

## ARTICLE 9 DESIGN STANDARDS

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### 9.2 BUILDING AESTHETICS

#### 9.2.1 Purpose

Building aesthetics establish a base criteria related to the appearance of specific structures. These regulations strike a balance between creativity and innovation on one hand, while avoiding obtrusive, incongruous structures on the other. The Town strongly discourages architectural styles that do not build upon and promote the existing character of the Town. The Town supports the view that inspiring, well-maintained, and harmonious development is in the best economic development interests of all residents and businesses.

#### 9.2.2 Building Design

##### A) *Emphasize Human Scale*

Building design shall emphasize a human scale at ground level, at entryways, and along street frontages through the creative use of windows, doors, columns, canopies, and awnings.

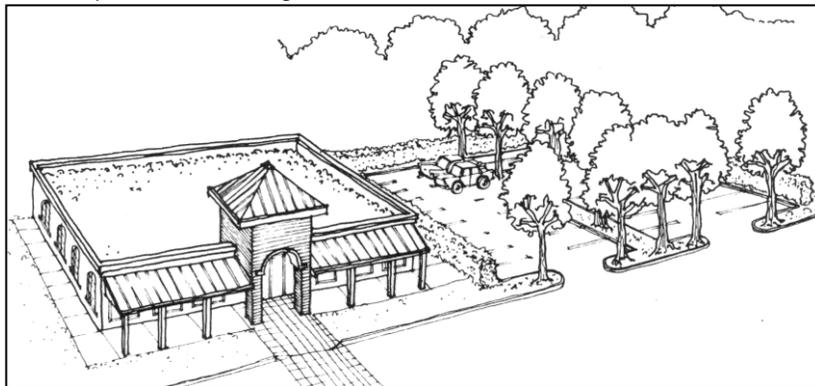


Figure  
9.2.2.A:  
Emphasize  
Human Scale

- B) **Major Building Design Features**  
Major building design features, such as but not limited to windows, shutters, vents, doors, entrances, awnings, canopies, roof pitch/design, eaves, and parapets, shall meet the following criteria:
- 1) Be designed to be in proportion to one another.
  - 2) Be designed so that elements from different styles of architecture or different time periods are not incongruously utilized on a single building or within a single development.
- C) **Structural Lines Retained at Storefront Level**  
The structural lines of a building and its materials shall be retained at the storefront level. For instance, brick piers and columns shall be carried down to street level.
- D) **Awnings and Canopies**  
Awnings and canopies shall complement the color and material of the building to which they are affixed.
- E) **Massing**
- 1) A single, large, dominant building mass shall be avoided. Where large structures are required, mass should be broken up through the use of setbacks, projecting and recessed elements, and similar design techniques. This shall not apply to buildings over 125,000 square feet located within a North Carolina Certified Site and in the Light Industrial (LI) zoning district.
  - 2) Changes in mass shall be related to entrances, the integral structure, and/or the organization of interior spaces and activities and not merely for cosmetic effect.
- F) **Avoiding Garage Dominance**  
Where garages are located in front of, even with, or to the side of a principal dwelling, the width of garage doors on the house elevation facing the street shall not exceed 40% of the total width of the house and garage together. This standard shall not apply to single- and two-family dwellings.
- G) **Accessory Facilities**  
Uses and devices that are ancillary to the primary building such as loading, trash containment, maintenance, storage, and mechanical/electrical areas and the devices and equipment associated with these areas shall be incorporated into the overall design, architecture, and landscape so that the visual and acoustic impacts of these functions and devices are fully contained and out of view from adjacent properties and public areas.

### **9.2.3 Avoiding Monotony of Design**

Monotony of design in single or multiple building projects shall be avoided by varying detail, form, and siting to the maximum extent reasonable and practicable, within the standards set forth in this Article, to provide visual interest.

### **9.2.4 Harmony of Design**

- A) **Purpose**  
The purpose of this Section is to preserve the design character of existing development, to protect the visual pattern of the community, and to promote

harmony in the visual relationships and transitions between new and older buildings. New buildings should respect the scale, form, and proportion of existing development. This can be done by repeating building lines and surface treatments and by requiring some uniformity of detail, scale, proportion, texture, materials, color, and building form. Buildings over 125,000 square feet located within a North Carolina Certified Site and in the Light Industrial (LI) zoning district shall meet this standard to the maximum extent reasonable and practicable.

B) ***Building Color Shades***

Building color shades shall be used to facilitate blending into the neighborhood and unify the development. The color shades of building materials shall draw from the range of color shades that already exist on the block or in the adjacent neighborhood.

C) ***Building Materials***

Building materials shall either be similar to the materials already being used in the neighborhood or, if dissimilar materials are being proposed, other characteristics such as scale and proportions, form, architectural detailing, color, and texture, shall be utilized to ensure that enough similarity exists for the building to be compatible, despite the differences in materials.

D) ***Similar Size and Height for Infill Development***

New infill development shall either be similar in size and height or, if larger, be articulated and subdivided into massing that is proportional to the mass and scale of other structures on the same block, or if no buildings exist thereon, then on adjoining blocks.

E) ***Unify Individual Storefronts***

If several storefronts are located in one building, the individual storefronts shall be unified in all exterior design elements, such as mass, window and door placement, color, materials, and signage.



**Figure 9.2.4.E: Unify Individual Storefronts  
(like the illustration on the left, *not* like the illustration on the right)**

F) ***Additions and Renovations***

Building additions and façade renovations should be designed to reflect existing buildings in scale, materials, window treatment, and color. A change in scale may require a transitional design element between the new development and existing buildings.

G) ***Varying Architectural Styles***

In developments with multiple structures of varying architectural styles, buildings shall be compatible by such means as a pattern of architectural features, similar scale and proportions, and consistent location of signage.