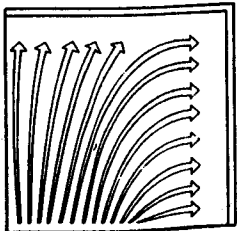


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Excerpt From
DESIGN GUIDELINES



**Town of Chapel Hill, North Carolina
COMPREHENSIVE PLAN**

ARCHITECTURAL CHARACTER

7



KEY DESIGN OBJECTIVES

Buildings should be designed and located so that they provide visual interest and create enjoyable, human-scale spaces.

Building design should blend with the natural terrain by means such as terracing or other techniques that minimize grading.

Designs should be compatible, in form and proportion, with the neighboring area.

Designers should strive for creativity in form and space wherever contrast and variety are appropriate to the larger environment.

PROPORTION AND SCALE

Proportion: the relationship of elements to one another in a building.

A development's buildings should be designed so as to relate to the proportions of architectural forms, planes and details within the existing physical context. Proportions are the ratios established by length, width and height and may exist as planar or volumetric measurements. Doors, windows, stairs, porches, pediments, architraves, roof shapes and entire facades are frequently used as sources for proportions.

Scale: The relationship of building to a person.

Designs should incorporate architectural elements that give scale, or a sense of scale, to buildings. For example: Small windows make a building look larger; use of textured concrete lends "scale" to a building's mass.

ARCHITECTURAL DETAILS

Entrances

Entrances should clearly identify important access points.

Entrances should provide an introductory statement for a building, and should be landscaped with plants complementary to the building's architecture and style.

Facade Treatment

All elevations of a building's exterior design should be coordinated with regard to color, materials, architectural form and detailing.

The number of different materials on exterior facades should be limited.

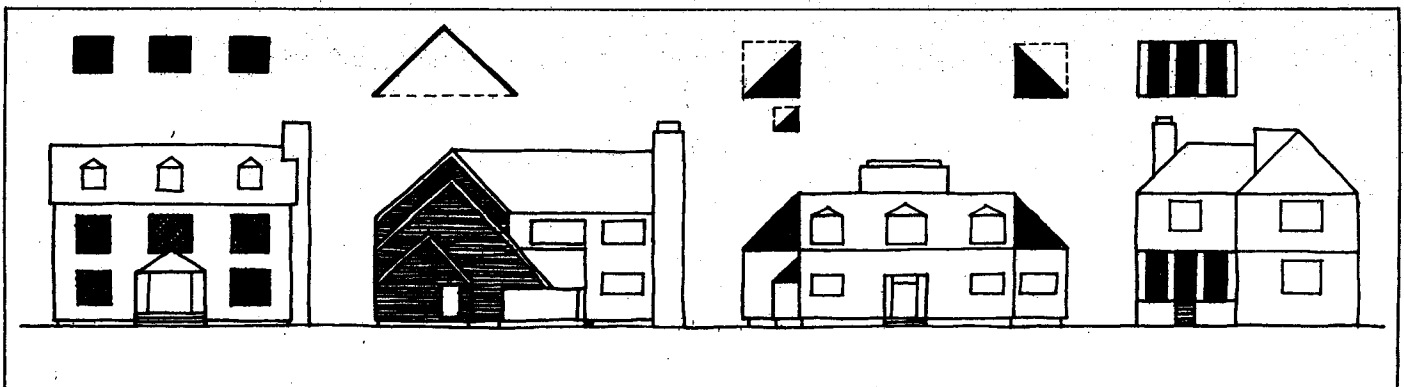
When a portion of a building faces onto a greenway or park, it should be similar in design to the front facade of the building.

Setbacks

Building setback (distance from street) should be compatible with positioning of existing buildings on the block or street.

Business blocks should maintain a continuous neighborhood facade—for definition of sidewalk space and pedestrian interest.

Proportions derived from existing forms, surfaces and details can be the basis for decisions concerning architectural character. The heavy black shapes and lines shown below are some of the formal elements of a language of design in this streetscape.





Roof Design

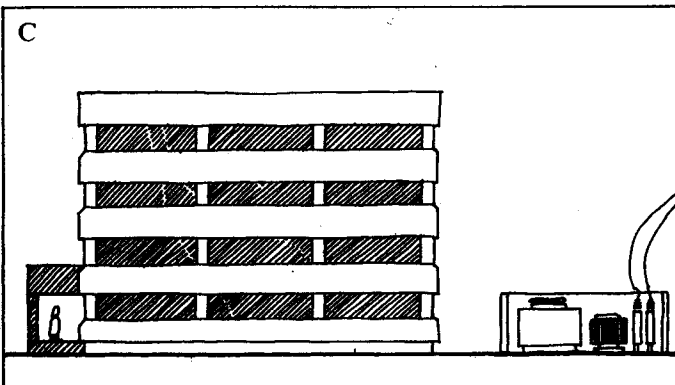
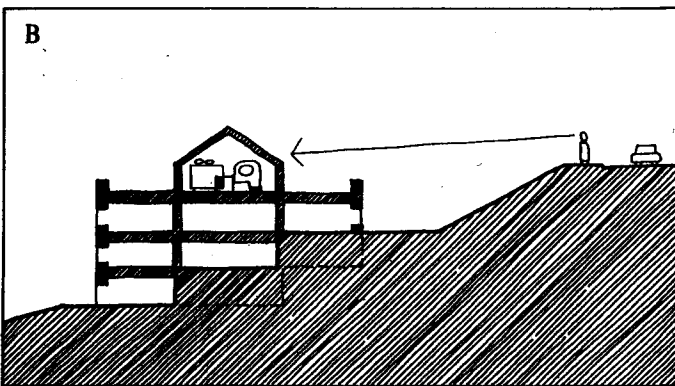
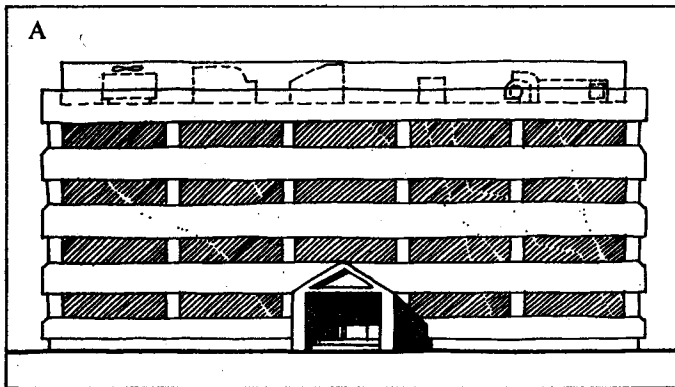
Roof shape, color, and texture should be coordinated with treatment of the building's perimeter walls.

Roof design should minimize the negative impact of roof protrusions by grouping plumbing vents, ducts and other utility structures together.

All rooftop mechanical and electrical equipment should be screened from view of people on the street.

On hillside sites, a stepped roofline helps relate the building to the topography and natural vegetation.

Large, flat-roofed areas viewable from the street are unacceptable.



(Opposite) Roof shape and silhouette strongly influences architectural character. (A) Rooftop mechanical systems, elevator penthouses and other features are best screened by a parapet. In hillside situations where the possibility exists for viewing roofs from above it may be necessary to incorporate mechanical systems into the roof design (B), or place them in a screened area at ground level (C).



EXTERIOR BUILDING MATERIALS

Some nonresidential recommended facing materials are as follows: stone; unglazed and unpatterned brick in soft colors; painted, stained or weathered wood siding or shingles; textured concrete; and aluminum siding in soft colors and fine textures.

There should be strong transitions between changes of materials and surfaces. In newly developed areas, an overall and simple geometry for the building mass is recommended.

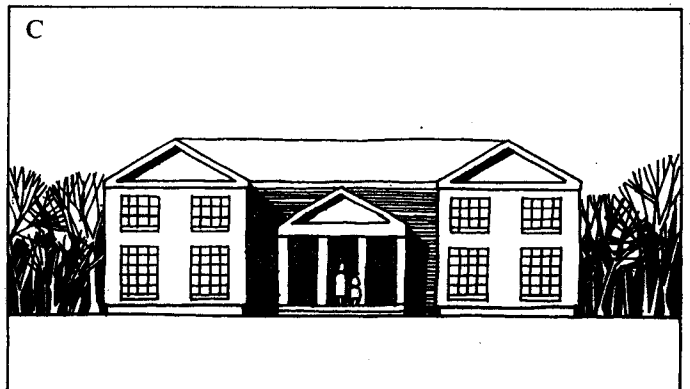
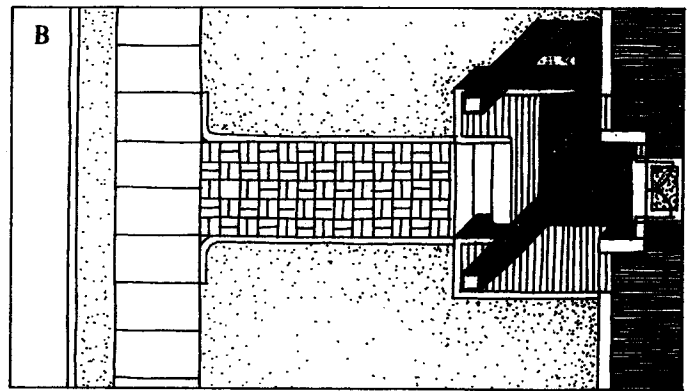
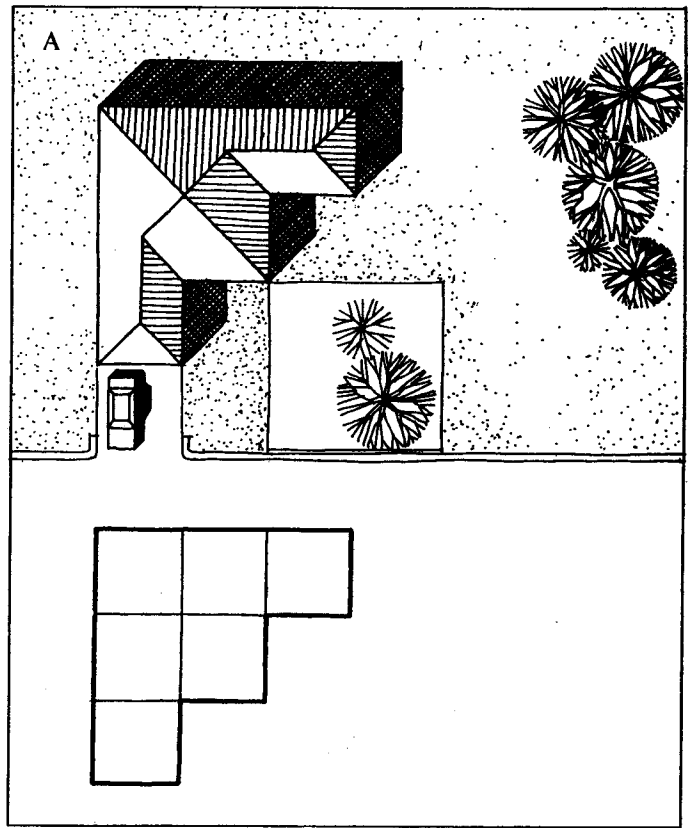
Color and Texture

Simple buildings can be made interesting by having their openings and entryways clearly expressed with offsets, and with changes of texture or color. Basic materials, texture, and color should be compatible with other buildings in the area.

Entries are transition areas and may be reinforced by special paving, planting and lighting treatment. Architecturally, they should be expressed by simple changes in form, line, color or texture.

Color and texture for architectural finishes should be selected to provide visual unity.

Texture of the roof and wall finishes should provide scale or a reference point for the pedestrian in proximity to the structure.



(Opposite) (A) The use of offsets in walls and building masses can make simple structures quite interesting (B) This same reasoning applies to controlled variations in level, form, line, and patterns of materials. (C) Textures--both visual and tactile can help reinforce scale in buildings.