



ELLINGTON

Design Review Guide



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INTRODUCTION



This guide is derived from content approved as part of the Route 83 Corridor Study approved in 2015 and includes standards for design elements for commercial, industrial, mixed-use, multi-family developments, and Special Permit uses in residential zones in Ellington, Connecticut.

How the physical environment is constructed has a significant impact on the quality of life and property values in Ellington. This guide is intended to provide property owners and development professionals assistance with designing site improvement plans. And, to provide local boards with tools to appropriately manage land use and development activities in Ellington.

Some of the issues for consideration include:

- Protecting important resources;
- Enhancing the appearance of the physical environment since it is a reflection of the overall community;
- Establishing a long-term vision in order to guide planning and land use decisions and promote positive outcomes for the community and landowners.

Things To Protect And Preserve

In most cases, Ellington has good regulations in place to protect important resources. Still, there's more that can and should be done to protect and enhance the built environment.

Protecting and enhancing the quality of the built environment can be accomplished by:

- Ensuring the appropriate maintenance of existing buildings and sites;
- Guiding the design of new buildings and sites;
- Guiding appropriate land use based on the zoning map and zoning regulations;
- Protecting natural and historical resources.

In terms of ensuring the appropriate maintenance of property, Ellington is very fortunate. Some communities in Connecticut and around the country are struggling with unoccupied properties or a lack of maintenance which can detract from community appearance, erode the value of nearby properties, pose health and safety risks, and consume hours of staff time. Although Ellington has not had the number or severity of problems seen in other communities, it may be helpful to have a "property maintenance" ordinance in place in the event it is needed.

For new buildings and sites, Ellington currently has a Design Review Board which reviews applications for new development and modifications to existing development. The Board is advisory and since establishment in 2004 has had success in improving building and site development designs. The effectiveness of this arrangement could be enhanced by:

- Encouraging more pre-application discussions with potential applicants;
- Ensuring published design guidelines are easily accessible and routinely disseminated to help architects and others prepare plans;
- Establishing a stronger arrangement for preventing designs that do not fit into Ellington and encouraging designs that fit Ellington.



Earthlight Solar & Energy Solutions



Starbucks of Ellington

VISION



Things to Protect and Preserve

Natural Resources	• Continue to protect natural resources such as wetlands, floodplains, farmland soils, dark skies, etc.; • Protect water quality; • Discourage development on steep slopes.
Open Space	• Continue to preserve, maintain, and enhance open space; • Seek to expand and enhance trails and other recreational opportunities.
Farms And Farming	• Continue to support farms and farming.
Community Appearance	• Appearance is key: ○ Route 83 is a gateway to Ellington and the appearance of the corridor reflects on the community ○ Some pre-existing buildings and sites do not enhance community appearance ○ Ellington should ensure new buildings fit into favored design elements and enhance the overall appearance of the community • Enhance the design review process (standards, guidelines, etc.); • Ensure appropriate buffers between businesses and residential areas; • Require more landscaping in front of businesses and in parking lots as part of new and modifications to existing development; • Ensure sign size, design, and lighting fits into and enhances the appearance of the community; • Encourage and require maintenance of property.



Services and Facilities to Provide

Community Facilities	• Continue to maintain and enhance community facilities and enlarge them to address trends and growth.
Transportation	• Strive to maintain capacity/avoid congestion in the corridor and other commercial or high-density development areas: ○ Require access management/shared driveways ○ Minimize/reduce driveway intersections and curb-cuts ○ Promote or require interior road connections • Coordinate traffic signals where nearby intersections conflict; • Maintain appropriate traffic signal spacing to control traffic and “platoon” traffic flow for individual properties; • Require traffic improvements (such as left turn lanes) at the time of development; • Encourage walking and bicycling by: ○ Requiring developments to include roadside and internal sidewalks ○ Encouraging designs that promote biking (e.g. wider interior road widths for shared modality, bike racks, etc.)
Utilities	• Encourage Low Impact Development (LID); • Manage sewer allocation; • Prioritize sewer lines that support commercial, industrial, and downtown expansion; • Require burying of utility lines; • Coordinate drainage within the corridor consistent with stormwater management best practices; • Improve design standards for detention basins and other drainage facilities; • Promote a master drainage concept to coordinate drainage collection, water quality, and discharge.

Route 83 Traffic



Need For Sidewalks



DESIGN GUIDELINES FOR ELLINGTON

1. PURPOSE

These design guidelines are intended to aid in maintaining and enhancing the appearance and quality of buildings and public spaces in Ellington to maintain and enhance:

- a. The distinctive appearance, landscape and historic value of Ellington;
- b. The sensitive balance of visual and spatial relationships that create and enhance favorable design;
- c. The overall quality of the built environment;
- d. The economic and social vitality of areas which depend upon maintaining the attractiveness of the street environment, the economic viability of businesses, and a hospitable atmosphere.

2. USE OF GUIDELINES

These design guidelines are intended to provide:

- a. That proposed buildings and site developments or modifications to existing buildings and sites enhance community appearance, are harmoniously related to the surrounding terrain, and include favorable scale and architectural elements;
- b. That all spaces, structures and related site improvements are designed to be compatible with the favorable elements of the area in and around the proposed building or modification;
- c. That site elements like the color, size, height, location, proportion of openings, roof treatments, scale of buildings, building materials, landscaping, signs, and lighting are evaluated for compatibility with the local favored architectural motif and the maintenance of views, historic buildings, monuments and landscaping;
- d. That proposed improvements complement and are in concert with existing and planned public improvements including but not limited to sidewalk construction, street curbing, street lighting and landscaping;
- e. That the removal or disruption of historic traditional or significant structures or architectural elements shall be minimized;
- f. Criteria from which a property owner, the design review board, and the planning and zoning commission may make a reasonable determination of what is permitted.

3. APPLICABILITY

These design guidelines are intended to apply to:

- a. Any development within Commercial, Planned Commercial, Industrial or Industrial Park Zones;
- b. Any multi-family development or other high-density development (e.g. Mixed Use);
- c. Any Special Permit use within a Residential Zone.

4. OVERALL DESIGN

4.1. Compatibility Objectives

All developments shall be designed to be compatible with the planned design of the area where it is proposed. Guidelines include:

- a. The building, layout of buildings, and site improvements should reinforce favorable existing buildings and streetscape patterns;
- b. The placement of buildings and site improvements shall assure there is no adverse impact;
- c. Proposed streets should be connected to the existing road network, wherever possible;
- d. Open spaces within the proposed development should reinforce existing and planned open space patterns, in form and siting;
- e. Locally significant features of the site such as distinctive buildings, sight lines or vistas should be integrated into the site design;
- b. The landscape design should complement favorable landscape patterns in the vicinity of the site;
- c. The exterior signs, site lighting and accessory structures should support a uniform architectural theme and be compatible with favorable surroundings;
- d. The scale, proportions, massing and detailing of any proposed building and site improvement should be consistent with favorable designs and in proportion to the site.

4.2. Local Context

The design of improvements shall be patterned on the favorable physical, cultural and historic context in the vicinity of the site. Guidelines include:

- a. Reinforce historic scale, massing, proportion, spacing, setbacks, and orientation;
- b. Protect and create views of distinctive landscapes and historic sites and structures;
- c. Incorporate historic / cultural landmarks into new development, where applicable.

4.3. Other Context

The exterior of structures and the configuration of sites should also be consistent with favorable distinctive characteristics in the vicinity of the site and may consider the "Connecticut Historical Commission - The Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings", revised through 1990, as amended and where applicable.

4.4. Organization

Improvements should be organized as an integrated system of structures, outdoor spaces, landscapes, and other details both within the site and in relation to other improvements in the vicinity of the site. Guidelines include:

- a. Organize the site in a unifying and discernible manner;
- b. Maintain visual privacy between public and private spaces;
- c. Preserve, enhance and/or create scenic views.

5. SITE LAYOUT

5.1. General

The overall design of the site should promote pedestrian comfort, provide visual pleasure, support outdoor social activity, and reinforce community life. Guidelines include:

- a. Provide public gathering at convenient, safe and visually engaging locations;
- b. Use sidewalks/walkways as organizing elements;
- c. Illuminate assembly areas, walkways, and streets for visibility and safety.

5.2. Building Alignment

The width, height and spacing of buildings should respect the existing rhythms of the street on which they front. Guidelines include:

- a. Provide a well-defined front facade with the main entrance clearly visible and identifiable from primary public vantage points or public right-of-ways;
- b. Align buildings so that the dominant lines of their facades parallel the line of the street and create a sense of enclosure, and
- c. The relationships between buildings and the street (such as front facades and major roof ridges) should either be parallel or perpendicular, not oblique or diagonal.

5.3. Pedestrian Circulation

This section of the guide is intended to recommend provisions for pedestrians and bicycles within developments and along major roadways. The overall design of the site should provide pedestrians with a safe, logical approach and entry to all buildings and site use areas. Walkways should be provided within a development to facilitate pedestrian movement between parking areas and building entrances, between the building(s) and the street, between buildings in a multi-building development, and other locations to separate pedestrian and vehicular movements.

Walkways on private property should connect to and extend the network of public pedestrian movement that is crucial to the proper functioning in the vicinity of the site. Guidelines include:

- a. Minimum sidewalk /walkway width shall be five (5) feet;
- b. Grass strips, at a minimum of 3' wide, shall be provided in between roads and sidewalks;
- c. Materials for sidewalks and walkways shall be concrete, brick, or precast concrete pavers;
- b. In parking lots with more than two aisles or two full parking bays, walkways shall be provided where needed so that pedestrians can move from their cars to buildings along a well-marked, accessible, safe walkway and shall be clearly marked by a change in grade, material, or combination of both;
- c. along the street frontage or frontages of the parcel or parcels;
- d. Walkways should take advantage of, and give access to, views, open space, and environmental features;
- e. Encourage a sidewalk or similar pedestrian path from the building laterally to the property line(s) to provide for pedestrian connections between properties;
- f. Encourage accommodations for pedestrians and bicyclists as part of the development including bicycle racks, benches, seating areas, and other accommodations to promote pedestrian and cycling activity.

5.4. Vehicular Circulation

The overall design of the site should provide a safe, logical approach and entry to all buildings and site use areas for vehicles. Guidelines include:

- a. Minimize curb cuts (both number and width) and encourage the use of shared walkways, shared driveways, rear/internal driveway connections, and alley access to off-street parking areas;
- b. Minimize conflicts between pedestrians and vehicles;
- c. Locate all delivery areas toward the rear of the site concealed from the public right-of-way.

5.5. Site Parking

The overall design of the site should integrate parking into the site design as a positive visual element rather than a dominating one. Guidelines include:

- a. Consider designs that locate parking at the rear and sides of buildings;
- b. Pave and grade parking so that stormwater will not cross public sidewalks;
- c. Encourage parking lot light standards and fixtures that are compatible with the area in terms of design, height, color and intensity of illumination;
- d. Screen parking areas from street view (with landscaping, berms, fencing, etc.) to create a buffer that would visually screen parking areas, but not isolate the property or compromise security:
 - i. Screen hedges or walls shall be 2'-3' min. height (for plant material) when installed and maintained at a minimum of three feet in height. Types of plants that are encouraged include hedges of yew, privet, junipers, holly, euonymus, boxwood or other vegetation.
 - ii. Stonewalls are encouraged. Earthen berms or brick may also be acceptable.

5.6. Service / Utility Areas

The overall design of the site should minimize the safety hazards and visual impacts of service equipment and supporting structures. Guidelines include:

- a. Install new utility service systems underground;
- b. Conceal or screen all HVAC and mechanical equipment from view from the public right-of-ways, areas of public assembly and adjoining properties;
- c. Protect adjacent residential neighborhoods from light pollution, noise, traffic, risk of hazards, etc.

6. BUILDINGS

6.1. Architectural Style

“New England style” type architecture should be encouraged. Guidelines include:

- a. Promote basic design elements and relationships that will help maintain and enhance a harmonious “New England style” type architectural design;
- b. Other architectural forms and types (including architecturally unique or exceptional buildings) may also contribute, in the appropriate place and at an appropriate scale, to the desired design of the area;
- c. In the event of significant departure from this standard for “New England style” type architecture, the burden of proof of the overall appropriateness of the design rests with the applicant.

6.2. Form and Space

Building forms and surrounding spaces should reflect continuity of density, streetscape rhythm, yard setbacks, and favorable community appearance. Guidelines include:

- a. Create interesting and proportional outdoor spatial relationships between buildings, open space, and setbacks on adjacent sites;
- b. Establish building references (e.g. eave or cornice heights, wall detailing, ground window heights, etc.) with adjacent building forms for visual continuity;
- c. Create variety using building siting, surface recesses, and projections;
- d. Avoid long and large unarticulated structures that are uninviting and do not contribute to the human-scaled streetscape;
- e. Avoid the over massing of buildings as it spatially relates to public right-of-ways, areas of open space and pedestrian walkways.

6.3. Scale, Massing and Proportion

The design statement should be simple and the individual design elements, materials, and details should be consistent with the contextual setting. Guidelines include:

- a. Balance the visual relationships of building bulk and size with its site;
- b. Break larger building volumes into smaller forms to lessen the total building mass;
- c. Maintain proportions between building height, length and width consistent with prevailing architectural standards;
- d. Create variety through compatibility rather than conformity;
- e. Strive for visual simplicity rather than unnecessary complexity.

6.4. Rooflines, Facades and Entrances

Rooflines should be simple, functional, and reflective of the broader community building stock. The public face of the building should present a clear, well-defined, and balanced façade. Guidelines include:

- a. Form a consistent composition between the roof mass and building façade;
- b. Reference favorable adjacent building rooflines and roof details (e.g. dormers, fascias, roof pitches, etc.) and materials where applicable;
- c. Apply consistent and historically correct architectural detailing throughout;
- d. Build elements (e.g. protective canopies, columns, stairs, roof projections, etc.) to human scale at sidewalk level to encourage pedestrian use;
- b. Avoid false detailing (e.g. mansard roofs, partial HVAC screens, truncated roof structures, etc.) which detracts from the building's integrity;
- c. Create an agreeable pedestrian environment including weather protection, convenience, and safety features;
- d. Arrange window patterns with a balanced spacing and conscious rhythm;
- e. Observe historic precedents wherever possible.

6.5. Materials, Color and Surface Texture

Building materials should be durable and functional and the use of color and texture should be reflective of local style and favorable design. Guidelines include:

- a. Preferred exterior materials look like natural materials (i.e. stone, brick, and wood);

- b. For pitched roofs preferred materials are slate, wood shingles, and shakes. Asphalt shingles are acceptable. Colors should be neutral to dark;
- c. Standing seam metal roof materials may be acceptable in some areas. Colors should be neutral to dark;
- d. Balance the number of different materials on the exterior to avoid visual overload;
- e. Materials should be used with appropriate detailing and expression;
- f. Avoid large, unarticulated or monolithic areas on the street facades by using details to add relief and shadows;
- g. Create visual variety and establish favorable design using architectural elements (e.g. roof overhangs, trellises, projections, reveals, awnings, etc.);
- h. Coordinate all exterior elevations of the building (color, materials, architectural form, and detailing) to achieve continuity;
- i. Any new or exterior alterations should have trim detail to be compatible with favorable surrounding architecture (e.g. timber accents, exposed timber pilasters, canopies, etc.);
- j. Trim details, such as rake boards, corner boards and fascia trim, should be of a material and dimension appropriate to the overall treatment of the facade.

6.6. Equipment and Services

Building equipment, storage, and service areas should be integrated into the site plan and architectural composition in ways that minimize adverse impacts. Guidelines include:

- a. Install new utility service systems underground and encourage burying all existing above ground services when renovating;
- b. Conceal views of all roof-mounted equipment (e.g. HVAC, plumbing, exhaust fans, etc.);
- c. Screen all ground or concrete pad-mounted equipment using evergreen plant materials of different species and size, or architectural detailing complementary to the building;
- d. Locate and screen accessory buildings and functions (e.g. trash containers, storage sheds, and emergency generators) away from parking areas, walks, and adjacent land use;
- e. Conceal garage doors and loading areas from view from surrounding streets and adjacent properties.

6.7. Building Height

Building heights should be appropriate. Guidelines include:

- a. Maximum two-story eave heights are encouraged;
- b. The first-floor level of a 2-story facade should not exceed a height of four feet (4') above the grade at the street face of a building;
- c. Story heights should remain within the range of those in surrounding buildings;
- d. Two-story mixed-use buildings are encouraged;
- e. Roof eaves on main roofs should be at least ten feet (10') above the grade at the building front entry.

7. SITE ENHANCEMENTS

7.1. Landscaping

Planting material should be used in a logical, orderly manner that defines spatial organization and relates to buildings and structures. Guidelines include:

- a. Consideration shall be given to any overall landscaping plan or theme endorsed by the Design Review Board and Planning and Zoning Commission for the vicinity of the site.
- b. Use plant material as design features and integrate mature vegetation into the design utilizing existing trees where possible.
- c. Use indigenous plants and avoid unusual or exotic cultivars.
- d. Create identifiable places utilizing open space and vegetation.
- e. Balance the quantity of landscaping with the scale of the development.
- f. Landscape around buildings, shield unsightly areas, and provide shade.
- g. Create tree canopies for environmental and spatial impact at maturity.
- h. Choose plant materials that have year-round interest.
- i. Preserve street trees and protect their roots during and after construction and from snow removal operations.
- j. Provide landscaped islands within parking areas.
- k. Protect landscape materials and vehicles with curbs.
- l. Provide landscape areas between the parking and the building.
- m. Provide space for snow placement or removal.
- n. Trees shall be planted in landscaped areas, unless planters, tree wells or tree pits are a preferable alternative.

7.2 Buffer Recommendations

A. Side/Rear Yards - A landscaped buffer shall ordinarily be provided along the side and rear yards where Commercial, Planned Commercial, Mixed Use, Industrial or Industrial Park Zones, or approved Special Permit uses within Residential Zones abut Residential Zones or uses as follows:

Situation	Requirement
Industrial Zone or Industrial Park Zone to a Residential Zone or use	C Bufferyard
Commercial Zone or Planned Commercial Zone to a Residential Zone or use	B Bufferyard
Approved Special Exception use within a Residential Zone to a Residential use	B Bufferyard

B. Front Yards - To preserve and protect residential property values and privacy of residential lots, a front yard landscaped buffer is recommended in the following situations:

Situation	Minimum Requirement
Industrial Zone or Industrial Park Zone to a Residential Zone or use	A-1 Bufferyard
Commercial Zone or Planned Commercial Zone to a Residential Zone or use	A-2 Bufferyard
Approved Special Exception use within a Residential Zone to a Residential use	A-2 Bufferyard

C. Route 83 – For property in the Planned Commercial or Commercial district along Route 83, a front yard landscaped buffer, meeting or exceeding the requirements of the A-2 Bufferyard, may be required by the Commission in the 25 feet adjacent to the front property line to enhance the streetscape except that the twenty (20) evergreen shrubs may be replaced with:

- One (1) canopy tree, or
 - Two (2) understory trees.
- i. The planting specifications for the different bufferyard requirements may be reduced or modified when warranted by special conditions such as retention of existing vegetation, topography, abutting land uses or other factors which obviate the need for such planting.
 - ii. Existing vegetation in lieu of part or all of the bufferyard requirements may be used when existing vegetation meets or exceeds requirements.
 - iii. In particularly sensitive situations, such as where a change in grade may render a planted buffer ineffective, an earthen berm in addition to the bufferyard requirements is recommended.

BUFFER YARD TABLE

A Bufferyard

2 CANOPY TREES
4 UNDERSTORY TREES
6 SHRUBS

A-1

2 CANOPY TREES
20 EVERGREEN SHRUBS

A-2

B Bufferyard

1.0 X PLANT UNITS

.8 X PLANT UNITS

.6 X PLANT UNITS

REQUIRED PLANT UNITS/100'

5 CANOPY TREES (1)
10 UNDERSTORY TREES
15 SHRUBS

⊕ SEE #2 BELOW
○ SEE #2 BELOW
○

C Bufferyard

1.0 X PLANT UNITS

.8 X PLANT UNITS

.6 X PLANT UNITS

REQUIRED PLANT UNITS/100'

4 CANOPY TREES
6 UNDERSTORY TREES
24 SHRUBS
12 EVERGREENS/CONIFERS

⊕ SEE #2 BELOW
○ SEE #2 BELOW
○

Berms

SYMBOL HEIGHT MATERIAL MIN. WIDTH

B ₁	4'	EARTH	20'
B ₂	5'	EARTH	30'
B ₃	6'	EARTH	40'

NOTES:

- UP TO 50% MAY BE EVERGREEN
- UP TO 100% MAY BE EVERGREEN

Canopy trees shall be deciduous shade trees planted at 3 inches in caliper with a mature height of at least 35 feet.

Understory trees shall be deciduous shade or fruit trees planted at 2 inches in caliper with a mature height of at least 12 feet.

Evergreens shall be coniferous species planted at 6 feet in height.

Shrubs shall be either deciduous species planted at 2 1/2 feet in height with a mature height of at least 6 feet or coniferous species planted at 2 1/2 feet in spread.

7.3. Site Lighting

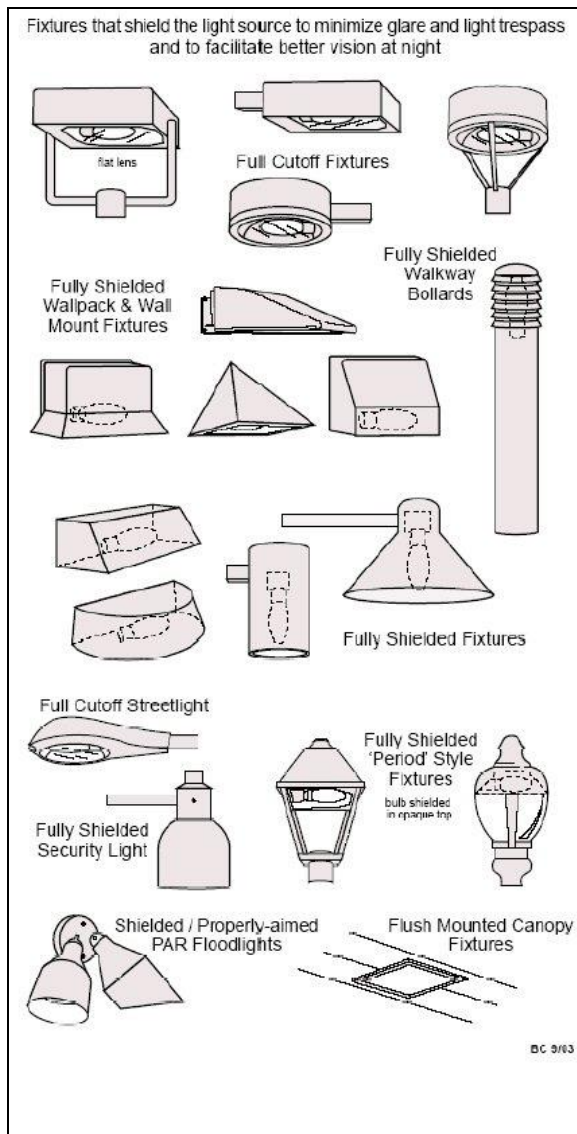
Site lighting should provide the functional and aesthetic benefits of exterior lighting while mitigating the potential for nuisance. Guidelines include:

- a. Consideration shall be given to any overall lighting plan or theme endorsed by the Design Review Board and Planning and Zoning Commission for the vicinity of the site;
- b. Coordinate lighting fixture and standard details with recommended architecture or favorable neighborhood design;
- c. To ensure that light sources are not visible off site, light sources shall be directed down toward the ground surface, lighting fixtures shall have opaque hoods over all light elements, and all fixtures shall have sharp cut off shields;
- d. Light pole height shall be kept as low as practical;
- e. Lighting for walkways shall be at a maximum pole height of 15';
- f. Bollard type lights are encouraged;
- g. Locate lighting fixtures for the anticipated use (e.g. signage, site features);
- h. Avoid relative brightness differences with adjacent dissimilar land uses and provide associated photometric data;
- i. Use selective night lighting, where deemed appropriate, to highlight architecturally significant and/or distinctive features of a building or structure;
- j. Lights should not blink, flash, or change in intensity;
- k. Use lighting fixtures with shielding devices or sharp cut-off refractors;
- l. Conceal the lighting source from the public right-of-way and offsite;
- m. Use white light lamps (e.g. metal halide) for site development illumination, do not use low or high-pressure sodium sources, and avoid mixing light source colors;
- n. Ensure that lighting elements do not create a safety hazard;
- o. Use shatterproof coverings for low-level lighting;
- p. Coordinate lighting fixture assembly with architecture it serves, and
- q. Illuminate entrances, exits and internal barriers.

7.3 Site Lighting Illustration

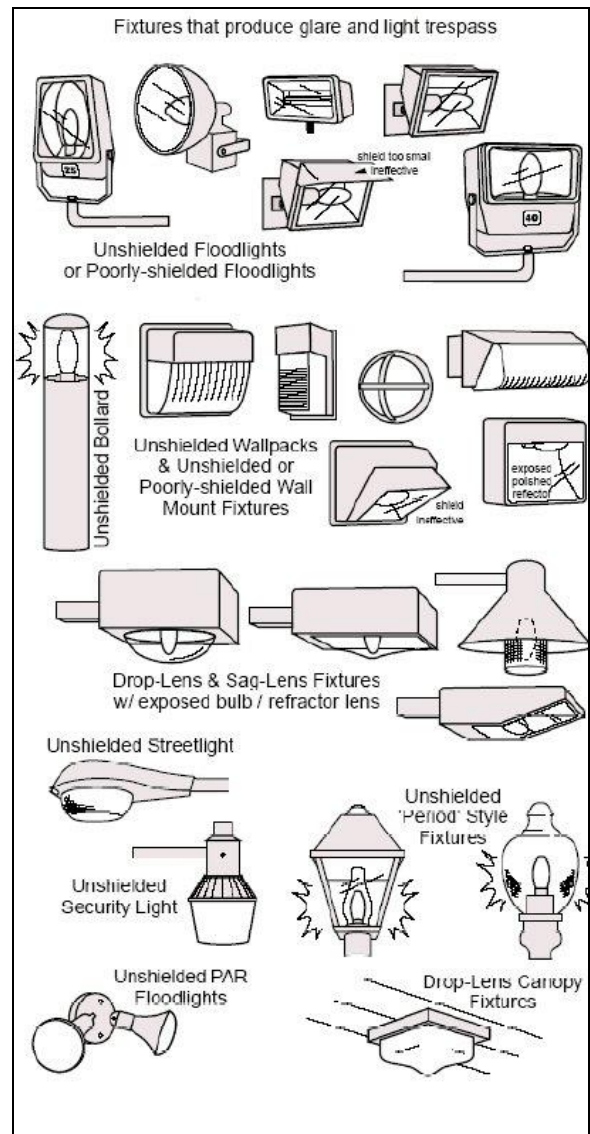
RECOMMENDED

Fixtures Which You Can Not See The Light Source & Would Not Generally Be Expected To Produce Glare or Light Trespass



NOT RECOMMENDED

Fixtures Which You Can See The Light Source & Would Generally Be Expected To Produce Glare or Light Trespass



7.4. Fences, Walls, and Landscape Screens

Open fences, low walls, or landscape hedges may be appropriate where the continuity of buildings is interrupted by a vacant lot, a parking lot, or a building set back farther than the build-to line or setback zone. Guidelines include:

- a. Where appropriate, use open fences, low walls, and hedges to define walkways, help give pedestrian scale to the street, and create a transition between public and private spaces;
- b. Discourage the use of fences, walls, or hedges that separate a building from the street in lieu of favorable architectural design elements;
- c. Fences, walls, and hedges should generally be residential in scale, design and materials, and architecturally compatible with the main structure;
- d. Chain link and stockade fences and tall walls and hedges should be avoided if they create unfriendly barriers and block important public visual and pedestrian access, and
- e. Maximum height of fences and walls shall be four feet, except for screening of dumpsters, mechanicals, etc. which are encouraged to be a minimum of six feet in height from natural grade.

7.5. Site Drainage

Site drainage should protect the health and safety of the public and promote ecologically sensitive approaches. Guidelines include:

- a. Prepare for stormwater recharge;
- b. Design for zero increase in the peak rate of runoff;
- c. Use Low Impact Development techniques;
- d. Avoid designs that allow impervious areas to directly discharge to waters of the state;
- e. Encourage renovation of stormwater quality, and
- f. Use permeable pavement surfaces where optional.

8. SIGNAGE

8.1. General

Signage should identify the business and street number clearly and avoid use of slogans and advertising. Guidelines include:

- a. Integrate any existing and/or proposed signage into the overall site design ensuring that it complements its surroundings;
- b. Avoid visual competition with other signs in the area and repetitious signage information on the same building frontage;
- c. Minimize the number of building and directional signs to avoid repetition, and
- d. Avoid markings on the pavement, other than markings required for traffic and safety.

8.2. Sign Context

Signage should reflect favorable architecture, without occurring at the expense of individual expression and creativity. Guidelines include:

- a. Integrate signage as a natural part of the building façade;
- b. Create a sign proportionate to its location and the setback from the primary vantage point;
- c. Design information to fit properly into the sign location without visual clutter;
- d. Prohibit roof-mounted signage and driveway directional signs unless needed in unusual situations, and
- e. Replacements for oversized existing signs should be resized for the location rather than matching the pre-existing conditions.

8.3. Sign Design

Signage should conform to favorable site elements in terms of scale of development, historic era, style, location, and size. Guidelines include:

- a. Coordinate sign background, trim, text, and detail with favorable architecture;
- b. Use durable, weather-resistant and vandal-proof materials;
- c. Avoid bright background colors (e.g. bright red, orange, or yellow);
- d. Avoid a white or off-white color in a large field of illuminated background;
- e. Avoid visible raceways and transformers for individual letters;
- f. Trim edges of flat sheet signs to improve the finished appearance;
- g. Use a flat or semi-gloss finish on the surface in lieu of a glossy, plastic finish, and
- h. Discourage internal illumination.

8.4. Sign Landscaping

Signage should be integrated with the ground plane by using complimentary plant materials as part of the overall planting plan. Guidelines include:

- a. Use durable and low maintenance plant materials with year round appeal;
- b. Utilize low walls to define plant beds when appropriate to the architecture, and
- c. Irrigate planting beds when possible.

8.5. Sign Lighting

Sign lighting should be used judiciously and specifically to illuminate useful information. Guidelines include:

- a. Use only external sources when lighting;
- b. Illuminate only the sign surface and avoid light spillage onto adjacent property;
- c. Do not use external spot or flood lighting;
- d. Screen low-level lighting from view with plant materials, and
- e. Balance signage illumination with surrounding lighting level intensities.