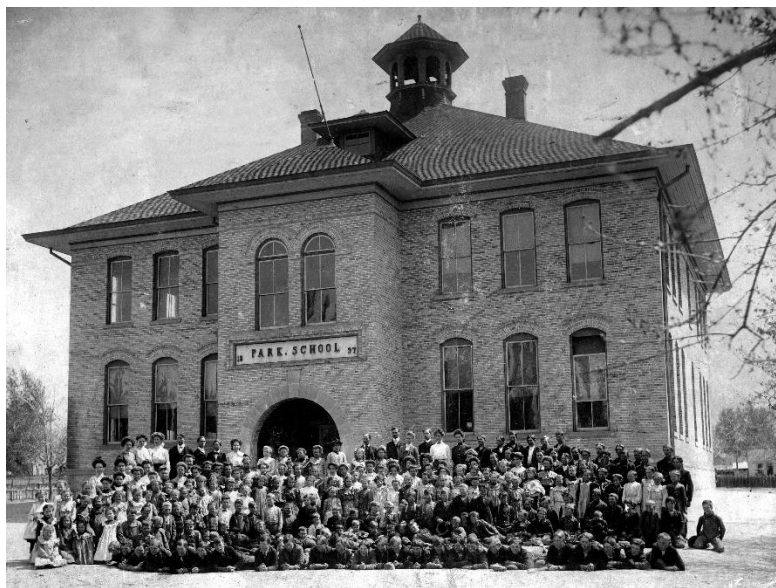


Town Center Design Guidelines



Adopted by City Council on September 18, 2018

Design Theme

The Draper Town Center Design Theme is defined as encompassing those architectural design styles that were prevalent in the construction of civic and commercial buildings during the period from about 1890 to 1910. Common architectural styles of this era include: Mid 19th Century Revival, Late Victorian, Late 19th and 20th Century Revival styles. The Draper theme includes elements of these styles commonly applied in Utah and Draper during the turn of the 20th century era.



Design Theme Guidelines:

1. New developments should:
 - a. Mimic details of older buildings;
 - b. Use similar materials;
 - c. Make mundane uses look good; and
 - d. Include design features on blank walls.
2. New construction should respect and build upon the historical legacy of the Draper Town Center and borrow historic features from the area. It should be designed for its specific context. Elements that should influence the design of new development include building form, massing, scale, materials and colors.
3. New construction design should take cues from photos of historic Draper buildings no longer in existence.

Building Design Guidelines

Building Height

Design building façades should recall historic horizontal and vertical patterns of organization and historic details. These include:

1. Symmetrical public façades.
2. Emphasis of vertical design elements in



odd numbers such as windows, columns or pilasters, façade breaks, etc.



3. Use of horizontal design elements such as base, piano nobile, and attic.
4. Street-level “storefront” glass.
5. Use of materials and construction details specific to turn-of-the-century technology and craftsmanship.

Building Width

1. The width of building façades should be consistent or compatible with those of adjacent buildings.
2. Larger buildings should have a façade which is divided and designed with elements to reflect a similar width as adjacent buildings.

Setbacks

1. Clusters of buildings or larger complexes should be designed to provide for occasional open space plazas which are easily seen and accessible to street pedestrian traffic.

Windows

1. Storefront and street level windows are encouraged to be lit at night.
2. Clear glass should be used for all storefront windows
3. Transom windows are an important design element to an historic storefront and should be included where possible. Existing transom windows should be maintained or exposed (if covered). Glass is the preferred material for transoms.
4. The position, shape, size and patterns of any existing windows should be maintained if possible.
5. Where possible, original windows and frames should be repaired and restored rather than replaced.
6. Storm windows are recommended to conserve energy and should be installed on the inside and ventilated to prevent moisture accumulation.
7. New window types should follow the design and size of windows common during the turn of the 20th century era.

Entrances and Porches

1. Inset entrance areas are encouraged.
2. Rear entrances should be compatible with the architectural elements of the building and not compete with the main façade of the building. They should be developed with appropriate signage and lighting.

Horizontal and Vertical Rhythm

1. Horizontal rhythm - A clear visual division should be created between the ground floor and upper level floors by the use of cornice lines, windows or similar architectural elements.
2. Vertical rhythm – Building facades should use columns, piers, and window design/placement or similar architectural features to create vertical breaks at regular intervals.
3. The primary façade of a new building should be designed to reflect the rhythm characterized by the surrounding buildings on the same block face.

4. The symmetry and rhythm of older buildings in Draper, either as preserved or restored, or as shown in historic photographs, should be used as a guide for developing the design of new or buildings and façades.



Roof Form

1. Roof shapes shall be consistent with the overall theme of the development and shall reflect the diversity of the building's architectural character.
2. Roofing materials should have visible depth and texture.
3. When determining appropriate roof design, those designs that were common to buildings in the turn of the 20th century era should be followed.

Materials

1. The following factors should be considered in determining whether or not a particular finishing material is acceptable:
 - a. Durability and low maintenance characteristics;
 - b. Consistency with the overall design goals;
 - c. Location on the building;
 - d. Potential shielding by landscaping or some other feature; and
 - e. The visibility of the site from public streets and neighboring uses.
2. Brick is the preferred material for new façade construction.
3. Materials that have a false historic appearance should not be used. A mansard roof with wood shingles, rough textured wood siding, fake bricks, stone aggregate, aluminum, and plastic siding are not acceptable.

Color

1. The natural colors of brick masonry, stone, or other existing building materials should dominate the color scheme of the building. Other colors should be respectful of adjacent buildings.
2. Building colors should follow hues common to historic regional brick used in the area during the turn of the 20th century era.
3. A predominant color should be used with one or two other accent colors.
4. The cornice, window frames, ornamental details, signs and storefronts should all blend in as an attractive harmonious unit.
5. Avoid pure white as a façade color, and if masonry must be painted, it should be done in a natural brick-color hue.

Façade Rehabilitation

1. Whenever needed or appropriate, the original facades of older historic buildings should be accomplished to preserve the building's historic personality.

2. Depending upon the extent of changes and deterioration, this task could be as easy as cleaning bricks and repairing windows; or as elaborate as constructing a new storefront.
3. Aluminum siding, artificial stone and other non-original materials not consistent with the design theme should be removed where possible.

Renovations

1. The original building composition should be respected, including the scale and proportions of the existing structure.
2. The original design character and integrity of the building should be respected. Avoid superimposing a fake historical style.
3. When parts of a building are in need of work, they should be repaired rather than replaced. If it is impossible to repair, then replace with materials that are historically correct.
4. The original proportion of open (clear glass) to solid (structural piers) and other materials should be maintained.
5. Original materials should be used if at all possible. Avoid the use of materials that are inconsistent with materials used at the time of original construction.
6. Bulkheads below storefront windows should retain the original proportions and be constructed with materials consistent or compatible with the age of the building.

Storefront Design

1. The inside floor level should be located as close as possible to the level of the sidewalk outside.
2. The storefront should be inviting and attractive for pedestrians.
3. The storefront should blend with surrounding historic buildings. Traditional façade components of bulkhead, storefront windows and door, transom windows and upper sign area are recommended design components.
4. When possible, original storefronts should be repaired and not replaced.

Awnings

1. Awnings should be incorporated into the development where appropriate, respecting the form of the windows and the building architecture, size, shape and color.
2. Awnings should not obscure character defining features.
3. The color of awnings may be single or multi-colored to add variety to the building and streetscape, but should not detract from the character defining features of the building and neighboring buildings.
4. Awnings on existing older buildings should be installed to cause the least amount of damage to the building.



Site Access and Frontage

1. New buildings in the downtown area should be oriented at a 90 degree angle from the street and in-line with adjacent historic buildings.

Streets and Sidewalks

Street Design:

1. Bulb the corners for traffic calming and better pedestrian connections.
2. Decrease turning radius on corners.
3. Raise crosswalks and other crossings.
4. Narrow the street when possible.
5. Widen sidewalks on busy streets.

Sidewalks:



1. Sidewalks and walkways should stretch from building façade to street edge, maximizing the area for walking.
2. Bulbed sidewalk areas near the corners should be constructed of brick, concrete unit pavers or similar materials.

Pedestrian and Bicycle Circulation

1. Sidewalks and paved connections should be provided between parking lots and nearby buildings and points of interest.
2. Bicycle racks should be placed in areas that are accessible to the buildings serviced yet not block pedestrian circulation.
3. All bike racks should complement the look of the Draper Town Center area.

Landscaping

1. The design of outdoor public spaces should be designed and developed equal in quality as the buildings.
2. The use of tree trunk protectors and tree grates are encouraged.
3. Raised planters are encouraged to define and enclose gathering spaces and should be built to a grade of 19 to 20 inches above finish grade to allow a seating height for pedestrians.
4. Plazas are encouraged that utilize trellises for plants and vines.
5. Landscape elements should not take away from or totally block visual and physical access to buildings.
6. Sufficient landscaping should be installed in parking lots to provide screening and provide shade to reduce the heat generated from the asphalt and concrete elements.



7. Plant orientation should be considered as they deal with sun or shade areas.
8. Shrubs should be placed along the perimeter of walls to soften the wall.
9. Tree trunks are to be straight and clear, pruned to a height of six feet for pedestrian access under the canopy.

Streetscaping

1. Businesses are encouraged to coordinate the installation of streetscape elements with surrounding properties.
2. Installation of plazas and gathering spaces where people may linger is encouraged.
3. Installation of planters with trees and shrubs to create areas to sit are encouraged.
4. Providing benches in strategic areas to encourage mingling and gathering is encouraged.



Lighting

1. Fixtures should not obscure any building ornamentation.
2. Fluorescent lights should not be used.
3. Lights may be used to highlight ornamentation, window displays, entrances and signs.
4. Lighting the entire façade is inappropriate and discouraged.

Walls and Fences

1. Walls and fencing should be designed to complement the Draper Town Center utilizing landscaping, architectural features, public art and streetscape furnishings wherever possible.

Signage

1. Signs should be placed in areas that contribute, rather than conflict with, the architecture of the building. They should not overpower the storefront, obscure display windows or significant building features.
2. Signs that are backlit or flashing should not be used.
3. Signage lighting should not flood the whole facade of a building or extend onto adjacent properties.
4. Fluorescent lights should not be used.
5. The use of protected and indirect lighting from interior windows or above entrances, windows and signs is preferred.
6. Signs should express easy-to-read, simple messages.
7. A storefront should not have more than two signs: one primary and one secondary.
8. Signs and lettering shall reflect appropriate scale, lettering fonts and colors.