

# BUILDING FACADE

## OBJECTIVE

Use the design of visible building facades to create/reinforce neighborhood identity and a richer pedestrian environment.



## BUILDING FACADE GOALS



# 1

Incorporate features on the building facade that add visual interest to the environment.



# 2

Create compatibility between buildings, street, and neighborhood through architectural elements that add scale and character.



# 3

Provide views beyond the street wall to enhance the public's visual environment.

# 4

Use building elements to enhance comfort and security of pedestrians.

## BUILDING FACADE IMPLEMENTATION STRATEGY CHECKLIST



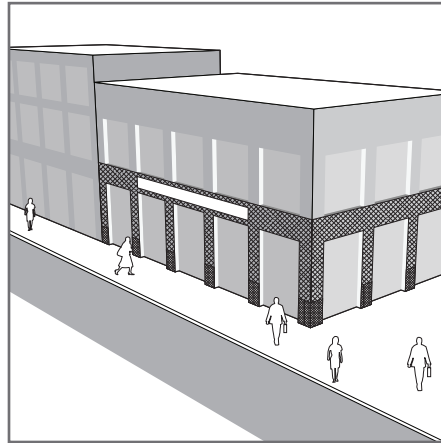
		Commercial	Industrial	Public Spaces	Open Spaces	Residential
1	Incorporate different textures, colors, materials, and distinctive architectural features that add visual interest.	■		■	■	■
2	Add scale and interest to the building facade by articulated massing.	■		■	■	■
3	Reinforce the existing facade rhythm along the street with architectural elements.	■		■	■	■
4	Discourage blank walls. Architectural features, enhanced materials, fenestration, planting, lighting, and signage may contribute to a more pedestrian friendly streetscape.		■			
5	Include overhead architectural features, such as awnings, canopies, trellises or cornice treatments that provide shade and reduce heat gain.	■		■	■	■
6	Contribute to neighborhood safety by providing windows at the street that act as “eyes on the street”.	■	■	■	■	■
7	Devote 75% of facades for ground floor retail uses to pedestrian entrances and pedestrian-level display windows.	■				
8	Utilize the building wall for security between the structure and the street, eliminating the need for fences at the street.			■		

## BUILDING FACADE

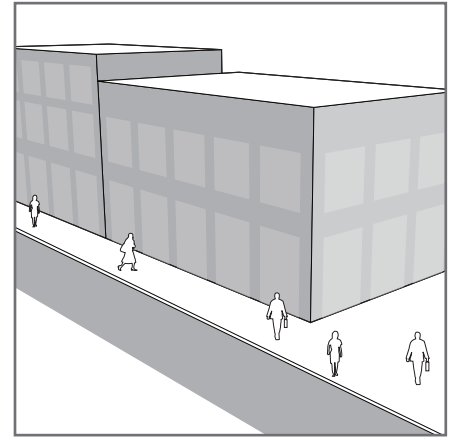
- 1** Incorporate different textures, colors, materials, and distinctive architectural features that add visual interest.



Recommended



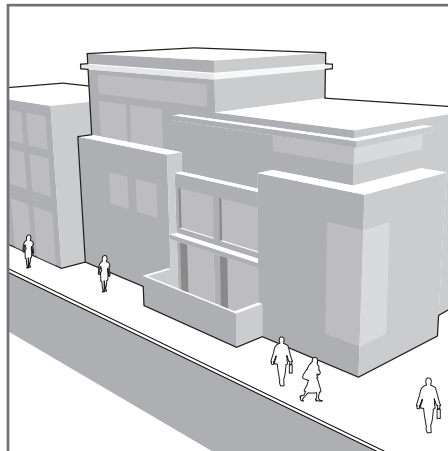
Not Recommended



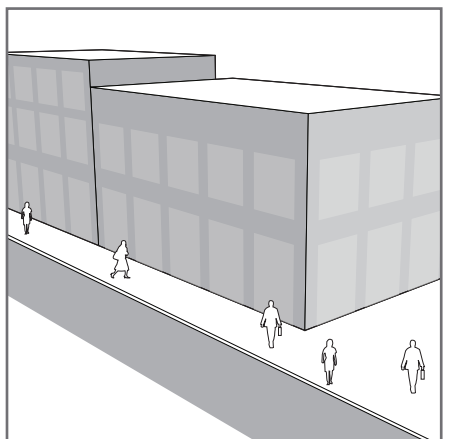
- 2** Add scale and interest to the building facade by articulated massing.



Recommended



Not Recommended

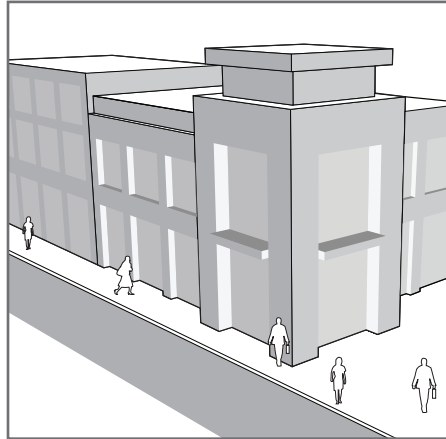


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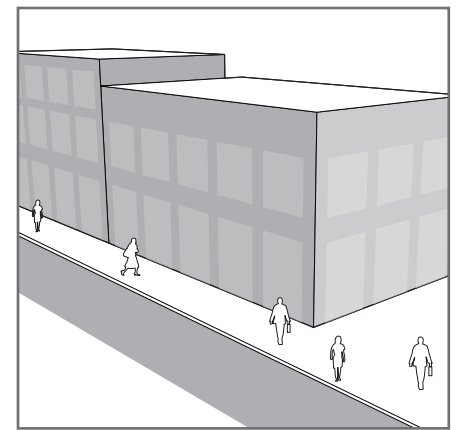
- 3** Reinforce the existing facade rhythm along the street with architectural elements.



Recommended



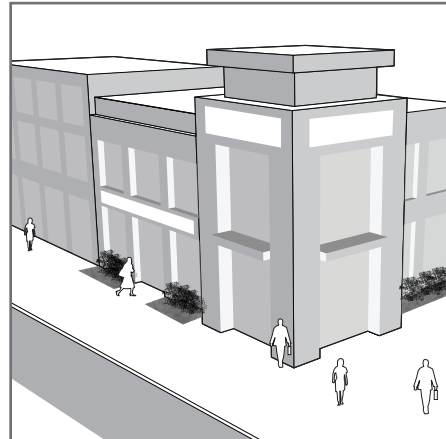
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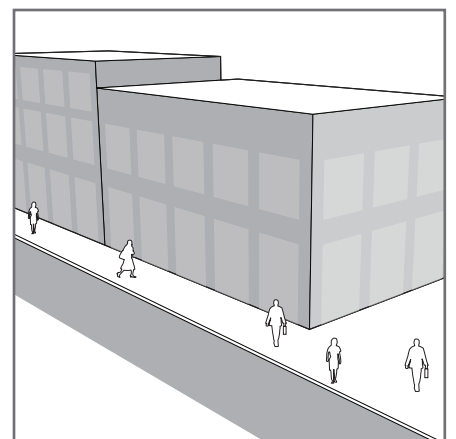
- 4** Discourage blank walls. Architectural features, enhanced materials, fenestration, planting, lighting, and signage may contribute to a more pedestrian friendly streetscape.



Recommended



Not Recommended



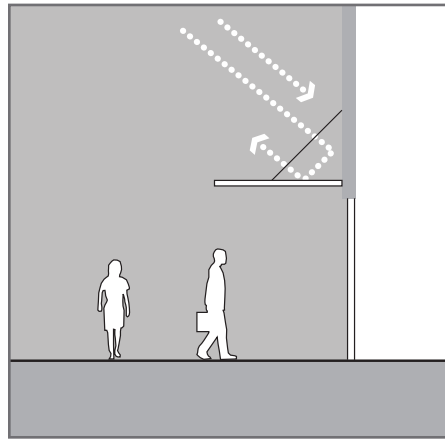


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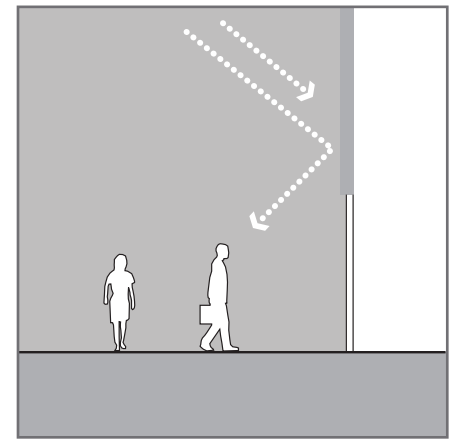
- 5** Include overhead architectural features, such as awnings, canopies, trellises or cornice treatments that provide shade and reduce heat gain.



Recommended



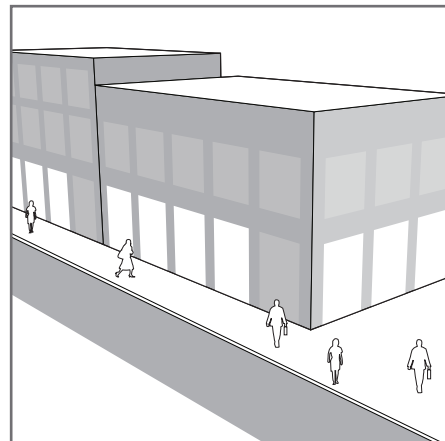
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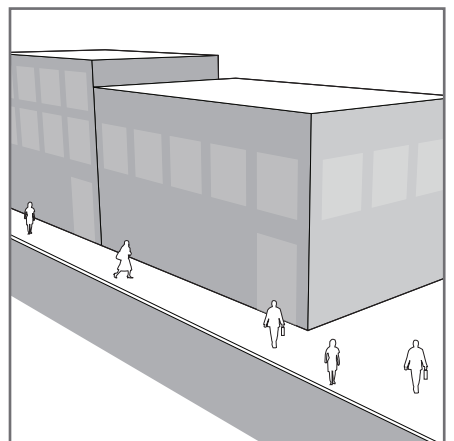
- 6** Contribute to neighborhood safety by providing windows at the street that act as “eyes on the street”.



Recommended



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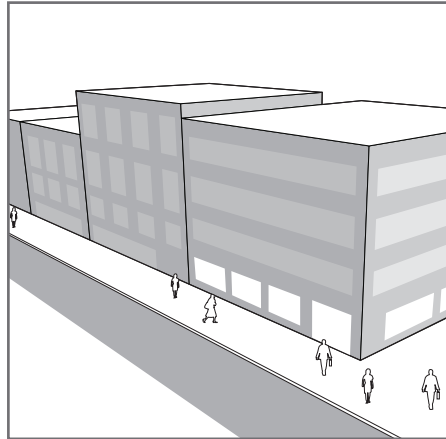


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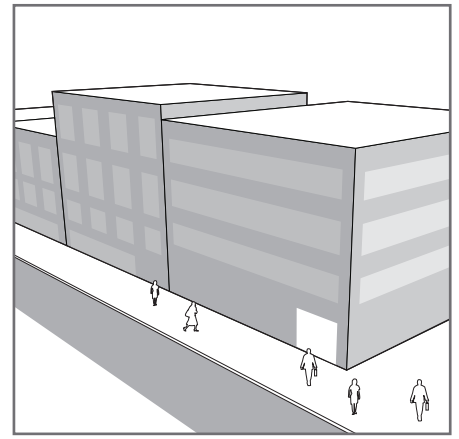
- 7** Devote 75% of facades for ground floor retail uses to pedestrian entrances and pedestrian-level display windows.



Recommended



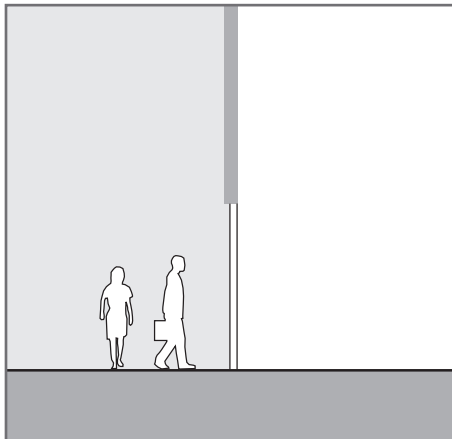
Not Recommended



- 8** Utilize the building wall for security between the structure and the street, eliminating the need for fences at the street.



Recommended



Not Recommended

