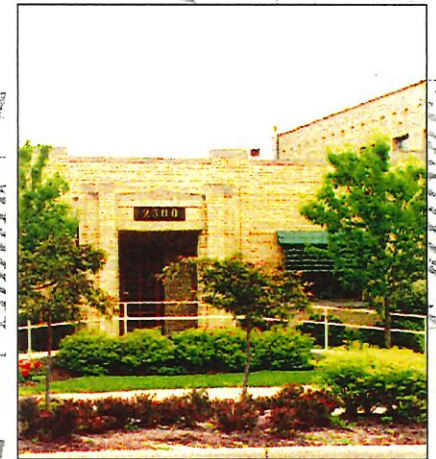




# City of Oakwood Business District Design Guidelines

June 1998



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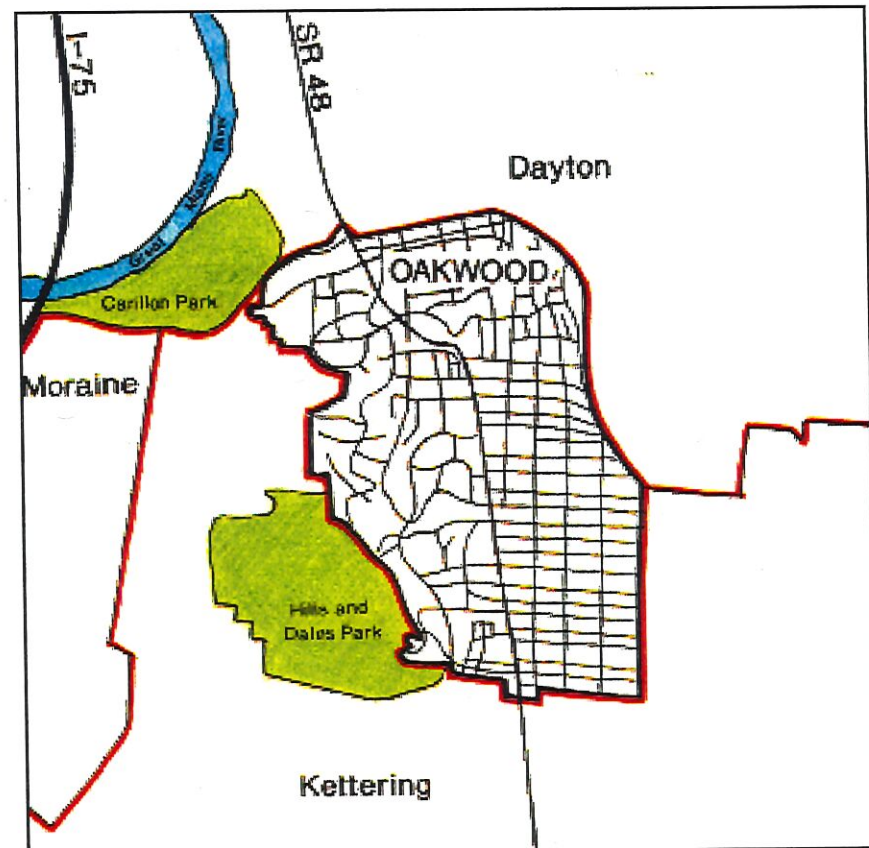
## *Contextual Overview*



# Oakwood Overview

It is easier to understand the role of Oakwood's Business Districts when we consider them in the context of the city as a whole. To this end, some facts about Oakwood are presented here.

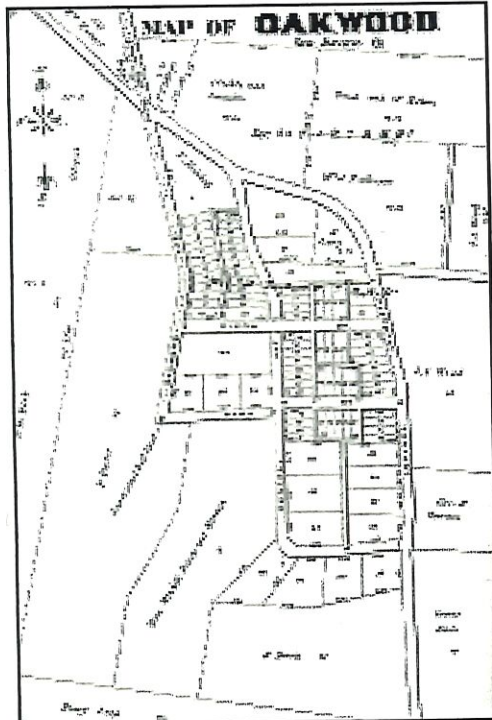
- The city borders Dayton and Kettering.
- The city borders on large park areas and connects through these to the Great Miami River.
- State Route 48 (Far Hills Avenue) forms a major north/south artery that serves as the primary thoroughfare through the community. It was originally surveyed in 1797, on a slightly different course where it enters Oakwood from the south. Along with another contemporary road, which intersected Far Hills at Schantz Avenue, it provided the intersection around which Oakwood developed.
- State Route 48 divides the city into two basic architectural districts: a tightly knit community of fine, urban style homes, and a meandering suburb of higher scale homes on larger properties. This division has been maintained throughout the annexation process, which expanded from the Far Hills and Schantz intersection toward the south.
- The Far Hills Avenue Business District has a very different character than the Neighborhood Business Districts.
- Oakwood's first settlers arrived in the late 1700s. The memory and contribution of many of these early landholders is preserved by means of district or area names, such as Rubicon Park and Oakwood itself, and local street names, such as Patterson, Brown, Far Hills, Runnymede, Maysfield, Lookout Drive, and Shroyer.



*Regional map of Oakwood*

## Areas Zoned for Business

Oakwood traces its roots to 1796, when Thomas Davis moved to “the bluffs” where Oakwood would eventually grow. Growth continued, with the residents of the area voting to become a village in 1907 and a city in 1931.



1875 Map of “town” of Oakwood. (Dayton-Montgomery County Public Library)

the city’s past growth, current status, and goals for the future must be combined to form a complete view of the city.

From this complete view, a standard can be developed to examine and

Today, Oakwood has a population of approximately 9,000, with 97.9 percent of the city being residential. No industrial operations are permitted in the city, and most residents are involved in business and professional careers.

Included in the part of the 2.1 percent of the city that is not residential are the areas zoned for business—the Far Hills Avenue Business District and the Neighborhood Business Districts. These parts of the city have reached a pivotal point in its history—a point where growth demands an active plan to control and guide development; where

define the city, the community, the districts, and the neighborhoods. This standard can then be used to develop a set of guidelines to which the community and its leaders may refer to aid in the decision making process.

### The Far Hills Avenue Business District

The Far Hills Avenue Business District area, from Peach Orchard to East Drive, originally developed as residential in the 1920s, has transitioned through the history of the city into a fairly dense commercial use. This area, aside from serving local needs, has a considerable quantity of through traffic whose patronage helps to support the local economy.



Far Hills Business District looking north after completion of boulevard strip and new parking pattern in 1976. (City of Oakwood)



## Neighborhood Business Districts

In addition to the six-block area referred to as the Far Hills Avenue Business District, Oakwood has three other areas that permit business. These locations are noted on the map on the following page. The character of these small pockets of business differs from the Far Hills Avenue Business District in a number of ways. For the most part, the buildings are more residential looking. All have pitched roofs with gables, hips, or a gambrel roof. The windows are punched openings and typically are more residential looking. All are surrounded by more vegetation and are in the vicinity of a residence. The singular nature of the buildings allows for alleyways, which allow immediate access to rear parking but compromise the street edge. The overall impact of the low massing and the space between buildings is residential in nature and results in a more pedestrian scale.

### ***Park Avenue***

The Park Avenue District includes the city government building, several single small commercial buildings, and single residences. Many of the residences house medical, travel, and beauty establishments. The government building is residentially styled, but is not of residential scale. Built toward the beginning of the city's development, it typifies an architectural style evident in much of Oakwood's larger old homes, the high school, and Smith Elementary School.

### ***Far Hills Avenue at Schantz Avenue***

At the intersection on the east side are two residential-type structures. One is occupied by a real estate agency, and the other houses attorneys' offices.

### ***Oakwood Avenue at Springhouse Road and Irving Avenue***

There are civic structures in this area. The Board of Education, The Water Department, and the Post Office are on the west side, and across Oakwood Avenue is a Funeral Home.

### ***Acorn Drive at Shroyer Road and Dellwood Avenue***

The intersection of these three streets defines a triangular lot with a single business housed in Tudor styling.

## *Statement of the Problem*

Unmonitored growth of business would quickly obscure the perception of the districts as being a part of the City of Oakwood. This document presents a summary of the Far Hills Business District's and the Neighborhood Business District's historic development, records its current state, and provides a guideline that will assist the leaders of the community in maintaining the Oakwood Business District's character as a vital part of the city.



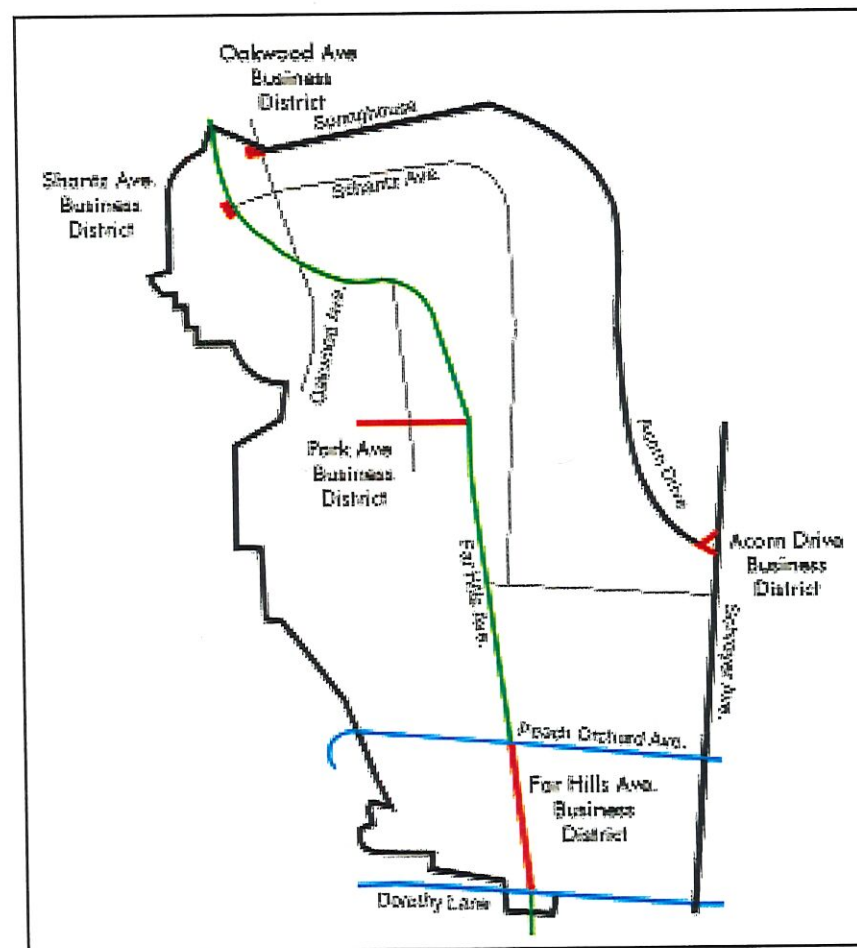
# Oakwood Business District Facts

## Far Hills Avenue Business District

- The Far Hills Avenue Business District is at the intersection of several distinct areas. Far Hills divides the close, urban-style district to the east and the less-dense housing areas of the west as it provides a transition into the Kettering area.
- The Far Hills Avenue Business District also serves as the primary southern entrance to Oakwood, and is located on the main north/south thoroughfare through the area.

## Neighborhood Business Districts

- The Park Avenue District comprises a short stretch of roadway that originates at Far Hills Avenue and proceeds west. The district includes the City Government Building, which houses various public services, such as administration, police, and other functions. There are also other small businesses in the district.
- The Acorn Drive District sits at the intersection of Oakwood and Dayton. This location, at the intersection of Acorn Drive and Shroyer Road, is a prime location for business and should continue to develop with small businesses in residential buildings.
- The Oakwood Avenue District also sits at the north entry point into Oakwood. This district houses several municipal uses and transitions well from small commercial buildings to the neighboring residential district.
- The Shantz Avenue District sits at the intersection from which Oakwood originated. The two businesses in this area appropriately match their residential neighbors.



# History of the Business Districts

## The Far Hills Avenue Business District

Perhaps the most influential citizen, both of Oakwood and the entire Miami Valley, was John H. Patterson, founder of the National Cash Register Corporation and manufacturing innovator. Patterson's summer home, The Far Hills, would inspire the name of Oakwood's primary thoroughfare, Far Hills Avenue.

Along this thoroughfare in the mid 1920s, residents started businesses geared toward serving their neighbors. Houses on the 2400 and 2500 blocks became the sites of medical, automotive and construction-based service businesses, and small, neighborhood grocery stores. These businesses were owned and operated by individuals, thus retaining the community character and pedestrian scale inherent in a residential district. During this time, more of these businesses opened than closed, and none of the buildings reported as businesses were ever vacant.

This trend continued into the '30s and '40s, doubling the volume of businesses that opened and closed, with no reported vacancies. Houses on the 2300 to 2500 blocks of Far Hills Avenue were converted into mostly service-based businesses, individually owned, featuring personal, medical, automotive and construction businesses, and grocery and personal retail stores. During the '40s, similar retail businesses started opening on the 2600 block, selling groceries and house goods.

The development of the Far Hills Avenue Business District began to change in the '50s; development accelerated, many of the buildings housing service firms were taken over by retail businesses, general ownership shifted toward large businesses and franchises, and the first office building was built on the 2600 block. The 2400 block started to see a concentration of home and personal services, and the 2500 block started to specialize in medical service. The first vacancies occurred,



*View of Forrer Boulevard and Far Hills Avenue, circa 1920. (NCR Corporation)*

lasting a short while between business occupancies. The closure rate doubled from that in the '40s, the opening rate tripled, and vacancies numbered about the same as the closures.

The rate of development eased in the '60s, with the number of openings equal to the number of vacancies and of closures. The shift toward large rather than individually owned businesses continued, as did the shift toward retail businesses, with further specialization of the 2400 block in home construction and personal services and the 2500 block in medical service. The 2300 block began to accumulate a disproportionate number of home and personal retail stores, the influx of banks began in the 2400 block, and several large scale office uses occurred on the 2700 and 2800 blocks.

The character of the area lost cohesion, becoming somewhat confused, and the buildings either addressed pedestrians or vehicles in scale, alienating the user group they did not address, and creating a conflicting, changeable boundary with the neighborhoods that border the area.



In the late '60s, the City of Oakwood retained a firm of traffic engineers, which redesigned Far Hills Avenue to accommodate heavy through traffic and retail parking that had overloaded and endangered the residentially planned street.

The changes, implemented in 1973, marked the beginning of the third distinct stage of development, which began in the '70s and continued through the '80s. Very few of the businesses were owned and operated by local individuals, specialization of blocks in particular business types intensified, and few new buildings were transferred into businesses, with the closure rate exceeding the opening rate. Vacancies skyrocketed, with the vacancies often leading to permanent closure or demolition of the building for parking or the erection of a new building. Many of the service trades required specific structural or equipment provisions, such as bank drive-throughs and waiting rooms and changing rooms for doctor's offices. The trend of replacing one business with another business of the same type requirements accommodated the high, new turnover rate of business with some continuity.

The '80s saw some shift back toward individually owned service firms and the explosion of financial services throughout the area. The modification of through traffic and parking patterns solidified the usage of the area as retail and effectively allowed for the density of vehicular traffic. The scale of the area changed as the signs and the buildings changed, alienating the pedestrian, and further confusing the character of the community.

In 1993, the City of Oakwood retained a Columbus landscape architecture and land planning firm to study the current effectiveness of the traffic changes in the business district and to develop recommendations where needed. Their recommendations addressed the issue of character in the area, encompassing coherent signage, landscaping materials, and placement, traffic visibility, and general suggestions for formatting future renovations and development of the businesses, approaching the problem from a community character standpoint. While the study put

forward general suggestions concerning the restoration of scale, the primary focus of their study and recommendations was the character of the business area.

In 1995, the City of Oakwood implemented a number of the streetscape improvements recommended in the 1993 study. These improvements were designed to update and further enhance the 1973 streetscape project.

In 1996, the City of Oakwood, in an effort to ensure that future development implemented all recent public improvements, retained Woolpert to address the issue of scale and create specific exterior design guidelines.



*The Far Hills Business District looking south, 1973 (City of Oakwood)*



## **The Neighborhood Business Districts**

### **Oakwood Avenue District**

This district was first zoned for business in 1926, from which era the Board of Education building dates. The Water Works and Post Office buildings were both built in 1953. During this time, the Post Office was being used as a car dealership.

### **Schantz Avenue District**

This district was also zoned for business in 1926, in anticipation of its importance to the community. At the time of incorporation, residents still perceived this intersection as being crucial to Oakwood's growth. While all four corners were zoned for business, the area is occupied by only residential buildings. Currently, one corner is set in a wooded, natural environment, and another is elaborately landscaped with an Oakwood sign.

### **Acorn Drive District**

Zoned for business in 1941, the single building in this district was built in 1930. It has existed as a gas station, a fish market, and currently serves as a beauty salon, despite the zoning ordinances set in opposition to the building's business functions during the first 11 years of its existence.

### **Park Avenue District**

The Park Avenue district started developing simultaneously with the Far Hills Avenue Business District; it was planned as a government center and continues to house the police, fire, sewer, and city administrative offices. Aside from the government building, the area consists of several single small commercial buildings and single residences. Similar to the Far Hills Avenue Business District, a generous proportion of the nearby

residences have been converted to business usages, often service-oriented, such as medical, travel, and beauty establishments. The government building does not lend itself to the building types established for this guideline; it is residentially styled, but is not of residential scale. Built toward the beginning of the development of the city, it typifies the character of Oakwood at the time: solid, somewhat traditional, but forward-thinking.

The Park Avenue District differs from the Far Hills Avenue Business District in several operative ways which effect the application of the guidelines to the building types. In most cases, the small commercial buildings house retail uses, several per building, and rarely exceed one story in height. The single nature of the buildings allows for alleyways, which allows immediate access to rear parking, but compromises the street edge. The overall impact of these two factors—low massing and space between buildings—is residential; it creates the impression of a yard around the building, albeit one of asphalt. The relationship with the street is also impacted by the presence of diagonal and parallel parking along the street edge. While located in a more immediately residential area, this district seems more vehicularly oriented, due to the perceived width of the street and the visual and physical barrier established by the line of parked cars.

The character of the district provides an effective compromise between the density of the Far Hills Avenue Business District and the open nature of neighboring residential areas, and the building scale is considerably nicer for the pedestrian. The main aspect for consideration in this area is the street relationship and the integration of pedestrians and vehicles, which was effectively achieved in the Far Hills Avenue Business District.

# Existing Conditions

## District and Community

In Oakwood, landscape elements define the business district not only along Far Hills Avenue but also within the neighborhoods. In the Far Hills Avenue Business District, the grand line of trees in the center median announces the presence of the district, encourages traffic to slow down, and softens the harsh look and sound of the heavy flow of traffic. Within the neighborhood business areas, trees are also utilized to help the businesses blend more readily with the surrounding architecture.

Trees help to create a more pleasant place to stop, and landscaped medians provide a safe divider between traffic and cruise lanes. Landscape is also used to define edges, borders, and entrances. In addition, landscape elements screen parking lots, utilities, and service areas.

Much of the character of Oakwood is established by the consistent use of trees, plants, and grass, which substantially contribute to the look and feel of the districts. For example, rows of tall, shaped, hedges symbolize a long established and rich landscape, such as can be found in old English suburbs and towns.

**Border Conditions.** Borders are those elements that separate different conditions and help to define the areas and the transitions between areas. For example, the border between a parking lot and a side street can be a planting strip containing a variety of plants that minimize the visual impact of pavement and rows of vehicles. Within the Far Hills Avenue and neighborhood business districts, many types of border conditions are present. In some cases, the elements used to define a border enrich the character of the districts, but other instances demonstrate that the absence of well articulated edges detracts from the overall look and feel of the districts.

### *Between buildings and street frontages:*

Borders provide buffers between buildings and streets that are pedestrian-oriented and serve as a marker for building entrances. Where buildings are set back from street frontages, lawns and other landscape elements—such as rows of shrubs—occupy the space between building and street. Plantings, street furniture, and canopies help to mediate between large-scale commercial buildings and the pedestrian by providing a buffer zone of pedestrian-scaled elements. The setback also provides space for an articulated entry sequence which can enhance the style and image of a building. The most effective setbacks and landscape borders utilize plants in a range of sizes for variety and to establish a rhythm along the street.

### *Between parking lots and the main thoroughfare:*

Borders reduce the visual impact of parking lots. Plants are present to screen parking areas, to soften their impact, to place a border between pedestrian and parked vehicles, and to enrich the visual appearance of the business districts. Borders of parking lots along Far Hills Avenue in Oakwood are most often planting beds with a variety of low profile plants and low fences.

### *Between parking lots and side streets:*

Used in these areas, borders reduce the visual impact of parking lots. Planting areas are present to screen parking areas, to soften their impact, to place a border between pedestrian and parked vehicles, and to enrich the visual appearance of the district.

### *Between parking lots and adjacent residences:*

Borders used in these areas provide a visual screen and a definite edge. Developed and shaped rows of hedges provide an excellent soft, visual screen that effectively marks the edge and forms a barrier, without presenting a hard and uninteresting facade. Hedge rows also have a



thickness that requires more room than a fence, but also lends depth and character to the border. In some parking lots wood fences are used, providing edge definition and an effective physical and visual barrier. In two parking lots the presence of concrete retaining walls is obvious, because they present a blank and uninteresting face to the outside.

**Parking Conditions.** Conveniently located parking lots are essential to the economic health and vitality of the business districts. Particularly noteworthy is the common arrangement of parking to the rear of buildings. This permits the consistent setback of buildings from Far Hills Avenue and the border between building and street to be a landscaped area, instead of a parking lot. Approximately half of this district's buildings' fronts face directly onto Far Hills Avenue, creating a unified street wall. The lack of front parking enhances the image of the district as a long-established traditional town center. The overall arrangement of parking accommodates the automobile, without being completely dominated by its presence.

*Smaller parking areas:*

Many of the smaller parking areas, especially those that are accessed by driveways between buildings, are well organized with well defined edges. Some of these lots are primarily used for employee parking and are not as attractively arranged. Other small parking lots are along the side of a building, facing a side street, and many of these are enhanced by planted edges. However, in the case of one parking area, vehicles are placed between the building and the front sidewalk, in a configuration that presents an unattractive face to the street.

*Larger parking lots:*

Some of the larger parking lots are less organized, and their borders tend to be less effective in allocating space among pedestrians and the rows of vehicles and pavement. A jumbled and busy image is present in this area, which undermines the special character of the Far Hills Avenue Business District.

**Rear Facade Treatment.** Although often overlooked as an important element in establishing the character of a business district, rear building facades are especially important. They are not visible to through traffic, but rear entrances act as main entrances in the many instances where parking is present at the rear of a building. Signs and light fixtures mark entrances, and canopies provide protection from weather elements. Most of the rear facades contain less costly and attractive materials than the front facades, but consistent treatment of some facades minimizes visual clutter and upgrades the look and feel of the entrance. However, in some cases, the presence of unscreened garbage containers detracts from the appearance of the building.

Additionally, the rear facades of many of the buildings are visible from adjacent residences, especially where the border between the two is thin or nonexistent.



*Parking lot—rear conditions*



# Buildings

## Far Hills Avenue Business District Building Types

For purposes of the study, the buildings of the Far Hills Avenue Business District have been divided into three types:

1. residential
2. commercial
3. large commercial

*Residential:* used to describe a building or buildings originally built as a house or houses, now being used for service or retail applications. This term also applies to any small building with residential details, such as a gable or hip roof or residential trim.

*Commercial:* describes a one- to two-story building built for business purposes, typically of the same scale as the residences in the area. Buildings that are connected through shared wall construction also fit within this category.

*Large commercial:* used to classify buildings built as retail and office space, which are of distinct proportions and lack pedestrian scale and detailing.

### Features by Building Type

**Residential.** Buildings 2400, 2402, 2404, and 2545 are freestanding, single uses included in this type. These are buildings originally built as houses that are now being used for service or retail applications. By and large, these buildings were converted for use as businesses in the late 1920s, '40s, and '70s. Residential features of these buildings include the following:

- used as service and light retail
- multi-storied (2 to 2½ floors)



*Freestanding residential*

- single entry per store
- signage is pedestrian in scale, generally perpendicular and attached to building
- where signage faces Far Hills Avenue, there is one sign per house; where multiple stores per house exist, multiple stores appear on one sign
- setback from street vary
- most entrances exist at street level
- doors are either solid wood or wood frame with glass panes
- windows are residentially scaled
- gable roofs
- where awnings exist, they are placed solely over entryway
- one building has a porch
- landscaping is in-ground and consists of a mix of trees, shrubs, grass, and groundcover
- exterior trim is white or dark brown
- most have some sort of street furniture, such as benches, seating, or a table

- buildings are clad in cold white painted clapboard siding or red brick

Residential-type structures that are connected to other structures include Buildings 2523 and 2525. Their first-recorded uses as businesses were in the mid 1920s, and the '50s. Features of these buildings include the following:

- service-oriented
- mainly pedestrian scale signage
- where signage is freestanding, it is vehicular in scale
- maintains street edge
- single entry
- some entries step up from street level
- doors are wood with glass panes
- windows are residential in scale
- where awnings exist, they are placed solely over the entryway



*Single small commercial*

- all buildings have gable roofs, though, in one case, the roof is hidden by a false facade
- landscaping is in-ground
- buildings are red brick
- exterior trim is white or dark brown

**Commercial.** Buildings in this type include Buildings 2300, 2309, 2331, 2401, 2507, 2527, 2567, 2705, 2710, 2720, and 2800. These are free-standing buildings built for business purposes, one to two stories tall, and of the same scale as neighboring residences. Their first recorded uses as businesses were in the late 1930s, '40s, '50s, '60s, and '80s. Their features include the following:

- single story, with one exception
- half of the signage is perpendicular and freestanding, the other half is flush and attached to the building
- many stores have multiple signs
- maintains street edge
- single entry per store, on street level
- wood or metal frame door with glass panels
- residential scale or display-type windows
- mostly flat roofs
- 2/3 of buildings have awnings over door or window openings
- 1/5 have a porch-type structure
- mostly in-ground landscaping
- buildings are red or warm tan brick (exception: one building is done in white painted clapboards intended to mimic a house, and one building used blue painted concrete masonry units)
- most trim is blue, brown, or white (exception: one case of green and brass, one of grey)

Buildings 2311, 2314, 2319, and 2322 are also in this category. These buildings were originally built as businesses, residentially scaled, one to two stories tall, using shared wall construction. Their first recorded business use was in the late 1930s, '50s, and early '90s. The following features characterize this building group:



- retail and service
- one or two levels
- no standards of parking
- no standard form of signage
- maintains street edge
- single entry per store, most on street level, with a metal frame glass door
- display windows
- mostly flat roofs (one hipped)
- many have awnings, continuous over the first floor, over openings on the second where applicable
- no standard for material, exterior color, or trim color

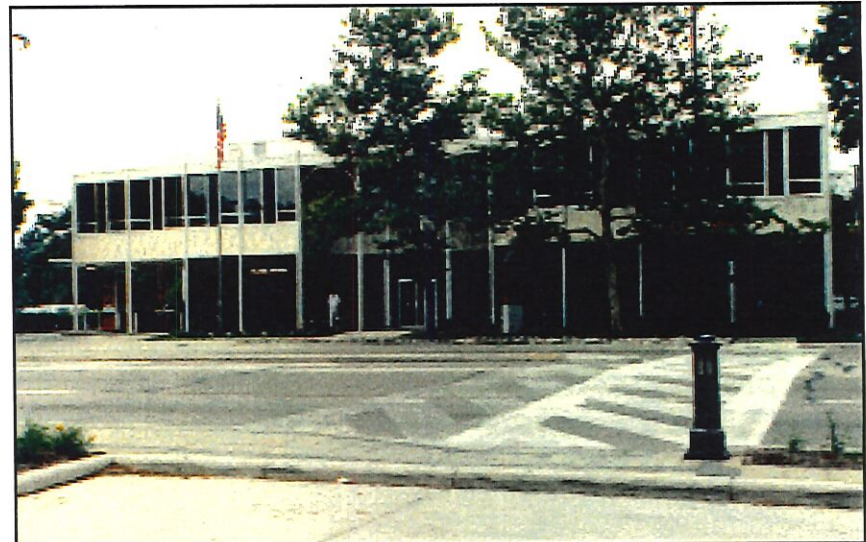
*Large Commercial:*

This type includes Buildings 2600, 2601, and 2800. These buildings were built as retail or office space, are nonresidential in scale, and are two or more stories tall. Their first recorded usage was in the 1940s and '60s. Their features include:

- mostly offices, some service and retail
- two to three stories
- much more parking, located in the rear
- large, vehicular-scaled signage, often freestanding, with multiple signs per store
- maintains street edge
- single exterior entry per store
- for buildings with an office, offices should be accessed through a single exterior entry
- glass door with metal frame
- residential scale windows and window walls
- flat roofs
- continuous awning over first story
- no standard for material or color
- trim in blue, brown, or black



*Single small commercial*



*Large commercial*



## Neighborhood Business District Building Types

The buildings in the neighborhood business districts are similar in style to the residential buildings described in the Far Hills Avenue Business District. While no one lives in them, they share design features of the residential buildings. They have pitched roofs, are usually setback from the property lines, show punched openings for windows and doors, and are designed on a more pedestrian scale.

### Oakwood Avenue District

Three buildings exist, each with its own distinct use, building type, and appearance.

These buildings lack a unified character, as they contain residential, transitional, and commercial-style buildings with a range of setbacks. The following description illustrates the variety of style elements existing in this district:

*Post Office:* Small Commercial-type building with brick masonry and glass storefront “front end.” The rear part of building is a warehouse type building with a barrel vault roof and painted concrete masonry construction. The pale orange color of building is appropriate, and the setback is appropriate for the building type and use.

*Water Works Building:* Small Commercial-type building with residential-style hip roof. It was originally built in 1937 with two alterations since then. Styled as masonry construction with an appropriate tan color, the building was intended as a transitional building in style between residential and commercial. This disparity in styling elements detracts from the building’s visual appeal.

*Board of Education Office:* A converted 1920s residence with a large front lawn, this building’s key feature is the strong shape of the hip roof.



*Oakwood Avenue District—Post Office*



*Oakwood Avenue District—Water Works Building*



## Schantz Avenue District

This district consists of two residential buildings converted to commercial use with enlarged driveways for additional parking. Neither house has been substantially altered, and both have appropriate residential colors. Despite their commercial use, the houses continue to fit in with their environment. The building housing Keyes Gateway Realty® has a nonresidential awning canopy at the main entrance.

## Acorn Drive District

This area is marked by a single small commercial building with a substantial parking lot containing a landscaped border section. The main building entrance is marked by a small entry canopy. The style is a commercial adoption of the Tudor style, which is appropriate to a small commercial district within a residential area. The building's colors are appropriate to the style, and a small brick addition has a compatible brick color.



*Schantz Avenue District*



*Oakwood Avenue District — Board of Education Office*



*Acorn Drive District*





*Park Avenue District—Oakwood City Building*

## **Park Avenue District**

This district is the largest of the neighborhood business districts. It consists of several single, small commercial buildings, one of which has businesses in a second story, and several converted residences. Additionally, the city building, a large residentially detailed Tudor structure, is located here, set back from the road by a large lawn. The road itself has parallel parking along one side and short term diagonal parking in front of the city building.

## **Features by Building Type in Neighborhood Business Districts**

### ***Residential***

136 Far Hills Avenue  
4 East Schantz Avenue

20 Rubicon Road  
45 Park Avenue

The following features characterize buildings of this type:

- residentially scaled windows
- signage is parallel to the building
- varied setbacks on all sides
- used for service, light, retail, and civic functions
- one or two stories
- single entry per building
- pitched roofs
- brick, wood siding, and stucco cladding

### ***Small Commercial***

1255 Shroyer Avenue  
Springhouse Wells and Pump House (Water Works Building)  
Park Avenue: 20, 21, 30, 31, 33, 35, and 51

The following features characterize buildings of this type:

- predominately single story
- single entry per store
- pitched roofs
- residential style windows; some display windows



# Far Hills Avenue District

## Building Types



- Single Residential
- Single Small Commercial
- Connected Small Commercial
- Large Commercial
- \* See p.10 for explanation of building type characteristics



# Neighborhood Business Districts

Building Types

- Single Residential
- Single Small Commercial
- Connected Small Commercial
- Large Commercial



# *Design Workbook*



## **General Guideline Information**

### **Design Guidelines for Oakwood**

Purpose of the Guidelines ..... I

Use of the Guidelines ..... I

### **Specific Design Guidelines**

Overview ..... I

**Building Terms Glossary .....2**

# Design Guidelines for Oakwood

## **Purpose of the Guidelines**

The general goal of the Design Guidelines is to enhance the appearance of the business districts of Oakwood, thereby improving the viability of the retail market, preserving its civic functions, and improving the quality of the surrounding neighborhoods. The document also provides an outline property owners as to what is appropriate for the area.

The Oakwood Design Guidelines provide standards to aid the City of Oakwood in its decisions concerning the compatibility of proposed design decisions with the existing and desired character and scale of the Oakwood Business Districts. These design guidelines, through text and illustrations, establish a palette of design elements and standards for evaluating the appropriateness of exterior changes proposed to individual stores, storefronts, and buildings by property owners.

The guidelines do not prescribe specific construction plans, nor do they concern themselves with interior architecture. The primary concern is with the image a building projects. Research focused on the massing of structures, roof forms, building setbacks, facade materials, colors, and textures has been applied to consider future improvements to construction details, signage, landscaping and screening, the two key elements of scale, and continuity of the street.

## **Use of the Guidelines**

### ***Existing Buildings***

The designers will become acquainted with the buildings by studying the existing facade and architectural features and forming comparisons with the surrounding buildings. An additional task includes identifying the building type, such as commercial, large commercial, and residential. The design will adhere to the following guidelines:

### ***New Buildings***

First refer to the massing section to follow the specific guidelines.

### ***Renovations and Additions***

Any renovation, addition, or new facility deviating from the guidelines is subject to review by the City of Oakwood.

## *Specific Design Guidelines*

### **Overview**

This section deals with the detailed elements that establish the District's character when these guidelines are applied to individual buildings.

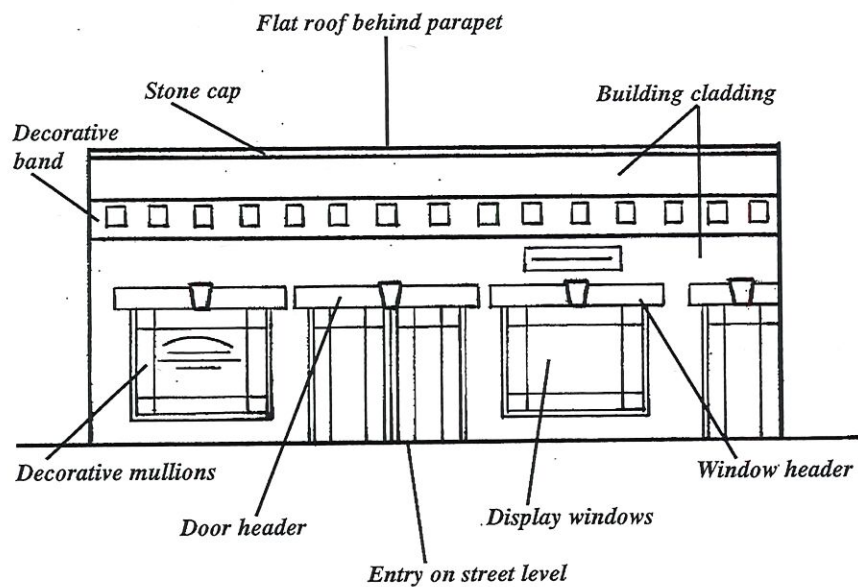
As discussed in the previous sections, the general architectural appearance should reflect the roots of the area's development in the 1920s and '30s. The materials, elements, and details were researched and chosen based on their ability to create a coherent image. Adhering to these guidelines will draw together the older buildings and newer construction into the character of the Oakwood Business Districts. Great effort should be taken to avoid alienating any of the existing structures. While the character of the district is established by the small commercial structures, work done on the other building types should maintain the integrity of the particular structure.

The design guides will relate to three building types: 1) residential, 2) commercial, and 3) large commercial. Residential buildings will be defined as those that adhere to the design concepts of residential buildings, regardless of building function. The applications of the guides will duplicate some elements among the three categories.

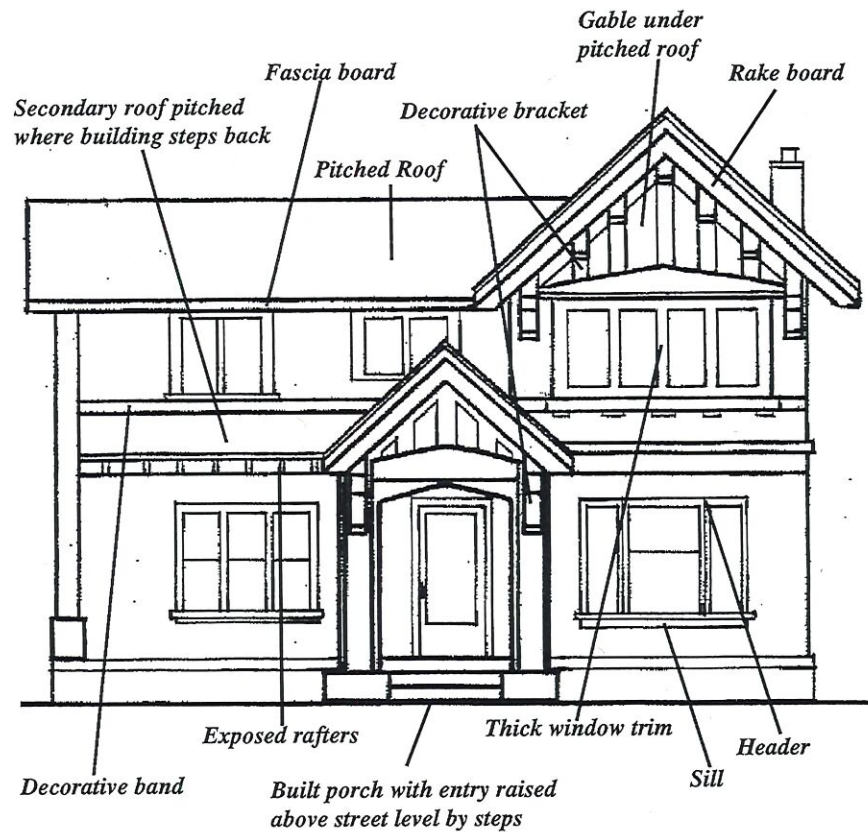


# Building Terms Glossary

## Commercial Terms



## Residential Terms



# Building Terms Glossary

**Build-to line** a site-specific line determined by building codes and constraints, which defines the outmost edge of new construction in any given direction.

**Cladding** material used as surface sheathing

**Clapboard** a wood siding commonly used as an exterior covering on a building; applied horizontally and overlapped; thicker on the lower edge than along the upper.

**Cornice** decorative projection that crowns or finishes the part to which it is affixed, such as the exterior trim of a structure at the meeting of the roof and wall.

**Dormer** a structure projecting from a sloping roof, usually housing a window.

**Embrasure** an opening in an exterior wall, such as that for a door or window.

**Facade** the exterior face of a building, which is the architectural front.

**Gable** the vertical triangular portion of the end wall of a building from the bottom level of the cornice or eaves to the ridge of the roof.

**Gambrel** a roof that has two pitches on each side, also called a mansard roof.

**Ganged windows** individual windows placed closely side by side to create a horizontal strip opening.

**Lintel** a horizontal structural member over an opening that carries the weight of the wall above it.

**Muntin** a secondary framing member to hold glass panes within a window or glazed door.

**Parapet** the portion of the exterior wall extending entirely above the roof.

**Pilaster** a decorative feature imitating a pier or column that serves no structural purpose.

**Punched Opening** Single doors or windows set in a structure, as opposed to ganged windows.

**Quoining** stone or brick masonry used to reinforce an external corner or edge of building, often done in contrasting material; an imitation of the same effect in non-load-bearing material.

**Reveal** a change in the depth of materials used on a planer surface, causing a shadow line or light line on the building facade.

**Side light** a framed area of fixed glass alongside a door or window opening

**Stepped** to set back in layers, as in the manner of steps.

**Transom** a window above the main opening, separated by an intermediate horizontal member of a door or window frame or similar structure.



## Standard Building Elements

### Building Mass and Style

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# Building Mass and Style

New construction in the Far Hills Avenue Business District may be a completely new freestanding structure, an addition to an older structure, or fill-in construction, i.e. construction that occupies a gap in a row of commercial building facades. The designs should take cues from their surroundings in an effort to fit into the broad visual pattern of the existing buildings.

## New Business District Structures

### Height

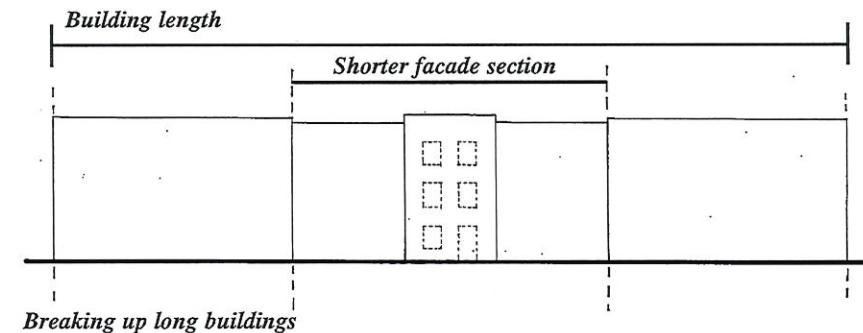
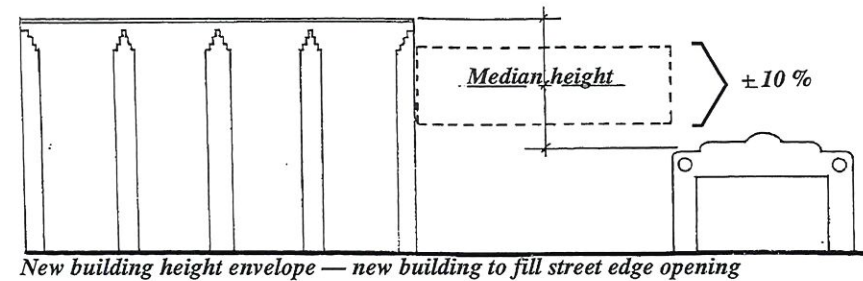
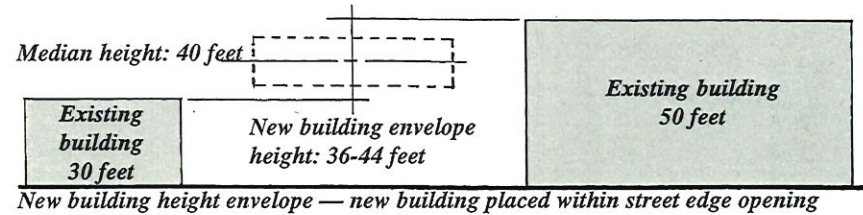
The height of new construction will be similar to that of the adjacent and nearby structures, falling within 10% of the median line between the tallest and the shortest structure.

The typical building is ideally two stories in the central business district.

### Proportions

Proportion refers to the relationship between the width and height of a building.

- The buildings' vertical and horizontal dimensions shall be in proportion to one another without overemphasizing either dimension. Horizontally long buildings shall be broken up to create the appearance of a series of proportionally correct masses.
- Front facades should be similar in proportion to the single or connected commercial.
- Openings such as doors and windows should reflect adjacent and nearby door and window openings.

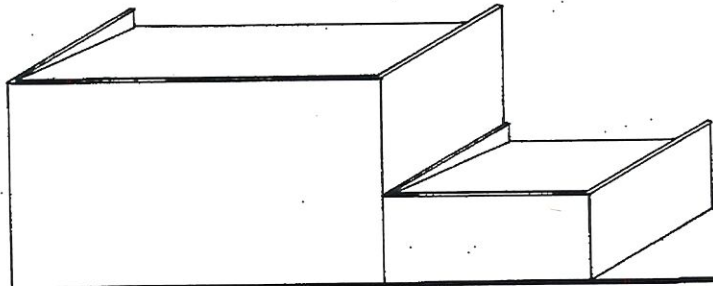




### ***Scale***

Scale refers to the relationship between a structure and the size of a human being.

The scale should be consistent within a given structure. Small, closely spaced buildings should not have massive detailing on the facade or large windows and doors. Windows that are set below the normal line of sight and those occupying small openings are examples of scale that is too small. Buildings should achieve a human scale and interest.



*Building proportion*

### **Relationship of Materials, Textures, and Colors**

New construction should reflect the predominant materials, textures, and colors in an area. However, the same materials will not be used repetitiously; the design will incorporate materials that provide a similar texture and scale.

### ***Roof Shapes***

Front parapets with shallow-sloped roofs behind them are typical design elements within the area. Gable roofs are discouraged in the Far Hills Avenue Business District but are appropriate in the neighborhood business districts.

### ***Setbacks***

Setbacks refer to the distance from the building to the sidewalk, street or property line.

Retail functions shall be built to the build-to line, which encourages spacial consistency along the sidewalk edge. Setbacks of 5 to 10 feet are appropriate for social, civic, or office buildings. *See page 4 of Section II for setback detail.*

### ***Additions***

Additions to the rear of existing structures may be very plain and practical in design. If the addition at the rear or side of a building serves a secondary public entrance, then more attention to detail is warranted.

Roofline additions such as dormers, skylights, and penthouses should not be visible from the street.

## Massing Neighborhood Business Districts

New construction in these areas should reflect the massing patterns of the area. Individual structures with setbacks on all four sides are a typical design concept. Residential-style buildings with pitched roofs, overhangs, and punched windows are appropriate.

### *Height*

New construction should be of similar height to that of adjacent and nearby buildings. The typical residential structure is a maximum of 1½ stories to 2½ stories.

### *Style and Character*

New construction and additions should not try to replicate existing structures but should relate to the surrounding structures in massing, detailing, scale, color, texture, building placement, and setbacks. Contemporary designs that are compatible with the character and mood of the building or neighborhood are appropriate.

### *Orientation and Placement*

New construction and additions should observe predominant building orientation to the surrounding area, as well as placement on the lot.

### *Additions and Alterations*

Generally, any additions to an existing structure should be visually subordinate to the main structure. Porches, steps, and handrails of the original structure should be retained as much as possible. Enclosing porches may be the only way to gain space in a structure. If this is necessary, as much of the original porch should remain on the exterior as possible.

The addition of ramps should be done by preserving as many of the building's existing architectural features as possible.

## Roof Shapes

### *Gable Roof*

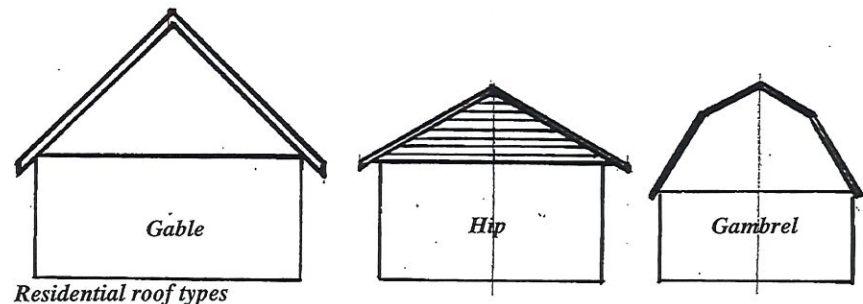
Gable roofs may vary in pitch from 7:12 to 14:12. Roof pitches 8:12 and greater are most appropriate for Oakwood.

### *Gambrel Roofs*

Oakwood has many examples of true gambrel roofs and gambrel-looking roofs, due to the overhang application. Either form is acceptable. A true gambrel roof has different pitches on the upper and lower roof plane. Upper roof pitches vary from 5:12 to 8:12, while lower pitches may vary from 18:12 to 20:12.

### *Hip Roofs*

Hip roofs vary in pitch from 4:12 to 14:12. Dormers are used to prevent the roof from overpowering the building. Roof overhangs of 12 to 18 inches are encouraged. Dormers should also relate to the surrounding neighborhood.





## ***Setbacks***

Setbacks should follow the residential guidelines for the neighborhood.

## **Building Type by Area**

The neighborhood business districts differ greatly from the Far Hills Avenue Business District, due to their relationship with residential areas and their relatively low density of commercial usage.

The character of the structures and their scale relative to nearby houses are crucial in this area. New construction should be limited to residential or single small commercial buildings. Buildings that face major roads may have small commercial setbacks. Buildings on predominantly residential roads should use residential setbacks and building position within the lot. Buildings that face residences across a street corner should complement the residence in setback and detailing.

### ***Park Avenue District, Oakwood Avenue District***

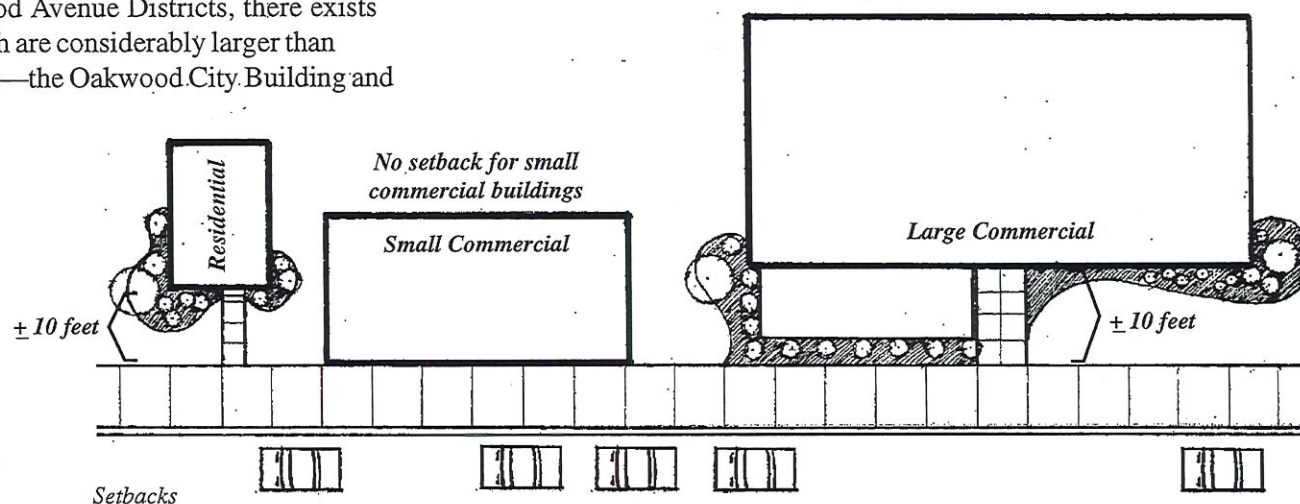
In the Park Avenue and the Oakwood Avenue Districts, there exists residentially detailed buildings which are considerably larger than neighboring houses. These buildings—the Oakwood City Building and the Oakwood Board of Education, respectively, along with the Post Office and Water Works Buildings—are municipal rather than commercial. Though the design guide classifications are based on building appearance in these cases, building usage should be taken carefully into account when applying the design guides. New buildings may be of residential or small commercial style.

## ***Schantz Avenue***

Located at a busy intersection in a residential area, this district currently consists of residential buildings. The nature of the intersection and surrounding areas lends itself to future development in a residential-type scale and detail.

## ***Acorn Drive***

The business in this district is housed in a residentially styled Tudor building, obviously built for small commercial use. Future development of this site should be small commercial in nature, despite surrounding residential neighborhoods, due to the nature of the intersection.

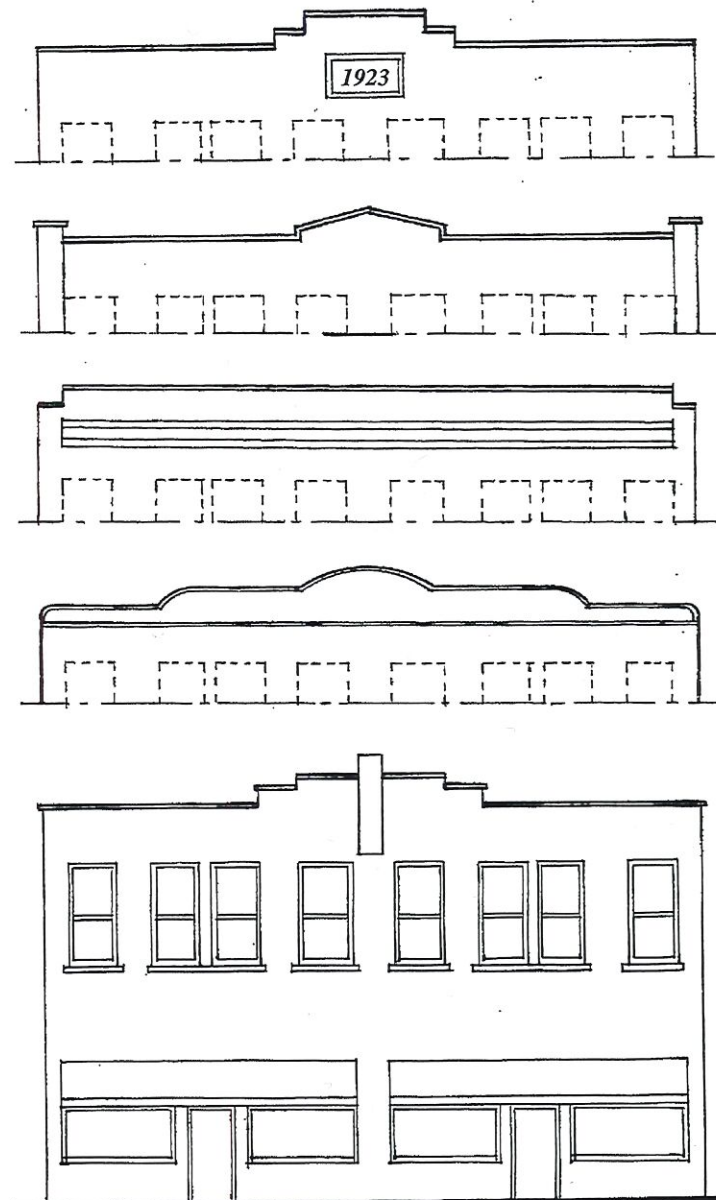


## Architectural Details

The faces of the buildings consist of a series of elements that combine to form a coherent whole. Doors, windows, awnings, and other design concepts have already been discussed. There are other subtle elements of the facades not yet described that are referred to as details in this section. With some description of the original detailing on the buildings, a brief vocabulary list can be abstracted to be applied today. This vocabulary is not intended to detract from the past, yet it does not necessarily copy it either. An appropriate approach takes cues from the original contexts to assist future building decisions and help additions and improvements in the area fit into their surroundings.

### Commercial Buildings

Buildings in Oakwood were originally designed to look more streamlined than in previous eras by greatly reducing ornamentation. The details on the facade were restrained. For example, brick patterning on recessed panels replaced ornate cornices or applied ornament. The upper floors were less decorative and simpler than the storefront area. Bay windows were not common, and surfaces were smooth with very few projections. Lintels and sills occurred at punched window openings, but they were simple and lacking ornamentation. The storefront design of this area often used glass block and prism glass in transoms. Many of the transoms were combined with signage. Building names and dates carved in stone on the parapet are common. Cornices are smooth, lack ornamentation, and are often stepped vertically toward the center of the facade. Engaged pilasters cast shadows and join long blank walls of larger buildings.



*Characteristic parapets*

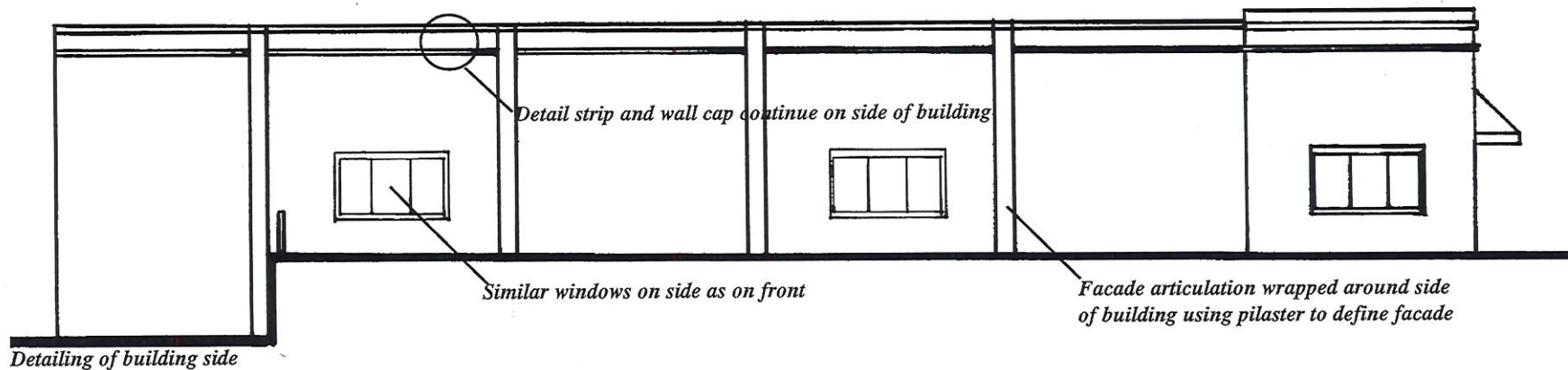
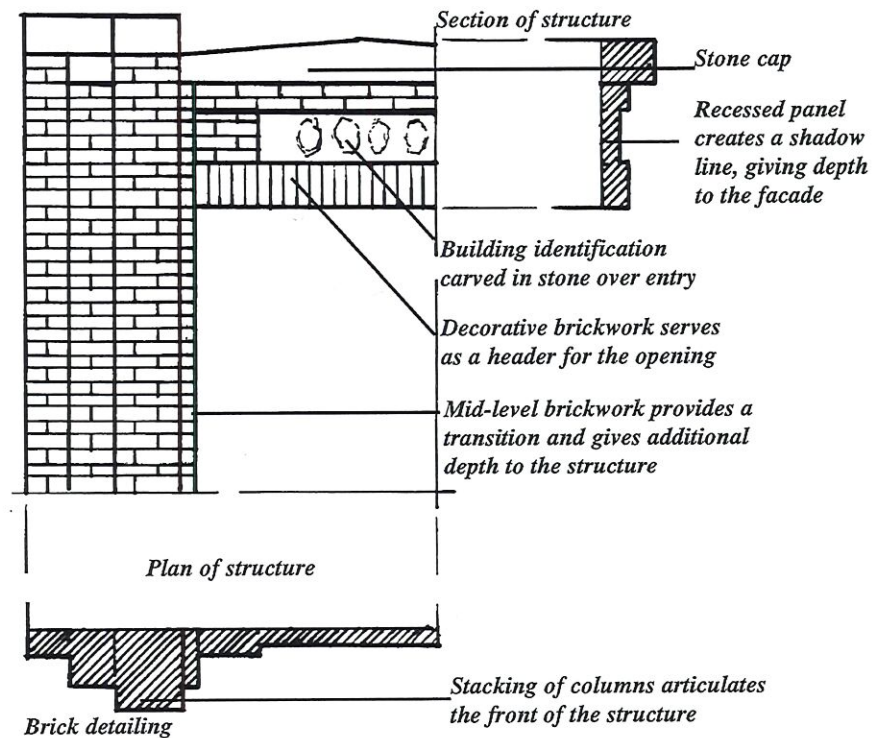


## General Principles to be Applied in Detailing Building Facades

- Give human scale to the building
- Use simple geometric patterns to detail
- Use reveals and brick patterning to detail
- Enhance what were once the original details of the structure
- Prevent monotony of large flat uninterrupted elevations through the use of architectural elements described above
- Use plantings to enhance the parking area and building entrances or remove the eye from unattractive views
- Consider all building faces and who views them
- The use of salvaged historic building materials is not recommended

## General Principles to be Applied in Detailing Visible Building Sides

- Continue facade articulation around the side of the building in the form of vertical pilasters and horizontal detailing.
- Where possible, incorporate windows or false openings into the design to complement those on the front of the building.
- Continue facade detailing around side of building in simpler form.



## Residential Buildings

Residences can be divided into two categories by the type of detailing: the simple form of basic residential and the more decorative Tudor form. In general, all residential buildings should have 8- to 12-inch overhangs—the distance between the side of the building and the end of the roof slope. Inside of the pitch, in the gable, many residences of the era had decorative brackets. Those houses, which are two stories, will sometimes de-emphasize the second story by stepping it back from the first story building edge or setting it into a dormer in the roof.

### Basic Residential Details

These buildings are clad either in brick, clapboard, or some combination of the two. Either material uses similar building trim and detailing, usually wood window and door framing. Windows are typically vertically proportioned and ganged together when a horizontal opening is required. Some brick houses will use brick or stone for building trim, door and window sills, and steps. The detailing of this building type is visually clean and classically simple.

### Tudor Details

These buildings are frequently half-timbered with a stone or brick base, or they exist as a brick building with a half-timber gable. Half-timbering refers to using exposed wooden timbers on the exterior of the building with the voids between timbers filled with light-colored plaster. Tudor brick work will often have stone quoining at building edges and around door and window openings. Such stone work will tend to use various sizes of stones in regular courses to achieve visual interest. Openings in brick facades without stonework may have brick detailing, such as that described previously.

### Styling Elements

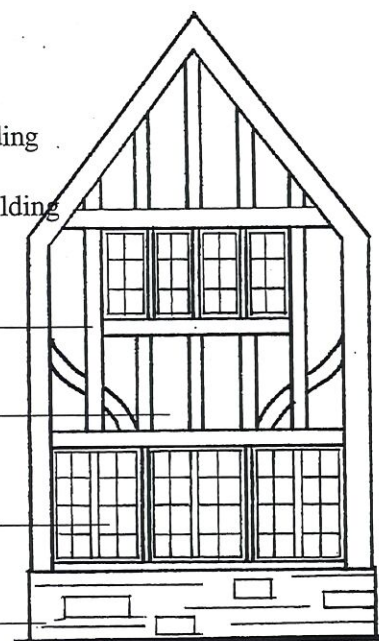
- Half-timber
- Vertically proportioned building frame, windows, and detail elements of a residential building

*Thick window framing*

*Half-timbering*

*Windows have many small panes*

*Random stone base*



*Residential-style Tudor*

### Styling Elements

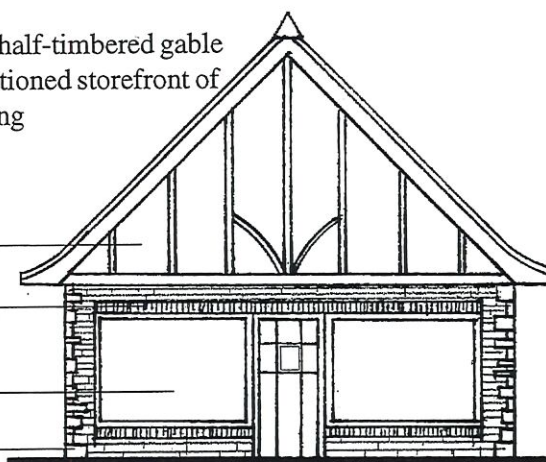
- Brick building with half-timbered gable
- Horizontally proportioned storefront of a commercial building

*Half-timbered gable*

*Brick detailing*

*Storefront-type opening*

*Stone quoining*



*Commercial-style Tudor*



## Permanent Exterior Elements

### Facade Cladding

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# Facade Cladding

In general, cladding materials were chosen for their appropriateness to the various building types. New materials may be introduced if they closely emulate the look and feel of traditional materials. Any materials should be chosen with consideration given to the strength, appearance, and life cycle costing. Where trim adds significant character of the facade, it should be retained. When a group of structures is present, the materials should match other structures in the group. No more than four basic materials should be used in any facade. Materials should not be changed in the same plane, unless separated by a detail, such as a reveal. See the end of this document for examples.

## Residential Structures

Existing structures are clad in various types of wood siding or face red brick.

### Appropriate Cladding.

- Wood or pressed wood siding
- Vinyl siding
- Residentially sized brick
- Steel siding
- Aluminum siding

#### Comment:

Wood siding, “builder’s grade” or better, or vinyl siding should be used. Siding must have a horizontal lap, a flat finish, and a 4- or 5-inch vertical exposure.

For masonry, a residentially sized brick—the standard 4-inch by 8-inch unit—is appropriate when a dark or mid-range shade of red is used. Bricks should be horizontally oriented, and, where brick trim is used, it should match in color and size and maintain a regular rectangular shape. Stone or other sizes of bricks may be inappropriate, depending on the scale of the building.

### Inappropriate Cladding.

- Heavily rusticated stone veneer
- Exterior Insulation Finish System (EIFS)
- Glass curtain wall
- Concrete block

## Small Commercial, Single and Connected

The existing buildings of this type are residential brick, either red or warm tan in color; painted concrete masonry units; stone panels; or an exterior insulation finish system.

### Appropriate Cladding.

- Residentially sized brick
- EIFS (For Example: Dryvit)
- Concrete masonry units with ground faced finishes
- Stone facing material

#### Comment:

For masonry, residentially sized brick is appropriate in either a red or warm tan color. Brick trim should be used to complement the color, scale, and style of the building. Glazed brick is available, which would allow for a greater sense of identity, though a smaller scale unit should still be used.

For multi-story buildings, a larger masonry unit, such as concrete masonry units (CMU) or stone-finished concrete units, might be appropriate. This design alternative requires a similar increase in the scale of trim and details as compared to neighboring buildings. Structures in the group should be made visually distinct from each other through the use of materials, detailing, or color.



### Inappropriate Cladding.

- Heavily rusticated stone veneer
- Glass curtain wall
- Wood siding
- Vertical siding

### Large Commercial

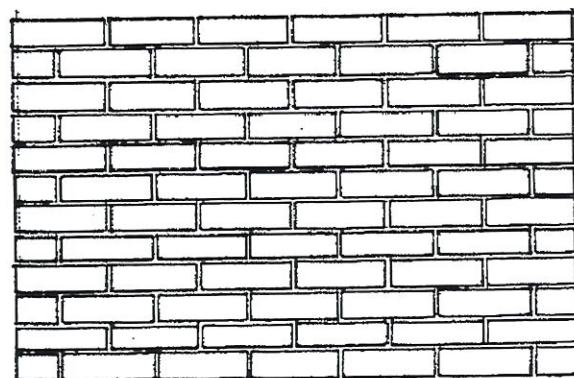
Existing buildings of this type are clad in brick, aluminum, and glass curtain wall. Buildings of this scale have a significant impact on the image, character, and identity of the district. The overwhelming scale of these larger buildings is made more compatible with the rest of the district by dividing the long facade into observable smaller facades to appear as many connected buildings.

### Appropriate.

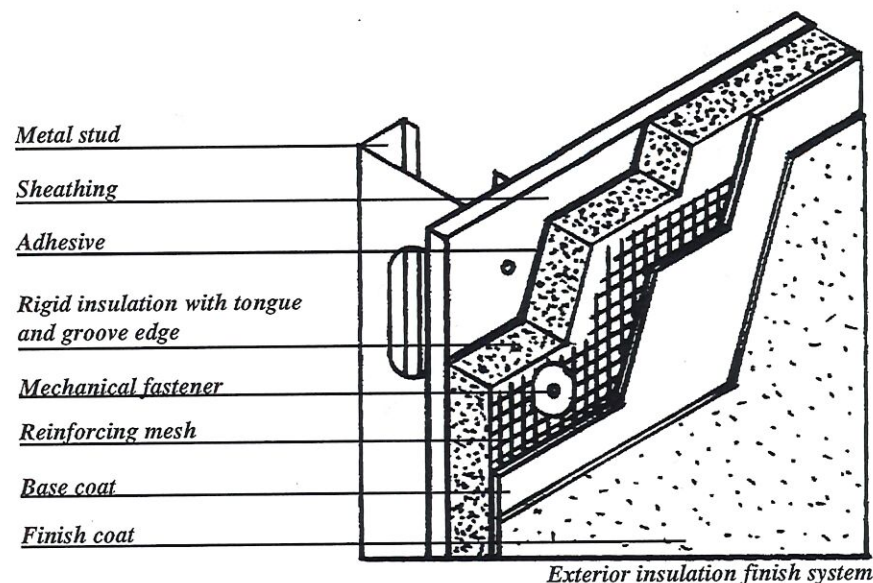
- Large scale masonry, such as a utility brick or CMU with ground-face finish
- Stone facing material
- EIFS

### Inappropriate.

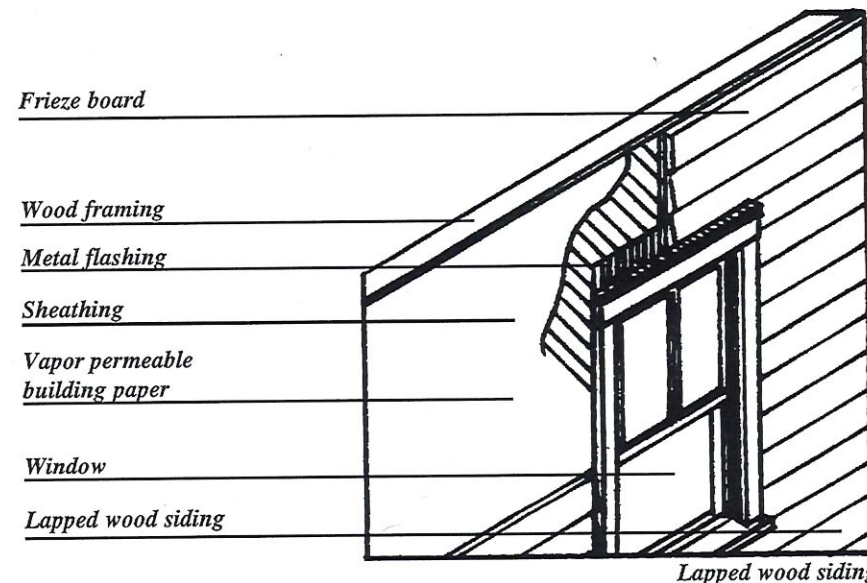
- Glass curtain wall
- Residential brick
- Residential siding
- Metal panels
- Heavily rusticated stone veneer



Brick facade—running bond



Exterior insulation finish system



Lapped wood siding

# Doors and Windows

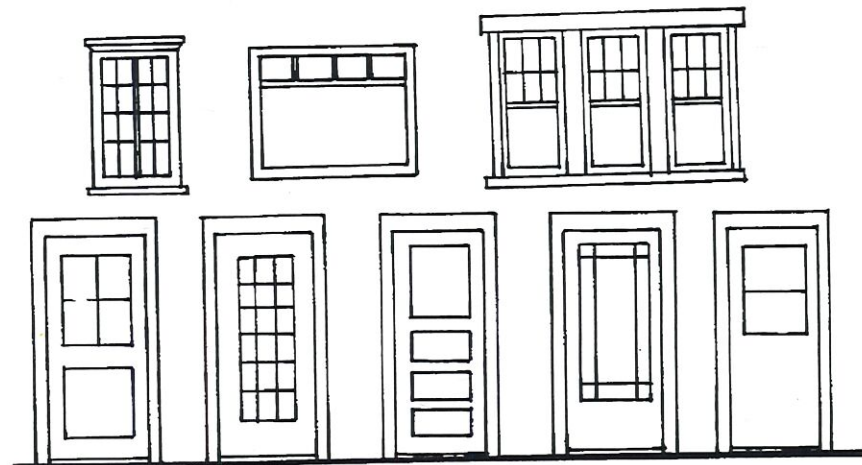
The cumulative effect of the doors and windows, more than other facade elements, establishes and accents the character and scale of the district. For this reason, the doors and windows should emulate in style those of the '20s and '30s, in a configuration typical of the respective building type.

In general, doors and windows can be considered from the viewpoint of the individual store. First-floor windows display goods and let in light, and the door allows entry into the building. Upper-story windows emphasize the character and scale of the individual building and light the offices and businesses in upper-story spaces. Overall, windows on the rears of structures should address their individual condition—those buildings that face houses should use residential-type windows, whereas those that face an alley and a fence have more flexibility in window selection. Buildings that back directly onto houses—without a buffer of at least 30 feet provided by parking or a lawn—must have residential windows on the second story and, where possible, on the first story to address these houses.

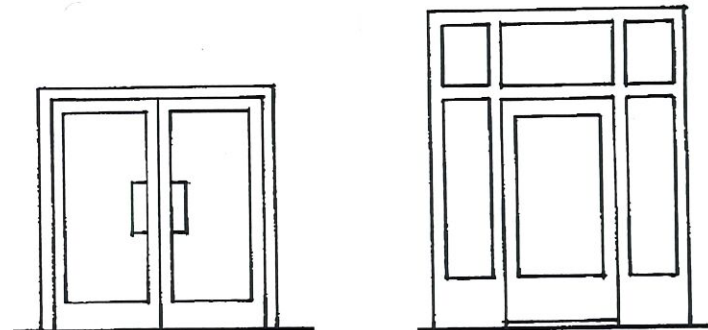
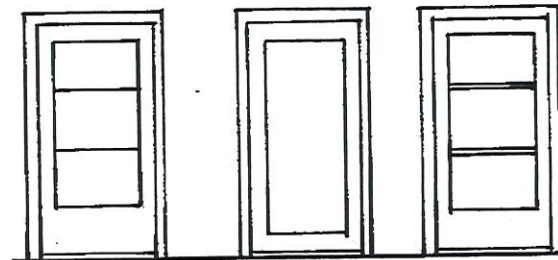
Window openings should not be closed off. If windows need to be covered for privacy—for example, within a restaurant—the window openings should be covered from within the building so that the voids are still visible on the facade.

## Doors

Doors should lend harmony to the building facade through complementing the proportion of the surrounding windows, displaying consistency with the height of the display windows, and corresponding vertically to the second story windows. In cases where aluminum and glass doors exist, it is recommended the aluminum be painted in a shade compatible with the exterior building material. In general, doors will be a combination of glass and wood or metal.



*Residential doors and windows*



*Commercial doors*



## Specific Building Types

### Residential

#### *Single Residential*

**Appropriate.** Windows should be residential in shape and size. Muntins may be used to divide the glass; they should be 1 to 12 inches in thickness and be true divided panes on the first story. Retail display windows may be in the form of a residential picture window or bay window, with the bench of the bay used to place sale displays.

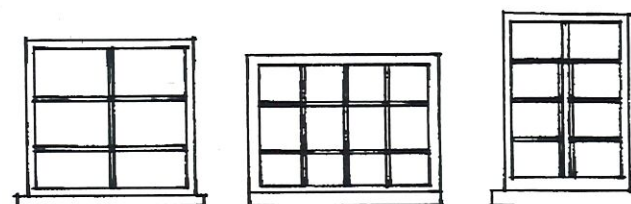
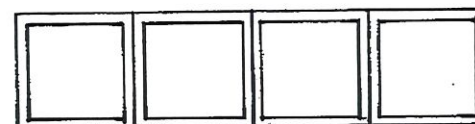
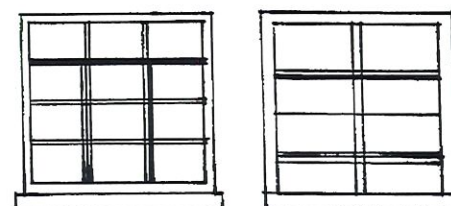
Service-related businesses should maintain the residential character through the use of appropriate doors and windows.

Doors should retain residential character through permitting only one door on the front of the house wherever possible. Where multiple entrances are necessary, they should be addressed as distinct entrances but retain the same door and window style. Storm doors should match the architectural style of the door or be a clear door that does not obscure the main door.

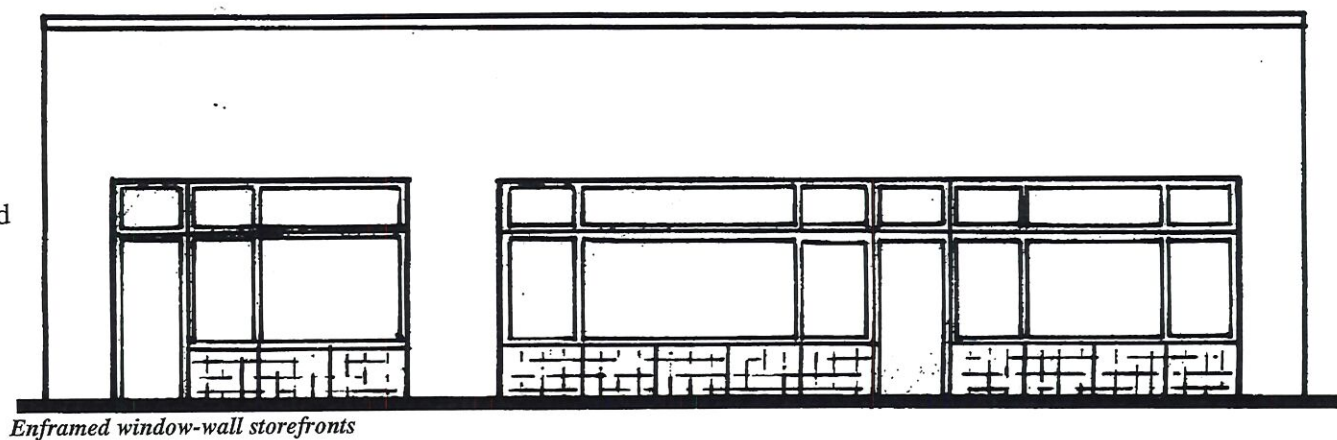
If shutters are used on any windows, they must be proportional to the window and appear to cover the entire surface of the glass if the shutters were closed.

#### **Inappropriate.**

- storefront windows
- windows covered from the exterior with closed shutters
- storefront style doors, ganged commercial style windows, and anodized aluminum windows



*Commercial windows*



*Enframed window-wall storefronts*

### ***Connected Residential***

**Appropriate.** (See Single Residential) Windows should be residential in shape, size, and placement. Where display space is required, one larger window may be used per distinct building. Each distinct building should have no more than one entrance on the facade, using a residentially styled door. Additional entrances should be placed on the side or rear of the connected structures. Where doors and windows are removed to adapt the structure for service-type businesses, exterior wall openings must be closed with the same cladding material wherever possible, or with a complementary material.

#### **Inappropriate.**

- storefront windows
- storefront style doors
- windows covered from the exterior with closed shutters

### **Commercial**

#### ***Single Small Commercial***

**Appropriate.** Buildings intended for service businesses shall have first-floor windows that are individual or ganged. If the building houses a retail business, windows may be larger for display purposes. All upper-story windows, where applicable, should be of residential type and be aesthetically compatible with the first-floor windows of either type.

Entry doors should have glazing for at least a third of the surface area and have either wood or metal frames. Side lights and transoms are acceptable. Doors on the side and rear of the building, when used for patron entry, should have a window in or beside the door for safety. These windows need not meet the entry-door criteria, unless they are the main entry for the business. Staff entrances should be clearly marked.

#### ***Connected Small Commercial***

**Appropriate.** Most connected, small, commercial buildings are divided into store bays by their structural supports; these bays typically consist of a single entry accompanied by a large display window.

Stores occupying multiple bays may retain the display window associated with each bay, or cover or fill in the window with the same cladding material as the rest of the facade. In this situation, any window type other than the display window would adversely effect the identity of the structure by confusing facade identification. Second-story windows, where they exist, should be residential in scale, though the specific style and shape may be more commercial.

Those stores that occupy multiple bays should have a single, active entry, with other entry doors being locked and marked as inactive entries. They should also be masked, using shutters, false walls, or plant materials such as a trellis. Doors may be removed only when deemed necessary for the function of the business, with the opening being covered by the same cladding material as the rest of the facade. Commercial-style doors with wide styles and glazing are typical.

#### **Inappropriate.**

- ribbon windows across any facade
- spandrel panels

### **Large Commercial**

**Appropriate.** Windows and doors on large, commercial structures should reflect the proportion of those on the smaller connected commercial structures. Large display windows are appropriate with a definite base 18 to 24 inches above the grade. Ganged windows should not exceed a three to four window maximum. Doors may be typical commercial doors of aluminum, steel, or wood with wide or medium styles. Storefront systems may be used, as long as the base of the window is at least 18 to 24 inches above the sidewalk and the storefront does not extend across the entire facade.

#### **Inappropriate.**

- ribbon windows that extend across the entire facade
- storefronts that are continuous across multiple divisions of the facade
- bases of storefronts that are reflective panels



# Colors

In general, colors should complement existing buildings where possible, while complying with the General Guidelines scheme outlined for the district. The primary consideration should focus on an attractive, distinctive appearance on a store-by-store basis that enhances the overall character of the area. Factory-painted door and window frames or trim, which have a more limited color selection, should be chosen with sensitivity toward the building and district palettes. Standard-finish masonry, such as brick or concrete masonry unit, is recommended, but may not be painted unless sealed with a recommended sealer, because masonry is a porous material.

## Residential

The main body color for brick homes should be in red or warm tan brick. Clapboarded homes should be white, off-white, cream, or light tan colored.

For dark colored homes, such as those clad in red brick, a light-colored trim—white, off-white, or cream—should be used. Light-colored homes, such as those in the lighter color of brick or clapboard, should have dark trim—black, dark brown, dark green, or dark blue.

## Connected Residential

The body color for this building type, when done individually, should match the color scheme of the connected structures, but may vary in hue, as demonstrated in the illustration. In the case of establishing a body color for an entire grouping of structures, a coherent palette of brick color variations should be chosen for the group, with complementary trim brick details.

The trim color with red brick should be white, light gray, or mustard, and it should be coordinated with the signage colors. Black, dark blue, dark green, dark red, or dark gray trim should be used with warm tan brick.

## Single Small Commercial

For this building type, the body color should be red or warm tan, as shown in the graphic.

The color scheme for trim is outlined as follows:

- Red brick—white, light gray, or mustard trim should be used, coordinated with the signage colors.
- Warm tan brick—black, dark blue, dark green, dark red, or dark gray trim should be used.

## Connected Small Commercial

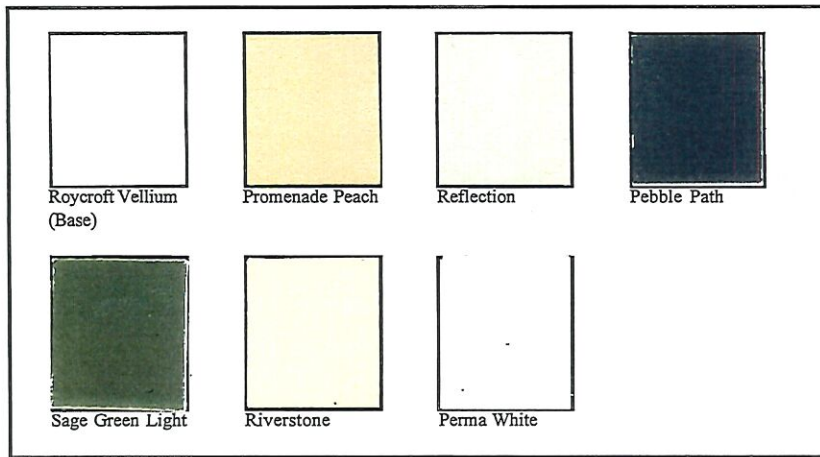
For this type, red brick may be used in either the standard finish or in glazed colors of the same brightness and chroma. Light-colored masonry should remain a warm tone of sand or tan, whether in the standard finish or glazed type.

For trim, a dark field color should be complemented by light-colored trim, such as white, light gray, off-white, or silver. Light field colors should be accompanied by black, dark blue, dark green, dark red, or dark gray trim.

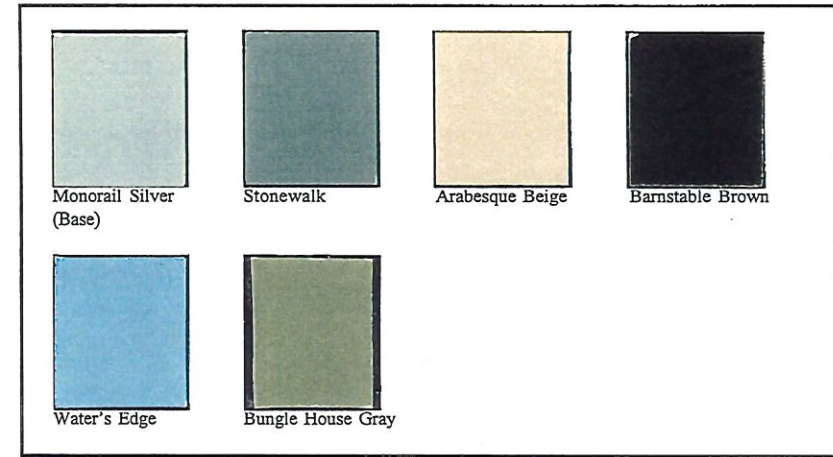
## Large Commercial

The colors should be similar to the connected small commercial. If a building is three stories and the third story is set back from the face of the facade, it may appear to be another color from the lower two stories.

For additional examples of color schemes, see pages 7 and 8.



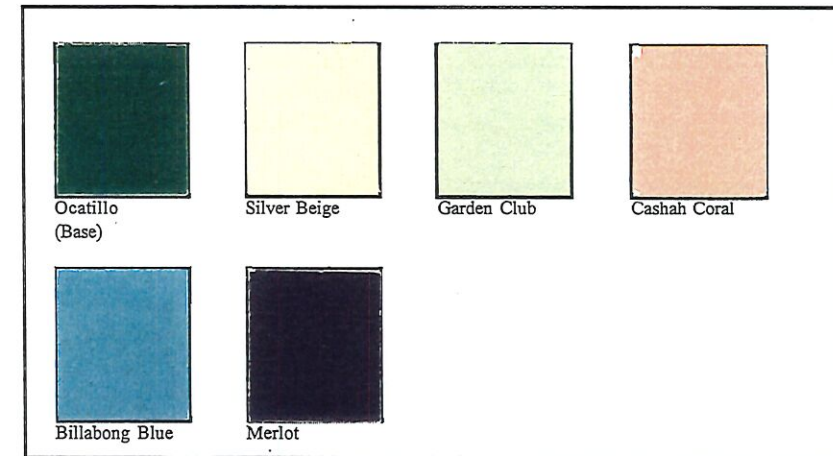
Color Scheme #1



Color Scheme #3

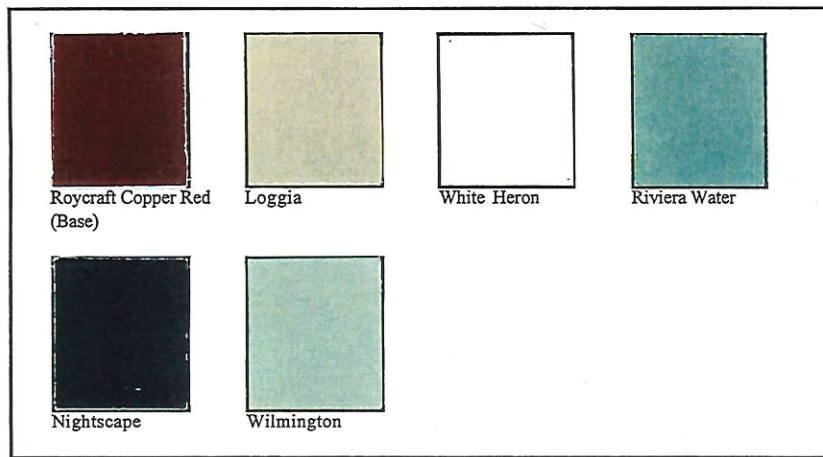


Color Scheme #2

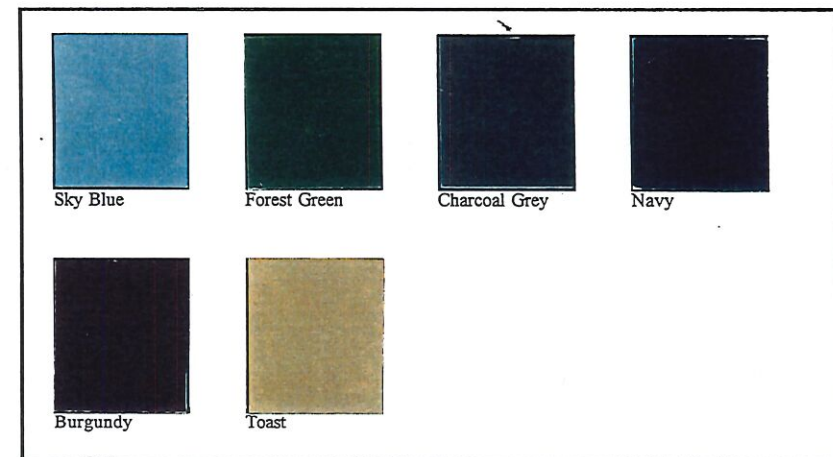


Color Scheme #4





*Color Scheme #5*



*Awning Colors*



*Color Scheme #6*

## Applied Exterior Elements

### Awnings

Material .....	1
Signage .....	1
Colors and Patterns .....	1
Size and Placement .....	1
Shape .....	2
Residential .....	2
Commercial .....	2
Large Commercial .....	3

### Signage

General Guidelines for Signage .....	4
Single Residential .....	5
Connected Residential .....	6
Single Small Commercial .....	6
Connected Small Commercial .....	8
Large Commercial .....	9

### Lighting

Residential .....	10
Commercial, Large and Small .....	11



# Awnings

Awnings may have been present on the buildings before 1925, but the later buildings may have had canopies. Awnings seem to be the favored choice today, and they provide some screening from the sun and can serve as signage for passing traffic.

As a general rule, awnings should complement the scale and use of the building and help the building mesh with the district's character and scale.

## Material

The awnings should be made of solution-dyed acrylic awning or marine fabric with a woven texture. The awning should be totally opaque. No backlighting is permitted.

## Signage

When signage appears on the front of the awning skirt, it shall be either painted on the opaque skirt or spelled out with white or light translucent, not transparent, awning fabric within the skirt. If signage is placed on the skirt, the skirt must be at least 9 inches high, and signage may not exceed the width of the awning. Skirts without signage may be 6 inches high. Except for rare cases, a structure that has a covered porch should not have an awning.

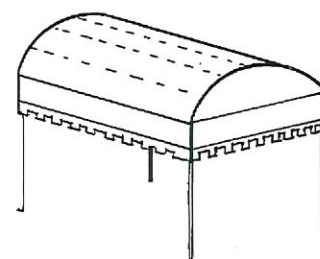
## Colors and Patterns

Awning colors should complement the color of the building by matching or accenting the color of the trim. They should also reflect the color scheme chosen by the city for the district. Awning pattern should complement the scale and use of the building. (See the *Colors* section).

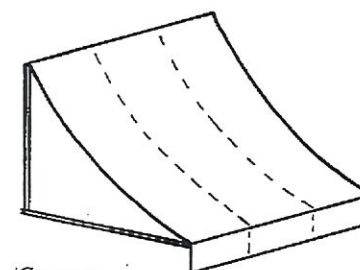
## Size and Placement

Awnings over an entrance should be centered over the door with a 7-foot clearance between the bottom of the skirt and the pavement. Perpendicular canopies should match the slope of any existing stairs and ramps.

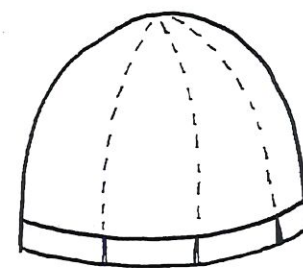
The width of awnings should not exceed the width of the opening by more than 2 inches on each side of the opening frame. Awnings should not exceed the steps or stoop. If the entrance is at street level, the awning depth should not exceed the awning width.



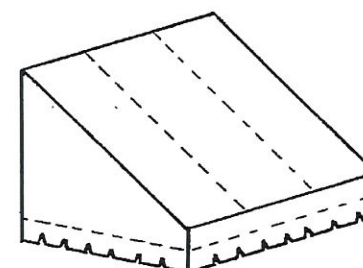
*Canopy*



*Concave*



*Dome*



*Standard Stationary*

## Shape

Awnings may be standard stationary, canopy, retractable, concave, or dome.

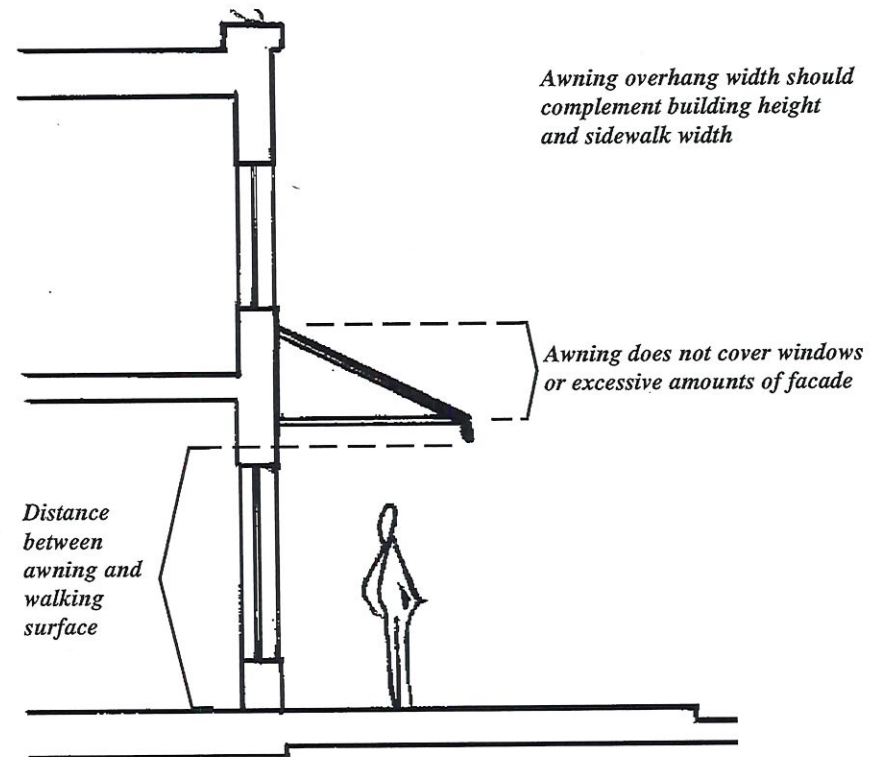
## Residential

If the building is occupied by a single business, an awning may be constructed to protect the entrance; cover the entrance, steps, or stoop; or extend to the edge of the sidewalk. If the building is occupied by multiple businesses, any individual store entrance may have an awning. Where the entrance is an outside access from the second story, an awning may extend to cover access from street level. This type of canopy is not to exceed the perpendicular edge of the building.

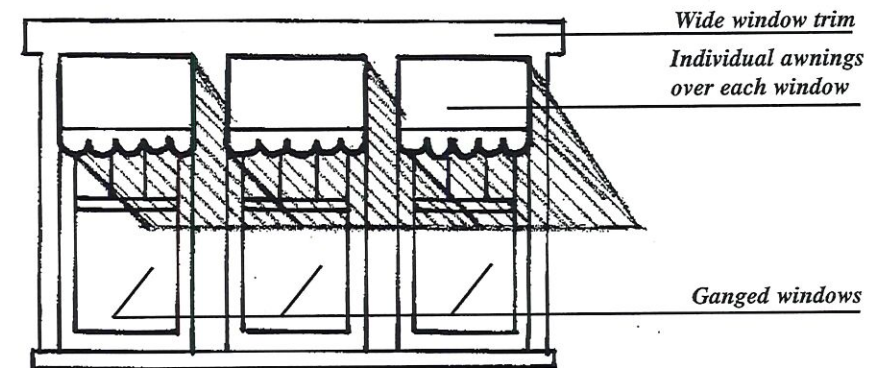
Second-story awnings may exist with an awning for each window frame that does not exceed the frame.

## Commercial

If the building is occupied by a single business, an awning may be constructed to protect the entrance, or a canopy may be built to cover the entrance, steps, stoop, or extend to the edge of the sidewalk. If the building is occupied by multiple businesses, any individual store entrance may have an awning. Awnings may cover storefront windows, and a business may have an awning over each storefront window. Awnings should not extend over several storefront windows if the window and door openings together are over 20 feet wide. Individual awnings for each window opening would then be required. Awnings should complement each store in the building when multiple buildings are connected.



*Awning relationship with building facade, individual, and street.*



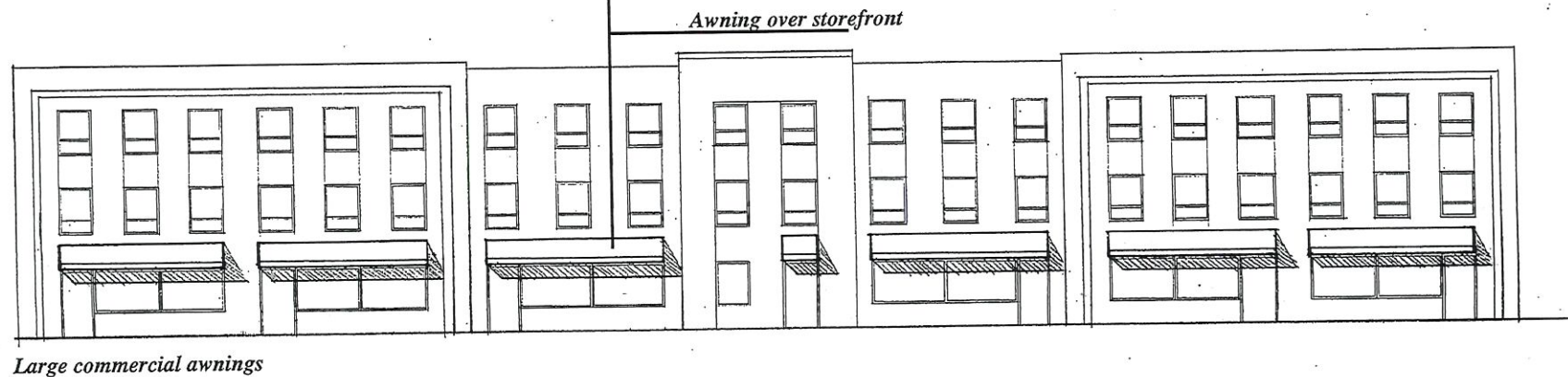
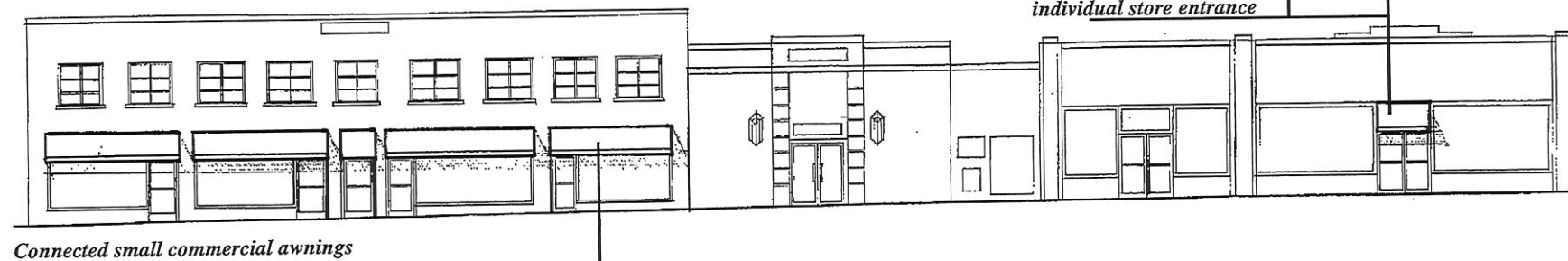
*Second-story residential awnings*



## Large Commercial

This building type typically will be occupied by multiple businesses. If the overall visual impression of the facade indicates that the building is one large building, then the awnings for the individual businesses should be the same shape and size. Color may vary as long as the rhythm is predictable. As with the smaller commercial buildings, an individual awning is required for large storefront windows.

Variations in size and shape of the awnings are acceptable, if the individual businesses are clearly separated by the detailing of the front elevation.



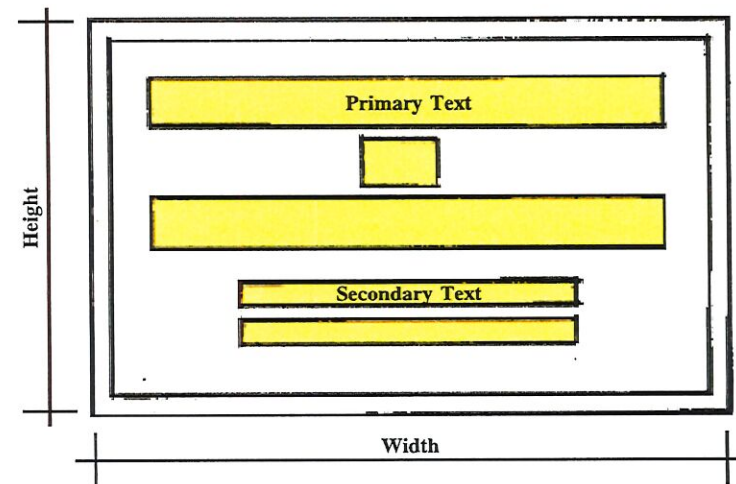
# Signage

Overall, similar to other design elements, signage is indicative of and determined by the scale of a structure. As such, these guidelines use the scale inherent in each building type to control that building type's signage. Single residential, for instance, is decidedly pedestrian in scale. The signage standard for a single residence, therefore, calls for small signs, with small text, geared toward pedestrians. A large commercial structure, on the other hand, is better suited to larger, less intimate signage.

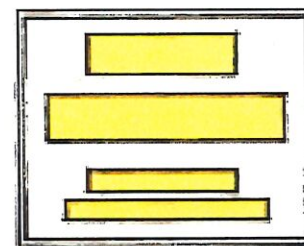
All signs should be of appropriate size and text scale, shape, placement, material, texture, color, and number, relative to the storefront and business type. Signs may not be backlit in any situation. Wash lighting for legibility reasons or for decorative effect is encouraged, with lighting fixtures remaining as subtle as possible.

## General Guidelines for Signage

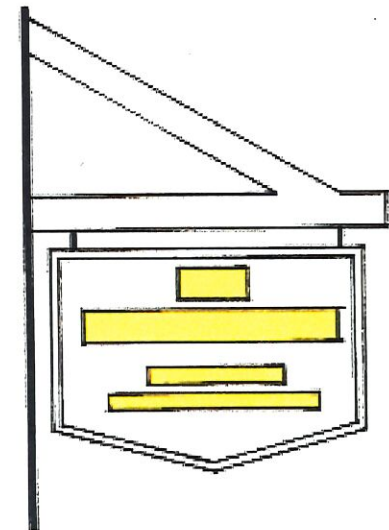
- No roof or chimney signs are permitted.
- No self-illuminated signs are permitted.
- Internally illuminated signs are permitted only if the light comes from the top or sides of the sign and the entire face of the sign does not glow.
- Lighting from a detached light directed primarily toward the sign is permitted.
- No flashing, audible signs are permitted. All connectors, junction boxes, and wires should be located out-of-sight.
- Signs that are perpendicular to buildings should not have an edge greater than 6 inches from a building face.
- The bottom of any projecting sign shall be at least 7 feet above grade; 8 feet above pedestrian ways.



*Signage terms*



*Residential signage*





## Single Residential

Signs will be unit construction, applied as a unit to the face of the building or to the sign posts. The scale shall be a maximum of 3 inches for primary text letters, 1 inch maximum for secondary text. Plain fonts are preferred. Ornate fonts are allowed for primary text, as long as they maintain legibility as judged by the review board.

Squares or horizontal rectangles shall be the preferred shapes used. A decorative top and/or bottom edge is allowed.

For placement, freestanding signs are only permitted where multiple businesses occupy the same building, a distance of 8 feet or more exists between the building and sidewalk, and provided the property has a minimum frontage of 150 feet and the sign is approved as a special use. One freestanding sign may represent all of the businesses that reside in a particular building. Such a sign shall be perpendicular to the street and mounted between two support posts. Maximum height to the top of the sign and posts is 4 feet, with a minimum clearance of 1 foot between the sign bottom and the ground.

Signs mounted on buildings shall be perpendicular to the building. A shingle should be hung from a bracket with the center of the sign set about 5 feet above the stoop. It should be positioned on the opening side of the door no less than 1 foot horizontal distance away from the edge of the door frame, and no closer than 6 inches to any window or 1 foot to any other doors. These signs should not exceed 1 foot, 6 inches in height, not including the bracket.

Signs parallel to the building should be mounted on the building on the opening side of the door, flush with the face of the building. The center of the sign should be about 5 feet above the stoop, leaving a minimum of 2 inches of clearance between the sign and its mountings and any

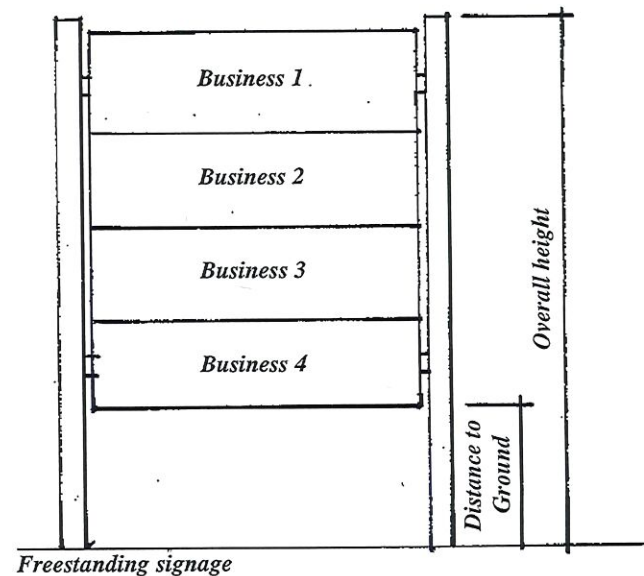
other exterior features or trim, such as the door and window frames, roof brackets, and vent outlets. Signs should not exceed 1 foot, 6 inches in height.

Sign material shall be of painted wood or composite material or a single piece of cast metal.

Texture for signs shall be flat, or have raised primary lettering, borders, or images.

Color for signs shall have a light background and dark lettering and trim of high contrast.

There shall be a maximum of one sign per individual business. Where multiple businesses occupy the same structure, each business may have one sign meeting the above parameters for building-mounted signs. One additional building sign that lists all of the inhabiting businesses, meeting the above freestanding sign parameters, is also allowed.



## Connected Residential

Signs will be unit construction, applied as a unit to the face of the building or to the sign posts.

The scale of the sign text shall be set at a maximum of 4-inch letters for primary text and 1.5-inch maximum letters for secondary text, in plain fonts only. Their shape shall be square or slightly horizontally rectangular, and a decorative top and/or bottom edge shall be allowed.

In terms of placement, freestanding signs shall only be permitted where multiple businesses occupy the same building block, a distance of 8 feet or more exists between the building and sidewalk, and provided the property has a minimum frontage of 150 feet and the sign is approved as a special use. One freestanding sign may represent all of the businesses that reside in a particular building block. Signs shall be perpendicular to the street, mounted between two support posts. Maximum height to the top of the sign and posts is 5 feet, with a minimum clearance of 1 foot between the sign bottom and the ground.

For signs mounted on buildings, those that are perpendicular to buildings or a shingle-style should be hung from a bracket. The center of the sign should be set about 5 feet above the stoop. The sign should be positioned on the opening side of the door, no less than 1 foot horizontal distance away from the edge of the door frame and no closer than 6 inches away from any window or 1 foot from any other doors.

Signs should not exceed 1 foot 6 inches in height, not including the bracket.

Signs that are parallel to a building should be mounted on the building on the opening side of the door, flush with the face of the building. The center of the sign should be about 5 feet above the stoop, leaving a minimum clearance of 2 inches between the sign and its mountings and

any other exterior features or trim, such as the door and window frames, roof brackets, and vent outlets. Signs should not exceed 1 foot, 6 inches in height.

The chosen materials for signs in this building type are painted wood or composite material or a single piece of cast metal.

Signs shall be flat or have raised primary lettering, borders, or images.

Signs shall have a light background color, dark lettering, and trim of high color contrast, as judged by the review committee.

A maximum one sign per individual business will be implemented. Where multiple businesses occupy the same building block, each business may have one sign meeting the above parameters for building-mounted signs. In addition, one building sign meeting the above freestanding sign parameters and listing all of the inhabiting businesses is allowed.

## Single Small Commercial

For this building type, signs may be applied as a unit to the face of the building or to the sign posts. They may also be installed as non-unit construction, wherein individual letters or symbols are applied directly to the building facade. Where individual units of letters or signs are applied to buildings all items related to advertising the establishment should adhere to the established sign measurements.

The scale shall be a maximum of 6-inch letters for primary text, with a 2-inch maximum size for secondary text, in plain fonts only.

The shape of the signs shall be horizontally rectangular, almost square, for freestanding signs. Transom position signs or painted awnings shall be strongly horizontally rectangular.



Freestanding signs are only permitted where multiple businesses occupy the same building, a distance of 8 feet or more exists between the building and sidewalk, and provided the property has a minimum frontage of 150 feet and the sign is approved as a special use. One freestanding sign may represent all of the businesses that reside in a particular building. Such a sign shall be perpendicular to the street and mounted between two support posts.

The maximum height to the top of the sign and posts is 3 feet, with a minimum clearance of 1 foot between the sign bottom and the ground.

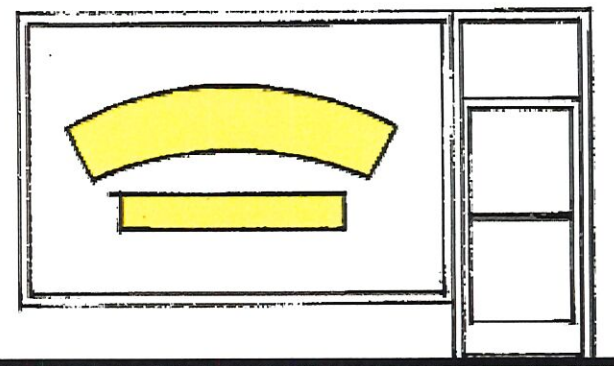
Signs mounted on buildings shall be mounted above the door and windows along the storefront in a transom position, or painted on the skirt of the awning over the entry. Proportions of the horizontal sign shall not exceed five units horizontally to one unit vertically.

The sign material shall be of painted wood or composite material, a single piece of cast metal, or individual cast or cut metal letters or symbols.

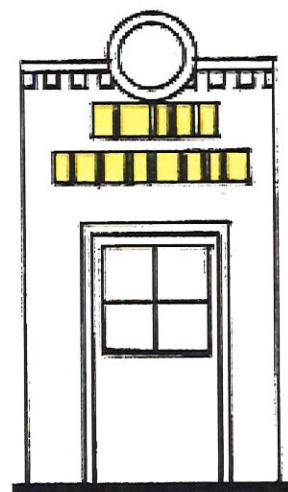
The texture of the sign shall be flat or have raised primary lettering, borders, or images.

In terms of color, signs shall have a light background, dark lettering, and trim of high contrast, as judged by the review committee. Individual letters or symbols should be of a color and finish to contrast with the background building color.

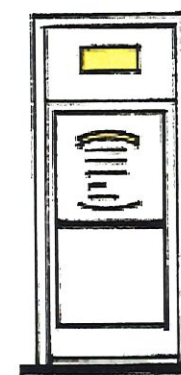
A maximum of one sign per individual business is allowed. Where multiple businesses occupy the same building, each business may have one sign meeting the above parameters for building-mounted signs. One additional building sign that meets the above freestanding sign parameters and lists all of the inhabiting businesses is allowed.



*Painted window sign*



*Letters applied to building facade*



*Sign painted in glass door*

## Connected Small Commercial

Signs may be unit construction, applied as a unit to the face of the building or to the sign posts, or non-unit construction, wherein individual letters or symbols are applied directly to the building facade. Where individual units of letters or signs are applied to building, all items related to advertising the establishment should adhere to the established sign measurements.

The scale shall follow a maximum of 6-inch letters for primary text, with a 2-inch maximum for secondary text letters, in plain fonts only.

The shape shall be horizontally rectangular, almost square, for window signs and strongly horizontal for transom position signs.

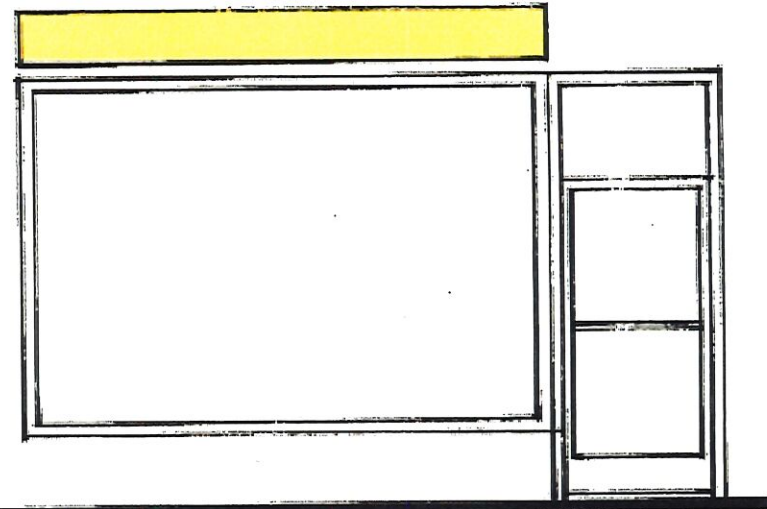
No freestanding signs are permitted in this building type.

Signs mounted on buildings shall be mounted above the door and windows along the storefront in a transom position. They may also be painted on the skirt of the awning over the entry. Proportions of the horizontal sign shall not exceed five units horizontally to one unit vertically. Signs placed in the window may be painted on the inside of the glazing or wing in the window embrasure.

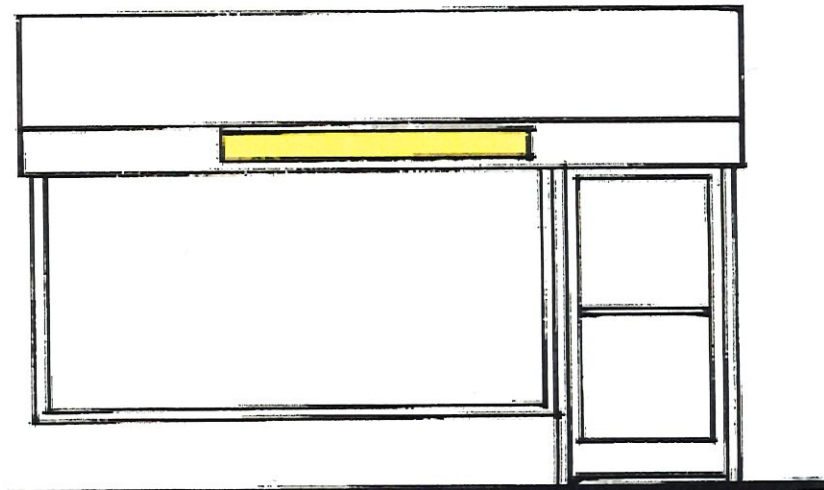
The sign material shall be of painted wood or composite material, a single piece of cast metal, or individual cast or cut metal letters or symbols. The texture of the sign shall be flat or have raised primary lettering, borders, or images.

Signs shall have a light background color, dark lettering, and trim of high contrast, as judged by the review committee. The color and finish of individual letters or symbols should contrast with the background building color.

A maximum of one sign per individual business is allowed, even where multiple businesses occupy the same building block.



*Signage above storefront*



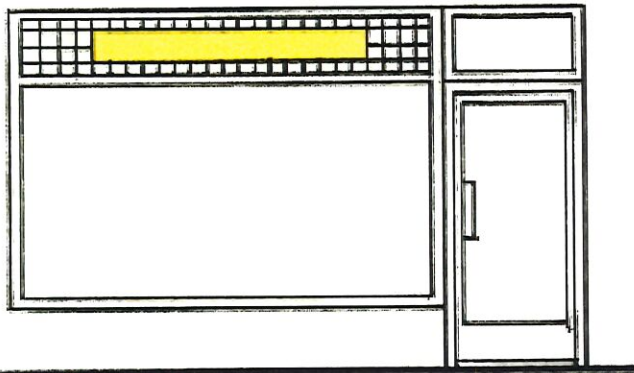
*Signage painted on awning*



## Large Commercial

Signage guidelines for individual storefronts should follow those permitted for connected commercial buildings, as outlined above.

When a large commercial building has a minimum front footage of 150 feet, a freestanding sign perpendicular to the building is permitted, provided it is approved as a special use.



*Transom position sign*

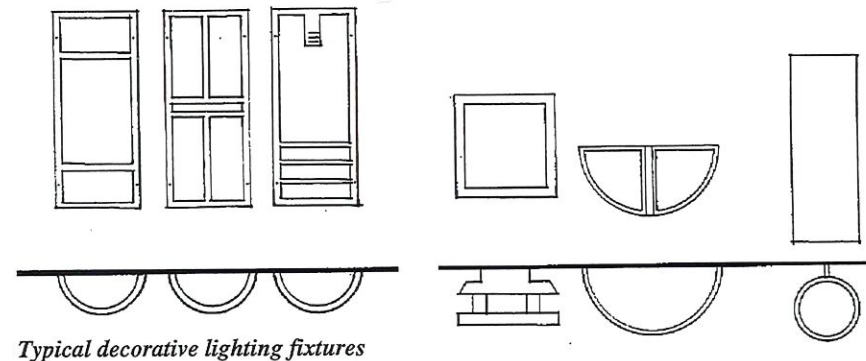
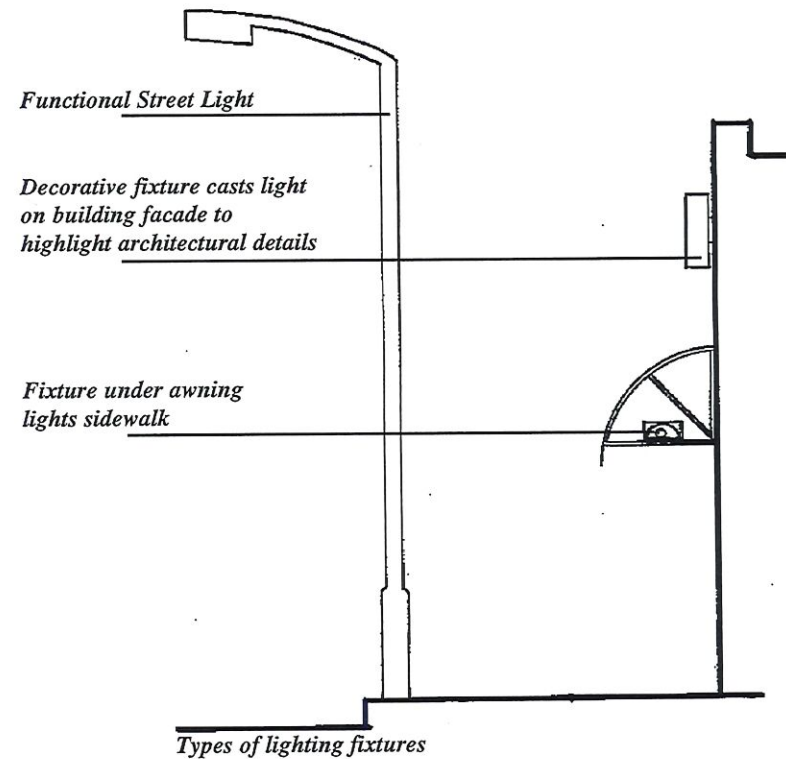
# Lighting

In general, lighting fixtures in Oakwood reflect a tasteful '20s and '30s style. They are wall mounted, spot lighting, and post mounted. Lighting should enhance building design and landscaping, as well as provide safety and security. Generally, exterior lighting should identify key elements on the building, such as entry and focal points. Lighting fixtures should be durable and compatible with the building design. Lighting used to create special effects or character is desirable.

Wash lighting is encouraged for increased visibility and safety. Incandescent, color-corrected florescent, and florescent lighting types are preferred. Florescent lighting is better than HID, which typically has extremes variances in color. Floodlights may be considered in some locations but are generally discouraged on the front faces of buildings. Building identification by street number, building name, or store name should be visible at all times. This can be accomplished either by spot or wash lighting the building exterior or back lighting an area of glazing, such as the door or window, containing such identification.

## Residential

Lighting of signage and entryways is appropriate. Lighting of pathways is appropriate only in the commercial business district.

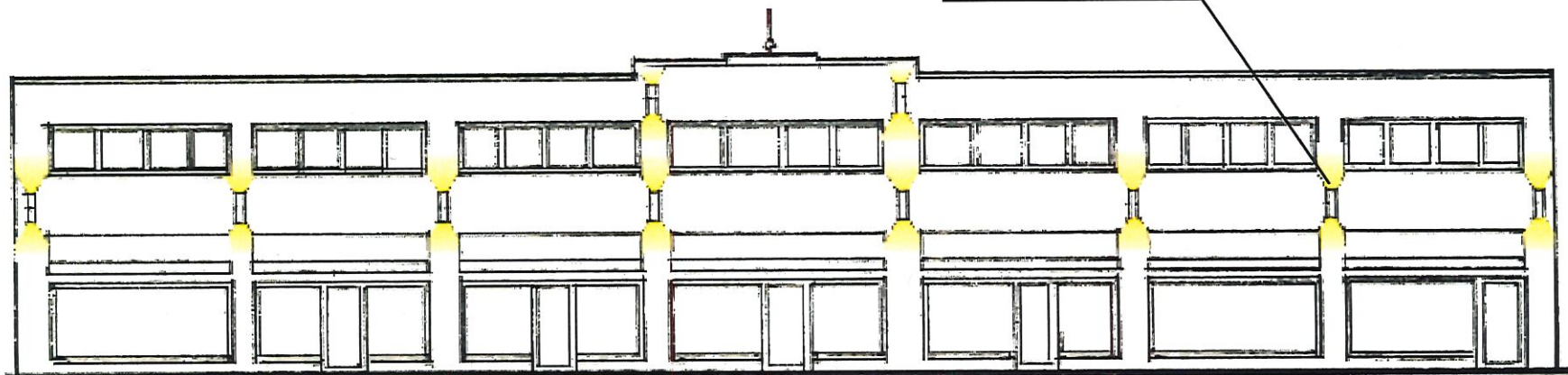
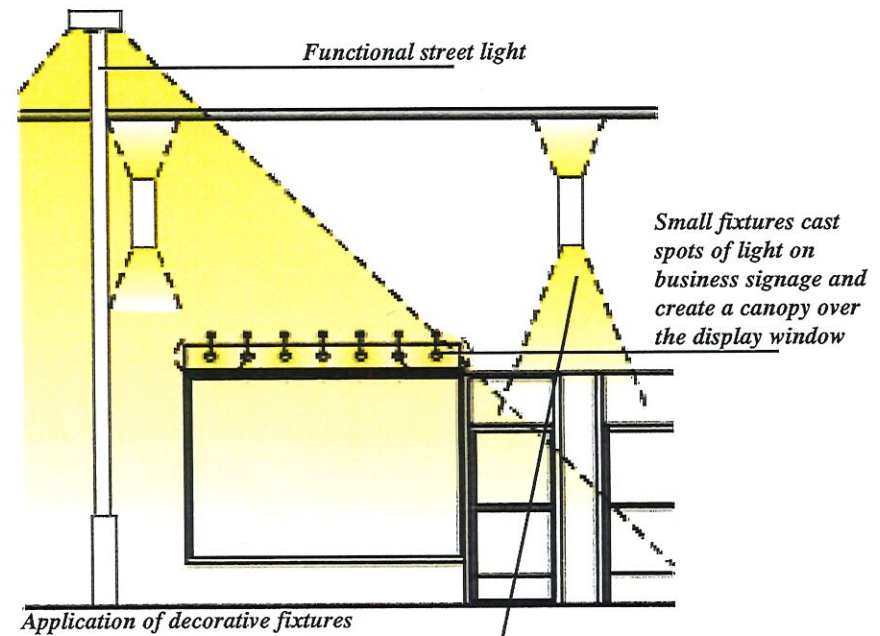




## Commercial, Large and Small

The entry door should be lit either by a spotlight or a wash along the face of the building. None of the windows should be lit from the building exterior. The display window should be well lit from the inside during operating hours, during which time all windows will receive general lighting.

For lamp requirements, any compact bulb, such as the standard incandescent or compact florescent, would be appropriate in surface-mounted fixtures and spot lights, including signage lighting and decorative spot lighting.



*Lighting effects*

## **Non-building Design Elements**

### **Utilities and Equipment**

Ground Equipment .....	1
Roof Equipment .....	1
Utilities .....	1
Drainage .....	1

<b>Planting Schematics .....</b>	<b>2</b>
----------------------------------	----------

<b>Preferred Plan List .....</b>	<b>4</b>
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# Utilities and Equipment

Dumpsters; pad-mounted transformers; and heating, ventilating, and air conditioning equipment will not be visible to passers-by. In general, equipment must be screened with visually appealing architectural elements, even when they are false in terms of their apparent purpose.

## Ground Equipment

These elements may be screened by fencing, landscaping, or wing walls of buildings.

## Roof Equipment

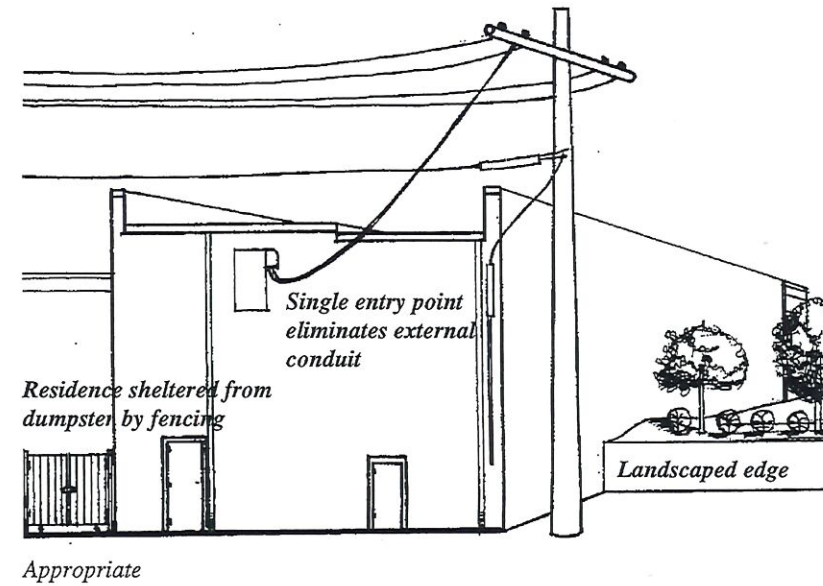
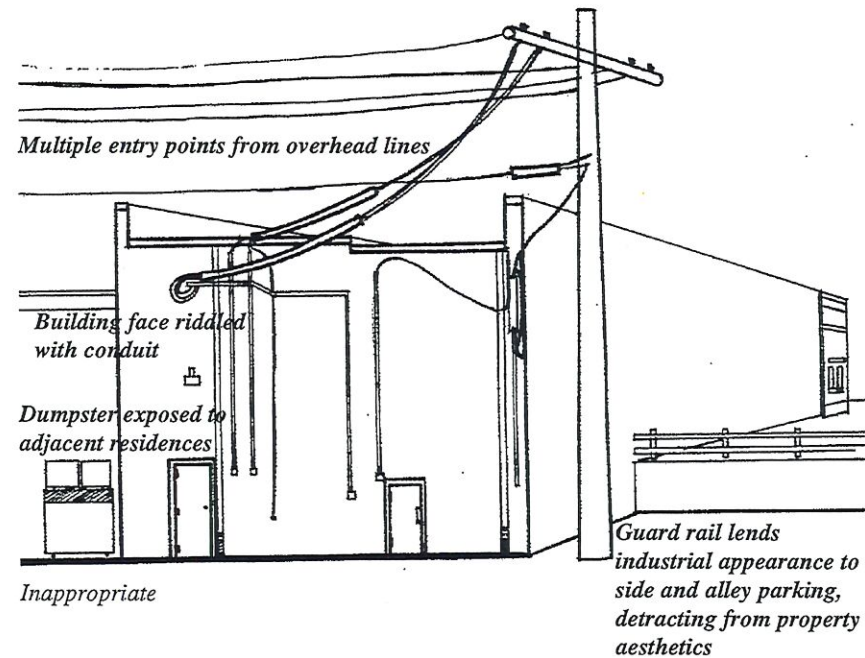
This equipment must be screened from front and side view with the same building materials.

## Utilities

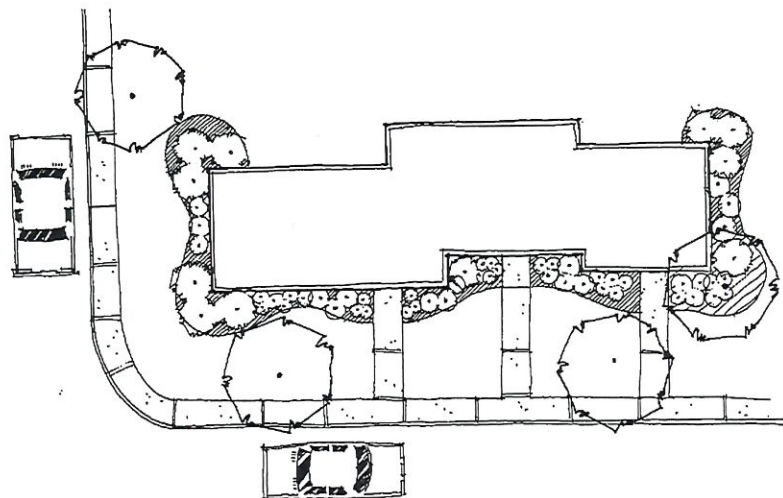
Utilities must be covered with a box when they are located on the front or side of a building, providing the side is open to view as with an adjacent parking lot or side street.

## Drainage

The design calls for the provision of drainage at the exterior of the roof, if possible, in the Far Hills Avenue Business District.

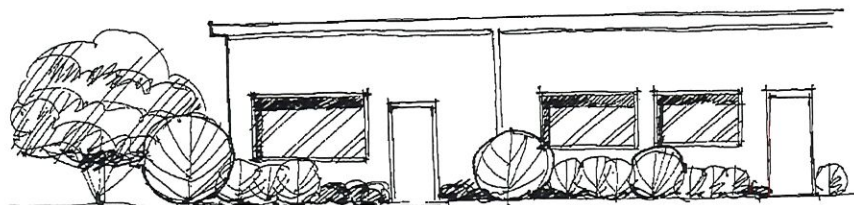


# Planting Schematics



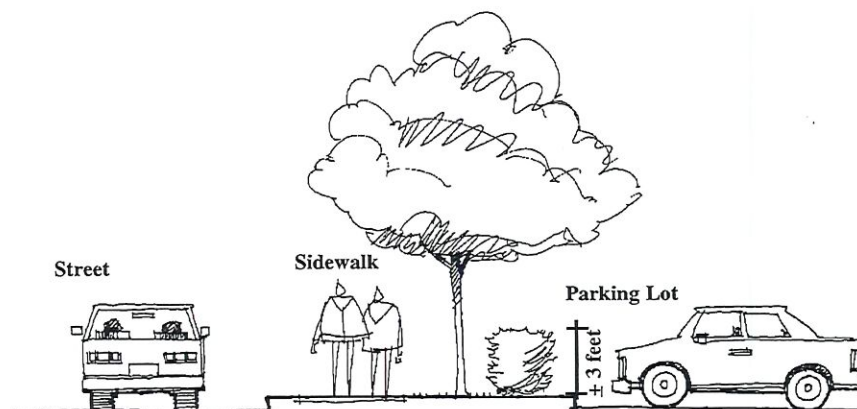
*Between building and street frontage*

- Larger canopy trees should be placed closer to sidewalks and streets
- An informal foundation planting with shrubs of various sizes should be used
- Shrubs should be clustered to create a massing effect



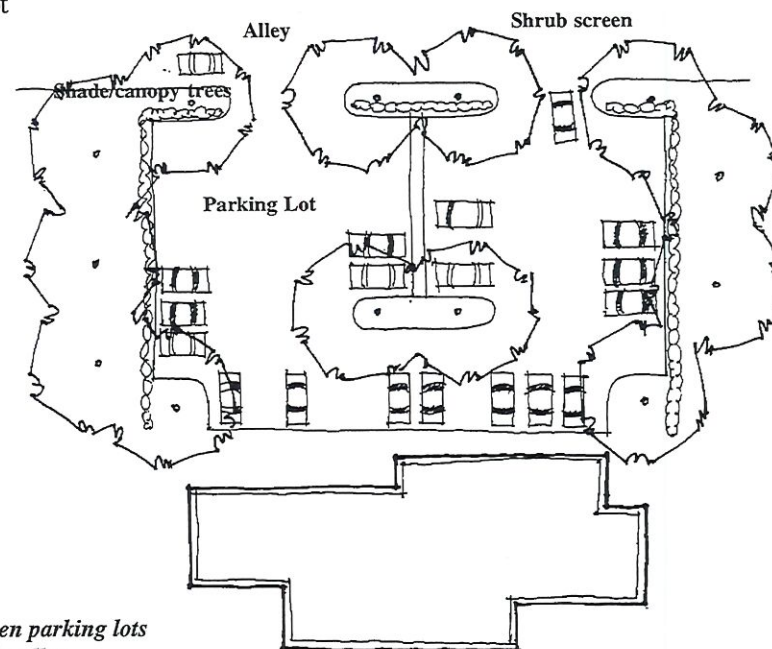
*Between building and street frontage*

- Plant materials of various heights should be used
- Plant materials that complement doors and windows should be strategically located
- Shrubs should be clustered to create a massed effect



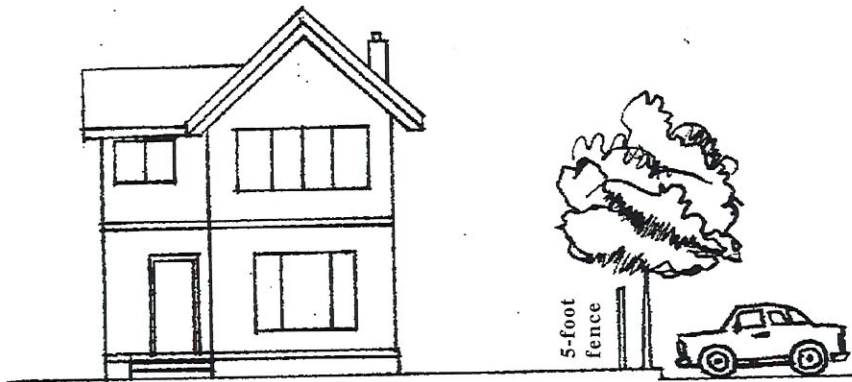
*Between parking lot and side street*

- A shrub screen,  $\pm 3$  feet tall, should be placed along the edge of parking lots
- Shade/canopy trees should be placed between sidewalk and parking lot



*Between parking lots and the alley*





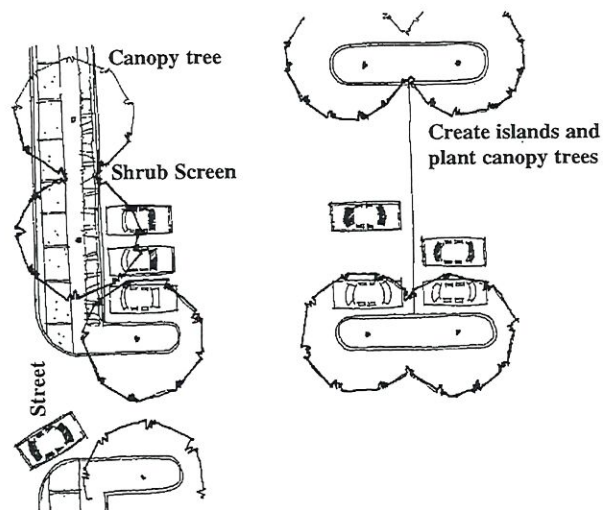
*Between parking lot and adjacent residences*

- If residence is in close proximity to parking lot, a 5-foot privacy fence should be incorporated into the design
- If space allows, trees and shrubs should be planted along the fence



*Between parking lot and main thoroughfare*

- A shrub screen, ±3 feet tall, should hide parking
- Shade/canopy trees along sidewalk or street edge should be planted



*Between parking lot and main thoroughfare*

- A shrub screen, ±3 feet tall, should be planted along parking areas
- Shade/canopy trees should be incorporated into the design

# Preferred Plant List

## SHADE/CANOPY TREES

<i>COMMON NAME</i>	<i>Botanical Name</i>
Red Maple	<i>Acer rubrum</i>
River Birch	<i>Betula nigra</i>
Hornbeam	<i>Carpinus caroliniana</i>
Yellowwood	<i>Cladastris lutea</i>
Autumn Purple Ash	<i>Fraxinus americana</i> 'Autumn Purple'
Marshall's Seedless Ash	<i>Fraxinus pensylvanica</i> 'Marshall's Seedless'
Skyline Thornless Honeylocust	<i>Gleditsia triacanthos inermis</i> 'Skyline'
Dawn False Redwood	<i>Metasequoia glyptostroboides</i>
Shingle Oak	<i>Quercus imbricaria</i>
Red Oak	<i>Quercus rubra</i>
Little Leaf Linden	<i>Tilia cordata</i>

## LARGE SHRUBS (8 feet to 15 feet in height)

<i>COMMON NAME</i>	<i>Botanical Name</i>
Dwarf Burningbush **	<i>Euonymus alata</i> 'Compacta'
Vernal Witch Hazel	<i>Hamamelis vernalis</i>
Common Witch Hazel	<i>Hamamelis virginiana</i>
Minnesota Snowflake	<i>Philadelphus virginialis</i>
Mock Orange	'Minnesota Snowflake'
Techny Arborvitae **	<i>Thuja occidentalis</i> 'Techny'
Burkwood Viburnum	<i>Viburnum x burkwoodii</i>
Arrowwood Viburnum	<i>Viburnum dentatum</i>
Mohican Viburnum	<i>Viburnum lantana</i> 'Mohican'

## ORNAMENTAL TREES

<i>COMMON NAME</i>	<i>Botanical Name</i>
Amur Maple	<i>Acer ginnala</i>
Autumn Brilliance Serviceberry	<i>Amelanchier x grandiflora</i> 'Autumn Brilliance'
Red Bud	<i>Cercis canadensis</i>
Winter King Hawthorne	<i>Crataegus viridis</i> 'Winter King'
Red Barron Crabapple	<i>Malus</i> 'Red Barron'
Snowdrift Crabapple	<i>Malus</i> 'Snowdrift'
Sugar Tyme Crabapple	<i>Malus</i> 'Sugar Tyme'
Kwanzan Cherry	<i>Prunus serrulata</i> 'Kwanzan'

## MEDIUM SHRUBS (4 feet to 8 feet in height)

<i>COMMON NAME</i>	<i>Botanical Name</i>
Red Chokeberry	<i>Aronia arbutifolia</i> 'Brilliantissima'
Oak Leaf Hydrangea	<i>Hydrangea quercifolia</i>
Northern Bayberry	<i>Myrica pensylvanica</i>
Palibin Lilac	<i>Syringa meyeri</i> 'Palibin'
Maries Doublefile Viburnum	<i>Viburnum tomentosum plicatum</i> 'Mariesii'



## **SMALL SHRUBS** (2 feet to 4 feet in height)

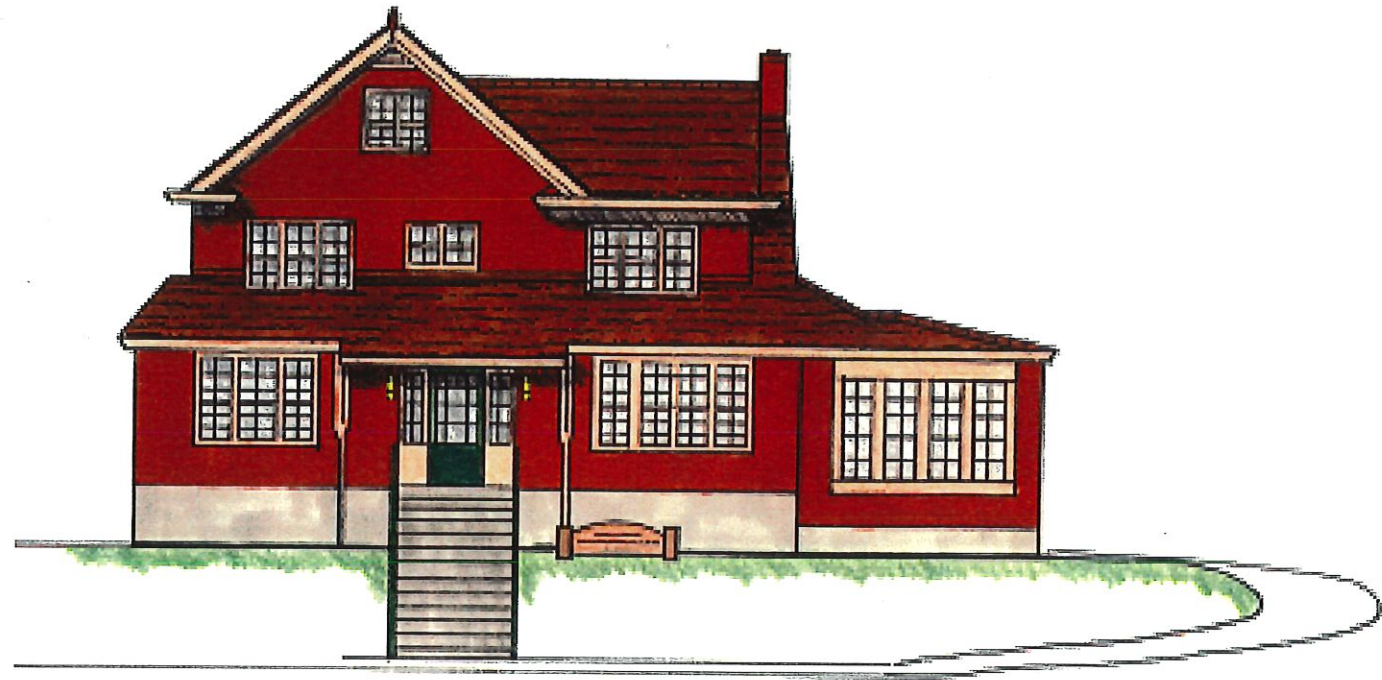
<b>COMMON NAME</b>	<b>Botanical Name</b>
Winter Green Boxwood**	<i>Buxus sinica insularis</i> 'Winter Green'
Cranberry Cotoneaster	<i>Cotoneaster apiculata</i>
Bronx Forsythia	<i>Forsythia viidissima</i> 'Bronxensis'
Nordic Holly**	<i>Ilex glabra</i> 'Nordic'
Anthony Waterer Spirea	<i>Spirea x bumaldi</i> 'Anthony Waterer'
Snowmound Spirea	<i>Spirea nipponica</i> 'Snowmound'

## **GROUND COVERS**

<b>COMMON NAME</b>	<b>Botanical Name</b>
Bronze Beauty Bugleweed	<i>Ajuga reptans</i> 'Bronze Beauty'
Purpleleaf Wintercreeper	<i>Euonymus fortunei</i> 'Colorata'
Thorndale English Ivy	<i>Hedera helix</i> 'Thorndale'
Pachysandra	<i>Pachysandra terminalis</i>
Myrtle	<i>Vinca minor</i>

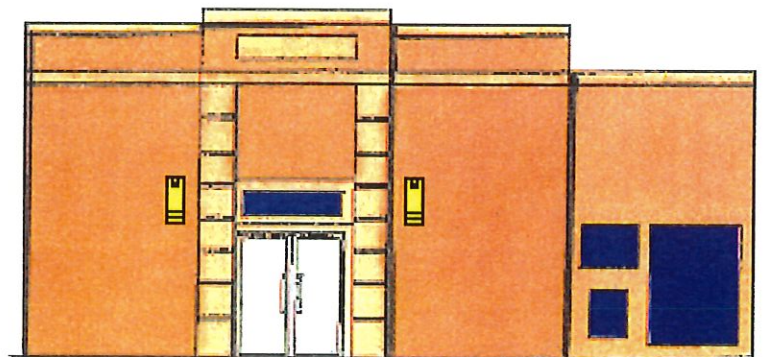
*\*\* Represents shrub species suitable for use in a formal hedge.*

## Prototypes



*Neighborhood Business District*

## Single Residential



*Far Hills Avenue Business District*



*Neighborhood Business District*

## Single small commercial buildings



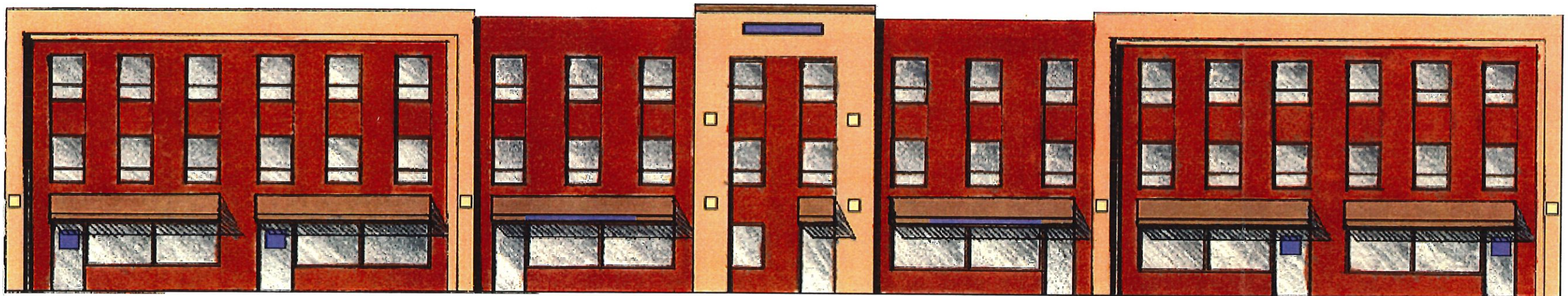
# Prototypes



*Far Hills Avenue Business District*

**Connected small commercial**

*Neighborhood Business District — this building type is NOT appropriate in this district*



*Far Hills Avenue Business District*

**Large Commercial**

*Neighborhood Business District — this building type is NOT appropriate in this district*