

SECTION 7.6. ARCHITECTURAL REVIEW DESIGN DISTRICT

7.6.A. PURPOSE

The Architectural Review Design District (ARD District) is intended to implement the policies, goals and urban design principles articulated in the 2015 *Master Plan* regarding appropriate new architectural designs and the conservation and enhancement of the character of *Buildings*, sites, streetscapes and pedestrian environments. It is intended that these guidelines reflect or retain valuable elements of the City's cultural, social, economic, political and architectural history. This is accomplished by the establishment of design standards that apply to new and existing architectural façades and review procedures which serve to preserve, restore and enhance these resources, improve property values, promote and support a high quality retailing environment, and enhance the character and amenity of the downtown as the retailing, business, civic and cultural center of the City.

7.6.B. JURISDICTION

The ARD District is an overlay District that shall apply to the construction or erection of all new *Buildings*, *Structures* or *Signs*, and to the reconstruction or alteration of existing *Building* façades, *Structures* or *Signs*, and to exterior storage or exterior displays as defined in Subsection DD below, limited only to those portions that are visible from within the District from any *Street*, way, public pedestrian walkway or park. The requirements of the ARD District shall be in addition to other requirements of these Regulations and the standards and *Permitted Uses* of the underlying district in which the property is located. Except as specifically provided for herein, in case of conflict between the standards of the ARD District and other requirements of these Regulations, the more restrictive shall apply. (208-03)

7.6.C. BUILDING STANDARDS

1. New *Structures* and alterations of existing *Structures* and sites shall achieve a consistent and harmonious relationship to the streetscape. Storefront alterations shall reflect the architectural integrity of the complete *Building* and use, including proportions, materials, colors and textures that complement rather than compete with the overall façade.
2. Storefronts and architectural façades shall serve to enliven the *Street* and provide a continuous "border of interest" by maintaining storefronts and window displays close to the outermost edge of the *Building* façade and by avoiding deep setbacks and dark alcoves.
3. Storefront windows shall be kept as large as reasonably possible and glazing shall be of clear vision, glass only. Tinted glass is discouraged and reflective glass shall not be permitted.
4. *Building* alterations to façade(s) should avoid covering any architectural feature original to the

Buildings, including cornices, eaves, bases, sills, headers, ban course, columns, applied ornament or sculpture, molded terra-cotta, ornate stone or intricate brickwork. Alterations which add architectural articulation to *Buildings* otherwise lacking such features shall be encouraged.

5. The lowest 24 feet of each *Building* façade and site improvements significantly exposed to public view shall be constructed with high quality, durable exterior materials. Use of lesser quality materials, such as, but not limited to, masonite paneling, sheet tile, simulated brick, pegboard, vinyl and aluminum siding, external insulation and finish systems, plastic laminate and canopies and awnings made of vinyl are discouraged. For *Building* alterations, the use of natural materials that match the existing and/or original *Building* materials is encouraged. This paragraph is not intended to discourage the use of high quality, durable and innovative materials.
6. Preferred security systems are glass shock or breaker sensors or electronic alarms. Open grill gates when used shall be mounted within the store interior behind the window display with the gate housing hidden from view. Solid slat rolling gates or shutters, barbed wire and razor wire are prohibited.

7.6.D. SIGN STANDARDS

Notwithstanding the standards of Section 13 of these Regulations, the following additional standards, restrictions and permitted signage shall apply within the ARD District:

1. For property within the C-C, C-G, C-L, NX-D, RH-D and V-C zoning districts, the following special standards shall apply:
 - a. The aggregate total area of all *Wall Signs* placed on the street front wall of a *Building*, exclusive of window *Signs* and blade *Signs* as herein defined, shall be limited to an area of one and one-half square feet for each lineal foot of *Building* frontage, excepting that for an open-type *Sign* comprised principally of characters attached to the *Building* façade and covering less than 50% of its encompassing plane area, the area of such encompassing plane may be increased to three (3) square feet for each lineal foot of *Building* frontage.
 - b. Window *Signs*, silk-screened or painted or applied vinyl on the surface of window glass, or displayed within one foot of the window surface, shall not cover more than 10% of the window at the ground floor and 20% of upper *Story* windows.
 - c. Blade type *Signs* mounted perpendicular to the *Building* façade are permitted, notwithstanding the standards of Section 13, and may extend over a public sidewalk provided they extend not more than three (3) feet from the *Building* and are made of durable material. Unless otherwise permitted by way of *Special Permit*, issued by the Zoning Board, blade *Signs* shall be a maximum horizontal dimension of three (3) feet and a maximum vertical dimension of six (6) feet and shall be located not less than 90 inches

above the sidewalk and shall not extend above the base cornice line of the *Building*. The aggregate total area of all blade *Signs* shall be limited to an area of one-half square foot for each lineal foot of *Building* frontage, provided that the area of a single blade *Sign* shall be limited to nine (9) square feet. The provisions of this Section do not apply to blade *Signs* on *Buildings* in the C-C district that are approved subject to the provisions of Section 19.E. and 13.H.1 of these Regulations. (218-49)

2. Signage shall be designed to be compatible with the *Building*, in scale with the storefront and the intended viewer. Simple and clear designs maintaining strong contrast between letters and background, and constructed of high quality materials are encouraged.
3. Exterior illumination shall not be overly bright, and should be non-glaring and inconspicuous. Internally illuminated *Signs* shall be limited to the illumination of characters only. The direct source of light shall be shielded from pedestrians view. Flashing, revolving, intermittent or animated lighting is prohibited except as may be hereinafter permitted by way of *Special Permit*. Lighting such as: spotlights, flood lights, warm fluorescent, neon or incandescent lamp source is suggested. Mercury or sodium vapor lighting is prohibited.
4. Wall mounted *Signs* mounted in the area of pedestrian circulation may not project more than 3 inches into the circulation zone.
5. Directories and other directional signage placed on the exterior of a *Building* are discouraged and when possible shall be located inside an entry way or vestibule.
6. The use of awnings and canopies is encouraged provided the signage placed on them complies with the *Wall Sign* requirements of these regulations.
7. *Signs* placed on the façade of the first five *Stories* of a *Building* shall not exceed the width of the storefront or other occupied frontage to which they relate, and shall in no case exceed a height of four (4) feet. Any *Sign* placed above the fifth *Story* that exceeds four (4) feet in height must be submitted to the Zoning Board for administrative review and approval. This subsection shall not apply to blade type *Signs* which are covered under subsection D.1.c above. *Signs* shall be placed in the natural, logical position on the *Building* and shall fit proportionately to the overall design of the façade, such as fit symmetrically above doorways or windows. (210-25)
8. The use of effective display lighting is encouraged. Display lighting should not cause glare upon pedestrians.

7.6.E. EXTERIOR STORAGE AND DISPLAY STANDARDS

At any property located within the Architectural Review Design District, no non-perishable items may be stored or displayed for sale except: i) within the exterior walls of a *Building* or *Buildings* located on said property; or, ii) during a sidewalk sale lasting no longer than seventy-two

continuous hours and which such sidewalk sale may not be conducted until six (6) months has elapsed subsequent to the end of the preceding sidewalk sale. (208-03)

7.6.F. GENERAL PROCEDURES

1. Application shall be made on forms provided by the Zoning Board and shall contain scaled drawings and information indicating location, specification of materials, dimensions, colors, manner of fabrication and installation, and such other additional supporting facts and information as required by the Zoning Board or the Land Use Bureau Chief to fully review the proposal. Presentation of actual samples of the exterior architectural materials and colors is encouraged.
 - a. The Zoning Board shall review and determine compliance with the standards of the ARD overlay district for all projects that are subject to issuance of a *Special Permit*, Site and Architectural Plans and Requested Uses, or Coastal Site Plan Approval.
 - b. Within 30 days of receipt of a complete application, the Land use Bureau Chief shall issue a determination of compliance or non-compliance or may elect to refer the application to the Architectural Review Advisory Committee for an advisory recommendation. When the Land Use Bureau Chief issues a determination of non-compliance, the application shall be forwarded, at the applicant's request, to the Zoning Board for further review and determination. Failure of the Land Use Bureau Chief to issue a determination of compliance or non-compliance on a complete application within 60 days after receipt of the complete application shall result in automatic approval of the application as submitted, provided that the applicant may consent to one or more extensions of this time period, provided the total period of any such extension or extensions shall not exceed 60 days, or may withdraw the application.
 - c. No application may be decided by the Zoning Board until after a public hearing, and the Board shall render a decision within sixty (60) days after such hearing
 - d. Determination of compliance shall not pertain to portions of the *Building* or building façade not included in the application.
2. Applications may be referred to the Architectural Review Advisory Committee or any other appropriate agency or official for review and recommendation provided any such recommendation shall not be binding upon either the Zoning Board or the Land Use Bureau Chief, but shall be rendered in order to provide the Chief or Board with guidance in the performance of their duties.
3. Where approval is required pursuant to this Section, no *Zoning Permit* shall be issued by the *Zoning Enforcement Officer* and no Building Permit shall be issued by the *Building Department* except upon approval of site and architectural plans by the Zoning Board or issuance of a determination of compliance by the Land Use Bureau Chief.

4. Any approval for which a full Building Permit has not been issued within one (1) year from the approval date shall become null and void, provided that the Zoning Board, upon timely application, may for good cause shown grant not more than three one-year extensions of the period within which the Building Permits may be obtained. (209-035)
5. The Architectural Review Advisory Committee referred to in Subsection 7.6.F.1.a above shall consist of not less than three (3) individuals selected by the Land Use Bureau Chief after consultation with the Zoning Board. Such committee members shall possess sufficient expertise and qualifications, as determined by the Land Use Bureau Chief, to review architecture and *Building* design. The function of the Architectural Review Advisory Committee shall be to be a resource to the Land Use Bureau staff in processing any application filed under this Section by providing technical support, advisory opinions and recommendations, at the discretion of the Land Use Bureau staff.
6. Exemptions: The following activities are hereby exempted from this Section:
 - a. Minor repairs and/or minor alterations, maintenance or replacement of portions of an existing *Building, Structure, Sign* or other site feature that would result in no significant impact on the design, character or visual appearance of the property.
 - b. Seasonal decorations and special events not exceeding 45 days in duration.
 - c. New signage or replacement of an existing *Sign*, not exceeding five (5) square feet in area.
7. All references to the “Land Use Bureau Chief” shall mean the Land Use Bureau Chief or his/her designee. (204-35)

SECTION 7.7. [*deleted*] (223-11)

SECTION 7.8. [*deleted*](221-11)

SECTION 8. [*deleted*] (223-05)