Appendix II

OceanLake District Design Guidelines

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CHAPTER I – INTRODUCTION

A. Purpose and Intent of the OceanLake Design Guidelines

The OceanLake Design Guidelines have been prepared as a tool to help implement the vision for OceanLake depicted in the OceanLake Redevelopment Plan. The elements of the Guidelines include site design and architectural design for both non-residential and residential developments, as well as commercial sign design guidelines. The Guidelines are intended to be flexible and practical, as well as to serve as an effective means of improving and protecting the visual image of OceanLake. The Guidelines are not requirements, but rather suggestions to develop the preferred OceanLake design and contribute to a desired sense of place.

The overall intent of the OceanLake Design Guidelines is to promote high quality development that will:

- Enhance OceanLake's unique identity and character
- Encourage variety and creativity in new development
- Contribute to a positive City image by reinforcing the "string of pearls" concept
- Stimulate investment and strengthen the economic vitality of OceanLake

- Protect and enhance the value of property
- Maintain a high quality of life within OceanLake

B. OceanLake Design Guidelines Framework

This section provides the organizational framework and elements included in the Design Guidelines. Chapter topics are divided into distinct subcategories, each followed by a series of recommended design guidelines. Each design guideline establishes a qualitative (versus quantitative) statement of desired performance. The guidelines are accompanied by sketches, diagrams, and photos that further explain the intent of the guideline and illustrate ways to achieve that design intent. The OceanLake Design Guidelines are organized into the following chapters:

Chapter I – Introduction
Chapter II – Architectural Context and Common Design Principles
Chapter III – Commercial/Mixed Use Site: Development Guidelines
Chapter IV – Commercial/Mixed Use: Architectural Guidelines
Chapter V – Sign Design Guidelines
Chapter VI – Residential Infill: Site Development Guidelines
Chapter VII – Residential Infill: Architectural Guidelines

C. Applicability of the OceanLake Design Guidelines

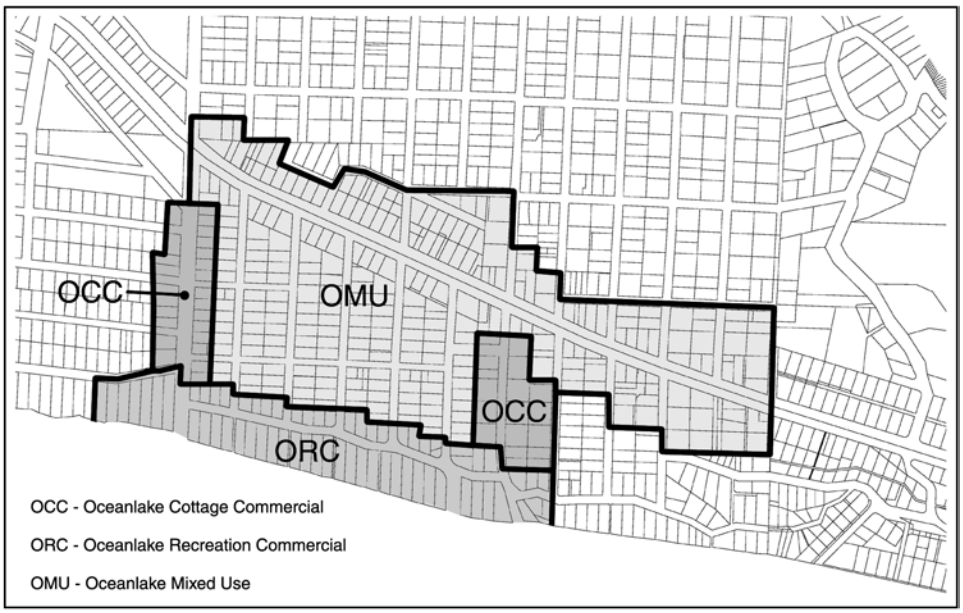
The Design Guidelines have been prepared specifically for development within the OceanLake district and are intended for use by all those interested in participating in rediscovering the "heart of Lincoln City". They provide design direction and education to applicants, designers, decision-makers, and the general public. They also provide citizens and other property owners with some level of confidence about how future projects in OceanLake might look, function, and what impacts they may have on their property and investment.

1. Design Standards Versus Design Guidelines

A "design or development standard" implements design objectives by establishing mandatory requirements and standards through the zoning ordinance (design standards generally include the word "shall"). A design guideline, generally less quantitative in nature than a standard, interprets design objectives and specific standards and provides examples of appropriate design solutions (design guidelines generally include the word "should"). Design guidelines are applied with some level of flexibility depending upon the specific project at hand. The OceanLake Design Guidelines complement the development or design standards contained in the City of Lincoln City Zoning Ordinance.

2. OceanLake Districts

The provisions of these design guidelines are applicable to most development within the four character areas of OceanLake identified in *The OceanLake Redevelopment Plan* – traditional mixed-use development, cottage commercial-style mixed use, recreational-commercial development, and residential.



Generally speaking, the Chapters II through V apply to the OceanLake mixed-use, cottage commercial districts, and recreational commercial areas, while Chapters II, VI, and VII apply more directly to residential areas. When different design treatments are recommended for a specific district, they are noted within the text.

3. Project Review and Compliance

As already noted, the provisions of the OceanLake Design Guidelines are not mandatory. They should be used by project proponents as a starting point in the creative design process. Applicants are encouraged to involve staff and adjacent property owners in the design process prior to formal administrative review and prior to making significant investment.

The Design Guidelines will be utilized during the project review process to encourage the highest level of design quality, provide flexibility, and encourage project designers to be creative. Any new building, additions, exterior alterations, or landscaping, and any modification to an

approved landscaping plan or parking lot design should aim to adhere to these Design Guidelines as applicable. The Design Guidelines should be utilized in conjunction with the Zoning Ordinance and Comprehensive Plan prior to and during the administrative review process.

CHAPTER II: OCEANLAKE ARCHITECTURAL CONTEXT & GENERAL DESIGN PRINCIPLES

A. OCEANLAKE ARCHITECTURAL CONTEXT

The villages that make up Lincoln City took their current form after the beginning of the twentieth century, which means that automobiles were integral to their development and structure. However, much of the development was already in place by 1950's, so cars had a secondary role in the layout of development, unlike the primary role we see in so much suburban, development today. Streets are narrow and lots are small here, creating the kind of compact development that enables people to walk to their destinations, and interact with their neighbors along the way. Historically, people would drive out to their spot along the OceanLake coast and when they arrived, everything they came for was within walking distance – grocery store, restaurants, seafood the variety stores, taverns, drug stores, beauty shops, dance halls, and, of course, the beach. Of course, a car was still needed to "go for a drive" to the next village, or to Newport.

From its origins as a coastal recreational stopover, OceanLake has evolved into four distinct "districts": the highway commercial strip, the oceanfront; the residential area between the oceanfront and the highway; and the residential area east of the highway. Each of these areas has its own character, still rooted in the simple, rustic vernacular of backwoods tourism between World Wars I and II. Owners of commercial properties have needed to "modernize" over the years, but in many cases, the roots are still discernible. Building shapes are simple. Exterior siding is usually wood, or a manufactured product made to look like wood. The scale of both commercial and residential buildings is small – few existing buildings are three-story.

On the highway, the older buildings front right up to the property line. Predominantly, they have a rectangular silhouette when seen from the street, in many cases created by a "false front" parapet which goes up to the ridge of the gable behind it. In some cases, newer buildings are set back to create parking in front or to accommodate cars in some other way. The commercial zone extends a few lots back from the highway, and one can see residential buildings in this transition zone.
Photos from the 1930's show two lanes of pavement with a gravel parking area and no sidewalks along Highway 101. By 1950, the highway had become a boulevard, with a planted center divider (no trees), four traffic lanes, two parking lanes, and sidewalks, all paved. Currently, there is no unifying theme, style, setback pattern, or use of materials or color along the highway.

Noticeable as soon as one turns off from Highway 101, is the high degree of landscaping in the residential neighborhoods. Nearly all houses have front yards with some combination of low fences, lawns, shrubs, flowers or trees – even vacant lots are usually full of trees. In the residential areas off the highway (on both the east and the west sides), the predominant development is single-family, detached housing. Typically, lots are small and houses are tiny by modern suburban standards – the older houses have fewer and smaller rooms, and often the garage, if there is one, is in a separate building. A majority of houses have single-car garages, in many cases added after the house was built. In almost all cases, houses have a gable roof and are sided with wood.

Houses pre-1960 have a roof pitch greater than 8:12 and have windows that are taller than they are wide. In these older homes, windows with horizontal proportions are often divided into panes of vertical proportions. Houses built after 1960 tend to have roofs with slopes of 6:12 or lower, and windows wider than they are tall. In many cases these houses are simpler in

shape and detail than the earlier houses, often because they just haven't been around long enough to receive all the small alterations that their older counterparts have, but also, often just because styles and priorities have changed.

The area of OceanLake showing the least evidence of its origins is the oceanfront, the strip of land approximately one lot deep whose west boundary is the Pacific Ocean. The oceanfront consists mostly of motels (there are a few houses left, most of which appear to be vacation rentals). For obvious reasons, these buildings are oriented toward the ocean. In many cases there is no screen or landscaped buffer for the parking area, and windows generally represent just the minimum standards required by the building code.

In the last forty years, small lots in desirable areas have been merged for the creation of larger complexes, such as in the case of apartments near the highway and motels and condominiums at the beachfront. When a lot line is erased, two required side yards are eliminated, and a view corridor is lost. Near the ocean, where such views are important, property values at the "blocked" site may be adversely affected.

In conclusion, OceanLake has the interesting mix of building types, styles and uses that typify a community which has grown incrementally over the years. The architectural character of OceanLake is heterogeneous, and continues to evolve. The evolution is driven by changes in architectural styles and trends, economic changes, life style changes, and, in terms of residential architecture, the evolution is also driven by changing attitudes on security and privacy.

B. General OceanLake Design Principles

While no two projects will be exactly alike, each should demonstrate adherence to certain design principles that are central to respecting the sense of place and architectural heritage found throughout OceanLake. The following principles provide basic design goals that each project is expected to address to ensure quality development. Newly constructed projects will have a greater opportunity to address each of the design principles fully, while projects that involve additions or remodeling to existing buildings may be more limited in their ability to address each specific principle. However, regardless of the type of project, it is expected that all project proponents will strive to implement the principles outlined below to the greatest degree possible.

- Growth will be harmonized to preserve OceanLake's historic character and environment.
- OceanLake will continue to be a community that is walkable.
- Building types and styles, including new construction, additions, and rehabilitation projects will be compatible with the surrounding environment, detailed, human scale, pedestrian-oriented and aesthetically pleasing.

These principles are consistent with the OceanLake community's values as articulated throughout the OceanLake Redevelopment Plan process.

Growth will be harmonized to preserve OceanLake's historic character and environment.

History is an important part of OceanLake's character – the community's rich sense of history and architectural heritage is apparent in the built environment. New development adjacent to historic properties must be sensitive to and maintain the integrity of these historic resources by incorporating appropriate architectural elements and designs, which contribute to OceanLake's history. Whenever possible, in conjunction with new projects, historic buildings and properties should be preserved, rehabilitated, and restored.

OceanLake will continue to be a community that is walkable.

OcenaLake is a walkable community. The pedestrian experience thoughout OceanLake should be strengthened and new pedestrian linkages should be created where possible. A consistent and coherent rhythm of structures and open spaces should be promoted along the street edge to enhance the pedestrian experience. Projects should be designed to facilitate and encourage pedestrian activity and mitigate existing adverse automobile oriented planning patterns.

Building types and styles, including new construction, additions, and rehabilitation projects will be compatible with the surrounding environment, detailed, human scale, pedestrian-oriented and aesthetically pleasing

New construction, additions, and rehabilitation projects should consider the scale and proportion of the neighborhood. Buildings should be designed with "human-scale" proportion – human-scale buildings respect the existing architectural character of OceanLake and enhance the pedestrian atmosphere. Buildings facing pedestrian activity areas should incorporate design features that provide visual interest at the street level. Pedestrian activity areas include open space for plazas, courtyards, outdoor dining, pedestrian paseos, and view corridors.

Pedestrian-oriented development in OceanLake is encouraged. Buildings should be oriented to connect with high pedestrian activity areas in order to create connections and linkages. Buildings should be rehabilitated and constructed to reinforce the pedestrian qualities desired. Project proponents should demonstrate how the proposed project contributes to the goal of increased pedestrian activity.

New construction, additions, and rehabilitation projects are expected to promote a diversity of architectural style while maintaining continuity of scale, pedestrian orientation, patterns of open space, and use of landscaping. Designs that are compatible and distinguishable due to their architectural style are encouraged.

New construction, additions, and rehabilitation projects should be aesthetically pleasing. Aesthetically pleasing developments can be expressed in a variety of ways: through the adherence to authentic architectural styles and details; the honest and simple use of materials and colors; the concern for human scale and pedestrian orientation; the use of landscaping to soften other wise hard surfaces of structure and pavement; and screening incompatible uses, parking lots, refuse storage areas, and outdoor equipments to minimize visual impact.

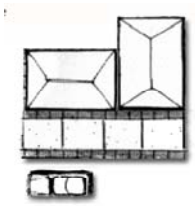
CHAPTER III. COMMERCIAL/MIXED USE - SITE DEVELOPMENT GUIDELINES

A. Building Siting/Orientation

1. Projects should be evaluated on a case-by-case basis for exceptions to these guidelines, but generally, the following apply:

- **OceanLake Mixed Use Districts**

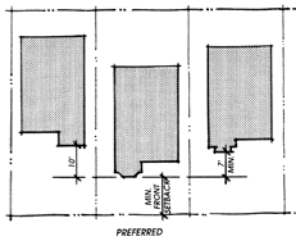
Traditionally, buildings in the commercial core of the OceanLake Mixed Use District, including side streets, have either been built to, or very near to, the front property line. This trend of building to the sidewalk should be continued with any infill development. Generally, the front building wall should be built parallel to the street with the main entrance oriented to the public sidewalk. Exceptions may be allowed to accommodate outdoor dining, plazas, and courtyards.



Sidewalk Environment

- **Cottage Commercial Mixed Use District**

The Cottage Commercial Mixed Use District of the OceanLake area exhibits varying degrees of front-setbacks. This setback character should be respected in all new nonresidential development (this includes residential conversions). Buildings should be set back from the front property line a minimum of five (5) feet and a maximum of twenty-five (25) feet, unless otherwise specified in the zoning ordinance. Outdoor dining areas, plazas, and similar public open space areas may extend to the front property line. Porches, trellised entries, and courtyards are methods to enhance the pedestrian connection between the building and the street. Parking is discouraged in the setback area.



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- **Recreational-Commercial District**

  The recreational-commercial district also exhibits a variety of setbacks with its mix of lodging facilities, restaurants, retail commercial, and residential uses. It is desired that this mix of building footprints continue and that special consideration is given to protecting view corridors. Buildings should be set back from the front property line a minimum of five (5) feet unless otherwise specified in the zoning ordinance. Outdoor dining areas, plazas, and similar public open space areas may extend to the front property line. Porches, trellised entries, and courtyards are methods to enhance the pedestrian connection between the building and the street. Parking is discouraged in the setback area.

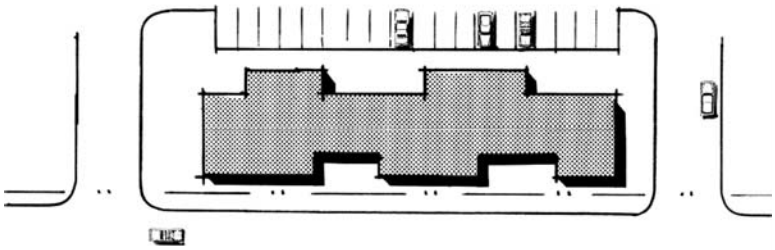
2. Building orientation of commercial and mixed-use buildings should minimize a direct line of sight into adjacent residential private open space.

3. When commercial buildings back up to common open spaces or residential uses, the rear setback area should be landscaped and functionally and/or visually combined with the residential open space where possible.

4. Natural amenities unique to the site such as ocean views, mature trees, etc. should be preserved and incorporated into development proposals.

B. Parking, Circulation, and Access

1. Parking should not dominate the site in areas adjacent to any street. Parking should be concentrated in areas away from the street, and well landscaped. This usually means locating the parking at the rear of the building where it may not require as high a degree of screening from the public view. Parking lots may be located to the side of a building when properly screened from public view.



Locate parking at the rear of buildings

2. Adjacent parking areas should be interconnected. A vehicle entering any commercial-parking area should not be required to enter a street to move from one location within the same parking facility or premises. Parking areas should be interlinked.

3. Parking lot entries should be located on side streets or alleys in order to minimize pedestrian/vehicular conflicts. Driveways should be kept to the absolute minimum number and width required for the project.

C. Courtyards and Passages

1. New developments and existing developments that are adding new buildings are encouraged to integrate design features that provide pedestrians with points of conversation, rest, information, and visual interest.

2. Commercial/mixed use developments should incorporate courtyards, plazas, outdoor eating areas, fountains, passages, and other amenities into their design.

3. The relationship between buildings, as well as between buildings and sidewalks, are important in creating a pleasant pedestrian environment. Buildings should be linked together by landscaped sidewalks, plazas, courtyards, pocket parks, and passages.

4. Courtyards should be located to be visible from the street or linked to the street by a clear circulation element such as an open passage or covered arcade.

5. Courtyards and passages should be inviting and well lit and accessed from multiple locations. Edges of courtyards should contain retail shops, restaurants, offices, public art or other pedestrian-related activities. Blank walls and dead spaces without pedestrian interest are discouraged.

6. The use of pedestrian amenities (benches, shelters, drinking fountains, lighting, trash receptacles, and bicycle racks) is strongly encouraged. Shade trees, water features, and public art should also be incorporated into courtyard and passage design.

D. Landscaping

1. Landscaping should be planned as an integral part of the overall project and considered an important design element in the plan for any new or redeveloped site. Landscaping should enhance the quality of commercial/mixed use developments by framing and softening the appearance of buildings, screening undesirable views and providing shade and wind protection.

2. Landscaping parking areas is encouraged to avoid direct views of parked vehicles from the public viewshed, minimize noise, light, exhaust fumes and other negative effect to pedestrians.

3. Where parking lots abut buildings, landscaping around the base of buildings is encouraged to soften the edge between the building and parking lot.

4. Planters and pots placed in building recesses and adjacent to blank walls is encouraged. Planters and pots provide visual interest and color accents and enrich sidewalks, courtyards, and plazas. Planter and pot materials should compliment the building architecture.

5. New development should preserve and protect existing healthy mature trees which add to the special aesthetic quality of OceanLake.

6. Landscaping should be spaced so that it does not interfere with the lighting of the project area or restrict access to utilities (such as electrical boxes)

or emergency apparatus (such as fire hydrants or fire alarm boxes). Landscaping should be in scale with adjacent buildings and be of appropriate size at maturity.

7. Trees and plants native to the Oregon coast or those which flourish in the region should be selected when possible. Plant materials should also be selected for their low maintenance qualities. Plants should be grouped in combinations based on the image desired and on common environmental conditions, such as soil type, water, sun, temperature limitation, etc.

   The following provides a partial list of plantings appropriate for the OceanLake climate and character. It list does not include the many varieties of flowers appropriate for the area.

Trees:	
Bitter Cherry	*Prunus emarginata*
Cascara	*Rhamus purshiana*
Douglas Fir	*Pseudotsuga menziesii*
Emerald Green Arborvitae	*Thuja occidentallis "Emerald Green"*
Japanese Black Pine	*Pinus thunbergii*
Japanese Red Maple	*Acer palmatum "Bloodgood"*
Hollywood Juniper	*Juniperous chinensis "Torulosa"*
Oregon Ash	*Fraxinus latifolia*
Pacific Ninebark	*Physocarpos capitatus*
Shore Pine	*Pinus contorta*
Sitka Spruce	*Picea sitchensis*
Vine Maple	*Acer circinatum*
Western Hemlock	*Tsuga heterophylla*
Western Red Cedar	*Thuja plicata*

Ornamental shrubs:	
Barberry	*Berberis species*
Camellia	*Camellia sasanqua*
Cotoneaster	*Cotoneaster species*
Drooping Leucothoe	*Leucothoe fontanesiana*
Enkianthus	*Enkianthus campanulatus*
Euonymus- Burning Bush	*Euonymus alata "Compacta"*
Escallonia	*Escallonia rubra*

Exbury Azalea	*Same*
Mediterranean Heather	*Erica carnea*
Hydranga	*Hydranga species*
Japanese Holly	*Ilex crenata*
Mugo Pine	*Pinus mugo "Mughus"*
Nandina	*Nandina domestica*
Nest Spruce	*Picea abies "nidiformis"*
Otto Luyken Laurel	*Prunus laurocerasus "Otto Luyken"*
Orchid Rock Rose	*Cistus purpureus*
Pacific Wax Myrtle	*Myrica californica*
Strawberry Madrone	*Arbutus unedo*

Native shrubs:

Serviceberry	*Amelanchier alnifolia*
Red Osier Dogwood	*Cornus stolonifera*
Salal	*Gaultheria shallon*
Oceanspray	*Holodiscus discolor*
Oregon Grape	*Mahonia aquifolium*
Red Flowering Currant	*Ribes sanguineum*
Nootka Rose	*Rosa nutkana*
Snowberry	*Symphoricarpos albus*
Evergreen Huckleberry	*Vaccinium ovatum*

Ground covers:

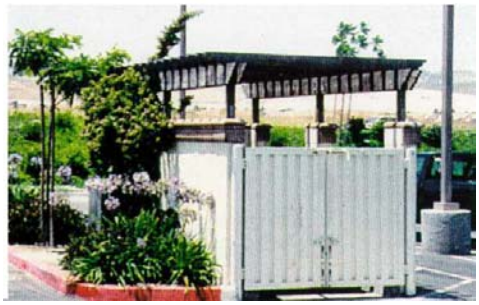
Ceanothus- Point Reyes	*Ceanothus gloriosus*
California Poppy	*Eschscholzia californica*
Candytuft	*Iberis sempervirens*
Day Lilly	*Hemerocallis hybrids*
Dwarf Oregon Grape	*Mahonia nervosa*
Kinnikinnick	*Arctostyphylos uvi-ursi*
Purple Leaf Winter Creeper	*Euonymus fortunei "Colorata"*
Shasta Daisy	Chrysanthemum Tomentosum

E. Screening

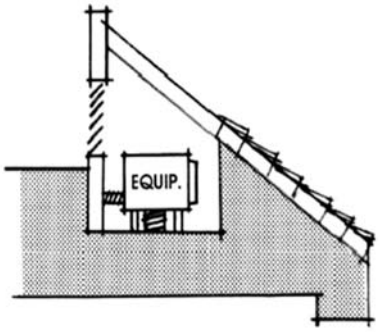
1. Refuse storage, service, and loading areas should be located out of view from the general public and so that their use does not interfere with parking and circulation. All screening devices should be compatible with the architecture, materials and colors of the building.

2. Landscaping should be incorporated into the design of refuse, storage and equipment areas to screen from public and private view.

3. Refuse storage areas that are visible from upper stories of adjacent structures should have an opaque or semi-opaque horizontal cover/screen to mitigate unsightly views. The covering structure should be compatible with the architectural theme of the site's buildings.



4. Screening should not result in hiding places or entrapment areas.



CHAPTER IV – COMMERCIAL/MIXED USE - ARCHITECTURAL GUIDELINES

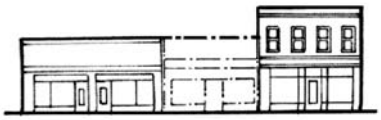
A. Design Compatibility: Mass, Scale, & Proportion

Appropriate building mass, proportion, and scale are both relevant to the context of the adjacent structures as well as to the character of the specific district. The Highway 101 corridor tends to have traditional storefront character, with more one and two-story, sidewalk adjacent buildings, while the remainder of the OceanLake exhibits a greater mix of architectural styles, including hotels and residential homes of various sizes. The Cottage Commercial Mixed use area has the smallest scale buildings, consisting of mostly existing cottages and small homes with front and side yard setbacks.

1. Different areas within OceanLake will have different mass, proportion and scale guidelines keeping in character with the existing and desired patterns. The preservation and enhancement of an area's character should be a primary consideration of any development proposal. Projects that are out of scale with their surroundings are undesirable.

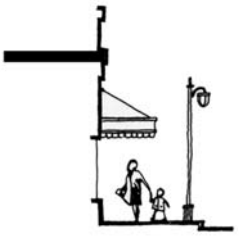
2. An infill building should not be much lower or higher than the height of surrounding structures. Whenever new and infill buildings are proposed, the common horizontal elements (e.g. window height/width and spacing) among adjacent structures should be identified and the project design should use a similar rhythm and alignment.

3. If maintaining a consistent horizontal rhythm or alignment is difficult or otherwise impossible, the use of colonnades, brow canopies or awnings are encouraged to establish a shared horizontal storefront rhythm.



4. One-story and two-story building heights are encouraged, heights greater than two-story should be stepped back away from sidewalks and streets to preserve view corridors and maintain a pedestrian scale environment.

5. The scale of building elements, especially at the ground floor level, should be kept intimate and close to human scale using relatively small parts and accents. New infill commercial structures shall be designed to provide storefront windows, doors, entries, transoms, canopies, balconies, and other architectural features designed to complement existing structures.



B. Architectural Style & Design Details

1. It is important that new and infill buildings include design elements and materials that relate to the historic styles and character of the community.

2. Details and materials used for new buildings and rehabilitated buildings in OceanLake should reflect craftsmanship and integrate finishes that convey natural appearance.

3. All building elevations should be architecturally detailed and landscaped. Elevations that do not directly face a street should not be ignored, nor should they receive only minimal architectural treatment.

4. Details and materials should pay tribute to the climate of OceanLake by incorporating architectural details and building materials found locally and in the region. Awnings, canopies, overhanging eaves are appropriate ways of providing shelter from the summer sun and winter rains.

5. Appropriate design elements that establish high quality architectural style include the following:

   - full roofs
   - multi-lite windows
   - courtyards, arcades, intimate spaces
   - large clear plate glass windows
   - multi-paned wood casement windows

- horizontal clapboard or lap siding
- vertical board and batten siding
- wood shingle siding
- wood shake and shingles
- deep-set window and door openings
- offset wall planes
- variation and articulation in building massing
- use of natural materials found locally and in the region

Vertical Board and Batten Siding

Horizontal Clapboard Siding with Rock Base

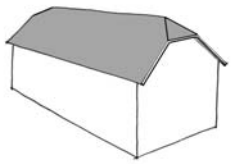
Wood Shake Siding with Rock Base

6. Design elements that *detract* from architectural quality include the following:

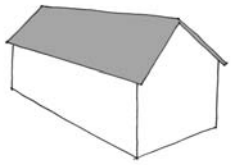
- flat roofs
- highly reflective tiles
- roof material of clay or ceramic tiles, corrugated metal or fiberglass and crushed stone
- exposed pipe columns
- typical franchise architecture
- building prototypes
- plastic or sheet metal siding
- the appearance of thin walls

C. Rooflines

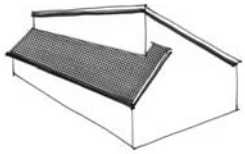
1. Roofs with a slope of less than 8:12 are visually and functionally more appropriate in OceanLake. Buildings with hip, gable, and shed rooflines are encouraged throughout OceanLake. Along Highway 101, parapet roofs may be appropriate if consistent with adjacent buildings.



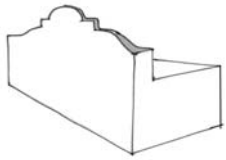
Hip Roof



Gabel Roof



Shed Roof

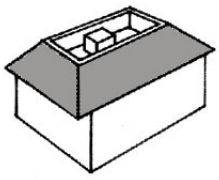


Parapet Roof

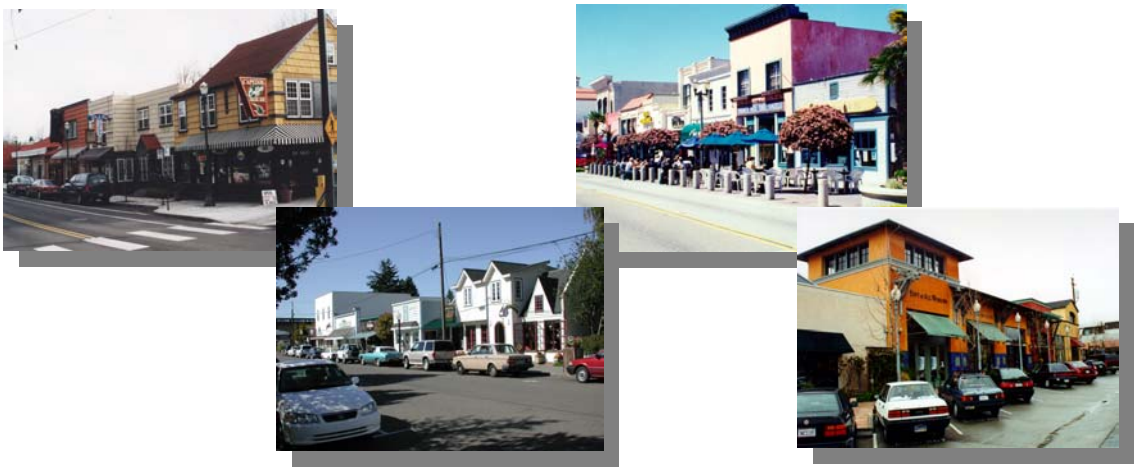
2. Vertical and horizontal roof articulation is desired. Roof articulation may be achieved by changes in plane of no less than two (2) feet and through the use of gables, hips, and dormers.

3. Radical roof pitches, which create overly prominent or out of character buildings, such as A-frames, massive mansards, geodesic domes, Quonset hut roofs, or chalet style roof details are not appropriate.

A-frame Roof



Mansard Roof



D. Colors

Color can be a complex and sensitive subject in design guidelines. Color choice has a particularly personal dimension; it is an expression of the building owner, and the businesses located within. If some basic color guidelines are kept in mind, color can add to the richness and variety of OceanLake, all the while respecting the traditions and heritage of the community.

1. Historically, certain color palettes were associated with particular architectural styles so, often the architectural style itself may dictate appropriate colors of a structure. Whenever possible, exterior building colors should reflect the basic colors of the architectural style or period of the building. Historic color palettes based on research, old photographs, and historic records are strongly encouraged.

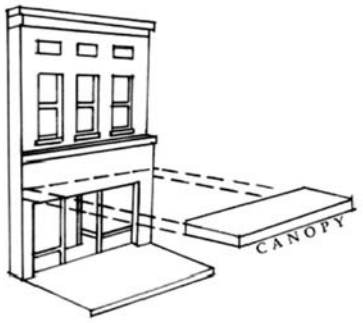
2. Building color in established areas should be compatible and blend with surrounding buildings. The color should not be a "sign" or imply that the building is trying to attract attention. Color should not, because of its intensity, distinctness, chroma, or reflectivity, become the most dominant feature of a building site. "Compatible colors" does not mean that adjacent color schemes should be duplicated.

3. The colors of all elements of a development including walls, accessory structures, fences, and signs should be compatible.

4. Combinations of colors or tones on a single building or site, which clash or create a discordant effect should be avoided. A building should be treated as consistently as possible. Exterior colors should be coordinated on all elevations and compatible with exposed materials, architectural style, and detailing.

5. Color should not extend beyond the common building line and paint should not be used to obscure the integrity of natural building materials.

E. Awnings and Canopies



1. Awnings and brow canopies are encouraged to provide shelter from the elements and to help provide a consistent architectural rhythm.

2. Awnings should have a single color or two-color stripes. Lettering and trim, utilizing other colors is allowed but will be considered as sign area.

3. Awning shape should relate to the window or door opening. Barrel shaped awnings should be used to complement arched windows while rectangular awnings should be used on rectangular windows.

4. All awnings and brow canopies should be well maintained, washed regularly and replaced when faded, worn, or torn.

5. When there are several businesses in one building, awnings of the same color should be used with simple signs on the valance flap that may vary in type style and color to differentiate the individual businesses within the building.

F. Storefronts/Facades

Building facades, including the storefront, are the most important visual elements of commercial structures. Facades also experience significant change during a building's life and hold the most potential for creative alterations affecting both the character of the building and the streetscape. The following guidelines applies *primarily* to highway adjacent businesses in the mixed use district.

1. The first two floors of any building shall be compatible with the pedestrian tradition of a downtown. Storefronts, shops, restaurants, and theaters enhance the visual experience of a retail district by providing inviting window displays and opportunities to view inside at the business activity taking place are encouraged.

2. Building wall offsets, recessed portals and pedestrian ways and appropriate building scale are encouraged. Blank monotonous walls are discouraged.

3. Commercial storefront entries are typically recessed and/or sheltered by a covered arcade structure, canopy or awning. This provides more area for display space, a sheltered transition area to the interior of the store and emphasizes the entrance. Recessed entries should be retained and are strongly encouraged in new storefront construction.

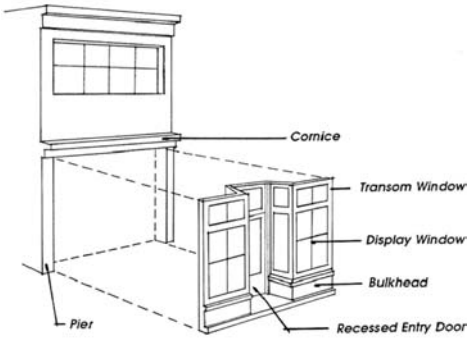
4. Doors to retail shops should contain a high percentage of glass in order to view the retail contents.

5. When considering new window fenestration (window size, size of windowpanes, mullion type, and window materials), it is important that the new design be sympathetic and compatible with the facade theme of the whole block (streetscape).

6. Storefront windows should be as large as possible and no closer than 18" from the ground (bulkhead height). By limiting the bulkhead height, the visibility to the storefront displays and retail interior is maximized. Maximum bulkhead heights for new construction should be 36".

7. Discourage introducing or changing the location or size of windows or other openings that alter the architectural rhythm, alignment or character of the original building.

8. Accentuate the door with simple details such as a handsome brass door pull, brass kickplate or an attractive painted sign.



STOREFRONT COMPONENTS

G. Building Remodeling and Additions

1. Owners should consider conducting some research before designs for alterations or rehabilitation are prepared. Research should include determining the appearance of the building at its construction and a physical examination to determine if the significant historic fabric has been altered and is recoverable or restorable or can be reconstructed.

2. When remodeling or adding to buildings in OceanLake property owner, architects, and/or developers should respect the important architectural features of the building to preserve the unique character of the area. Similarly, when a residence or cottage is converted to the commercial use, every effort should be taken to preserve the character of the original cottage or residential style.

3. If damage or deterioration to original elements is too severe, elements might be recreated using materials, which match the design, color, texture and other important design features as close as possible.

4. When repairing or remodeling exterior wall surfaces the original exterior building materials should be retained where possible. Replacement material should match the original materials as closely as possible. Do not use mismatched materials of different types, sizes, shapes, textures or finishes.

5. Wood is an important design feature of OceanLake buildings. When replacing wood siding, shingles, and shakes that has been severely damage from weathering the use wood of similar material, size, and shape is encouraged. When wood siding, shingles, and shakes that are not painted or stained, but colored by natural weathering, apply a light stain to match as much as possible.

CHAPTER V – COMMERCIAL SIGN GUIDELINES

The sign design guidelines in this chapter encourage the highest level of sign design quality while allowing maximum flexibility. Signage can have a dramatic impact on the visual character of a city. Proper design and compatible signage conveys an orderly and quality appearance which complements the building it serves and enhances the City's image.

A. Design Compatibility

1. High quality signage that positively contributes in the improvement of the visual environment and expression of local character is encouraged.

2. Signage should be compatible with existing building architectural design and character of signage in the immediate vicinity.

3. Sign size should be compatible with the proportion and scale of the building and its elements.

B. Color

1. Too many colors used simultaneously can confuse and negate the message of a sign. Limit the total number of colors used in any one sign.

2. Contrast is an important influence on the legibility of signs. Light letters on a dark background or dark letters on a light background are encouraged.

3. Sign colors should complement the colors used on the building and the project as a whole.

4. Colors or color combination that interfere with legibility of the sign should be avoided. Bright, fluorescent colors can be distracting and do not usually blend well with other background colors should be avoided.

C. Sign Legibility

1. Avoid spacing letters or words too close together. Crowding of letters, words, or lines decreases legibility. Conversely, avoid over-spacing these elements which causes the reader to read each item individually, again obscuring the message.

2. Signs with brief succinct message are encouraged. The fewer words, the more effective the sign. A sign with a brief, succinct message is easier to read and looks more attractive.

3. Limit the number of lettering styles in order to increase legibility. As a general rule, limit the number of different letter types (fonts) to no more than two for small signs and three for larger signs.

4. Typefaces and symbols that are difficult to read reduce the sign's readability. Avoid hard-to-read typefaces and symbols.

5. Use symbols and logos in the place of words whenever appropriate. Pictographic images usually register more quickly in the viewer's mind than a written message.

D. Sign Size

1. Signs should be compatible with the size and scale of the building. Signs should not obstruct any window, doorway, transom, or other architectural detail

2. Refer to the OceanLake Zoning Ordinance for the maximum allowable sign area for each sign type.

E. Sign Illumination

1. Signs should be lighted only to the minimum level required for nighttime readability.

2. Signs comprised of individual letters are better integrated with building architecture. Individually illuminated letters, either internally illuminated or backlit solid letters (reverse channel) are encouraged. Internally illuminated cabinet signs are discouraged.

3. Illuminating a sign by an indirect source of light is encouraged. Indirect lighting usually emphasizes the continuity of the building's surface and signs become an integral part of the facade. Indirect lighting is appropriate for OceanLake producing a more intimate ambiance on the street.

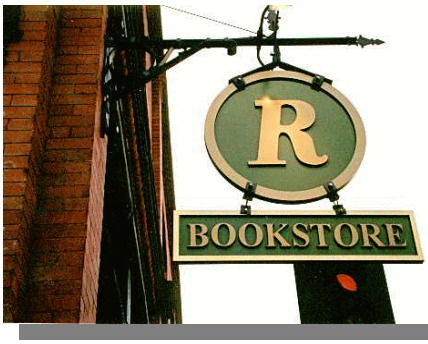
4. Whenever indirect lighting fixtures are used care should be taken to properly shield and place the light source to prevent glare and spilling over into residential areas and any public right-of-way.

F. Preferred Sign Types

While many sign types are permitted in OceanLake, the following is a brief listing of preferred sign types. Illustrative examples of each preferred sign type are provided.

- Hanging signs/under canopy signs;
- Projecting signs;
- Awning/canopy signs;
- Wall-mounted business signs;
- Permanent painted window signs;
- Monument signs; and;
- Above style signs with names of business at rear entrances used by customers;

HANGING SIGNS



PROIECTING SIGNS

AWNING/CANOPY SIGNS

WINDOW

WALL SIGNS

A variety of wall signs may be appropriate in OceanLake.

FREESTANDING SIGNS

Freestanding signs are desirable in front yard setbacks of businesses in the Cottage Commercial District.

G. DISCOURAGED SIGN TYPES

1. The following is a brief listing of discouraged sign types:

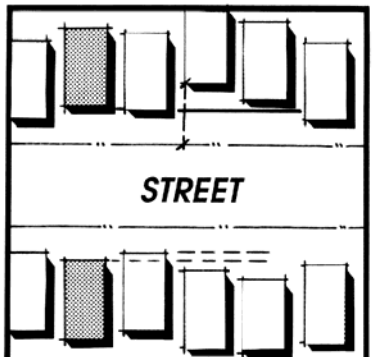
   - Pole signs
   - Internally illuminated (can) signs
   - Painted signs on fences or roofs
   - Vehicle signs
   - Inflatable display signs

Pole signs are discouraged

Internally illuminated are undesirable

CHAPTER VI - RESIDENTIAL INFILL: SITE DEVELOPMENT GUIDELINES

A. Building Siting



1. The siting of buildings should recognize the particular characteristics of the site and should relate to the surrounding built environment.

2. The main dwelling entrance should be oriented towards the street.

3. Varying front setbacks are encouraged. Variable front setbacks establishes different patterns of visible open spaces and creates a visually interesting streetscape.

4. Front porches with a minimum depth of eight (8) feet and minimum width of twelve (12) feet are encouraged.

5. Adequate separation should be provided between residential properties and commercial uses. Where residential properties are adjacent to commercial uses, landscaping should be used to screen and buffer these uses.

6. Natural amenities unique to the site such as ocean views, mature trees, etc. should be preserved and incorporated into development proposals.

B. Parking and Garages

1. Garage design should diminish the visual impact of garage doors along street frontages. Offsetting the garage behind the front façade of the house, providing a side entry garage, accessing the garage from the side or rear of the lot, or locating the garage to the rear of the lot is encouraged.

Vary the placement of garages

2. Adequate space should be provided between two adjacent driveways to allow for landscaping and to minimize the continuity of driveway surfaces.

C. Landscaping/Lighting

1. Landscaping should enhance the quality of residential properties by framing and softening the appearance of buildings, Landscaping should be used to buffer undesirable views and to break up large expanses of parking/driveways.

2. Landscaped open spaces should be planned as an integral part of the overall project and not simply located in left-over areas on the site. Existing mature, healthy trees should be preserved and incorporated within the overall landscaping plan of the project.

3. Landscaping should be in scale with adjacent buildings and be of appropriate size at maturity.

4. Pedestrian scale lighting fixtures are encouraged. Appropriately located pedestrian scale lighting fixtures coordinated with vehicular-scaled lighting can convey a more intimate atmosphere.

D. Fences

1. Fences should be designed in such a manner as to create an attractive appearance to the street and to compliment they style and character of the main dwelling and the neighborhood. Fences should be architecturally compatible by incorporating similar materials, colors, textures, and forms.

2. Wood is the preferred choice of fence material. Chain link fences are discouraged.

3. Fences should be kept as low as possible while still performing their intended security or screening functions. It is recommended that the maximum height for side and back yard fences be 4' and a 3' maximum height for front yard fences.

4. Opacity refers to the degree in which a fence allows light (view) to pass through it. In order to allow for visibility through fences, it is encouraged that they be kept between 20 percent and 80 percent opacity.

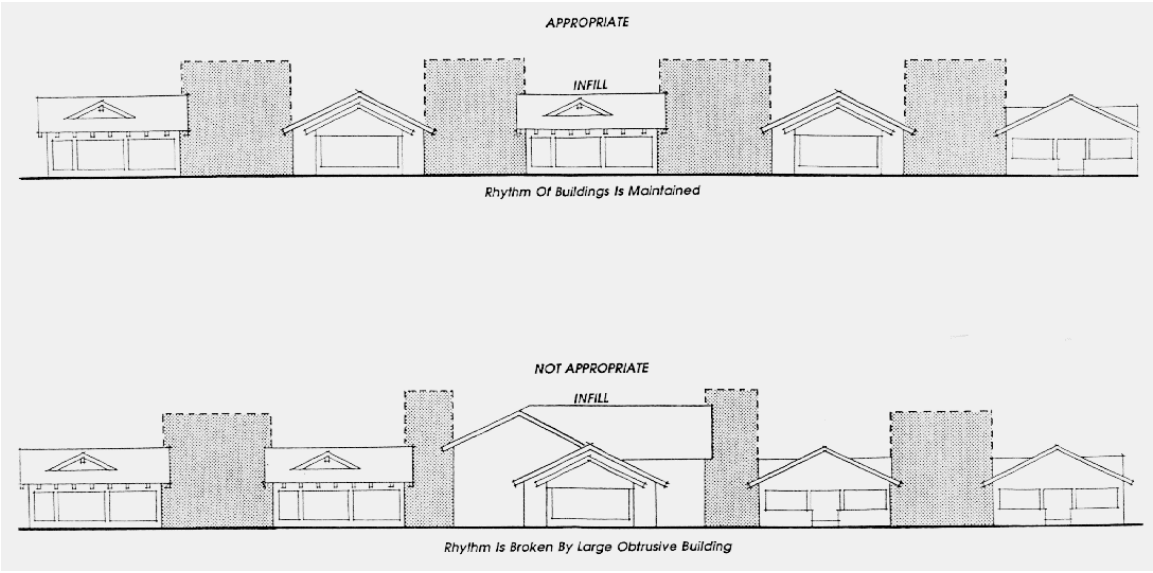
CHAPTER VII - RESIDENTIAL INFILL: ARCHITECTURAL GUIDELINES

A. Mass and Scale

1. The physical proportion of the residential properties should be appropriate in relation to the lot size. The overall design of new buildings should be compatible with the scale and mass of surrounding properties and the neighborhood.

2. The preservation and enhancement of the character of each neighborhood should be a primary consideration of any development proposal.

3. Buildings with greater height should consider setbacks at the second story to reduce impacts on adjacent single story residences.



B. Design Elements

1. It is important that new and infill buildings include design elements and materials that relate to the historic styles and character of the neighborhood.

2. All building elevations should be architecturally detailed and landscaped. Elevations that do not directly face a street should not be ignored, nor should they receive only minimal architectural treatment.

3. The design of houses shall be varied within new neighborhoods to create diversity and interest. Appropriate design elements that establish high quality architectural style include the following:

   - full roofs
   - multi-lite windows
   - front porches
   - horizontal clapboard or lap siding
   - vertical board and batten siding
   - wood shingle siding
   - wood shake and shingles
   - deep-set window and door openings
   - offset wall planes
   - variation and articulation in building massing
   - use of natural materials found locally and in the region

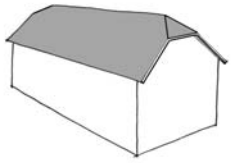
4. The design elements that detract from architectural quality include the following:

   - flat roofs
   - highly reflective tiles
   - roof material of clay or ceramic tiles, corrugated metal or fiberglass and crushed stone
   - exposed pipe columns
   - plastic or sheet metal siding
   - the appearance of thin walls

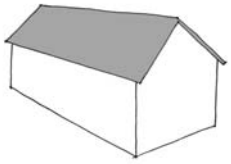
5. Building design should feature the residential living space as the primary element, rather than allowing the garage door to dominate the home's front elevation. Ideally, some garages should be detached and located at the rear of residential lots. Where attached garages are included, side entries or recessed front entries are encouraged, as well as the use of double garage doors.

C. Rooflines

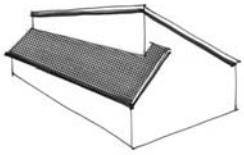
1. Roofs with a slope of less than 8:12 are visually and functionally more appropriate in OceanLake. Residential units with hip, gabel, and shed rooflines are encouraged.



Hip Roof



Gabel Roof



Shed Roof

2. Full roofs are encouraged. Flat roofs are discouraged, unless appropriate to the architectural style.

3. Vertical and horizontal roof articulation is desired. Roof articulation may be achieved by changes in plane of no less than two (2) feet and through the use of gables, hips, and dormers.

D. Building Remodels and Additions (refer to Chapter IV, Section 1)