

Article VII: Architectural Guidelines

§ 25-55. Introduction to Guidelines

(a) Purpose (Current 2-539(b) and 2-542(b) Combined & Revised)

The built environment impacts how existing and potential residents, visitors, and businesses perceive and experience Kirkwood's community character. It also impacts the quality of life of our residents, particularly those that live in direct proximity to the development. Therefore, it is important that the size, location, and design of new development fits the desired neighborhood character, scale, activity, and function. These guidelines exist to ensure that new development is consistent with the community's existing image and preferred character.

(b) Applicability¹

- (1) All new construction, reconstruction, exterior renovations, or additions shall be subject to this article unless otherwise stated.
- (2) Properties or structures within a locally designated historic district, or those designated as a local historic landmark, are subject to additional review per <> Additional Review for Historic Structures in Historic Districts.
- (3) The activities listed in <> are exempt from these architectural guidelines.

(c) Conformance to Code (Existing 2-539(b)(4))

When constructing a building, the design must comply with all of the requirements of this code, including height, setback and size, and the design must consider the neighborhood context.

(d) Goals and Objectives (Current 2-539(b)(1))

To achieve the preferred character of development, designers and builders need to incorporate the following goals and objectives set forth herein into their developments, additions, and renovation projects:

- (1) Protect and enhance the community's overall image and character by:
 - (i) Creating elegant and lush streetscapes.
 - (ii) Forming a cohesive neighborhood scale.
 - (iii) Utilizing high quality architecture and materials.
- (2) Respect the neighbors' quality of life by:
 - (i) "Fitting" with the design character of the existing neighborhood.
 - (ii) Building to a neighborly sense of scale.
 - (iii) Protecting and forming a cohesive landscape.

¹ Currently no reference to signs here. Intention is to incorporate current standards into the sign code itself.

(e) Design Principles (Current 2-539(b)(2) and (3))

Because it is possible to follow all of the individual guidelines contained herein and still assemble the design in a way that does not achieve the goals and objectives, designers and builders need to incorporate a design that is compatible within the district context. Accordingly, a system for guiding the design of homes and commercial developments has been developed that allows for flexibility while also protecting the essence of what makes Kirkwood's neighborhoods special. At the core of this system is the use of the following project element classifications:

(1) Preferred

Preferred elements are those the City finds to be highly compatible with and contributing to the existing character and quality of life. Appropriately incorporating these elements into a project significantly increases the likelihood that the project will be viewed favorably by the Architectural Review Board.

(2) Discouraged

Discouraged elements are those the City finds to be potentially incompatible with and detracting from the existing character and quality of life. Incorporating discouraged elements into a project decreases the likelihood that the project will be viewed favorably.

Because discouraged elements have the potential to be disruptive to the existing character of a neighborhood, applicants shall demonstrate how their use in the context of their total project design is consistent with:

- (i) The existing character of Kirkwood's neighborhoods and business districts;
- (ii) The preferred character of infill development;
- (iii) The goals and objectives set forth herein;
- (iv) The overview and purpose for the particular element;
- (v) The general architectural style/design of the structure; and
- (vi) The use of all other elements on the structure or site.

(3) Exceptions

The specific character of individual neighborhoods and business districts varies widely throughout the City. Design guidelines for various project elements are presented generally, but certain exceptions may be allowed based on the character and design of existing homes and businesses within the neighborhood context when said existing character matches the desired character.

(f) Similar Elements (Existing 2-539(b)(3)(d))

Because the number and types of building products are virtually infinite and ever changing, the project elements described herein are those most commonly used. Thus, the elements classified as being preferred or discouraged are not intended to be an all-inclusive list. In those instances where a proposed element is not listed, the Architectural Review Board shall determine whether the particular element is substantially similar to any of those that are listed and classify it accordingly. In making such a determination, the Architectural Review Board shall consider similarities in terms of:

- (1) Finished appearance;
- (2) Quality of construction;
- (3) Durability;

- (4) Consistency with the overview and purpose statement associated with the element; and
- (5) Consistency with the preferred character of infill development.

(g) Non-Preferred Elements (Current 2-539(c) and 2-542(c))

All design elements not identified as "preferred" should be discussed with the Architectural Review Board at the early design phase meeting.

§ 25-56. Residential Design Guidelines. (Revised 2-539(c))

(a) Building Form, Articulation, and Roofs

Houses are shaped and articulated by roof form, the number and placement of rooflines, the shape and proportion of building masses/features, the configuration of exterior walls, and the character of these elements. These design elements influence the perception of a home's scale, its stylistic character and the fit with its neighbors, and should be consistent with the neighborhood's desired character. To be consistent with the preferred neighborhood character, houses should present a simple overall building form (see Figure <>) and roof geometry in harmony with its neighbors (houses of a mature suburb rather than a new one). Exterior walls should be articulated, though neither monotonous nor consisting of overly complex façade treatments. Further, the building form and articulation should be based on an authentic architectural style.



Figure <>: Simple building form.

(1) Preferred

- (i) Gabled and hipped roofs when a predominant roof style is either gabled or hipped. See Figure <> for diagram of different roof styles.

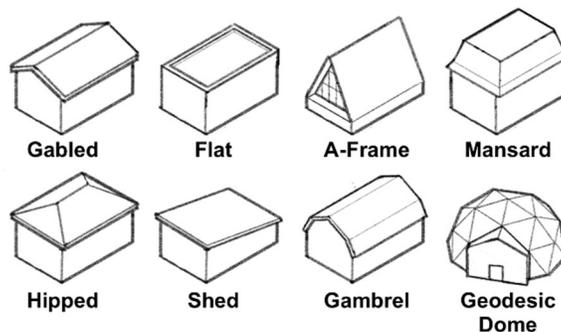


Figure <>: Roof styles.

- (ii) Symmetrical pitches.

- (iii) Rectangular configured floor plans.
- (iv) Vertical building volumes (if incorporated) appear secondary to the primary building volume and of less than one-third of the area of the front façade.
- (v) Dormers (if incorporated) integrated with building rhythm.
- (vi) Long, uninterrupted façades should be articulated by the use of architectural elements, such as recesses, bays, projections, or changes of wall plane. See Figure <>.

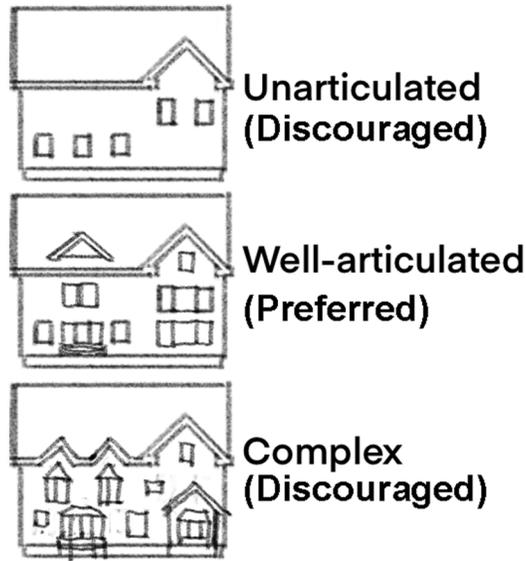


Figure <>: Building articulation.

- (vii) Sustainable roofing materials, such as clay tile, slate, wood shake and recycled synthetic tiles.

(2) Discouraged

- (i) Primary roof pitch less than 4:12 or more than 12:12 and outside of 4:12 of the contextual average roof pitch. See Figure <>.

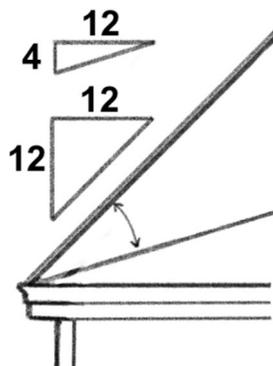


Figure <>: Roof pitch.

- (ii) More than three rooflines or eave lines on the front façade. See Figure <>.



Preferred



Discouraged

Figure <>: Roof and eave lines. Top preferred, bottom discouraged.

- (iii) More than three wall planes creating multi-layer setbacks on the front façade. See Figure <>.



Figure <>: Multi-layer setbacks.

- (iv) Angular (angles other than 90°) or curved walls, in plan or elevation, as a dominant or repetitive feature. See Figure <>.

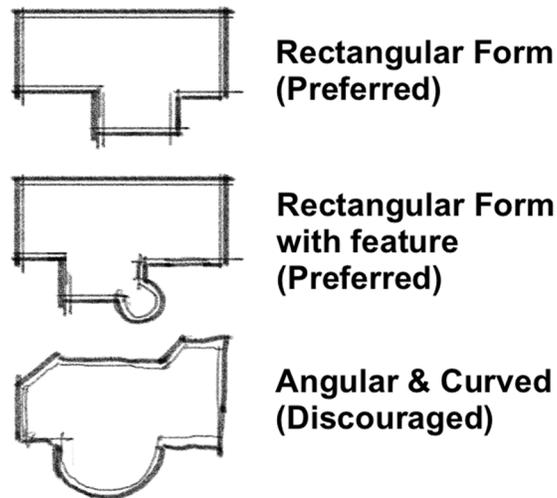


Figure <>: Angular or curved walls.

- (v) Substantial wall areas without sufficient articulation, fenestration, or other architectural details.
- (3) Exceptions**
- (i) Shed and flat roof styles are allowed as primary roofs when they are a predominant roof style of the site context.
 - (ii) For houses with pitched roofs over the main portion of the structure, flat roofs are allowed as a part of a truncated hip roof configuration if not visible from street and less than 20% of total roof area (orthographic measurement). See Figure <>.
 - (iii) For houses with pitched roofs over the main portion of the structure, flat roofs are allowed over minor building volumes and features. See Figure <>.

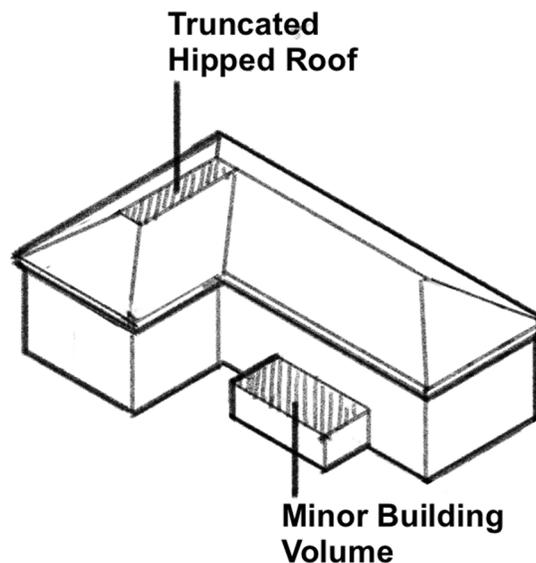


Figure <>: Flat roof exceptions.

(b) Building Materials and Material Quality

Materials, material quality, and finishes include all exposed exterior surfaces of foundations, siding, trim, soffits, other detailing, and roofing. To be consistent with the preferred character of residential development, houses should have a limited, simple palette of materials, which should also be durable and maintain their form and color over time.

(1) Predominant Material Palette

Determine the contextual predominant material palette by identifying the primary materials used on the exterior of the front façades of existing houses within the neighborhood context. Any material present on 20% or more of the existing houses within your neighborhood context is considered a predominant material, but there may be more than one. If a single material (e.g., brick, clapboard, etc.) is dominant (present on more than 70% of houses within the site context), that material is considered to be the single dominant material.

(2) Preferred

- (i)** Brick, stone or clapboard (wood or fiber cement) where there is not a single dominant material or a predominant material palette within the neighborhood context.
- (ii)** When used, clapboard siding made of wood or fiber cement needs to mimic the profile of traditional wood siding.
- (iii)** When used, real brick and stone, not other materials simulating brick or stone. Synthetic stone may be used when approved by the Architectural Review Board.
- (iv)** When used, high quality vinyl siding.
- (v)** Detailing with stone or siding of exposed foundation wall.
- (vi)** Consistent use of exterior finish material on all façades and features of the house.
- (vii)** If change of material is needed, change at shift of wall plane. However, if brick or stone is used on the primary façade, it should wrap around the side façades for a minimum of 24 inches or as directed by the Architectural Review Board.
- (viii)** Products that yield durability and represent a long-life cycle.
- (ix)** Copper or lead flashing. If other materials are used, flashing to match color of adjacent building material.

(3) Discouraged

- (i)** Engineered wood siding (OSB, hardboard, and plywood).
- (ii)** More than two primary exterior wall materials.
- (iii)** More than two visible roofing materials, colors, or styles.
- (iv)** Unfinished concrete block and poured-in-place walls exposed more than one-foot-high on a front façade or two feet high on a side or rear façade.
- (v)** Roof and wall materials that are not consistent with the architectural style.
- (vi)** Roof and wall materials uncharacteristic of single-family construction.

(c) Exterior Windows and Doors

This section provides guidelines for all exterior windows and doors, their wall openings, and their frames and trim. The location, size, configuration, and character of exterior windows and doors influence the perceived scale, façade patterns, and architectural character of new houses and additions. To be consistent with the preferred character of residential development, windows and doors should be in keeping with the size, proportions, and style of the house and used to achieve a desirable façade composition.

(1) Preferred

- (i) Recessed openings.
- (ii) Window and door style consistent with architectural style.
- (iii) Same window type, style, material, and color on all façades.
- (iv) Storm windows and screens that match window profile.
- (v) Primary entry located on a street-facing façade or partial street-facing façade within 20 feet of the primary street-facing façade.
- (vi) Operable windows, unless the otherwise dictated by the architectural style.
- (vii) Trim/detailing around windows (e.g. sills and aprons).
- (viii) Shutters in proportion to the window. If shutters are used, they should be of a consistent styling throughout and used on all windows where feasible.

(2) Discouraged

- (i) More than one window or door header height that does not match dominant header height on individual floors.
- (ii) More than three window types or three window sizes on front and side façades. See Figure <>.



Figure <>: Window sizes and types. Top preferred, bottom discouraged.

- (iii) More than two door types on front and side façades.
- (iv) Sliding glass doors on front façade.
- (v) Metal awnings.
- (vi) Moderate to highly reflective glass.

- (vii) Two-story-high windows on the front façade, which tend to emphasize the mass and verticality of a building.
- (viii) Fixed-pane “picture” windows.
- (ix) Unusually shaped windows (rounded, octagon, etc.) that are not firmly supported by the architectural design of the building.

(3) Exceptions

Transom windows which do not match dominant header height.

(d) Detailing

To be consistent with the preferred character of infill residential development, detailing should be constructed of high-quality materials, sized and configured in proportion with the scale of the architectural features, and match the architectural style of the house as a whole.

(1) Preferred

- (i) Gutters and downspouts well integrated with eaves and soffits.
- (ii) Hidden or architecturally integrated utility equipment.
- (iii) Products that yield durability and represent a long-life cycle.
- (iv) Original details on existing buildings such as cornices, horizontal bands and decorative elements should be preserved.

(2) Discouraged

Utility equipment located on the front façade, in the front yard, or visible from a street unless hidden with landscape features.

(e) Additions

Such projects still have the potential to impact the sense of building scale of the neighborhood. To be consistent with the preferred character of residential development, additions should be carefully planned and respect the architectural integrity of the original structure. See Figure <>.

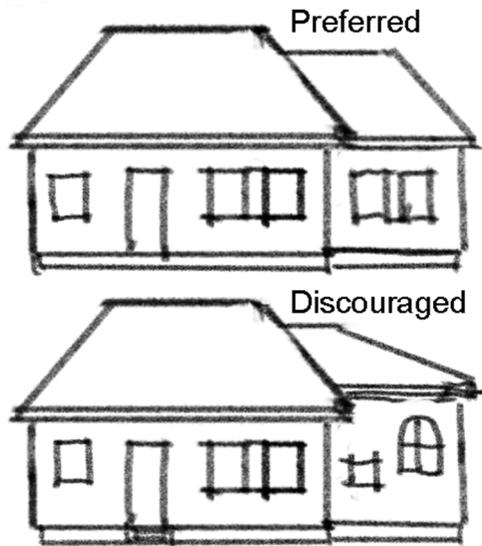


Figure <>: Building additions.

- (i) All preferred guidelines for building form and articulation, materials and detailing, and windows and doors found in other portions of this section.
- (ii) Removal of existing discouraged design elements.
- (iii) Use of field and trim colors that are the same as or highly compatible with the house.
- (iv) Use of similar wall, feature, door and window proportions.
- (v) Alignment of eave lines, door and window headers, horizontal trim.
- (vi) Same or similar architectural style of house.

(2) Discouraged

All discouraged guidelines for building form and articulation, materials and detailing, and windows and doors found in other portions of this section.

(f) Major Accessory Structures

Major accessory structures are those larger than 120 square feet or taller than 12 feet. These accessory structures impact the character of residential sites, their neighbor's experience of their own site, and the character of the neighborhood. To be consistent with the preferred character of residential infill development, major accessory structures should be located on the site, sized, configured, and treated to complement the main house, respect neighbors, and integrate with site's layout, scale, and character.

(1) Preferred

- (i) All preferred guidelines for building form and articulation, materials and detailing, and windows and doors.
- (ii) Materials and colors to match the main house.
- (iii) Garage doors with windows and articulated panels.
- (iv) Roof style to match primary roof of house.

(2) Discouraged

All discouraged guidelines for building form and articulation, materials and detailing, and windows and doors found in other portions of this section.

(3) Exceptions

Flat roofs are allowed as a part of a truncated hip roof configuration if not visible from the street and less than 20% of total roof area (orthographic measurement).

(g) Attached Forward-Facing Garages (New)

Attached forward-facing garages need to be thoughtfully designed to prevent them from dominating the façade of new homes.

(1) Preferred

- (i) In neighborhoods with an established pattern of detached garages located in the rear yard (more than 50% of the developed properties), any new forward-facing garages should be recessed from the façade of the home as far as possible.
- (ii) Garage doors with windows and articulated panels.
- (iii) Single-bay garage doors no more than 9 feet in width.
- (iv) Garage doors to have a natural wood finish or a color that blends in with or is complimentary to the principal color of the façade.

(2) Discouraged

- (i) Double-wide (or larger) garage doors.
- (ii) Garage doors taller than eight feet.
- (iii) Three or more garage bays.

(3) Exceptions

- (i) Lots with a building envelope of less than 50 feet may provide double-wide garage doors, if all other requirements of this code are met.

(h) Driveways (New)

To eliminate the appearance of a “sea of concrete” and encourage designs which lessen the amount of impervious surfaces, the size and appearance of driveways may need to be modified to be compatible with the site context.

(1) Preferred

- (i) Reduction of access apron and driveway width to the maximum extent feasible. See Figure <>.

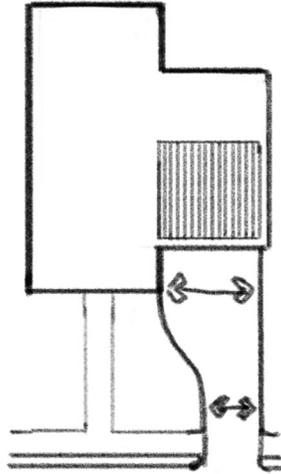


Figure <>: Driveway width reduction.

- (ii) Use of pavers and/or decorative stamped concrete (with integral color). See figure <>

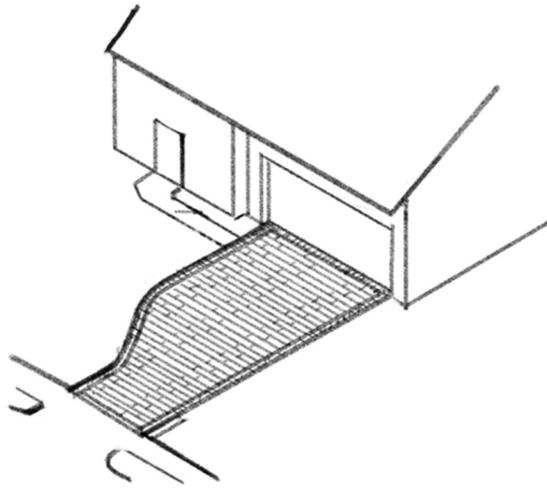


Figure <>: Pavers or decorative concrete.

- (iii) Use of “ribbon” design that consists of two paved parallel tracks with grass in the middle. See Figure <>.²

² If the committee approves of this language, it will be added as an option in the parking/mobility section as well.

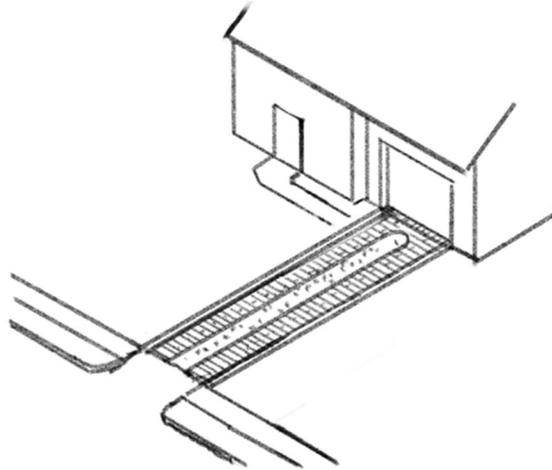


Figure <>: Ribbon driveway design.

(2) Discouraged

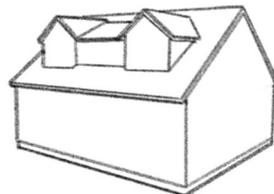
- (i) Driveways wider than 10 feet that do not incorporate one or more of the encouraged elements listed above.

(i) Scale Compatibility (New)

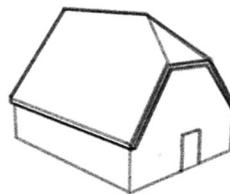
In situations where a proposed home is one or more stories taller than an adjacent home, projects should incorporate design measures to adequately mitigate scale differences.

(1) Preferred

- (i) A building base which visually anchors the building by appearing more massive than the upper stories.
- (ii) A second floor which is set back from the ground floor on all walls facing front and side property lines through use of shed dormers or other roof design. See Figure <>.



Shed Dormer



Clipped Gable

Figure <>: Shed dormer & clipped gable roofs.

- (iii) All sides of a structure, including those that are not visible from the street, have adequate wall and roof articulation to minimize the building's visual impact.
- (iv) Placing a significant majority of the second story floor area over the back half of the first story.
- (v) Use of a clipped gable to minimize the appearance of height.

(2) Discouraged⁴

- (i) Any building elements that emphasize a structure's verticality.
- (ii) Two-story, flat building walls.

(j) Anti-Monotony (New)

(1) Preferred

Homes that do not replicate the design of any property within two lots on either side. Properties should incorporate variation in articulation, roof lines, architectural features, and/or window and door placement.

§ 25-57. Multifamily Design Guidelines (Current Appendix A—230.3)

(a) Style

No single architectural style should be superimposed upon buildings and each should reflect its own individual style. Monotonous design should be avoided; variation of detail and form should be used to provide visual interest. Evaluation of the appearance of a project shall be based on the quality of its design and relationship to surroundings. Additions should relate to the existing building in design, details, colors, and material.

(b) Scale and Proportion

The height, scale and proportion of each building should be compatible with its site and adjoining buildings. Building components such as windows and doors should have proportions appropriate to the architecture of the structure.

(c) Proportion

Elements of building massing should relate to the size and shape of those of adjacent buildings.

(d) Materials

Materials should be selected for suitability to the type of building and the design in which they are used and for harmony with adjoining buildings. Materials should be of durable quality.

(e) Colors

Colors, including trim and accent colors, should be harmonious and visually compatible with neighboring buildings.

(f) Awnings, Canopies, and Marquees

Awnings, canopies and marquees should fit the character of the building and not interfere with the appearance of the surrounding buildings.

(g) Preservation of Period Detail

Original details on existing buildings such as cornices, horizontal bands and decorative elements should be preserved.

⁴ Please note that Section 25-42 (Facilities and personnel; assistance by City Attorney) and 25-43 (Annual Report) have been removed

(h) Screening

Utilitarian facilities, including, but not limited to, trash dumpsters, recycling bins, and rooftop mechanical units, should be visually screened with materials harmonious with the building. See <> Dumpster and Trash Receptacle Enclosure Areas.

§ 25-58. Nonresidential Design Guidelines (Revised 2-542(c))

(a) All guidelines listed in § 25-57 shall apply to nonresidential buildings

(b) Site Context Guidelines (Revised 2-542 (c))

The design of commercial structures should relate to character-defining elements in and around the applicable district. Downtown Kirkwood has a different motif than other commercial areas; however, the design guidelines for the downtown area should be referenced in the gateway areas near the intersections of Manchester Road/Kirkwood Road and Big Bend Boulevard/Kirkwood Road.

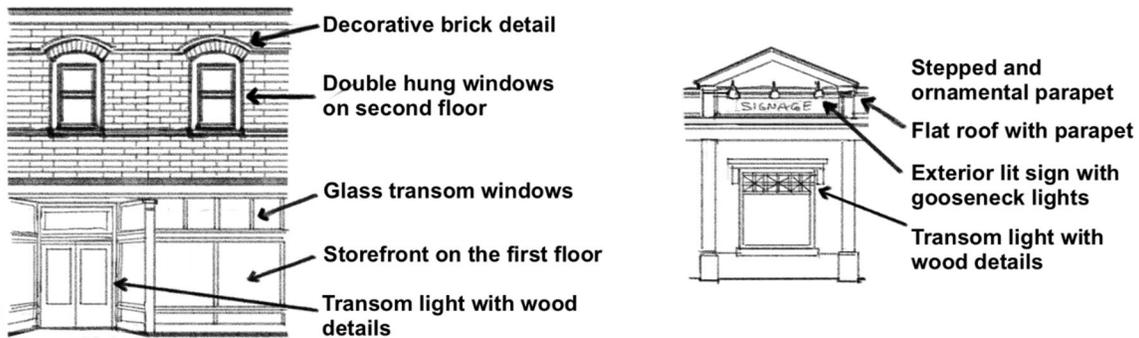


Figure <>: Downtown Kirkwood design motifs.

The districts can be broken down into five main context groups. Throughout the nonresidential design guidelines, these groupings will be referred to as follows:

TABLE <> XXX		
District Title	Abbreviation	Area Included
Historic Downtown	HD	See Figure <>
Central Core	CC	See Figure <>
Neighborhood Business	NB	Neighborhood Business Areas. See Figure <> and all other B-1
Highway Business	HB	All other commercial areas
Industrial	I	I-1

(1) Historic Downtown District (HD)

The Historic Downtown (HD) District is in the heart of Kirkwood and is surrounded by residential buildings adjacent to the district and newer commercial development along Kirkwood Road to the north and south.

The streets of the commercial area are lined with a mixture of one-story and two-story commercial buildings. A few buildings date from the late 1800s; however, most of the construction dates are after 1900 and span into the early 1960s. In the 1920s and '30s many of the older buildings were faced with brick or stucco, apparently in an attempt to update the community's image. Nearly a third of the HD represents post World War II construction or new façades, an indication of the continued growth and prosperity of the community in the mid-20th century.



Figure <>: Historic Downtown District Boundaries.

(i) Preferred

- a. Buildings within the National Historic Downtown District shall follow the Secretary of the Interior's Standards for Rehabilitation by the National Park Service when rehabilitating or modifying the materials and features of a property.
- b. Retentions and preservations of the historic character of a property.
- c. Preservations of distinctive materials, features, finishes, and construction techniques or examples of craftsmanship that characterize the building period of origin.
- d. Repair and restoration of deteriorated historic features.
- e. New features to match the old if replacement is needed of a distinctive feature, such as, design, texture, and other visual qualities and, where possible, materials.
- f. Maintenance of the first floor as an active commercial store front.
- g. Screening for all loading docks, parking lots and trash storage with contextual materials.
- h. Service elements, such as loading doors, should be integrated with the building elevation and designed so to minimize the visual impact of such elements.
- i. Designs of new buildings may be contemporary; however, they need to reference design motifs found in the historic district.
- j. Building massing and program space that complement the sidewalks and plantings to create a linkage to surrounding neighborhoods.

- k.** Site architectural features may include brick, stone pavers, colored concrete, and decomposed granite along pedestrian circulation routes.
- l.** Utilities to be installed underground.
- m.** All mechanical equipment, utility meters, storage tanks, air-conditioning equipment, and similar equipment to be screened from view by an architectural element integrated into the structure.
- n.** Modified national or regional prototypes so that it complements the context of the site.
- o.** Walk-up windows.

(ii) Discouraged

- a.** The removal of historic materials or alteration of features and spaces that characterize a property.
- b.** Loading docks and trash storage along street frontage
- c.** Commercial building designs that are obviously national or regional prototypes.
- d.** Use of cleaning or patching treatments that cause damage to historic materials.
- e.** Drive-through windows.

(2) Central Core District (CC)

The Central Core District includes Downtown Kirkwood (except the Historic Downtown) and extends this area to the gateway areas near the intersections of Kirkwood Road & Manchester Road and Kirkwood Road and Big Bend Boulevard. The gateway areas consist of two key entry points to the city that serve as an important first impression where standards are elevated compared to other general commercial areas. While not a part of the Historic Downtown District, this district requires similar architectural elements and standards.

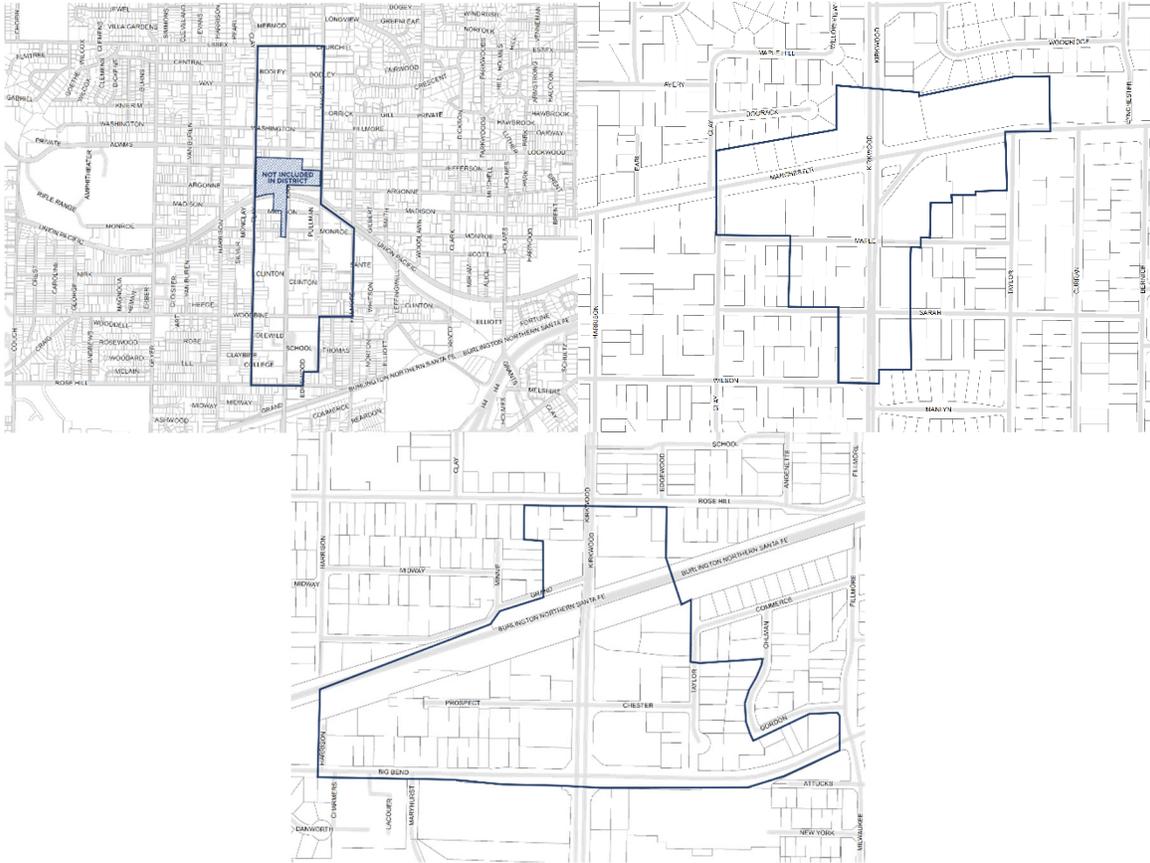


Figure <>: Central Core District Boundaries.

- (i) **Preferred**
 - a. Building massing and program space that complement the sidewalks and plantings to create a linkage to surrounding neighborhoods.
 - b. Maintenance of the first floor as an active commercial store front.
 - c. Site architectural features may include brick, stone pavers, colored concrete, and decomposed granite along pedestrian circulation routes.
 - d. Screening for all loading docks, parking lots and trash storage with contextual materials.
 - e. Service elements, such as loading doors, should be integrated with the building elevation and designed so to minimize the visual impact of such elements.
 - f. Utilities to be installed underground.
 - g. All mechanical equipment, utility meters, storage tanks, air-conditioning equipment, and similar equipment to be screened from view by an architectural element integrated into the structure.
 - h. Modified national or regional prototypes so that it complements the context of the site.
 - i. Designs of new buildings may be contemporary; however, they need to reference design motifs found in the historic district and maintain a sense of human-scale.
 - j. Walk-up windows.

(ii) Discouraged.

- a. Loading docks and trash storage along street frontages.
- b. Commercial building designs that are obviously national or regional prototypes.
- c. Drive-through windows on the primary façade.

(3) Neighborhood Business District (NB)

The neighborhood business districts are found at key intersections where neighborhood-scale shopping areas historically developed in Kirkwood. These include well defined areas and smaller instances of B-1 zoned properties.

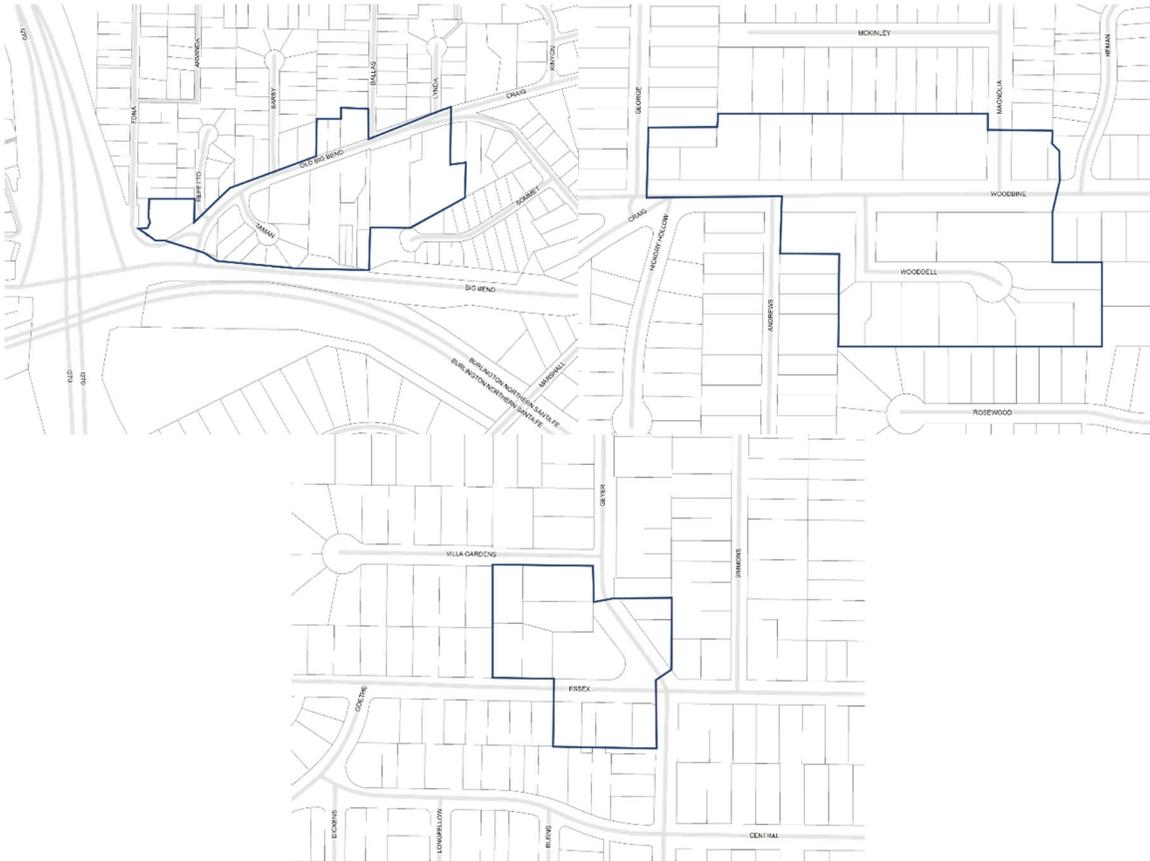


Figure <>: Neighborhood Business District boundaries (also includes other B-1 zoned areas.)

(i) Preferred

- a. Building massing and program space that complement the sidewalks and plantings to create a linkage to surrounding neighborhoods.
- b. Maintenance of the first floor as an active commercial store front.
- c. Site architectural features may include brick, stone pavers, colored concrete, and decomposed granite along pedestrian circulation routes.
- d. Screening for all loading docks, parking lots and trash storage with contextual materials.

- e. Service elements, such as loading doors, should be integrated with the building elevation and designed so to minimize the visual impact of such elements.
- f. Utilities to be installed underground.
- g. All mechanical equipment, utility meters, storage tanks, air-conditioning equipment, and similar equipment to be screened from view by an architectural element integrated into the structure.
- h. Modified national or regional prototypes so that it complements the context of the site.
- i. Designs of new buildings may be contemporary; however, they need to reference design motifs found in the historic district.
- j. Walk-up windows.

(ii) Discouraged.

- a. Loading docks and trash storage along street frontages.
- b. Commercial building designs that are obviously national or regional prototypes.
- c. Drive-through windows.

(4) Highway Business District (HB)

The remaining primary commercial areas in Kirkwood include Manchester Road (except the defined gateway area) and the interstate-oriented area near Interstate 44. These areas are lined with large commercial development and strip malls.

(i) Preferred

- a. Cart corrals designed to work with the building context.
- b. Materials for pedestrian circulation routes are brick, stone pavers, colored concrete, and decomposed granite.
- c. Screening for all loading docks and trash storage with contextual materials.
- d. Service elements, such as loading doors, should be integrated with the building elevation designed so to minimize the visual impact of such elements.
- e. All mechanical equipment, utility meters, storage tanks, air-conditioning equipment, and similar equipment should be screened from view by an architectural element integrated into the structure.

(ii) Discouraged

- a. Cart corrals constructed of unaesthetic simple metal tubing.
- b. Loading docks and trash storage along street frontages.

(5) Industrial District⁵

When properties in the industrial zone are adjacent to other nonresidential zoning districts or the Downtown Study Area, the property should follow the recommendations of the area that abuts it.

(c) Building-Type Guidelines (Current 2-542(c)(5))

(1) Storefront Type

The storefront is part of the first floor of the building that infills the structural bay.

(i) Preferred

- a. Structural bays 20 to 40 feet wide.
- b. Sixty percent of each storefront bay to be glass.
- c. Storefronts that are markedly different than the wall material.
- d. Awnings and canopies that are an appropriate scale compared to the storefront.
- e. Through the use of storefront, commercial buildings should have display windows on the first floor.
- f. That the overall width of the storefront reflects that of the individual tenant spaces, and that architectural detailing, such as pilasters, be used to separate storefronts along the same façade. See Figure <>.

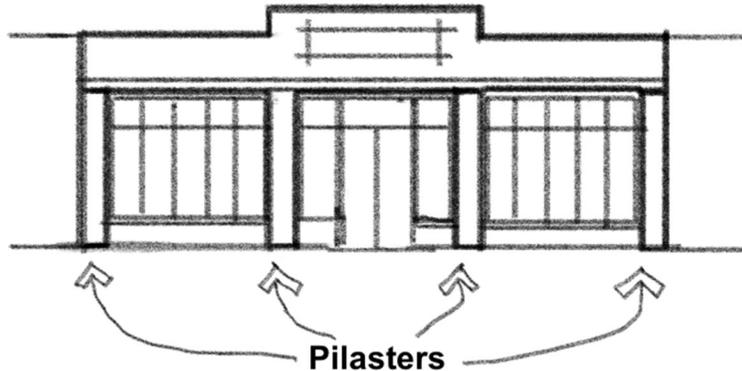


Figure <>: Use of pilasters to separate storefronts.

- g. When a building contains a secondary frontage, the storefront should also wrap the corner sufficiently.
- h. The use of a knee wall, kneeboard, or bulkhead below the sill of the storefront. See Figure <>.

⁵ Question for the committee: Is the committee open to relaxing design guidelines for the industrial district if better landscaping/buffer is required elsewhere in the code? It's a bit unusual to have architectural guidelines like these for industrial districts.

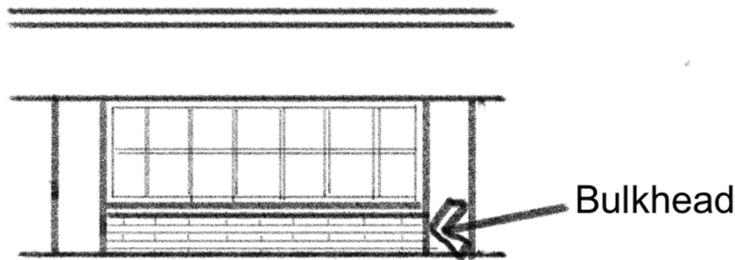


Figure <>: Knee wall or bulkhead.

- i. The use of transom windows above the head of the storefront. It is encouraged that these windows be made to read as distinct openings through the use of a more significant header by adding additional ornament or by treating them as separate cased openings rather than just a continuation of the storefront system.
 - (ii) **Discouraged**
 - a. Bay windows or projections greater than two feet.
 - b. Storefront glass greater than 10 feet high.
 - c. Storefronts that are recessed greater than three feet from the face of the building.
 - d. Awning material used as infill for storefront material (e.g. the enclosure of outdoor dining areas using vinyl or fabric).
 - e. Primary or secondary building façades which are lacking or void of architectural detail/storefront/openings/blind arcades.
- (2) **Office Building Type⁶**
Low-rise office building where the first floor is not retail.
- (i) **Preferred**
 - a. At least 20% windows on the first floor.
 - (ii) **Discouraged**
 - a. Primary or secondary building façades which are lacking or void of architectural detail/storefront/openings/blind arcades.
- (3) **Parking Garage Type**
- (i) **Preferred**
 - a. Retail or other commercial on the first floor at 70% of street-facing façades.
 - b. A façade that matches the motif of the applicable district.
 - c. Side entrances to garage with decorative architectural features to blend the appearance of the entrance. See Figure <>.

⁶ Recommend providing more specificity as to what “low-rise” means in this circumstance. Per the building code, low rise is less than 75 feet in height. Is that what is intended here?

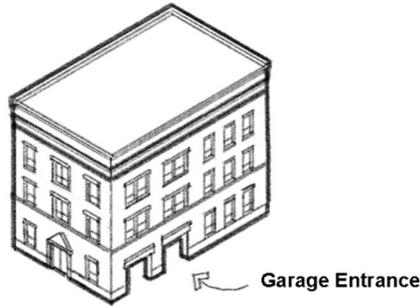


Figure <>: Side entrance to garage.

- d. Pedestrian circulation routes delineated and separated from automobile circulation.
- e. Compatibility of architectural style and materials with principal building. See Figure <>.



Figure <>: Architectural compatibility of garage.

(ii) Discouraged

- a. Front entrance to the garage.
- b. Primary or secondary building façades which are lacking or void of architectural detail/storefront/openings/blind arcades. See Figure <>.

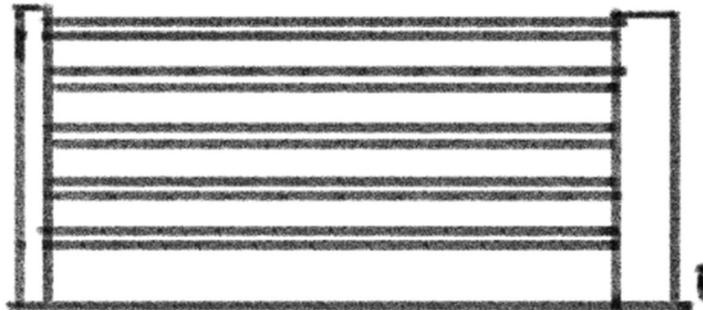


Figure <>: Garage lacking architectural detail.

- c. Use of painted-on patterns to break up massing.
- d. Floors that appear angled from the exterior.

(4) Residential Building Type

A residential house converted to an office or commercial use. See [§ 25-56](#) Residential Design Guidelines.

(5) National Chain Type

The materials and colors of commercial building designs that are obviously national or regional prototypes shall be given particular attention as they relate to their new Kirkwood-specific context.

(i) Preferred

- a. Kirkwood-specific building colors and materials that contribute and are equally balanced with that of their neighboring buildings and environment. Consideration should also be given to the architectural district within which the project is located (e.g. Central Core vs. Highway Business).

(ii) Discouraged

- a. Building colors and materials designed to display a corporate identity.
- b. Primary or secondary building façades which are lacking or void of architectural detail/storefront/openings/blind arcades.
- c. Complicated roof forms.

(d) General Building Guidelines

(1) Building Massing and Articulation (Mass, Alignment, Pattern, Proportions)

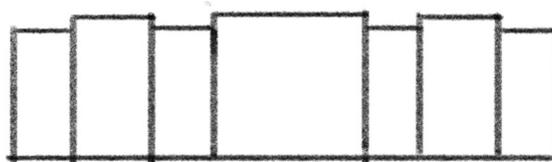
Building massing is looking at its three-dimensional form and evaluating it for relative scale, bulkiness and relationship to exterior spaces, and to the overall streetscape. Massing that is "broken up" to reduce bulkiness is usually more successful. The massing of buildings with larger footprints can appear oppressive or overly bulky if care is not taken to articulate the mass.

(i) Preferred

- a. Break large projects into a series of appropriately scaled masses through the use of articulations and shadow lines. See Figure <>.



Discouraged



Preferred

Figure <>: Large building masses.

- b. Use of massing elements to define entrances. See Figure <>.

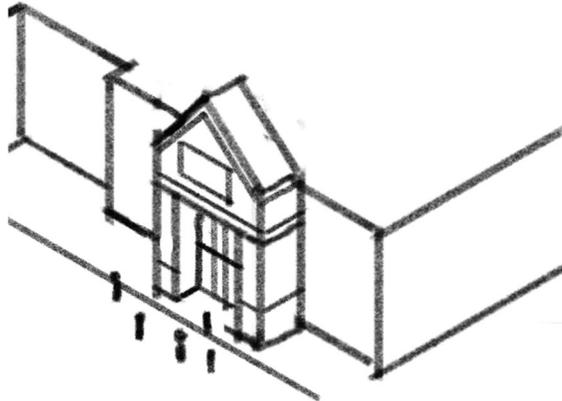


Figure <>: Use of massing elements to define entrances.

- c. The vertical mass in multi-story buildings should be divided into smaller scale components that include a base, middle and top to reduce the perceived height and create architectural interest. First floors should be taller than upper floors and differentiated architecturally to create a sense of human scale. See Figure <>.



Figure <>: Vertical massing—top, middle, and base

- d. Visual interest through the incorporation of architectural components such as awnings, balconies, dormers, cornices and parapets appropriate with the building style. See Figure <>.

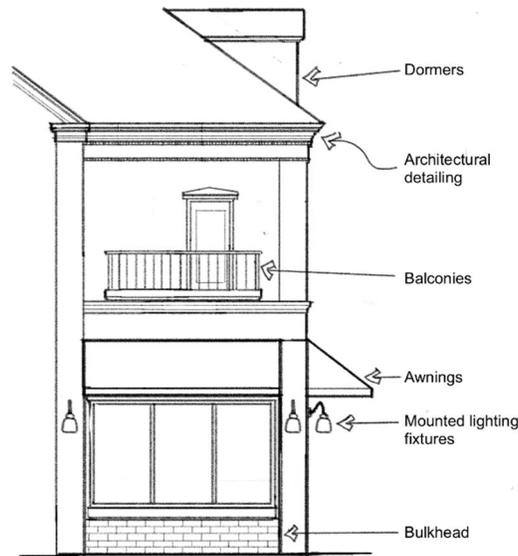


Figure <>: Use of architectural components.

- e. Building masses which help to continue or establish a streetscape.
- f. Well-scaled elements or structures that are sensitive to the site context.
- g. Buildings in the CC context group should maintain a consistent street wall along their street frontages. Variety in massing is encouraged between neighboring buildings although significant differences in massing will receive much greater scrutiny.
- h. Building elements inherent of an architectural style. For example, peculiar volumes, such as cylinders and conical roofs, should not be employed for architectural styles that do not have a history of incorporating such volumes.
- i. Building massing that responds to the topographical conditions and landscape features that are specific to the site.

(ii) Discouraged

- a. Long horizontal masses with no vertical offsets or relief. See Figure <>.

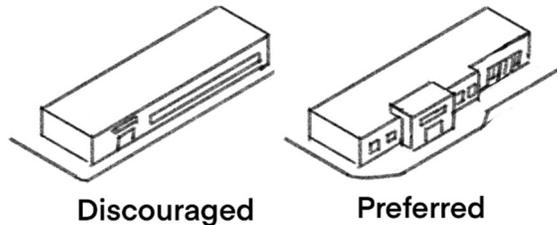


Figure <>: Horizontal massing.

- b. Use of painted-on patterns to break up massing.
- c. Large gables, unusual roofs, or other massing elements that are disproportionate in scale with the façade or other portions of the building. See Figure <>.



Figure <>: Oversized gables, out of scale massing elements.

- d. Monolithic slab-like structures that wall off views and overshadow the surrounding neighborhood.
- e. Significant height changes between buildings.
- f. Retaining walls greater than five feet in height.

(2) Materials, Texture, and Color

The choice of materials and texture has great visual significance. Coordinating materials within a development can tie buildings of different sizes, uses, and forms together, while contrasting materials, textures, or colors within a large building may add visual interest and reduce its scale. In an effort to perpetuate Kirkwood's unique character and to reinforce its local identity, it is important that new development be compatible with and respectful of the strengths of the City's current and historical development fabric. New structures within the various commercial districts of Kirkwood shall be compatible with their neighbors in regard to exterior building materials, particularly when adjacent structures are substantially in compliance with the guidelines. This does not imply uniformity of architectural style; rather, a similarity to exterior building materials of nearby "conforming" structures and environment.

(i) Materials

High quality building construction begins with durable and aesthetic materials.

- a. Building materials, textures and colors shall be used in a consistent manner on the exterior of the building.
- b. Materials, textures, and colors on all exposed façades shall be given equal values; this includes the many other architectural features which make up the design. The materials on the sides of the building as well as those used on these other architectural features should form a cohesive design and should not be sacrificed, overlooked, or neglected.
- c. Industrial areas are to be held to a similar standard as commercial, especially on arterial and collector streets, except for "remote walls."

(ii) Color

Color is an integral element of the overall design. Brick, stone, and concrete have an inherent color created by nature or during the manufacturing process. Other surfaces will get their color from applied materials such as paint.

- a. The color palette of the building and any material patterns (such as a brick or stone color mix or pattern) should be limited and display a subtle color range with the color saturation, brightness, and texture not to vary more than 20%.
- b. The colors of exposed exterior components of a building are to be of low reflectance, subtle, neutral, or simple earth-tone colors. The use of accent colors should be limited to architectural detail elements, including awnings,⁷ or trim (metal or wood detailing), but again these should also be of low reflectance, subtle, earth-tone colors. High-intensity colors, or metallic colors are not recommended for any part of the development.

(iii) Preferred

- a. Brick, natural clay-fired, traditional masonry unit sizes.
- b. Stone, natural, traditional masonry unit sizes.
- c. Finished concrete or natural/exposed aggregate for steps, ramps, walkways, retaining walls, porches, docks, and foundations. When used on the façade they should not be used on more than 10% of the overall façade.
- d. Stone or split face concrete block retaining walls.
- e. Regional materials.
- f. Architectural detailing.
 - i. Metal (cast iron, tin, copper, and wrought iron), steel windows, aluminum clad wood windows, gutters/downspouts/leaf guards.
 - ii. Wood; consider alternatives such as simulated wood details made of plastic, fiberglass, or fibrous cement.
 - iii. Rough sawn or treated lumber.

(iv) Discouraged

- a. Exterior building materials inconsistent on front and side elevations.
- b. Façade of the same material throughout. See Figure <>.

⁷ Current list awnings as something that can have an accent color, but will be checking with the ARB to get some clarity on the intent.



Discouraged



Preferred

Figure <>: Façade material variety.

- c. Corrugated metal for use as retaining walls.
- d. Vinyl, aluminum, or other synthetic siding on any primary façade.
- e. Smooth concrete block (split face or ground face only); not intended to be used as a substitute for stone or brick.
- f. Industrial grade precast concrete or tilt-up.
- g. Vinyl or other synthetic composite windows.
- h. Highly reflective aluminum windows and doors; this includes storm windows and/or storm door units.
- i. Pre-manufactured assemblies, such as metal buildings, aluminum sun rooms, tented structures (frame or tension).
- j. Composite panel systems, metal or cement.
- k. Plywood.
- l. Fiberglass.
- m. Exterior insulation and finish systems (EIFS).⁸
- n. Visible white roofing materials. A more neutral color is required at roofs which are visible.

(3) Windows and Doors

(i) Preferred

- a. Main building entries should be parallel to the front property line and include a well-defined entryway such as a recessed entrance, protruding entrance, or truncated corner entryway. See Figure <>.

⁸ In the process of seeking clarity from ARB to see if they want to give positive consideration for newer, more durable EIFS and they've made comments to this effect in the past.

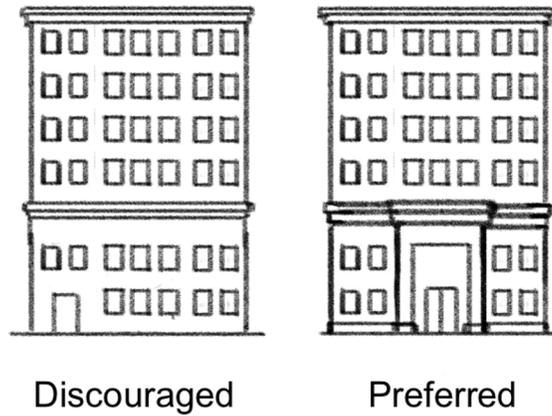


Figure <>: Well-defined entryway.

- b. Each floor of any building façade facing a street should contain transparent windows that allow views of indoor nonresidential space or product display areas. Windows should cover at least 20% of the wall area.
- c. The use of a knee wall, kneeboard, or bulkhead below the sill of the storefront. See Figure <>.

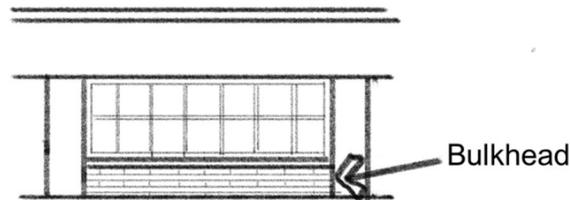


Figure <>: Knee wall or bulkhead.

- d. Window placement on upper floor that aligns with storefront below. See Figure <>.

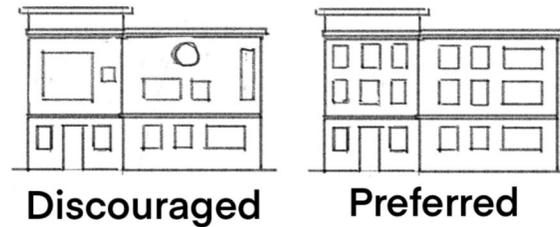


Figure <>: Window placement on upper floor.

- e. Windows and doors should be similar in size, shape, style, placement, configuration, and materials and color on all façades, and should be complimentary of the existing character of the applicable district.
- f. Glass must be clear or nearly clear.
- g. Glazed area should not exceed 40% on any façade (storefront type first-floor windows should be excluded from the 40%).
- h. Consistent rhythm of the window spacing and size.

- i. Recessed openings.
 - j. Window and door style consistent with architectural style.
 - k. Storm windows and screens that match window profile.
 - l. Primary entry located on the addressed street-facing façade or partial street-facing façade within 20 feet of the primary street-facing façade.
 - m. Trim/detailing around windows.
 - n. Shutters in proportion to the window.
- (ii) **Discouraged**
- a. Highly reflective or tinted windows.
 - b. Storefront windows that extend to the floor line.
 - c. Façades that lack windows to allow views of product display areas. See Figure <>.

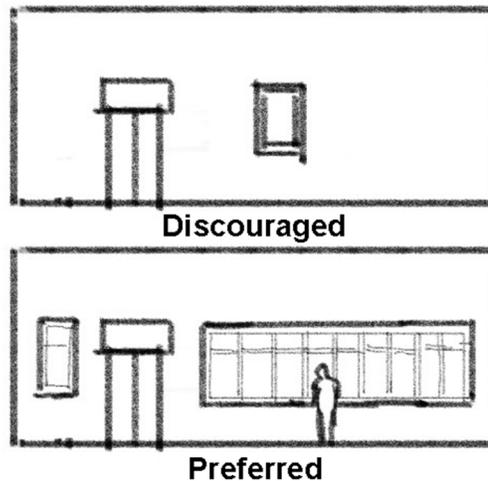


Figure <>: Façade window display. Top discouraged, bottom preferred.

- d. Multiple sized windows on a façade.
 - e. Residential-quality windows on the first floor.
 - f. Awning material infill for a door or storefront material (e.g. the enclosure of outdoor dining areas using vinyl or fabric).
 - g. Vinyl or plastic windows.
 - h. Covering existing windows with solid panels.
- (4) **Projections, Awnings, and Canopies**
- (i) **Preferred**
- a. Canopies, awnings, and similar features that create shade, protect buildings and users from the elements and physical and visually identify points of entry. See Figure <>.

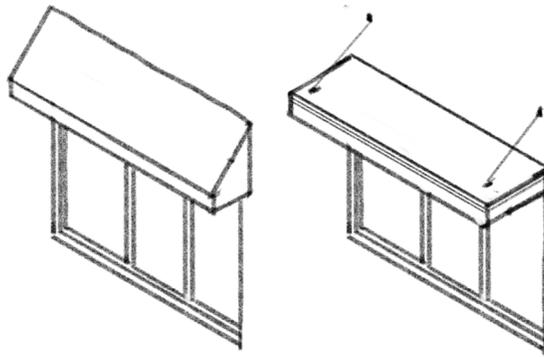


Figure <>: Preferred awning styles.

- b. Projections that are in character with the style and period of the building type.
- c. Placement on upper floor that aligns with storefront below.
- d. Awnings made of metal or a high-quality material that is weather- UV- mold- and fire-resistant.
- e. Awnings that break with the vertical breaks in the building façade, consistent with window placement. See Figure <>.

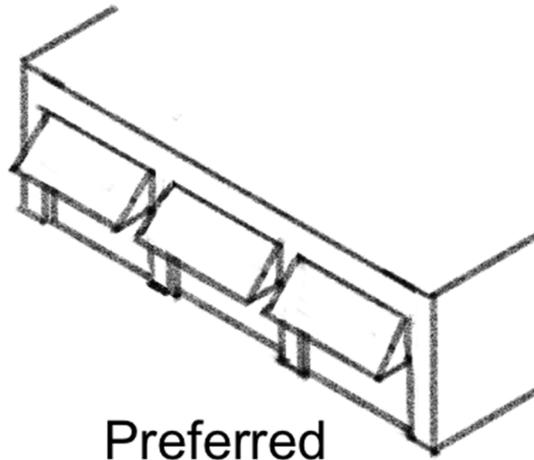


Figure <>: Awning breaks consistent with building design.

- (ii) **Discouraged.**
 - a. Projections and bays greater than two feet from the face of the building.
 - b. Backlit projections or awnings.
 - c. Awnings that extend the full length of the façade without regard to the entrances and storefronts. See Figure <>.

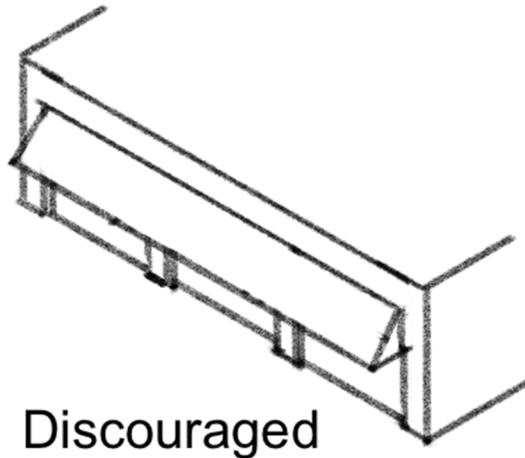


Figure <>: Awnings extending full length of façade.

- d. Awnings should not be used as primary design elements.

(5) Roofs, Cornices, and Parapets⁹

(i) Preferred

- a. When utilized, flat roofs should incorporate parapets.
- b. In an attempt to avoid monolithic roof lines, it is preferred that buildings break up the roof mass through the use of design elements, such as stepped parapets, motif parapets, decorative cornices, etc.
- c. Flats roofs should incorporate a cornice into street-facing façades. See Figure <>.
- d. Cornices should wrap a minimum of 2 feet around exterior corners. See Figure <>.

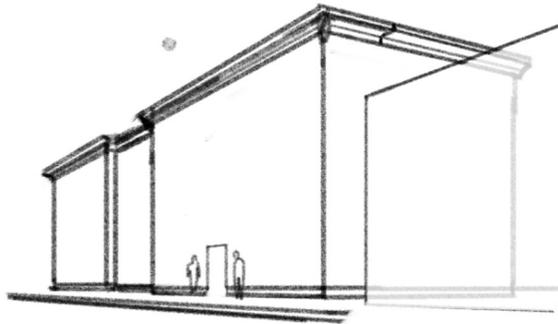


Figure <>: Preferred use of cornice.

- e. Simple parapets with a stone or brick cap are acceptable for rear and side elevations.
- f. Cornices that articulate with building mass. See Figure <>.

⁹ Note to the committee: architectural standards for signs currently removed. Plan to incorporate all sign-related standards into the article on signs.

g. Cornices that wrap all the way around projections. See Figure <>.

(ii) Discouraged

a. Complicated roof forms. See Figure <>.

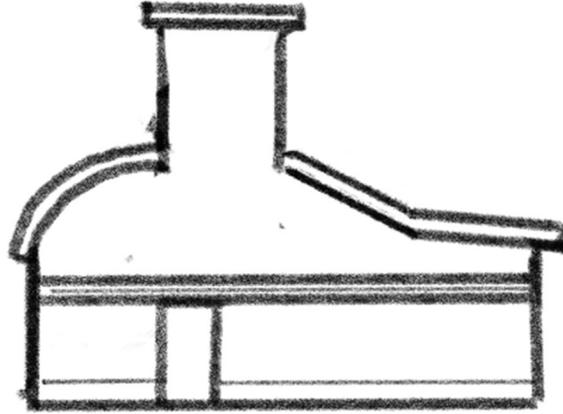


Figure <>: Example of complicated roof form.

b. Sloped roofs without overhanging eaves. See Figure <>.

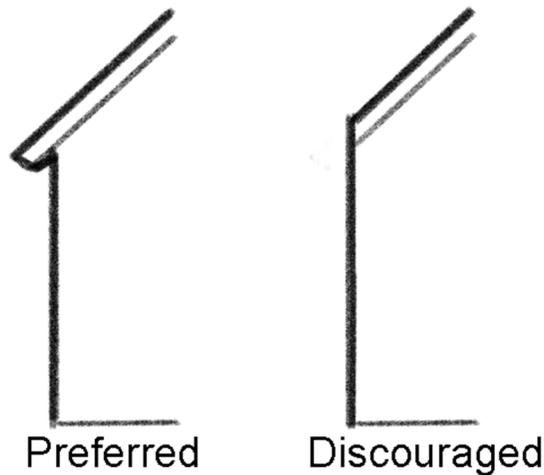


Figure <>: Use of eaves on sloped roofs.

- c. Fiberglass roofs.
- d. Visible white roofing materials. A more neutral color is required at roofs which are visible.
- e. Visible rolled asphalt or membrane roofs.
- f. The use of two-dimensional roofline elements, also known as "stage front," which are not integrated into the building design. Please note that while these are discouraged elements, the Board does recognize motif parapets when used more sparingly and in a more traditional manner.
- g. Unusually shaped or sized cornices. See Figure <>.

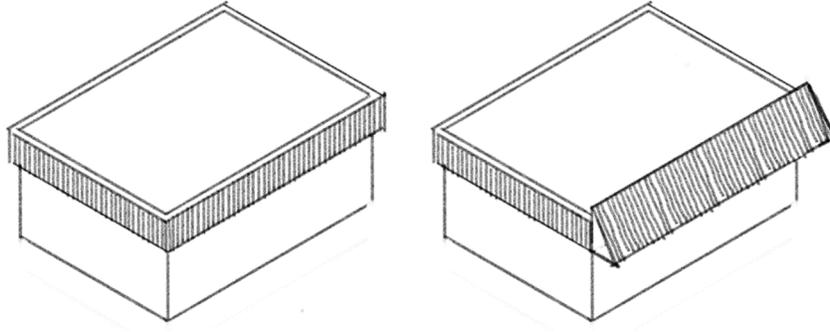


Figure <>: Cornices with unusual shapes or sizes.

- h.** Metal caps on stone façades.