











Color Palette Concept

Color Concept:

Facade colors for Area #2 shall be subdued, neutral, warm white or cream color and earth tone colors. Building trim and accent areas may feature lighter or darker saturated colors within an earth tone palette. The use of high intensity colors, pastel, metallic colors, black or fluorescent colors is prohibited.

Buildings shall incorporate a selection of no less than 3 and up to 5 wall colors, 1 accent color for all trim and smaller detailing and 1 accent color for all metal detailing such as railings, gutters and downspouts.

Concept for applying color:

The existing building massing and façade articulation will dictate when a change of field color should occur both horizontally and vertically.

Horizontal articulation:

Along the building façade, existing buildings incorporate wall projections and/or recesses, wall colors will change to respect the existing massing, change in planes and architectural features.

Vertical Articulation:

Consistent and uniform wall colors shall carry from the ground up to the roof line at flat facades. As the complexity of the architecture increases with elements such as balconies, porches, towers and special elements along the façade, wall colors should change to highlight these areas.







COMMERCAL RETAIL FAÇADE TYPE "A" EXAMPLE



Proposed color change example



Proposed paint example



















Additional colors: Trim and metal accents not graphically shown on black and white exhibit.

COMMERCAL RETAIL FAÇADE TYPE "A" EXAMPLE





Proposed paint examples

COMMERCAL RETAIL FAÇADE TYPE "A" EXAMPLE









Proposed paint examples

COMMERCAL RETAIL FAÇADE TYPE "B" EXAMPLE



Proposed color change example



Proposed paint example

Wall color legend







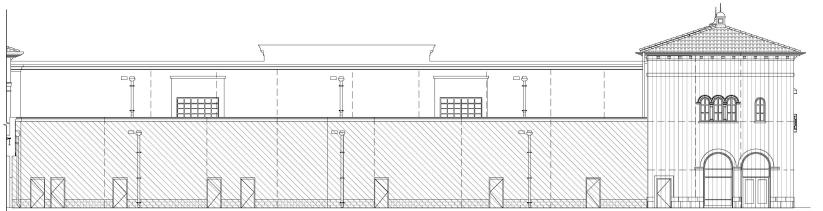








Additional colors: Trim and metal accents not graphically shown on black and white exhibit.



Proposed color change example

Proposed paint examples

COMMERCAL RETAIL FAÇADE TYPE "C" EXAMPLE

Wall color legend













