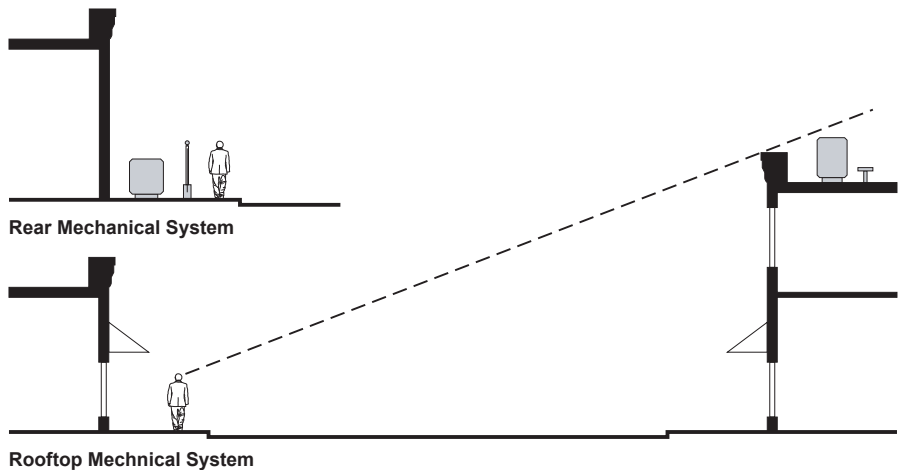
Desirable Character



Desirable Character

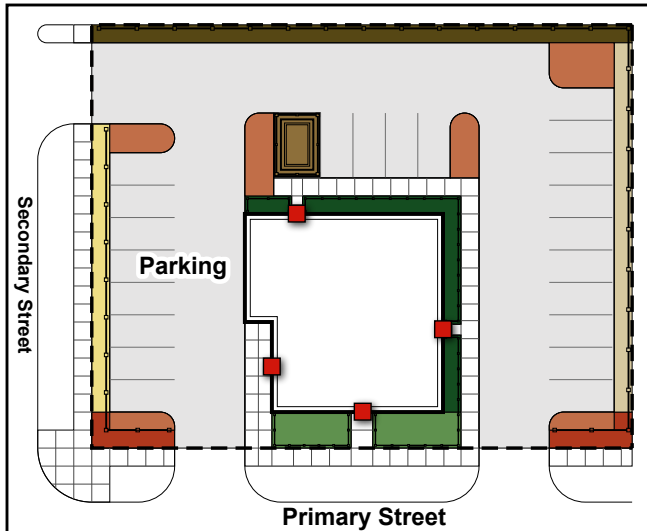
Utility & Mechanical:

- Building HVAC systems should be placed on roof tops and invisible from the front sidewalk, or at grade behind the building and fenced in with an enclosure that reflects the design of the building
- Whenever possible, utility meters should be located so that they are not visible from front or side sidewalks
- Any ventilation vents that must be outlet through an exterior wall should be placed on the rear façade, if possible
- Any ventilation vents that must be visible from the front or side sidewalk due to interior building design or operations should be designed to appear as a decorative element

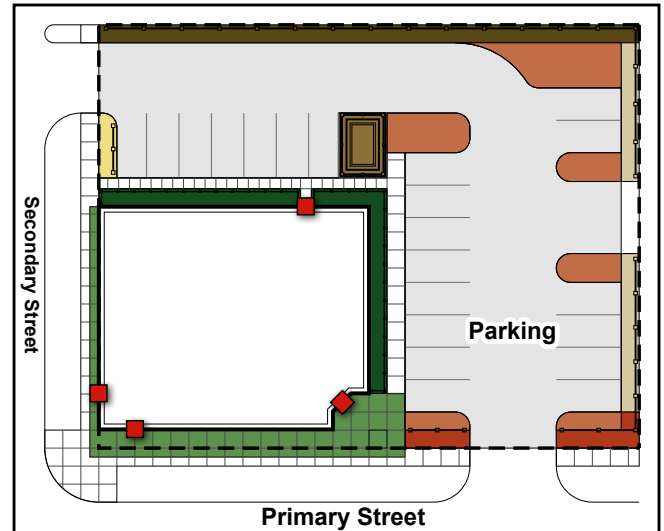


Landscape Standards

Landscape Area Plan - Existing Development



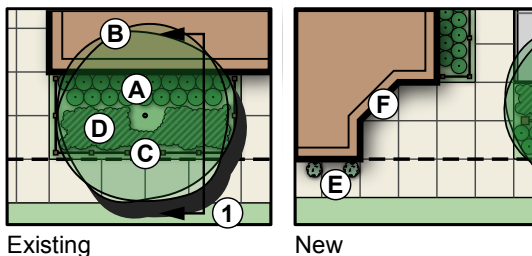
Landscape Area Plan - New Development



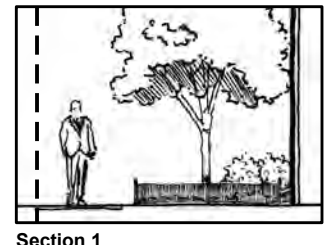
Legend

Building Frontage Landscape Area	Primary Street Landscape Area	Side Yard Landscape Area	Utility/Dumpster Area	Building Access Points
Building Edge Landscape Area	Secondary Street Landscape Area	Rear Yard Landscape Area	Parking Islands	Property Line

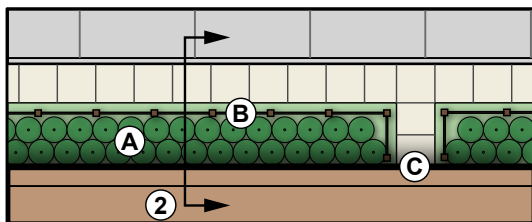
Building Frontage Landscape Area:



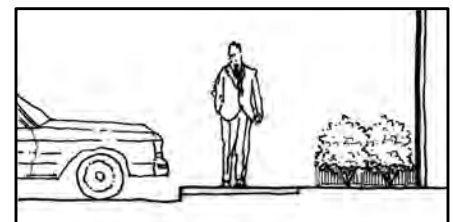
- (A) 4' wide min. Low Hedge row
- (B) Large Deciduous Trees 25' O.C.
- (C) 18" ornamental fence
- (D) Groundcover (width varies)
- (E) Seasonal planters are permitted along building edge, no permanent installations in public walks
- (F) Building access points



Building Edge Landscape Area:

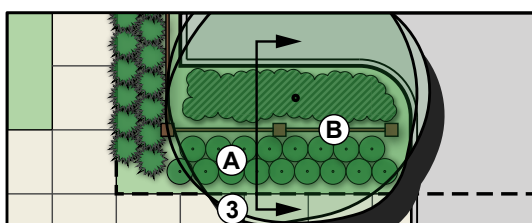


- (A) 4' wide min. Low Hedge row
- (B) 18" ornamental fence
- (C) Building access points



Section 2

Primary Street Landscape Area:

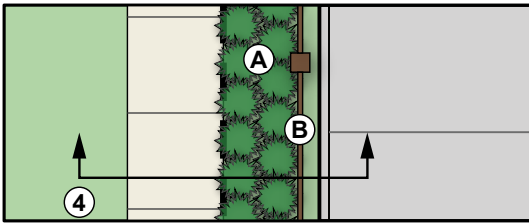


- (A) 4' wide min. Low Hedge row
- (B) 4' ornamental fence

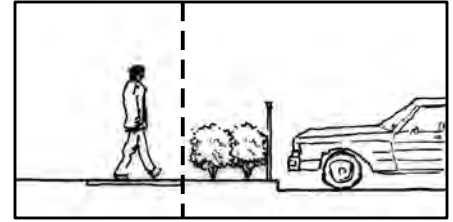


Section 3

Secondary Street Landscape Area:

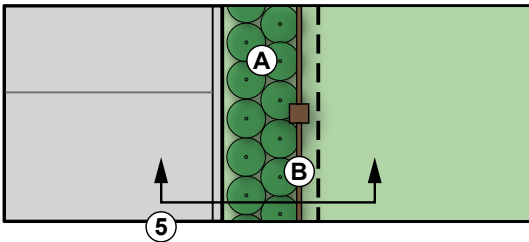


- (A) 4' wide min. Low Hedge row
- (B) 4' ornamental fence

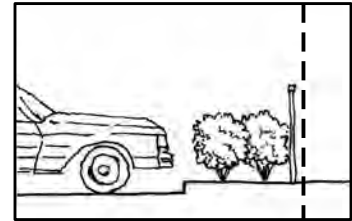


Section 4

Side Yard Landscape Area:

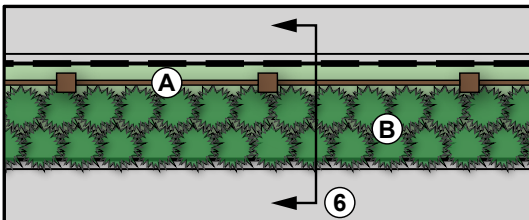


- (A) 4' wide min. Low Hedge row
- (B) 4' ornamental fence

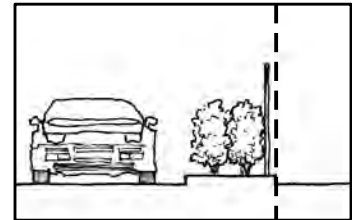


Section 5

Rear Yard Landscape Area:

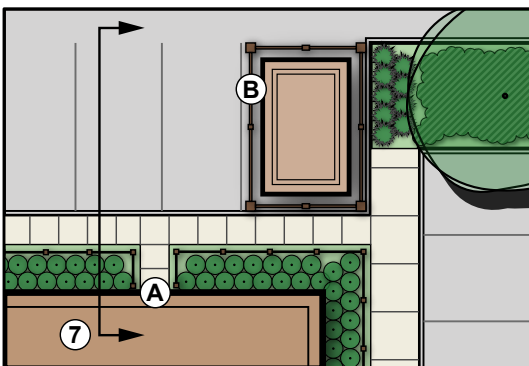


- (A) 6' screening fence
- (B) 4' wide min. Tall Hedge row

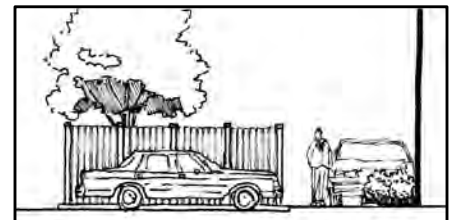


Section 6

Utility/Dumpster Area:

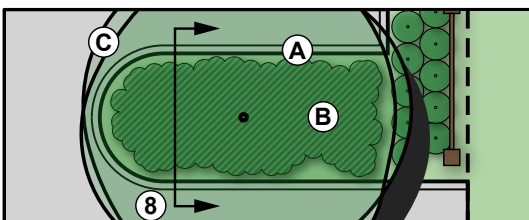


- (A) Access from rear of building to utility/dumpster area
- (B) 6' screen around exterior utilities or dumpster designed with materials that match architecture of building

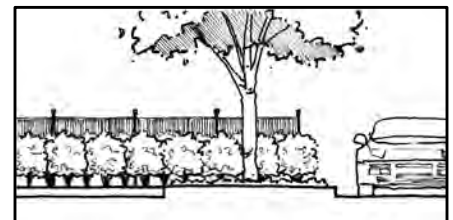


Section 7

Parking Island:



- (A) 6" curb raised from parking lot grade
- (B) 5' min. width for groundcover
- (C) 1 Large Shade Tree per 125 s.f. of Parking Island area



Section 8

Landscape Materials

Plant List:

Large Deciduous Trees

Abbr.	No.	Genus	Species	Common Name	Min. Size	Max. Spacing
AFC		Acer	x freemani 'Celzam'	Celebration Freeman Maple	2" cal.	40'
COC		Celtis	occidentalis	Hackberry	2" cal.	40'
FAA		Fraxinus	americana 'Autumn Purple'	White Ash	2" cal.	40'
FPP		Fraxinus	pennsylvanica 'Patmore'	Patmore Ash	2" cal.	40'
FPS		Fraxinus	pennsylvanica 'Summit'	Summit Ash	2" cal.	40'
GTS		Gleditsia	triacanthos inermis 'Shademaster'	Shademaster Honeylocust	2" cal.	40'
GTI		Gleditsia	triacanthos inermis 'Skyline'	Skyline Honeylocust	2" cal.	40'
QBI		Quercus	bicolor	Swamp White Oak	2" cal.	40'
QMA		Quercus	macrocarpa	Bur Oak	2" cal.	40'
QBO		Quercus	borealis	Northern Red Oak	2" cal.	40'
TAR		Tilia	americana 'Redmond'	Redmond Linden	2" cal.	40'
TCG		Tilia	cordata 'Greenspire'	Littleleaf Linden	2" cal.	40'
UCH		Ulmus	carpinifolia 'Homestead'	Homestead Elm	2" cal.	40'

Small Ornamental Trees

Abbr.	No.	Genus	Species	Common Name	Min. Size	Max. Spacing
AGI		Acer	ginnala	Amur Maple	6' ht.	15'
		Amelachier	(various species)	Serviceberry varieties	6' ht.	15'
CCA		Cercis	canadensis	Eastern Redbud	1 1/2" cal.	15'
		Crataegus	(various species)	Hawthorn varieties	1 1/2" cal.	25'
		Malus	(various species)	Crabapple varieties	1 1/2" cal.	15'
		Prunus	(various species)	Cherry varieties	1 1/2" cal.	20'
SRI		Syringa	reticulata 'Ivory Silk'	Ivory Silk Japa	1 1/2" cal.	20'

Evergreen Trees

Abbr.	No.	Genus	Species	Common Name	Min. Size	Max. Spacing
ACO		Abies	concolor	White Fir	6' ht.	20'
PGD		Picea	glauca 'Densata'	Black Hills Spruce	6' ht.	20'
PPG		Picea	pungens 'Glaucia'	Colorado Spruce	6' ht.	20'
PNI		Picea	nigra	Austrian Pine	6' ht.	20'
PME		Pseudotsuga	menziesii	Douglas Fir	6' ht.	20'

Low Deciduous Shrubs

Abbr.	No.	Genus	Species	Common Name	Min. Size	Max. Spacing
CSK		Cornus	sercea 'Kelsey'	Kelsey's Redtwig Dogwood	15"	3' O.C.
FAD		Forsythia	Arnold 'Dwarf'	Arnold's Dwarf Forsythia	15"	3' O.C.
PFA		Potentilla	fruticosa 'Abbottswood'	Abbottswood Potentilla	15"	3' O.C.
PFT		Potentilla	fruticosa 'Tangerine'	Tangerine Potentilla	15"	3' O.C.
SBA		Spirea	bumalda 'Anthony Waterer'	Anthony Waterer Spirea	18"	4' O.C.
SBF		Spirea	bumalda 'Froebelli'	Froebel's Spirea	18"	4' O.C.
SJS		Spirea	japonica 'Shibori'	Shibori Japanese Spirea	18"	4' O.C.
SIC		Stephanadra	incisa 'Crispa'	Crispa Stephanandra	18"	4' O.C.
SCH		Symphoricarpos	x chenault 'Hancock'	Hancock Snowberry	18"	4' O.C.
VON		Viburnum	opulus 'Nana'	Dwarf European Cran. Viburnum	18"	4' O.C.

Low Evergreen Shrubs

Abbr.	No.	Genus	Species	Common Name	Min. Size	Max. Spacing
JHB		Juniperus	horizontalis 'Blue Chip'	Blue Chip Juniper	18"	
JHP		Juniperus	horizontalis 'plumosa'	Andorra Juniper	18"	
JST		Juniperus	sabina 'Tamariscifolia'	Tam Juniper	18"	

Deciduous Shrubs_Low Hedges

Abbr.	No.	Genus	Species	Common Name	Min. Size	Max. Spacing
CSI		Cornus	sericea 'Isanti'	Isanti Redtwig Dogwood	24"	3' O.C.
EAC		Euonymus	alatus 'Compactus'	Dwarf Winged Euonymus	24"	4' O.C.
FIL		Forsythia	x intermedia 'Lynwood Gold'	Lynwood Gold Forsythia	24"	4' O.C.
SNS		Spirea	nipponica 'Snowmound'	Snowmound Nippon Spirea	24"	3' O.C.
SCH		Symphoricarpos	x chenaultii	Chenault Coralberry	24"	4' O.C.
SPM		Syringa	patula 'Miss Kim'	Miss Kim Lilac	24"	4' O.C.
VJU		Viburnum	carlesii	Korean Spice Viburnum	24"	4' O.C.
VTs		Viburnum	trilobum 'Compactum'	Dwarf American Cranberrybush	24"	3' O.C.

Evergreen Shrubs_Low Hedges

Abbr.	No.	Genus	Species	Common Name	Min. Size	Max. Spacing
TMD		Taxus	x media 'Densiflora'	Dense Yew	24"	3' O.C.

Deciduous Shrubs_Tall Hedges

Abbr.	No.	Genus	Species	Common Name	Min. Size	Max. Spacing
AAL		Amelanchier	alnifolia	Saskatoon Serviceberry	36"	4' O.C.
AAR		Caragana	arborescens	Siberian Peashrub	36"	4' O.C.
CAC		Ligustrum	obustifolium 'Regelianum'	Regal Privet	36"	4' O.C.
LOR		Syringa	vulgaris varieties	Lilac varieties	36"	4' O.C.
VTR		Viburnum	trilobum	American Cranberrybush Viburnum	36"	4' O.C.
VLA		Viburnum	latana	Nannyberry	36"	4' O.C.

Evergreen Shrubs_Tall Hedges

Abbr.	No.	Genus	Species	Common Name	Min. Size	Max. Spacing
JSC		Juniperus	chinensis 'Spartan'	Spartan Upright Juniper	4'	4' O.C.
TMH		Taxus	x media 'Hicksii'	Hicks Yew	4'	4' O.C.
TOD		Thuja	occidentalis 'Nigra'	Dar Green American Arborvitae	4'	4' O.C.

Groundcovers

Abbr.	No.	Genus	Species	Common Name	Min. Size	Max. Spacing
EFS		Euonymus	fortunei var. 'Coloratus'	Purple Wintercreeper Euonymus	1 qt.	12" o.c.
GOS		Galium	odoratum	Sweet Woodruff	Grow-Plug	12" O.C.
HEI		Hedera	helix	English Ivy	Grow-Plug	12" O.C.
PTJ		Pachysandra	terminalis	Japanese Pachysandra	Grow-Plug	12" O.C.
VMP		Vinca	minor	Periwinkle	4" pot	12" o.c.

Perennials & Annuals

Abbr.	No.	Genus	Species	Common Name	Min. Size	Max. Spacing
ATS		Asclepias	tuberosa	Butterfly Weed	Grow-Plug	18" o.c.
ALP		Aster	laevis	Smooth Blue Aster	4" pot	12" o.c.
		Hemerocallis	'Stella de Oro'	Stella de Oro' Daylily	1 qt.	12" o.c.
HMP		Heuchera	micrantha 'Palace Purple'	Palace Purple Coralbells	Grow-Plug	12" O.C.
HSE		Hosta	sieboldiana 'Elegans'	Elegans' Hosta	Grow-Plug	30" O.C.
LSG		Liatris	spicata	Gayfeather	Grow-Plug	12" O.C.
RFB		Rudbeckia	fulgida 'Goldstrum'	Black-eyed Susan	1 gal.	18" o.c.
SMN		Salvia	nemorosa 'May Night'	May Night Salvia'	1 gal.	24" o.c.
SAJ		Sedum	spectabile 'Autumn Joy'	Autumn Joy Stonecrop	1 gal.	24" o.c.
VSS		Veronica	spicata	Speedwell	1 gal.	12" o.c.
SC		Seasonal Color		Annuals	Square Feet	To Be Determined

Landscape Materials

Ornamental Fencing:

- Property line fencing should be used to beautify parking areas abutting the public right-of-way
- Fencing should reinforce the urban wall that is created by existing buildings
- The design and materials used for ornamental fencing should compliment the primary building and surrounding structures



Desirable Character



Desirable Character



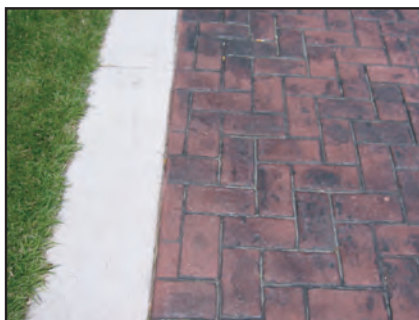
Desirable Character

Decorative Pavers:

- Pavers should be used to identify significant outdoor spaces
- The type of paver should compliment the design of the primary building and create texture and contrast against public sidewalks
- Paver materials and details should compliment the public streetscape palette when possible



Desirable Character



Desirable Character



Desirable Character

Planters:

- Raised planters should be used in open spaces to direct pedestrian flow through the plaza and to parking lots and building entrances
- Planters should be designed and landscaped to create comfortable seating and gathering areas
- The design of planters should compliment the character of the building and/or plaza in which they are located



Desirable Character



Desirable Character



Desirable Character

APPENDIX A

Design Submittal Requirements

The following drawings or material samples must be provided in order to adequately assess the quality of a design proposal:

Site Plan illustrating:

- Primary and secondary frontage streets
- Existing or proposed alleys
- Property line
- Minimum/maximum setback lines
- Proposed building setback
- Setback of adjacent existing buildings
- Building access points
- Parking location and access
- On-site pedestrian circulation and access

Building Elevations identifying:

- Materials
- Detail treatments
- Adjacent building context

Typical Wall Section showing:

- Proposed commercial storefront elements
- Proposed upper story elements
- Window recesses and framing elements
- Roof line and parapet screen

Awning and Signage Plan indicating:

- Location of awning and signage zone
- Planned allowable signage areas
- Dimensions of signage areas
- Awning design and materials

Landscape Area Plan illustrating:

- Coded landscape areas as per the Design Guidelines

Landscape Plan identifying:

- Proposed landscape and hardscape treatments within each landscape area
- List of plant materials
- List of hardscape materials
- Sample illustrations or photographs of hardscape elements

APPENDIX B

Design Checklist

Site Planning, Massing, and Parking

Site Planning and Access	Minimum allowable setback on primary frontage	
	Minimum allowable setback on secondary frontage	
	Building access from primary sidewalk	
	Building access from secondary frontage	
	Building access from parking area	
Parking Access	Parking located away from primary frontage	
	Cross-access easements with adjacent parking areas	
	Parking accessible from secondary frontage or rear alley	
	Maximum of one curb cut per parcel from primary frontage	
	If applicable, drive-thru access provided off secondary frontage or alley	
Design Expression	Sidewalk scale consistent with surrounding buildings	
	Mass is concentrated on primary frontage to create street wall and scale	
	Flat roof design reflects the character of surrounding districts	
	Façade articulation through the use of vertical elements (every 10-15 feet)	
	Extended cornices enhance street scale and screen rooftop mechanical equipment	
	Utility areas screened	
	Prominent corners are articulated with massing or architectural features (bonus)	

Architectural Design

Primary Commercial Storefront		Knee wall	
		Decorative pilasters	
		Fenestration area-40%	
		Awning & signage zone	
		Commercial cornice	
		Windows recessed min. 2" from pilasters	
		Decorative door	
		Decorative roofline cornice	
Primary Upper Story Façade		Windows with min. 1:1.25 vertical proportion	
		Window panes recessed min. 2" from facade	
		Decorative hoods and sills	
Side Façade (if applicable)		Knee wall	
		Decorative pilasters	
		Fenestration area-40% in commercial window area	
		Awning & signage zone	
		Commercial cornice	
		Storefront windows recessed min. 2" from pilasters	
		Decorative door	
		Upper story windows with min. 1:1.25 vertical proportion	
		Upper story window panes recessed min. 2" from facade	
		Upper story windows have decorative hoods and sills	
Rear Façade		Decorative roofline cornice	
		Rear entry is clearly signed	
		Awning is provided at rear entry	
		Lighting is provided at rear entry	
		Clear path is designated from rear alley to entry	
		Knee wall	
		Upper story windows with min. 1:1.5 vertical proportion	
		Upper story window panes recessed min. 2" from facade	
Awnings and Signage	Wall Signage	One wall sign per tenant per street frontage	
		Signage fits within the awning/signage zone	
		Signage area height is 18"-24" tall	
		Total signage area is less than 18 sq. ft. per 25' of building frontage	
		Side façade signage area is less than 18 sq. ft. (if applicable)	
	Projection Signage	Signage projects less than 6' from the building façade	
		Min. vertical ground clearance of 10'	
		Total signage area is less than 30 sq. ft.	
	Ground & Monument Signage	Signage is less than 4' tall along the public sidewalk	
		Signage is less than 10' tall in interior portions of the site	
		Signage is made of a material that reflects the building design	
		Signage includes complimentary landscaping at its base	
	Window Signage	Business name or logo adhered to window	
		Max. window signage area of 5 sq. ft. per street frontage	
Pole Signage	Max. pole height of 15' from grade to the bottom of the sign area		
	Max. signage area of 40 sq. ft.		
	Only commercial tenant names or logos may be shown on the sign		
	Complimentary landscaping is at the base of the pole		
Awnings	Awning design reflects the general character of the building		
	Awnings match adjacent buildings in elevation		

APPENDIX B

Design Checklist

Building Materials

Commercial Storefront	<i>Desirable</i>	Knee wall-poured concrete	
		Decorative pilasters-match overall building design	
		Windows-non-reflective, non-tinted	
		Awnings-fabric, metal, or decorative glass	
	<i>Undesirable</i>	Decorative door-wood or decorative glass	
		Reflective glass	
		Fiberglass or EIFS pilasters, trim or kneewall	
		Back-lit awnings	
Upper Story Façade	<i>Desirable</i>	Non-decorative metal frame door	
		Brick, finished stone masonry units, or decorative steel	
		Windows-non-reflective, non-tinted	
		Window frames-wood or metal	
	<i>Undesirable</i>	Decorative hoods and sills-match façade materials	
		Faux-brick façade finishes	
		Synthetic façade finishes (EIFS, stucco)	
		Horizontal or vertical slat siding	
		Shingle finishes	
		CMU	
		Natural or smooth stone finishes	
		Reflective glass	
Side Façade (if applicable)	<i>Desirable</i>	Consistent with commercial storefront	
		Consistent with upper story façade	
	<i>Undesirable</i>	Synthetic façade finishes (EIFS, stucco)	
		Horizontal or vertical slat siding	
		Shingle finishes	
		CMU	
		Natural or smooth stone finishes	
		Reflective glass	
Rear Façade	<i>Desirable</i>	Consistent with commercial storefront	
		Consistent with upper story façade	
	<i>Undesirable</i>	Synthetic façade finishes (EIFS, stucco)	
		Horizontal or vertical slat siding	
		Shingle finishes	
		CMU	
		Natural or smooth stone finishes	
		Reflective glass	

Landscape Design

Building Frontage Landscape Area	4' min. low hedge row	
	Large deciduous trees at 25' O.C.	
	18" ornamental fence	
	Groundcover	
	Seasonal planters	
	Appropriate plant materials used	
Building Edge Landscape Area	18" ornamental fence	
	4' wide min. low hedge row	
	Appropriate plant materials used	
Primary Street Landscape Area	4' ornamental fence	
	4' wide min. low hedge row	
	Appropriate plant and fence materials used	
Secondary Street Landscape Area	4' wide min. low hedge row	
	4' ornamental fence	
	Appropriate plant and fence materials used	
Side Yard Landscape Area	4' wide min. low hedge row	
	4' ornamental fence	
	Appropriate plant and screen materials used	
Rear Yard Landscape Area	6' screening fence	
	4' wide min. tall hedge row	
	Appropriate plant and screen materials used	
Utility/Dumpster Area	6' screen around exterior utilities or dumpster	
	Appropriate plant and screen materials used	
Parking Island	6" curb raised from parking lot grade	
	5' min. width for groundcover	
	One large deciduous tree per 125 sq. ft. of parking island area	
	Appropriate plant materials used	

APPENDIX C

Glossary of Terms

awning, back lit – lighting from within or behind an awning that illuminates portions of the awning surface

awning and signage zone – the portion of a commercial storefront from the top of the commercial window frame to the bottom of the commercial cornice

commercial cornice – horizontal decorative element dividing a building façade between the commercial frontage and the upper story façade, typically located immediately above the awning and signage zone

commercial frontage – the portion of the commercial storefront from the ground plane to the top of the commercial window frame, typically identified by the top of the door frame

concrete masonry unit (CMU) – any precast concrete block used for the construction of a building wall or surface

decorative paver – any modular stone or brick unit used to construct a walking or plaza surface

Dryvit – brand name manufacturer of EIFS

Exterior insulation and finish system (EIFS) – also called synthetic stucco, a synthetic exterior finish system used in lieu of traditional stucco or poured concrete building finishes

faux-brick façade finish – prefabricated panels designed to resemble real brick finishes, often resulting in façade seams

hood, window – decorative façade trim at the top of an exterior window

knee wall – also called a flood wall, an exterior building element at the base of a commercial storefront, typically 18”-24” tall and made of poured concrete or stucco

manufacturing/warehouse facility – the portion of an industrial facility dedicated to the production and/or storage of goods

minimum allowable setback – the minimum setback as defined for a particular parcel according to the municipal zoning ordinance

office or guest facility – the portion of an industrial facility dedicated to administrative, customer services, or office functions

ornamental fence – decorative physical barrier made of materials and designed in a way that reflects the character of the associated building or surrounding buildings and landscaping

pilaster – decorative vertical elements used to subdivide a façade, typically used to frame window areas, doors, or the structural grid of a building

pole sign – exterior freestanding site signage used to identify commercial tenants or parking areas, with a signage area supported by one or two columns

primary frontage – the portion of a site or building most directly related to and providing access from an arterial street or thoroughfare of high visibility

primary sidewalk – the public sidewalk running along an arterial or primary thoroughfare and providing most direct access to a building's primary frontage

projecting sign – a sign that identifies a commercial tenant or parking area, and is attached to the façade of a building, projecting out from the façade over the public sidewalk, typically perpendicular to the façade of the building

raised planter – landscaped area, typically enclosed by brick, stone or poured concrete and raised 6" to 24" above the ground plane, used to delineate pedestrian or vehicular circulation areas within a site

roofline cornice – horizontal decorative element at the roofline of a building, sometimes projecting out from the building façade 6"-12"

screening fence – opaque barrier used to provide a visual buffer between properties or structures

seasonal planters – temporary planter pots or boxes that may be dismantled or stored during the cold portions of the year

secondary frontage – the portion of a site or building most directly related to a side street or thoroughfare of relatively low visibility

stone finish, natural – façade finish made of naturally shaped stones with a dramatic texture and variant on stone shapes

stone finish, smooth – façade finish made of naturally shaped stones with a smooth texture and variant on stone shapes

stone masonry unit – precut modular units made of natural mineral rocks (i.e. granite or marble) and used as façade finishes or decorative elements

upper story façade – portion of a façade between the top of the commercial cornice and the bottom of the roofline cornice

wall sign – a sign identifying a commercial tenant or parking area, that is mounted on the façade of a building in such a way that the signage area does not project over the public sidewalk

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