

**PRINCIPLES BEHIND GOOD FACADES**

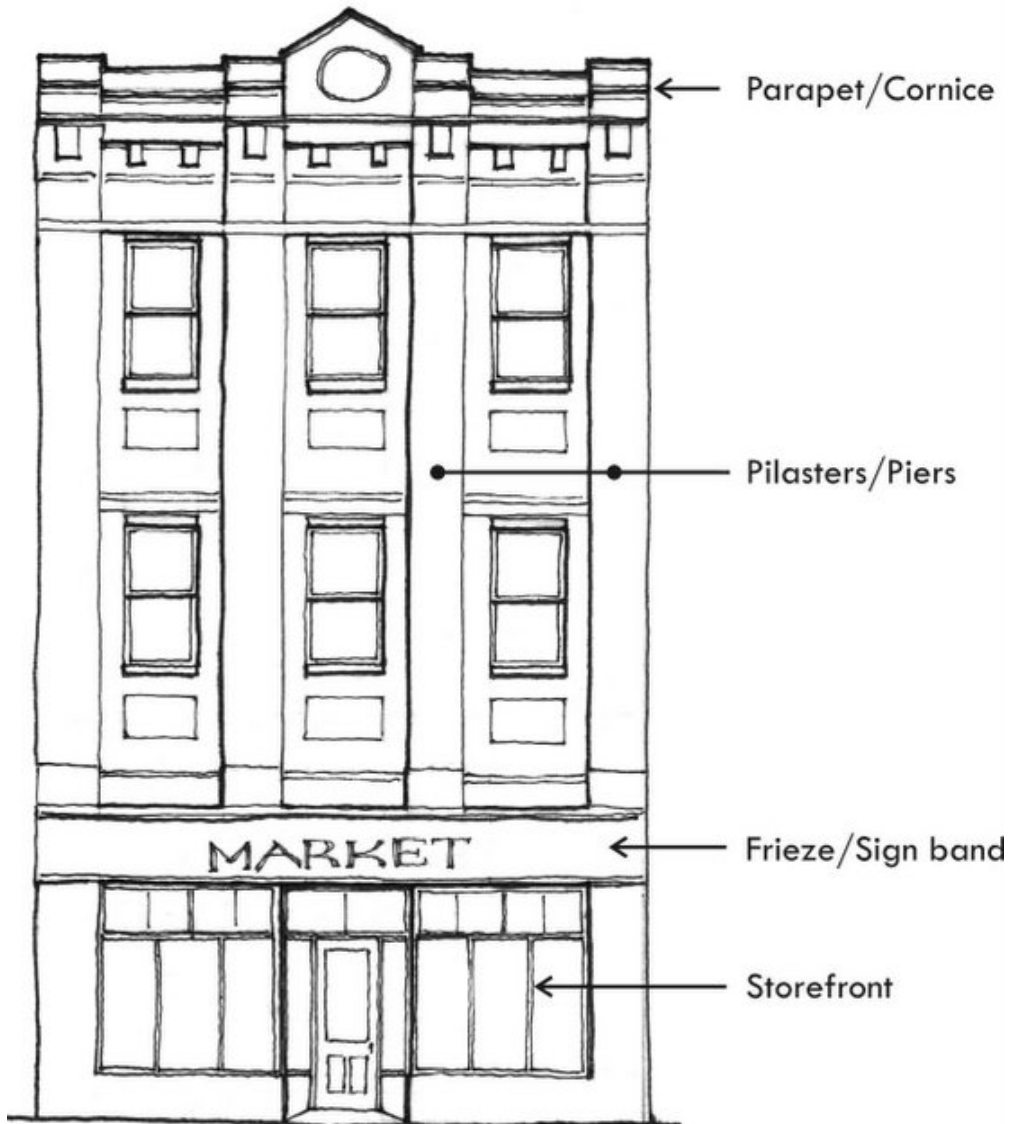


Image A: A successful facade is fully integrated where the design of all parts are cohesive and balanced, from the storefront base to how the cornice meets the sky.

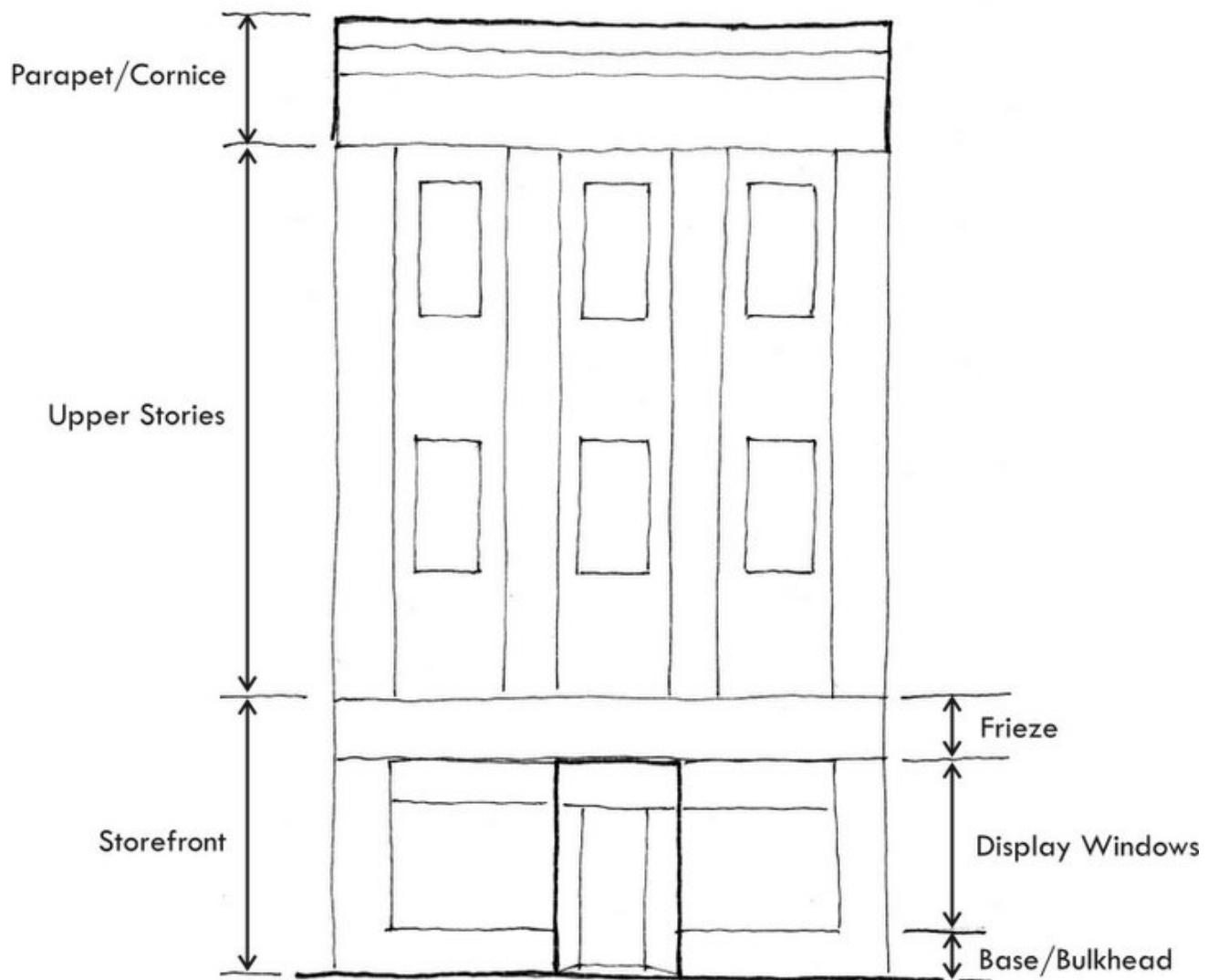
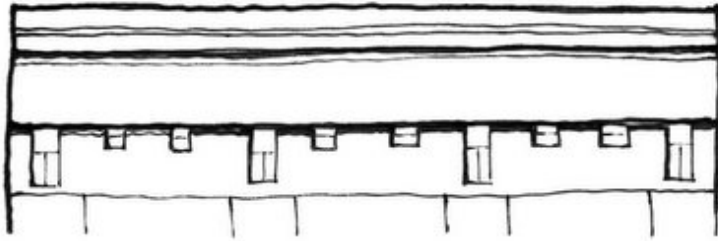


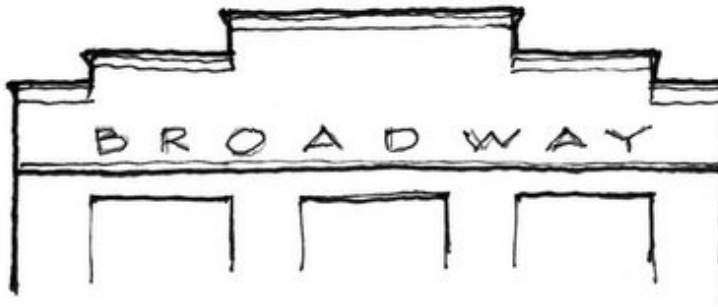
Image B: The typical traditional facade has three basic parts: storefront, upper stories and cornice. The storefront is typically comprised of a base/bulkhead, display windows and entry door, and a horizontal frieze or storefront cornice.



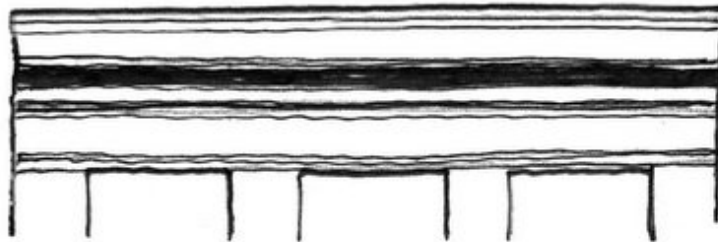
C. Built-up moldings and brackets



D. Pedimented parapet



E. Stepped parapet



F. Heavy projecting eaves parapet

Images C through F: The cornice should cap the facade with a distinctive profile comprised of compound moldings and brackets, but should be consistent with the character of the rest of the facade.

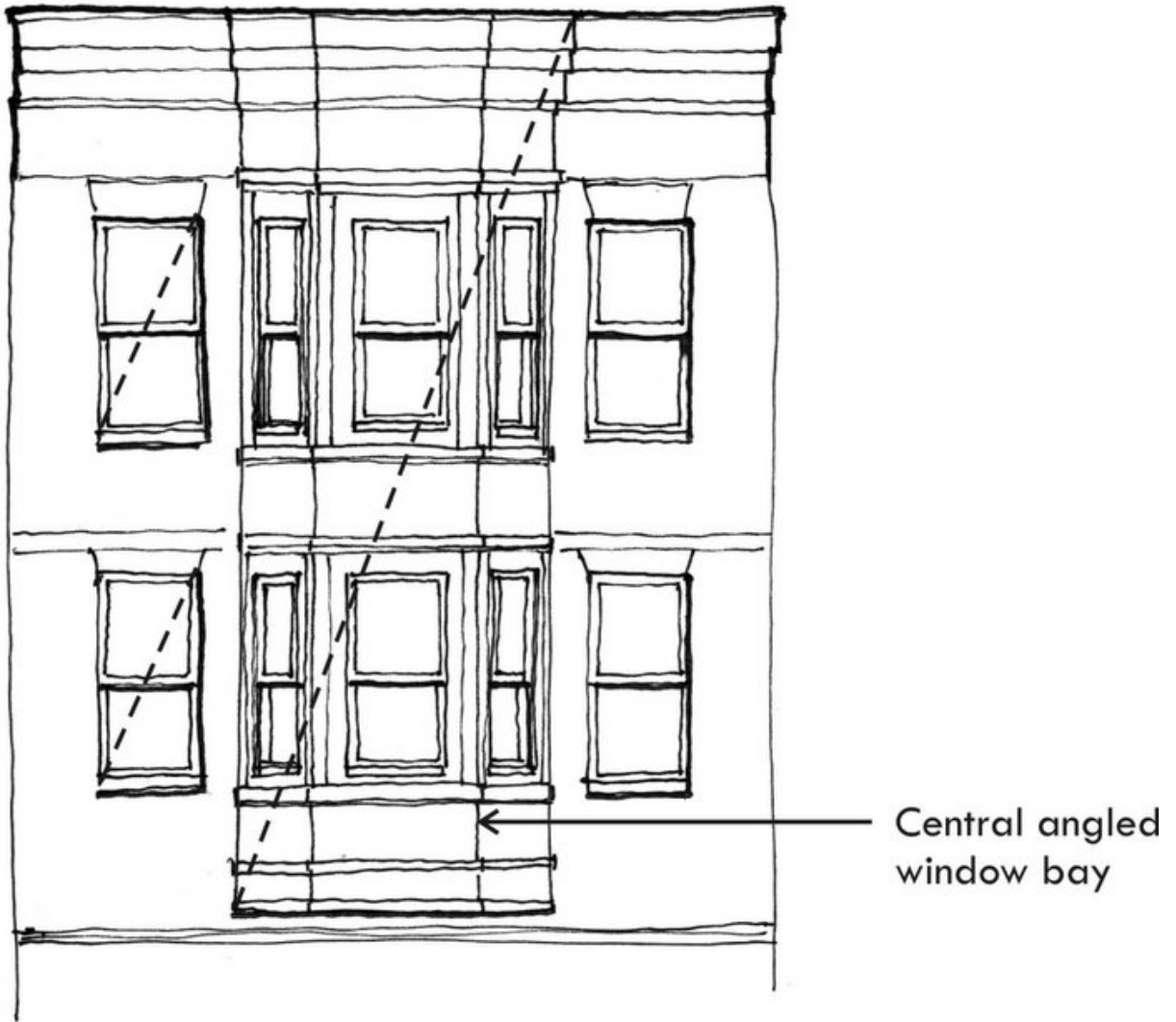


Image G: The upper floors should have vertically proportioned windows and wall elements, often with piers, pilasters and bays.



Image H: There should be a strong vertical orientation to all openings with windows framed by pilasters. The storefront is usually capped by a heavy horizontal element (such as a cornice, projecting pent or frieze band), and serves as a base for the upper stories.

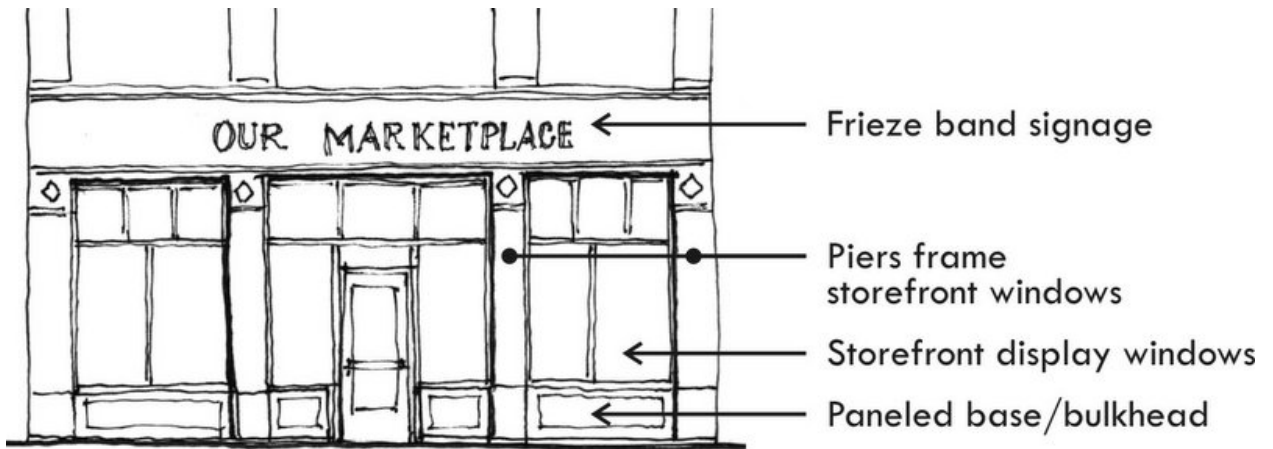


Image I: The storefront display windows are one of the most important elements of a successful facade; they should provide ample opportunity for displaying merchandise. The frieze band is often an ideal location for facade signage.

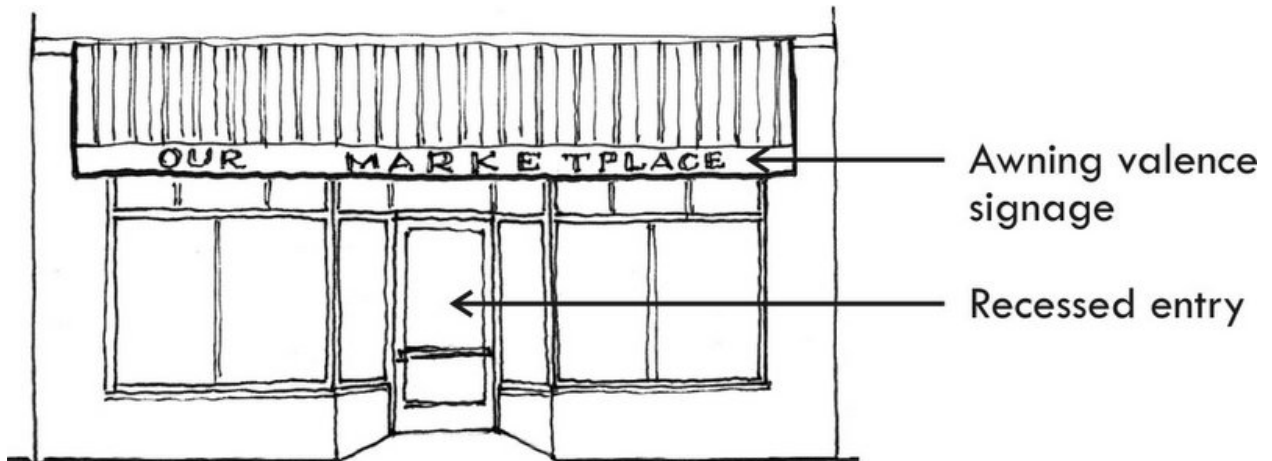
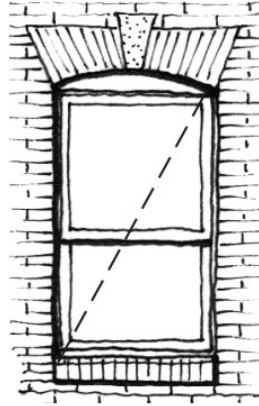
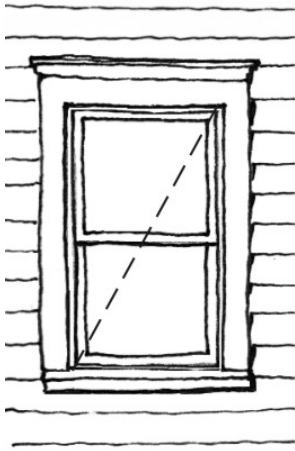
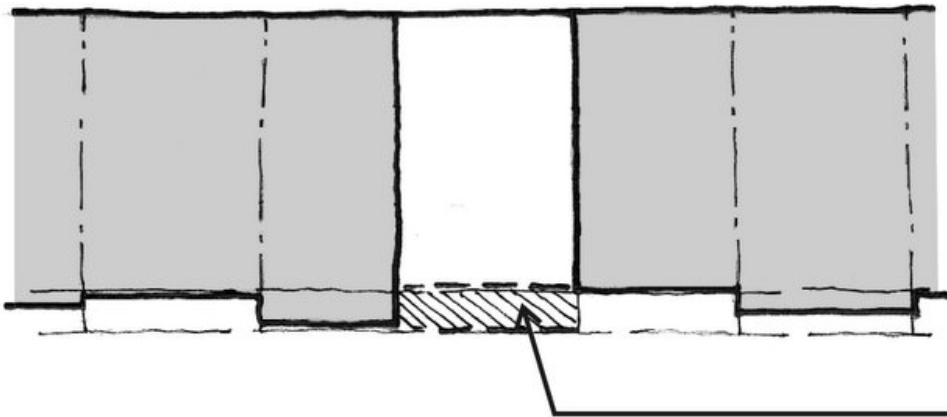


Image J: Retractable awnings and recessed entries are common storefront features. The valence is an good location for simple signage. The awning profile should be straight, not curved. Patterned pavers are often used, especially at the entrance.



Images K & L: Windows in the upper story should have a vertical orientation. Those in wood-sided facades should include a traditional wide wood frame and projecting sill. Windows in masonry walls should include decorative sills and lintels.



Front facade should be in this zone.

Image M: In plan, the face of the building should respond to its neighbors and be set no farther back than the adjacent ones, or the general setback of the block.

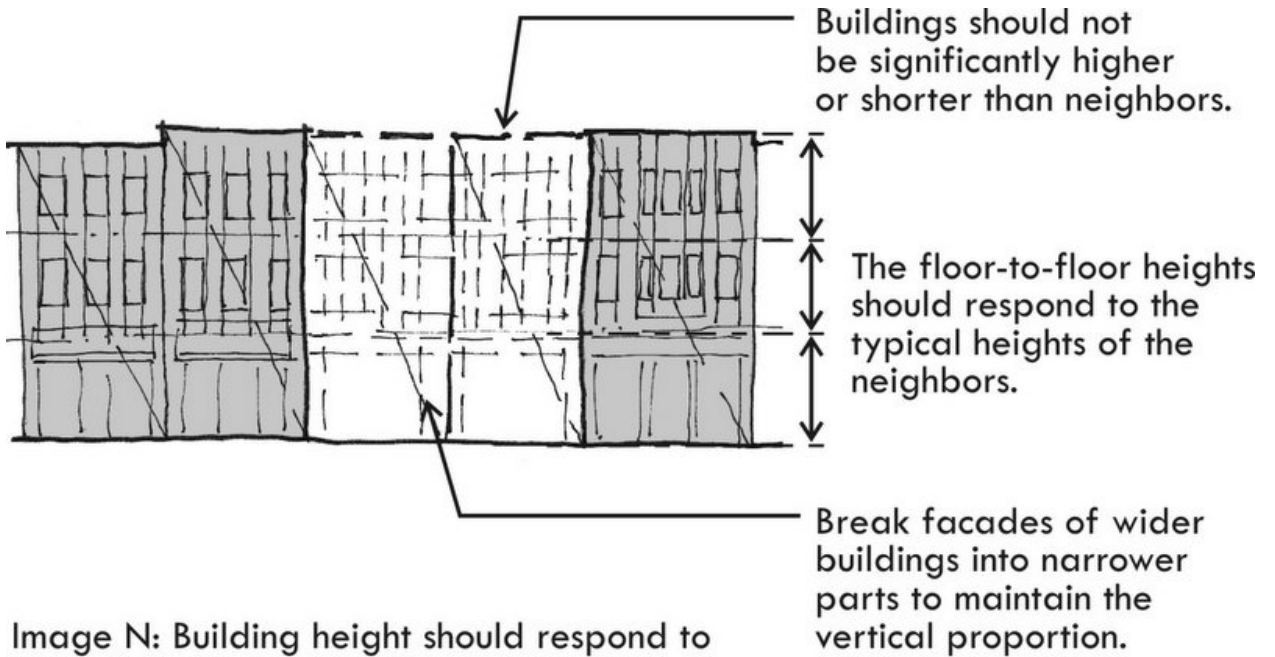


Image N: Building height should respond to immediate neighbors and the streetscape. The facade should have a vertical proportion, even if the building lot is wider than typical.

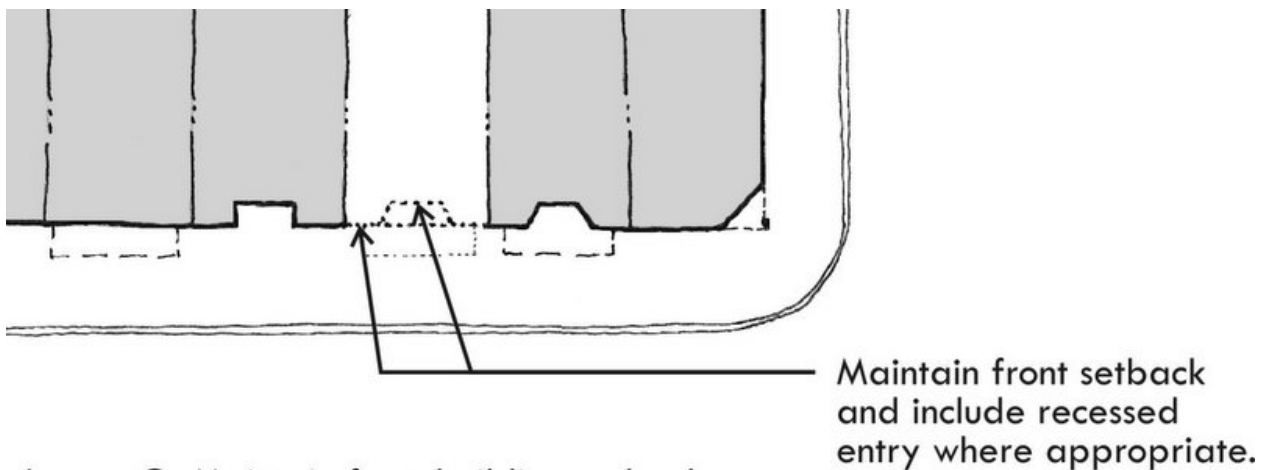


Image O: Maintain front building setback consistent with the neighbors and streetscape. Use recessed entries and awnings where appropriate.