

MID-SECTION OF BUILDING DEFINITION



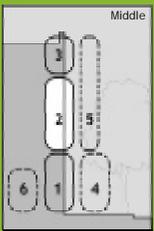
Continuity of expression line

Principle:

The mid-section of the facade envelopes the building's functions above its base and forms a frame of reference for its top. Visual richness depends upon sky light creating variations of light and shadow on the facade and changing over time.

Guideline:

The mid-section of the building shall form an expression line setting up the building's top and shall be articulated by surface variations of perceptible depth through windows, architectural elements, etc.



Principle:

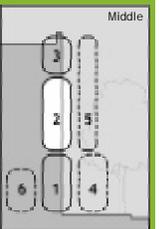
In architectural composition, rhythm refers to the regular or harmonious recurrence of building elements. These patterns often reflect the building’s repetitive structural bays, often with the end bays given special identity. This articulation of the facade helps provide scale by breaking the facade into smaller visual parts. The variation of rhythm from building to building reaffirms the individuality of each building, while the recurrence of an overall rhythm helps unify the facade.



Articulation of the facade helps provide scale by breaking the facade into smaller visual parts

Guideline:

The building’s structural column lines should in some way be evident or expressed on its facade.



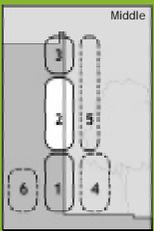
SURFACE VARIATION - SURFACE RELIEF



Surface relief in a classical motif

Principle:

Classical design motifs relied on applied column orders, entablatures and pediments, etc. for surface relief. Medieval motif exhibited all encompassing ornamental surface patterns. Victorian architecture featured multiple volumes, bays, materials of various textures and color. Modern Movement structures rejected these scale enhancing strategies as superfluous, but often appear bland and monotonous. Recent hybrids of these themes explore: layered facades, materiality, transparency, etc. They strive to address this issue of surface depth and richness in a contemporary way.



Guideline:

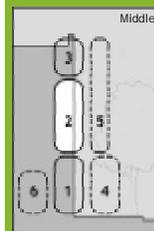
Rather than attempting to recreate historic motifs, enhance the visual richness of surfaces and scale of facades with contemporary detailing at openings and corners, with material, color and textural changes, and with honest expression of the products of current manufacturing technologies and building construction processes to produce an architectural expression of this time period.



Facade is layered and exhibits a degree of transparency that adds visual interest



The US Bank building provides surface relief through contemporary detailing of the facade



SURFACE VARIATION - SOLID AND VOID PATTERNS



*Above: The window and balcony pattern reflect the building's structural frame.
Below: A solid and void pattern using punched openings*



Principle:

Fundamental to the making of a facade is the functional and formal issue of light penetration into the building. Voids either interrupt, (discontinue), a facade's surface or comprise a major portion of the building skin. Openings create visual interest by introducing shadow and variation in light reflectance. Whether dominant as in window walls or contrasting as an overlaid pattern of punched openings these cavities and their frames are a major component of a facade's visual interest.

Guideline:

Facades along the streets should reflect proportionate shapes and patterns to avoid blank walls. Blank unarticulated walls with a lack of patterns of voids and openings are not allowed.

Window openings in a well proportioned arrangement by structural bay



SURFACE VARIATION - CORNERS



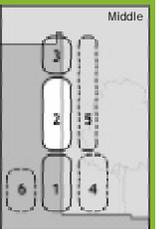
Corner enrichment detail

Principle:

Sites at the intersection of two streets offer double exposure and traditionally regarded as choice real estate holdings. Capitalizing on this opportunity investors and their architects have often sought to raise the prestige of the holding by elaborating corners architecturally.

Guideline:

The intersection of two streets shall be marked by a noticeable variation or elaboration of aspects of the standard bay that are compatible and integrate with the whole.



BUILDING MIDDLE FINISH MATERIALS

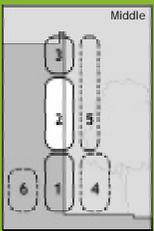
Principle:

Streets that establish a prominence, a cultural presence and social decorum require appropriate and respectful acknowledgement in the materials selected for facades along their edges.



Guideline:

Recommended and discouraged exterior finish materials on the building middle are indicated by Street Type on the next page. For renovation of existing buildings, new materials on the building middle should be compatible with the rest of the building.



**Recommended (R) and Discouraged (D) Zone Two
Exterior Finish Materials**

Shopping Mixed Use Service

Masonry Unit

Brick (Modular, King, and Economy)	R	R	R
Brick (Norman and utility)	R	R	R
Concrete Masonry Units (CMU) (Fluted, Split Face, and Standard)	D	D	R
Glass Block	R	R	R
Glazed Brick	R	R	R
Glazed Concrete Masonry Units	D	R	R
Ground Faced CMU	D	R	R
Modular Pressure Formed Stone Masonry Units	R	R	R

Metal

Cast Iron and Cast Aluminum	R	R	R
Composite Metal Panel (Aluminum, Copper, Stainless Steel, and Zinc)	R	R	R
Metal Leaf (Copper and Gold)	R	R	R
Prefinished Sheet Metal (Aluminum and Steel)	R	R	R
Sheet Metal (Brass, Bronze, Copper, Stainless Steel, and Zinc)	R	R	R
Structural Steel Framing	R	R	R
Wrought Iron	R	R	R

Wood

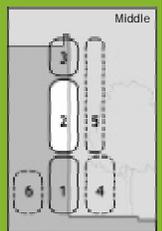
Composite Wood Panel	D	R	R
Finished Wood	R	R	R

Concrete (non-unit)

Cast in Place Concrete (Finished)	R	R	R
Formed Fiberglass Reinforced Concrete	R	R	R
Patterned Precast Concrete	R	R	R
Exposed Aggregate Precast Concrete	D	D	D

Other Materials

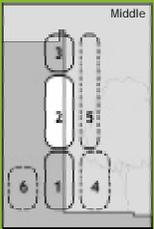
Ceramic Tile	R	R	R
EFIS	D	D	D
Finished Foam Plastic	D	D	D
Glass (Plate, Float, and Cast)	R	R	R
Glass Framing (Aluminum, Bronze, Wood, Stainless Steel, and Steel)	D	R	R
Glass Framing (Aluminum Clad Wood, PVC, and Vinyl Clad Wood)	R	R	R
Natural Stone	R	R	R
Particle Board	D	D	D
Poly Carbonate Sheet Plastic	D	R	R
Shingles	D	D	D
Stucco	D	R	R
Terra Cotta	R	R	R



BUILDING MIDDLE SIGNAGE

Principle:

Signage is intended to inform passers by. Pedestrians and vehicular passengers are best served by signage that is easily visible. Signage located above the building's base would by definition require the viewer either to look up or the provider to greatly increase the size of the message for viewing from a considerable distance. Visually neither condition is optimal.



Guideline:

The following sign types are permitted:

Wall Signs

Individual letters and symbols may be internally illuminated, but the overall background (if any) shall not be. Sign must be attached to a flat, opaque wall surface.

Max display area: 40 square feet



Window Signs

Permanent window signs must consist of only individual letters and symbols painted or placed on the glazed portion of the window.

Max display area: 25% of glazed area

One temporary sign is allowed per tenant space and must be made of a hardback or durable material.

Max display area: 25% of glazed area of one window for each tenant space

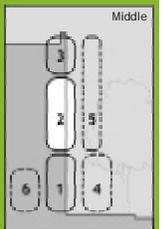


Projecting Signs

Individual letters or symbols may be internally illuminated. Individual letters or symbols shall be painted on or attached to a panel not more than 12 inches thick. These signs shall be vertically composed.

Max display area: 50 square feet

See also Signage in Zone One (pages 38-39), Zone Three (page 60), and guidelines for signs that extend beyond the property line in Zone Four (page 62) and Zone Five (page 65).



BUILDING MIDDLE LIGHTING



Principle:

Well-placed lighting at appropriate levels on the building facade, in display windows, on signage, on the underside of overhead weather protection, on and around street furniture, and in landscaped areas promotes a sense of security, visual interest and intimacy during nighttime hours.

Guideline:

Lighting in this zone shall be configured to avoid glare by concealing or baffling the light source and reflecting the light off surfaces, (or grazing surfaces) to emphasize form and texture.

The lighting design strategy shall avoid dull uniform lighting configurations by incorporating multiple light sources that create visually interesting pools of light and point lighting that accent architectural features.

Light sources shall approximate incandescent quality, a 3,000 degree Kelvin 80+ color rendition index maintaining a rich, lively, and varied color range.

See also lighting for Zone One (page 41) and Zone Three (page 57).

