

Section 5.15. - Commercial Architectural Design Standards.

A) *Standards for Commercial development:*

- 1) Height of neighboring buildings should be considered when determining the height of new buildings.
- 2) No more than one hundred (150) feet of unbroken wall may be used for a building exterior. For buildings that exceed one hundred (150) feet in length or width, the City will require different building materials and rooflines in order to break up the large expanse of the structure.
- 3) No visual outside storage of materials shall be allowed. For sites with buildings greater than fifty thousand (50,000) square feet, additional amenities including, but not limited to, outdoor plazas with fountains, statues, outdoor seating areas, and other features, will be required.
- 4) *List key building elements.* The intent of requiring a minimum level of architectural ornamentation is to add visual appeal to new construction and to maintain and enhance the attractiveness of the streetscape. Primary facades, which directly face public streets, shall be the main emphasis for key building elements; however, the City reserves the right to require architectural elements on the overall building exterior. Buildings on corner lots shall be considered to have two (2) primary facades.
  - a) *Windows.* Display windows, bay windows, along the first floor facade. Upper story window treatments may include shutters, window boxes, or other decorative features. At least twenty (20) percent of the primary facade should be comprised of windows.
  - b) *Doors.* Buildings shall have their primary customer entrance facing the primary street frontage. Primary customer entrances shall be enhanced with architectural details such as arches or columns, or other treatments. Protection from the sun and adverse weather conditions should be considered at entranceways. Awnings, canopies, and arcades are encouraged.
  - c) *Roof.* Peaked roof forms that offer a variety of peak heights. This adds interest and reduces the massing of buildings. New buildings should complement the character of adjacent buildings or buildings in the area. As a guideline, the roofline should vary once every seventy (70) feet and the change in height shall be a minimum of three (3) feet. Priority should be given to the primary facade; however, in the case of flat roofs, parapet walls or false fronts shall conceal flat roofs from the ground level on all sides. Mechanical equipment located on the roof shall be screened from view by the use of parapet walls or by recessing equipment behind roof features. The equipment shall be fully screened from adjacent properties and from rights-of-way at the pedestrian level.

B) *Building Materials:*

Certain building materials are more appropriate than others. Materials not listed below or new building materials, as they are developed or become available, will be given special consideration.

*Roofing materials (Surfaces visible from the ground):*

Permitted: Standing seam metal, clay tile, concrete tile, slate, asphalt shingles.

*Siding materials (walls visible from a public right-of-way):*

*Permitted:* Stucco, natural brick, stone, wood, composite siding, metal siding, wood and tile metal siding may be used for no more than fifty (50) percent of walls visible from a public right-of-way).

*Colors:*

Colors may reflect existing palette of adjacent buildings. Color schemes shall be recommended for approval during the site plan approval process.

(Ord. No. 2008-03-460, (Exh. A), 4-21-08; Ord. No. 2008-07-466, § 1, 8-4-08; Ord. No. 2016-01-542, § 4, 1-4-16; Ord. No. 2017-11-576, § 2(Exh. A), 11-14-17; Ord. No. 2018-09-589, § 2(Exh. A), 9-26-18)

**Editor's note**— Ord. No. 2018-09-589, § 2(Exh. A), adopted September 26, 2018, enacted the same amendments as Ord. No. 2017-11-576, but provided an updated effective date of September 26, 2018.