

DESIGN GUIDELINES AND PRINCIPLES



CALIFORNIA
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INTRODUCTION

INTRODUCTION

Located along the Sacramento River Delta, Pittsburg is a city rich in history. The railroad from the Black Diamond coal mining area in the mid-1800's ran right through the heart of Pittsburg to the docks, where the coal was transferred to ships and barges. The town grew up around this critical railway line, and although the railroad itself is gone, the right-of-way became the present-day Railroad Avenue. Today, Pittsburg is a diverse and growing community that is rediscovering its Old Town main street.

Pittsburg's rich history has created a city with varied architectural styles and uses. These guidelines are offered as a tool to property and business owners so that they may rekindle the community life and retail vitality of Old Town while being sensitive to its historic past and modern needs.

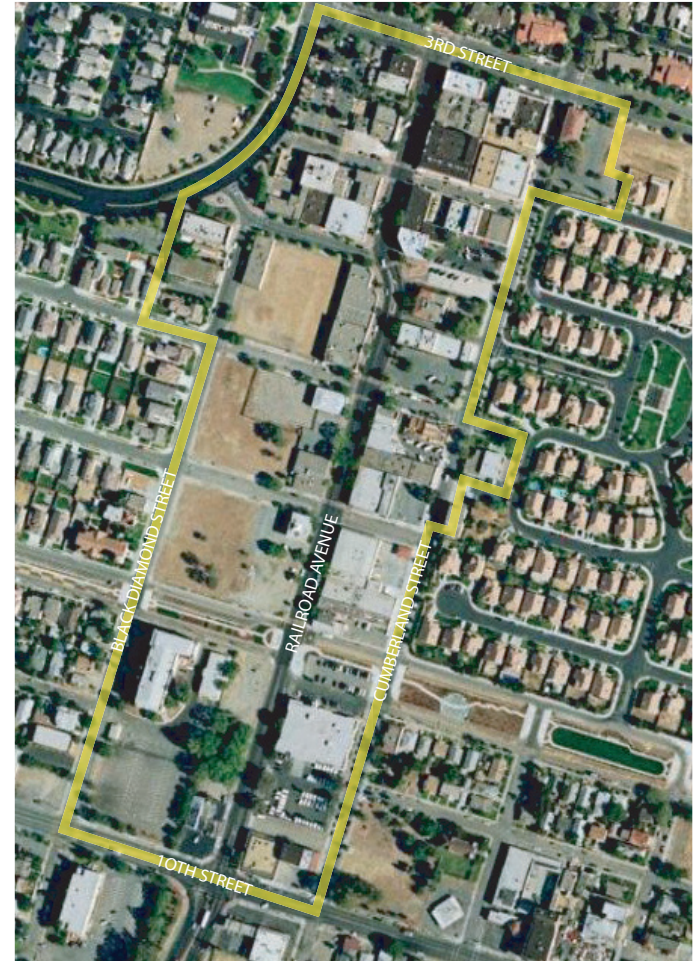
These guidelines are broken down into various subjects for easy reference and application. Although every instance is unique, the guidelines are relevant to new building projects as well as renovations and additions throughout the Old Town Pittsburg area.

Page 5 outlines the Design Approval process. Design considerations commence on page 16 and the checklist, provided at the end of the document, outlines all sections. Read the text and as creative design is encouraged, the photos within each section reflect visual examples intended to assist with the creative application of the guidelines.

As Pittsburg continues to grow and evolve, it is the City's hope that Old Town will become a successful retail, and entertainment service area that is pedestrian friendly and welcoming to residents and visitors.

DESIGN GUIDELINE BOUNDARIES

The area on Railroad Avenue between 3rd and 10th streets bound by Cumberland and Black Diamond as outlined herein and as referred to as the Commercial Core in the August, 2001 City of Pittsburg General Plan Figure 5-1, page 5-6.



DESIGN APPROVAL PROCESS

1. The following types of improvements to properties in Old Town are subject to review and approval or denial by the City Planner/Zoning Administrator:
 - New Signage. New sign must be consistent with these adopted Old Town Design Guidelines and architecturally compatible with the associated building.
 - Minor storefront remodels, including building colors, awnings, fenestration and finishes.
 - Replacement of existing landscaping with new landscaping.
 - Additions to existing buildings. Addition must be less than 2,500 square feet and be designed to complement existing building architecture.
 - Changes in building color.

The applicant shall submit a completed Planning Application to the City of Pittsburg for City Planner/Zoning Administrator consideration. For applications requiring City Planner/Zoning Administrator consideration, the applicant shall submit five (5) sets of plans with the Planning Application. Contact the Planning Department for application materials and submittal requirements at 925-252-4920 or find additional information at the City's web site at www.ci.pittsburg.ca.us.
2. New construction and all other development proposals not listed under Section 1 above that would require a building permit are subject to review and approval or denial by the Planning Commission. The Commission shall also review and approve or deny applicants' requests for exceptions to these Old Town Design Guidelines, as well as any application referred to it by the City Planner/Zoning Administrator. The applicant shall submit a completed Planning Application to the City of Pittsburg Planning Department for Planning Commission consideration. For applications requiring Planning Commission consideration, the applicant shall submit twenty (20) sets of plans with the Planning Application. Contact the Planning Department at (925) 252-4920 for application materials and submittal requirements, or find additional information at the City's web site at www.ci.pittsburg.ca.us.
3. If any part of the approved design improvements shall encroach upon the public right of way, the applicant must fill out an application for encroachment permits to be approved by the City Engineer. Contact the Planning Department for application materials and for more information relating to encroachment, or visit the City's web site at www.ci.pittsburg.ca.us, refer to Municipal Code, Title 12, Streets, Sidewalks and Utilities.
4. Design Review approval terminates according to its terms, if any, or upon the expiration of one (1) year from approval, unless a building or grading permit has been issued for the approved project. The duration of the approval may be extended for an additional year by the Planning Commission or Zoning Administrator, as applicable, upon written request filed within the effective period of approval.
5. Appeals: Any person aggrieved by the action of the reviewing authority may appeal the action to the next highest reviewing authority as prescribed in Section 18.36.360 of the Pittsburg Municipal Code. If no appeal is filed within ten (10) days after a decision is made on an application, the action taken on the application is final.

PRESERVING AND CREATING OLD TOWN CHARACTER

A thriving Old Town makes a large contribution to the creation of the community's quality of life. It provides a central gathering place (living space) for entertainment, civic life, every-day commerce and socializing.

Once the area encompassing Old Town achieves a critical mass of activity through individual efforts, it becomes a destination in and of itself, essentially it becomes its own unique place and recognized by the community as Pittsburg's shopping, dining and lifestyle destination.

Basic Principles that can be used to guide Old Town Pittsburg toward this goal are:

Quality

Old Town needs to be mindful of its history, and utilize its existing assets such as buildings, plaques, monuments and other focal points of interest. Renovation and additions to Old Town need to be made with pride and a personal touch. A 'made to last' feel should be cultivated through neighborhood improvements as a counterpoint to everyday, fast-paced commercial activities.

The Public-Private Partnership

The Public-Private Partnership between individual property owners and the City needs to be strong. Both parties need to do their part in collaboration – the City in creating streetscape improvements in public areas such as street lighting, benches and other public amenities, and the property owners in making property improvements that attract commercial attention, create pedestrian activity and foster a sense of place.

Incremental in Nature

Rome wasn't built in a day, and Old Town will come to life in a step-by-step effort over time. As improvements are made, a tipping point will be reached that will activate Old Town's potential and create the commercial and historical environment that is desired.

Collective Implementation and Constant Maintenance

In order to safeguard the progress being made in Old Town, and maintain it for years to come, it will be necessary for businesses to work together to ensure that high standards of improvements, cleanliness and service are being met by everyone. One of the best ways to do this is for businesses to create an Old Town Association with maintenance guidelines, group advertising and public events to attract shoppers to the area. Vigilance by both the City and Old Town businesses to the attractiveness of the district will be an invaluable tool in maintaining civic pride in Old Town.



A place to celebrate everyday life!



To see and be seen!



Tall graceful storefronts are distinctly characteristic of old towns.

ARCHITECTURAL STYLES

OLD TOWN PITTSBURG ARCHITECTURAL STYLES

Historically, California architecture has borrowed from many sources. The discovery of gold brought eastern immigrants along with their Colonial and Victoria architectural styles to northern California. These varied styles and techniques mingled and developed with rapid speed as each new development occurred, particularly with the establishment of lumber mills.

By the beginning of the 20th Century, the earlier styles of the region were revisited with the introduction of Mission Revival and Spanish Colonial Revival styles. The 20th Century also brought one of the most influential factors to California Architecture: the 1906 San Francisco Earthquake. Post-earthquake design embraced the latest construction technology, such as reinforced concrete.

The second half of the 20th Century brought modern styles to California Architecture. Plain facades with large amounts of glass found its way into more and more buildings. Today you can find all types of architecture in California. Historic styles are as common as contemporary. Style itself became less important than the basic principles, shared by all styles, of unifying the street level uses and public street into one living space. Well-maintained storefronts that interact with the public through vertical rhythms of columns and glass with open doorways encourage the pedestrian and shopping activity.

The following pages describe some of the more common architectural styles found in Old Town Pittsburg.



TURN-OF-THE-CENTURY COMMERCIAL

The Turn-of-the-Century Commercial model is loosely based on Italianate elements. Most Turn-of-the-Century commercial buildings are characterized by one or two stories in height, flat roofs, large glass openings and a variety of ornamental details. They often have recessed central entrances with large display windows with kick plates and transoms over both doors and windows. Often a cornice line with brackets adorned the top of the flat-roofed building. Limited 'wall' areas were panelized and provided space for business signs.





CLASSICAL REVIVAL

The Classical Revival style was a reaction against the elaborately picturesque styles of the Victorian period. It was more subdued than showy.

Identifying features include monumental proportion with large columns, pediments and a restrained approach to ornamentation and details.



ART DECO

Art Deco was a widely popular style in the United States, to break the revivalist tradition. Fashion and industrial designers used art deco designs in streamlining cars, trains, appliances and jewelry.

Identifying features include articulated stucco wall surfaces, metal trims, simplified forms and geometric designs, including zigzags, waves, vertical grooves, etc.



BEAUX ARTS

Beaux Arts is an architectural style that was always grandiose and emphasized classic forms, and elaborate and rich detailing. Structures were symmetrical and often an eclectic mix of various revival styles.

PRESERVATION

Historic buildings in Old Town are tremendous assets to the community. There are many wonderful and architecturally rich buildings in Old Town that are worthy of preservation. The Design Guidelines and Principles should be applied to insure preservation and enhancement of the historical and architectural characteristics of the structure through rehabilitation. Restoration of buildings to their exact former appearance is encouraged but not required. Building colors, accessories, and lighting are all tools to build upon the original details of historic buildings. Specific uses of historic buildings will need to be evaluated in terms of possible alterations and how they can 'fit' and enhance the overall quality of these buildings. To strengthen the presence of a business, buildings with deep recesses and/or frequent columns should be enhanced by adding canopies in between columns or by adding bay windows that project over the sidewalk. The sketches on the adjacent page reflect conceptual application of the Old Town Pittsburg Design Guidelines and Principles.





HISTORIC FACADES

ARCHITECTURAL STYLES



I. Development GUIDELINES

In order to promote a vibrant and charming atmosphere in Old Town, property and business owners in the area need to renovate and construct buildings based on cohesive design guidelines. Each development adds to its neighbors' buildings appeal. It is this supportive effect that, if nurtured, can create a 'snowball' effect in catalyzing interest and activity in the Old Town core. To this end, the following Development Guidelines have been established.



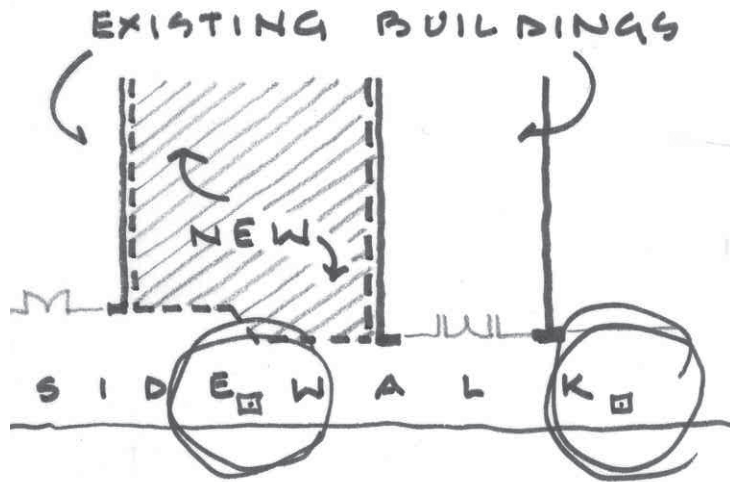
SETBACKS

Along any given street, buildings are located various distances from the street curb. These are the buildings' setbacks. On some blocks the buildings may be in line with each other, while on other blocks the buildings may gradually jog back and forth, having different setbacks. When designing and constructing new buildings, setbacks should be considered early in the planning process.

A. Setback Guidelines:

1. Buildings are to be at the property line unless neighboring buildings have varying setbacks, then you can set the new building half way between the two (see diagram – next page) or design a mini plaza.
2. Outdoor sitting and dining areas are encouraged. Deeper setbacks are to either accommodate exterior dining for restaurants and cafés, or are to be designed as mini plazas.
3. Mini plazas are to be designed so that they are attractive, encourage public gathering, and so that pedestrians are drawn into a park-like setting before engaging the building itself.
4. Mini plazas must create the illusion of a continuous street facade by using gates and fences to extend the neighboring building facades.
5. Mini plazas must be open and accessible, relate well to the public sidewalk, not obstruct the visibility and operation of neighboring uses, enhance and be compatible with the design elements of adjacent buildings and streetscape.
6. Mini plazas are to contain special paving, seating, lighting landscaping, and accent features such as arbors, kiosks, fountains or public art.





SETBACKS AND MINI PLAZAS

PARKING & SERVICE AREAS

Parking lots, trash dumpsters, utility meters and other service areas are unsightly components that most businesses have to address. However, with a little planning, most of these areas can be made more pleasant or be screened from view.

B. Parking and Service Area Guidelines:

1. When possible, locate parking lots off of Railroad Avenue, toward the back or side of the main facade.
2. Driveways, sidewalk cuts, and vehicular access to rear parking lots shall be from side streets, not the main street, i.e. Railroad Avenue.
3. Pedestrian paths must be planned from rear parking lots to the main street.
4. Parking lots and pedestrian connections must be well lit, but it is important to NOT over light parking lots and connections or they will detract attention away from the streetscape.
5. Light fixtures must be placed at a height appropriate to the design of the building/parking lot and so that the light is not intrusive to uses above the ground floor.
6. Parking areas must be screened from store entrances, window views and outdoor dining areas, ideally with trellises, arbors, landscaping, fencing or kiosks. Shade trees are to be provided in parking lots.
7. Trash and delivery areas are to be located away from customer entrances and preferably at the rear of the building.
8. Service areas including trash and delivery, utility boxes, transformers and other outdoor equipment are to be screened with the use of trellises, fencing and landscaping.
9. Food service tenants are required to provide adequate and convenient space away from the public view to wash down equipment and accessories.
10. Satellite dishes and/or antennas must be appropriately screened and not visible to pedestrians.
11. Bicycle parking is to be considered and provided for where possible.





Artistic metal screens can be durable and attractive.

OUTDOOR SPACES

The best way to enliven a streetscape is through outdoor activity. Old Town's location is incredibly blessed with good weather that can accommodate outdoor activity throughout the year. Outdoor spaces are so popular that retail businesses are now designing storefronts that open up completely – to make the entire store feel like it is part of the sidewalk experience. This openness can reward shopkeepers with bonus space such as extra seating.

C. Outdoor Spaces Guidelines:

1. Outdoor areas must be attractively designed and the use of the outdoor area must complement the building.
2. Maintain a four foot passageway along the sidewalk for passing pedestrians.
3. At least 7'-0" of vertical clearance must be maintained below fabric umbrellas or awnings.
4. Outdoor seating and dining furniture must be attractive and made of high-quality materials.
5. If barriers are required or desired around outdoor dining areas, they must be decorative in nature, they cannot exceed three feet in height, and they need to be low enough to maintain visibility of building fronts. Preferable decorative barriers include flower boxes, potted plants or ornamental screens. Merchandise displays may be used, but only as an attractive eye-catching device. Merchandise on display is not to clutter the sidewalk but to encourage the passerby to enter the shop. Not all merchandise is appropriate for outside. The overriding criteria should be an attractively presented display.
6. All items, including screens, must be portable and self-supporting. Care must be taken to avoid damage to public improvements.
7. Outdoor areas to the side of the building must be screened with decorative gates or walls if used for service or other non-public use.





Water features within restaurant entry ways are always eye catching.



Decorative pots, light metal railings and comfortable chairs all create a relaxed yet fully functional space.



OUTDOOR SPACES

DEVELOPMENT GUIDELINES



Clever sculptural elements invite passerbys to the store



Portable signs must be creatively designed and placed adjacent to the storefront so as to avoid clutter.



Here an antique ice-cream 'cart' is used both as a sign and as a barrier for a seating area.



Decorative railings provide adequate separation from sidewalks, allowing full service dining.



Appropriate size planters can serve as a 'railway' for full service dining

OUTDOOR SPACES

BUILDING CORNERS

Building corners provide a unique opportunity since corner locations are most prominent and eye-catching. Building corners bear special responsibility toward all other buildings in the block as they extend the feel of street-level activity and can encourage use of side streets and rear parking areas.

D. Building Corner Guidelines:

1. Primary orientation of building corners should be toward the main street, such as Railroad Avenue.
2. Protective overhangs must be considered at corner locations as they allow for passersby to wait momentarily before crossing the street.
3. Sharp building corners are to be avoided as they create blind spots that could pose a danger to pedestrians.





Tall architectural features at street corners help pedestrians in identifying intersections.



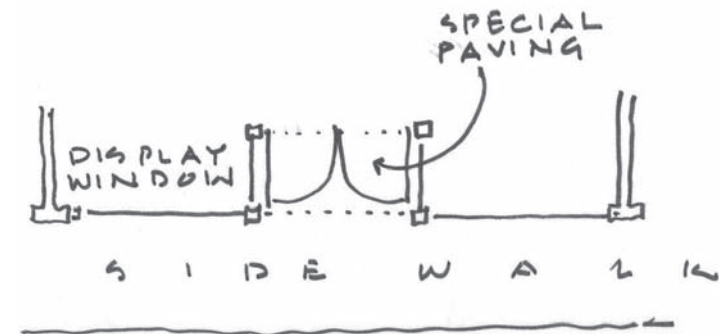
Grand entrance doors at corner locations are most effective in welcoming customers approaching from all sides.

ENTRANCES

Entrances are the first interface a person has with a business. Entrances should be carefully placed to best serve the use of the building while maintaining the building's overall design balance.

E. Entrance Guidelines:

1. Storefront entrances should be recessed so that the entrance door does not protrude into the public sidewalk by more than 12 inches. (See diagram below.)
2. Building and storefront entrances are to be at sidewalk level.
3. Whenever possible, entries are to be centered in the storefront. When a building is located on a corner, the entrance must be along the main street, such as Railroad Avenue, or oriented diagonally at the corner.
4. When possible, separate entrances are to be designated for separate uses; i.e., main customer entrance, service entrance, delivery entrance, entrance from parking area, etc.
5. For multi-use buildings, the various entrances are to be distinguishable.
6. Entry doors to street level are to be more than 50% glass.
7. Different materials and finishes are to be used at entrances, such as ceramic tile, to help distinguish the entrance along the sidewalk.
8. There must be adequate lighting and clearance at entrances.
9. Particularly with new buildings, consideration is to be given to providing attractive exterior staircases leading to the second floor, giving the second floor tenants greater visibility.





Arched doors clearly draw one's attention to this entry.



It may not be appropriate to have clear glass entrances to 2nd floor uses, but they can still be more inviting than a solid opaque door.

STOREFRONTS

Storefronts play a primary role, both architecturally and functionally, in visually connecting the physical building with the interior business. The storefront is the front face of the business and is the customer's first impression of the establishment. Storefronts are critical to a business's success or failure.

Care must be taken in designing storefronts to ensure a favorable impression from the customer. Storefronts need to reveal something about the business, either from the merchandise on display or from design elements that lure shoppers inside. It should be noted that storefronts will change several times during the life of a building.

F. Storefront Guidelines:

1. Storefronts must be tall with a minimum total height of 12 feet. Special exceptions to the design of storefronts will be granted only if the existing building openings are not tall enough to accommodate 12 feet in height. Tall storefronts can be developed by extending the storefront higher than the interior ceiling height using a 'dropped wall' effect immediately behind the storefront to meet the lower ceiling level. Even if there is an interior dropped ceiling, storefronts must be extended above to the minimum of 12 feet.
2. Storefront must be well designed consisting of various elements such as glass windows and entry doors. Painted or stained wood storefronts are more appropriate than standard metal storefronts.
3. A minimum of 60% of the storefront must be devoted to display windows.
4. A variety of traditional architectural styles and shapes is encouraged.
5. Storefronts are to be spaced in a repeated pattern along the sidewalk to maintain pedestrian continuity and interest.
6. Facades with two or three storefronts are to have consistent storefront design and materials. Consistent design relates to the size and type of display windows, doorway locations, the design of transom windows, and storefront base height and materials.
7. Buildings with three or more storefronts may vary base material, entry locations or awning design.
8. Wall space (pier width) between storefront windows is to be minimized. Piers or columns can be used to separate windows between and within storefronts, provide an accent decoration or capital atop the column.
9. Only durable materials of high quality are to be used.
10. The storefront framing system must be must well-proportioned and detailed.
11. Dark or reflective glass is not to be used.
12. Opaque elements must be limited in use and decorative in nature. Add-on mullions and grids should not be used.
13. Translucent glass panels or display windows are to be used in lieu of revealing opaque wall surfaces through the storefront and to reduce continuous exterior opaque walls (see photo example on page 30 of the display window hiding a solid structural wall).
14. Materials used in the area where the storefront meets the sidewalk must be durable.
15. Appropriate storefront base materials are smooth or dimensioned stone, brick, marble, granite, and ceramic tile. If the facade is brick, the storefront base can be distinguished by changing the pattern and orientation of the brick or adding tile accents. In wood storefronts, smooth-finished, recessed wood panels are appropriate.

16. Any solid portion of the storefront may not exceed 24" height from the sidewalk.
17. Storefront base material must complement the upper facade material.
18. Uncover and repair original storefront base materials where covered or painted over.
19. Entry doors are not to project more than 12" into the sidewalk and must be recessed when swinging outward.
20. Overall design, including entry doors, shall be unique in nature and not chain, corporate or franchise.
21. Interior security gating is not encouraged but if installed must be designed in such a way that it is not visible during operating hours and so that pedestrians may clearly view window displays when the business is closed and the gating is secured. No exterior security gating is allowed.
22. Interior window coverings are not appropriate at street level windows.
23. Non-retail ground floor storefront windows must be used for display to provide some street-level interaction.
24. For historic preservation, display windows should use neutral and contemporary frameless glass openings as they often preserve the authenticity of historic architecture.
25. To strengthen the presence of a business, buildings with deep recesses and/or frequent columns should be enhanced by adding canopies in between columns or by adding bay windows that project over the sidewalk.
26. Transom windows are encouraged in new construction, if appropriate to the architectural style of the building.
27. In new transom windows, a variety of glass types and patterns, and creativity in mullion spacing and design, is encouraged.
28. Existing transom windows are to be uncovered and repaired. Covered transom windows reduce the transparent portions of the storefront, changing the facade proportions and making the facade appear lower and heavier.
29. Use high or raised ceilings near the facade wall so that daylight from transom windows will reach the interior.



Recessed entry areas create opportunity for outdoor display elements.

DEVELOPMENT GUIDELINES



Display window 'hides' the solid structural wall behind.





Symmetrical storefront design is an effective way to create visual intent in an otherwise small street frontage.



Translucent glass treatment with landscaping compensates for full-length glazing.



Painted murals on either side of the entry convey the mood within.



A hand painted stencil pattern surrounding this storefront transforms an otherwise ordinary storefront.



Clever use of operable storefront allows diners inside to feel part of exterior.



STOREFRONTS

DISPLAY WINDOWS

Although in most cases the interior of the store can be seen through display windows, in certain situations, display windows may be screened off entirely or provide only glimpses of the store interior. In all cases, display windows should be carefully designed and maintained to provide the shopper with a glimpse of the very best the business has to offer. Display windows must be well maintained and always fresh looking.

G. Display Window Guidelines:

1. Shallow display windows are to be used to camouflage solid interior elements and to continue the impression of an 'open' storefront.
2. Display windows must be easily accessible for cleaning, frequent display changes and maintenance.
3. Storefront display windows should be large and of clear transparent glass.
4. Existing storefront windows are not to be reduced in size, and the sill height is not to be increased.



Back painted glass with small display niches hide services areas behind.



This mural fills up the display window at a grocery store.



Frequent glass cleaning and display changes are necessary.



Shallow display shelves (within the exterior wall thickness) with exterior opening windows for access allow full use of the interior space.

DISPLAY WINDOWS

UPPER FACADES

The area between a building's storefronts and its roofline is referred to as the Upper Facade. In one-story buildings, this area may house decorative trim details, light fixtures and wall signs. For multiple level buildings, the Upper Facade can be much more elaborate as it includes windows and possibly doors and balconies.

H. Upper Facade Guidelines:

1. Original facade designs on historic buildings are not to be covered or altered. They are to be restored or repaired.
2. The windows in the Upper Facade are to be smaller than ground floor windows. Vertical, rectangular windows are preferred.
3. The windows in the Upper Facade are to create a rhythm, either symmetrically or equally spaced (see photo to the right) across the facade related to openings below. For example, include one or two windows per storefront opening below.
4. Separate windows by sufficient wall area to set them apart from each other.
5. Whenever possible, Upper Facade windows are to be recessed to add depth to the building.
6. Dark or reflective glass is not to be used.
7. Thin profile aluminum or plastic/vinyl windows are not allowed. If simulated mullions are used, they must appear real and be on both sides of the glass.
8. Upper facades are to utilize special window trim, accent windows, flower boxes, projecting sills and decorative railings.
9. Non-shielded lights are not allowed on the interior of floors above the ground. Specifically prohibited are 2x4 lay-in lights, also known as a dropped ceiling with fluorescent lights, as sightlines from the street make it possible to see ceilings of second and third levels.
10. Use the highest quality materials for the facade wall consistent with the architectural style of the building, such as natural brick, stucco and smooth finished horizontal wood siding.
11. Maintain consistent wall material throughout the upper facade.
12. Simulated materials may be used if determined to have an authentic appearance.
13. Materials that have poor durability, are prone to vandalism, and are usually associated with the "backside" of buildings are not appropriate. Examples include unfinished plywood, plastic and shakes.
14. Do not remove, alter, or cover over original upper story windows. Uncover, reopen, and repair where found.



Large sweeping overhangs clearly separate the street level facade from upper facade.



Murals painted on upper facades can be preserved since they are out of reach.



Note the size and rhythm of upper windows.



Smaller upper level openings follow the rhythm of larger openings below.



UPPER FACADES

ROOFLINES

The roofline frames the top of a building's facade. The roofline is a useful design tool to highlight and draw attention to a building as it is seen against the backdrop of the sky and in silhouette. The outer edges of the roofline need to address their relationship with neighboring rooflines.

I. Roofline Guidelines:

1. The roofline outer edges must be designed to link with the neighboring building/roofline.
2. The rooflines of small one-story buildings must be designed as an integral part of the small facade (see Small Facades, page 40).
3. Accent materials are required and include patterns, cornices, brackets and finials.
4. False roof forms applied to the facade, such as fake sloping roofs (sometimes called mansards), are not permitted.
5. Flat roofs are to be hidden by extending the facade wall.
6. Rooftop and building mounted equipment including HVAC, satellite dishes and antennas must be located so that the equipment is not visible to pedestrians. Equipment must be screened from view with the facade/roof, not an independent equipment screen.
7. Residential style roof forms are not to be used unless the structure is residential-style.





ROOFLINES

SMALL FACADES

Small facades exist in areas where small, individual buildings are located. Sometimes these buildings are freestanding, but more often they are built with exterior walls touching along the demising line and may have a shared roof. The small scale of the facade translates to a pedestrian-friendly, more intimate feel of the streetscape.

Small facades play a special role in Old Town environments and are an important part of the retail scene. Changes to the facade occur when an existing tenant moves out and a new tenant moves in.

J. Small Facade Guidelines:

1. The property owner and/or tenant is encouraged to utilize the entire small facade when applying the Storefront Guidelines (Page 28) and Signage Guidelines (Page 60).
2. The individual facade is to be designed so that it acts as a divider from the adjacent building or to emphasize the differing height or style of adjacent buildings.



Covering the entire facade with storefront treatment is most effective for small one-story buildings.





Entire building facades become an eye-catching storefront.



Store entries, transom signs and decorative trellis blur the distinction between the building facade and storefronts.

REAR FACADES

Even though the focus of Old Town is on the facades facing the main street, such as Railroad Avenue, the rear of many buildings will give a first impression to people approaching on foot or in cars from side streets. Some shops may have secondary entries in the rear for shoppers or deliveries. Some buildings may have office or residential entries in the rear.

While the rear entry should never be the primary source of access to an Old Town ground floor establishment, the entry and its facade should never be neglected or look like an afterthought.

K. Rear Facade Guidelines:

1. Rear facades must be well lit.
2. Rear facades must be attractive, but not compete with the main street fronting facades.



Rear entrances to second floor uses need not be large, but still need to be prominent.



Secondary entry from rear parking area is carefully scaled so as to not compete with the main storefront along the street.

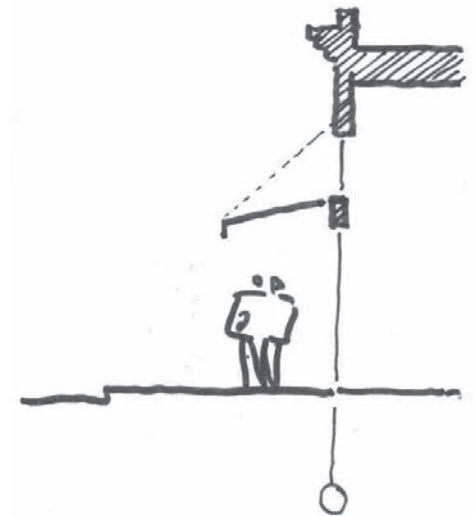
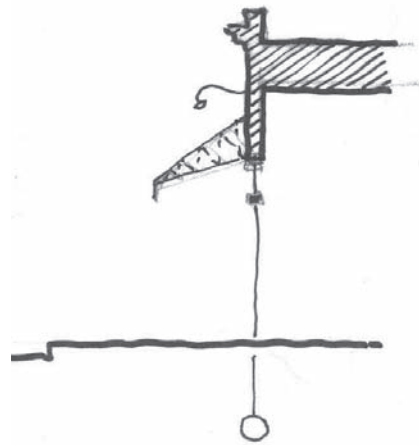
DEVELOPMENT GUIDELINES

AWNINGS

Awnings offer storefronts and pedestrians protection from the elements. However, awnings interact with buildings very differently. They are supported solely from a frame attached to the building facade, are comparably lightweight and generally fabric-covered. They can be either fixed or retractable, they can have either closed or open ends, and loose or rigid valances. Awnings also offer potential locations for signage, both on their inclined surface and on their valances. Awning styles range from traditional to modern. Unique fabric designs are available from manufacturers and two fabrics can be sewn together to create vertical stripes.

L. Awning Guidelines:

1. Awnings must maintain a vertical clearance of 8 feet from the sidewalk. Should the existing building design force otherwise, a minimum 7' 6" must be maintained.
2. Uniqueness is required within the design. For example, include decorative details such as scalloped edges or piping along the valance. Vinyl is not an appropriate Old Town awning material.
3. Awnings must be distinguishable from the awnings of adjacent tenants, and color is to complement the facade wall color.
4. Valances are to be loose, rather than fixed and open sided awnings are encouraged. Consider retractable awnings.
5. Awning shapes and sizes are to be based upon the size and shape of the storefronts and openings. For example, use arched awnings over arched storefronts.
6. When possible, locate light fixtures under awnings to illuminate the sidewalk.
7. Awning is to be mounted just above the storefront opening without blocking storefront visibility. Awning is to cover storefront opening only, not extend over piers.
8. Awning is not to obscure architectural details on the facade or cover existing transom windows.

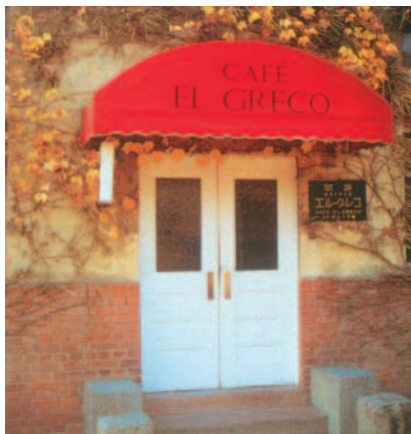




Fabric awnings do not always have to have side panels.



This polka dot pattern on the awning blends in well with store sign.



Awnings need not be fabric only.

ARCADES

The majority of the existing buildings within Old Town Pittsburg are built to the lot line, not providing room for an arcade. An arcade adds value through the provision of a protected walkway, but for some designs, such as those extending an entire block, they distract attention from storefronts. Careful consideration must be given to design and detail.

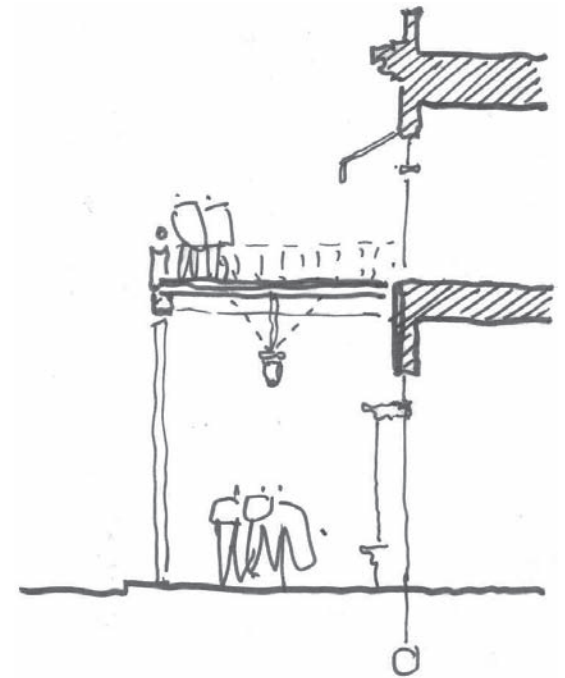
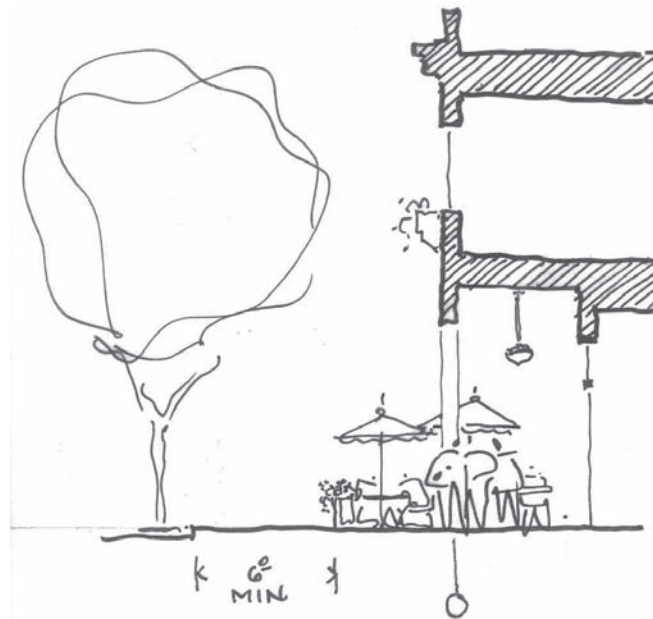
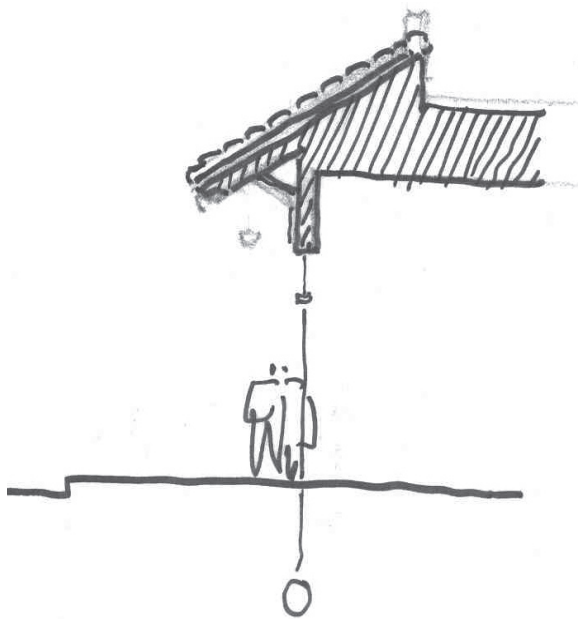
M. Arcade Guidelines

1. Arcades are to be visually open, well detailed, and scaled to the facade.
2. Arcades are to be functional, serving as weather protection for the sidewalk below.
3. Arcades must be designed to not hide or interfere with architectural features of the facade.
4. Upon removal of the arcade, the facade's architectural character and integrity must remain intact.
5. Arcades are to be attached just above the storefront, in alignment with adjacent arcades or horizontal elements on neighboring buildings
6. If the arcade is supported vertically, posts or columns are to be spaced to reinforce existing facade rhythms, such as piers. Pedestrian movement is not to be interrupted; supports are to be placed alongside existing street trees.
7. Arcade design must relate to or complement the architectural style of the building and adjacent building projections.
8. Arcades must have architectural or decorative details/ elements.
9. Arcade roofs must be shallow sloped (4 inch to 12 inch maximum).
10. Roughhewn materials are not to be used for arcade posts and framing unless appropriate to the architectural style of the building.
11. Arcade landscaping cannot interfere with pedestrian movement.



Trellises overhang with tenant signs compensates for this unassuming and recessed building.





ARCADES

CANOPIES

Similar to awnings in size, shape and placement, canopies are generally constructed of more durable materials. Many canopies are attached to buildings such that the shade projection is almost perpendicular to the facade.

N. Canopy Guidelines:

1. Design canopies to enhance the architectural style of the building.
2. Use top quality materials.
3. Canopy roof materials to be considered should be either transparent, translucent, or of lightweight material.
4. Mount canopies just above storefront or entrance opening.
5. Do not extend canopy over piers; cover the storefront opening only.



Canopies are made with attractive lightweight roofs.



The canopy draws attention to the storefront.

CANOPIES

LIGHTING

Lighting serves both functional and aesthetic purposes. Lighting can also be used to draw attention to objects and spaces. Focal points and accents are quickly made with the use of light fixtures. Failure to address lighting can result in dull and potentially unsafe surroundings.

O. Lighting Guidelines:

1. Parking lots and paths of travel must be well lit. Service areas must have adequate light levels for the area's tasks.
2. Light fixtures on or around the storefront must be designed to provide direct or indirect lighting onto the storefront, signage and surrounding area whether or not that particular business is open after dark. Streetlights are not sufficient for this purpose.
3. Include downlighting to promote safety and because shade from trees can diminish both storefront and street lighting.
4. Lighting must be installed and programmed for operation so that the exterior around the storefront remains lit in the evenings for an extended time past the closing times of most other neighboring businesses, or at least until 9:00 p.m. Timers can be used to facilitate light fixture operation after closing.
5. Exterior display boxes must be adequately illuminated. Special attention must be given to ensure that restaurant menu displays are illuminated.
6. Glare must be reduced through the shielding of the actual light source or by using frosted bulbs.
7. When designing the exterior lighting, it is necessary to accent architectural elements and rooflines on buildings to help define buildings after the sun goes down.
8. When possible, lighting is to be integrated into landscaping to enhance outdoor spaces.
9. Exterior light fixtures are required to be decorative. If standard fixtures are mounted, they must be artistically enhanced to accent the area and complement the architecture of the building.



Handmade sculptural elements cover an industrial light fixture.



Decorative lighting that does not produce glare can not only be ornamental but also produce a rhythmic effect.



This metal-bracketed overhang is lit with multiple lights, producing multiple reflections on surfaces.



Indirect lighting, instead of internally-illuminated letters, can highlight both the signage and storefront, creating dramatic pools of light to accent both.

DEVELOPMENT GUIDELINES

COLOR

Color can be used as a unifying element on a building or to accent particular architectural details on a building. Paint is an obvious choice for applying color, but many building materials have color as well. There are many shades of wood, brick and tile.

P. Color Guidelines:

1. Selected colors must be appropriate for the architectural style of the building. Most buildings should have a base color, a contrasting trim color and an accent color for architectural details. Bright colors, if used, are appropriate at the storefront, not on the body of the building.
2. Use paint colors that complement the colors of existing materials on the facade, such as brick or ceramic tile.
3. The use of multiple accent colors is appropriate for architectural styles with ample detailing, however, accent colors should not be too different from each other as that would cause the building to look garish.
 - a. For a building rich in architectural detail such as Turn-of-the-Century and Beaux Art styles, the accent color detail should be just slightly darker than the base color.
 - b. Art Deco style buildings tend to have a light or pastel body with a single color muted accent, generally grey.
 - c. When a building is very plain with minimal detail, a stronger contrast is recommended.
4. Muted, soft colors are best used to soften hard lines and spaces, and bright colors to energize a space.
5. Lighter colors are to be used at the storefront level, since storefronts are generally well lit.
6. The building color cannot overpower the look of street-level businesses.
7. Consider patterns and shade created by landscaping (particularly trees) and awnings on a building.





A brightly colored storefront draws attention to an otherwise subdued building.



Light-colored trim on a dark background enlivens the overall facade.



Subtle differences in colors between the background body and trim present a sophisticated image; neutral enough to be a backdrop to more colorful street-level treatment.

ADDITIONS & RENOVATIONS

When making additions to buildings in historic areas, it is important to proceed very carefully to avoid negative effects. While building additions are sometimes necessary to improve the functionality of the structure, the structure and its neighboring environment must be taken into account so that the addition does no damage to the overall historic area.

Q. Addition & Renovation Guidelines:

1. 'Small' additions should duplicate original shapes and materials.
2. Additions containing new elements or forms should avoid mimicking the older building. Instead, design the addition with forms and materials that denote a relationship to the older structure. In this way, the new portion will be distinctive on its own, but compatible with the existing portions of the structure.
3. Simple background building additions are preferred to changes in the building front, so they do not interfere with the original building image along the streetscape.
4. Always check for code restrictions and historic building designations before designing additions.



The renovation on this building has enhanced the basic framework of the structure.

This renovation would be improved with the lowering of the high window sills at street level. High sills discourage retail use and a longer, rectangular design is recommended.



This renovation would be improved were the rhythm of the upper windows to be repeated on the lower portion of the building.

LANDSCAPING

Landscaping plays a limited but critical role in the downtown streetscape. It can be used to distinguish a lot line, or it can become the surprise element that softens hard edges, adds visual interest and offers shade. Landscaping generally comes in two types – hardy, low maintenance plants that can grow along walls and borders, or more seasonal plants that can be placed in window boxes or pottery. Landscaping can be used to screen utility boxes, transformers, trash receptacles and other distracting equipment. Regular maintenance is necessary for healthy, full plantings - be sure to prune and fertilize as necessary and remove / replace any dead plants immediately. Plants should have a nice scent, but not be too overpowering or attract stinging insects. Plants provide a great source of shade and visual interest at outdoor dining patios.

R. Landscaping Guidelines:

1. Blank walls or trellises are to be dressed up with low maintenance, hardy climbing vines.
2. If space is available, consideration must be given to dressing up spaces below storefront windows. Place pots, window boxes, planters and/or containers against walls, well out of the way of pedestrian traffic.
3. Plant selections must complement the surrounding architecture styles and colors. For example:
 - a. Landscaping complementary to Classical Revival would consist of plantings with a strong emphasis on symmetrical shape.
 - b. A rich dark green plant palette would complement light colored simple wall surfaces.
4. Do not allow plant material to obscure architectural elements on the building.
5. Consideration must be given to water and light requirements. When selecting plants, decide if the landscaping will be hand watered or irrigated.
6. Landscaping on private property should complement public plantings.







MATERIALS

Existing and new buildings should take their cues from the region's styles and use authentic materials. It is important to use exceptionally durable materials like brick, stone or steel at street levels, which are areas subject to heavy use.

S. Materials Guidelines:

1. Materials and details must be appropriate to the style of the building. Only durable materials of high quality are to be used.
2. For example, the following materials would be consistent with the architecture in Old Town:
 - a. Turn-of-the-Century Commercial architecture would utilize brick, stone and the limited use of plaster with accent tile. Wood can be used in a limited manner, complementary with the other materials, such as wood framed windows.
 - b. Turn-of-the-Century sloping roofs can use metal or tile.
 - c. Classical Revival architecture would utilize stone like surfaces such as plaster.
 - d. Art Deco would utilize smooth plaster with occasional glazed tile detail.



SIGNAGE GUIDELINES

II. SIGNS

Signs can be used to draw attention to a business or service. They can show potential customers what type of service or merchandise is being offered, whether a business is open or closed, or even business hours. Above all, signs are a symbol of the image a business wants to project.

Exterior signage is seen mainly by pedestrians and slow-moving vehicles when approaching a business. This first impression contributes to the mood and quality of the streetscape, and can excite or chill pedestrian activity, depending upon the size and message being communicated. Signage needs to be well designed, well built, properly scaled and consistent with brand images to be successful.

Different architectural situations call for different types of signs. The following pages describe different types of signs with recommendations for their use.



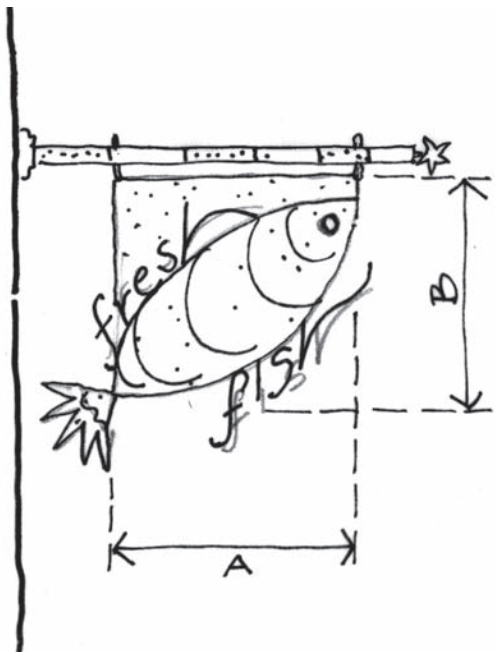
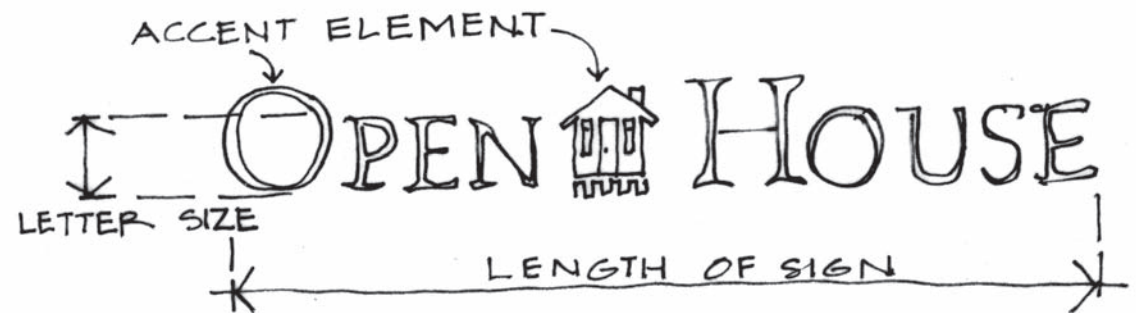
METHOD OF MEASUREMENT

Sign area calculations shown below are provided to indicate the allowable sign area calculation parameters.

Sign Definitions:

Fine Font: When a letter is twelve (12) inches high and the width is 3/4" wide or less

Accent Element: The largest element within the design



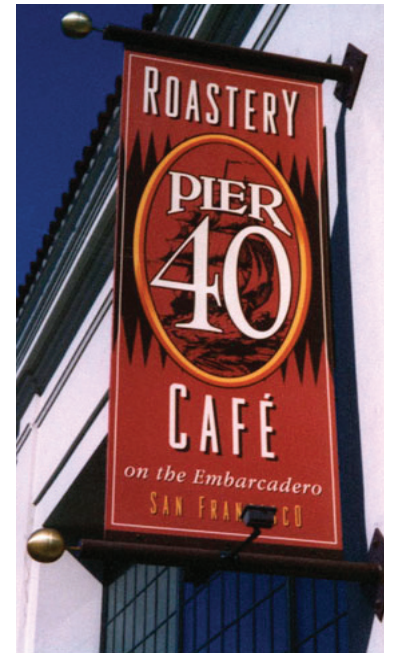
Sign area = AxB

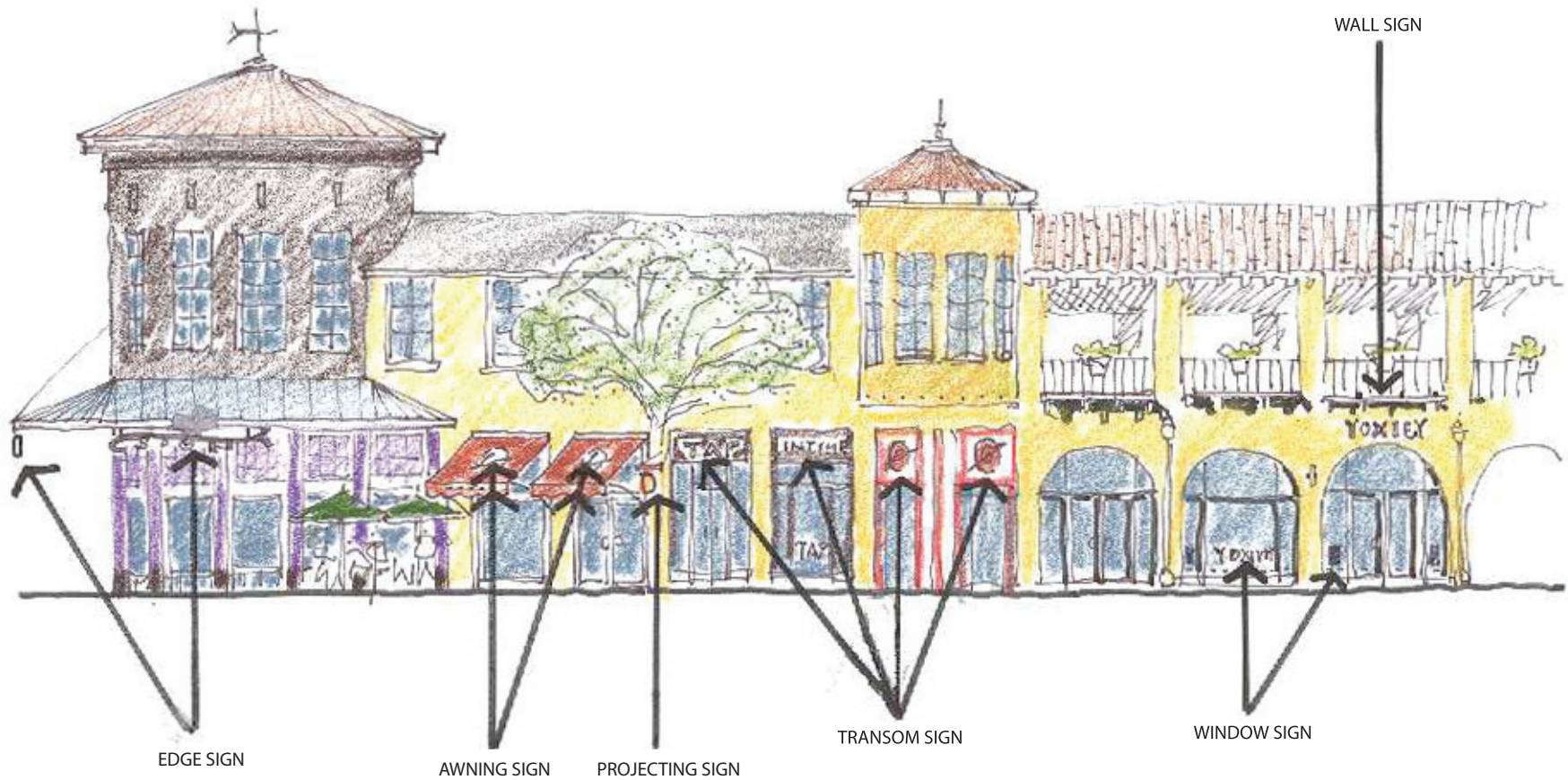
METHOD OF MEASUREMENT

SIGNAGE GUIDELINES

A. General Guidelines:

1. All signs should be architecturally integrated with their surroundings in terms of size, shape, color, texture, and lighting so that they are complementary to the overall design of the building and are not in visual competition with other signs in the area.
2. All signs should convey their message clearly and legibly, shall be vandal-resistant and weather resistant, and if illuminated, shall not be overly bright for their surroundings.
3. New signs proposed for existing buildings should provide a compatible appearance with the building signage of other tenants. When there are multiple signs on a single building, there should be an attempt to bring in a unifying element (such as size or material), even where no sign program exists.
4. New building design should provide logical sign areas, such as tall storefronts with a minimum height of 12 feet (see page 28) allowing flexibility for new users as the building is re-tenanted over time. Designs which provide for convenient and attractive replacement of signs are encouraged.
5. Signage which contains business slogans or advertising is not permitted. However, signs may include information describing the products sold or services provided.
6. Extremely small letters on the sign face (or very small individual letters used as part of a sign) do not read well and are discouraged.
7. Repetitious signage information on the same building frontage shall be avoided regardless of the sign area square footage allowed.
8. Buildings with businesses that do not have ground floor usable space may have one ten (10) square foot sign, such as a directory sign, to be utilized by all above ground floor businesses so long as those businesses do not also occupy ground floor usable space. Sign to be placed adjacent to the primary entrance for the above ground floor businesses.





9. Total Sign Area Allowed: Minimum of twenty (20) square feet, maximum of seventy-five (75) square feet.

The total aggregate sign area shall be equal to one (1) square foot of sign area for each one (1) linear foot of ground floor building frontage occupied by such business or use, not to exceed the maximum of seventy-five (75) square feet. For buildings located on a corner, building frontage is defined as the frontage on the two streets added together.

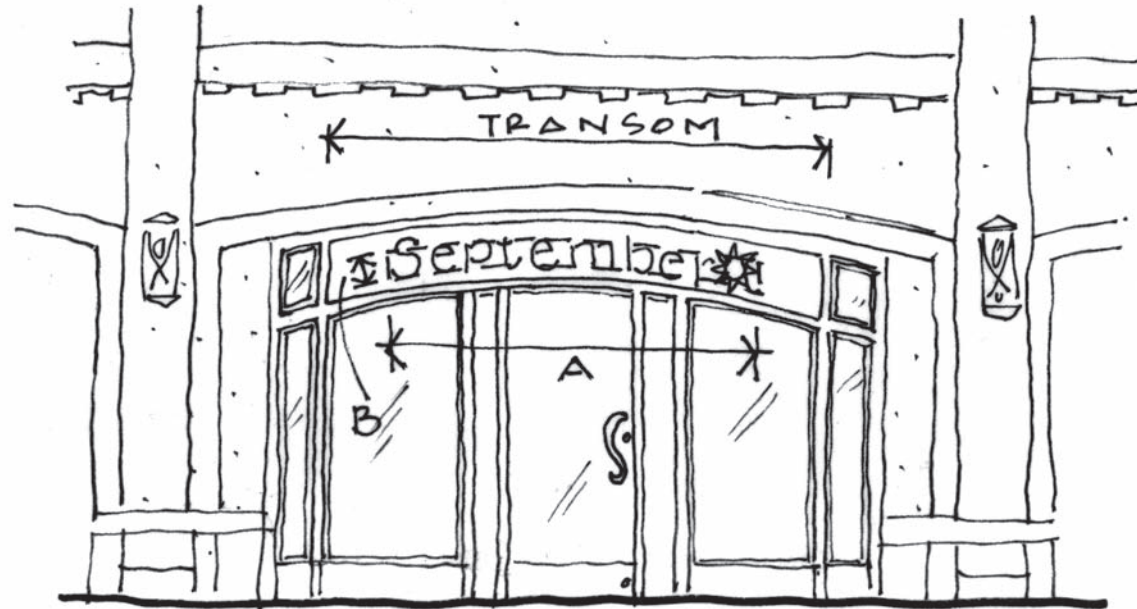
TRANSOM SIGNS

Transom signs are the most desirable signs in Old Town areas. They are located above the store's main doorway. Transom signs can be on glass, on a beam, or hanging just above and in front of or behind the door, along the same plane. Transom signs are equally valid as a primary or secondary sign.

B. Transom Sign Guidelines:

1. The following application choices are available for transom signs on glass:
 - a. Materials such as vinyl, paint or gold leaf may be applied directly to the glass on the interior.
 - b. Sandblasting of the glass itself.
 - c. Three-dimensional images, such as plaques, mounted on the inside of the glass.
2. The following application choice is available for transom signs on storefront panels or beams, or a suspended sign:
 - a. Materials such as wood, tile, metal, high-quality plastic, halo lit, push through acrylic or a combination of these materials.
3. Transom signs are to be placed directly on, behind or in front of transom windows or located in the vertical area between the storefront entrances in front of the transom window or panel.
4. Depending upon the transom sign materials selected and the placement of the materials, interior illumination of the glass will create positive results.
5. Ambient or indirect lighting will be sufficient for most transom signs.





Sign area = $A \times B$

6. Transom Signs shall comply with the following standards:
 - a. Maximum Sign Area: Eighty (80) percent of transom area.
 - b. Maximum Letter Height: Twelve (12) inches.
 - c. Exception To Height: Maximum letter height allowed up to sixteen (16) inches with FINE font or small name, i.e. GAP.
 - d. Accent Letter: Can be twenty (20) percent larger.

SIGNAGE GUIDELINES





TRANSOM SIGNS

AWNING SURFACE SIGNS

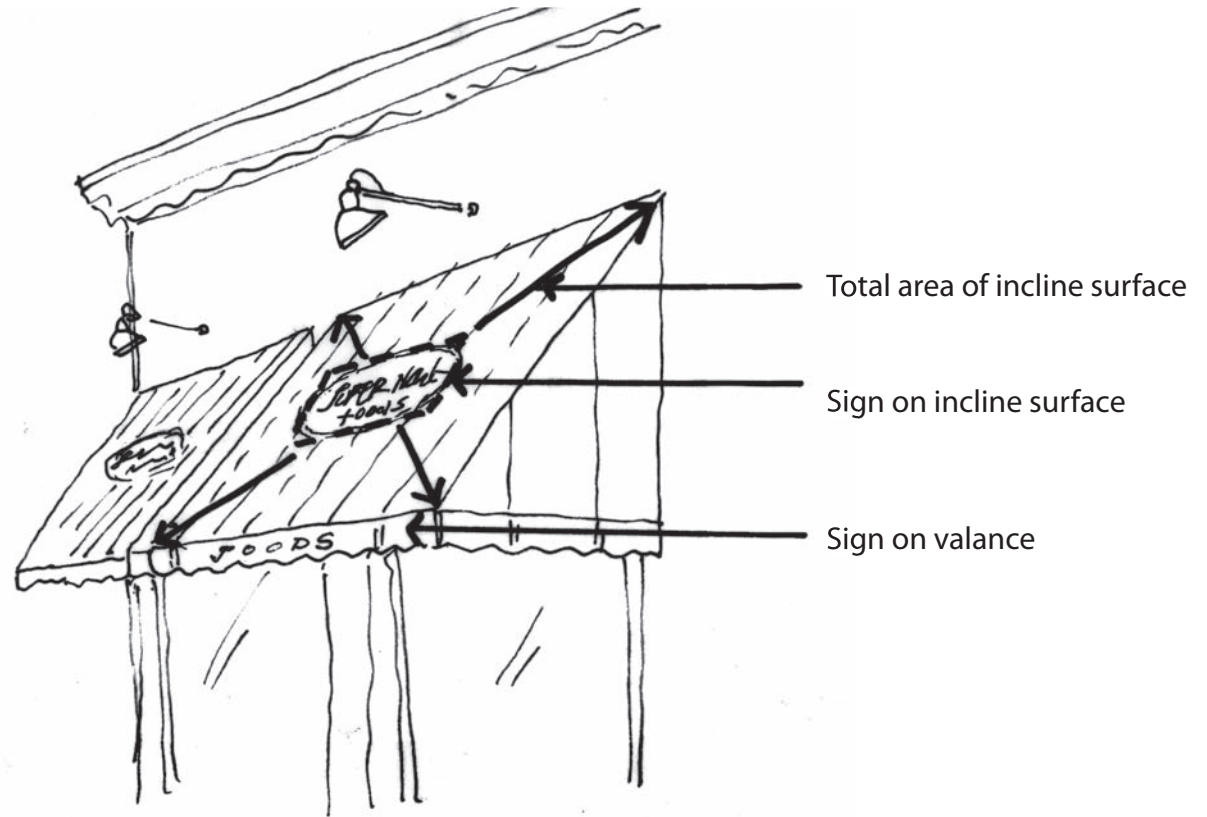
Awning signs are materials extended on a metal or wood frame that project out from a building in such a manner as to produce shade. These materials usually extend over an incline plane and have a valance. The sides of an awning may be open or closed, depending upon the location and feel that a particular store wants to achieve.

Awning signs are an inexpensive way to add a handmade element such as graphics, a mural or hand-painted graphic to the store's image. Both the incline surface and the valance can display graphics.

C. Awning Surface Sign Guidelines:

1. Refer to page 44 of these Guidelines for information relating to awning installation.
2. Awning graphics must complement the awning color (see page 44 #3).
3. Graphic displays on the incline surface are available to ground floor occupancies.
4. Awnings on upper floors, if utilized, are limited to text only, and the text must be placed only on the valance, for better visibility.
5. Spot lights, gooseneck light fixtures and other decorative light fixtures should be utilized for illuminating awning signs.
6. Typically, only ground floor awnings are illuminated.
7. In the event radio frequency welding (a production technique resulting in the translucent fusing of materials, an alternative to traditional painting) is utilized, supplemental lighting under the awning is allowed so long as it provides soft illumination and is designed and located such that the light will not cause glare to vehicles or pedestrians. Otherwise, internal illumination of awning signs is prohibited.





8. Awning Signs shall comply with the following standards:
- Maximum Sign Area: Thirty (30) percent of the overall awning incline surface.
 - Text On Valance: Not to exceed eight (8) inches tall, and the length of the text shall not exceed eighty (80) percent of the length of the front valance.

SIGNAGE GUIDELINES





AWNING SURFACE SIGNS

EDGE SIGNS

Edge signs can be a decorative way to place signage on facades with canopies. Edge signs can either be supported from above, hang downward, or pinned upward as pictured to the right, usually from the leading edge of the overhang.

D. Edge Sign Guidelines:

1. Individual letters pinned up or down from canopies are very effective.
2. Color and font must be compatible with the building color and architecture.
3. When selecting a sign shape, unusual or flowing shapes show better.
4. shapes show better.
5. Edge signs must be centered on canopies.
Special care is to be taken to avoid blocking any
6. architectural features of the building.
7. Internal illumination is not allowed.
Gooseneck light fixtures are best to illuminate edge
8. signs, and can be mounted up or down.
All light sources are to be shielded to prevent glare
9. from interfering with passing motorists.
All wiring and junction boxes must be carefully concealed or camouflaged.



10. Edge Signs shall comply with the following standards:
- Maximum Sign Area: Eighty (80) percent of the overhang area, edge to edge, but in no case more than twelve (12) feet long.
 - Maximum Letter Height: Twelve (12) inches.
 - Exception To Height: Maximum letter height allowed up to sixteen (16) inches with FINE font or small name, i.e. GAP.
 - Accent Letter: Can be twenty (20) percent larger.



WALL SIGNS

In Old Town environments, wall signs are the least desirable. There are some instances where they may be used, such as blank or dull areas on a building facade that would benefit from an artful touch. Wall signs should not be too large, as the objective of this type of sign is to be seen by pedestrians and slow-moving vehicles. Wall signs are most successful when they play a symbolic role – such as displaying a business’s logo, crest or founding date. Three-dimensional or raised images can add interest to wall signs.

E. Wall Sign Guidelines:

1. Wall sign materials include paint, gold leaf, metal, ceramic tile, wood and high-density plastic.
2. Wall signs are not encouraged and must complement the building’s style.
3. Since wall signs are the least desirable in Old Town, creativity is required with the use of material, color, size and font. Painted signs must be unique and artistic.
4. Design may consist of painted text and graphics, fabricated sign boards, non-illuminated individual letters, or some effective combination.
5. For ground floor businesses, wall signs are to be located below the eave or parapet line of the facade.
6. If placed above storefronts, the wall sign is to be centered.
7. If there is a recessed or framed area on the upper facade, the wall sign is to be placed within it.
8. Flat sheet signs (such as wood) shall have a trimmed edge or frame to improve the finished appearance of the sign.
9. Wall signs cannot distract from the architectural style of the building.
10. Decorative light fixtures are to be used to externally illuminate signage. Gooseneck light fixtures are particularly appropriate for wall signs.
11. All light sources must be shielded to prevent glare from interfering with passing motorists.
12. Light spill over must be limited. Only those areas that need to be displayed are to be illuminated.
13. Internally-illuminated channel letters are prohibited.
14. Wall Signs shall comply with the following standards:
 - a. Maximum Sign Area: Twelve (12) square feet.
 - b. Maximum Letter Height: Twelve (12) inches.
 - c. Exception To Height: Maximum letter height allowed up to sixteen (16) inches with FINE font or small name, i.e. GAP.
 - d. Accent Letter: Can be twenty (20) percent larger.





WALL SIGNS

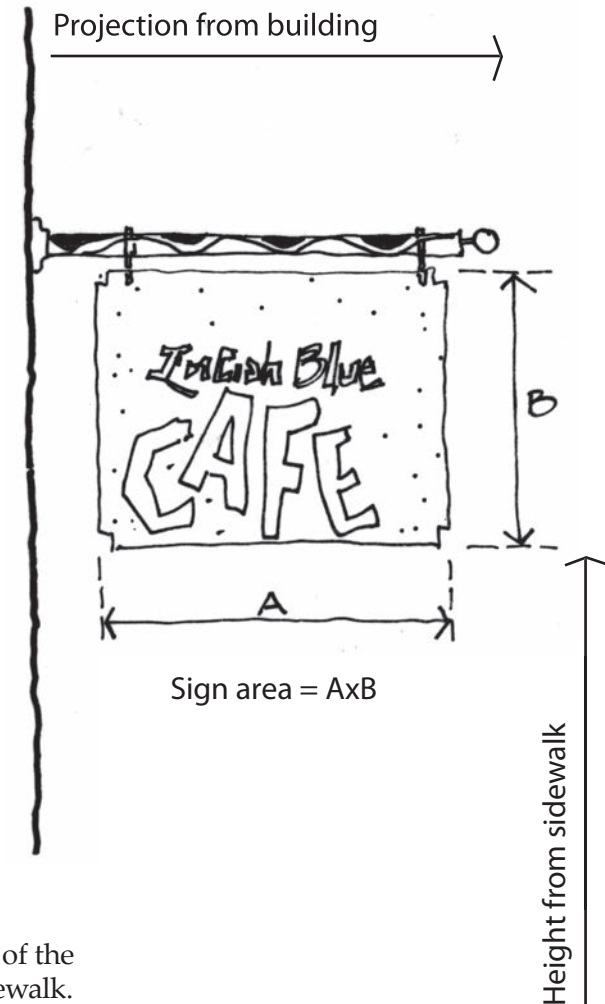
PROJECTING SIGNS

Projecting signs are perpendicular to the building facade and mounted on the building wall, usually by a metal bracket. Due to their positioning, they are very visible to pedestrians as they approach a business along the sidewalk. Suspended signs can be designed into a variety of shapes. Traditional shapes might be representative of the merchandise or service sold by the business. Other shapes such as circles, ovals or free forms may also be appropriate. Businesses with suspended signs usually have another sign that may be secondary, such as a window or transom sign. Due to their historic nature, suspended signs are particularly appropriate for Old Town locations.

F. Projecting Sign Guidelines:

1. Preferred materials for suspended signs include wood, metal, or a high-quality composite material.
2. Use iconic graphics. Creative signs that “symbolize” the business are encouraged.
3. Sign brackets are almost always metal, must be securely mounted to the building, and should be decorative.
4. Projecting signs are usually attached to or suspended from the bracket. Metal rods, bolts, chains or cables may be used for this purpose. However, use of chains or cables will allow suspended signs to sway in the wind.
5. Projecting signs are to be placed near store entrances, either above or to either side.
6. Projecting signs may be mounted on pilasters between storefronts or windows.
7. Signs must always be mounted high enough to be out of reach of pedestrians.
8. Projecting signs are required for each business operating under an arcade.
9. Indirect or discrete spot lights are not required but can be effective.
10. Neon and other interior illumination is prohibited.





11. Projecting Signs shall comply with the following standards:
- Maximum Sign Area: Five (5) square feet.
 - Wall Mounted Signs: Cannot project more than four (4) feet from the wall.
 - Wall Mounted Signs: Must maintain at least eight (8) feet clearance from the bottom of the sign to the sidewalk and cannot be mounted higher than sixteen (16) feet from the sidewalk.
 - Under overhang mounted signs are to be centered within the width of the overhang.
 - In no event shall any business place more than two (2) projecting signs per frontage.

SIGNAGE GUIDELINES





PROJECTING SIGNS

WINDOW SIGNS

Window signs are placed either directly on the window glass or behind it. These signs typically give the name of the store, a logo, or other decorative feature. Hours of operation can also be placed on the window as signage, but this type of information must be distinctly separate from the decorative window sign.

G. Window Sign Guidelines:

1. Approved materials include vinyl, paint or gold leaf which are to be applied directly to the glass on the interior.
2. Sandblasting of the glass itself is approved.
3. Three-dimensional images, such as plaques, are approved to be mounted on the inside of the glass.
4. Window signs typically consist of text and graphics.
5. Artistic signage is always encouraged.
6. Window signs made of paper are generally not allowed, as they are too flimsy.
7. Window signage must be durable.
8. Temporary sales signs or notices are not allowed.
9. For maximum effect, window signs are not to block a good view of the interior.
10. Illumination is not generally needed for window signs, as they are meant to be viewed at close range.
11. If illumination is used, such as in a shadow box or as an accent to glazed or stained glass, all wires and transformers should be concealed.
12. Neon window signs are not allowed.
13. Businesses that do not have ground floor usable space may have window signs provided that such signs are non-illuminated, occupy not more than ten (10) percent of the window area of the tenant/occupant space, and are adhered to the glass. Temporary window signs are not permitted above the ground floor.
14. Window Signs shall comply with the following standards:
 - a. Maximum Sign Area: Not to exceed twenty-five (25) percent of a single pane and no more than fifteen (15) percent of the total storefront glazing.
 - b. Maximum Letter Height: Twelve (12) inches.
 - c. A minimum of six (6) inches of clear space must be maintained on the glazing between the edge of the sign and the nearest framing member.





SPECIALTY SIGNS

Specialty signs, such as banners and flags, are appropriate for Old Town. They are easily seen by people who may approach from adjacent streets or further down the block. Their color and ability to flutter in the wind attract attention and interest.

Specialty signs are highly visible requiring special design to ensure they are compatible with the architectural design of the building. The scale and overall presentation of specialty signs are very specific and must be approved by the Planning Commission, as noted on page 5 of these Design Guidelines and Principles, item number 2.



Use of banners mounted on pilasters creates an additional architectural element on the building facade.

TEMPORARY BANNERS

Temporary Banners are allowed on the outside of a building for live performances and entertainment in order to promote such event. Banners must be removed at the end of the day. Banners may be a maximum size of three feet by eight feet, be limited to only one per business, and be well maintained. Banners are not to include any product names, vendor names, or advertisements.

Grand Opening banners may have a maximum size of three feet by eight feet, be limited to only one per business, be made of quality vinyl, be well maintained, and not include any product names or advertisements. Such banners are allowed for a maximum period of 30 days after initial occupancy of the business.

Professionally designed and produced Coming Soon window banners are allowed on interior storefront windows.

PROHIBITED SIGNS

- Sandwich board “A” frame signs or other portable signs.
- Signs that include advertising or descriptions of products or services.
- Signs placed or displayed on vehicles parked primarily for the purpose of displaying the sign.
- Internally illuminated box signs.
- Vacuum-formed or injection molded plastic signs.
- Individual pan channel letters.
- Signs with plain block generic lettering.
- Signs advertising phone numbers.
- Flashing or moving lights, graphics or other imagery.
- Signs employing luminous or day-glow paint.
- Any temporary signs or advertisements with the exception of temporary signage approved herein.
- Generic and neon “open” signs.
- Exposed neon except for sign types specifically approved by the Old Town Pittsburg Guidelines and Principles, as described herein.



Coming Soon banners provide an opportunity to advertise a new business.

MAINTENANCE/ CONSTRUCTION

MAINTENANCE

Regular and proper maintenance is necessary to keep Old Town attractive and successful. On a regular basis, the following must be maintained:

- Change window displays regularly.
- Remove temporary sales signs immediately after sales end.
- Remove holiday displays immediately after the holiday is over.
- Remove / replace dead or dying plants promptly.
- Wash windows, awnings and outdoor furniture regularly.
- Sweep up trash, leaves and other debris daily, or as needed.
- Wash facade and floor details as necessary; i.e., ceramic tile, granite, etc.
- Replace broken / burnt out light bulbs and light fixtures immediately.
- Water in fountains and pools should be kept clean.
- Public areas adjacent to the building must be kept clean.
- Sidewalks and dining areas must be steam cleaned regularly.
- Promptly remove or paint out graffiti to match adjacent wall areas.

CONSTRUCTION

- All construction activities must take place during the hours stipulated in the Municipal Code.
- Provide ongoing maintenance of the area prior to and during construction.
- Construction barriers must be sturdy and presentable.



