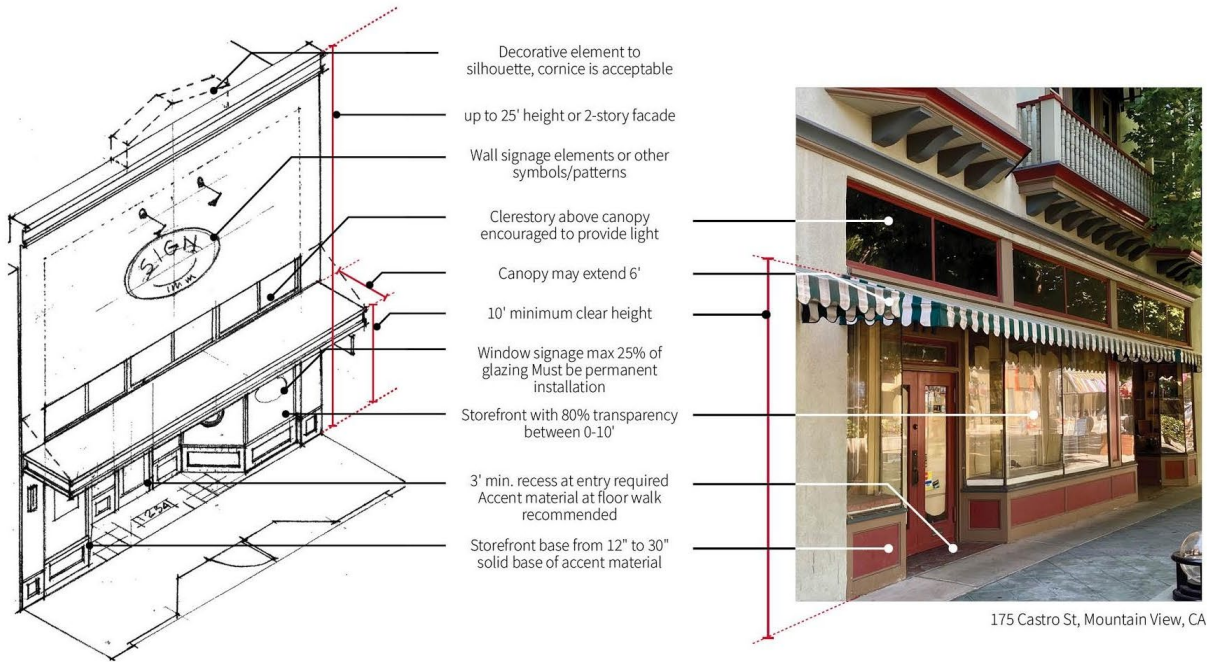


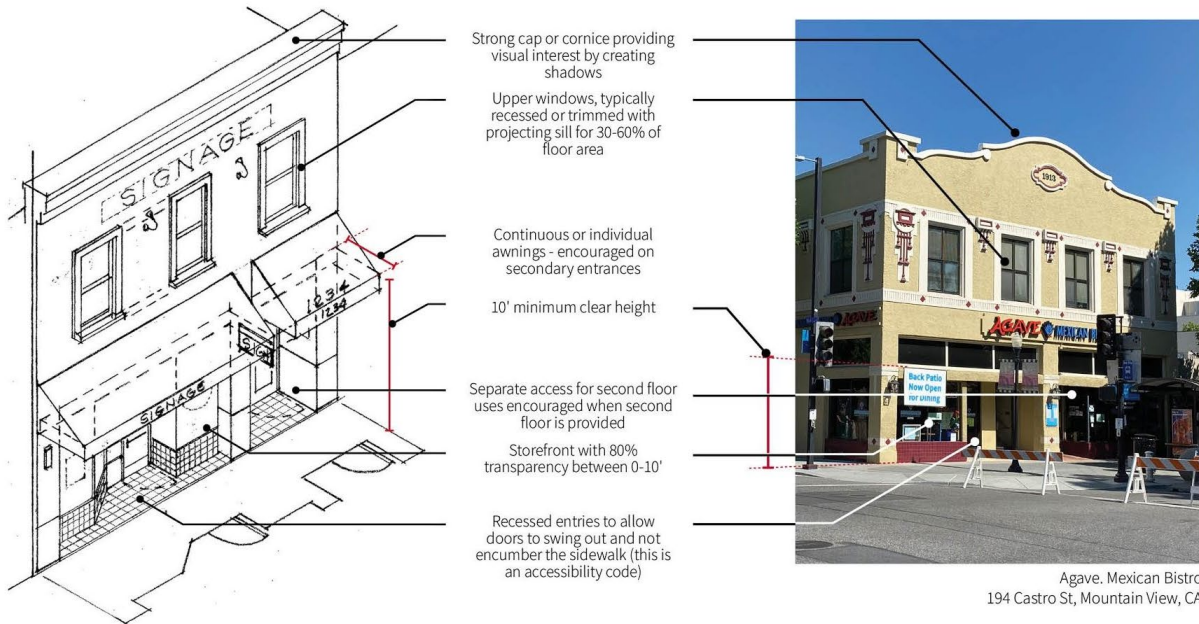
Existing Building Design Elements

The following diagrams and sketches can be added to the Precise Plan to strengthen the standards and guidelines and add clarity to the City's policies regarding enhancing the facades in Subareas A, G, and H.



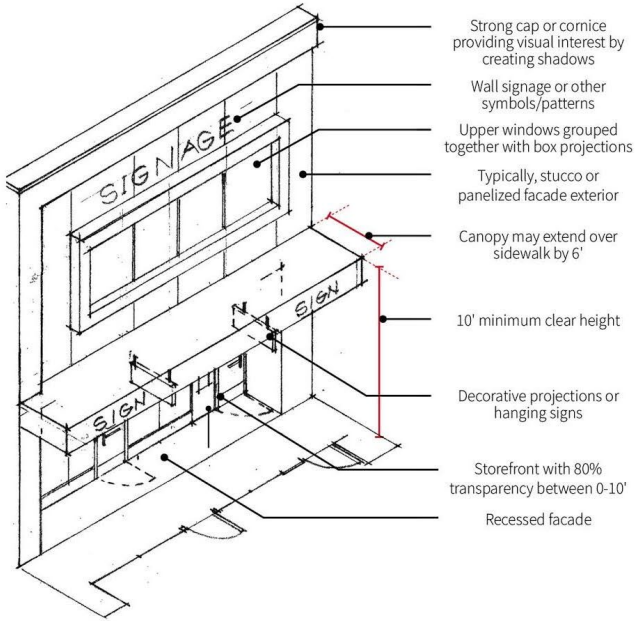
Traditional Commercial Storefront (One-Part Commercial Block)

Defined by simple facade, often a wood panel base, simple less decorative stucco facade and strong yet simple cornice, long horizontal awning, projecting awning or canvas/cloth, often with clerestory signage often above on blank upper facade, and window signage.

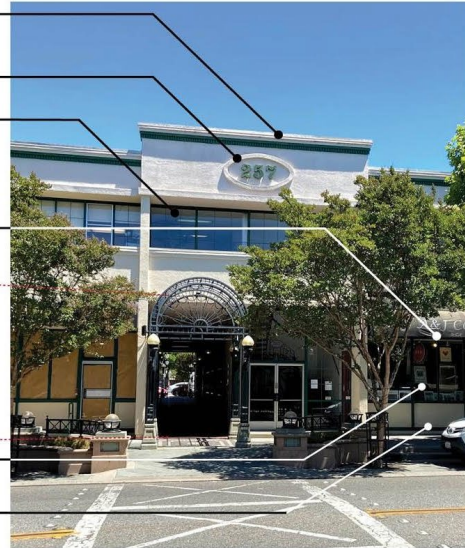


Traditional Commercial Storefront (Two-Part Commercial Block)

Defined by its strong decorative base, frequently with tiles or wood panels, simple organized facade, often simple awning with signage, and small vertically proportioned windows, often trimmed and with stucco or wood siding.



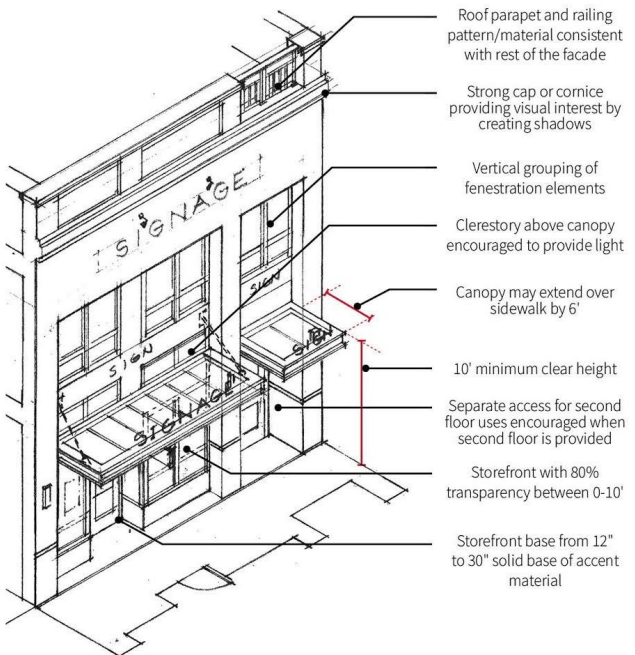
- Strong cap or cornice providing visual interest by creating shadows
- Wall signage or other symbols/patterns
- Upper windows grouped together with box projections
- Typically, stucco or panelized facade exterior
- Canopy may extend over sidewalk by 6'
- 10' minimum clear height
- Decorative projections or hanging signs
- Storefront with 80% transparency between 0-10'
- Recessed facade



257 Castro St, Mountain View, CA

Mid-Century Modern

Defined by clean horizontal lines and ribbon or horizontally proportioned windows.



- Roof parapet and railing pattern/material consistent with rest of the facade
- Strong cap or cornice providing visual interest by creating shadows
- Vertical grouping of fenestration elements
- Clerestory above canopy encouraged to provide light
- Canopy may extend over sidewalk by 6'
- 10' minimum clear height
- Separate access for second floor uses encouraged when second floor is provided
- Storefront with 80% transparency between 0-10'
- Storefront base from 12" to 30" solid base of accent material



Marwood Office Building - Approved project
701 | 727 W. Evelyn Avenue, Mountain View, CA

Contemporary Traditional

Defined by composed facade often two stories, with vertical proportions and column rhythm to organize windows, individual awnings (often steel and glass). Often more formal and rectilinear, with strong cornice or cap to the facade. May also take on an art deco style appearance.