

## B. BUILDINGS

### SIZE AND SCALE

Buildings should avoid massive effects and utilize multiple design elements to break up large facades. All buildings shall be pedestrian in scale, provide pedestrian orientation, and integrate with the surrounding built environment. To ensure the appropriate scale of buildings to the surrounding environment, maximum size of individual tenancies shall be established for each development subarea.

(1) Development Subarea A - General Urban  
Maximum Area: 10,000 square feet

(2) Development Subarea B - Transitional Urban  
Maximum Area: 10,000 square feet

(3) Development Subarea C - City Edge  
Maximum Area: 80,000 square feet

### ARCHITECTURE

The architecture of buildings and the exterior materials used are a major defining element of community character. Architecture within the corridor should match the high quality and significance of Urbana's historic area. This aspect of the standards consists of review of the structure(s) on the site. The components of the buildings review include such items as the height of the building, the mass and bulk of the structures, the architectural design, style, and detail, the materials and colors, the entrance(s), the storefront, building lighting, and renovation. These standards would apply to the entire corridor.

(4) The architectural design of all buildings within corridor shall be traditional in look and compliment the historic architecture of buildings located within Urbana. Buildings that are more modern in architecture are acceptable if they heavily rely on the use of traditional and natural materials.



*Building Orientation - building entrances should front onto the public road*



*Articulation – building should use elements like dormers to break up expanses of roof and provide for a more residential character*



*Articulation – architectural features such as a colonnade add visual interest to the sides of buildings and avoids blank facades.*

(5) Commercial development shall be pedestrian in scale and architecturally diversified. Buildings shall have architectural features, finishes, and patterns that provide visual interest and contribute to a pedestrian scale. Retail strip development shall be architecturally diversified to contain unique individual storefronts.

(6) The height of commercial development shall be at least 1.5 stories in appearance and have a building face that is at least 15 feet in height. Buildings should not exceed 3 stories.

(7) Flat roofs are discouraged in Development Subarea A - General Urban. In all other subareas where used, they must utilize strong cornice lines or parapets. Flat roofs must have parapets to screen mechanical units and strong cornice lines to finish off the roof. Parapet backing, if visible, must match the materials of the front elevation of the parapet. Pitched roofs must be constructed in full or have the appearance of completeness.

(8) Entrances to the buildings need to front onto the corridor road. Where lots have double frontage onto public roads, buildings and features shall address the corner of the intersection.

(9) All buildings must use articulated building elements, including, but not limited to porticoes, dormers, recesses, and other such elements to help break up the mass and bring each building into a more residential character. The use of dormers, vertical vents, and other architectural treatments which interrupt vast expanses of roof are encouraged.

(10) In addition to using building elements to articulate the building mass, individual walls must be articulated with fenestration, pattern, or structural expression equally on all sides of each structure. With the exception to enclosed service corridors, all buildings shall have the same

degree of exterior finish on all sides. Other than for necessary service areas, blank facades on the rear of any building will not be permitted, however, articulating such facades with recesses, fenestration, fences, pilasters, etc. is encouraged.

(11) The main entrance of all buildings must be oriented to the public road. If no frontage exists along a public road, the building entrance shall face the most adjacent entry drive, service road, or interior parking area. Corner buildings may angle the main entrance to the intersection. Under certain conditions, such as when a building is located on a pedestrian through corridor, the main entrance may be located to the side.

(12) The main entrance of a building shall be pedestrian in scale and utilize elements, which contribute to pedestrian activity along the corridor road. This includes features such as outdoor dining patios, porches, canopies, walk-up service windows, and seating plazas.

(13) For multi-tenant or "retail strip" buildings, each storefront shall be unique and architecturally diversified. Entryway design elements and variations should provide orientation, aesthetically pleasing character, and pedestrian scale to the building. These elements shall be architecturally integrated with the building and create the appearance of multiple entrances and storefronts. These features can include overhangs, recesses/projections, verandas, flat arches, peaked roof forms, and canopies or porticos.

(14) The upper stories of a building consist of the exterior of the building above the first floor and include half-stories.

(15) Secondary structures shall be located in the rear yard of the lot.

(16) Secondary structures shall not exceed the height of the main structure, nor shall their massing be greater than that of the primary structure.



*Articulation – individual storefronts should be unique for multi-tenant buildings*



*Large Format Retail – highly articulated facades with fenestration provides for an engaging building*

**BUILDINGS**

**DEVELOPMENT SUBAREA C - CITY EDGE**

Large format retail development is permitted in the Development Subarea C. Additional architectural standards apply to large format retail centers.

17) Entryway design elements and variations should provide orientation, aesthetically pleasing character, and pedestrian scale to the building. These elements should be architecturally integrated with the building to create the appearance of multiple entrances and storefronts. Entrances shall integrate the following features into the structure in order to create a diversified storefront:

- Overhangs
- Recesses/projections
- Verandas
- Arches
- Architectural detailing such as a variation in materials and moldings which emphasizes an entrance location
- Landscaped areas for pedestrian seating
- Outdoor patios/public plazas with seating
- Peaked roof forms
- Canopies or porticos

(18) Facades shall be articulated to reduce the massive scale and the uniform disengaging appearances of large format retail buildings. The intent is to encourage developments with high quality materials, varied architecture, and a pedestrian friendly scale so as to contribute to and identify a sense of identity to the City of Urbana.

(19) Buildings with a large “box” appearance are not permitted.

(20) No uninterrupted length of any façade shall exceed 75 feet.

(21) No segment of wall should exceed 10 vertical feet without interruption by an architectural feature such as a change in color, texture, material, or design.

(22) Ground floor facades that face public streets or parking areas must have display windows, awning, verandas, entry areas, public plazas, or other such features no less than 60 percent their horizontal length.

(23) Building facades should have architectural features, finishes, and patterns that provide visual interest, contribute to a pedestrian scale, and reduce massive effects.

(24) Each development application shall be evaluated with the scale, massing, and location of the project in mind. Two-story buildings which provide substantially more green space on a site is generally preferred over single story buildings with more lot coverage.

(25) Building facades shall incorporate a horizontally repeating pattern that incorporates elements such as:

- Color
- Texture
- Material
- Reveals
- Offsets
- Columns
- Pilasters

(26) Variations in roof lines should be used to reduce the mass and add interest to large buildings.

(27) Flat roofs can be used, must integrate strong, highly detailed cornice lines and parapets. Parapet backing, if visible, must match the materials of the front elevation of the parapet. If the building uses parapet returns into the building, they shall not appear to terminate from views from public parking areas or the right of way.

(28) The use multiple horizontal roof planes per building elevation is encouraged.



*Large Format Retail – peaked roof forms, overhangs, and arches diversify the storefront*



*Storefronts – ground floors should have display windows, awning, verandas, entry areas, or other features*

(29) Development located next to large format retail buildings shall be substantial enough in scale and massing to appear appropriate. Surrounding buildings shall not be dwarfed in appearance.

#### STOREFRONTS AND WINDOWS

Storefronts are the first floor of the building facing the street and public access areas. They are important because they engage the pedestrian with the business and can also be used to bring down the scale of large format retail centers.

(30) Upper half-stories or full stories shall have a consistent and compatible fenestration pattern as used on the first floor. A minimum 30 percent of the upper stores of new construction must contain windows.

(31) The amount of fenestration should be balanced with the amount of solid façade.

(32) Ground floor facades that face public streets or parking areas shall have display windows, awnings, verandas, entry areas, or other such features.

(33) Windows shall be provided on all exposed sides of the building.

(34) Windows details should incorporate appropriate trim, mullion, and ornamentation to enhance the appearance of the building.

(35) Glass storefronts shall be clear or lightly tinted. Very dark, reflective, or opaque glass is strongly discouraged and will not count toward the required transparent glass or windows. Use of glass blocks to fill the majority of window openings on storefronts is discouraged and glass block is not considered transparent for the purpose of these standards.

### MATERIALS AND COLORS

(36) Materials shall utilize high quality exterior materials such as brick or stone. The following materials are not acceptable:

- Concrete block (painted or unpainted, textured or untextured)
- Pre-engineered building systems and panels
- Vinyl or aluminum siding
- Sheet metal
- Plastic panels

(37) Engineered wood composite materials (e.g. hardi-plank or smartside siding and trim) are an acceptable exterior material. Stucco or EIFS (Exterior Insulation Finishing System) may be used but shall only be used as accents and shall not exceed 25% of the total area of the building. A brick or stone watercourse of at least 18 inches must be used to protect stucco or drivet exterior surfaces.

(38) Roof materials shall be dimensional shingles, cedar shakes or shingles, standing seam roofs, or simulated slate materials. Exceptions on roof building materials are made for flat roofs but must utilize strong cornice lines.

(39) The same degree of finish, including the required percentages of building materials, shall be used on all facades that have visibility from the public R.O.W., parking areas, open space, or residential zoning districts.

(40) The quality of materials used on the first floor shall not diminish on upper stories. The entire building shall be composed of high quality materials.

(41) Materials of any secondary structure shall be consistent and compatible with those used on the exterior of the main structure.



*Exterior Materials* – stucco or drivet should be reserved for accents and shall not exceed 25% of the total building area



*Exterior Colors* – wall colors should be neutral though more dominant colors can also work effectively.

(42) A variety of color palettes can be used for different materials. Colors shall be compatible with each other and with those of adjoining buildings.

(43) Neutral and subtle colors shall be used for wall surfaces, except where it can be demonstrated that a dominant color is appropriate. Bold, contrasting, or subtle colors are appropriate for trim and accents. Building material colors, including different types of glass and metal, can be used effectively as part of the color scheme.

**MATERIALS & COLORS**  
**DEVELOPMENT SUBAREA C - CITY EDGE**

The building materials used for large format retail centers contribute significantly to the visual impact of a building. Building materials can be effective in reducing the massing of large buildings, and providing pedestrian scale to a building. High quality materials are significant in gaining community-wide acceptability and contextual appearance. Additional large format retail standards shall apply for buildings in Development Subarea C.

(44) Building materials shall be of high quality and rely heavily on traditional and natural materials such as brick, stone, wood, and glass. A minimum of 60 percent of every building facade (excluding glazing) must be brick or stone.

(45) Artificial building materials such as vinyl siding shall not be used. Materials to be avoided include:

- Sheet metal
- Plastic panels
- Rough-sawn wood
- Vinyl
- Unfinished poured concrete

(46) Stone must be left unpainted. Smooth or split face concrete block is not an acceptable exterior material.

(47) A variety of color palettes can be used for different materials. Colors shall be compatible with each other and with those of adjoining buildings.

(48) No structure is considered as having "front" or "rear" facades. The same degree of finish including the required percentage of brick and stone, shall be utilized on all sides of the building that is visible from the public right of way, residential districts, or open space. The



*Exterior Materials - facade incorporates repeating horizontal and vertical elements that finish off all sides of the building*



*Exterior Materials - same degree of finish should be used for the side and rear of buildings*

same degree of finish including the percentage of brick and stone shall be utilized on all sides of the building. All facades shall contribute to the scale and features of the building by featuring similar characteristics as the front façade.

#### BUILDING LIGHTING

(49) Storefront facades, recessed doorways, rear entrances, outdoor spaces, parking areas, and passageways between parking areas and the storefront entrances should be lighted.

(50) Up or down flood lighting may be used to light building faces. These lights shall be concealed and shielded (cut-off type fixtures) to prevent light trespass and glare on adjoining properties. Ground mounted up-lighting must be shielded from view and surrounded by evergreen planting material.

(51) Lights should be oriented to highlight the main sign, window displays, and architectural features of the building.

(52) Interior fluorescent lighting shall not be visible from outside. Awnings or light window tinting should be used to cut down from interior light glare.

(53) A maximum of one-foot candle is permissible at all property lines. A photometric plan is required to show proposed light intensity.