

9.3 ARCHITECTURAL CHARACTER

9.3.1 Purpose

Architectural character focuses on the micro-level details that greatly affect the overall appearance of a particular development. These architectural character regulations provide direction in aspects of color, facade materials, rooflines, and the enhancement of entryways. The primary goal is to define the “finishing touches” that provide the development with a sense of permanence, style, and compatibility. The Town actively discourages proposals that have not taken these matters into account. The Town desires that all development be treated as a lasting contributor to the community and as a “good neighbor” to its surroundings.

9.3.2 Roofs

- A) Roof lines shall be varied to reduce the scale of structures and add visual interest.
- B) Roof shape (for example: flat, hip, mansard, or gable) and material shall be architecturally compatible with façade elements and the rest of the building.

9.3.3 Facades

- A) ***Recesses and Projections***
 - 1) Except as provided in subsection 2 below, facades greater than 100 feet in length, measured horizontally, must incorporate recesses and projections along at least 20% of the length of the façade and windows, awnings, and arcades should total at least 60% of the façade length abutting a public street.
 - 2) Buildings over 125,000 square feet located within a North Carolina Certified Site and in the Light Industrial (LI) zoning district shall incorporate recesses and projections including windows and awnings at all public entrances. At least 10% of the façade along a public street shall contain windows or other glazing. In the case of a corner lot, this standard shall only apply to the façade(s) that contains a public entrance or the façade closest to the public entrance.
- B) ***Repeating Design Patterns***

Facades greater than 100 feet in length, measured horizontally, shall incorporate a repeating pattern of change in color, texture, and material modules. All elements should repeat at intervals of no more than 30 feet, either horizontally or vertically. For buildings over 125,000 square feet located within a North Carolina Certified Site and in the Light Industrial (LI) zoning district, all elements should repeat at regular intervals proportional to the length of the façade and designed to break up the mass of the building.
- C) ***Renovations***

Façade renovations shall incorporate original building details to the maximum extent practicable.
- D) ***Materials***

Brick, stone, or wood facades shall not be covered or replaced with artificial siding or panels.
- E) ***Roof Cornices***

If roof cornices have been removed or damaged on an existing building, renovations of that building must include retaining, repairing, and replacing the roof cornices if previously removed.

- F) **Replacement of Windows**
Replacement of windows on the façade of an existing building shall be accomplished by using windows of the same trim size and character as the original.
- G) **Exterior Wall Cladding**
All exterior walls visible from a parking lot or public right-of-way in any zoning district except Light Industrial (LI) shall be clad with the same material required for the front of the building. Buildings in the LI district are required to provide the same material as the front of the building for at least 25% of the area of the side façades and 100% of the area of side façades directly facing a public right-of-way. All walls not visible from a parking lot or public right-of-way, or the remaining 75% of the side façades in the LI district, may be constructed of alternate material(s), but shall be of a color that is complimentary to the primary material, is incorporated into the overall color scheme of the building, and is approved by the Planning Director. See also Sec. 9.3.5.A *Predominant Exterior Building Materials*.
- H) **Building Orientation**
To the maximum extent feasible, new buildings shall be oriented or designed to minimize shadows falling on public or semi-public spaces.

9.3.4 Entryways

- A) **Required Entryway Features**
Each principal building on a site should have a clearly defined, highly visible customer entrance featuring no less than two of the following: canopies or porticos, arcades, arches, wing walls, and/or planters.

9.3.5 Color and Materials

- A) **Predominant Exterior Building Materials**
Predominant exterior building materials shall be high quality materials, including brick, wood, stacked stone, other native stone, and tinted/textured concrete masonry units. In the LI zoning district, concrete masonry units shall be tinted/textured or painted.
- B) **Colors**
- 1) Façade colors shall be of low reflectance and/or subtle colors. Building trim may feature brighter colors, but neon tubing is not allowed as an accent material. The use of high intensity colors or fluorescent colors shall be prohibited.
 - 2) Variations in color schemes are encouraged in order to articulate entryways and public amenities so as to give greater recognition to these features.

9.3.6 Reserved