

II. BUILDING DESIGN AND ARCHITECTURAL CHARACTER

Building design and the character of the architecture exhibited are key elements in the built environment that will contribute to Arlington's success and prosperity as a community. The building design guidelines contained herein are intended to help protect the integrity and enhance the value of the Town's existing neighborhoods by articulating to the development community those design values and preferences that the Town has determined will result in a high-quality built environment and improved quality of life.

A. GENERAL BUILDING DESIGN GUIDELINES

1. Building facades visible from a public right-of-way must be of high quality and finished in a manner that is consistent with the front façade.
2. Buildings that have long walls shall use varied setbacks or architectural details to reduce the perceived length and mass of the building.
3. Development sites with multiple buildings shall contain compatible design elements and a strong visual relationship between buildings.
4. Buildings shall reflect the unique style of the Town and not develop according to a standard "corporate" or "franchised" style that is typically found with big-box or other national businesses.
5. Exterior building materials shall be high quality and durable materials. Exterior building wall materials shall be subject to the following:
 - a. Primary Building Materials: Constituting of 80% of materials for exterior wall surfaces, exclusive of all windows, doors, roofs and walkway covers, shall be materials such as clay brick, natural or synthetic stone, and cast stone.

Other Materials not included in prohibited materials, may be considered on a case-by-case basis. In consideration of alternate materials, the Design Review Committee and the design professional should consider

the architectural style of the building and select appropriate materials for the architectural style.

For industrially-zoned properties, except for frontage along Airline Road, Highway 70 or Highway 64, tilt-up concrete wall panels may be used. No more than 60% of the wall area, exclusive of all windows, doors, roofs, and walkway covers, visible from the public right-of-way may be constructed of tilt-up on a building's exterior. The remaining area visible to the public shall be those materials listed above for the primary



High quality materials, unique architectural features



Use of compatible materials and colors

- b. Secondary Building Materials: Secondary materials for exterior wall surfaces are intended to provide interest and variety in

- building design and may be used for up to 15% of the elevations, exclusive of all windows, doors, roofs, and walk-way covers. Acceptable secondary building materials include any material appropriate as a primary material, precast concrete panels, and high-quality concealed fastener architectural metal panels in smooth or ribbed finish, fiber cement siding (i.e. Hardie Plank/Board), wood, or composite (Fiberon or similar) wood siding. Other Materials may be considered on a case-by-case basis. In consideration of alternate materials, the Design Review Committee and the design professional should consider the architectural style of the building and select appropriate materials for the architectural style.
- c. Tertiary Building Materials—to allow added opportunities to increase visual interest additional materials, not included in prohibited materials, at a quantity of 5% of the elevations, exclusive of all windows, doors, roofs, and walk-way covers may be incorporated. These materials may be any primary material, a secondary material not utilized on the building or any other material not on the prohibited list. These materials are to be an accent to the overall design and shall be approved on an individual basis.
 - d. Prohibited Building Materials on non- industrial-ly-zoned properties include painted masonry units, natural gray smooth or textured concrete masonry units, exposed fastener metal siding, corrugated metal siding, tin siding (agricultural), plywood, vinyl or aluminum siding, highly reflective glass curtain wall systems, exterior insulation and finishing systems (EIFS), synthetic stucco, and plastic materials (including fypon), or similar.
 - e. For those properties located within an Industrial zoning district, the Design Review Committee shall have the discretion to permit metal facades on the side and rear of a building not generally visible from a public right-of- way, and where that side or rear elevation of the building does not abut a residentially- zoned property. This metal must be of industrial quality, agricultural grade corrugated panels (tin siding) are not permitted.
 - f. Exterior finish colors should fit into the context of the built environment. Subtle earth tones are preferred over stark or bright colors.
 - g. Door and window framing systems should blend with the overall design of the building. Bronze or black is preferred. Clear anodized or silver aluminum should be avoided unless it complements the overall color scheme of the building and shall be approved on a case-by-case basis.
 - h. In selecting exterior building materials, consideration should be given to the appropriateness of the materials to the scale of building proposed. The dimensional size of the material should relate to the size of the building. For example, a traditional size brick should be used on smaller buildings, with consideration being given for larger- scaled buildings and larger brick sizes. The most traditional size is approximately 2 1/4 x 3 3/4 x 8 inches.
 - i. Color renderings of all elevations and a complete material sample board of proposed exterior materials and colors shall be provided for Design Review Committee consideration. Minimum 3"x3" color material samples, or equivalent, and a panel of brick are considered sufficient sample sizes for those items.
6. A consistent architectural style should be carried throughout the overall design of all development and buildings shall offer attractive and inviting pedestrian-scaled features, spaces, and amenities.
- B. COMPATIBILITY WITH SURROUNDINGS**
1. Building forms shall be tailored to fit within the existing topography of the site and other site features specifically existing trees and vegetation. Buildings are viewed in context with other buildings in the immediate vicinity with regard to mass, placement, scale, and proportion of window openings, entryways, roof types, and the degree of detail.



Building sited within mature tree canopy



Building compatible with site topography, vegetation

2. Use of Similar Building Materials in a Commercial Center .
 - a. In order to achieve unity between all buildings in a Commercial Center, all buildings in the center, including out parcel buildings, shall be constructed of building materials from the color and materials palette approved for the center.
 - b. A comprehensive building materials and color package shall be submitted to the Design Review Committee for approval with the first building of a commercial development.
3. Use of Similar Architectural Styles or Theme in a Commercial Center.
 - a. A consistent architectural style or theme should be used throughout a Commercial Center, and in particular to tie outparcel buildings to the primary building(s).
 - b. Building entrances are appropriate locations to express individual building character or identity .
4. Where a site or building is not part of a Commercial Center, the architecture should consider surrounding sites in terms of building materials, colors and architectural style. These buildings should blend architecturally. The intent is not to have all developments look the same, but to have developments of high-quality design and materials, that transition well from surrounding developments where stark contrasts are not evident to the visitor or passerby.
5. Full chroma colors are discouraged, except as building accents.

C. BUILDING HEIGHTS

Building heights shall conform to the Town of Arlington Zoning Regulations per the applicable zone district in which the development is located or as part of a Planned Unit Development approved by the Planning Commission and the Mayor and Board of Aldermen. Building heights are specifically regulated not to exceed 40 feet in height in all commercial and office zone districts. A maximum of 50 feet height is permitted within the industrial district

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D. ADAPTING PROTOTYPICAL DESIGNS TO PARTICULAR SITES

Prototype designs shall be adapted to reflect the Town of Arlington design standards and should be compatible with the site's immediate surroundings. Careful siting, use of compatible materials and colors, and landscaping are some of the ways that a franchise design is expected to be adapted to blend with its surroundings.



Inappropriate Prototypical Design



Appropriate Design



Inappropriate Prototypical Design



Appropriate Design

- c. Where a clearly established development character and scale exist, new in-fill development should include the key design elements of surrounding buildings with respect to windows, doors, rhythm of bays, detailing, roof forms, materials and colors.
- d. Rear and side facades, if visible from public streets, shall be similar to the primary façade in their architectural treatment.
- e. Blank walls facing public streets shall be avoided. The use of various architectural materials, and patterns shall be used to break up blank walls.



Building avoiding long, uninterrupted façade plane; variations in roof line

C. MASSING, FACADES, AND ROOF LINE

1. Massing

- a. Buildings should avoid a long uninterrupted façade planes. The maximum permitted width of an uninterrupted plane shall be 60 feet.
- b. Pilasters, variations in the roof line or parapet wall, and building wall recesses shall be used to break up the mass of a single building into distinct vertical bays which maintain a rhythm to surrounding buildings.
- c. Pedestrian oriented massing and material choices should reflect the human scale within its overall composition. The interaction of solid and void can help break down the general volume of a building and relate it back to human proportion and scale. Buildings may also use entries that provide protection from the elements, such as canopies, arcades, recesses, or roof overhands to further reinforce the pedestrian scale.

2. Facades

- a. Buildings should have a defined base or cap, with the base typically comprised of a masonry or stone material.
- b. Window and door openings shall have proportions similar to those on adjoining buildings.



Architectural materials to break up blank walls



Architectural materials and foundation landscaping to break up blank walls



Defined base and cap

3. Roofs

- a. Roof forms shall be appropriate to a building's design and scale.
- b. Flat roofs or low-pitched roofs with parapet walls are encouraged to screen mechanical units from public view. Alternative roof forms may be used if appropriate for a particular architectural style.



Roof forms appropriate to design and scale of building

F. RELATIONSHIP TO STREETS

1. Facades along public streets shall be treated in a manner which creates an attractive and interesting street-front. Undifferentiated and bland facades that are visible from the public right-of-way are discouraged.
2. "Stage-set" facades are not acceptable. Aesthetic considerations go beyond the primary elevation of the building. The materials and colors utilized on the street face shall continue on the sides and rear of the structures.
3. Landscaping shall define the building entries, as well as the entrances to the development from the public street. Landscaping should not impede visibility from entrances onto public streets and shall not conflict with pedestrian traffic.



Defined building entrance



Integration of landscaping at building entrance and streetscape



Generous landscaping and architectural icon relate to the streetscape



Service area screened from view of a public street

G. DESIRED ARCHITECTURAL CHARACTERISTICS ILLUSTRATIVE EXAMPLES BY LAND USE

COMMERCIAL BUILDINGS



Strip Commercial Retail Building



Strip Commercial Retail Building



Stand Alone Commercial Retail Building

OFFICE BUILDINGS



Multi-Story Professional Office Building



Single Story Professional Office Building

G. DESIRED ARCHITECTURAL CHARACTERISTICS ILLUSTRATIVE EXAMPLES BY LAND USE

MIXED USE



Retail With Office Above



Retail With Residential Above

INDUSTRIAL BUILDINGS



Industrial Office/Showroom



Industrial/Warehouse