



CITY OF GARDNER SIGNAGE and FACADE DESIGN GUIDELINES



Submitted to:
The City of Gardner

Submitted by:
The Cecil Group

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1. INTRODUCTION AND PURPOSE

Introduction

Once dubbed internationally as “the chair city of the world,” Gardner has a proud history of furniture manufacturing that remains expressed through its historic mill buildings and downtown infrastructure and architecture. Presently the City is looking to develop a revitalization strategy to beautify and reactivate its foundation of quality urban fabric. The City’s Sign & Facade Improvement program is an integral part of this effort, providing financial incentives in the following manner, as per the City’s website (<http://www.gardner-ma.gov/signgrants.html>):

“Sign projects are awarded a zero (0) percent interest, deferred payment loan. The loan is forgiven after five (5) years provided title to the property remains unchanged and the owner observes all terms of the loan agreement. Loans cannot exceed \$2,500. Facade projects are eligible for a matching loan. The program finances eighty percent (80%) of approved project costs in the form of a five (5) year deferred payment loan (DPL) at zero percent interest. The loan is forgiven after five (5) years provided title to the property remains unchanged and the owner observes all terms of the loan agreement. If title to the property changes, or if the terms of the loan agreement are violated, the loan becomes immediately due. The maximum amount of assistance provided per project is \$15,000.”

Additionally, Gardner Square Two, Inc., a voluntary, non-profit organization committed to returning its downtown to “an economically vital business, cultural and residential district,” is an active proponent of revitalization and a community-focused vehicle for promoting such initiatives. With several mechanisms in place, Gardner seeks to take the next step forward in re-establishing their downtown as a vibrant center. To fortify their efforts, guidelines for sign & façade enhancements are needed.

The City is committed to retaining a vibrant and walkable city center. As such, its image is of central concern to the community. By providing an improved visual quality for the entire area, the business community will also benefit from the simple fact that patrons prefer pleasant, coherent environments as places to shop, visit, and do business. In turn, this activity would encourage further reinvestment.

These design guidelines are aimed at providing the City of Gardner with a resource in advancing towards effective implementation of their sign and façade improvement program, although they may also be used for other purposes. They have been compiled from similar experiences in small city centers that exhibit a strong historic character and local identity throughout the region. Intended as an advisory document, the City and the Planning Board may use this to inform property owners and tenants of preferred approaches to design.

While these guidelines could be applied in many locations, they are specifically intended for an area identified in Appendix 1, which is also the focus of the West Gardner Historic District.

These guidelines have been prepared and assembled by The Cecil Group, Inc., and funded through a grant from the Massachusetts Department of Housing and Community Development (DHCD).

Purpose and Goals

These design guidelines are intended to provide for a coherent and attractive business and civic environment within the historic core of the community. They are intended to apply to those portions of buildings that can be seen from public vantage points, and apply to the interior of buildings only to the degree that this influences the appearance from the streets or sidewalks in Gardner.

General goals for the application of these design guidelines include:

1. Restore and protect the historic character - The city center retains buildings that have historic merit. These buildings are important as representatives of the architecture of past eras and of the historic culture of the city. These guidelines seek to preserve characteristics that are genuine and which remain, and to restore historic characteristics once associated with existing buildings where they can be reasonably and practically restored.
2. Enhance the city center as a commercial area- The city center contains numerous service and retail businesses. As such, the guidelines promote a consistently high quality that will be attractive to visitors and patrons of the area.
3. Reinforce the city center as a civic place - The city center serves its citizens as a symbolic and functional downtown, and contains public uses in addition to the businesses and residences. As such, the city center should have an attractive appearance that displays the unique qualities of its past and present.

Design guidelines have been organized into two main sections:

- Facade Guidelines - These concern the elements of a building and its site that might be affected by a proposed project such as storefronts, lighting, roofs, materials, signage and the like.
- Signage Guidelines – These are specific guidelines that apply to the design of signs.

The information within each specific set of guidelines is further organized as follows:

- Goals - These are overall principles and intentions that should be followed.
- Guidelines - These are specific guiding principles for new designs or renovations.

Overall Design Principles

Overall Design Goals

Gardner has a long and vital history as a community, and its city center reflects that history through its architecture. The overall architectural character should reflect the past through respectful restoration and maintenance of historic buildings and features.

At the same time, Gardner is an active, contemporary community. Designs for new buildings or substantial renovation of existing structures that are without historic features or merit should reflect this vitality in buildings that respect the scale and proportions of traditional buildings, but bring appropriate new materials or treatments to the city center.

Overall Design Principles

1. Building improvements should respect a building's original style or type where the building is of historic merit, or where the original building design is of high quality and distinctive character.
2. Building renovations should be harmonious with the original structure in form, style and materials whenever possible. Building improvements should not be designed to mimic historical features that are inappropriate to the original character of the building.
3. Previous building renovations that have taken place over the course of time are sometimes evidence of the history of a building and its environment. If these alterations have acquired their own significance, they should be recognized and respected.
4. If original building elements have been removed or substantially altered over time, contemporary treatments are not discouraged. However, they should retain traditional principles and be of a character appropriate to the area.
5. New buildings may have a contemporary character that is respectful of and composed with traditional and attractive design elements (materials, colors, facade organization and proportions). This is preferred to reproductions that may be difficult to distinguish from historic structures.
6. Distinguishing original qualities and features of a building, or structure and its environment should be preserved; elements that make a building special should be identified and preserved if at all possible.
7. Facade designs that relate to the historic character of Gardner are encouraged. In general, businesses should rely on signage, not on signature or symbolic building elements, to advertise themselves and to attract patrons.
8. Standardized or generic designs are to be avoided. Within an overall framework of consistent and coherent general principles, variety in the commercial environment is encouraged.

Design Review Committee

Every new construction, renovation and modernization project involving changes to a building's façade, storefront or signage within the focus area identified in Appendix 1 to which these guidelines apply should be subject to design review and approval by a Design Review Committee appointed by the appropriate City authorities. The Design Review Committee may include members of the Office of Community Development and Planning, the Community Development Block Grant (CDBG) Steering Committee, and other public or private organizations directly involved in the implementation of the Sign and Façade Improvement Program. The purpose of the review is to ensure that the proposed design and materials conform to these guidelines as well as to any other applicable regulations. The design review process should be independent and supplementary to the Building Inspector review established as part of Zoning and Building approval requirements.

2. FACADE GUIDELINES

Facade Design and Composition

Goals for Façade Design

New building and facade designs should be compatible with adjacent buildings, with primary orientation towards the streets, and doors and windows adjacent to sidewalks. Facades and visible roofs should strive to be visually interesting and attractive along areas that will be seen by the public.

In general, a unified architectural style should be determined for each project and used consistently for all elements of a building wall and roof. However, in the case of a use that is housed in multiple buildings, the underlying integrity of each building should be preserved, to the extent that historic qualities remain. Proportions of building elements should respect the architectural styles with which they are composed, in addition to details and materials. Building doors and windows should be designed to be consistent in proportion, size and configuration with the architectural styles that are determined to be appropriate for the building.

Facades should relate to their surroundings through materials, proportions, and colors to provide a sense of cohesiveness, without mimicry of inaccurate historical styles or replication of neighboring buildings.



This recently restored facade retains traditional architectural elements and historic character.

Guidelines for Facades

1. Facade design should take into account the locations and proportions of the facade elements and signage bands of adjacent buildings, without mimicking them.
2. Individual buildings and their storefronts should appear distinct, even when a single use spans multiple storefronts.
3. Blank walls without any visual content or interest should be avoided along pedestrian sidewalks and parking areas, and on front facades in general.
4. Historic roof forms should be retained or restored. Additions should have roof forms that are compatible with the forms of the building to which they are attached. New structures should employ simple roof forms compatible with the flat, mansard or gable roof styles typical of the Gardner commercial areas.
5. Facade colors should be complementary to the natural materials used on a building and to the buildings adjacent to it.
6. The palette of colors used on a building should be in accord with the materials of the building façade.
7. The use of historic colors in the renovation or replacement of historic elements is highly encouraged. Lists of historic color suppliers are available at local historical organizations such as the Society for the Preservation of New England Antiquities (www.historicnewengland.org)
8. Downspouts and gutters should be of a color that is compatible with the building walls. If the building is historic, the style and color of downspouts and gutters should be appropriate to the original character of the facade.

Exterior Materials

Goals for Exterior Materials

In general, high quality materials should be used that convey substance and integrity. The use of materials that are traditional and historically typical to Gardner is encouraged. This includes an emphasis on brick with stone accents, wood and clapboard finishes for renovations or reconstructions. Exterior materials should be consistent with the historic style that is used to compose the façade.

The goal of these guidelines is to encourage the use of traditional quality materials for both appearance and durability. The use of real materials, rather than imitations such as a brick veneer, is strongly encouraged. The goal of these guidelines is to avoid materials that are typical of low cost and low quality construction, or appear to be masking or patching an underlying facade material.



This traditional building's facade emphasizes brick with stone accents.

Guidelines for Exterior Materials

1. The consistent use of a dominant building material for the facade is encouraged, rather than multiple materials, such as brick and clapboard combinations.
2. Where possible, materials used to patch or repair existing facades should match original, desirable materials as closely as possible.
3. Designs should use real materials, rather than imitation materials, such as vinyl siding, plastic roof tiles, or veneer brick.
4. If metal is used, it should be appropriate to the building, and convey a sense of quality to assure an attractive appearance over time.
5. Materials used near sidewalks and adjacent to the entrance shall be durable and compatible with other building materials.
6. Plywood or other wood panel sheathing materials should be avoided unless they are incorporated as a panel within a frame and are durable for exterior use.
7. Minor decorative elements, such as facade ornaments, decorative fasteners, or small accents can be of any rigid, durable material that will be in harmony with the facade.
8. Flashing materials should not be conspicuous. In the case of historic structures, traditional flashing materials such as copper may be appropriate and are encouraged.
9. Repointing of brick or other masonry facades should employ grout materials and tooling that are appropriate to the architectural style of the building.
10. Generally muted tones and colors are appropriate for most facade materials except for trim and special storefront elements.



View of the recently completed facade of the Gardner Ale House

Storefronts

Storefront Goals

Storefronts refer to those portions of the facade that directly relate to the street and the commerce inside. Most facades consist of an architectural framework designed intentionally for one or more storefronts to occur. The expression of the storefronts should respect the framework and not expand beyond it.

Storefronts should be consistent in style with the building architecture where possible, provide clarity and interest to the facade, provide for a high level of transparency, and be harmonious with other adjacent storefronts. It is also important that the distinction between the storefront and the rest of the building facade should be maintained. Displays in both retail and non-retail storefront windows that add color, texture, information or visual activity to the pedestrian experience are encouraged.

Storefront display windows that display products or services, signs with the name of the organization, local business logos, hours, public service messages or displays, or views to an activity in which people are involved frequently during hours of operation are encouraged.



An example of a highly transparent, attractive storefront.

Storefront Guidelines

1. Reflective or dark tinted glass, or reflective films should be avoided.
2. Where a storefront does not serve a retail use and transparency is not practical, window treatments should be employed to create an attractive appearance.
3. A horizontal band or frieze that serves as a signage band should be incorporated at the top of storefronts.
4. A base panel and sill course are traditional for most, although not all, architectural styles. Where it is appropriate for the existing or proposed architectural style, a base panel and sill course should be provided. The base panels and sill course should continue across the entire width of the storefront bay and terminate at doors or the vertical elements framing the bay. The base panel and sill course should be 24" or lower, measured above the sidewalk.
5. Incorporating a glazed transom (with the building address) above the door is encouraged when storefront heights are sufficient to allow for it.
6. Storefront window transoms should be consistent with door transoms.
7. Transparent storefronts are not necessary for some businesses, such as professional offices. Nevertheless, it is preferable to maintain substantial storefront glazing and provide attractive window treatments to avoid blank facades along the sidewalk.
8. Items should not be placed in storefront windows that block views to internal activity, such as the backs of display cases, unless they are part of a display to the outside sidewalk or street.
9. Storefront lighting should be confined to highlighting signage and the window display itself. Lighting that attracts attention to itself should be avoided.
10. Primary entrances should be largely transparent, as was traditionally the case with storefront design. This will promote a sense of welcome and safe access.



These storefronts are architecturally distinct yet consistent with the building as a whole.

Doors

Goals for Doors

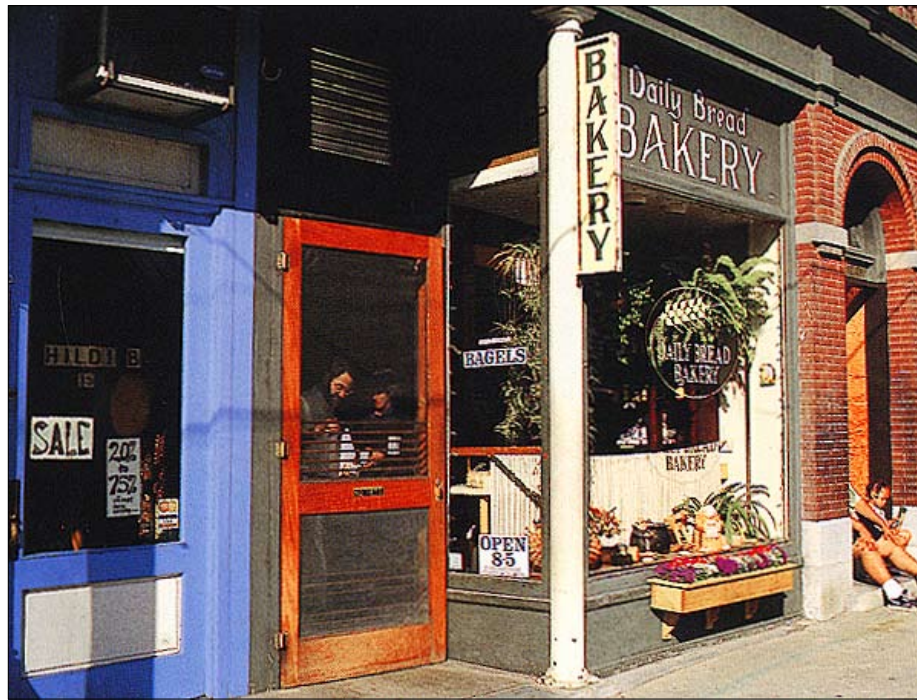
Primary entrances are a principal element of orientation and welcome along the street edge, and should be designed appropriately; they should concentrate visible activity and interest toward the street.



This door harmoniously relates to its facade.



Door transoms with building address provide a legible urban environment.



A good example of a wooden screen door.

Guidelines for Doors

1. Street numbers should be located near the front address and be of adequate size and distinctive color to be visible to the passing motorist. The street number should not be located so that it is obscured when the front door is open.
2. Any special loading and service entrances should be screened from streets, other public ways, and adjacent properties. If it is not possible to screen such areas entirely, they should be visually minimized to the greatest extent possible.
3. Unused entrances should be transformed into other architectural elements appropriate to the architectural style of the building, such as a store window.
4. Entrances should meet the requirements of the Massachusetts Architectural Access regulations.
5. Historic door material and hardware should be restored or repaired where possible. Repair should match existing size, species, profile and configuration.
6. Screen and storm doors should be wood, when appropriate to the building, and kept as simple as possible. Horizontal and vertical rails of screen doors should align and coincide with those of the doors behind.
7. Divided lite doors or side lites should be employed only if appropriate for the style of the building facade.

Windows

Goals for Windows

Windows should respect spacing and size patterns appropriate to the architectural style that is chosen for either renovation or new construction. In general, numerous smaller window openings are preferred for upper stories of buildings. Lower story windows should be appropriate for the uses behind them, but transparency and indication of activity are important.



View of the recently completed facade of the Gardner Ale House



Large, transparent storefront windows create interest and convey activity in the pedestrian realm.

Guidelines for Windows

1. Multiple-paned glazing should be avoided unless it is historically accurate for the building. Such glazing was seldom used during many historical periods, and is often used inappropriately to convey a “colonial” appearance.
2. Where ceilings need to be lowered below the window head, a ceiling soffit should be provided between the lower ceiling and the window head that allows the vision glass to be full height (See Appendix 3).
3. An individual, “punched” window expression rather than continuous horizontal or vertical “strip” windows is encouraged whenever possible and appropriate to the building style.
4. Larger scale windows should be used at the ground level while numerous smaller windows are preferred for upper stories of buildings.
5. The use of reflective or dark tinted glass should be avoided.
6. Opaque panels, such as painted metal or spandrel glass, should not be used to replace vision glazing in windows.
7. Shutters should be employed only if they are consistent with the architectural style of the facade. Shutters should not be employed with casement-style windows, bay windows, or broad picture or display windows.
8. Repairing existing historic windows with in-kind materials is preferable to replacement. The original window patterns of a building should be retained; avoid blocking, reducing, or changing any original and appropriate pattern of windows when renovating older buildings. When existing historic windows are irreparable, replacement windows should replicate existing historic window details.



This facade has an appropriate hierarchy of windows.

Awnings, Canopies and Marquees

Goals for Awnings, Canopies and Marquees

Awnings, canopies and marquees with a traditional design and appearance are encouraged as facade elements when they serve to protect pedestrians from the sun and rain, provide a secondary location for signage, add color and interest to building storefronts and facades, and add emphasis to display windows and doorways. Awnings should reflect the overall facade organization and storefront locations of a building. Traditional and simple shapes are encouraged, rather than unusual or contemporary profiles.



Example of canvas awnings located within building elements.

Guidelines for Awnings, Canopies and Marquees

1. Awnings on a multiple storefront building should be consistent in character, but need not be identical.
2. Awnings should be located within the building elements framing storefront openings.
3. Awnings of a round or bullnose shape should be avoided unless used for a single door or window opening that is not part of a framed storefront.
4. Backlit awnings should not be used.
5. Awnings should be made of soft fabrics such as canvas, unless replicating prior historical features.
6. Clearance between awnings and the sidewalk shall be a minimum of 7'-6" per Gardner's Zoning Ordinance.



The awnings of multiple storefronts of this building are consistent but not identical in character.

Lighting

Lighting Goals

Building lighting should highlight the building rather than attract attention to the light fixture itself, and be appropriate to the building's architectural style, in order to maintain a positive nighttime image.



Appropriate, pedestrian-scaled lighting minimizes light pollution.

Lighting Guidelines

1. Lighting should render building colors correctly. The preferred lighting should be in the white spectrum, and sodium light sources should be avoided. Fluorescent sources should be avoided except for “PL” lamp types.
2. Historically appropriate lighting should be applied to match the building type and style. Lighting fixtures should not be used that are “historic” in theme, but diverge from the underlying character of the architecture.
3. Building lighting should provide an even illumination level while operating. Flashing, pulsating or similar dynamic lighting should not be used.
4. Lighting should not cast glare onto streets, public ways, or onto adjacent properties.
5. Indirect lighting should be provided where possible.



Indirect lighting of this facade maintains an attractive atmosphere.

Building Equipment

Goals for Building Equipment

The components of building mechanical, electrical and plumbing systems should be concealed from view wherever possible. The visual impact of those building systems and equipment that cannot be concealed should be minimized on building facades. Exposed elements of building systems that cannot be hidden, recessed or screened should be blended sympathetically with the building facade.

Guidelines for Building Equipment

1. Rooftop mechanical equipment should be completely screened by the building parapet wall so as not to be visible from the street and sidewalk.
2. Air conditioning units should not be placed into windows or any other openings visible from the street. Units located in non-window openings are appropriate if they are screened with a grille within the storefront or facade or building wall.

3. SIGNAGE GUIDELINES

Signage Goals

The primary function of a sign is to identify a property or business and direct customers clearly and easily to the desired location. Additionally, signage can unify the street-front or building facade by creating an organized pattern of information. Signage can be used to activate a building's facade by introducing color, texture and sophistication.

All signs should serve as an integral part of the immediate surroundings. In general, well-designed signs increase the visual quality and character of the business being served as well as the City of Gardner. Because they are viewed publicly, signs can either add or detract from the community image.

Signs not only enhance the architecture, but also support the intended function of the business being advertised. Sign type, style, materials and color should be compatible with the building and the site. Sign content should generally be limited to the individual establishment name or place name, however it may also consist of logo or icon. Secondary signs may include some description of services or products sold.

Signs come in basically three types: wall signs (including window signs and awnings), projecting signs, and freestanding signs.

Currently, the City's Zoning Ordinance states that "no portion of a wall sign or individual letter sign shall project more than one foot from the face of the wall or above the wall of any building". Consequently, projecting signs require a variance. However, design guidelines for projecting signs are herein included to anticipate circumstances such as the granting of a variance.



The projecting sign in the foreground represents an appropriate example of this sign type, while the large, internally lit defunct sign in the background is not in compliance with these guidelines.

General Sign Guidelines

1. Signs displaying product names and logos should be directly associated with the principal business on premise.
2. Signs should be compatible with the building, neighboring buildings, and the character of the City of Gardner as a whole.
3. Signs should present a clear message and be compatible in terms of type, size, color, and material with the building they serve.
4. Building signs and graphics should be clear and well designed. The style and placement should complement the architectural character of the building.
5. A series of individual letters placed on a building in such a way that, when seen from the distance, they form the name of a business or a brand name should be consider to be one sign, and as such, be subject to all the applicable guidelines and limitations.
6. In a multiple storefront building, the signage should be of a size, location, material and color that relates harmoniously between bays.
7. Signage that covers or obscures significant architectural details of the building should be avoided.
8. All sign dimensions and clearances must comply with the requirements of the Gardner Zoning Ordinance. (Note: under current zoning, projecting signs would require a variance.)



The multiple storefront wall signs shown here are consistent with each other and the overall architecture of the building.

Type and Location of Signs

Wall Signs

1. Storefront design may provide a signage band element, or a space clearly defined by architectural elements, trim or moldings, where signs may be placed above the storefront windows.
2. Signage band elements should extend along the entire length of the storefront, and the type and location of signs within the band element must be consistent.
3. All wall signs in a multi-tenant building should be coordinated and display a consistent attitude toward design.
4. Window signs, such as information signage (hours of operation, sales info, etc.) should be high quality vinyl die cut letters or painted directly on to the glass.

Projecting Signs

1. Projecting signs should convey information in a unique and artistic way, utilizing images that convey the goods or services provided at the premises.
2. Projecting signs should hang below the sill height of the second floor or the roof cornice, whichever is lower.
3. Projecting signs should only advertise the business located on the premise.

Freestanding Signs

1. Freestanding signs in general should be compatible in design and materials with the design of the building they advertise.
2. The use of wood, metal, and stone piers for ground signs is encouraged.
3. Exposed structural supports for freestanding signs are discouraged.
4. Attractive landscaping around the base of a sign is recommended to enhance the sign and the image of the business.
5. Single pole signs should be avoided.



Unique sign conveying image and personality of establishment.



Quality materials are used for this freestanding sign.



Sign Materials

Guidelines for Sign Materials

1. Durable, high quality materials should be employed, compatible with the design and materials of the building.
2. Signs utilizing light-colored letters against a dark background and signs on awnings advertising the name of the business or organization are encouraged.
3. Plastic materials may be employed if used in combination with higher quality materials, or as part of individual internally lit letters or symbols.
4. Signs on awning are encouraged where appropriate (i.e., in areas of wide sidewalks).



Signage exemplifying local character is highly preferable to corporate branding.



Attractive metal sign with indirect lighting.



High quality carved wood projecting sign.

Sign Illumination

Guidelines for Sign Illumination

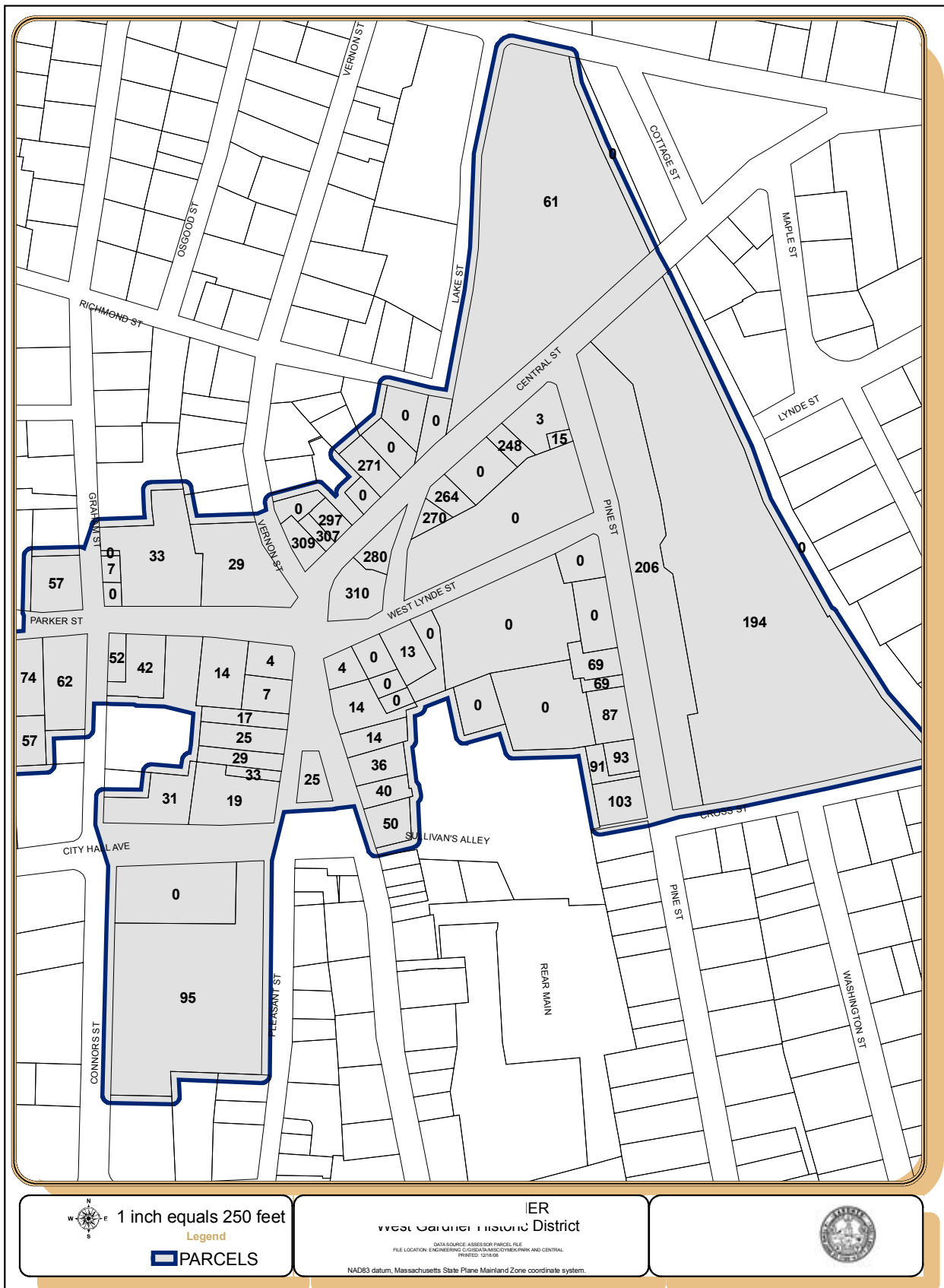
1. Directly illuminated signage should be from a series of gooseneck or similar extended arm fixtures, which direct light to the façade and are compatible with the design of the building.
2. Internally lit signs may be allowed if they are attached to the building façade and comply with all the other applicable guidelines.
3. Exterior lighting of freestanding signs with ground or sign-mounted fixtures is encouraged.
4. Signs that cast glare onto residential areas or public roads are not allowed.
5. Internally lit signs with white-color background are strongly discouraged.



Gooseneck lighting (indirect).

4. APPENDICES

Appendix 1: Limits of Area Subject to Design Guidelines



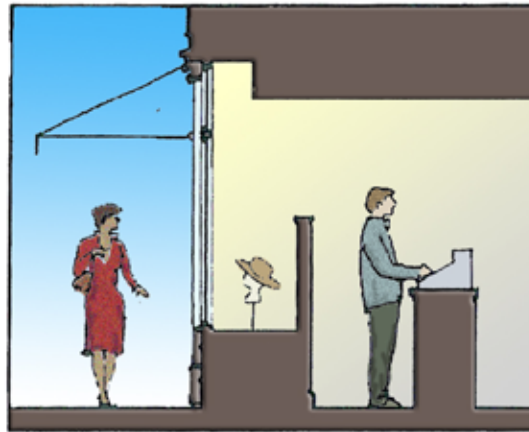
Appendix 2: Anatomy of a Building Facade



KEY

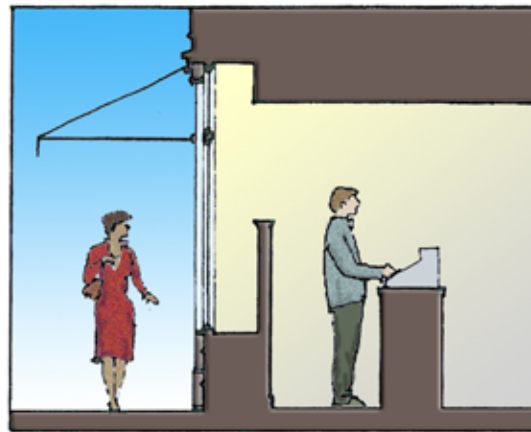
- | | |
|--------------------------------------|-------------------------------|
| 1. Cornice | 8. Column or Pier Capital |
| 2. Keystone | 9. Transom |
| 3. Lintel | 10. Column or Pier |
| 4. Sill | 11. Storefront Display Window |
| 5. Horizontal Course | 12. Sill Course |
| 6. Exterior Light Fixture | 13. Base Panel |
| 7. Frieze or Horizontal Signage band | 14. Column or Pier Base |
| | 15. Awning |

Appendix 3: Storefront Design



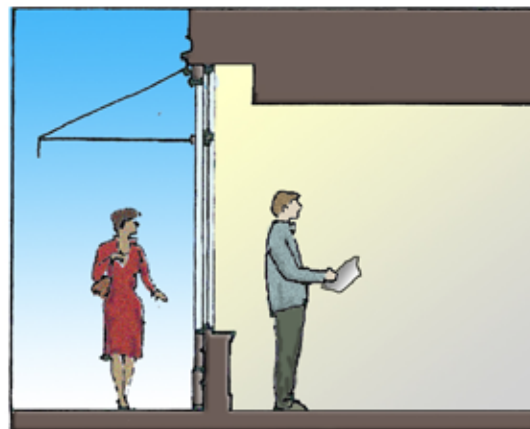
Full Display

- Best for retail product display
- Utilizes the maximum benefit of the storefront window
- Generates a high level of pedestrian interest



Signboard Display

- Used for retail and non-retail display
- Information display can be simple and direct or more detailed
- Generates a fair level of pedestrian interest



Activity Display

- Good option for restaurants and non-retail uses
- Window treatment can provide levels of privacy necessary for service businesses

Appendix 4: Glossary of Terms

Glossary of Terms

There are many traditional terms that are used to describe portions of buildings and storefronts. Because some of these terms are used in the guidelines, this glossary has been prepared.

Ashlar - Stone cut and laid in a rectangular shape and pattern.

Awning - An element projecting from and supported by the exterior wall of the building, constructed of fabric on a supporting framework, for the purpose of providing shelter or shading windows.

Balustrades - Railing of vertical and horizontal elements. Railing can be part of a stair or platform, or a decorative motif at the roof edge.

Canopy - A permanent roof-like shelter extending from and supported by the exterior wall of the building, constructed of some durable material such as metal or glass.

Canopy Sign - A sign painted on, printed on or attached flat against a canopy or marquee.

Clerestory Windows - Windows located well above street level that allow light to enter near the ceiling of the interior.

Composition - An arrangement of the parts of a building so as to form a unified, harmonious whole.

Cornice - An element at the top edge of a wall where it meets the roof, which usually is profiled to overhang the wall.

Dormer - A roof-covered projection from a sloped roof.

Facade - Any side of a building which faces a street or open space.

Fascia - A facing board used as trim, this term is also sometimes used to refer to the signboard.

Fenestration - The door and window openings in a building facade.

Gable - The vertical surface that connects two or more sloped roofs.

Landscaped Area - The part or parts of a lot developed and permanently maintained in grass and other plant materials, in which the space is open to the sky and is free of all vehicular traffic, parking, loading and outdoor storage.

Lintel - A spanning element above a window, typically seen in masonry construction.

Mansard - A roof with steeply sloping sides, rising to a relatively flat roof at the top.

Marquee - Similar to a canopy, but also serves as a location for signage.

Massing - The overall form of a building.

Pedestrian-oriented - Describes an attitude or accommodation in which the pedestrian is the primary consideration.

Pilaster - A decorative column or pier that is inset into the face of a wall.

Signboard - An area of the storefront above the glazing that was often ornamented and became the traditional location for signage. The term “fascia” is sometimes used for the same element.

Setback - The minimum horizontal distance between the street or way line and the line of the building.

Soffit - The horizontal underside of any architectural element; usually used in reference to the bottom surface of a roof overhang or the edge of a ceiling. A soffit is often used to conceal structural elements, mechanical equipment, or to transition between different ceiling heights.

Symmetrical - Having a regular or balanced arrangement of elements on opposite sides of a center or axis.

Transom - The glazed or solid panel immediately above a door.

Yard, Front - A yard extending across the full width of the lot and lying between the front line of the lot and the nearest line of the principal building or structure.

Vehicle-oriented - Describes an attitude or accommodation in which the vehicle is the primary consideration.

