

2009

City of Wilson Architectural Design Guidelines



Planning and Development Services

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I. Purpose

It is the intention of these guidelines to enhance the aesthetic character of Wilson and to promote a more sustainable community, while protecting property values and preserving heritage.

These guidelines are provided in order to inform readers of the expected quality of architectural design, avoid plain box buildings, avoid long blank walls, and to provide a guidebook to accomplishing such in order to shorten review time. There is an expected quality architecture that all office and business developments should encompass and certain possible architectural design elements that improve the overall aesthetics of the City.

The Architectural Design Guidelines are intended to provide design professionals, property owners, councilmen, staff, and residents with a clear and common understanding of the City's expectations for Architectural Design. The City does not advocate a particular architectural style or styles, and will consider all applications on their own merit. All projects will be reviewed using the design guidelines identified in this document as a reference to achieving high quality architectural designs.

II. "Guidelines"

As guidelines, this document will not regulate with the same stringency as an ordinance. Instead it will provide the City's intent regarding the quality of architectural design. These guidelines are intended to promote flexibility in design, but should be used as a clear model of certain basic design elements that can be included to enhance design. Where this document conflicts with any ordinance, building code, or established policy the ordinance, code, or policy shall supersede. The measurements or dimensions used in this document are to be considered a guide. The primary consideration is to be given to the overall architectural quality and intent of these guidelines. This will allow for creativity and flexibility in designs that were not specifically implied in these guidelines.

Application & Review Process

- A. These architectural design guidelines shall apply to all new development in office and business zones within the City of Wilson and its extraterritorial jurisdiction.
- B. Redevelopment, refacing, exterior remodels, accessory buildings, and additions to existing buildings and development sites shall also comply with the provision of these Design Guidelines.
- C. Additions should be sensitive to original design with improvements where possible.

- D. Planning and Development Services staff will review applications for compliance with these design guidelines.
- E. Certain overlay zoning districts require Planning Board and City Council approval, as identified by the City of Wilson Zoning Ordinance.
- F. Two color copies of an architectural rendering or photo of the proposed project should be submitted in conjunction with the site development plan or prior to issuance of a building permit. If renderings or photos are not available City staff will work with the applicant to find another acceptable means of portraying the architectural design guidelines in the development.

III. Interpretations & Appeals

- A. If in the course of administration a question arises as to the intent or meaning of any of these Architectural Design Guidelines, the interpretation shall be given by the Director of Planning and Development Services of the City of Wilson, or his authorized agent.
- B. Appeals of the Directors interpretation will be heard by The Planning Board. The Planning Board's decision may be appealed to the City Council.

IV. General Design Guidelines

A. Architectural Design

- 1. The treatment of the building façade, materials, and exterior elements shall create an aesthetically pleasing building that is in harmony with or an upgrade from the surrounding area by complementing other buildings of good design.

B. General Form

- 1. Each building shall have a primary façade that faces a public street, private street, or which has the main public entrance.
- 2. The primary façade may have a clearly identifiable base, body, and cap with defining elements, or may have other architectural features that express quality design characteristics by providing other coherent and complete styles of architecture.
- 3. Any building façade that is not the primary façade, and that has frontage along a private drive, parking area, or street, shall be considered a secondary façade.
- 4. Secondary façades shall also have a clearly-identifiable design quality, using materials and architectural elements similar to the primary façade.
- 5. Any façade that does not face a street, private drive, or parking area, but is adjacent to a primary or secondary façade, shall continue around the corner

any required architectural elements of the adjoining façade for a distance equaling at least 20% of the length of the façade.



C. Wall Plane

1. Architectural Elements can be used to define bays, add interest and variety; relieve the visual effect of long extensive walls; and split tall structures into human scale.
2. All primary and secondary façades greater than 30' long should incorporate the use of recessed bays or use another method, listed below, to give a sense of break in the façade, unless the wall itself is a major design element in a material such as marble, stone, or glazed brick.
3. Rooflines, windows, doors, stairwells, porches, pilasters and breaks in the façade may be used to establish bays.
4. Bays may project or recess four inches or greater.
5. Landscaping may be used to give the sense of break in long façades. Berms with shrubs and trees or shrubs and trees of sufficient size to break up façade planted next to the building may be used. Landscaping should be shown on architectural rendering and meet the requirements of Section 12 of the Zoning Ordinance.
6. Canopies and awnings may be used and are encouraged.
7. Another way to break façade is through a change of materials or textures.



D. Building Materials/Colors

1. Each building shall be constructed with approved primary surface materials
2. Approved primary surface materials:
 - a. Brick or glazed brick
 - b. Wood
 - c. Fiber Cement (Hardiplank®)
 - d. Stone, cast stone, marble, or similar material
 - e. Stucco or synthetic stucco
 - f. Tinted and textured concrete masonry
 - g. Concrete (Pre-Cast or Cast-in-place)
 - h. Glass
 - i. Metal Composite Panels
 - j. Split face block
 - k. Concrete block may be permitted on interior sides and rears provided it matches the color of the corresponding surface materials
 - l. Rigid Frame Metal*
3. Secondary Materials may be used to add architectural interest. They may consist of one or more primary materials, or any other (appropriate) material that adds architectural interest.
4. Façade with main entrance may be glass (including windows and doors) or combinations of glass and materials listed in item number 2 above.

5. Variations of materials and textures are encouraged within each storefront in multi-tenant buildings.
6. It is recommended that primary surface materials shall be natural colors, including primary colors, or have “earth” tones (i.e. Gray, White, Beige, Brown, or Brick).
7. Secondary materials may be any color.



An example of the appropriate use of primary and secondary materials and colors

E. Metal Buildings*

1. Metal may be used as a primary material if a non-metal base is established which wraps around the side and rear of the building, and a pitched roof is provided.
2. Any façade not facing a public street or parking area has an option to provide a landscape buffer/screen instead of the non-metal base.



F. Base

1. Each primary façade may have a clearly identifiable base, or the wall materials may extend to the floor slab or into the ground if the material is appropriate for ground contact (such as masonry or stone). Wood, glass, stucco, etc will terminate above grade
2. Building Yards
 - a. A landscaped building yard may be used to define the base.



Excellent examples of building yards.

- 3. Soldier Course may be used to define the base.
 - a. Soldier Course – often a complete course of brick laid on end vertically, with the narrow side exposed in the face of the wall.



Examples of Soldier Course

- 4. A change of materials may be used to define the base.
- 5. A “water table” may be used to provide a clear distinction between the base of the building and the middle.
 - a. Base of building, when used, may any height.

Examples of “water tables”



G. Body

1. Each required façade shall have a defined body.
2. The body should be the area between the base and the cap.
3. The body of the building should be broken up in order to avoid long monotonous walls as described in Section C Wall Planes, unless the wall is a design element.
4. Structures in complexes without street frontage shall have their main entrance on a primary façade.
5. Living walls
 - a. Living or planted vegetative walls may be used to meet the requirements.



Living or vegetative wall examples

H. Roofs/Mechanical Equipment – There are numerous ways to define the cap of the building.

1. Varied roof lines
2. Cornices
3. Fascias
4. Dormers

5. Parapet Walls may be used to provide a cap or to screen roof conditions.
6. Overhangs
7. Green roofs and solar panels are encouraged. Solar panels shall be at the same slope of the roof. Otherwise they should be located at the rear of the building or on the ground.

Roof Options (Photos)





Examples of Roof Overhang



BLDG. O VIEW FROM INTERIOR PARKING FIELD BETWEEN BLDG. O & BLDG. N



Green Roofs



Solar Panels

8. Mechanical Equipment Screening
 - a. Mechanical equipment shall not be installed on the front of buildings, except solar panels as stated.
 - b. A fence, wall, and/or native plants shall screen any mechanical equipment so as not to be visible to the public.
 - c. Rooftop installation may be allowed if concealed behind a parapet wall or roof screen and not visible from any public right of way.