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Article 20: Commercial Design Standards

20.100 Purpose and Intent

20.110 Purpose. The purpose of this Article is to provide development standards that:

- (1) Preserve and enhance the natural and built environment through standards intended to ensure new development is sensitive to the architectural, historical, geographical, and natural context that is unique to Grants Pass.
- (2) Ensure new development is built to high quality standards that will enhance the community and preserve and contribute to the economic strength and vitality of the city.
- (3) Protect the unique character of Grants Pass to ensure it remains competitive as a unique tourist destination, with commercial development that serves as an amenity to continue to attract tourism as the City grows, rather than detract from the unique character and attractiveness as a tourist destination.
- (4) Protect the capital improvements and investments already made in the community, through standards intended to ensure new development is designed and built in a manner that will preserve or enhance, rather than diminish, the economic value of nearby properties.
- (5) As new investment occurs in transitioning areas, ensure new development, infill development, and redevelopment occur in accordance with these standards to enhance the character of these areas and contribute to economic vitality.
- (6) Provide clear and objective standards to enable review of new development through the standard site plan review process.
- (7) Provide an alternative review process to enable flexibility in accomplishing the guiding principles behind the standards, when a development can equally or better accomplish the intent, even if the development does not strictly comply with the objective standards. In order to ensure this process provides high-quality products, and does not become a way to avoid the standards, this process requires review with a higher level of oversight and greater amount of discretion by the review body to ensure the intent is accomplished.
- (8) Provide a high level of flexibility in architectural design choices, styles, and concepts by focusing on the human scale and detailing of buildings, and human activity and interest rather than individual styles.
- (9) Provide flexibility to establish standards specific to special districts when desired to achieve a unique character or effect.

Intent.

General. These standards are intended to accomplish the following:

- (1) Ensure buildings present a “face” to the public realm, including public streets, pedestrian ways, and on-site parking and circulation areas through site design, architectural design, and location and screening of mechanical equipment and service areas such as trash compactors, dumpsters, truck docks, and storage.
- (2) Ensure landscaping is present near buildings, not only adjacent to the street and within parking areas, (together with Article 23, “Landscaping”).
- (3) Through changes in massing and detailing of building faces, ensure human-scale and interest is maintained by breaking large expanses of wall into smaller elements.
- (4) Ensure building safety and fire-resistive construction requirements necessary to meet the building code are accomplished in a manner that is aesthetically pleasing and does not detract from the overall design of a building.
- (5) Through regulation of certain building materials, maintain a high-quality standard traditionally found in commercial architecture, and avoid an industrial appearance.
- (6) Ensure the presence of architectural features and treatments to ensure a finished look to buildings, and avoid the appearance of “tilt-up” construction.
- (7) Address the characteristics of larger retail establishments with the potential to have a substantial visual impact on locations within the community that are highly visible to residents and visitors alike. Ensure building designs of large retail establishments contribute to, and don’t detract from the unique character of Grants Pass. Avoid generic, low-quality national store designs that promote national branding identity at the expense of the unique local setting and do not relate to a specific site or the unique local context.

Commercial Development: Retail, Office, Institutional, Mixed Use, etc.

The Development Code has long contained design standards for residential development, providing specific standards intended to avoid a “shoebox” appearance, providing architectural features that break up larger wall planes, providing human-scale and interest. Design standards have been adopted for other commercial uses in special districts such as the Riverfront Tourist Commercial Zones and the Historic District, but there has been only general design guidance for commercial development in other areas.

These standards are intended to ensure the same care is provided in the design of buildings at some of the most visually prominent locations within the community that have the ability to shape the character of Grants Pass. The focus of the standards is on human scale and detailing, rather than a requirement for any particular style.

In addition, most buildings will be standing for multiple generations, and most will accommodate changing tenants over time. These standards are intended to provide flexibility to enable a wide range of building designs that can stand the test of time or be modified over time to respond to changing tastes and styles. The standards are also intended to enable varying tenants and uses over time, with standards that are applicable regardless of individual users.

Large Retail Development

Special attention is focused on large retail establishments, but some of the issues and principles presented under this heading are also applicable to smaller and moderate-sized developments. The size of large retail establishments has grown, but the pedestrian scale and orientation that contributes to a sense of hometown has not typically been provided in conjunction with the larger establishments. A single building can have a substantial effect on the appearance of the community. With the latest superstores, a site can be as large as 20 acres for a single retail store, equivalent to eight city blocks in the downtown area, while the store itself might be over four and one-half acres, equivalent to three city blocks in the downtown area. A series of these sites or larger “power centers” that include several large retail stores can define the character of an entire highway segment.

Such stores locate at sites that have high traffic volumes, and are often located at highly visible and accessible locations close to the interstate and along major arterials. These locations are visually prominent to residents and visitors alike, shaping impressions of the community. The design of larger retail establishments is often characteristic of an industrial warehouse, rather than traditional retail development. They are often simple box-shaped masses with one or two customer entrances, very few exterior windows, and blank walls with minimal architectural detailing on the outside walls defining the remainder of the building. The spaces are often two stories in height, with minimal definition, where there are often two-story high blank walls, or the second level is used exclusively as a sign band that is out of context from a human-scaled proportion.

Given the scale and characteristics described above, it is not unusual for these developments to have blank walls with no windows and minimal architectural detailing, longer than one or more city blocks, which face public streets and customer circulation areas.

As the size of these large retail establishments has grown, their site planning has also changed. Previously, many of the largest retail establishments were about a quarter of the size of the largest establishments today. They often located on sites with half the depth of today’s largest stores, enabling rear lot lines to be located

mid-block, with stores located back to back with the front of stores facing the adjacent streets, and service areas located along a service corridor at the rear lot line, where the service areas were located out of sight. Newer retail establishments are often so large that they develop on through lots with frontage on multiple streets, with service areas such as loading docks, dumpsters, trash compactors, and outdoor storage of items such as palettes facing the public right-of-way.

Additionally, large retail developments and power centers and their parking areas may be large enough that the sites disrupt a pattern of desirable street connectivity and are unable to comply with street connectivity requirements. In addition, on-site circulation is often inadequate to provide the bicycle and pedestrian facilities that would be provided along a public street.

Landscape standards often focus on the street frontage and the area throughout the parking lot. The landscaping standards along the street frontage are often inadequate to meet the intent where the front of the building may be the equivalent of a city block away from the street frontage, and traditional parking lot landscaping standards have no specific requirement for landscaping or sidewalks near the building.

Furthermore, in the event such a large retail store is vacated, it is often difficult to find a single tenant to fill the space, and the design of the building is not always conducive to dividing the space for multiple smaller tenants, or only with substantial cost. This can contribute to buildings sitting vacant and sites unmaintained at highly visible locations.

Communities that have adopted standards to address these issues have been successful in obtaining designs that are complementary to rather than detrimental to the aesthetic character of the community. These standards are intended to maintain the “sense of hometown”, to ensure human scale and interest, and to provide architectural design consistent with unique site characteristics, discouraging a development pattern that faces blank walls and service areas toward the public realm. The least expensive, generic “off the shelf” plans used by national retailers for sites in communities that do not have design standards will not typically comply with these standards. Many national retailers have indicated they will not vary from their prototype designs unless a community has design standards. Creative design is desired in order to complement the character of Grants Pass and the characteristics of an individual site. Examples of creative design can be found in communities that have articulated what they want to accomplish and adopted standards accordingly. Numerous examples are illustrated below.

The boxy form has existed for many years, whether a large warehouse or factory space, or a building abutting the sidewalk in a city block. However, the boxy form in these buildings is mitigated by the detailing, presence of windows, and definition of floor levels. This provides repeating elements with variation in rhythm to achieve human-scale and interest. This type of detailing provides an alternative to the need for substantial changes in massing of a building to achieve

human scale. However, with changes in the economy, technology, construction techniques, needs, and changes in business operations, the nature of architectural detailing and presence of windows has also changed, and the human scale is often lost. The standards in this Article provide options through choices for massing and detailing to achieve human scale.

The following philosophy guides the development of the individual principles and standards in this Article and provides additional direction for review of large retail establishments through the discretionary review process.

Philosophy for Treatment of Large Retail Establishments

Large retail establishments, whether a single large store, power center, or an establishment with a prominent anchor store, should avoid the appearance of a single-structure that has large expanses of uninterrupted walls lacking architectural treatment and windows, which limits windows to one, two, or three dominant customer entrances. Human scale and interest shall be accomplished by:

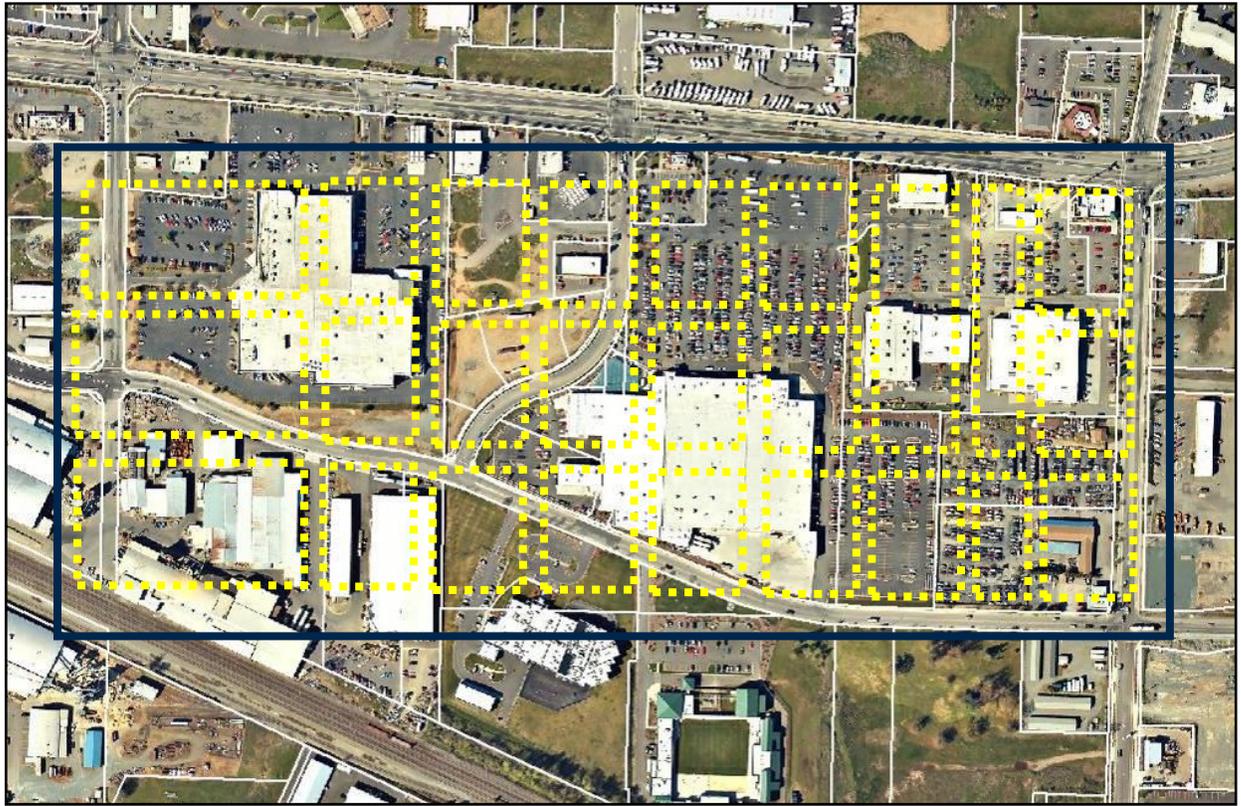
- Massing and articulation of the building so it has the appearance of a group of smaller attached building spaces.
- Use of a variety of building materials, colors, and textures so there is not a single dominant treatment. This can be accomplished by change between the lower and upper levels of the building, variation between structural bays, or a combination of these or similar treatments. Such variation can be subtle, and does not have to be “busy” in appearance;
- Incorporating smaller “liner shops” or in-line retail shops with exterior windows and entrances along the front or perimeter of the building to avoid the presence of blank walls that lack areas of pedestrian activity or interest;
- Whether or not liner shops are present, a substantial amount of the ground-floor level shall incorporate windows along facades that face parking areas and public rights-of way;
- Windows should be incorporated at the second-story height of a building. Even with interior shelving units, windows can be located above shelving in buildings with tall or 2-story height ceilings. Windows can also be incorporated into occupied second-level spaces, such as office areas;
- Exterior walls should have a number of features designed to provide a sense of variation in depth to the wall, and to provide features that provide for interplay of light and shadow to minimize the appearance of large blank walls;

- Façade treatments should be designed to enable conversion to smaller retail storefronts for smaller tenants in the event the big box or another large retail tenant no longer occupies the building;
- Through discretionary review, greater flexibility in meeting massing standards may be considered only when a more substantial amount of both ground floor and upper floor level windows are provided, opening views into the interior space, in conjunction with a higher level of detailing.

The following illustrations are intended to illustrate certain concepts. In any individual example, a specific style is shown, but the examples are not intended to suggest that only these stylistic choices are acceptable.



Figure 20-2. Comparison of Scale: Downtown vs. Highway-Oriented Building Size, Block Size and Street Connections



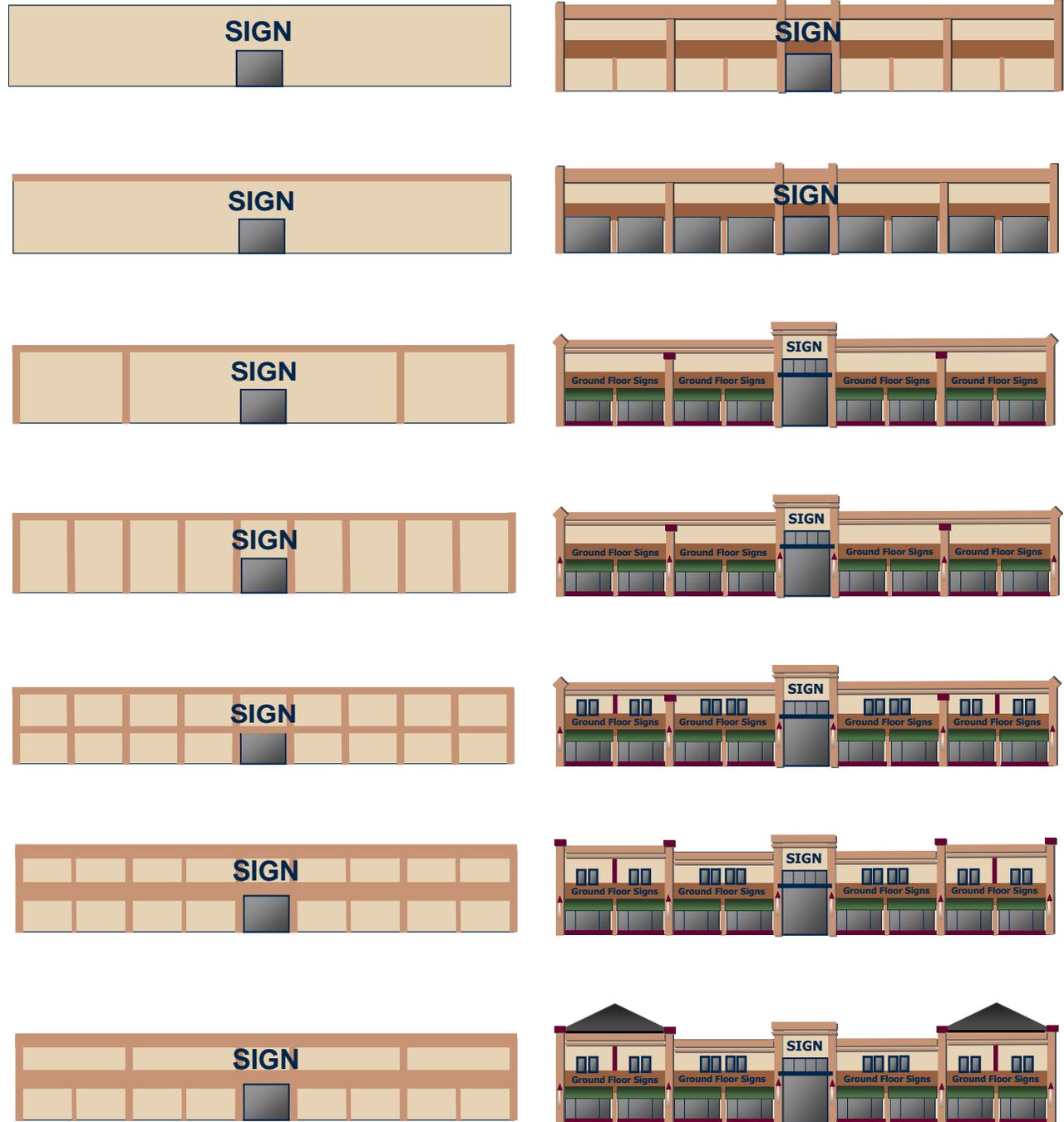
Building size and block size have increased while the number and spacing of street connections has decreased. Buildings and parking lots may be the size of several city blocks, while the level of architectural detailing has decreased. Block lengths may be several times the length of traditional block sizes, limiting direct routes, convenient access, and adequate provisions for pedestrians and bicycles. If development of individual properties is not coordinated, there may be inadequate provisions for interconnecting vehicular access, unnecessarily requiring vehicles to drive on major streets for trips between adjacent properties.

Figure 20-3. Historical Warehouse and Similar Forms



The boxy form in historic warehouses, factory buildings, and buildings with similar forms is mitigated by the detailing, presence of windows, and definition of floor levels. This provides repeating elements with variation in rhythm to achieve human-scale and interest. This approach provides an attractive alternative to the need for substantial changes in massing of a building to achieve human scale. These buildings may also be converted to other uses over time.

Figure 20-4. Progression of Detailing to Achieve Human Scale and Interest



The illustration shows a generic example of how using human-scaled elements and modules, with common repeating elements can transform the scale of a building. Variation in repetition of elements provides interest and avoids monotony. While the ground floor is nearly identical in each bay, the variation on upper level elements provides variation. The surface treatment on the left provide little interest until a sense of depth is introduced.

Figure 20-5. Substantial Differences of Scale and Detail in Large Retail Design

A



B



C



D



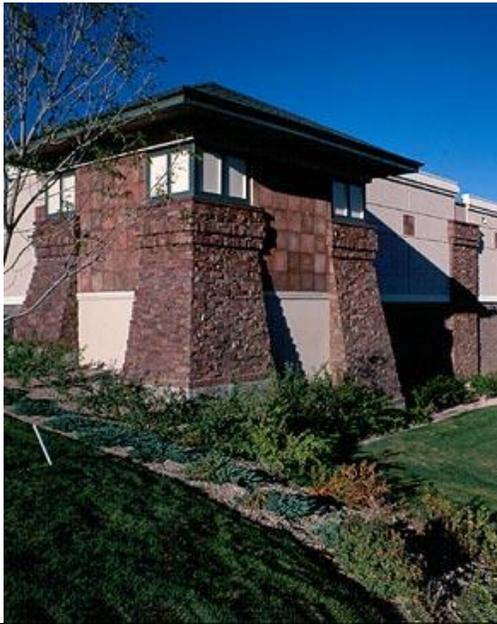
These photographs illustrate three substantially different models for a national retailer. Photograph A illustrates a model with a more traditional 2-story tall “big-box” warehouse type of development with boxy shape, minimal detailing, and a highway-oriented sign. Photograph B provides a few architectural features, but they appear only as minimal superficial treatment applied to a few locations on the same boxy warehouse form, with a scale that is highway-oriented. Photographs C and D show a model that is human-scaled, treating the building more like a 2-story space, with variations in massing, and a variety of architectural elements, treatments, materials, colors, and details, with signs scaled and located to further achieve human-scaled appeal.

Figure 20-6. Substantial Differences of Scale and Detail in Large Retail Design

A



B



C



Again, these photographs illustrate substantially different models for a national retailer. Photograph A illustrates a model with a more traditional 2-story tall “big-box” warehouse type of development with boxy shape, minimal detailing, and a highway-oriented sign. Photographs B and C show a model that is more human-scaled, treating the building more like a 2-story space, with variations in massing, and a variety of unique architectural elements, treatments, materials, colors, and details, with signs scaled and located to further achieve human-scaled appeal.

Figure 20-7. Substantial Differences of Scale, Detail, and Context in Large Retail Design



A



B



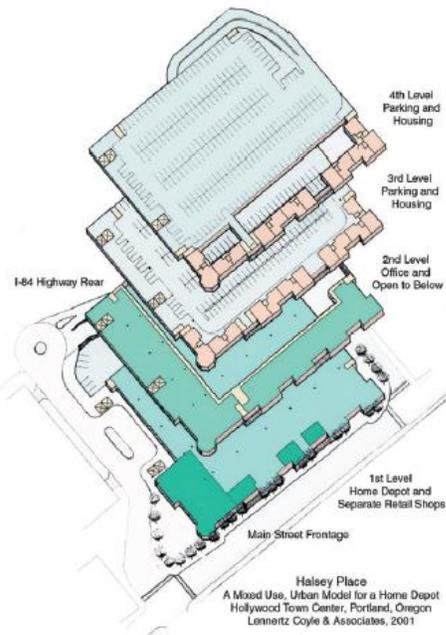
Elevation along Halsey showing street entrance to Home Depot with office and housing units above.

C



Street view from Halsey.

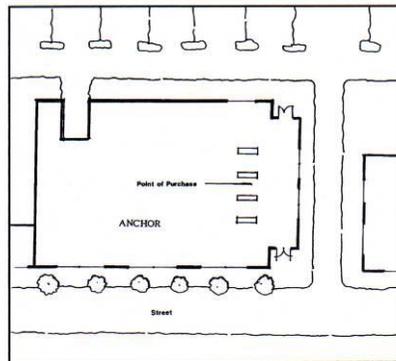
D



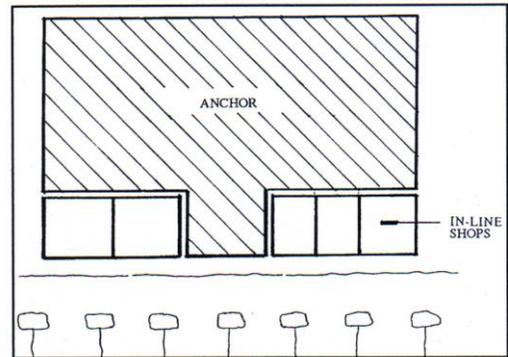
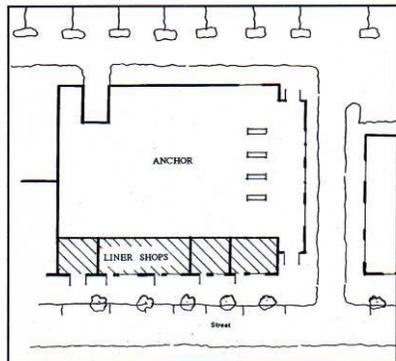
E

Again, Photograph A illustrates the warehouse-style “big-box” model. Photograph B shows a concept for more human-scaled design. Photographs C, D, and E illustrate the ability to develop unique solutions for specific sites and situations. In this case the store is part of a mixed-use development in an urban setting that incorporates the store, office and housing units, and structured parking on a 4-acre site. This retailer has even adapted a traditionally suburban model to occupy a multi-story building in downtown Manhattan.

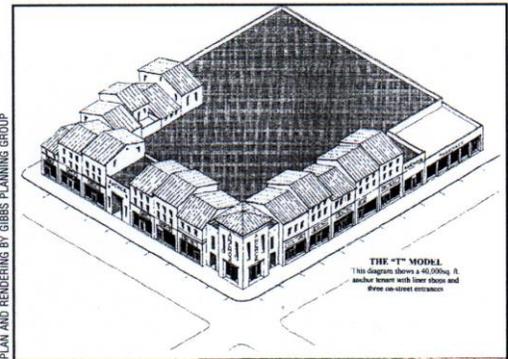
Figure 20-8. Exterior Treatments and Windows in Large Retail Design, Liner Shops, and In-Line Shops



The urban vestibule, above, and the vestibule and liner, below.



Two views of the T Model, above and below.



Large retail developments can achieve human scale and interest without false facades through exterior windows and entrances into liner stores and by locating independent in-line shops along the front or perimeter of the building. This configuration even enables mixed-use development, when that is the objective, as shown in the example at lower right.

Figure 20-9. Contrast of Large Retail Centers With and Without Variation in Repetition of Massing



A



B



C

When several large retailers are located side-by-side with separate exterior entrances in a large shopping center or power center, care should be taken to vary the massing and scale of features to avoid the appearance of continuous repetition of the same form. In photographs A and B, the projecting and elevated entry features and signage areas provide the appearance of continuous repetition of the same form, emphasizing the continuous length of the “power center”. In photograph C, the design provides variation in massing and grouping of architectural elements for the treatment of the various entry features. The entry features are unified through the use of thematic elements, but the design avoids repetition of substantially similar massing of entrances.

Figure 20-10. Outdoor Service Areas Facing Streets



A



B



C



D

Outdoor service areas with dumpsters, truck loading docks, trash compactors, cargo containers, and waste and recycling materials were traditionally located at the back of a property out of public view. With many larger retail stores, the back of the store and the service functions often face a public street without screening, as shown in the photos above.

Figure 20-11. Service Courtyards



Service areas can be hidden from public view by facing them toward the rear of a property away from public streets and on-site parking and circulation areas. However, even when a building is not near a rear lot line, buildings can be designed with service courtyards that screen the service functions from view, even when the entrance to the service area faces a prominent parking area. The photos on top show a service courtyard at the middle of the building face. The photos on bottom show a service courtyard at the corner of a building face.

Figure 20-12. Differing Treatments of Mechanical Equipment Screening Facing a Prominent Parking Area.



Mechanical equipment can be hidden from view in a variety of ways: interior to the building, on a rooftop, or facing away from streets and parking areas. However, when mechanical equipment faces a street or parking area, it should be screened from view with a high quality fence or wall and landscaping. Above are two differing treatment for screening that faces a prominent parking area. The chain link fencing with slats shown at left does fully screen equipment from view or mitigate noise, and does not present a “face”. At right is a screening wall that provides a high-quality appearance consistent with the treatment of the building.

20.200 Procedures and Applicability

20.210 Procedures.

- (1) The provisions of this Chapter shall be applied through site plan review.
- (2) Review Options.
 - (a) Standard Review. The application shall comply with the mandatory standards of this Chapter, in which case the application shall be reviewed through the procedure type specified in Article 12, Schedule 12-2 of this Code, or the applicant may opt for discretionary review as specified in Subsection (b).
 - (b) Discretionary Review. The applicant may opt for the discretionary review procedures which shall be in accordance with the provisions of this Subsection. Discretionary Review shall be conducted through a Type III review.

The purpose of the Discretionary Review procedure is to provide flexibility in respect to the standards of this Chapter, provided the overall site design and building design accomplish the intent and purpose of the standards of this Chapter, at least as well as or better than the standards of this Chapter, even though the design does not fully comply with the standards of this Chapter.

- (i) In lieu of full compliance with all of the mandatory standards of this Chapter, the applicant shall demonstrate compliance with the Purpose, Intent, and Principles of this Article.
- (ii) In addition to the submittal requirements for Site Plan Review, the applicant shall provide a written narrative identifying which standards in this Article the proposal does not fully comply with and identifying the design features or overall design concept proposed to accomplish the same purpose as the standards of this Article.
- (c) Special Concept Plan. In special circumstances, it may be desirable to deviate from some of the principles in this Article to achieve a special effect for buildings of civic importance and sites with special, unique characteristics. For example, it may be desirable to achieve a monumental effect rather than maintain human scale for a special building of community-wide importance.

A Special Concept may be reviewed using one of the following procedures:

1. A Special District Plan with special design standards, to be adopted as part of the Comprehensive Plan, which provides special standards for the District. This option is desirable for multiple properties, where development may happen over an extended period of time. This procedure requires a Plan Amendment through a Type IV review.
2. A Planned Unit Development which includes a detailed description of the concept, a detailed master plan, and detailed architectural renderings of all buildings to be included in the Planned Unit Development which will not otherwise comply with the standards of this Code. This option is desirable for properties under one ownership, where development will proceed at one time, or through short-term phasing. This procedure requires a Planned Unit Development through Type III review.

20.220 Applicability.

- (1) These standards shall apply to new construction, to the full building for reconstruction that removes more than 50% of the original structure, and to the new portion of a building for a major site plan reviews for expansion of more than 25% of the original structure. Percentage of expansion shall be determined cumulatively. In addition, for a remodel that adds architectural elements described in this article, such as a cornice or taller roof feature, those elements shall be designed to meet the standards of this Article.
- (2) “I” and “IP” Zones. The standards do not apply to industrial uses in the “I” Outdoor Industrial and “IP” Indoor Industrial zone, but do apply to “trade”, “service”, and “recreation” uses which may be allowed in either the “I” and “IP” zones, such as restaurants, athletic clubs, and professional office buildings.
- (3) “BP” Zone.
 - (a) The standards apply to non-industrial uses in the “BP” zone, including “trade”, “service”, and “recreation” uses such as retail uses, restaurants, athletic clubs, and professional office buildings.
 - (b) The standards do not apply to industrial uses in the “BP” Business Park zone, except for the following:
 - (i) buildings on properties that abut or face a state highway, which are subject to these standards;
 - (ii) buildings on properties that abut or face or an arterial street that intersects a state highway, which are subject to these standards. The review body may waive the requirements of

this Article for industrial development in a BP zone if the property is more than 1,320 feet from a state highway and the review body determines the property is not visible from a state highway or Interstate 5;

- (iii) buildings on properties within 1,320 feet of Interstate 5;
 - (iv) buildings on properties that that face commercial or residential zones at an exterior property line, which are subject to these standards.
- (4) Commercial Zones. The standards apply to any property with commercial zoning, except where special district regulations such as the historic district or Riverfront Tourist Commercial district may have more strict or conflicting requirements, in which case those standards shall prevail.
- (5) Non-Residential Uses in Residential Zones. The standards apply to any non-residential use in a residential zone, such as a professional office in an R-4 zone, except uses conducted within or as part of a residential use, such as a bed and breakfast or home occupation.
- (6) Mixed Use / Residential Uses. Residential development shall be subject to the residential architectural standards or Article 22 where applicable. When those standards do not apply to residential development, such as in certain commercial zones, the standards of this section shall apply. Mixed-use developments with residential and nonresidential use within the same building shall be subject to the standards of this Article rather than the residential architectural standards of Article 22.

20.300 Site Orientation Standards

20.310 Overall Building Length

Principle:

Overall building length shall be limited in order to provide vehicular and pedestrian connectivity through on-site circulation and connections to the adjoining street network and to provide visual relief through a combination of building mass and open space.

Standards:

- (1) If the review body determines public street and pedestrian way connections cannot be provided as a condition of site plan review to meet the requirements of Section 17.508 “Blocks” or 27.122 “Connectivity Standards”, the provisions of this section shall be met at a minimum.
- (2) A pedestrian connection shall be provided at least every 660 feet so there is no building more than 660 feet long without said connection across the

property. The review body may authorize continuity of upper level floors when said pedestrian connection is provided on the ground floor level exterior to the building.

When a pedestrian way is provided between buildings to meet the requirements of this Section, it shall be a minimum of 20 feet wide, and shall incorporate landscaping for 10% of the area between buildings and windows facing the pedestrian connection from adjoining building spaces for at least 25% of the length of the pedestrian way.

- (3) A public street connection shall be provided at least every 1320 feet so there is no ground floor section of building section more than 1320 feet long without said connection across the property. If existing land use patterns and access control limitations pose restrictions to meeting this standard, similar connectivity shall be provided to the extent possible, with public street connections. Only if the review body finds public street connections are not feasible, the provisions of this section may be met through private access and circulation facilities with a design similar to the public street standards. Private circulation features necessary to meet these standards and provide connections between rights-of-way shall include public access easements unless the review body determines this would be contrary to the public interest.
- (4) Right-of-way and/or easements shall be provided as necessary through the site plan review process as necessary to satisfy these requirements.

20.320 Location and Orientation of Outdoor Service Areas

Principle: Buildings shall present a “face” toward the public right-of-way. This shall be accomplished in part by orienting outdoor service areas away from areas visible to the public. Service areas shall typically be located on the site away from public view to avoid the need for substantial screening walls that present a blank wall oriented toward a street or on-site parking or circulation area.

Standards:

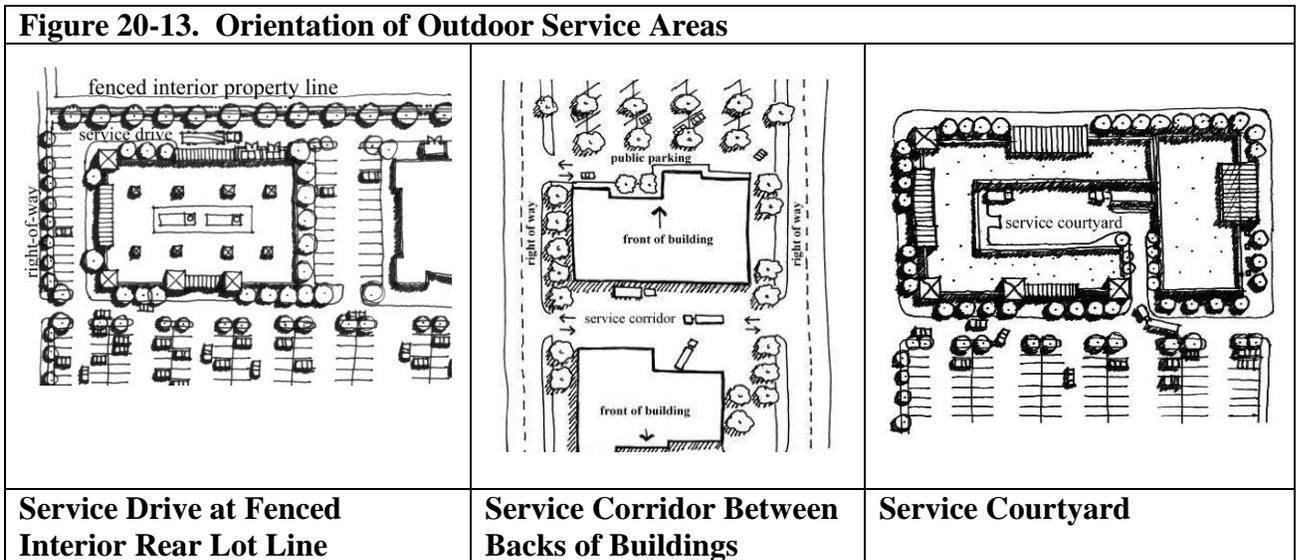
- (1) Except as provided in Subsection 3, buildings shall be designed and oriented so all outdoor service areas face away from the public right-of-way, customer parking and circulation areas, and building faces or undeveloped areas on the subject property and adjoining properties that could be developed such that a building would face the service area.

For the purposes of this Section, the term “outdoor service area” shall refer to all building support functions located outside of a building, including but not limited to loading docks and bays, trash containers and compactors, and storage sheds and containers.

A small enclosure for a single dumpster that meets other provisions of this Code is not subject to this section provided it is screened in accordance with Article 23, and located to minimize visibility from public view.

- (2) Outdoor service areas shall face a fenced interior side or rear lot line (if present) or a separate service corridor, service alley, or service courtyard located between the backs or sides of adjacent buildings, which is not used as a public circulation area, either on the subject property or an adjoining property. The service corridor is typically between adjoining buildings that are no more than 40 feet apart. Screening shall be provided at the ends of the service corridors or courtyards as required to block incidental views from the public right-of-way and customer parking and circulation areas. *See Figures 20-11 and 20-13.*

For the purposes of this Section, the term “service courtyard” shall refer to an outdoor service area located within a semi-enclosed area that is recessed from the main building façade and has projecting building areas that screen service functions from public view. *See Figures 20-11 and 20-13.*



- (3) Exceptions. When the review body determines a service area cannot be oriented as provided in Subsection 2, a service area may face toward a public right-of-way, customer parking or circulation area, building face on the subject property or adjoining property, or undeveloped area on the subject property or adjoining property that could be developed such that a building would face the service area; only when all of the following are satisfied:
 - (a) The applicant has demonstrated through presentation of alternative site and building designs that the alternatives in Subsection 2 are not feasible.

- (b) The location of the service area shall be the most consistent with the objectives of this Chapter, and shall have minimum visibility compared to other alternatives.

The service area shall typically face the street right-of-way only as the last alternative in order to minimize the presence of a blank wall along the public street frontage.

This shall apply equally to lots with frontage on one street and to lots with frontage on more than one street, such as a through lot, corner lot, or lot that comprises a full block surrounded by public right-of-way on all sides.

When authorized, the service area shall be screened with a fence or wall and landscaping in accordance with the standards of Section 23.036(5), “Screening of Outdoor Service Areas”, to screen the service areas from public view and minimize the visual impact of the screening fence or wall.

20.400 Architectural Standards

20.405 Building Entrances

Principles: Buildings should present a “face” toward the public right-of-way and customer parking and circulation areas through site design and building design

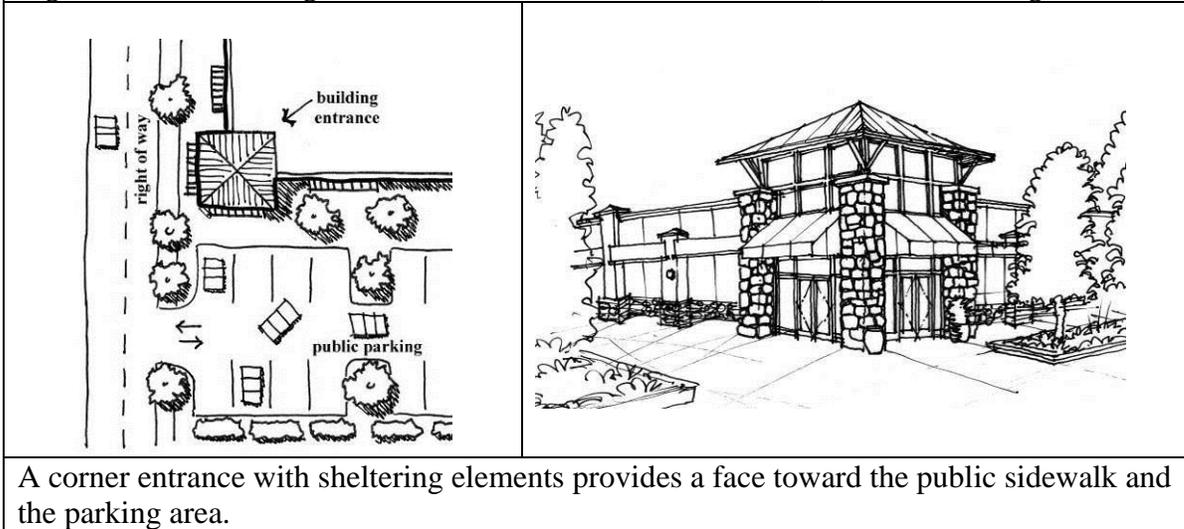
Buildings should be designed with clearly defined entrances and shall provide sheltering elements at public entrances.

Buildings should orient entrances toward the public right-of-way. However, when entrances are oriented internal to the site, the design of the building facing the public right-of-way should present a “face” through the use of a corner entrance, architectural treatment, presence of windows, or other features. The side of the building facing the street should not have the appearance of a service area or service entrance.

Standards:

- (1) When a building abuts a public sidewalk or exterior front or side landscaped front yard, it is **recommended, but not required**, that at least one public or main entrance should be oriented to the public sidewalk, as well as the primary public parking area, so the entrance abuts the public sidewalk or landscaped front yard with a direct pedestrian path to the public sidewalk. *See Figure 20-14.*

Figure 20-14. Building Entrance Oriented to Public Sidewalk, With Sheltering Elements



- (2) Buildings shall have sheltering elements to provide protection from the weather at primary or public entrances. Sheltering elements shall provide a covered area at least five feet deep.

20.410 Windows and Glass Doors in Exterior Walls

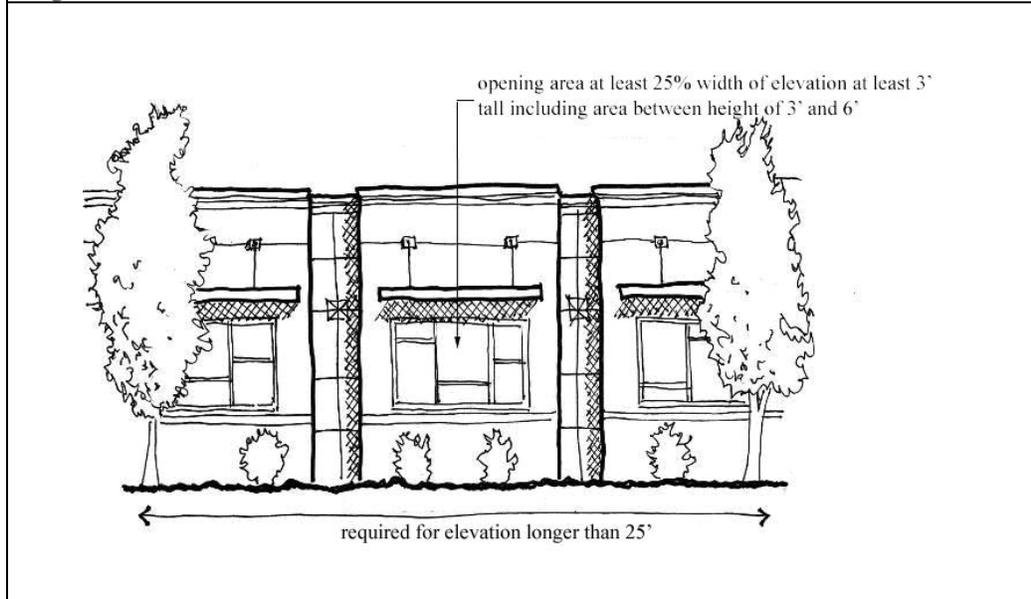
Principle: Buildings shall provide a “face” toward streets, sidewalks, and on-site parking and circulation areas with transparent windows and glass doors that provide “eyes on the street” to promote a feeling of safety and community, to provide interest by creating a connection between interior and exterior space and activity, to provide views of human and retail activity within buildings to provide interest from the outside of the building, and to provide relief from the massing of exterior walls by providing views of interior building spaces and volumes.

Standards:

- (1) Windows and glass doors required by this section shall be sufficiently transparent as to give an indication of interior space and activity. Mirrored glass and similar treatments do not meet this requirement. **Note: It is recommended that no screening, fence or other device that blocks visibility should be present between the required wall openings and the public route.**
- (2) Building Less Than 18 Feet Tall or Ground Floor of Multi-Story Building. Except as provided in Subsection (6), all building elevations less than 18 feet in height at the top of the exterior wall, which are longer than 25 feet, which are visible from a public right-of-way, pedestrian path, on-site parking or circulation area, or adjoining property shall contain windows and/or glass doors a minimum of 3 feet tall, including the area between 3 feet and 6 feet above the exterior ground surface, for at least 25% of the width of the elevation. Except as provided in Subsection (6), there shall

not be wall sections longer than 100 feet without glass doors and/or windows. *See Figure 20-15.*

Figure 20-15. Ground Floor Windows.



At least 25% of the width of the building elevation shall contain windows at least 3 feet tall, including the area between 3 feet and 6 feet in height above the exterior ground level.

- (3) Building 18 Feet or Taller or Upper Story of Multi-Story Building. Except as provided in Subsection (6), and in addition to the requirements of Subsection (2), all building elevations 18 feet in height or taller at the top of the exterior wall, which are longer than 25 feet, which are visible from a public right-of-way, pedestrian path, on-site parking or circulation area, or adjoining property, shall contain windows and/or glass doors a minimum of 3 feet tall, including the areas between 3 feet and 6 feet above the upper level finished floor height, or equivalent height when the space is open to below, for at least 10% of the width of the elevation.

When the upper level contains occupied spaces, windows shall be provided into these spaces. If the required 10% isn't provided in occupied upper level spaces, the remaining percentage shall be provided at the upper level into interior space with an overheight ceiling which is open to the ground floor below. Except as provided in Subsection (6), there shall not be wall sections longer than 100 feet without windows. **See Figure 20-16.**

Figure 20-16. Ground Floor and Upper Floor Windows

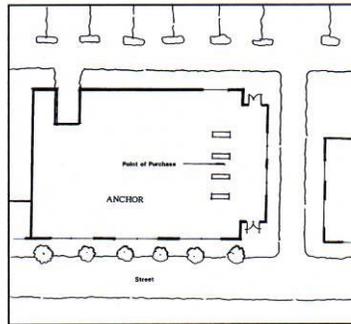


For a building 18 feet or taller, at least 10% of the width of the upper level of the building elevation shall contain windows at least 3 feet tall, including the area between 3 feet and 6 feet in height above the upper level finished floor or equivalent height.

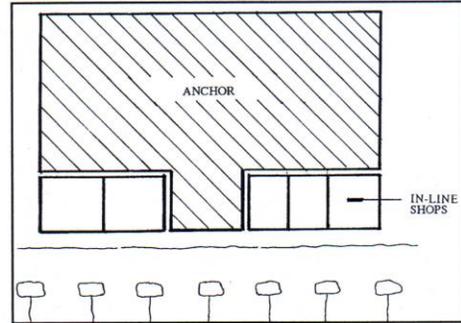
This national store revised its stock design to comply with the standards of the community where it is located. It is a tall one-story space that includes ground floor windows and upper level windows open to below, adding natural light to the interior.

- (4) Except as provided in Subsection (6), buildings shall be designed so at least part of any building elevation facing a public right-of-way or on-site parking and circulation area will contain glass doors or windows for at least part of the elevation.
- (5) Liner Shops and In-Line Shops. Retail stores larger than 30,000 square feet which have integral liner shops with interior entrances and/or independent in-line shops with exterior entrances shall provide exterior windows into these spaces. *See Figure 20-17.*

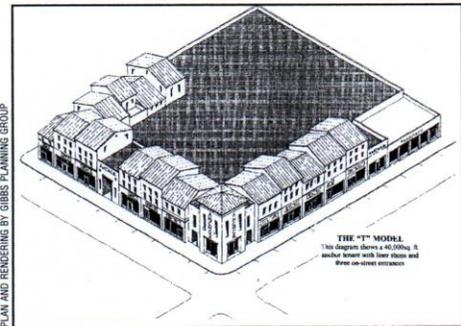
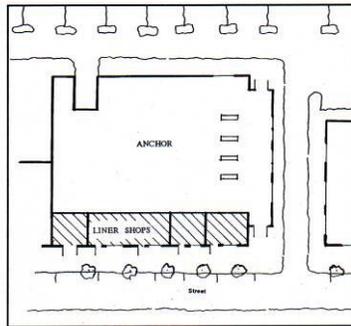
Figure 20-17. Retail Establishments Larger than 30,000 Square Feet With Windows into Liner Shops and In-Line Shops



The urban vestibule, above, and the vestibule and liner, below.



Two views of the T Model, above and below.



Examples of windows into a large retail store, liner shops, and in-line shops with separate entrances. At bottom right: Example of mixed-use development along the exterior wall of a large retail store, with entrances into the store along three frontages.

(6) Exceptions.

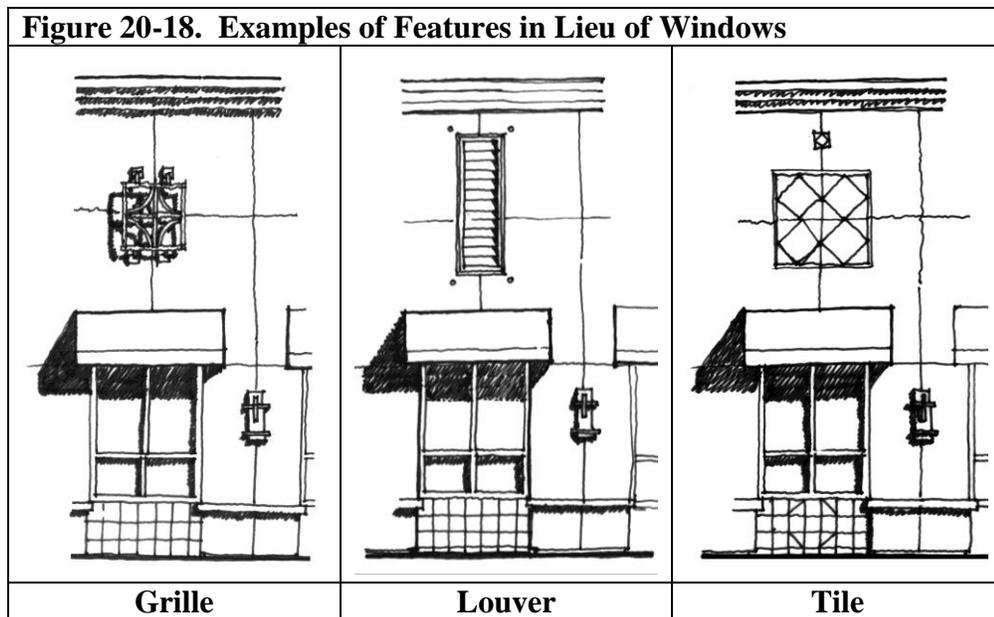
(a) Exceptions for Special Circumstances.

- (i) A section of a wall that cannot have glass openings due to fire resistive rating requirements (such as a zero-lot line setback from an interior side or rear property line) is not required to have openings, but shall include the items in Subsection (iii). Where separate properties share parking and circulation areas, lot lines shall be located so required openings are not precluded.
- (ii) A section of a wall is not required to have openings for the following uses, but shall include the items in Subsection (iii).
 - (A) a movie theater auditorium or performing arts auditorium, where use of the interior space cannot have openings;

(B) other uses which preclude windows, as determined by the Director.

(iii) Features In Lieu of Windows. When a section of wall is not required to have windows for one of the Special Circumstances described in Subsection (i) or (ii), and there will be an elevation section more than 100 feet without windows, architectural treatments or features to provide similar effect shall be provided.

These may be structural elements, offsets, false windows, decorative grilles or louvers, openings, etc., to create a sense of depth and scale similar to the effect achieved through provision of windows and glass doors. *See Figure 20-18.*



When these features in lieu of windows and glass doors are allowed, required percentages for windows and glass doors may be achieved by:

- (A) Windows and glass doors provided entirely on other wall segments within the same elevation, provided there is no more than 100 feet without doors and windows.
- (B) A combination of windows and glass doors on other wall sections and features required by this section so there is no more than 100 feet without windows and glass doors or these features within the same elevation.

- (C) When no section of the elevation enables windows or glass doors, the full percentage may be provided using these features, provided there is no more than 100 feet without these features.
- (b) Exceptions for Walls Not Visible From View.
 - (i) A wall section facing a service courtyard, service corridor, or service drive is not required to provide these openings, provided the other buildings are of similar height to screen the wall.
 - (ii) A wall section less than 12 feet tall facing a fenced interior side or rear lot line and not visible from the public right-of-way, on-site parking and circulation, or adjoining property is not required to provide these openings.
 - (iii) A wall section more than 12 feet tall facing a fenced interior side or rear lot line and visible from the public right-of-way, on-site parking and circulation, or adjoining properties shall provide openings on the parts of the wall that are visible from these areas.
 - (iv) A wall section facing a fenced service area oriented toward a public right-of-way or on-site parking and circulation area is still used to calculate the required amount of upper level openings if required by Subsection (3). However, the portion of the ground floor elevation within the screened service area is not counted in the building width when calculating the amount of ground floor openings.

20.420 Massing and Detailing.

Principles: Buildings shall be articulated through massing and/or detailing in a manner that breaks larger building spaces and wall surfaces into human-scaled elements appropriate to the form of the building. Large, unbroken building masses and wall surfaces shall be avoided through the use of vertical and horizontal offsets and articulation of the building face.

This is especially important for large sections of wall that do not contain windows or glass doors, since they don't offer transparency into the building which would otherwise provide human interest and relief from the building surface.

Special provisions for retail development larger than 30,000 square feet are intended to ensure the larger areas with otherwise simple, boxy volumes are human-scaled.

Standards:

- 20.421 Overall Building Length of 50 Feet or Less. A building with an overall length of 50 feet or less is not subject to this Section.
- 20.422 Overall Building Length of More Than 50 Feet.
- (1) Building elevations shall comply with the provisions of this Section. Exceptions are provided in Subsection 4.
 - (a) A pitched roof building shall have a break in roof plane or wall plane at least every 50 feet in accordance with Section 20.423(1), or shall provide articulation of the building face up to 100 feet in accordance with Section 20.425. These requirements for the entire elevation may be met by using either alternative for different building segments.
 - (b) A flat roof building shall have a horizontal or vertical change in the wall plane at the cornice line at least every 50 feet in accordance with Section 20.423(2), or shall provide articulation of the building face up to 100 feet in accordance with Section 20.425. These requirements for the entire elevation may be met by using either alternative for different building segments.
 - (c) In addition to the either of the above, no wall shall be more than 100 feet in length without providing a combined horizontal and vertical offset in accordance with Section 20.424.
 - (2) Horizontal and vertical offsets required in this section shall relate to the overall design and organization of the structure, its entrances, door and window treatments, and interior functions. Features shall be designed to emphasize building entrances.
 - (3) Offsets should be grouped and organized in a manner to provide variation in scale and massing rather than providing a series of identical repeating masses.
 - (4) Exceptions.
 - (a) Exceptions for Walls Not Visible from Public View.
 - (i) A wall section facing a service courtyard, service corridor, or service drive is not subject to the standards of this Section.
 - (ii) A wall section less than 12 feet tall facing a fenced interior side or rear lot line and not visible from the public right-of-way, on-site public parking or circulation area, or adjoining property is not subject to the standards of this Section.

- (iii) A wall section that will fully abut an existing blank wall built to the lot line on an adjoining property is not subject to the standards of this Section.

(b) Exceptions for Building to Zero Lot Line Setback at Interior Side or Rear Lot Line.

This Subsection provides an exception to the horizontal offset provisions for a building abutting an interior lot line, when allowed by this Code, to enable a building to more fully use the property. This exception does not apply when the interior lot line faces shared common parking or circulation areas on an adjoining property.

- (i) Exception for Section 20.423. When a building abuts a zero lot line setback at an interior side or rear lot line, the massing provisions of Section 20.423 can be satisfied by use of vertical rather than horizontal offsets without an exception or the detailing provisions of Section 20.425 without an exception, or the minimum required horizontal offset may be reduced from a depth of 3 feet to 12 inches.

- (ii) Exception for Section 20.424. The horizontal offset required by Section 20.424 may be reduced from 4 feet to 12 inches for the building elevation abutting the interior property line, but the full height vertical offset shall be provided. As an alternative, the detailing provisions in Section 20.425 may be used to satisfy the massing provisions of Section 20.424, provided engaged columns or pilasters extend the full height of the building in lieu of the offset, they have a more substantial appearance than other engaged columns or pilasters, with a minimum depth of 12 inches, and identical bays do not repeat for more than 100 feet without a change in repetition.

(c) Exceptions for Building Abutting Public Sidewalk. This Subsection provides an exception to the horizontal offset provisions for a building abutting a public sidewalk, when allowed by this Code, to enable a building to more fully use the property.

- (i) Exception for Section 20.423. When a building abuts a public sidewalk, the massing provisions of Section 20.423 can be satisfied by use of vertical rather than horizontal offsets without an exception or the detailing provisions of Section 20.425 without an exception, or the minimum required horizontal offset may be reduced from a depth of 3 feet to 12 inches.

- (ii) Exception for Section 20.424. The horizontal offset required by Section 20.424 may be reduced from 4 feet to 12 inches for the building elevation abutting the back of the public sidewalk, but the full height vertical offset shall be provided. As an alternative, the detailing provisions in Section 20.425 may be used to satisfy the massing provisions of Section 20.424, provided engaged columns or pilasters extend the full height of the building in lieu of the offset, they have a more substantial appearance than other engaged columns or pilasters, with a minimum depth of 12 inches, and identical bays do not repeat for more than 100 feet without a change in repetition.

20.423 Change in Massing at Maximum of 50 Feet. When massing elements are used to satisfy the requirements of Section 20.422, they shall comply with these standards, or the exceptions of Section 20.422(4).

- (1) For Building with a Pitched Roof or False Pitched Roof. No building shall have a sloping roof plane more than 50 feet in length measured at the eaveline without a break in the roof plane between the top of the roof (ridge or peak) and the eave line at least 3 feet in height and 12 feet wide or without a change in wall plane at least 3 feet deep and 12 feet wide. The feature shall be one of the following. *See Figures 20-19, 20-20 and 20-21.*
 - (a) Horizontal Offset in Wall Plane. The feature may include a horizontal offset in the wall plane. With a stepped wall plane, the individual change in wall plane need not be 12 feet wide, but the offset from the wall plane, or combination of offsets, shall not return to the original wall plane closer than 12 feet from the initial offset. This may be satisfied with or without a change in roof plane.
 - (b) Horizontal Offset in Roof Plane. The feature may include a horizontal offset in the eave line such as a projecting hip or gable. The roof feature may accompany an offset in the wall plane enclosing interior area, or it may cover an exterior area, either supported on columns or brackets, or cantilevered. With a stepped roofline, the individual break in roof plane need not be 12 feet wide, but the offset from the roof plane, or combination of offsets, shall not return to the original roof plane closer than 12 feet from the initial offset. This may be satisfied with or without a change in wall plane.
 - (c) Vertical Offset. The feature may include a vertical offset in the wall height at the eave line at least 3 feet tall such as a continuation of the one-story height front wall plane upward to a hip, gable, or shed roof feature or to an upper story roofline.

- (d) Dormers. The feature may be a series of individual dormers at least 12 feet wide total and 3 feet tall that break the roof plane between the ridgeline and eave line. No individual dormer shall be less than 3 feet wide, and the spacing between dormers shall be no more than five times the width of the dormer.
- (e) Grouping, Variation, and Combination of Features. Grouping, variation, and combination of features are desirable to avoid repetition of offsets of identical size and shape.

Figure 20-19. Examples of Maximum 50-Foot Offsets for Pitched Roofs

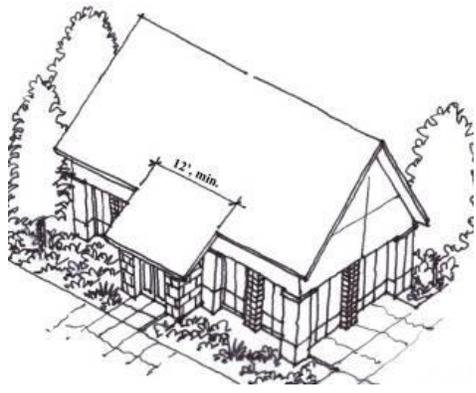
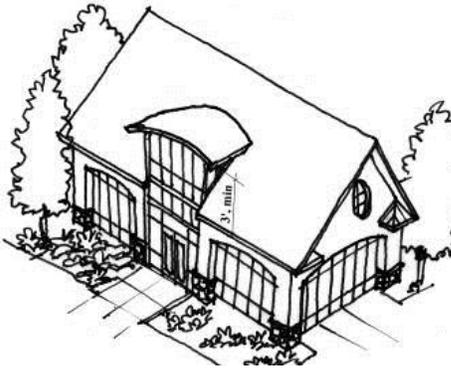
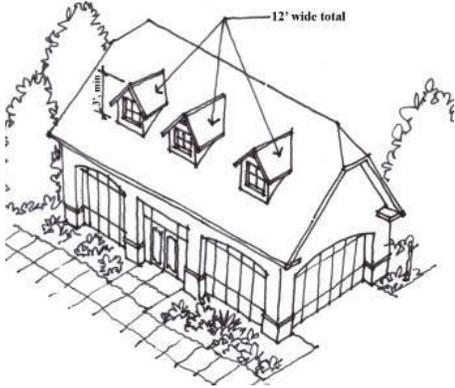
	
<p>a. Horizontal Offset of Wall Plane Without Offset in Roof Plane</p>	<p>b. Offset of Roof Plane With Horizontal Offset at Eave Line</p>
	
<p>c. Offset of Roof Plane With Vertical Offset at Eave Line</p>	<p>d. Dormers</p>

Figure 20-20. Examples of Offsets at Ridgeline, Roof Plane, and Eave Line

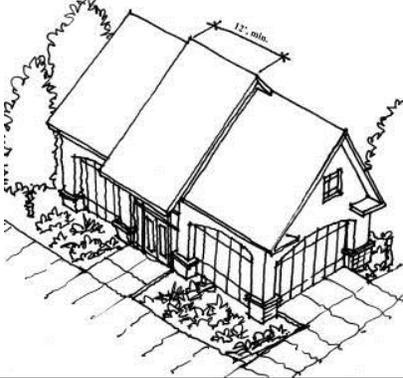
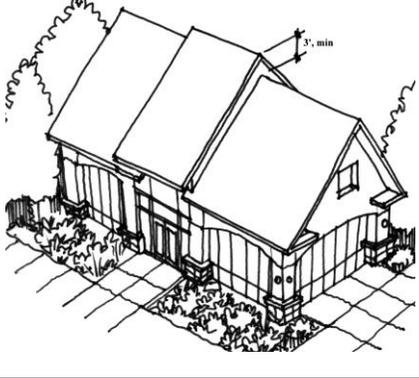
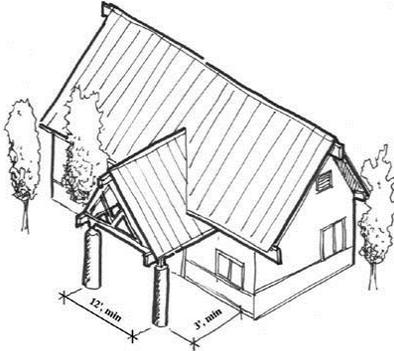
	
<p>Vertical Offset in Roof Plane and Ridge Line with Horizontal Offset at Eave Line</p>	<p>Vertical Offset in Roof Plane, Ridgeline, and Eave Line</p>

Figure 20-21. Grouping, Variation, and Combination of Features

	
<p>Horizontal and Vertical Offset at Eave Line (All Pitched Roof)</p>	<p>Horizontal and Vertical Offset (Pitched Roof and Flat Roof)</p>
	
<p>Stepped Offsets</p>	<p>Grouping of Multiple Horizontal and Vertical Offsets and Rooflines</p>

- (2) For a Building with a Flat Roof. No wall plane shall be more than 50 feet in length without a horizontal or vertical break in the cornice line at least 18 inches in height or 3 feet in depth and at least 12 feet wide. The feature shall be one of the following. *See Figures 20-22 and 20-23.*
- (a) Horizontal Offset in Wall Plane. The feature may include a horizontal offset in the wall plane. The offset feature shall be a minimum of 75% of the wall height, but no less than 12 feet tall and at least 3 feet deep. With a stepped wall plane, the individual change in wall plane need not be 12 feet wide, but the offset from the wall plane, or combination of offsets, shall not return to the original wall plane closer than 12 feet from the initial offset. The feature may be an offset in the wall plane enclosing interior area, or it may cover an exterior area, either supported on columns or a wall extension.
- (b) Vertical Offset in Cornice Line. The feature may include a vertical offset in the cornice line at least 18 inches tall. With a stepped cornice line, the individual change in cornice line need not be 12 feet wide, but the offset, or combination of offsets, shall not return to the original cornice line closer than 12 feet from the initial offset. The transition in cornice height shall meet the requirements of Section 20.470 for transition in parapet height.
- (c) Grouping, Variation, and Combination of Features. Grouping, variation, and combination of features are desirable to avoid repetition of offsets of identical size and shape.

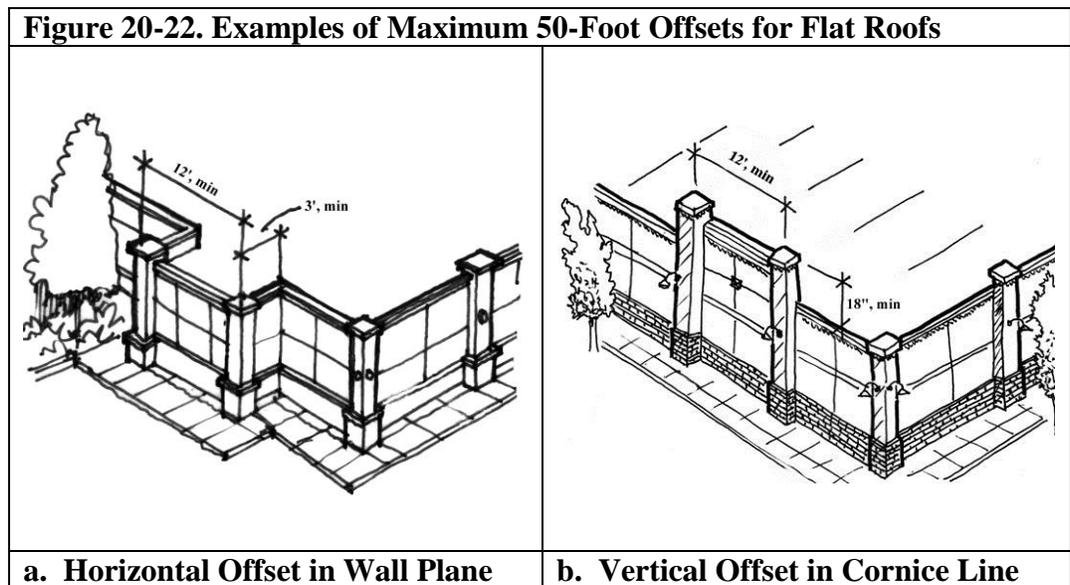
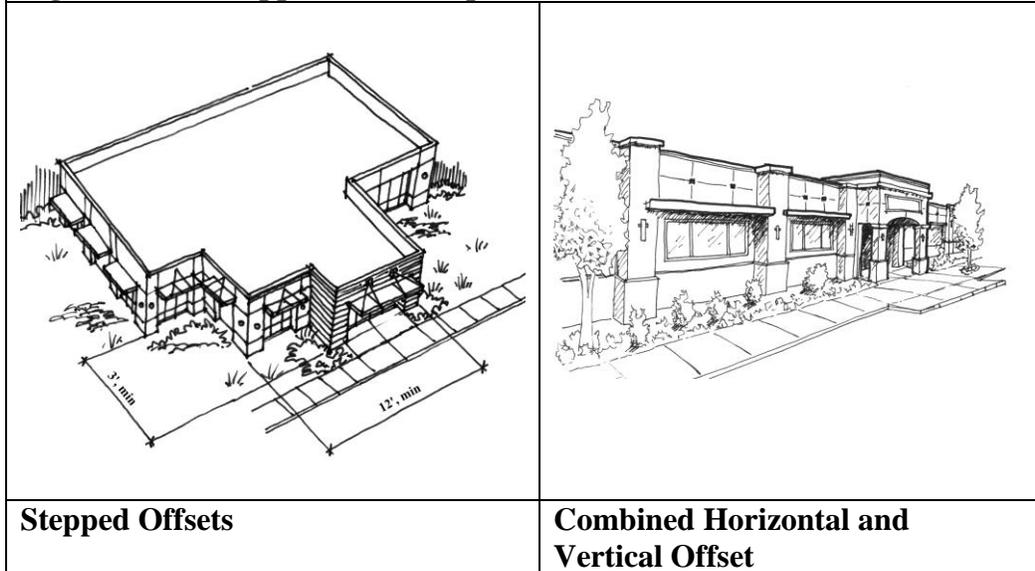


Figure 20-23. Stepped and Grouped Offsets



20.424

Change in Massing at Maximum of 100 Feet. In addition to the provisions of Section 20.423 or 20.425, no wall shall be more than 100 feet in length without at least one combined horizontal and vertical offset in the wall plane for the full height of the building, a minimum of 4 feet deep with a 3-foot vertical change in height. If the offset feature returns to the original wall plane, it shall have a minimum width of 25 feet. The offset shall not be created by add-on features such as porticos, porte-cocheres, exterior vestibules, decks, and similar features. Exceptions are provided in Subsection 20.422(4). *See Figure 20-24.*

Figure 20-24. Examples of Maximum 100-Foot Offsets

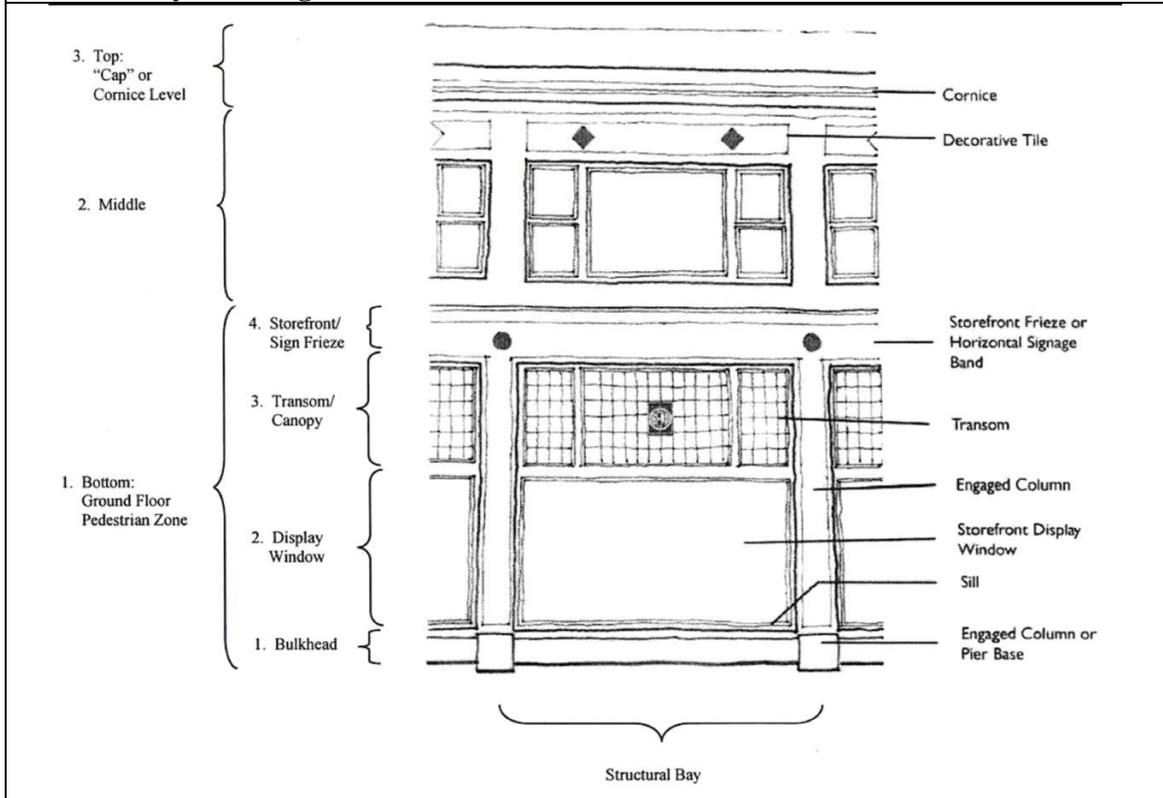


Examples of Combined 100' Horizontal and Vertical Offset In Combination with Detailing Option (above) and Massing Option (below)

20.425 Detailing. When detailing elements are used to satisfy the requirements of Section 20.422, they shall comply with these requirements. When a wall meets the requirements of this section, a wall can be up to 100 feet in length without providing massing elements required in Section 20.423. *See Figure 20-24.*

- (1) Façade Elements. The building shall have a three part façade and a four part pedestrian level meeting the requirements of this Section. *See Figures 20-25 and 20-26.*

Figure 20-25. Three-Part Façade and Four-Part Pedestrian Level (For 2-Story Building)



2-Story Example (illustrated with more traditional design)

Figure 20-26. Three-Part Façade and Four-Part Pedestrian Level (For 1-Story Building)



1-Story Example (illustrated with more contemporary design)

- (2) Variation in Repetition. Contiguous bays that are identical for the full height of the building shall not repeat for more than 100 feet. Contiguous bays that are identical at the pedestrian level bays may repeat for more than 100 feet, provided upper level elements create substantial variation in the grouping and treatment of elements on the upper level. Variation may

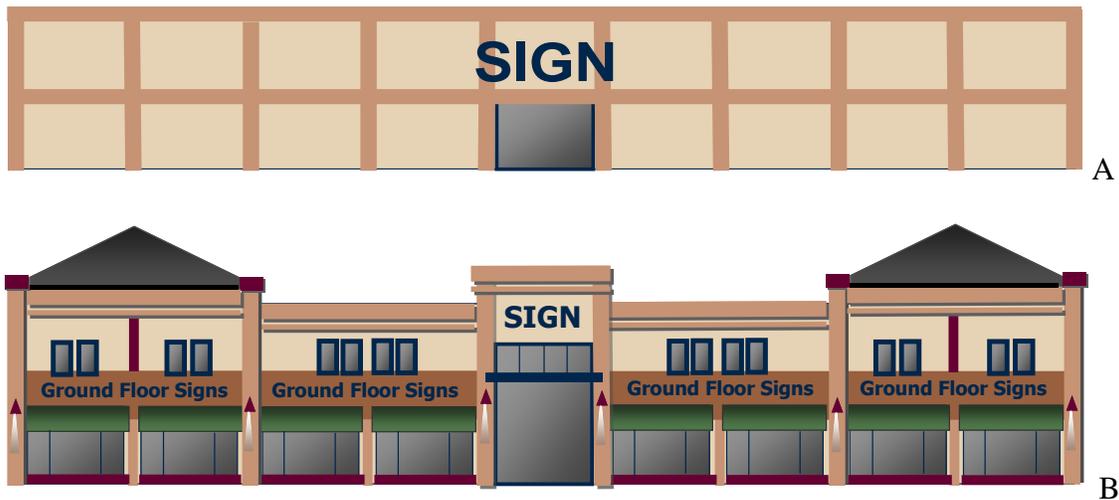
be accomplished by varying the size of elements defining bays, pairing or grouping of columns, variation of window groupings or sizes, further subdivision of structural bays, etc. to avoid the monotony of identical repetition without variation. See *Figure 20-27 and 20-28*.

Figure 20-27. Repetition Without and With Variation	
	
Vertical Elements That Repeat Without Variation	Vertical Elements That Repeat With Variation

- (3) Structural Relationship of Vertical and Horizontal Elements. This section requires certain elements to articulate the building face, to reduce the appearance of a continuous flat wall. In order to accomplish this effect, the elements must have variation in depth, width, spacing, and layering. This is accomplished by providing different emphasis of elements, where some elements are more prominent than others. Without this variation, elements are provided, but do not reduce the appearance of a continuous flat wall that has only surface treatment.

The elements should be designed to have varying emphasis of vertical elements such as engaged columns or pilasters and horizontal elements such as friezes and cornices, where different emphasis may be provided at each story, or within the same story. Emphasis may be provided by varying the depth elements project from the wall planes, varying the width of the elements, and varying the spacing between elements. Vertical emphasis provides an appearance where horizontal elements are “hung” from vertical elements, and the vertical elements may have a “cap” at the top. Horizontal emphasis provides an appearance where horizontal elements or lintels appear to sit on top of columns and their capitals, or the horizontal elements provide a continuous cornice line that may appear to wrap around a column. The elements should not have a “neutral” relationship, where neither horizontal nor vertical elements have visual appearance of structural emphasis and appear as a “grid” for the full height of the building. See *Figures 20-27 and 20-28*.

Figure 20-28. Variation in Repeating Elements and Depth of Horizontal & Vertical Elements



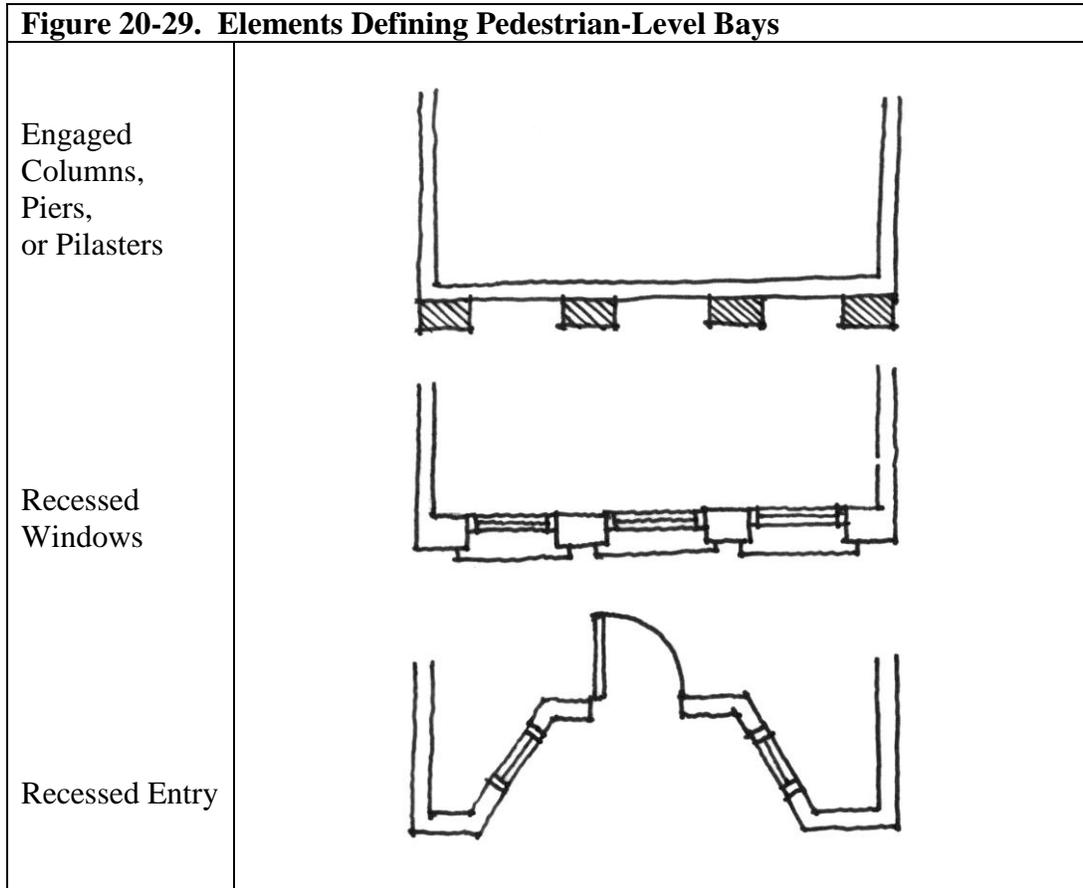
In Illustration A, the vertical and horizontal elements are all the same size and color, they are all equally spaced, they all project the same amount from the wall surface, there is no distinct emphasis where they intersect, and they do not provide a sense of human scale.

In Illustration B, some elements are different sizes than others, they vary in color and spacing, they project different distances from the wall surface, there is distinct emphasis where they intersect, and they provide a sense of human scale.

In Illustration B, there is variation in repeating elements. Some pilasters have a heavier appearance than others. Also, the ground floor level repeats with nearly identical bays, but the upper level has varied treatments, varied grouping of elements, and a varied cornice and roof line. Together, the upper and level lower complement one another with unifying elements and variation.

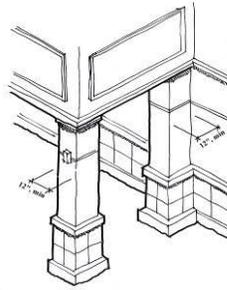
- (4) Three-part façade. The building shall be divided into three horizontal levels to have a bottom, middle, and top:
 - (a) Bottom: Four-Part Pedestrian Level.
 - (i) Vertical Repeating Elements or Structural Bays. The ground floor façade shall have structural bays no more than 25 feet on center, defined by at least one of the following. **See Figures 20-29 and 20-30.** Smaller sub-bays are encouraged, but not required, which may have smaller vertical elements to provide variation in rhythm between bays.
 - (A) engaged columns, piers or pilasters projecting from the wall plane, with a minimum width and depth of 12 inches.

- (B) windows recessed a minimum of 12 inches from the façade, with a minimum spacing of 12 inches and a maximum spacing of 36 inches, between windows where required to define required bays.
- (C) a recessed entry, with a minimum depth of 3 feet between bays, with a minimum of 12 inches between recessed entries. A recessed entry may be fully recessed or taper back to a depth of 3 feet.



- (ii) It is recommended, but not required, that accent features be provided at the vertical elements defining structural bays, such as indirect decorative lighting that illuminates the wall surface (not outward projecting “wall pack” lighting), accent tiles, medallions, etc. *See Figure 20-31.*

Figure 20-30. Engaged Columns and Pilasters



Engaged columns and pilasters shall have a minimum width and depth of 12 inches.

Figure 20-31. Accent Features at Vertical Elements



Storefront (Bay) Treatment: Rhythm of Awning, Lights, Columns, and Windows

Accent features are encouraged to provide rhythm and human-scale details.

(iii) Subdivision of Pedestrian Level into Horizontal Levels.

The pedestrian level shall be further divided into four horizontal levels:

(A) Bulkhead & Column Base. This shall be between 12 and 24 inches high between the ground and display window level, designed to “ground” the building.

(B) Display Windows. This level shall either have display windows, typically at least six feet tall, filling the majority of the width between bays, or a “blank” bay with a differing wall treatment. Required landscaping can be provided in “blank” bays, and the bays also provide a location for seating.

(C) Transom and/or Canopy level. This level shall contain either transom windows or canopies or both.

i. Transom windows. When transom windows are provided, they shall be provided between structural bays above the display window level. They shall be defined by a transom bar above the display window level, with a thicker mullion or a wall section.

ii. Canopy or awning. Canopies and awnings shall be designed to emphasize the division of the building into bays. Opaque awnings should have breaks at the bays. Flat canopies, such as “I-Beam” or glass and steel canopies that do not substantially

obstruct views of the individual bays may extend between bays.

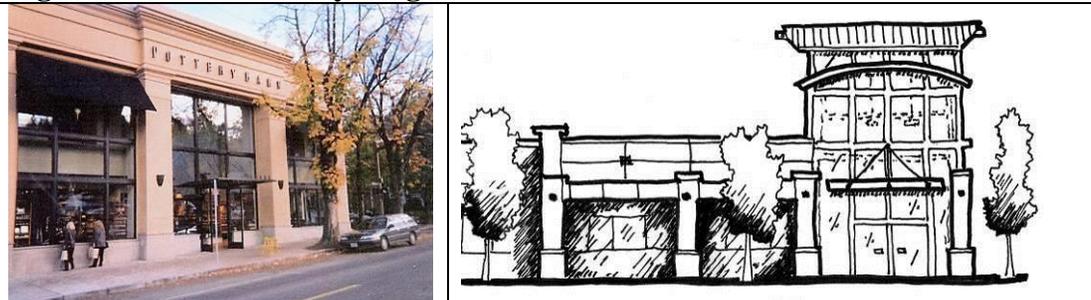
iii. Pedestrian Blade Signs. When permitted by the sign code, pedestrian blade signs, as defined in the sign code, which are perpendicular to the building are encouraged at this level to identify uses within the building when wall mounted signs may not be visible to a pedestrian on the sidewalk.

(D) Sign Frieze/Horizontal Band Separating Pedestrian Level from Upper Floor Height Level. This level is the wall section that defines the separation between the pedestrian floor level and the upper floor height level. It also provides a location for signage that relates to storefront bays. On a building 18 feet tall or less, this area may be located between the ground floor level and the cornice, and the Middle Building Section (upper-floor height level) may be eliminated. *See Figures 20-25 and 20-28.*

(b) Middle: Upper-Floor Height Level. (2nd Story Height). On a 1-story building, this level is the area over 16 feet in height. On a 2-story building, this level is the second story. On buildings taller than two stories, it is also the subsequent stories.

A building more than 16 feet tall shall provide this level. However, this level may be eliminated for a building more than 16 feet tall when the pedestrian level is extended to a 2-story height glass treatment containing all of the elements required for the pedestrian level. *See Figure 20-32.*

Figure 20-32. Two-Story Height Glass Treatment



The “Middle” building level may be eliminated when a two-story height glass treatment extends upward to the sign band and cornice.

This level shall include continuation of the engaged columns in Subsection (a) to the upper floor at least every 100 feet.

Buildings over 18 feet in height at the top of the exterior wall shall provide windows in this level in accordance with Section 20.410. Signs may be located in this area.

To prevent this area from acting only as a sign band, this level shall include elements or items of interest, such as 3-dimensional relief; banding; scoring; architectural accents such as medallions, tile, etc.; decorative indirect accent lights illuminating the building face, sign or awning; etc. *See Figure 20-33.*

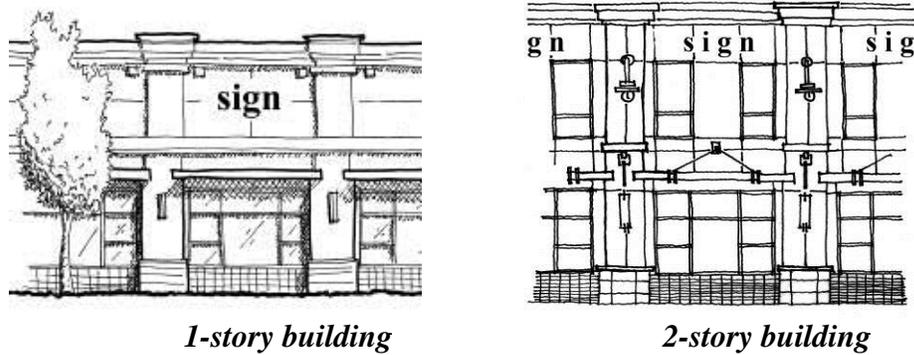
Figure 20-33. Accent Elements in Middle Building Level



This taller entry feature includes horizontal banding, scoring, accent medallions, indirect accent lighting, and window treatments.

- (c) Top: Cornice or Cap. This level is the treatment at the top of the wall. This shall be a decorative three-dimensional cornice or a pitched roof with overhanging eaves, meeting the standards of Section 20.460.
- (5) Signs. Except for blade signs, attached building signs shall be located in the sign frieze or within the “middle” building level. Signs shall be located within the areas defined by the structural bays and vertical elements. *See Figure 20-34.* Signs on projecting entry arcades shall comply with the provisions of 20.427. Vertical signs may also be located on engaged columns or pilasters.

Figure 20-34. Sign in Sign Frieze and “Middle” Building Level



These signs located within the Sign Frieze and “Middle” building level are located to relate to the architectural elements of the building.

20.426 Projecting Ground Floor Level. When a façade provides an enclosed shorter 1-story space that projects forward of the taller main façade, typically enclosed under a shed roof or canopy, it shall be considered part of the main façade. It shall comply with the massing provisions or detailing provisions. If the detailing option is used, the pedestrian level elements required in 20.425(4)(A) shall be provided on the projecting area, while the middle level and top level elements shall be provided on the 2-story wall. The sign frieze may be provided at either location or both locations. *See Figure 20-35.*

Figure 20-35. Projecting Ground Floor Level



The projecting ground floor canopy must meet the massing or detailing standards of this Section. These photographs show a continuous ground floor canopy that would not meet the standards.

20.427 Projecting Middle (Upper Floor-Height) Level. When the upper level of the building projects forward of the ground floor, it shall meet the requirements of this Subsection to avoid the “top heavy” appearance where the projecting second floor level serves only as a sign mounting area. *See Figure 20-36.*

- (1) The vertical elements on the pedestrian level shall not be substantially recessed from the upper level wall plane. They shall

be at the same wall plane or shall project forward of the main wall plane and extend upward to the upper level.

- (2) The projecting upper level shall have either:
 - (a) real or false windows with a façade treatment that provide the appearance of occupied space on the second floor; or
 - (b) a roof cap (not a false roof) that covers the entry arcade, with windows or other openings, either above or below any entry sign, which will permit light into the space.
 - (c) a roof cap (not a false roof) that covers the projecting upper level, with an open or glazed 2-story space extending from the ground floor level into the upper floor level tied to the upper floor by.
- (3) For the detailing option of 20.425, the projecting area shall contain all of the same elements that would be required for an exterior wall. Columns shall have a base treatment similar to the bulkhead, and the projecting section shall contain the sign frieze, upper level with required elements, and cornice. A 2-story tall projecting area may have a 2-story opening similar to the provision for a 2-story glass treatment for an exterior wall in Subsection 20.425(4)(b) above. *See Exhibits 20-32 and 20-36.*

Figure 20-36. Projecting Upper Floor Level



A. Does not comply



B. Does not comply



C. Complies



D. Complies



E. Complies



F. Complies

Photos A & B show a projecting upper level that does not include the required architectural features and does not carry the ground floor columns up through the upper level. Photo C shows ground floor columns that continue to the upper level at the same plane and provides a roof canopy and openings so the sign band isn't dominant. Photo D continues the columns through to the upper level and provides a roof canopy and overheight glass entry. Photo E includes several features: Columns continue to the upper level, windows are present in the upper level (although that section isn't projecting), and the corner provides an overheight entry and roof canopy. Image F provides columns that continue to the upper level, windows in the upper level below the sign, and a roof canopy.

20.430. Treatment of Blank Walls without Windows and Glass Doors

Principle: Where wall sections qualify for an exception to the standards for windows and glass doors, minimize the feeling of a long, continuous blank wall by breaking the surface of the wall into smaller elements with a human scale and relating the blank wall to the rest of the building through common design elements.

Figure 20-37. Treatment of Blank Walls Without Windows and Glass Doors



The treatments above show different ways to use massing and detailing to break up blank walls into smaller elements. (Not all examples contain all of the elements required by this Article).

Standards:

- (1) In addition to all other standards of this Article, a visible section of wall which qualifies for an exception to the required ‘Windows and Glass Doors’ standards in Section 20.410(6)(a), shall also meet the standards of this Section.
- (2) The exterior finish used on the blank wall section without windows shall be consistent with the adjacent walls of the building, in material, color, texture, and architectural treatment.
- (3) Additionally, multi-story height buildings longer than 50 feet shall have a three-dimensional treatment at the height of the floor line (or similar height). When a change in color, material, or texture is incorporated between the ground level and upper level, the three-dimensional treatment provides a suitable location for the change to occur. The treatment shall be either:
 - (a) A 3-dimensional projecting band that meets the dimensional standards for a cornice in Section 20.460.
 - (b) A change in wall plane where the upper level is projecting or recessed from the ground-floor level by a minimum of 12 inches.
- (4) Walls which face a street or on-site parking and circulation area shall incorporate elements projecting from the wall plane to break up the height of the wall and provide depth and shadow. These features shall be provided for a minimum of 25% of the width of the wall. Examples

include canopies, awnings, ground floor height projecting roofs or overhangs, projecting trellises, pergolas, etc.

- (5) Architectural elements should be varied in scale to avoid the appearance of monotonous repetition of identical elements.

20.440

Signs

Principle: Buildings shall be designed to include a location for signs that relate to the overall design and scale of the building consistent with the amount and type of signage anticipated for the use of the building.

Standards:

- (1) Building design shall include locations for signs that relate to the design and scale of the building, to ensure signs are considered and incorporated as part of the building design. Building facades should ensure locations are provided for signs that relate to architectural features so signs are not an afterthought without a suitable location on the building façade. *See Figure 20-38.*

Figure 20-38. Building Designs That Do and Don't Include Areas for Signs	
	
<p>Complies. This building design includes an area for signs for tenants. Signs are part of the building design and relate to the design and scale of the building.</p>	<p>Does Not Comply. This building design does not include an area for signs for tenants. Signs are an afterthought and do not relate to the design or scale of the building. The signs obscure design features.</p>

- (2) Additional Sign Allowance for Additional Businesses Based on Exterior Storefront and Entrance. Except for a “downtown mall” as defined in the sign code, in order to qualify for additional square footage for a business per Section 9.21.060(2)(c) of the Municipal Code, any business which is allowed up to 80 square feet for wall signs or projecting signs shall be required to have an exterior storefront or entrance with features described below in order to qualify for the additional sign square footage:

- (a) Ground Floor Business. If the business is located on the ground floor, at least 50% of the width of the storefront between the height of 3 feet and 6 feet shall contain transparent windows and/or doors with transparent glass.
- (b) Upper Floor Business. If the business is located on a floor above the ground floor and has a ground floor entrance only, at least 25% of the width of the storefront between the height of 3 feet and 6 feet above the upper floor level shall contain transparent windows or glass doors.

20.450 Use of Parapets

Principles:

Flat Roof Buildings: With a flat roofed building, the parapet does not alter the building's form, it merely increases the height of the wall. When a flat-roofed building uses a parapet only on the (high) end wall, and has a lower parapet or no parapet on the adjacent side walls, it creates the appearance of a "movie-set façade" with a tilt-up veneer. The standards require that the parapet wrap from the high wall to all the other walls surrounding the roof, to avoid the appearance of a "movie-set façade" and screen rooftop mechanical equipment and vents. See Figure 20-40.

Pitched Roof Buildings. A parapet typically is used on a building with a pitched roof only when required by the building code to meet requirements for fire-resistance rated construction. In these instances, the parapet wall is usually prohibited from having openings, and it also might extend above the roofline a substantial distance. This combination contributes to a "blank wall" effect in which the blank parapet wall dominates the façade where an eave line might otherwise occur.

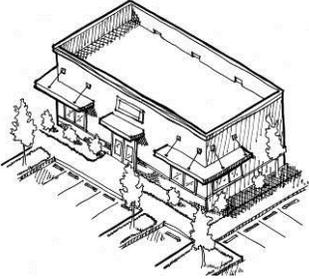
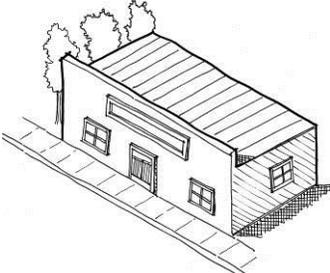
The building code permits alternate methods of fire-resistance rated construction that can be used instead of a parapet, which maintain the character typical of a pitched-roof building. The standards require the use of these alternate methods instead of parapets on pitched roof buildings, to avoid a blank wall effect at the eave line.

Buildings with very shallow pitched roofs have an industrial appearance that should be avoided. The standards require that these shallow pitched roofs be screened from view with a parapet on all sides, giving the appearance of a flat-roofed building without creating a dominating blank wall effect.

The standards allow the use of parapets on pitched roof buildings in certain situations where the wall can be designed to relate to the building and provide doors and windows that break up the wall.

Standards:

- (1) Use of Parapets with Flat Roofs: A building with a flat roof shall have parapet that extends above the roof plane. The parapet shall wrap around all sides the flat roof, except for the side that faces a service drive, service corridor, service courtyard or alley. In addition, a parapet is not required on a wall less than 12 feet tall facing a fenced side or rear interior lot line that is not within 90 degrees of a public right of way. The parapet shall wrap at least 8 feet around the corner of the building to any side where a parapet is not required and is not provided. *See Figure 20-39.* The parapet height shall meet the requirements of Article 23 for screening of rooftop mechanical equipment.

Figure 20-39. Use of Parapets with Flat Roofs	
	
<p>Complies. The parapet is present on all visible sides. It provides a finished appearance and screens mechanical equipment, ductwork, and vents.</p>	<p>Does Not Comply. The parapet is present only on the front of the building. It provides a “tilt-up” appearance and does not screen mechanical equipment, ductwork, and vents from public view or other properties.</p>

(2) Use of Parapets with Pitched Roofs:

- (a) Except as provided below, a building with a pitched roof shall not have a parapet that extends above the roof surface. When the building face must meet fire-resistive construction requirements of the building code, the alternate fire resistive construction methods available in the building code shall be used instead of a parapet. *See Figures 20-41, 20-42, and 20-43.*
- (b) A building with a continuous roof pitch of less than 5:12 shall have a parapet that fully screens the roof, consistent with the same requirements for a flat-roofed building in Subsection 1. The exterior wall treatment shall meet the requirements for a flat-roofed building. *See Figure 20-44.*

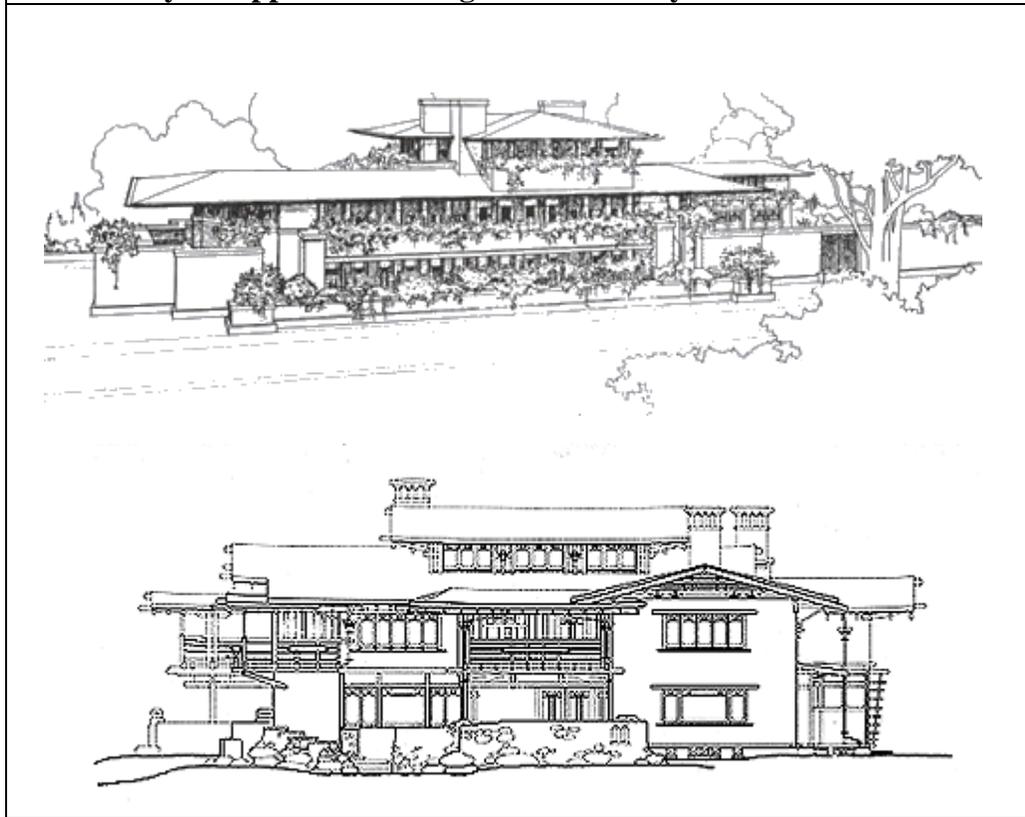
(3) Exceptions.

- (a) A parapet may be used with a pitched roof building with a roof pitch of 5:12 or more when the parapet fully screens the pitched

roof, consistent with the same requirements for a flat-roofed building in Subsection 1. The exterior wall treatment shall meet the requirements for a flat-roofed building.

Note: Shallower pitches may be approved through the discretionary review process, provided the review body finds the building includes a combination of special design characteristics, such as very deep roof overhangs, a building form with strong horizontal lines, a gabled roof with exposed timber rafters, a hipped roofline, a complex building form and roofline with a variety of ridgelines and masses, a substantial amount of windows, or related design elements. *See Figure 20-40.*

Figure 20-40. Examples of Building Designs With Shallow Roof Pitches Which May be Approved Through Discretionary Review



- (b) The gable-end of a pitched roof building may have a parapet that extends above the top of the roof plane, only if the parapet wall has openings meeting the requirements of Section 20.410, except the wall does not qualify for the exemption in Section 20.410 for a wall less than 25 feet in width, and the required percentage of openings shall be provided regardless of width. *See Figure 20-45.*
- (c) The parapet wall shall not have wing walls extend horizontally beyond ends of the adjoining wall surfaces, but may have engaged columns that unify the adjoining walls. *See Figure 20-45.*

Figure 20-41. Standard Parapet Requirements.

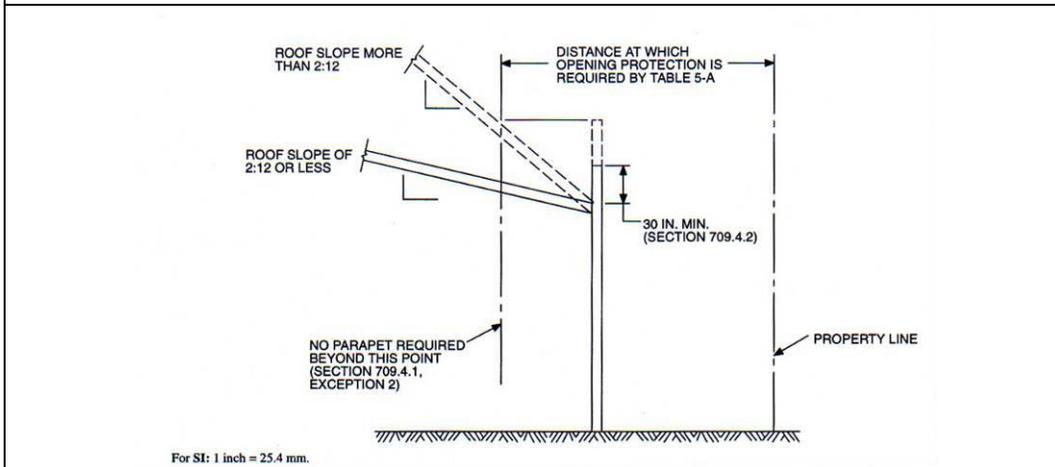
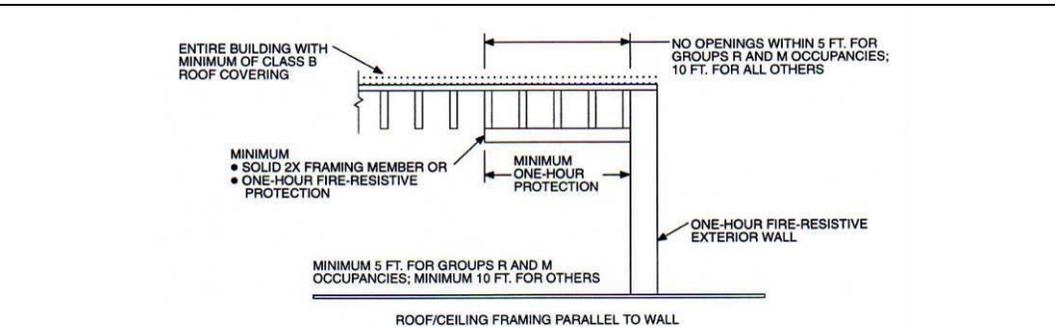
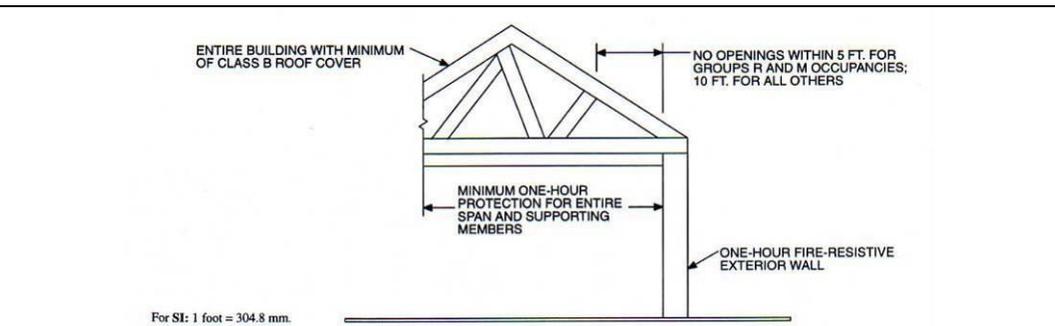


Figure 20-42. Typical Exceptions to Parapet Requirements



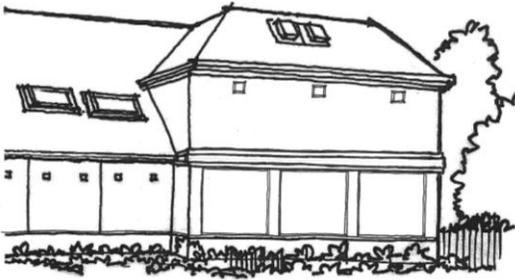
Parallel Framing



Perpendicular Framing

Important Note: Please refer to the current edition of the building code for specific up-to-date requirements regarding requirements for parapets, exceptions, and fire-resistive construction.

Figure 20-43. Alternatives to Use of Parapets for Fire Resistant Construction

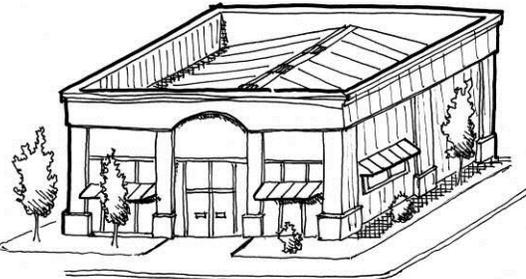


Complies

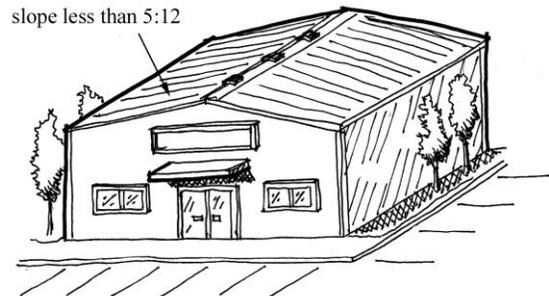


Does Not Comply

Figure 20-44. Use of Parapets with Pitched-Roof Buildings

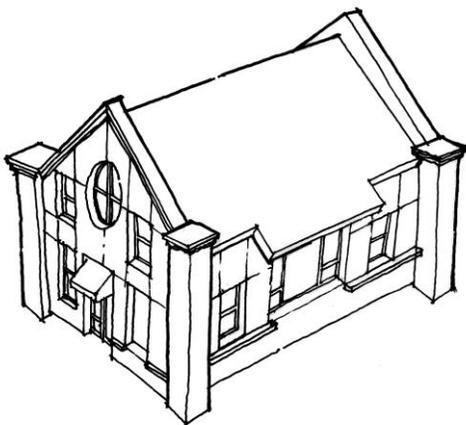


Complies

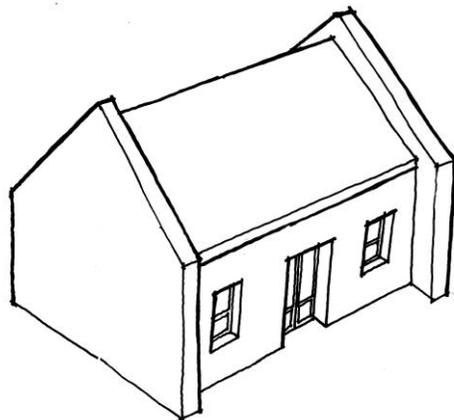


Does Not Comply

Figure 20-45. Use of Parapets with Pitched-Roof Buildings



Complies



Does Not Comply

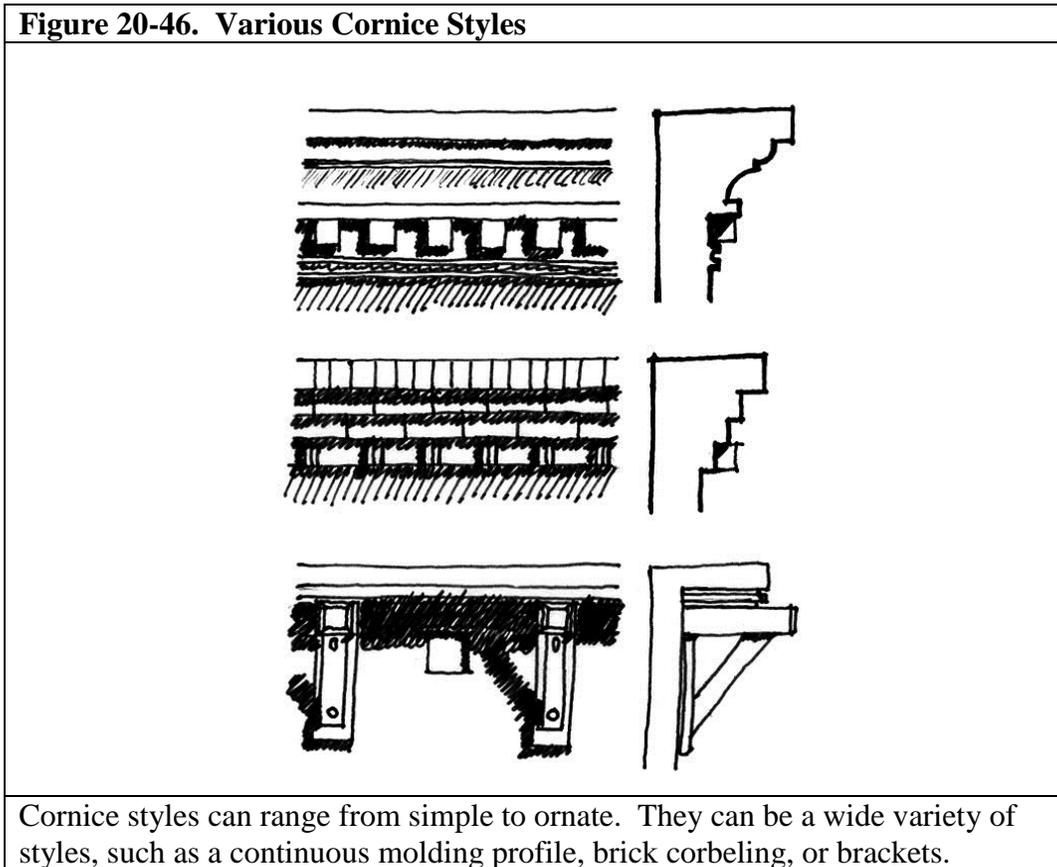
Cornice Treatments and Eave Lines

Principles: A cornice provides an important visual cue or ‘cap’ to the top of a wall that gives a more finished appearance to the façade. Cornices must be properly proportioned and articulated to provide a high-quality appearance to the building.

Buildings with pitched roofs shall provide an overhang or a cornice treatment to provide depth or a finished appearance between the wall and roof.

Standards:

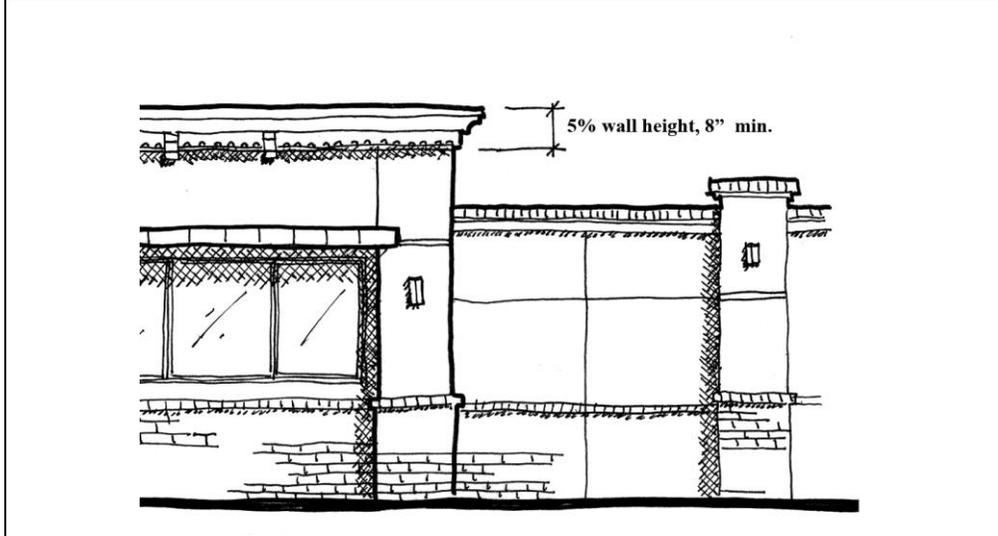
- (1) A building with a pitched roof shall provide a 12-inch minimum overhang, or shall provide a cornice treatment at the top of the wall that relates to the eave line. *See Figure 20-33.*
- (2) A building with a flat roof shall have a decorative three-dimensional cornice along the top of each wall. Cornices can be a wide variety of styles. Examples of styles include crown molding, brick corbelling, brackets, or a combination of these elements. A painted cornice with no three-dimensional relief does not meet this requirement. *See Figure 20-46.*



- (3) The size of the cornice shall be in proportion to the overall height of the façade. The height of the cornice shall be a minimum of 5% of the

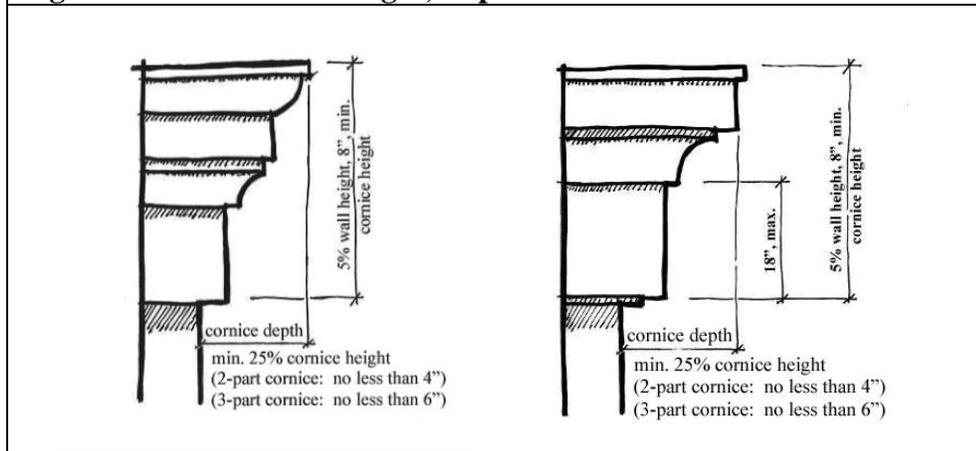
building height, but no less than 8 inches. The depth of the cornice shall be at least 25% of the cornice height, but a 2-part cornice shall not less than 4 inches deep and a 3-part cornice shall not be less than 6 inches deep. See Figures 20-47 and 20-48.

Figure 20-47. Minimum Cornice Height



- (4) Cornices less than 18 inches high shall be composed of at least 2 elements. Cornices more than 18 inches high shall be composed of at least three elements. The maximum height of any single unarticulated cornice element (e.g. molding, band, reveal, dentil, etc.) shall be 18” high. Cornice elements more than 18” high shall be articulated further (e.g. through the use of reveals, banding, dentils, etc.) to provide an appropriate level of detail and scale. See Figure 20-48.

Figure 20-48. Cornice Height, Depth and Elements



- (5) Exceptions. A cornice is not required at the top of a wall that faces a service corridor, service courtyard, or service alley where a parapet is not required in Section 20.450.

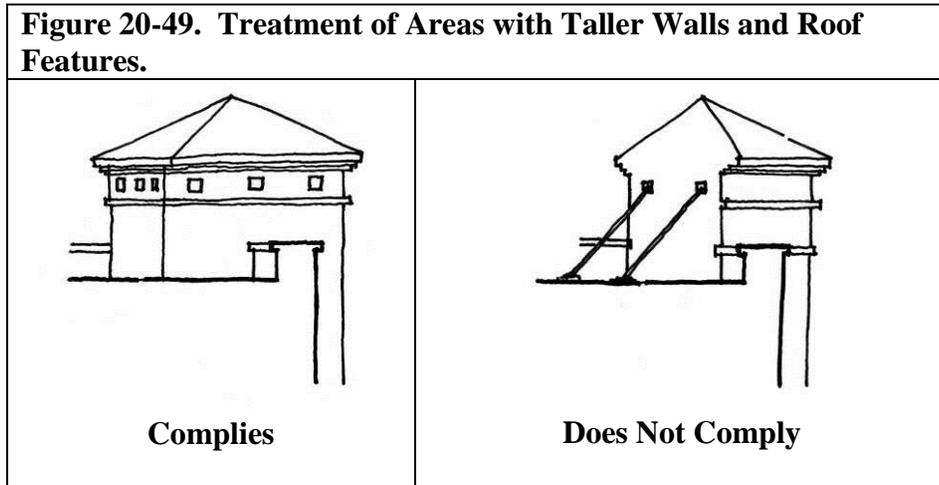
Treatment of False Roofs, Varied Roof Heights, Wall Heights, and Parapets Heights.

Principle: Buildings shall avoid the appearance of “false-front” or “tilt-up” construction, by ensuring the treatment of rooflines and walls with varying heights have a substantial and finished appearance. The back sides and structural members of false roofs and parapets shall have a finished appearance or shall not be visible from view, and taller features shall be finished on all sides. Pitched-roof elements that are taller than surrounding roof areas shall cover a space or volume, or appear to enclose a space or volume with a finished appearance on all sides, rather than only be a surface plane that extends above adjoining roof surfaces. Preferably, roof features should relate to building spaces, such as foyers and taller entryways, and should not be only for ornamental effect.

Standards:

- (1) False Pitched Roofs. When pitched roofs are used, they should typically enclose a space rather than be a false façade surface treatment attached to the parapet of a flat-roofed building. However, when a false-pitched roof is used, it shall have the appearance of a real pitched roof, wrapping around all visible sides of the building. When false pitched roofs are used, taller pitched roof features shall still meet the requirements of Subsection (2).
- (2) Taller Roof Features. *See Figure 20-49.* When the building has rooflines, building spaces, entry towers, and similar elements that are taller than adjoining rooflines and building spaces, they shall comply with the following, or the standards of Subsection (3) for transitions in parapet height.
 - (a) For a taller area covered with the pitched roof, the taller area shall be a full volume with a depth of at least 8 feet.
 - (i) For hipped roofs and similar pitched roofs, the taller space shall have an eaveline that continues around all sides of the space.
 - (ii) For gabled roofs and similar pitched roofs, the rear facing gable end shall have similar overhangs as the gable end on the face of the building.
 - (b) For a taller area covered with a flat roof, the taller area shall be a full volume, or shall comply with the parapet height transition provisions of Subsection 3. When the taller area is a full volume, the parapet treatment on the face of the building shall continue around all sides of the space.

- (c) For all roof types, the materials and colors used on the face of the taller building section shall continue around all sides of the volume, so all sides of the volume have a finished appearance.
- (d) These features should typically be designed to relate to covered sheltering elements or taller interior lobbies, rather than only decorative elements.



- (3) Parapet Height Transitions. When there is a change in height of a parapet, or a transition between a parapet and a pitched roof, the transition shall comply with the following:
 - (a) Major Transitions. *See Figure 20-50.* When there is a change in parapet height more than 3 feet in height or 12 feet in width, or on walls without doors or windows, or on a building more than 30,000 square feet, the change in parapet height shall occur as follows:
 - (i) Together with a change in the projection of the wall surface, or
 - (ii) Together with a structural bay. The edges of the parapet where the change in height occurs shall abut into an engaged column that projects at least 4 inches from the building surface, a minimum depth of 18 inches where it extends above a building surface, and a minimum width of 24 inches, or
 - (iii) A combination of (i) and (ii).
 - (b) Minor Transitions. *See Figure 20-51.* A change in parapet height less than 3 feet in height and less than 12 feet in width, on walls without windows, and on buildings less than 30,000 square feet may use one of the following:

- (i) Any of the treatments for a Major Transition in Subsection (a).
 - (ii) The taller parapet shall have a depth of at least 18 inches and a cornice meeting the requirements of Section 20.460 that wraps all sides of the taller parapet element.
 - (iii) The parapet shall have a cornice treatment meeting the requirements of Section 20.460, that wraps the horizontal and vertical sides of the parapet face and the top and side edges of the parapet; or
- (c) Where a change in parapet height occurs less than 8 feet from the corner of a building, it shall meet the requirements for a Major Transitions in Subsection (a).

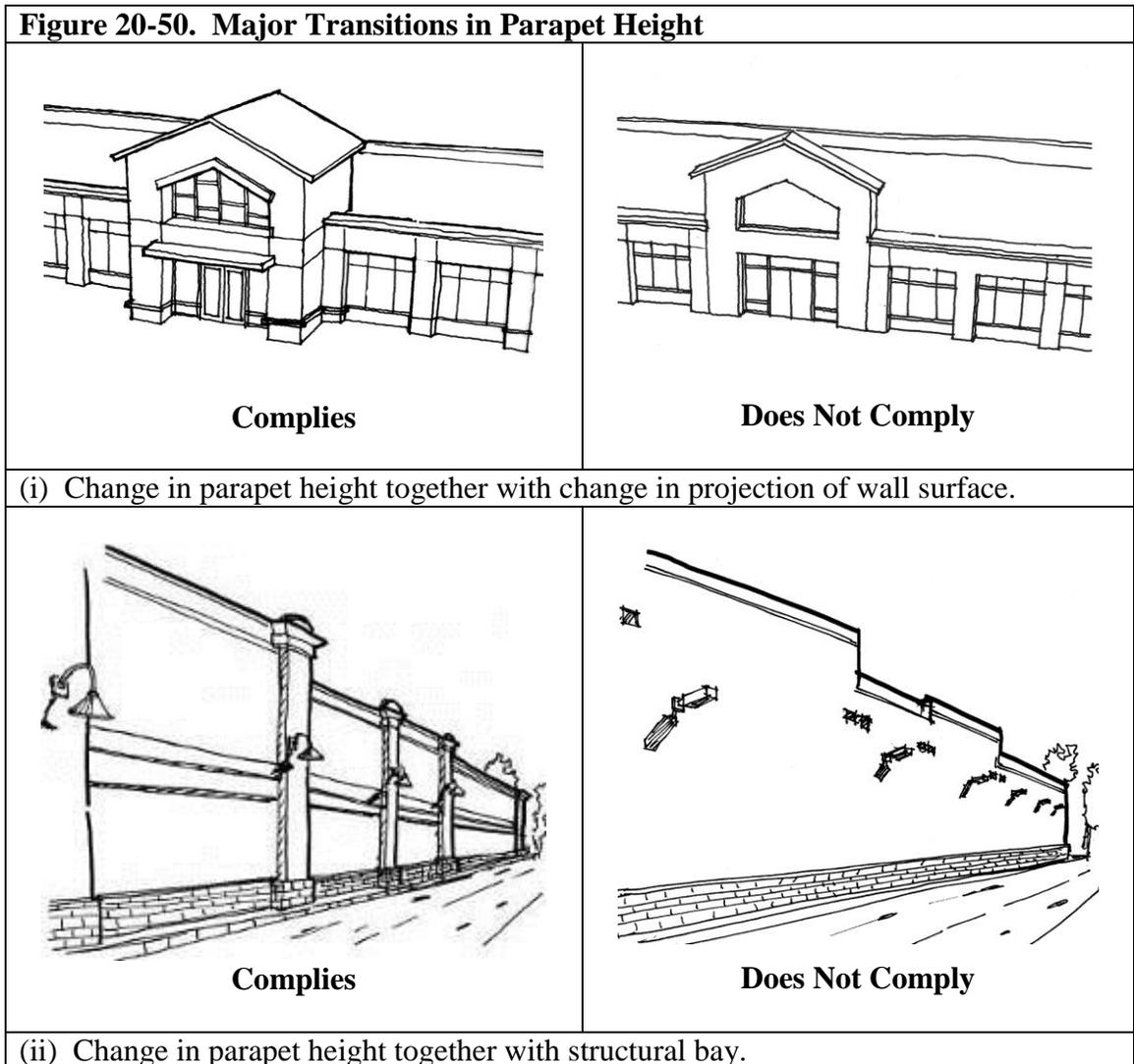
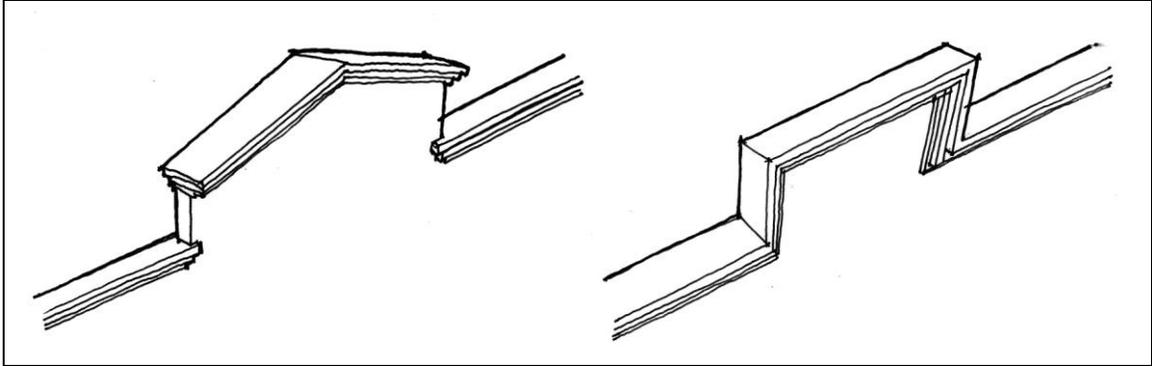


Figure 20-51. Minor Transitions in Parapet Height



20.480 Use of “Shed” Roof Forms

Principle: Traditionally, a shed roof was used to cover a shorter building section attached to a taller building section. Shed roofs have also been used to create a “split gable” appearance, with two facing shed roofs of different heights. When a shed roof is used to cover a building section that is not attached to a taller building section or a facing shed roof, it emphasizes the tallest end wall. That emphasis can create a dramatic effect, either positive or negative, depending on the treatment of the end wall.

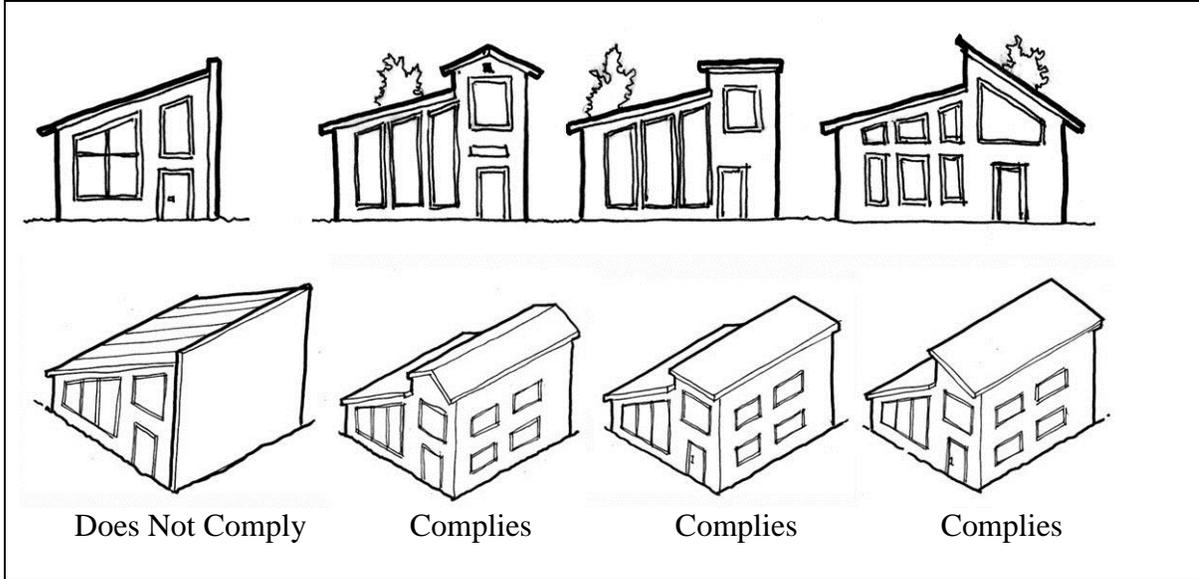
The shed roof form has been used to meet fire-resistive construction requirements, where the tallest end wall has a parapet, no openings, and a fire-resistive material. When the tallest end wall has no openings, it emphasizes the blank wall, making it more prominent than the rest of the building. This effect is compounded when the blank wall terminates in a parapet that extends above the roof line and beyond the sides of the adjoining walls, giving it the appearance of a “half building”.

The standards are intended to avoid the “half-building” appearance with a blank end wall. The standards are intended to enable the use of shed roofs to span part of the building width where a shorter building space is attached to a taller building space and the tallest end wall faces the adjoining building section. The standards are also intended to allow the use of a shed roof to span the full width of a building when the end wall has openings such as windows and also has materials and treatments that make it match the appearance of the rest of the building.

Standards:

- (1) Use of Shed Roof Used to Span Part of Building Width: Except as provided in Subsection 2, the tallest end wall of a building section spanned with a shed roof shall abut another building volume, rather than spanning the full building width, where the tallest end wall of the shed roof form would be exposed. *See Figure 20-52.*

Figure 20-52. Shed Roof Used to Span Part of Building Width



(2) Use of Shed Roof to Span Full Building Width: A shed roof shall not span a full building width when the tallest end wall has no openings. Therefore, this design may not be used at a zero-lot line setback where fire-resistive construction prohibits openings. A shed roof may span a full building width if all the following are satisfied. *See Figure 20-53.*

- (a) The building shall meet all the other standards of this Article, and the tallest end wall shall have openings that comply with the standards of Section 20.410, except the tallest end wall does not qualify for the exemption in Section 20.410 for a wall less than 25 feet in width, and the required percentage of openings shall be provided regardless of width.

If another building volume abuts part of the tallest end wall, all wall surfaces shall contain the required percentage of openings calculated independently for the respective wall surfaces. Openings shall be distributed throughout the wall surfaces, and not concentrated leaving large areas of wall surface without openings. *See Figure 20-54.*

- (b) The tallest end wall does not extend vertically above the roof plane, and
- (c) The tallest end wall does not extend horizontally beyond the plane of the adjacent walls of the building, and
- (d) The materials, colors, and textures on the tallest end wall are consistent with those used on adjacent building walls.

Figure 20-53. Shed Roof Used to Span Full Building Width

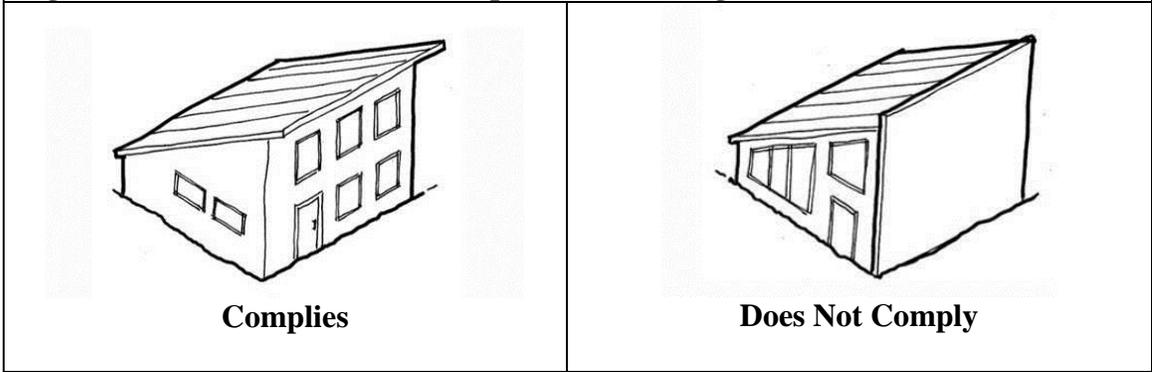
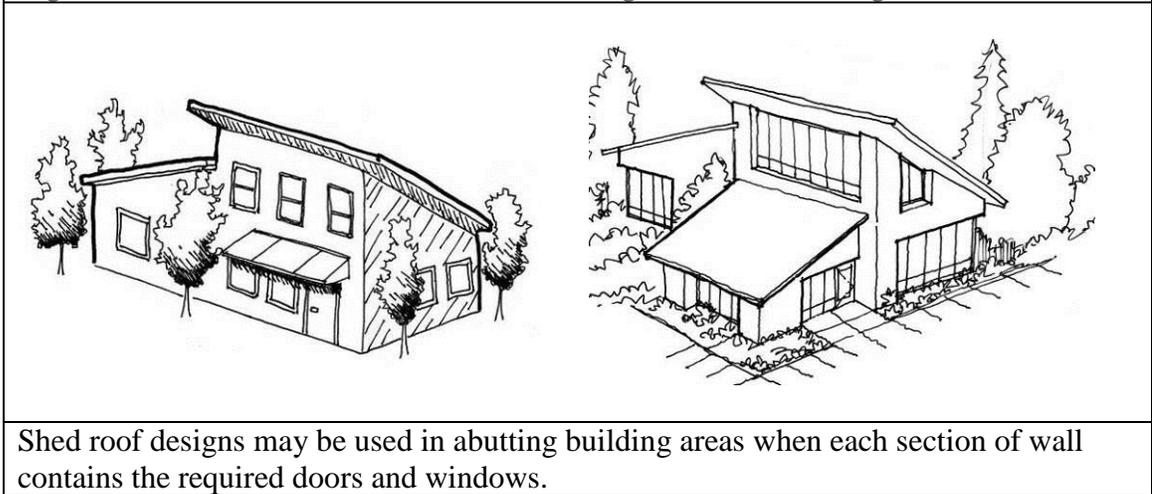


Figure 20-54. Shed Roof with Other Building Sections Abutting Tallest End Wall



(3) Exception for Wall Not Visible from Public View.

- (a) A shed roof may be used to span a full building width, and the tallest end wall is not required to have openings, if the tallest wall faces a service drive, courtyard, or alley facing the back side of other buildings of the same height and the tallest end wall is not visible from public view.
- (b) A shed roof may be used to span a full building width, and the tallest end wall is not required to have openings, if the highest point of the tallest wall is not higher than 12 feet and the tallest wall is not visible from a right-of-way, adjoining property, or publicly accessible area on the subject property.

20.490 Materials, Colors, and Textures

Principles: Commercial buildings subject to this Article should use materials that avoid the appearance of industrial or temporary buildings. Substantial flexibility in the choice of materials is desirable, therefore, only a few material types are restricted.

Retail buildings over 30,000 square feet should utilize a variety of materials, colors, and textures to minimize the appearance of a single large building volume with a single, prominent treatment. Colors and treatments of these larger buildings shall be selected to fit into the natural and historical context, rather than stand out as attention getting devices.

Standards:

(1) Prohibited Materials for Building Faces.

(a) The following materials shall not be used on walls or vertical building surfaces:

(i) Corrugated metal panels, similar metal products, corrugated fiberglass panels, or any other material that requires corrugation, seams, or similar manipulation of the exterior surface to prevent deflection of the surface.

Architectural metal panels with recessed seams no closer than 36” on center at the edge of the panel may be used when consistent with the other standards. Other metal products may be used as structural members or accents, such as “I-Beam” canopies, brushed metal finishes, etc.

(ii) Sheet plywood, including textured plywood siding.

(iii) Unfinished materials, such as plain concrete masonry units (CMU) or raw concrete, unless the material is designed and fabricated to be left unfinished, rather than receiving a field-applied finish or covering.

(b) Exceptions.

(i) The review body may waive the requirements for any building face which is not visible from a public right-of-way or public parking or circulation area on the subject property or other property.

(ii) The review body may waive the requirements pertaining to materials for a detached accessory structure used for an accessory use or purpose, if it is not accessible to the public and is not visible from a public right-of-way or public parking or circulation area on the subject property or other property.

(iii) In the BP zone, the review body may waive the requirements pertaining to materials for an industrial use that does not have a retail component, unless the property

faces a state highway or an arterial street that intersects a state highway, in which case the standards shall apply.

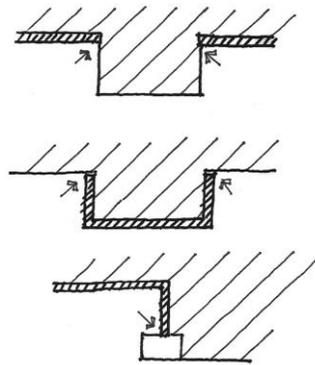
(2) Prohibited Materials for Fences and Walls.

- (a) The materials in Subsection 1 shall not be used for fences or walls, except solid metal doors may be used for a dumpster enclosure.
- (b) Razor wire, barbed wire, and chain link fencing shall not be used between a building face and the public right-of-way. Treatments such as decorative wrought iron should be used instead.

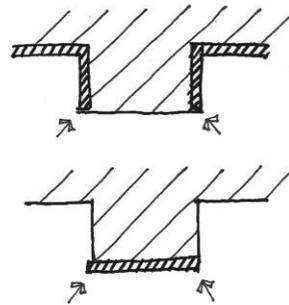
(3) Transitions Between Materials, Colors, and Textures. The standards of this section are intended to provide a sense of massing, rather than the appearance of a surface treatment only.

- (a) Where predominant changes material, color, and/or texture are provided, they shall typically transition in combination with a location where there is an offset in the wall surface. *See Figure 20-55.*
- (b) Where material, color, and/or texture changes are provided, they shall typically wrap a corner and transition at an inside corner edge rather than an outside corner edge. *See Figure 20-55.*

Figure 20-55. Transitions Between Materials, Colors, and Textures



Complies



Does Not Comply

Material, color, and texture changes are to occur at inside corners and where there is a 3-dimensional change in surface.

- (4) Materials, Colors, and Textures for Retail Buildings Larger Than 30,000 Square Feet. Retail buildings over 30,000 square feet shall utilize a variety of materials, colors, and textures to minimize the appearance of a single building volume. Colors of these larger buildings shall be selected to fit into the natural and historical context, rather than stand out as attention-getting devices.
- (a) A minimum of three materials, colors, and/or textures shall be provided on the façade to minimize the prominence of a single material, color, or texture.
 - (b) On two-story height buildings, variations in materials, colors, and/or textures should be varied between the lower part of the building and upper part of the building to minimize the sense of a tall, blank wall that has minimal architectural treatment.

- (c) Variations in materials, colors, and/or textures should be varied along the width of the building to minimize the sense of long, continuous walls with minimal architectural treatment and provide the sense of smaller adjoining building elements or spaces.
 - (d) Colors of predominant wall surfaces shall either be:
 - (i) consistent with the historic color palette of Grants Pass, or
 - (ii) consistent with natural colors found in the geographic area, such as warm earth tones, muted natural colors, stone, and light to dark shades of wood. Colors found in the forest canopy, riparian areas, meadow grasses, and hillside vegetation provide indications of permitted natural colors.
 - (e) The following colors are not permitted for building surfaces or trim:
 - (i) Unmuted, pure primary colors (red, blue, and yellow) and unmuted pure secondary colors (orange, green, and purple). Darker or lighter variations of these colors consistent with Subsection (d) are permitted (burgundy or dark red vs. bright red, forest green vs. bright green, rust vs. bright orange, pastel version of these colors, etc.).
 - (ii) Pure black or white.
 - (iii) Day-glo or fluorescent colors.
 - (f) Color choices and finishes for prominent wall surfaces shall be selected to minimize glare and reflection from summer sun.
- (5) Prohibited Materials for Awnings and Canopies for Retail Stores Over 30,000 Square Feet. Retail buildings over 30,000 square feet shall not use plastic or vinyl internally illuminated awnings. Awnings or canopies for these buildings shall have the appearance of fabric, canvas, structural steel (including “I-Beam”), glass, wood, or similar materials.
- (6) Covered Outdoor Retail or Garden Sales in Conjunction with Retail Stores Over 30,000 Square Feet. When covered outdoor retail or garden sales are provided in conjunction with a retail store larger than 30,000 square feet, the covered area shall not be simply enclosed with chain link and metal fence posts at corners. The exterior shall have an appearance similar to the principle building façade. Structural elements shall be provided at the corners of the area, with posts at regular intervals, and chain link fencing shall not be used to enclose the area.

Rooftop Illumination

Principle: Rooftop lighting elements are often incorporated into standardized fast-food building prototypes as an attention-getting device. Rooftop illumination of this nature should be avoided to prevent proliferation as businesses compete for drivers' attention along major roadways. In addition, lighting and glow in urban areas contributes to atmospheric haze that reduces visibility of the night sky. By minimizing this type of unshielded lighting, residents and visitors will have continued visibility of the night sky as Grants Pass grows.

Standards:

- (1) Buildings shall not have rooftop illumination other than indirect spotlighting. *See Figure 20-56.*

Figure 20-56. Rooftop Illumination



At night, the white bands on the roof are illuminated, serving to treat the entire roof as a sign and attention-getting device. Only indirect spotlighting is permitted for rooftop illumination.

20.500 Terms.

20.510 Terms Used in this Article.

- (1) Bulkhead. The unit that occupies the lowest level of the storefront and can be described as the base which supports the display window; also referred to as a kickplate. *See Figure 20-25.*

- (2) Cornice. Horizontal ornamental or decorative projecting element along the top of a wall that finishes or crowns the top of a building or wall. *See Figures 20-47 and 20-48.*
- (3) Elevation. A drawing or orthographic view of the walls of one side of a building, with all lines drawn to a scale to show true vertical and horizontal dimension; also used in reference to the vertical plane of a building, as in the 'west elevation'. This term is distinct from '*wall*' which is used to refer to a single surface plane.
- (4) In-Line Shops. Smaller independent shops along the exterior of a larger store that do not have interior entrances into the larger store. *See Figure 20-17.*
- (5) Liner Shops. Smaller shops along the exterior of a larger anchor store that have interior entrances into the larger anchor store. *See Figure 20-17.*
- (6) Massing. Subdivision of a large volume or two-dimensional surface into a grouping of smaller attached three-dimensional volumes.
- (7) Mullion. A major structural vertical or horizontal member between window units or glass doors.
- (8) Soffit. The underside of an overhead component of a structure such as the underside of a cornice or roof overhang at the eaves.
- (9) Transom. A smaller window over a door or another window. *See Figure 20-25.*
- (10) Volume. A combination of architectural elements or surfaces, such as walls and a roof, that enclose a three-dimensional space, which has a clearly defined interior and exterior. This term is used in contrast to '*surface*', which is a two-dimensional element such as a single wall, which may have a clearly defined front and back, but which does not have a clearly defined interior or exterior.

20.600 Checklist

20.610 The Director shall provide a checklist to assist staff and applicants with ensuring compliance with the standards of this Article. The checklist shall be distributed together with the Development Code for reference. However, the checklist is not part of the Code, and is not regulatory in itself. The checklist may be changed from time to time to ensure ease of use without requiring an amendment to this Code.

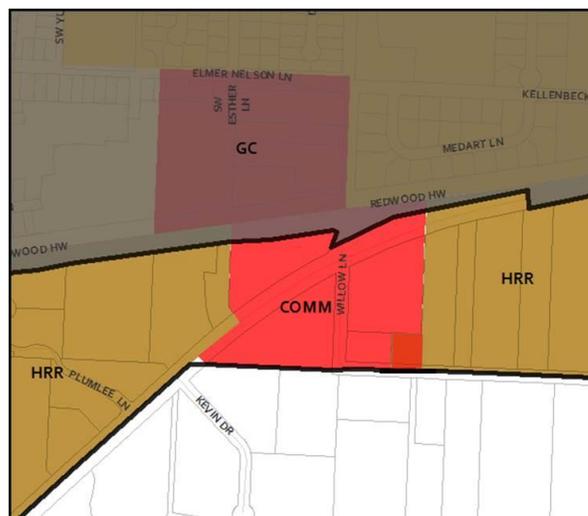
¹20.700 Commercial Standards for Certain Areas.

20.710 Southwest UGB Expansion Area - Commercial Design Standards.

NOTE: *The provisions of this section were adopted by Ordinance 14-5630, but they were not codified in a specific section. They have been incorporated in this section.*

At the time of adoption, a 'Commercial' Comprehensive Plan Map Designation was applied in this Southwest UGB expansion area, but the properties still retained rural zoning and had not been rezoned to urban zoning. The standards of this section will be effective upon rezoning to an urban commercial zoning designation.

The commercial zoning is intended to be applied as a special zoning district which incorporates these design standards, rather than the GC zone, with a list of permitted uses consistent with this section, and together with a street plan and street standards consistent with the purpose and provisions of this section.



**Southwest UGB Expansion Area
Comprehensive Plan Map**

20.711 Ground-Floor Uses. Retail and commercial uses are required at the ground floor of the blocks as illustrated in Figure 1. The intent of this requirement is to ensure edge to edge retail development surrounding the village green and additional areas for commercial ground floor storefronts that create an active 18-hour a day street environment.

- (1) Retail Ground-Floor. Retail uses are defined as businesses that engage in the sale of merchandise. Primary permitted uses should be limited to:
 - (a) Eating and drinking establishments
 - (b) Merchandise sales

Configuration of retail uses should include continuous edge-to-edge storefronts. Commercial uses such as banks and real estate offices should not be permitted in retail locations.

(2) Commercial Ground-Floor. Commercial uses are defined as businesses that engage the sale of services. Primary permitted uses would include:

- (a) Financial services
- (b) Real estate services
- (c) Insurance services
- (d) Lodging
- (e) Live/sell or live/work home occupation

Commercial storefront use configuration may be interrupted by office, housing, or retail uses.

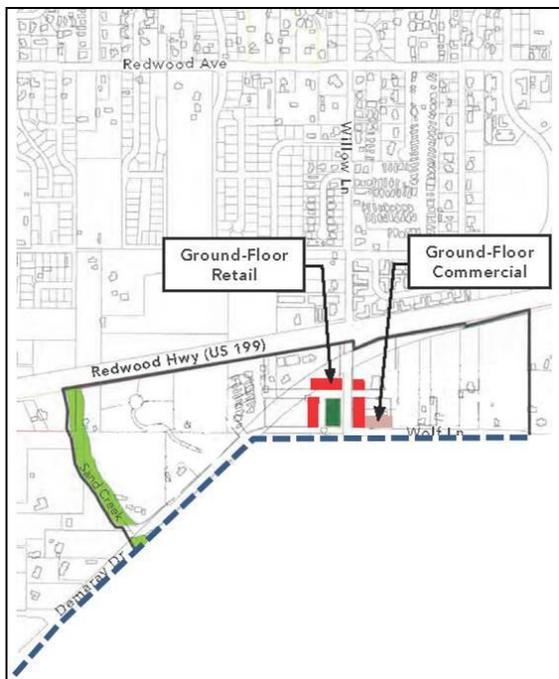


Figure 1. Ground Floor Use Locations

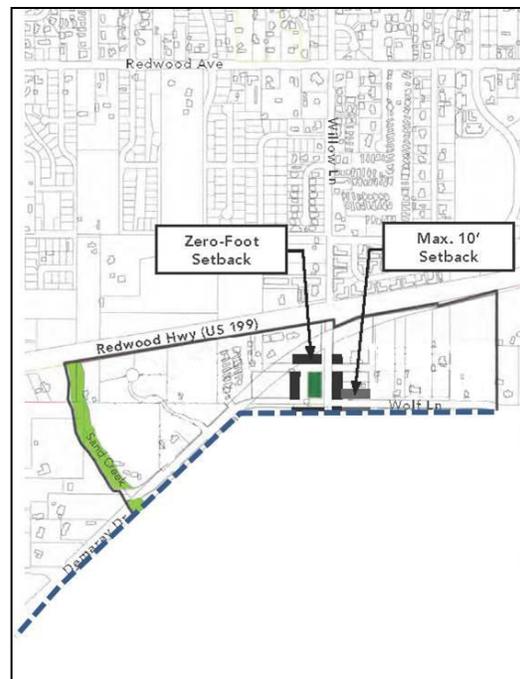


Figure 2. Build-To Line Locations

20.712 Build-To Lines. Buildings built flush with the sidewalk, with doors and windows facing the street, provide for pedestrian-level features of interest, improve safety, and ensure that buildings are oriented toward adjacent parks and open spaces. See Figure 3.

(1) Requirements:

- (a) All buildings must be built up to the sidewalk along the streets identified in Figure 2.
- (b) Front doors must face streets, and walkways.
- (c) A maximum ten foot setback is allowed where indicated to provide privacy for residential uses and/or additional area for outdoor seating and display associated with commercial uses.

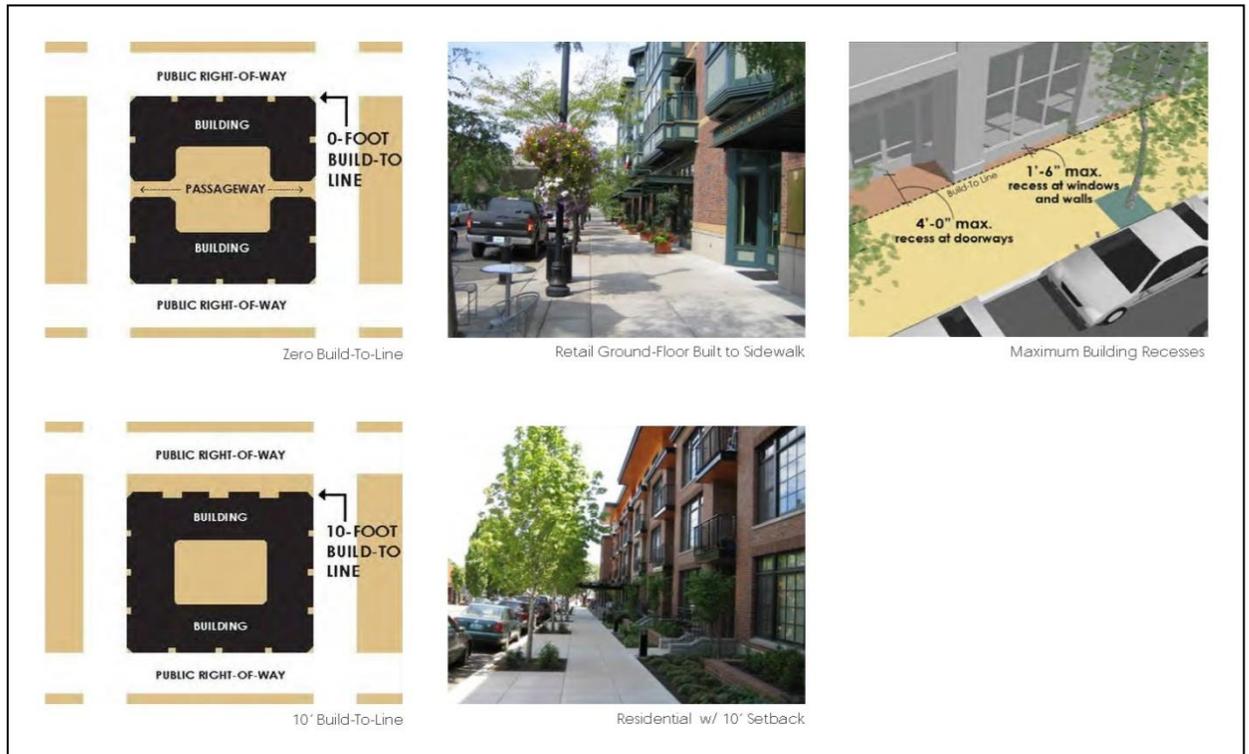


Figure 3. Build-To Lines

20.713 Active Edges. Active edges on building frontage are characterized by direct sidewalk entries and a high degree of transparency. These edge treatments increase visual and physical interaction between people inside and people outside of the buildings and contribute to a safe and vibrant pedestrian environment.

The required active-edges diagram in Figure 5 identifies essential building frontage where active-edge treatments must be provided.

- (1) Requirements:
 - (a) All uses fronting the sidewalk must be comprised of transparent openings (windows and doors). Transparency is measured along a line at 5 feet above the sidewalk from side property line to side property line (See Figure 4).

- (b) Commercial/Retail openings (windows and doors) comprising a minimum of 70% of a building's first-floor facades.
- (c) Residential openings (windows and doors) comprising a minimum of 30% of a building's ground floor façade.
- (d) Frosted, tinted, reflective glass or other types of glass that diminish transparency are prohibited.
- (e) Primary entrances must be oriented to the street village green, and parks.



Figure 4. Active Edges

20.714 On-Street Parking.

On-street parking is most desirable adjacent to active uses. In addition to being in high demand in these areas, on-street parking buffers the sidewalk from auto traffic, improving the pedestrian environment.

- (1) Requirements:
 - (a) Curb-side parallel parking is required where indicated in Figure 6. Angled parking and loading zones are prohibited on these streets.
 - (b) On-street parking is prohibited on the side of the street next to the green to maintain visual access to the park and to improve the visual quality and safety for park users.

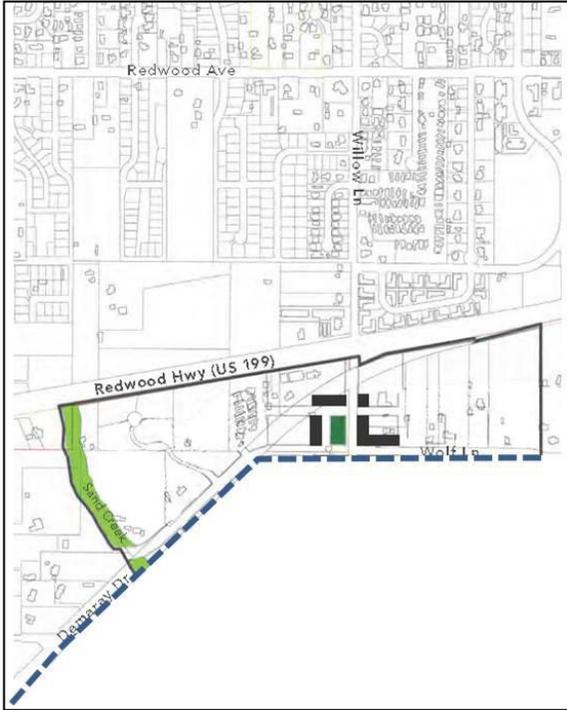


Figure 5. Active Edge Locations

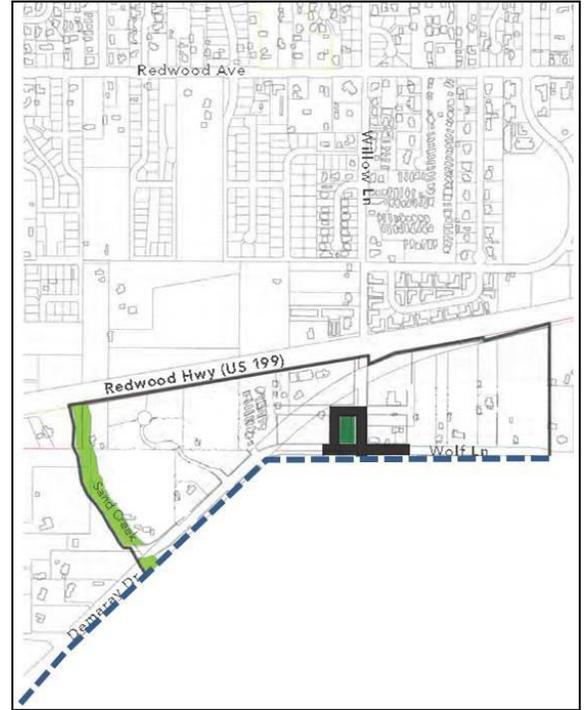


Figure 6. On-Street Parking Locations

Article 20, Adopted 1-18-06 by Ordinance 5333

¹ Revised 11/12/14, Ordinance 5630