

### Subarea 5 - Main Street

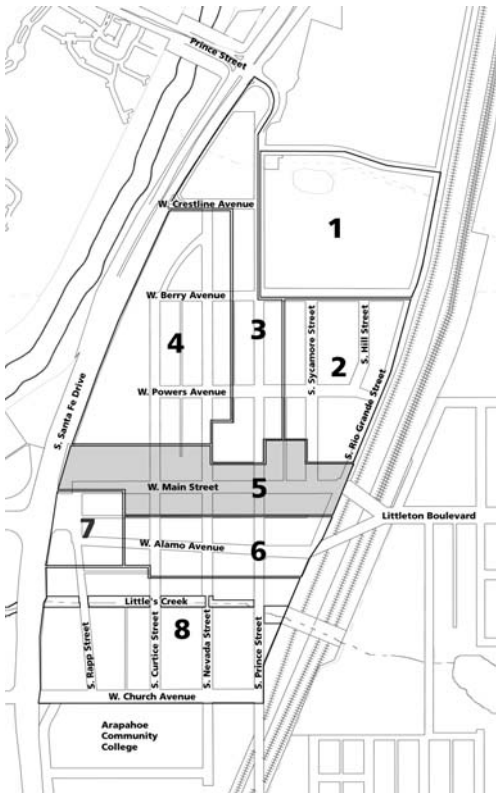
*Note: Italic text indicates statements unique to this subarea.*

#### II 5.1 General Subarea Character Statements: Existing and Desired

##### 5.1.1 Existing character

*Main Street establishes the small scale town center character of the downtown area. This character is composed of the following attributes:*

- *One to two story high buildings;*
- *Buildings defined by smaller lots (approximately 50 to 100 feet wide);*
- *Building frontages defined by smaller structural modules;*
- *Generally storefront buildings with large display windows;*
- *Smaller scaled materials such as brick, storefront windows with base panels, block and stone;*
- *Variety in building size, character, material and color, consistent with individual choices;*
- *Except for public buildings, the use of simple, straight-forward and unassuming building architecture and materials;*
- *Limited and defined commercial center.*



*Location of Subarea 5  
Illustration II 5.1*



*View west on Main Street  
Illustration 5.1.1*

*Main Street is the location of the Main Street Historic District. It has a simple but powerful urban design form: a straight street lined by one to two story commercial store front buildings framing a view to the west of the old Carnegie library (now the Melting Pot restaurant) with the mountains beyond and a view to the east of the old landmarked Arapahoe County Courthouse (City of Littleton Municipal Courthouse.) The Main Street Historic District draws its integrity from these important design elements.*

*A 'natural' gateway occurs at the east end of Main Street because of the physical gap caused by the railroad depression and the open space provided by Bega Park. An old renovated gas station at this gateway on northwest corner of Main Street and Rio Grand Street helps set the small scale tone for downtown Littleton.*



Illustration 5.1.2



Illustration 5.1.2

**5.1.2 Desired character**

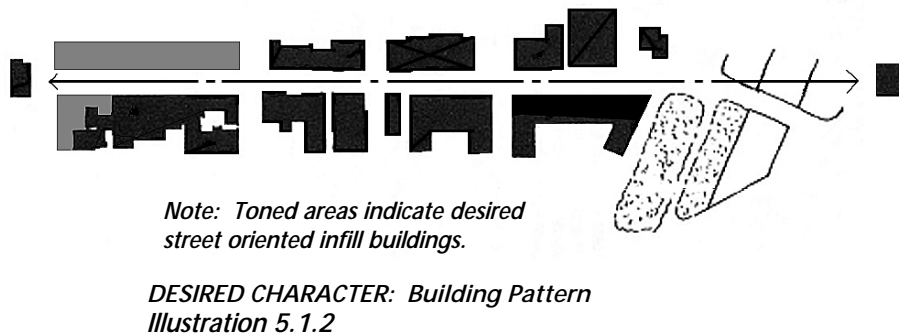
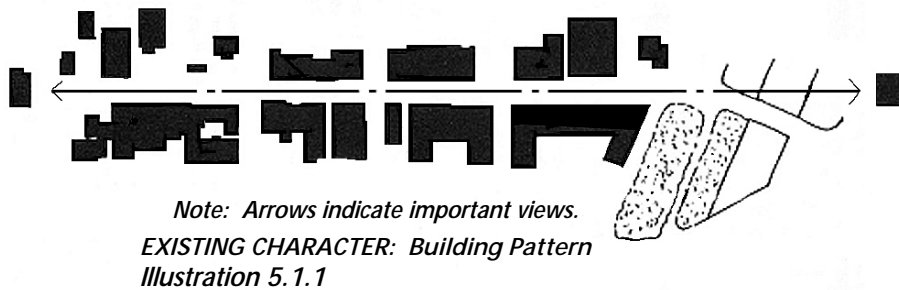
*Redevelopment on Main Street should simply infill gaps in the street frontage and align with the faces of the existing buildings.*

*New buildings higher than two stories should set their upper floors back from the face of the building sufficiently to maintain the smaller scale of the street.*

*The character of the new architecture should compliment the existing early twentieth century buildings without trying to recreate that era.*

*If redevelopment occurs at the corner of Main Street and Rio Grand Street, special design attention must be given to this parcel's role in maintaining a Main Street character by being an important focal point, and gateway to downtown.*

*Other gateway elements within the right-of-way at this intersection such as banner poles or other features may be appropriate, but must not spoil the views of the Courthouse, the mountains, and the Carnegie Library.*



**II 5.2 Urban Design/Site Plan**

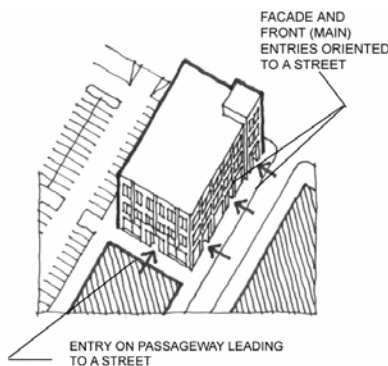
**5.2.1 Building and use orientation**

**Objectives**

- 5.2.1.01 To orient front facades and main entries toward streets and/or public open spaces.
- 5.2.1.02 To provide informal observation of streets and open spaces from adjoining buildings by orienting windows and doors toward the street.
- 5.2.1.03 To create a generally continuous or consistent building edge to the street, which helps to define a sense of place and focuses pedestrian activity within the public realm of the street.



**Illustration 5.1.2b**



**Illustration 5.2.1.01**

- 5.2.1.04 ***To coordinate the forms and orientation of buildings to frame views of the old Carnegie Library and the mountains beyond to the west and the old Arapahoe County Courthouse to the east.***

- 5.2.1.05 To orient and design buildings in ways that help define the passage from one subarea to another.
- 5.2.1.06 To insure that the facades which face the public realm (such as streets and parks) receive the building's highest level of design and the building's best quality materials.

- 5.2.1.07 To design the building's rear or side facades with sufficient design attention and quality of materials to maintain the value of adjoining properties and, in renovations, the value of the existing building itself.

- 5.2.1.08 ***To locate the front facade of the building on or very close to the street right-of-way.***

- 5.2.1.09 To align the front facade of the building with adjoining buildings, or generally parallel with the street right-of-way.



**Illustration 5.2.1.03**

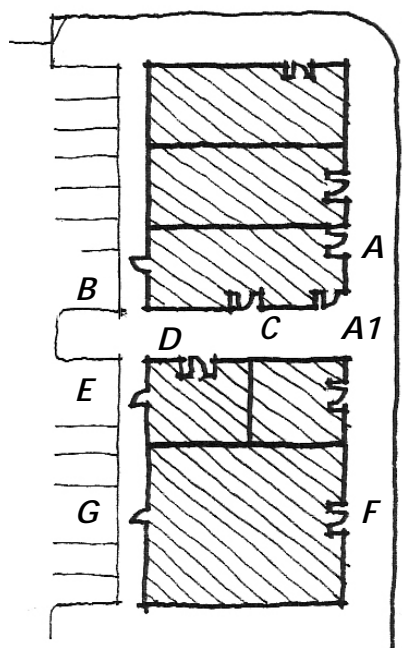
**Standards**

- 5.2.1.s1 The ground floors of building frontages shall be primarily occupied by pedestrian active uses.
- 5.2.1.s2 ***Building frontages shall be located on the street right-of-way or aligned with the face of an existing historic building.***

- 5.2.1.s3 *Facades that face Main Street shall be designed to be the primary façade. Including such components as:*
  - *High quality materials;*
  - *Large windows and entries;*
  - *Highest level of design and details.*
- 5.2.1.s4 For corner buildings at the intersection of two or more streets, all street-facing facades shall be designed to be primary facades and to be architecturally interrelated.

**Guidelines**

- 5.2.1.g1 The majority of the building facade should be oriented parallel to the street on which it fronts.
- 5.2.1.g2 Tenant entries should generally be oriented toward streets. An occasional side or rear tenant entrance may be allowed at the discretion of the HPB or the DRC.



*Example: Commercial entry locations B or C shall not be substituted for A. A1 is acceptable if clearly adjacent to and visible from the street. Entry location D is acceptable if a street entry is not available. Entry location E is not generally acceptable. Entry location G is not acceptable if entry location F is possible.*

**Illustration 5.2.2.s1**

**5.2.2 Pedestrian and vehicular access**

**Objectives**

- 5.2.2.o1 To promote security on a street or public open space by providing frequent points of building pedestrian access from the street or public open space.
- 5.2.2.o2 To minimize conflicts between automobiles, trucks and pedestrians.

**Standards**

- 5.2.2.s1 In general, ground floor commercial uses with exterior exposure shall each have an individual public entry directly located on the public sidewalk along the street. A public entry not directly on the street or public open space shall not eliminate an entry that otherwise would be on the street. (See illustration 5.2.2.s1.)
- 5.2.2.s2 ***Sidewalks shall be uninterrupted by curb cuts and driveways as much as possible in order to improve and support Main Street as a walkable street.***
- 5.2.2.s3 The number and width of driveways and curb cuts shall be minimized to reduce the

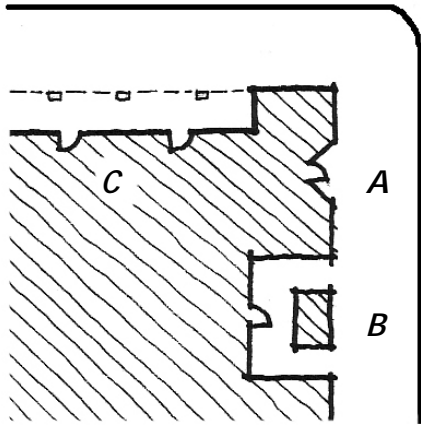


Illustration 5.2.2.s6

overall impact of vehicular access across a sidewalk.

- 5.2.2.s4 Driveways and ramps to underground parking shall be perpendicular or generally perpendicular to the street.
- 5.2.2.s5 Driveways located across sidewalks shall maintain at least a six feet wide portion of the sidewalk at a maximum slope of 3 percent.
- 5.2.2.s6 Recessed entries shall be allowed if they are relatively shallow in depth (A), but shall not be allowed if deep enough to form an arcade (C) or large entry vestibule (B). (See illustration 5.2.2.s6.)

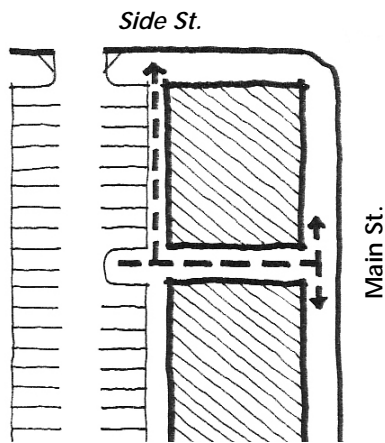
**Guidelines**

- 5.2.2.g1 **For mixed-use buildings with residential units, residential entrances that face the street or are directly connected to the street are encouraged.**
- 5.2.2.g2 Each multi-story building should have one clearly identifiable “front door” that faces the street.
- 5.2.2.g3 Each block face should have multiple building entries.
- 5.2.2.g4 Sharing of vehicle entries between two adjacent parking lots is strongly encouraged.

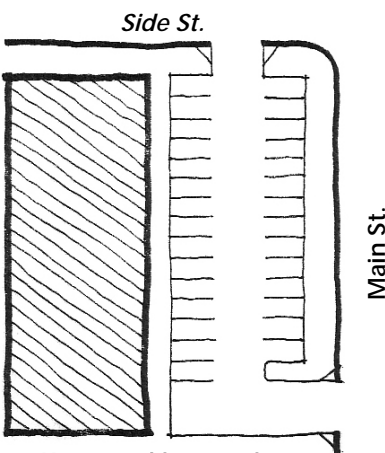
**5.2.3 Parking lots and garage locations**

**Objectives**

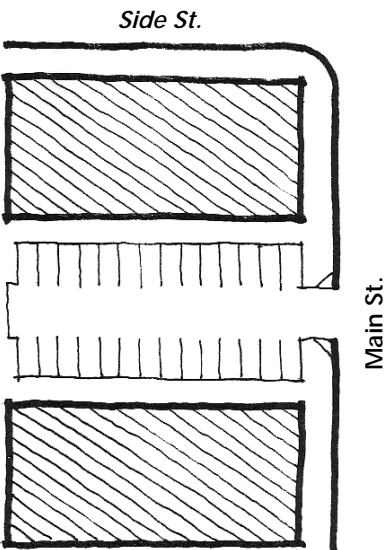
- 5.2.3.o1 To place parking lots and garages at the rear of buildings, rather than in the front of buildings.
- 5.2.3.o2 Where visible from the street or public open space, to minimize the visibility of vehicles within parking lots or garages.
- 5.2.3.o3 To minimize the impact of parking lots or garages on the continuity of active uses such as residential, mixed use, retail or office.
- 5.2.3.o4 To minimize the impact of vehicle noise and headlights from within parking lots and garages onto adjacent residential uses, particularly front and side facades.



Desirable example



Unacceptable example



Unacceptable example on Main Street

Illustration 5.2.3.s1

**Standards**

- 5.2.3.s1 Surface parking shall not be located between the front, street-facing facade of the building and the street.
- 5.2.3.s2 *Where minor additions are proposed for buildings (less than, cumulatively, 25% of the existing building's gross floor area) and which have an existing parking lot between the facade and the street, such parking lots may remain but shall not be expanded. If the proposed addition is, cumulatively, over 25% of the existing building gross floor area, the new addition must occur on or very close to the street right-of-way.*
- 5.2.3.s3 *Parking lots serving Main Street buildings shall be located at the rear of buildings. Side parking lots shall be avoided along Main Street in order to maintain the continuity of the building frontages along the street.*
- 5.2.3.s4 *Rear parking lots shall be connected to Main Street by pedestrian passages between buildings and/or by side street sidewalks. Pedestrian passages may be enclosed if they are highly transparent and obvious to the street.*
- 5.2.3.s5 *Any parking structure that adjoins Main Street or its intersecting streets shall provide ground floor pedestrian-active space wherever it adjoins Main Street and for the majority of its frontage along an intersecting street.*
- 5.2.3.s6 Where no pedestrian active uses may occur at the ground level, (for example, a portion of the ground level along an intersecting street), the majority of the parking structure's ground floor façade shall conceal the structure's interior, other than at the vehicular access points.

**Guidelines**

- 5.2.3.g1 Whenever possible, parking structures or lots should be sited internally to the block so that parking structure or parking lot street frontages are avoided.
- 5.2.3.g2 *Parking lots serving Main Street buildings may adjoin to the street along*



*Illustration 5.2.3.s5*

*the side streets leading to Main Street.  
(See illustration 5.2.3.s1.)*

#### **5.2.4 Service areas, trash enclosures, utility and mechanical equipment locations**

##### **Objectives**

- 5.2.4.o1 Through careful location, to minimize the visibility of service areas, trash storage and mechanical/electrical equipment from streets, parks and adjoining properties.

##### **Standards**

- 5.2.4.s1 Utility appurtenances shall be located behind the sidewalk and out of the sidewalk amenity zone (the zone between the curb and the clear walking area of the sidewalk where street trees, street and pedestrian lights and street furniture are located) wherever possible. Where they must be in the amenity zone, such equipment shall be centered on the tree line and aligned with but no closer than 42 inches from the face of curb. This includes switch boxes, telephone pedestals, transformers, meters, irrigation and similar equipment.
- 5.2.4.s2 ***Service areas and refuse storage areas shall not front onto Main Street. Such areas should be located in the alley.***

##### **Guidelines**

- 5.2.4.g1 Refuse storage and pick-up areas in the alley should be combined with other service and loading areas to the extent practicable.
- 5.2.4.g2 The use of alleys is encouraged to locate all mechanical, electrical and utility equipment to the extent possible.
- 5.2.4.g3 ***Satellite dishes and antennae should be located so as to not be visible from Main Street.***

#### **5.2.5 On-site open space provision and location**

##### **Objectives**

- 5.2.5.o1 To create usable open spaces suitable for the uses on the property.
- 5.2.5.o2 To create areas and spaces on the property, where appropriate, for the purpose of maintaining privacy between adjoining uses and exposure to sunlight and/or daylight.

- 5.2.5.03 *To maintain the continuity of building frontages along Main Street.*
- 5.2.5.04 *To generally maintain reinforce and extend the existing predominant spatial character of Main Street. (See illustration 5.2.1.)*

**Standards**

- 5.2.5.s1 *Along Main Street front setbacks shall not be allowed unless determined necessary to align with adjacent historic buildings.*

**Guidelines**

- 5.2.5.g1 *Side setbacks should be avoided entirely, or developed into pedestrian passages to the street from parking lots or structures located behind Main Street buildings.*
- 5.2.5.g2 Usable open spaces serving residential and non-residential uses should be located close to the uses served and may be provided by balconies or roof gardens.

**II 5.3 Architecture**

**5.3.1 Building scale, form, massing and character Objectives**

- 5.3.1.01 To create buildings that provide human scale, interest and variation.
- 5.3.1.02 *To maintain the prevailing commercial storefront character along Main Street through the use of simple flat roofed forms, wall planes parallel to the street and continuous attached buildings.*
- 5.3.1.03 *To maintain the existing scale of predominantly one to two story-building frontages found along Main Street.*
- 5.3.1.04 To create occasional special building forms that terminate views, emphasize intersections, help define the passage between subareas and provide varied skylines.
- 5.3.1.05 To emphasize the entry or entries to a building.
- 5.3.1.06 To promote sun and sky exposure to public streets and open spaces.



**Illustration 5.3.1.05**





Illustration 5.3.1.o7

- 5.3.1.o7 To moderate scale changes between adjacent buildings.
- 5.3.1.o8 ***To maintain the architectural dominance of the two landmarks at either end of the street (the old Carnegie Library and the old Arapahoe County Courthouse)***
- 5.3.1.o9 To avoid large areas of undifferentiated or blank facades.
- 5.3.1.o10 Where near designated historic buildings or contributing buildings, or within an historic district, to respect the form, detail, materials and colors of historic buildings through either careful emulation, or appropriate contrast in the design of new buildings.
- 5.3.1.o11 ***To maintain Main Street's older, town center commercial character through the use of smaller scale details, architectural elements, materials, transparent storefronts and a traditional facade proportion and architectural organization.***
- 5.3.1.o12 To provide transparency for the street facing facades (particularly at the ground floor level) consistent with the nature of the use: greater transparency for commercial uses, less transparency for residential uses.
- 5.3.1.o13 To create visual interest through the interplay of sunlight and shadow.

**Standards**

- 5.3.1.s1 Buildings shall be designed to provide human scale, interest and variety while maintaining an overall sense of relationship with adjoining or nearby buildings. Examples of techniques that meet this objective are:
  - Variation in the building form such as recessed or projecting bays;
  - Expression of architectural or structural modules and detail;
  - Diversity of window size, shape or patterns that relate to interior functions;



Illustration 5.3.1.s1

- Emphasis of building entries through projecting or recessed forms, detail, color or materials;
- Variations of material, material modules, expressed joints and details, surface relief, color and texture to scale;
- Tighter, more frequent rhythm of column/bay spacing, subdividing the building facade into smaller, more human scaled elements.

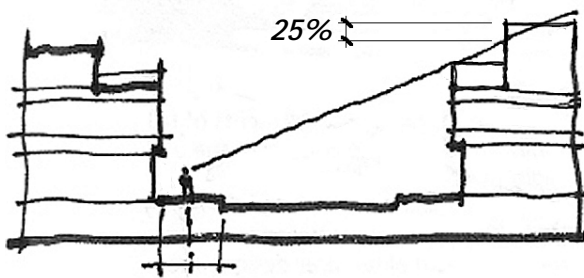


Illustration 5.3.1.s2

5.3.1.s2 *Proposed buildings adjoining Main Street that are higher than two stories shall step back their upper story or stories so that only 25 percent or less of the upper floor(s) is visible to pedestrian view from the center of the sidewalk directly across the street from the project. This setback may be waived for special corner forms, architectural emphasis at street intersections, or improvement in material qualities.*

5.3.1.s3 *New buildings and additions shall possess an architectural character that respects the traditional design principles of historic buildings along Main Street. Such principles are:*



Illustration 5.3.1.s3

- *The building facade should generally have three vertical divisions: 'bases', 'middles' and 'tops'. In buildings of two stories or less in height, the 'top' may be comprised of an architectural 'cap' or cornice rather than the articulation of an entire floor of habitable space. No 'middle' occurs in one-story buildings.*
- *Each 'base' should be composed of the first floor or possibly the first two floors of the building.*
- *Each 'base' in its entirety should be designed to give the appearance of greater height than any single floor of the middle.*

- *The architectural treatment of the 'top' should be designed to create a sense of distinctly completing or terminating the building facade. This architectural completion may be accomplished by such strategies as: providing a projecting cornice or cap, change in the window rhythm, change in apparent floor height, setback, use of other materials, or a combination of these elements.*

5.3.1.s4 Primary building facades shall include some elements that provide a change in plane that create interest through the interplay of light and shadow. Examples of such elements are:

- Recessed windows, at least 3 inches;
- Recessed entries and doors;
- Projecting sills;
- Projecting pilasters, columns, bays;
- Projecting cornices, roofs;



Illustration 5.3.1.s4

**Guidelines**

5.3.1.g1 For long building facades, the building design should create varied roof parapet and cornice lines in order to create interesting and human scaled skylines.

5.3.1.g2 Distinctive corner, entry treatments and other architectural features designed to interact with contextual features may be designed differently than the 'base', 'middle' and 'top'. This difference would allow the addition of vertical emphasis at significant architectural points along the building facade.

5.3.1.g3 *The existing historic building width modules found along Main Street should be maintained in any restoration, or used to scale and modulate the Main Street façade of any new construction.*

5.3.1.g4 *New buildings should maintain the continuity of ground floor storefront windows and entries found on Main*

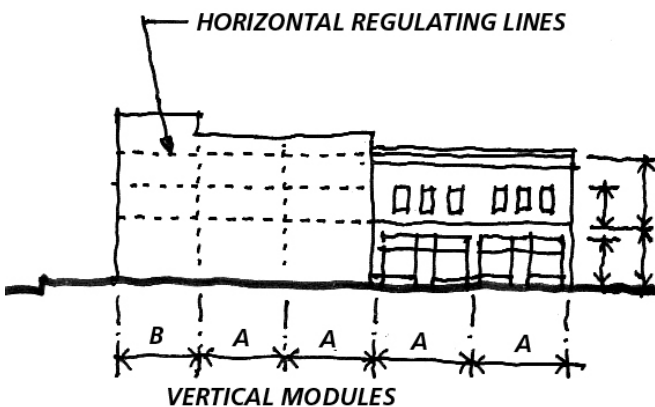
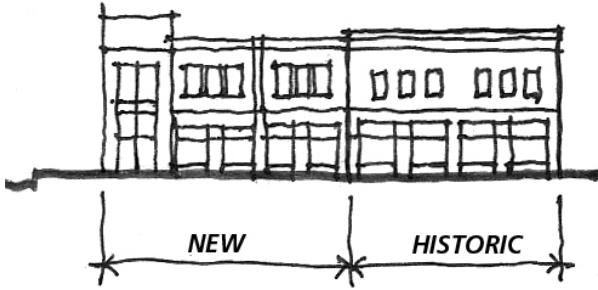


Illustration 5.3.1.g3



Desirable example

Illustration 5.3.1.g5

**5.3.2 Building materials Objectives**

5.3.1.g5 *Street and generally repeat their height, width and proportion.*  
 5.3.1.g5 *New buildings should emulate the upper floor historic window proportions, patterns and types in the design of multistory facades.*

5.3.2.01 *To reinforce the predominant use of brick as expressed in the existing historic buildings along Main Street.*

5.3.2.02 *To use highly transparent glass with low reflectivity for all windows in buildings along Main Street.*

5.3.2.03 *To use materials with intrinsically muted but rich colors.*

5.3.2.04 *To use paints and coatings that are generally muted but 'rich' rather than tinted in tone. Careful use of brighter accent colors may be appropriate.*

5.3.2.05 *To encourage color and material variety between buildings, but not to the extent of fostering many, strongly contrasting buildings.*

5.3.2.06 *To use lasting materials that weather well and gracefully age.*

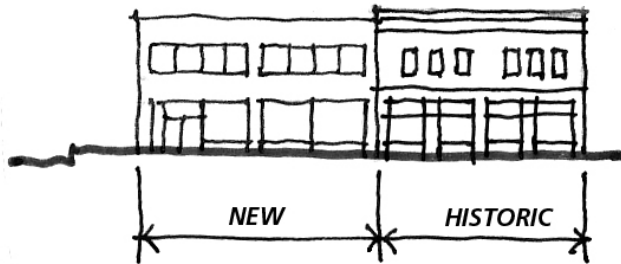
5.3.2.07 *To use materials that need less maintenance and that resist vandalism.*

5.3.2.08 *To use materials that incorporate human scale in their modules and have the ability to receive and/or provide detail and textural relief.*

**Standards**

5.3.2.s1 *The great majority if not all of the facade facing Main Street and, for corner buildings, the facade along an intersecting street (not including windows, doors and their framing systems), shall be composed of modular brick.*

5.3.2.s2 *Highly transparent glass shall be provided in all windows and storefronts.*



Undesirable example

Illustration 5.3.1.g5



Illustration 5.3.2.o8

- 5.3.2.s3 EIFS (Exterior Insulating Finish System) shall not be used as a façade material on any building within the historic district and/or any building located along Main Street. However, a one or two coat 'hard coat' stucco system with a synthetic finish (typically 100 percent acrylic based coating) is acceptable.

**Guidelines**

- 5.3.2.g1 Infill materials should have a non-structural appearance.
- 5.3.2.g2 Other wall or wall component materials, including but not limited to glass fiber reinforced concrete, fiber reinforced plastic, metal panels, architectural precast concrete, architecturally cast concrete, cast stone, specially treated concrete masonry units, terra cotta, cement stucco, wood and hardboard siding may be used as secondary rather than primary exterior wall materials.
- 5.3.2.g3 Simulated stone, standard concrete masonry units and standard cast in place or precast panels should not be used as visible wall materials.
- 5.3.2.g4 Window, door and storefront framing systems should be composed of either wood, metal clad wood, or metal. Vinyl window frames are strongly discouraged. Replacement windows and storefronts in designated buildings in the Main Street Historic District should match as closely as possible the original framing and materials.
- 5.3.2.g5 ***Materials used for rear facades of buildings along Main Street should reflect the scale, character and quality of the front façade materials.***



**Illustration 5.3.3.o2**

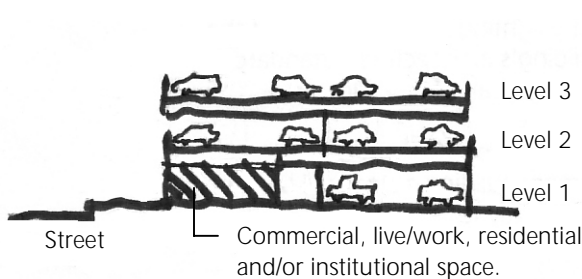
**5.3.3 Parking structures**

**Objectives**

- 5.3.3.o1 To minimize the visual impact of parked cars on the pedestrian experience and the street environment.
- 5.3.3.o2 To increase pedestrian activity and interest along the street by the way the ground floor of parking garages are treated, either functionally and/or architecturally.
- 5.3.3.o3 ***To design parking garages visible from streets or public open spaces so that***

*they are consistent with Main Street's quality and character.*

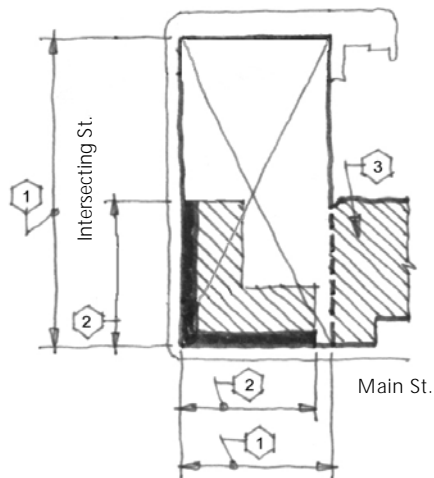
- 5.3.3.04 To create visual interest in all facades that face public streets and open spaces.
- 5.3.3.05 To avoid large areas of undifferentiated or blank facades.
- 5.3.3.06 *Where near designated historic buildings , or within the Main Street Historic District, to respect the form, detail, materials and colors of historic buildings through either careful emulation, or appropriate contrast in the design of parking garages.*



**Illustration 5.3.3.s1**

**Standards**

5.3.3.s1 *A parking structure with a facade facing Main Street shall provide commercial, live-work, residential and/or institutional space for the entire garage's ground level Main Street facing frontage and at least 100 feet of any garage frontage along an intersecting street, excepting vehicular and/or pedestrian access points to the garage.*



- 1 Street oriented garage frontage.
- 2 Ground floor uses meeting 5.3.3.s1 standard.
- 3 Adjacent commercial uses.

**Illustration 5.3.3.s1a**

- 5.3.3.s2 Parking garage openings shall be vertically and horizontally aligned when viewed from a public street
- 5.3.3.s3 Each building facade oriented to the street or public space shall include architectural variety and scale through the use of such elements as: expressions of building structure; patterns of window, door or other openings that provide surface variation through change of plane; change in color; change in texture; change in material module or pattern; art, signs or ornament integral with the building.
- 5.3.3.s4 Street oriented facades shall conceal the view of parked cars and light sources from the exterior view for the full height of the structure.

**Guidelines**

- 5.3.3.g1 Sloping ramps should not be visible within the street facade of any parking structure.
- 5.3.3.g2 Openings in parking structure facades that face a street should be proportioned more

like separate windows in a wall than long horizontal gaps between the structural frame.

### **5.3.4 Building lighting**

**Objectives** (see also: Chapter 15, Lighting Requirements, City of Littleton Title 10 of the Municipal Code)

- 5.3.4.o1 To accentuate important architectural components of the building, (such as entries, towers or roof elements), or repetitive columns or bays.
- 5.3.4.o2 To add to the general image of a safe, well-lit street environment.
- 5.3.4.o3 To provide lighting for safety and ease of access at building entries.
- 5.3.4.o4 To avoid significant night sky light pollution.
- 5.3.4.o5 **To add interest and variety to Main Street's nighttime environment.**
- 5.3.4.o6 To avoid glare into residential uses.

#### **Standards**

- 5.3.4.s1 Primary building entries shall be externally lit so as to promote a more secure environment at the door, emphasize the primary point of entry into the building and provide sufficient lighting for efficient access into the building.
- 5.3.4.s2 Entry lighting shall complement the building's architecture. Standard security lighting shall not be allowed.

#### **Guidelines**

- 5.3.4.g1 While internal storefront display lighting and lighted signs should receive the most emphasis, additional lighting that highlights important architectural elements is very desirable.
- 5.3.4.g2 Garage entries and service areas off alleys should be adequately lit by lighting fixtures that do not create glare or night sky light pollution. Mount fixtures on the building whenever possible.

### **5.3.5 Roof-top design and mechanical equipment screening**

#### **Objectives**

- 5.3.5.o1 To maintain the integrity of architecturally designed building tops.

5.3.5.o2 To significantly reduce or eliminate the visual clutter of rooftop equipment as seen from the street or public open space.

5.3.5.o3 To reduce equipment noise impacts on adjacent residential uses.

#### **Standards**

5.3.5.s1 All roof mounted mechanical and electrical equipment, communication antennae or dishes shall be enclosed, screened, or setback from view from a public street.

5.3.5.s2 ***Unscreened rooftop equipment shall be setback from a front façade so that it is not visible to pedestrian view from the center of the sidewalk directly across the street from the screened equipment.***

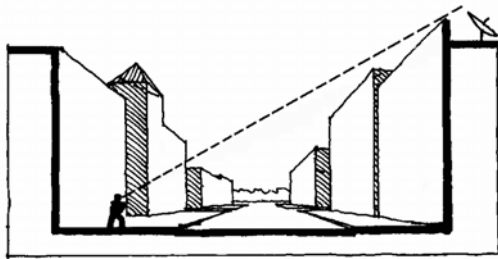
5.3.5.s3 ***Mechanical equipment screening material shall be opaque, and be compatible in color, and texture with the building.***

5.3.5.s4 Mechanical equipment screening shall be at least 6 inches higher than all portions of the equipment to be screened except an occasional flue or vent.

#### **Guidelines**

5.3.5.g1 For buildings with flat roofs, the design of 'roofscape' elements of such as mechanical screening, or penthouses, should relate directly to the building wall design below or provide a careful contrast to emphasize the wall below.

5.3.5.g2 In mixed-use development, if residential uses are located near mechanical equipment, care should be taken to mitigate the impacts of noise and odors.



*Illustration 5.3.5.s1*

## **II 5.4 Landscape Architecture**

The landscape architecture section of this document references the City of Littleton Landscape Design Criteria Manual (here in referred to as the Landscape Manual) and Chapter 15, Lighting Requirements, City of Littleton, Title 10 of the Municipal Code. Quantity, quality, size, and type of plant materials required are identified in the Landscape Manual. Where the quantity, size, or type of plant material is given in these guidelines, the guidelines supercede the Landscape manual.



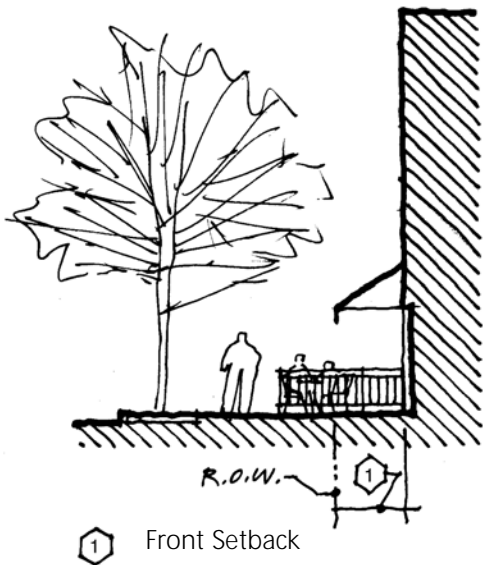
**5.4.1 Open space on private property**

**Objectives**

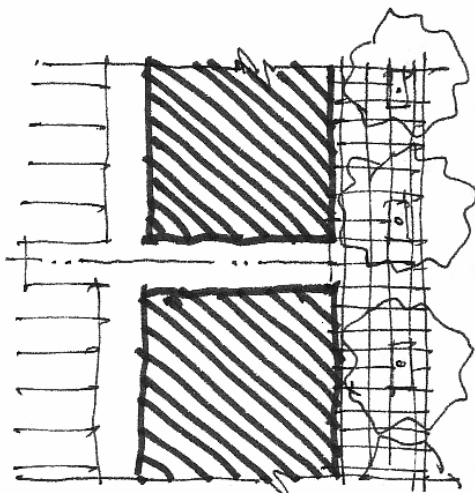
- 5.4.1.o1 To insure that no part of the final development is left without deliberate and well-designed hardscape and/or landscape treatment.
- 5.4.1.o2 To reinforce the pedestrian environment established in the adjoining street right-of-way.
- 5.4.1.o3 To create private hardscape and landscape that enhances the quality of the public realm.
- 5.4.1.o4 To create private hardscape and landscape that maintains and enhances the value of adjoining property.
- 5.4.1.o5 To provide private hardscape and landscape that adds value to the uses on the property.
- 5.4.1.o6 To create usable open spaces for the occupants of the uses on the property.
- 5.4.1.o7 To ensure adequate buffering between adjacent land uses.

**Standards**

- 5.4.1.s1 Public and private open space shall be attractively landscaped with a variety of plant materials and hard surfaces.
- 5.4.1.s2 All areas of the site not covered by buildings, structures, parking areas, service areas, walks and bikeways, plazas and other impervious surfaced functional areas, shall receive landscaping.
- 5.4.1.s3 **Where a front setback area occurs between a building frontage and a street right-of-way, it shall be designed to extend the pedestrian amenities of the street, such as increased walkway widths, areas for outdoor café/restaurant seating, increased sidewalk widths to allow window shopping out of the stream of pedestrian traffic and space for the temporary display of a retailer's goods.**
- 5.4.1.s4 Where a side setback area occurs, it shall be designed as a passageway, or contribute to a paved driveway or alley.



**Illustration 5.4.1.s3**



**Side yard as a passageway  
Illustration 5.4.1.s4**

**Guidelines**

- 5.4.1.g1 Where space permits, planting in containers, raised planters, or cutouts in the paving, is encouraged.

**5.4.2 Parking areas**

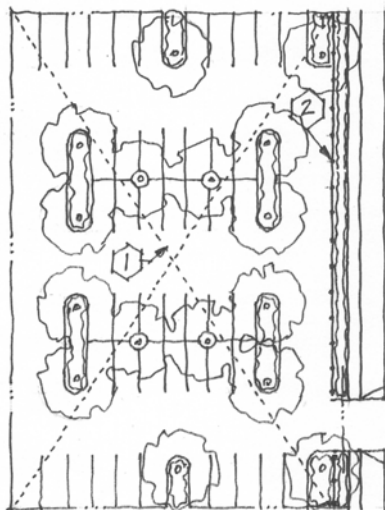
**Objectives**

- 5.4.2.o1 To reduce the scale of surface parking lots.
- 5.4.2.o2 To soften the appearance of parking lots with the addition of landscaping.
- 5.4.2.o3 To reduce the overall amount of heat re-radiated from parking areas.
- 5.4.2.o4 To provide some shade for parked vehicles.
- 5.4.2.o5 To screen the view of surface parking lots and the cars in them from adjoining streets, public open spaces, pedestrian paths and bikeways.

**Standards**

- 5.4.2.s1 Coverage: At least 5 percent of the interior area of a parking lot, including the area for parking lot screening (see 5.4.2.s4) shall be landscaped if the lot contains fifteen (15) or more spaces. This requirement shall be counted toward the unobstructed open space requirements of each zone district. At least 75 percent of the required landscaped area shall include living plant material. (This 75 percent living plant material coverage requirement shall be met within three years of planting.)

- 5.4.2.s2 Larger parking lots containing 50 or more parking spaces shall be shaped and/or landscaped to reduce their scale and overall impact by at least one of the following approaches; 1) increasing the interior parking lot landscaping requirement to a minimum of 10 percent of the parking lot area, excluding areas used for parking lot screening; 2) in addition to the requirement for at least 5 percent of the parking lot interior to be landscaped, dividing the parking lot into visual segments by either breaking the lot up into visually separate lots with at least a 20 foot wide landscaped zone between them (these lots can be interconnected) so long as they appear separate when viewed from the street, or by creating divisions internal to the parking lot that visually divide it into segments

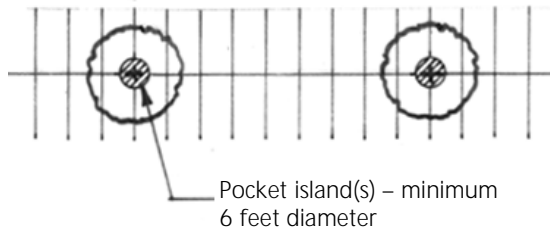


- 1 10% of the lot's interior is landscaped exclusive of parking lot screening (see 5.4.2.s4).
- 2 4 feet wide parking lot screening (see 5.4.2.s4).

**Example of large parking lot interior landscaping at 10 percent.  
Illustration 5.4.2.s2a**

through the provision of at least a 10 foot wide landscape zone running the length of, at most, every third double-sided parking row. All landscaped areas that divide parking lots shall include shade trees at a maximum spacing of 30 feet on center. Additional shade trees shall also be provided in any increased landscaping percentage requirement.

5.4.2.s3 Islands: Landscaped parking lot islands shall be delineated by a clear physical barrier, such as concrete or cut stone curbs to protect the plant material from vehicular damage. Landscape timbers are not acceptable in this subarea. All islands shall be irrigated in conformance with the Landscape Manual.



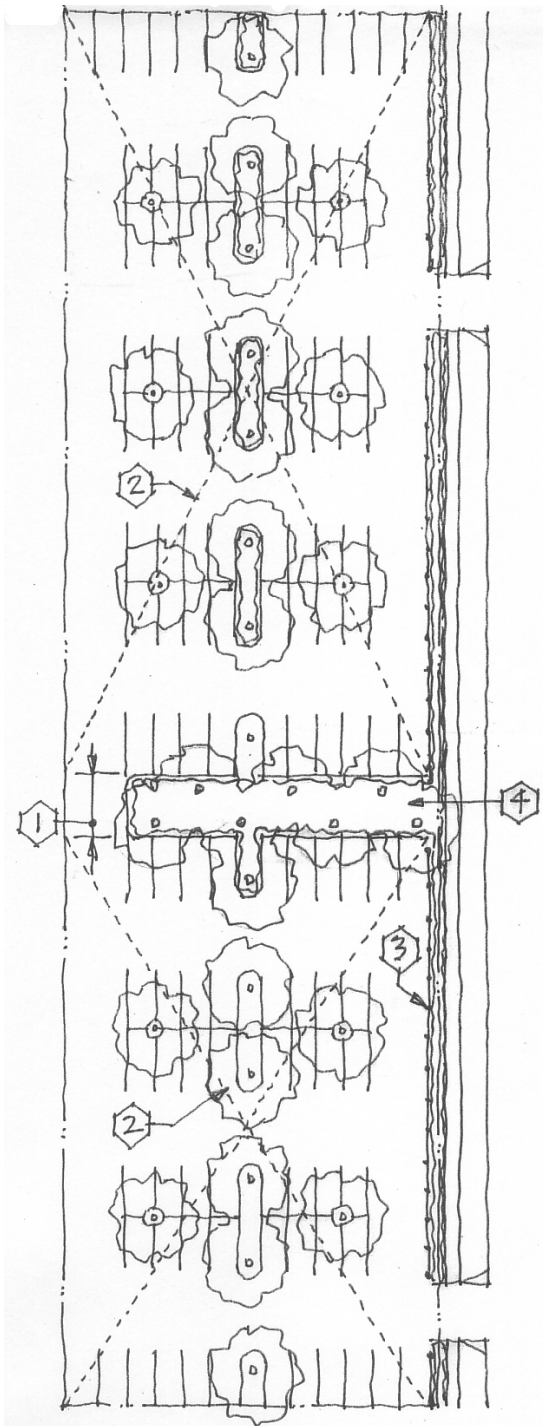
**Illustration 5.4.2.s3**



**Example of pocket islands  
Illustration 5.4.2.s3a**

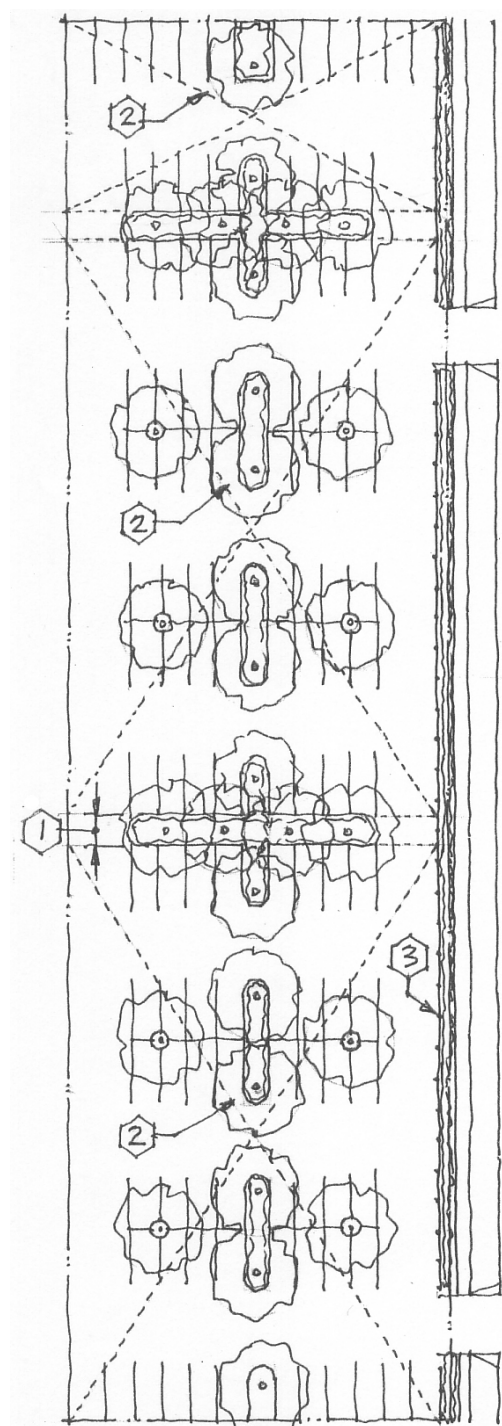
The islands shall be a minimum of eight feet in width and 120 square feet in area to allow adequate space for tree roots. The use of turf is discouraged on islands unless they are at least 20 feet in width. In general a parking island should contain a shade tree (or several if appropriately spaced), low evergreen shrubs or ground cover and a mulch installed over a weed barrier fabric. Ornamental shrubs, boulders and flower areas may be added as accents where appropriate. Islands should be spaced so as to maximize the amount of shade afforded by trees while minimizing large expanses of uninterrupted pavement.

Pocket islands with a minimum 2½ inch diameter shade tree may be substituted for traditional parking islands. Pocket islands shall be at least 6 feet in diameter, or at least 6 feet measured along any edge located at the intersection of the corners of the parking spaces and must have a raised vertical concrete curb at least 6 inches high. Pocket islands may count double their area for any landscaping percentage requirement.



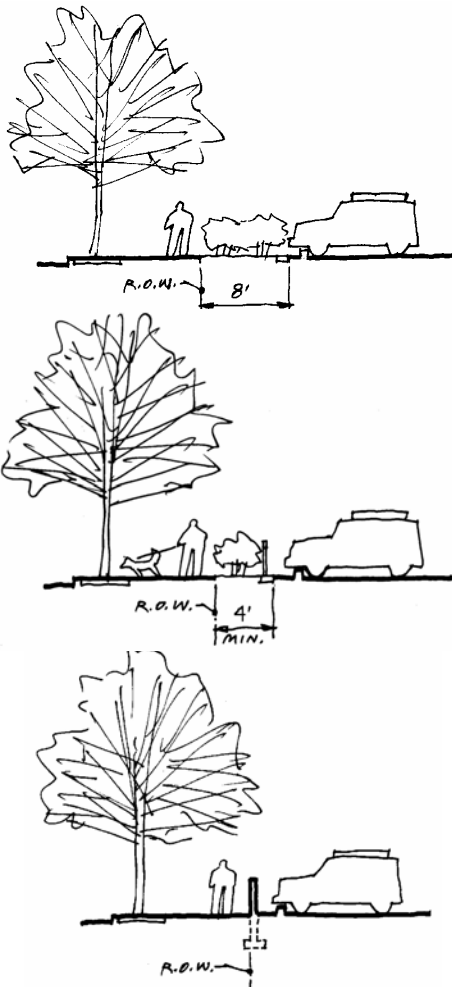
- 1 20 foot wide landscaped parking lot separation area.
- 2 Interior landscaping at 5 percent of the lot, exclusive of the separation area and parking lot screening.
- 3 4 foot wide parking lot screening.
- 4 Parking lot separation area must be visually break the lot at a street, or public open space.

Example of large parking lot interior landscaping with visually separate lot segments.  
Illustration 5.4.2.s2b



- 1 10 foot wide landscaped divider.
- 2 Interior landscaping at 5 percent of the lot, exclusive of the planting dividers and parking lot screening.
- 3 4 foot wide parking lot screening.

Example of large parking lot interior landscaping with landscape dividers.  
Illustration 5.4.2.s2c



*Illustration 5.4.2.s4*

5.4.2.s4 Parking Lot Screening: Where a parking lot adjoins a street, the screening of cars is required using such methods as:

- A landscape zone at least 8 feet wide and extending the distance that the lot adjoins the street, not including driveways and exclusive of car bumper overhangs, planted with at least two rows of shrubs (at least one row planted to create a consistent hedge) with a spacing of no greater than 3 feet on center. A row of trees at a maximum spacing of 30 feet on center may be substituted for one row of shrubs. Other groundcover lower than 3 feet high is needed when trees are substituted for shrubs. Shrub height shall be at least 2 ft. installed but maintained no higher than 3 ft. 6in. at maturity.
- A landscape zone from 4 feet to 8 feet wide and extending the distance that the lot adjoins the street (exclusive of driveways) with one row of shrubs planted with a spacing of no greater than 3 feet on center and a height of at least 2 ft. installed but maintained no higher than 3 ft. 6in. feet at maturity, and a railing or solid masonry wall at least 3 feet 6 inches high.

5.4.2.s5 Where parking lots are used primarily for truck parking, the screening of trucks from the street side and rear property lines is required using such methods as:

- A row of trees, deciduous or evergreen, no further apart than 30 feet on center within a landscaped zone 8 feet wide.
- A landscape zone from 4 feet to 8 feet wide and extending the distance that the lot adjoins the street (exclusive of driveways) with one row of shrubs planted with a spacing of no greater than 3 feet on center and a height of at least 2 ft. installed but maintained no higher than 3 ft. 6in. at maturity, and a quality metal railing fence (not chain link) at least 8 feet high. The spacing between fence pickets shall be no greater than 4 inches in any direction.



*Example of a low railing and hedge  
Illustration 5.4.2.s4a*

- A landscape zone from 4 feet to 8 feet wide and extending the distance that the lot adjoins the street (exclusive of driveways) with one row of shrubs planted with a spacing of no greater than 3 feet on center and a height of at least 2 ft. installed, , and a solid masonry wall at least 8 feet high.

**Guidelines**

5.4.2.g1 The number and initial size of shade trees should be maximized in the landscaping of parking lots. Landscaped area requirements may be reduced if a greater number or size of trees is provided other than required or expected.



*Example of a tall railing and hedge  
Illustration 5.4.2.s4b*

**5.4.3 Site distance triangles**

**Objectives**

5.4.3.o1 To maintain appropriate sight lines for vehicles entering and exiting a site, as well as those approaching internal intersections.

**Standards**

5.4.3.s1 All motor vehicle access points to a site shall be designed with traffic, bicycle and pedestrian safety in mind. All projects shall be subject to the Sight Distance Triangles provisions in Section 7 of the Landscape Manual.

**Guidelines**

None.

**5.4.4 Existing landscaping**

**Objectives**

5.4.4.o1 To save and reuse existing healthy trees and shrubs to the extent possible.

5.4.4.o2 To insure that all existing trees and plants that are incorporated into the landscape design are adequately protected and maintained during construction.

**Standards**

5.4.4.s1 All projects shall be subject to the Existing Landscaping provisions in Section 7 of the Landscape Manual.

**Guidelines**

None.



*Example of a wall and hedge  
Illustration 5.4.2.s4c*

#### 5.4.5 *Screening, walls and fencing*

##### *Objectives*

- 5.4.5.o1 To screen or block from view outside trash receptacles, loading docks, open storage areas and utility boxes/equipment from public sidewalks, streets, bikeways and other public areas from which the property is visible.
- 5.4.5.o2 To provide security and privacy for private and common open spaces not open to the general public.
- 5.4.5.o3 To relate the design and materials of fences and walls to the architecture and/or landscape architecture of the project.

##### *Standards*

- 5.4.5.s1 Outside trash receptacles, loading docks, open storage areas and utility boxes shall be screened from public sidewalks, streets and other public areas from which the property is visible. Screening for such areas shall be opaque and be provided for by means of walls or solid fences. Landscape screening is not acceptable.
- 5.4.5.s2 All utility boxes, which include electric transformers, switch gearboxes, cable television boxes, telephone pedestals and boxes, shall be screened on the sides visible from the public rights of way that are not used for service access.
- 5.4.5.s3 Screening enclosures for refuse containers and service areas shall be incorporated into building architecture and utilize the same materials as the principle building to be greatest degree practicable. Trash receptacles and dumpsters shall be entirely screened from view and enclosed by a solid, gated wall or fence. Screen walls and fences shall be one foot higher than the object being screened. An opaque metal gate shall be included where required for complete screening. The trash enclosure shall be sited so the service vehicle can conveniently access the enclosure and maneuver without backing onto a public right of way.
- 5.4.5.s4 Typical vertical board or palisade fences are not allowed if viewable from the street.
- 5.4.5.s5 All trash containers must be covered.

**Guidelines**

None.

**5.4.6 Private open space, detention areas and drainage channels****Objectives**

- 5.4.6.o1 To insure that private open space, detention areas and drainage channels, not designated as natural areas be designed and landscaped in such a manner to blend properly with the property and adjacent uses.

**Standards**

- 5.4.6.s1 All projects shall be subject to the Existing Landscaping provisions in Section 7 of the Landscape Manual.

**Guidelines**

None.

**5.4.7 Site lighting/parking lot lighting****Objectives**

- 5.4.7.o1 To define practical and effective measures by which the obtrusive aspects of excessive and/or careless outdoor light usage can be minimized.
- 5.4.7.o2 To preserve safety, security and the nighttime use and enjoyment of property.
- 5.4.7.o3 To curtail the degradation of the nighttime visual environment.
- 5.4.7.o4 To encourage lighting practices that direct appropriate amounts of light where and when it is needed.
- 5.4.7.o5 To increase the use of energy-efficient sources.
- 5.4.7.o6 To decrease the wastage of light and glare resulting from over lighting and poorly fixtures.
- 5.4.7.o7 To provide interest and identity through architectural and landscape lighting.

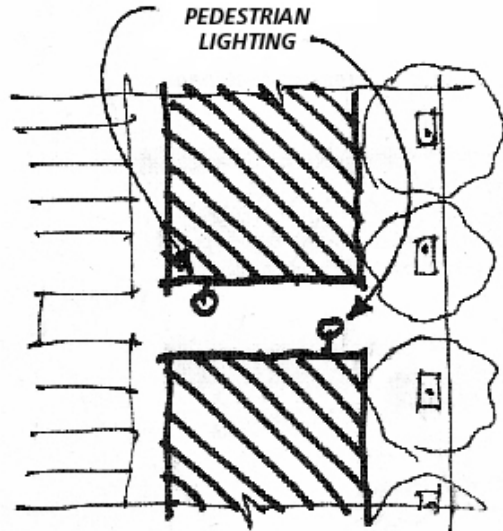
**Standards**

- 5.4.7.s1 All lighting shall comply with Chapter 15, Lighting Requirements, City of Littleton Title 10 of the Municipal Code.



5.4.7.s2 Private and/or open spaces accessible to the public shall be lit to accommodate expected activities and events.

5.4.7.s3 Where the light source is directly visible, the luminaires shall be designed to incorporate elements to reduce glare, such as translucent, obscure or refracting lenses, low wattage light sources or shielding devices.



Illustrations 5.4.7.s6

5.4.7.s4 Parking lot light type shall be fully shielded luminaires mounted on poles no higher than 20 feet and be consistent in color.

5.4.7.s5 Lighting shall not provide objectionable glare onto adjoining properties.

5.4.7.s6 Pedestrian lights shall be provided in paths between buildings from parking areas to building entries or public streets.

**Guidelines**

5.4.7.g1 Lighting systems should be interrelated, organized, simple and avoid a variety of different lighting types.

5.4.7.g2 On-site pedestrian lights should be mounted on buildings whenever possible.

5.4.7.g3 If free standing, on-site pedestrian pole lights are used, they should be a minimum of ten feet high and a maximum of fourteen feet high.

5.4.7.g4 The color of the light emitted by parking lot and off-street pedestrian lighting should match the color of light emitted by on-street lighting. If both white light (fluorescent or metal halide) and warm yellow (high pressure sodium) are used in on-street lighting, parking lot lighting shall match on-street lighting; and off-street pedestrian lighting shall match on-street pedestrian lighting.

5.4.7.g5 Steps and/or ramps at or leading to a primary building entry should be illuminated sufficiently for safe access.

#### **5.4.8 Paving materials**

##### **Objectives**

- 5.4.8.o1 To provide safe paving conditions for all persons.
- 5.4.8.o2 To provide quality of paving materials and patterns consistent with the quality of the surrounding architecture and open spaces.
- 5.4.8.o3 To create interest and variation within the paved surface.
- 5.4.8.o4 To differentiate between functional areas in plazas, drop-offs and sidewalks.
- 5.4.8.o5 To coordinate with the paving used in the public right-of-way where on-site paving intersects with right-of-way paving.

##### **Standards**

- 5.4.8.s1 Paving materials and patterns used on private development parcels shall be coordinated with the design of public pedestrian facilities where they intersect.
- 5.4.8.s2 Engineered base and setting conditions determined by soil conditions shall be used for paving.

##### **Guidelines**

- 5.4.8.g1 Special paving should be carefully chosen for structural capability and durability in the local climate.
- 5.4.8.g2 Special paving patterns and materials may be used to emphasize entries, provide interest and variation and differentiate functional areas.
- 5.4.8.g3 Concrete, asphalt, granite, local sandstone or hydraulically pressed base with thickness no less than 80 mm should be used for vehicular use in drives and drop-off areas.

#### **5.4.9 Landscape materials, xeriscaping, irrigation and maintenance**

##### **Objectives**

- 5.4.9.o1 To conserve energy and water resources by encouraging the use of xeriscaping and water conserving irrigation techniques.
- 5.4.9.o2 To use plant materials that survive with reasonable care in our high plains climate.

- 5.4.9.o3 To ensure the long-term health of functional and attractive landscaping by encouraging the proper maintenance thereof.
- 5.4.9.o4 To promptly replace dead plant materials.
- 5.4.9.o5 To maintain irrigation systems in proper operational conditions.
- 5.4.9.o6 To minimize the area of exposed mulch or bare earth in planted areas.

**Standards**

- 5.4.9.s1 Underground automatic irrigation systems shall be required for all landscaped projects. All projects with irrigation shall be subject to the provisions in Section 6 of the Landscape Manual.
- 5.4.9.s2 Irrigation systems are to be monitored and adjusted periodically to insure that the water demands of all plant materials are being met and that water is not being wasted.
- 5.4.9.s3 The type, size, quality and quantity of the living and non-living landscaping materials shall comply with the requirements in Section 8 and the plant lists included in the Landscape Manual.
- 5.4.9.s4 Only those plant species that are healthy and compatible with the local climate and the site soil characteristics, drainage and water supply shall be planted.
- 5.4.9.s5 All project maintenance shall comply with the requirements of Section 10 in the Landscape Manual.

**Guidelines**

- 5.4.9.g1 The practice of xeriscaping, which is landscaping to conserve water without the loss of aesthetic appeal, is strongly encouraged. Refer to Section 5 of the Landscape Manual for the seven-step approach to xeriscaping.
- 5.4.9.g2 The size, quantity and spacing of plants should be appropriate for the location in the initial and projected appearance at maturity.

- 5.4.9.g3 Shrubs and groundcovers should be selected and planted so that they grow together forming a simple, continuous masses, with little or no mulch visible.
- 5.4.9.g4 Plant materials should be organized into zones of similar water need and solar aspect in order to apply a consistent and efficient water flow.
- 5.4.9.g5 Water should be applied to follow the natural seasonal curve and daytime evapo-transportation curve: more in summer heat, less in spring and fall. For example, changing controller settings once a month can reduce water use and run-off by 30 percent.

## ***II 5.5 Signs***

### ***5.5.1 General criteria***

#### ***a. Type***

##### ***Objectives***

- 5.5.1.oa1 To allow a limited variety of sign types consistent with types found during the formative periods of development for the subarea.
- 5.5.1.oa2 ***To reinforce the small scale town center character of Main Street, which is described in Section 5.1.1.***
- 5.5.1.oa3 ***To reinforce the historic character of the town center.***
- 5.5.1.oa4 To locate, size, and design multiple signs for a single or several uses in one building so as to eliminate conflicts, mitigate the impact and effects of the signs on adjoining properties, avoid clutter and achieve the desired character of their application.

##### ***Standards***

- 5.5.1.sa1 New or rehabilitated buildings shall provide a sign plan showing locations, sizes, heights, and probable design and illumination of all sign types to be used on the building or its site.

##### ***Guidelines***

- 5.5.1.ga1 While not superceding the limitations on the number of signs permitted in Chapter 3, Sign Code, but in an effort to limit the variety of sign types used on a single building in this subarea, the following combinations should be considered:

- One (1) wall sign per use; window signs limited to 10 percent of any window area; one (1) monument sign per building frontage, but awning signs, pole signs, or projecting signs are discouraged in this combination.
- Window signs limited to 20 percent of the window area, awning signs, and one (1) projecting sign per use, but wall signs, pole signs, or monument signs are discouraged in this combination.
- One (1) wall sign per use, one (1) projecting sign per use if located or designed so as not to visually conflict, window signs limited to 10 percent of any window area, but awning signs, pole signs, or monument signs are discouraged in this combination.
- One (1) monument sign per building; one (1) wall sign per use; window signs limited to 10 percent of the window area; but projecting signs, pole signs, or awning signs are discouraged in this combination.

**b. General number and location**

**Objectives**

- 5.5.1.ob1 To allow a limited number of signs, commensurate with the needs of the uses in the building.
- 5.5.1.od2 ***To reinforce the small scale town center character of Main Street, which is described in Section 5.1.1.***
- 5.5.1.ob3 To respect the architectural character and design of the building in the determination of the number and location of signs.
- 5.5.1.ob4 ***To relate the location of signs to locations originally found on the older commercial buildings of the subarea, such as in specifically designed architectural wall panels or zones above storefronts, on exposed side walls, or on ground floor shop windows. Traditional multifamily residential signs are usually related to building identity, not goods or services, and are generally located above the***

***main entry or on a low free-standing sign near the main entry.***

- 5.5.1.ob5 To avoid sign clutter where the number and size of signs dominate the storefront or façade of the building.

***Standards***

- 5.5.1.sb1 Wall, window, awning and projecting signs shall not be allowed above the ground floor except that the HPB or DRC, at its discretion, may allow above the ground floor:

- Painted, externally-lit wall signs;
- Internally-lighted channel letter signs and/or logos;
- Painted wall murals with a minor component for the identification of a business;
- One unlit window sign per business;
- The extension of a ground floor projecting sign;
- The name of the building integrated into the material and/or design of the facade;

In no case shall an internally lighted, cabinet type wall sign be allowed above the ground floor.

***Guidelines***

- 5.5.1.gb1 Signs should not be located within the residential portion of the facade of any mixed use building.
- 5.5.1.gb2 A maximum combination of three sign types should be used for any building frontage. Such sign types are: wall, projecting, ground, window, awning, marquee and arcade. (See 5.5.1.ga1 for suggested combinations.)

***c. General size and height Objectives***

- 5.5.1.oc1 To relate the size of signs to the location and speed of movement of the viewer.

- 5.5.1.oc2 ***To reinforce the small scale town center character of Main Street, which is described in Section 5.1.1.***
- 5.5.1.oc3 To respect the architectural character and design of the building in the determination of the size of signs.
- 5.5.1.oc4 To relate the height of signs to the heights predominantly found during the formative periods of development for the subarea.
- 5.5.1.oc5 ***To relate the size of signs to the urban design characteristics of Main Street, i.e., the views of the mountains and the historic Carnegie Library to the west, and the view of the historic Arapahoe County Courthouse to the east.***

**Standards**

- 5.5.1.sc1 Maximum sign size or total sign area shall not be increased by the amount of setback provided by the building.

**Guidelines**

No additional guidelines.

**d. General design and illumination****Objectives**

- 5.5.1.od1 ***To reinforce the small scale town center character of Main Street, which is described in Section 5.1.1.***
- 5.5.1.od2 To relate the design and illumination of signs to the sign design character originally found during the earlier periods of the subarea's development.
- 5.5.1.od3 ***To relate the design and illumination of signs to the urban design characteristics of Main Street, i.e., the views of the mountains and the historic Carnegie Library to the west, and the view of the historic Arapahoe County Courthouse to the east.***
- 5.5.1.od4 To respect the architectural character and design of the building in the determination of the design of signs.
- 5.5.1.od5 ***To relate the design and illumination of signs to a lively pedestrian environment that supports an active downtown Littleton.***

- 5.5.1.od6 To relate the design and illumination of signs to Littleton's Lighting Requirements of Chapter 15, Title 10 of the Municipal Code.
- 5.5.1.od7 To provide high quality signs.
- 5.5.1.od8 To create signs that are expressive of the activity or product of the use for which they are displayed.

**Standards**

- 5.5.1.sd1 Materials for signs shall complement the color, material and overall character of the architecture.
- 5.5.1.sd2 Signs shall be constructed of high quality, durable materials. All materials must be finished to withstand corrosion. All mechanical fasteners shall be of hot-dipped galvanized steel, stainless steel, aluminum, brass or bronze.
- 5.5.1.sd3 All conduits, transformers, and other equipment shall be concealed, and shall have UL ratings.
- 5.5.1.sd4 Exterior lighting of signs shall be oriented down onto the face of the sign, not up from below to minimize night sky light pollution.
- 5.5.1.sd5 Sign illumination shall not create objectionable glare to pedestrians, motorists, and adjoining residents.
- 5.5.1.sd6 A business's corporate logo or typical sign design may be allowed by the HPB or the DRC. However, the HPB or the DRC shall retain complete control over the design, dimensions, location, number and type of the sign.
- 5.5.1.sd7 Hand-painted signs shall not be allowed, unless painted by a sign contractor specializing in hand painted or hand crafted signs.

**Guidelines**

- 5.5.1.gd1 Sign illumination should be integrated into the design of the sign. Signs may be externally lit so long as the external lighting has been conceived and controlled as part of the sign design.



5.5.1.gd2 Exposed neon may be used as a light source in this subarea so long as it meets one of the following sign criteria:

- Confined to the lighting of channel letters / numbers / symbols or reverse channel letters / numbers / symbols (halo signs).
- ***Has precedent in the historical signs that existed in this area.***
- Does not become an architectural element or part of the lighting of the building.

5.5.1.gd3 Internally illuminated sign cabinets, either for wall or projecting signs, should not have white or light colored back-lit translucent face panels.



Illustration 5.5.2.s1

**5.5.2 Wall signs Objectives**

5.5.2.o1 To integrate wall signs with the architecture of the building.

**Standards**

5.5.2.s1 Wall signs shall be located within any sign areas clearly designed for signs on existing or proposed building facades.

5.5.2.s2 Lighted wall signs shall not be located at the top of a building's facade if the facade is higher than two stories and faces a residential neighborhood.

5.5.2.s3 Maximum wall sign size shall not be increased by an increase in sign height.

5.5.2.s4 Wall signs may project into the right-of-way up to 12 inches. Where a wall sign is on private property, it may have a depth of up to 18 inches before it is considered as a projecting sign.

**Guidelines**

5.5.2.g1 Wall and projecting signs may be used together, with the wall sign generally higher than the projecting sign. See Ill. 5.5.2.s4

5.5.2.g2 No more than one wall sign should be allowed for each use by right or for each use by right's street frontage.



Illustration 5.5.2.s4

5.5.2.g3 Wall signs should not overlap, or generally conflict with important architectural features such as windows, cornices, belt courses, or other details.

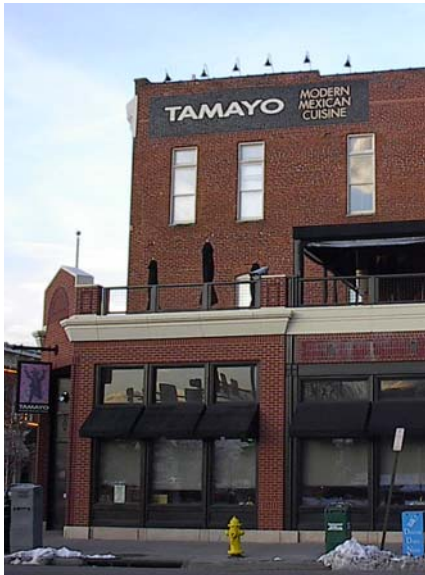
5.5.2.g4 Wall signs located on the side wall of a building that faces a side property line (including a side property line along a street), should not be lighted above the ground floor.

5.5.2.g5 In general, wall mounted sign cabinets should be discouraged.

5.5.2.g6 Wall signs should be composed of individually mounted letters, logos or icons without sign backing panels, or letters/logos mounted on a backing panel. Fabricated or flat cut-out letters and shapes at least 1 inch thick or pinned off 1 inch from the wall or sign backing are strongly encouraged with or without a backing panel.

5.5.2.g7 *Wall signs may be painted directly onto a wall in the manner found in the formative years of the town. Such painted signs may be externally lit.*

5.5.2.g8 *Preferably, wall signs if lighted should be externally lit from a shielded light source in keeping with the historic nature of the subarea. However, internally illuminated channel letters or reverse channel halo-lit letters and graphic shapes are acceptable.*



*Illustration 5.5.2.g7*



*Examples of desirable wall signs  
Illustration 5.5.2*



Example of undesirable conflict

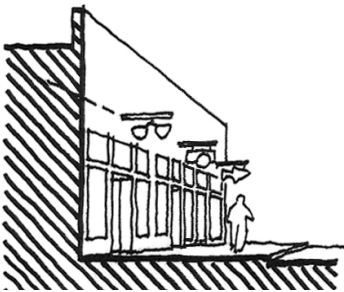


Illustration 5.5.3.g3

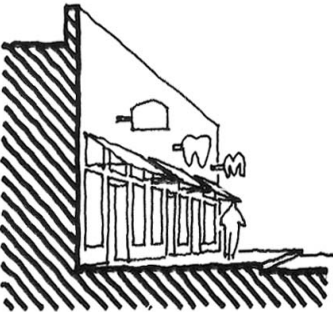


Illustration 5.5.3.g4



Illustration 5.5.3.g6

**5.5.3 Projecting signs**  
**Objectives**

No additional objectives.

**Standards**

- 5.5.3.s1 Each use by right shall be limited to one projecting sign for each of that use's street frontage.
- 5.5.3.s2 Projecting signs shall not be located above the ground floor.

**Guidelines**

- 5.5.3.g1 No more than one projecting sign should be allowed for each use by right or for each use by right's street frontage.
- 5.5.3.g2 Projecting signs should be encouraged, but carefully used so as not to conflict with wall signs or awnings. In general, they should not be closer than 50 feet apart, and no more than 3 for 200 feet of street frontage. Projecting signs eight (8) square feet per sign face or less may be closer and/or more frequent.
- 5.5.3.g3 All projecting sign structures on a building should be located at the same height as the other sign structures.
- 5.5.3.g4 Projecting signs should be located above or below awnings, but not in line with the awnings.
- 5.5.3.g5 Projecting signs should not be greater in size than 12 square feet per face or 24 square feet per sign.
- 5.5.3.g6 Projecting signs should be unique and interesting in shape or profile. Typical square or rectangular sign cabinets or panels should be discouraged. Three dimensional shapes or symbols are encouraged.
- 5.5.3.g7 *Projecting signs, if lighted, are encouraged to be externally lit. Internally lit sign cabinets are discouraged, particularly those with white or light colored translucent sign faces. Internally lit channel letters, logos, or iconic forms, with or without exposed neon, are also acceptable, if in keeping with the historic nature of the subarea.*



*Examples of desirable projecting signs  
Illustration 5.5.3*

**5.5.4 Ground signs**  
**Objectives**

No additional objectives.

**Standards**

- 5.5.4.s1 Ground signs shall have no more than two separate sign cabinets, sign backings, or sign forms.
- 5.5.4.s2 Ground signs shall be limited in height to 8 feet in this subarea.

**Guidelines**

- 5.5.4.g1 Typical pole signs are discouraged. 'Designed' pole or post signs are encouraged when the vertical supports are integrated into the design of the sign.
- 5.5.4.g2 Where a ground sign is appropriate, a 'designed pole' or 'monument' sign type should be used.
- 5.5.4.g3 Monument signs are preferred rather than pole signs except where prohibited in sight triangles at intersections.
- 5.5.4.g4 The base of a monument sign should be composed of a material used in the architecture of the building that encloses the use for which the sign is intended.
- 5.5.4.g5 Sign cabinets may be used for monument signs so long as the sign face is not translucent or light colored except for letters or logos.
- 5.5.4.g6 The design of joint identification signs should be uncluttered, easily readable, and of high quality. Ways to avoid a cluttered appearance are:

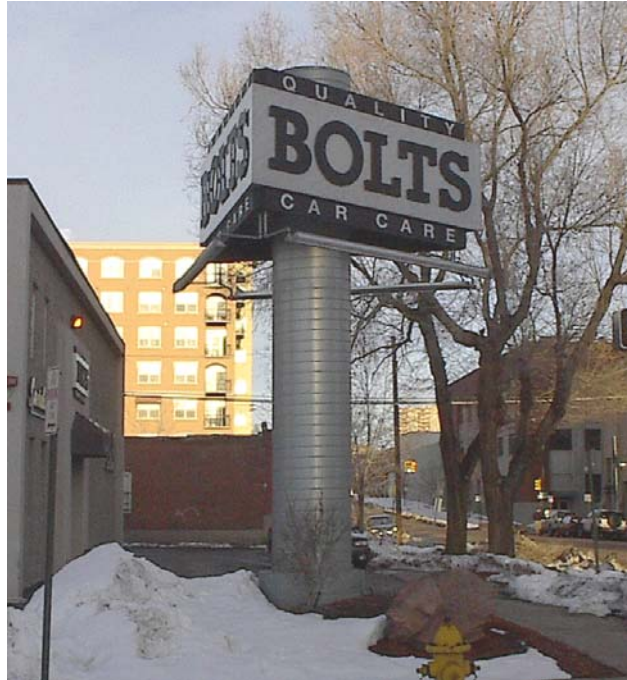
- The sign text for most components is composed of the same type face and size.
- The sign structure or frame is dominant enough or simple enough to visually organize varied components.
- The sign has a clear hierarchy or importance in its components.



*Example of a standard pole sign*  
**Illustration 5.5.4.g1**



*Example of desirable joint identification sign*  
**Illustration 5.5.4.g6**



*Examples of ground signs with 'designed' poles  
Illustration 5.5.4*

**5.5.5 Marquee Signs**  
**Objectives**

No additional objectives.

**Standards**

No additional standards.

**Guidelines**

- 5.5.5.g1 Marquee signs should be used for only a few important buildings, uses, or entries.
- 5.5.5.g2 Marquee signs should be located only over important building entries or the entry of a major tenant.

**5.5.6 Window signs**  
**Objectives**

No additional objectives.

**Standards**

No additional standards.

**Guidelines**

- 5.5.6.g1 Window signs are encouraged so long as the overall sense of the window's transparency and openness to the interior or the display is maintained.
- 5.5.6.g2 Window signs should generally be located in the lower or upper 25 percent of the window area. Window signs may be located in the middle portion of the window, but should not substantially obscure the activities or displays beyond the window.
- 5.5.6.g3 Window signs should not be larger than 10 percent of each window or door area except that window signs may be as large as 20 percent of each window area if no wall sign is provided.
- 5.5.6.g4 Storefront window signs should be limited to either the tenant's name or logo. Operating hours are also permitted to be applied onto the glass, but should be kept small, preferably on the windows next to the front door.
- 5.5.6.g5 Window signs on glazing should be either silk screened, back painted, metal leafed, or sand blasted onto the glass. Vinyl letters should be discouraged.



**Illustration 5.5.6.g2**





*Examples of desirable window signs  
Illustration 5.5.6*

**5.5.7 Awnings and awning signs**

**Objectives**

No additional objectives.

**Standards**

- 5.5.7.s1 Backlit awnings with or without signs shall not be allowed. **Shielded down lights within an awning that light only the paving under the awning may be acceptable.**
- 5.5.7.s2 Awning signs shall not be allowed above the ground floor. Awnings without signs may be allowed above the ground floor if they are compatible with the architecture.
- 5.5.7.s3 Awnings shall be consistent in color and visually balanced over the façade of the building.
- 5.5.7.s4 Standard residential type aluminum awnings shall not be used.

**Guidelines**

- 5.5.7.g1 Each awning for a use by right may have a sign printed on its valence.
- 5.5.7.g2 Awning signs are encouraged, but should be carefully controlled so as not to become substitute wall or projecting signs.
- 5.5.7.g3 Entry canopies should not be allowed if they extend more than 4 feet from the building face.
- 5.5.7.g4 Awning signs should be located primarily on the awning valence that faces the street, not on a valence that is generally perpendicular to the street.
- 5.5.7.g5 If side panels are provided, such panels should not carry signs greater in area than 20 percent of the area of the awning sign panel.
- 5.5.7.g6 A logo or symbol but not primarily text should be located on the sloped portion of the awning. The logo, symbol, and associated text should be no greater than 15 percent of the sloped area of the awning.
- 5.5.7.g7 Text on awning valences should not be greater than 8 inches high. A valence drop length should be no greater than 12 inches.



*Example of extensive undesirable text on sloped portion of awnings  
Illustration 5.5.7.g6*



*Example of an undesirable typical residential metal awning  
Illustration 5.5.7.g7*



*Example of acceptable metal awnings  
Illustration 5.5.7.g7a*

- 5.5.7.g8 Awnings should be composed of non-combustible acrylic fabric.
- 5.5.7.g9 Awnings should fit within a building's or storefront's individual bays or columns, not extend over them.
- 5.5.7.g10 Awning should be composed of traditional forms, and complement the window or bay within which it occurs. Straight, more steeply sloped awnings are preferred. Rounded awnings are discouraged. Rounded awnings designed to fit arched windows or bays are acceptable.

**5.5.8 Arcade Objectives**

No additional objectives.

**Standards**

No additional standards.

**Guidelines**

No additional guidelines.



*Examples of desirable awning signs  
Illustration 5.5.7*