

*Traditional Commercial Building*



### *Fundamental Style Elements:*

- Building is subdivided horizontally into central and flanking sections. Central bay is emphasized over flanking sections.
- Building is subdivided vertically into base, middle and top sections.
- Building has tall ground floor with highly articulated storefronts.
- Facade has parapet or roof elements that are elaborately composed.
- Ornamental elements are prolifically incorporated.
- Entries and store fronts have elaborate framing details for window and door elements.
- Doors are tall and highly detailed.
- Windows are proportioned vertically.
- Windows have elaborate framing and cornice elements.
- Windows may incorporate shutters and awnings.
- Windows may incorporate stained or beveled and leaded glass.
- Rooflines emphasize sections of the facade with emphasis on the center.



# Traditional Commercial Building

## Facade Composition and Building Articulation

Features shown in this section correspond to the Rockwood Design Standards found in Section 7.0503(1)(B)(2)(D). *Italicized elements are not required by the Design Standards but are provided for additional guidance.*

Arches over windows add detail

Changes in wall plane highlight important facade sections

Repeating pattern of columns or pilasters create order in the facade

Belt course above the ground floor differentiates the building base from upper stories.

*For illustrative purposes, the elevation contains simplified outline (left) and detailed rendering (right)*



## Ground Level Details

Features shown in this section correspond to Rockwood Design Standards found in Section 7.0503(1)(B)(3)(D). *Italicized elements are not required by the Design Standards but are provided for additional guidance.*

Belt course over the ground floor

Transom windows above the storefront

Large storefront windows provide visibility into space; see Section 7.0503(1)(B)(4)(D)

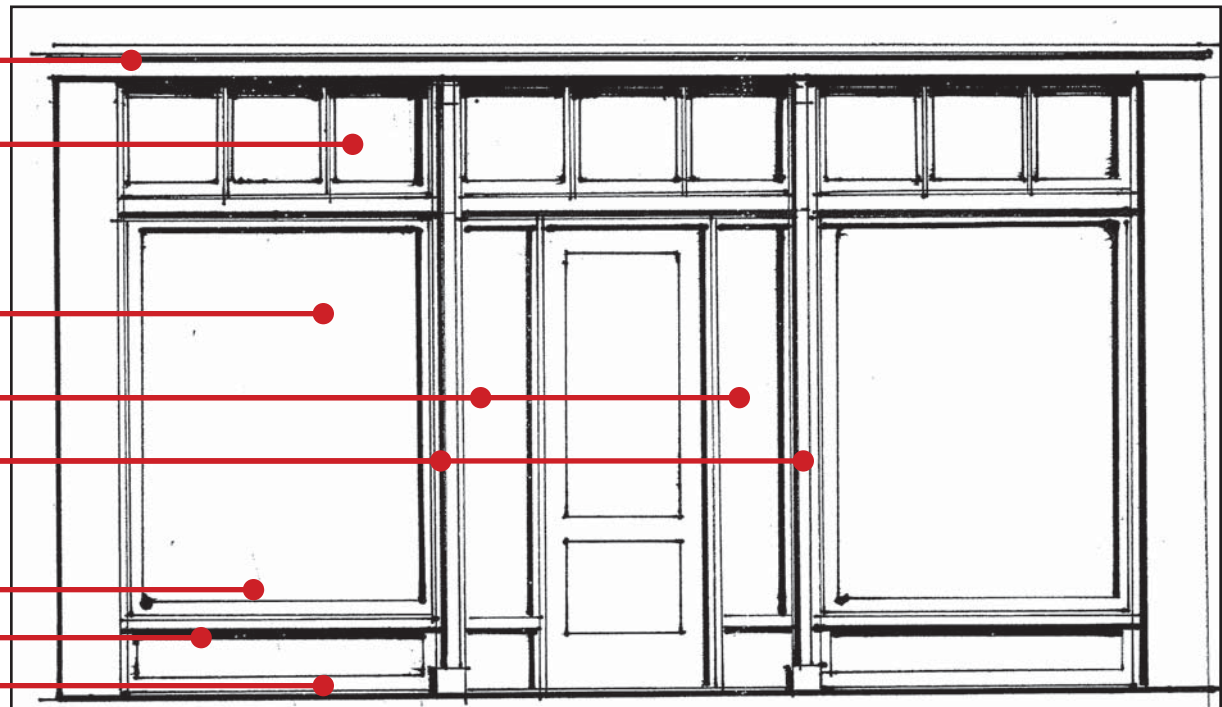
*Side lights surround single door*

*Minor columns frame the entry*

Projected sill with recessed window establishes depth in the facade

Change in articulation establishes building base

Bulkheads with raised panels

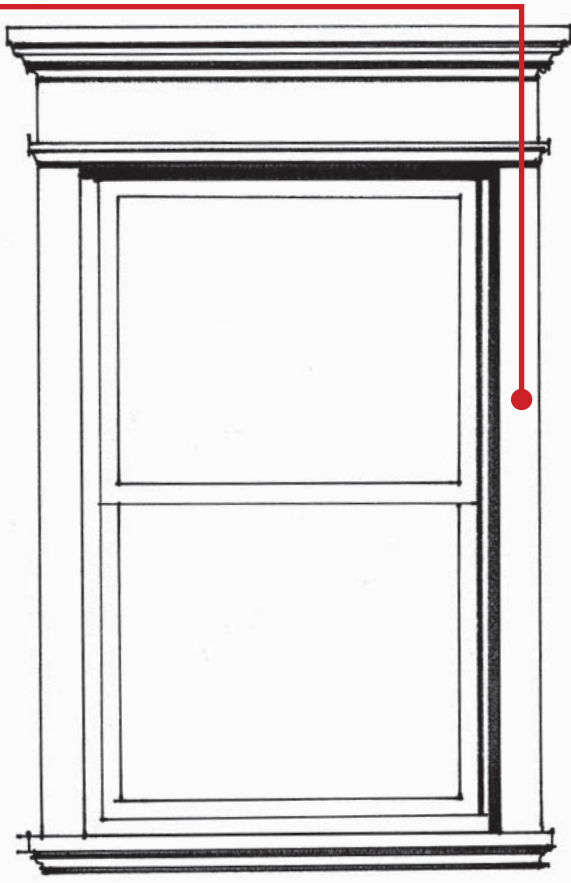


# Traditional Commercial Building

## Windows and Transparency

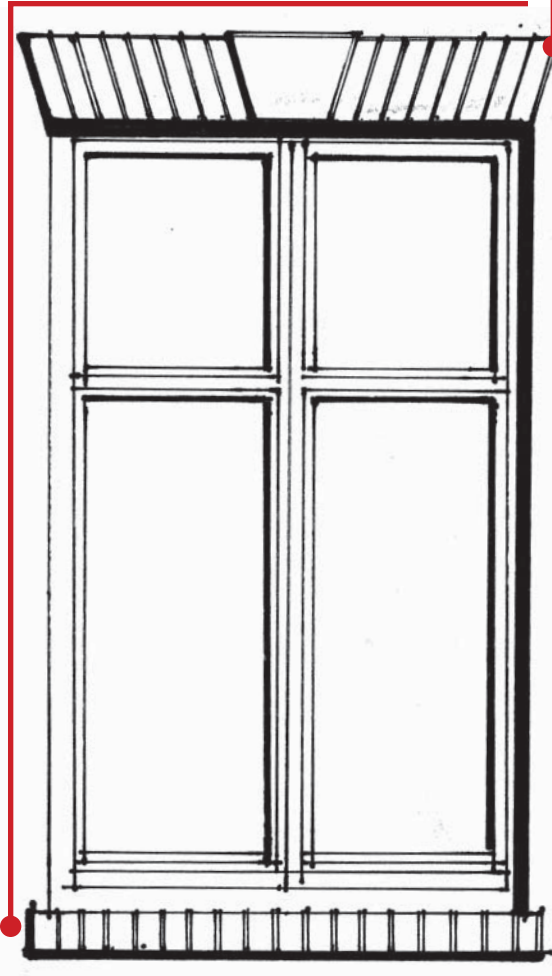
Features shown in this section correspond to the Rockwood Design Standards found in Section 7.0503(1)(B)(4)(D). *Italicized elements are not required by the Design Standards but are provided for additional guidance.*

Vertically-proportioned windows historically maximize window area while minimizing spanning distance



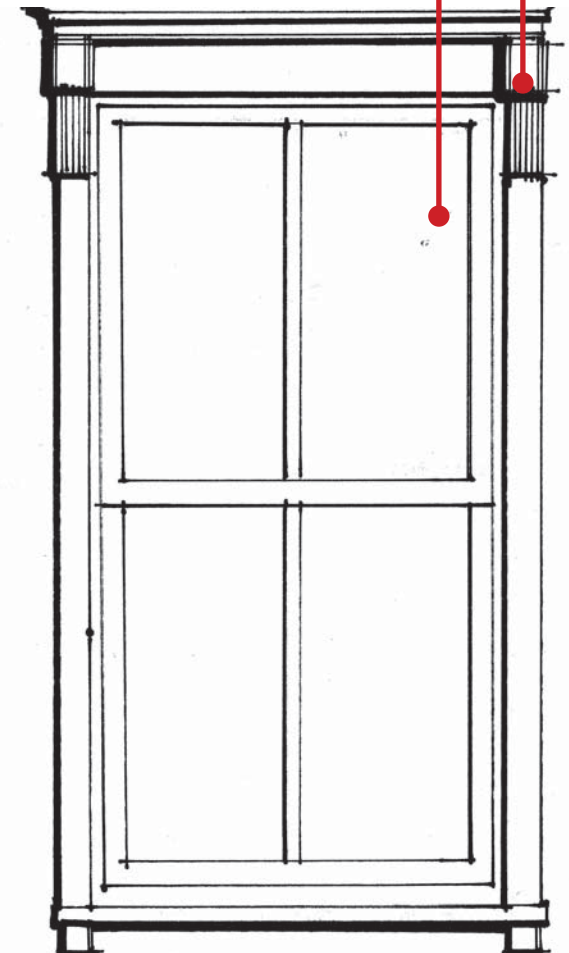
Windows show spanning element, such as an arch (flat arch shown) with keystone; see Section 7.0503(1)(B)(2)(D) and 7.0503(1)(B)(3)(D)

Sills project from window and are typically visually distinct from surrounding wall: see Section 7.0503(1)(B)(3)(D)

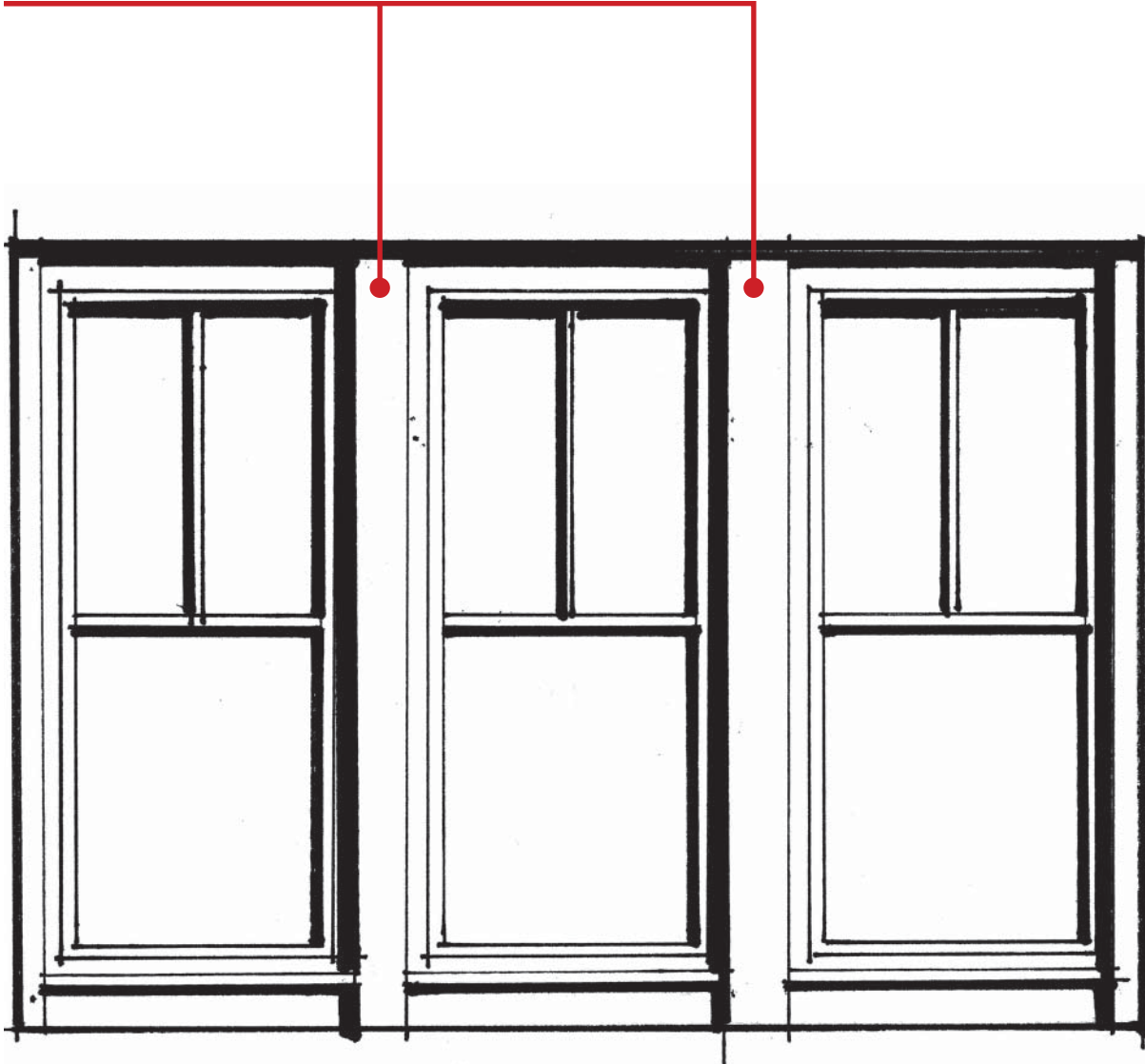


*When spanning elements are not shown, decorative features surround windows*

*Windows comprised of small lights with simple, often symmetrical, mullions*



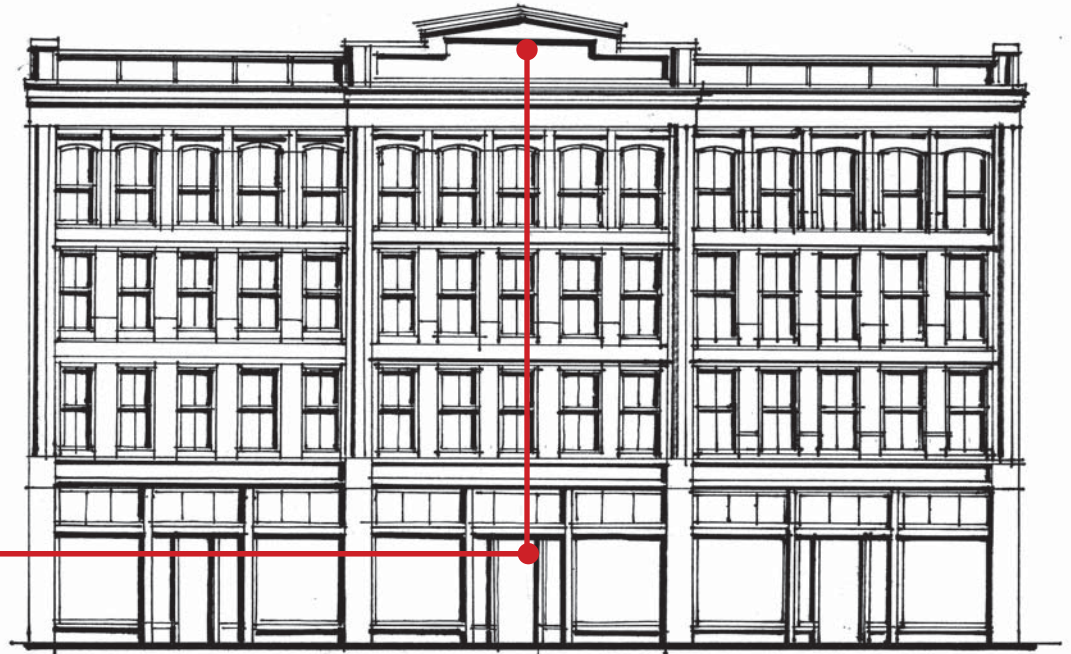
*Windows are often grouped into large openings. Stone or brick columns frequently divided individual windows*



## *Building Entry*

Features shown in this section correspond to the Rockwood Design Standards found in Section 7.0503(1)(B)(5)(D). *Italicized elements are not required by the Design Standards but are provided for additional guidance.*

Primary entry is emphasized with a change in depth along the facade and a change in roof form at the top of the building



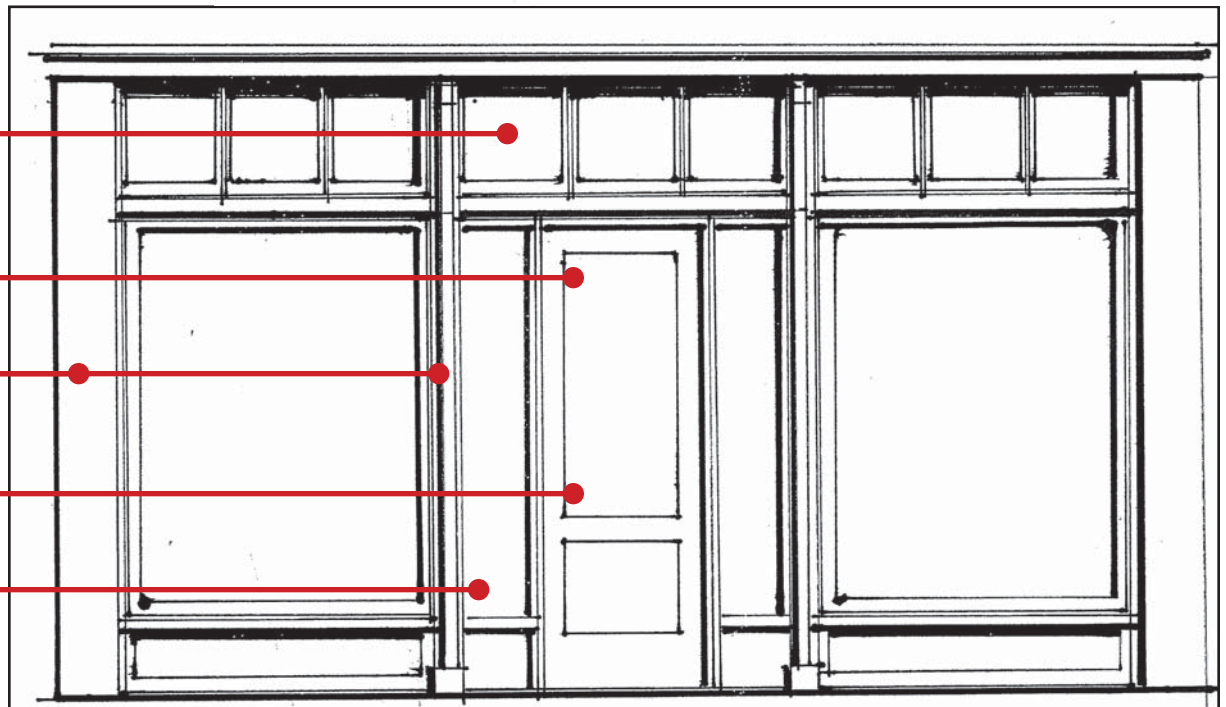
*Transom window*

Oversized entry door

Major and minor columns flanking entry

High-quality door materials, including solid wood and glass

Ornamental glazing surrounding door, including side lights



## Details

*Italicized features shown in this section do not correspond to the Rockwood Design Standards and are not required but are provided for additional guidance.*

### Medallion Example



### Awning and Canopy Examples



### Light Fixture Examples





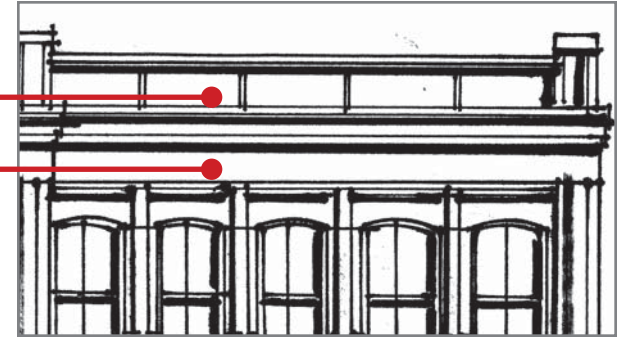
# Traditional Commercial Building

## Roof Conditions

*Italicized features shown in this section do not correspond to the Rockwood Design Standards and are not required but are provided for additional guidance.*

*Decorative panels/terra cotta on cornice*

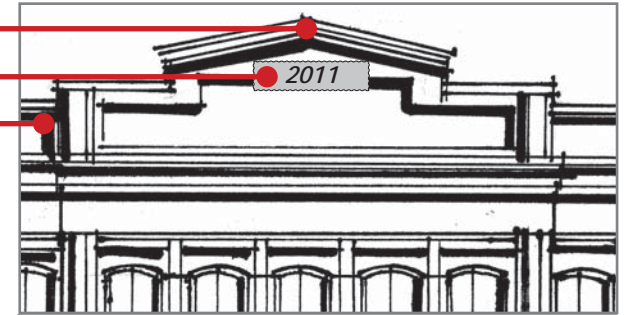
*Belt course above top story*



*Change of cornice form at important areas*

*Building plaque with name or year built*

*Pilasters extend through cornice*

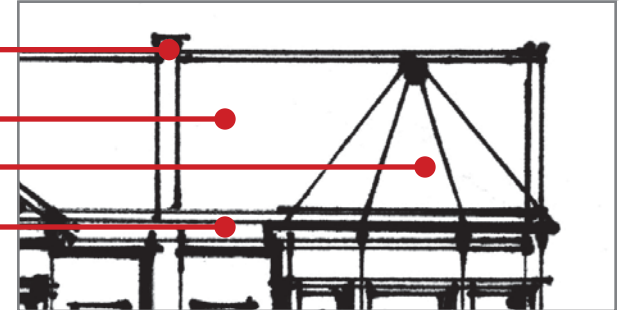


*Party wall often extends above roof*

*Steeply pitched roof*

*Bay windows reflected in roof*

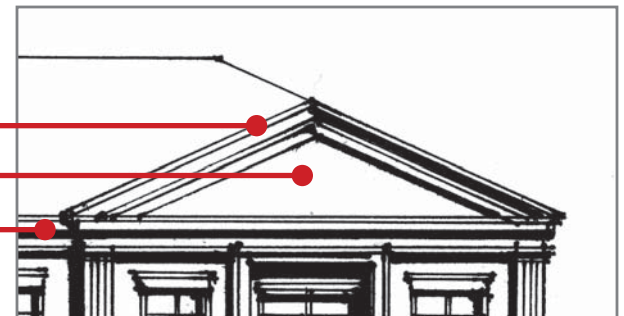
*Projected eave*



*Pediment enhanced with ornate molding*

*Change in roof form at projected bays*

*Highly detailed eave*



## Materials

Features shown in this section correspond to the Rockwood Design Standards found in Section 7.0503(1)(B)(7)(D). *Italicized elements are not required by the Design Standards but are provided for additional guidance.*

### Primary Materials

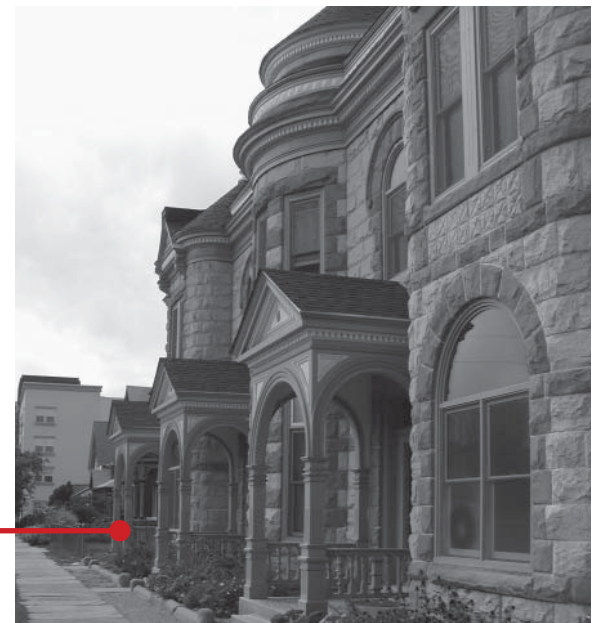
- Brick
- Stone

### Secondary and Accent Materials

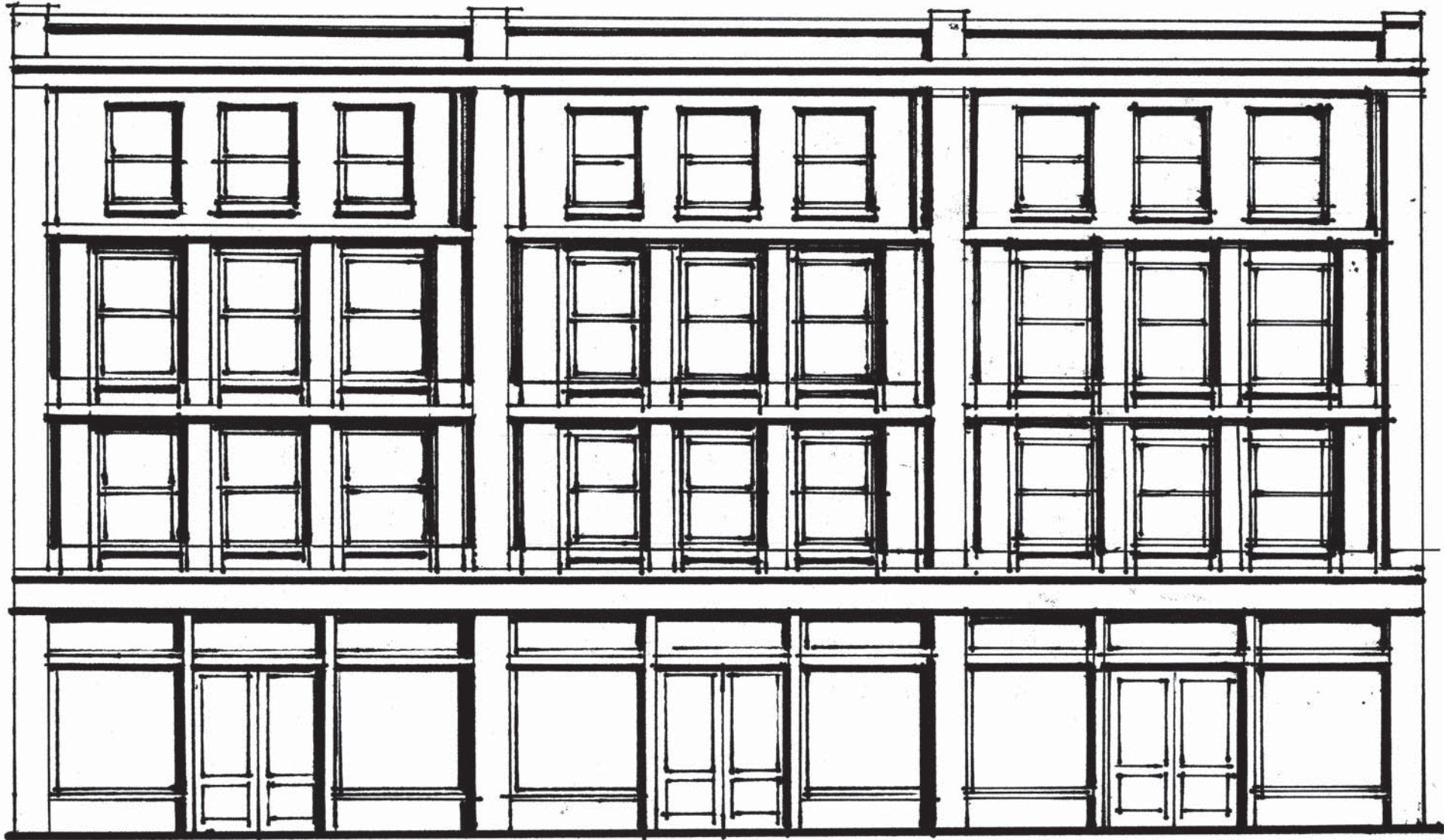
- Ceramic Tile
- Terra Cotta
- Wood
- Metal (patina finish)

*Ornate brick details are frequently located above windows and at the cornice*

*Split stone details or facades are not uncommon in traditional buildings*



*Transitional Commercial Building*



### *Fundamental Style Elements:*

- Building is subdivided horizontally into central and flanking sections.
- Building is subdivided vertically into base, middle and top sections.
- Facade has a tall ground floor with modestly detailed store fronts.
- Facade has parapet or roof elements that are simply composed.
- Ornamental elements are modestly incorporated.
- Entries and storefronts have simple framing details for window and door elements.
- Doors are tall and moderately detailed.
- Windows are proportioned to balance horizontal and vertical dimensions.
- Windows have simple framing elements.
- Rooflines emphasize sections of the facade with emphasis on the center.



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# Transitional Commercial Building

## Facade Composition and Building Articulation

Features shown in this section correspond to the Rockwood Design Standards found in Section 7.0503(1)(B)(2)(D). *Italicized elements are not required by the Design Standards but are provided for additional guidance.*

Lintels over windows add detail

Recesses between columns add relief, depth and shadows to the facade

Repeating pattern of columns or pilasters create order in the facade

Belt course above the ground floor differentiates the building base from upper stories

*For illustrative purposes, the elevation contains simplified outline (left) and detailed rendering (right)*



## Ground Level Details

Features shown in this section correspond to the Rockwood Design Standards found in Section 7.0503(1)(B)(3)(D). *Italicized elements are not required by the Design Standards but are provided for additional guidance.*

Belt course over the ground floor is simplified

Transom windows above the storefront with larger lights

Large storefront windows provide visibility into space; see Section 7.0503(1)(B)(4)(D)

*Double door with multiple windows*

*Minor columns framing entry*

Projected sill with recessed window establishes depth in the facade

Bulkheads detailed with tile, brick or stone

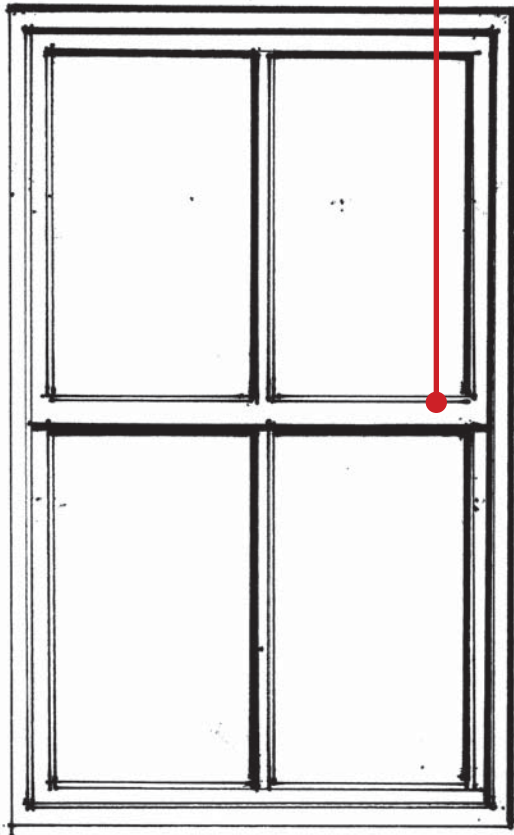


# Transitional Commercial Building

## Windows and Transparency

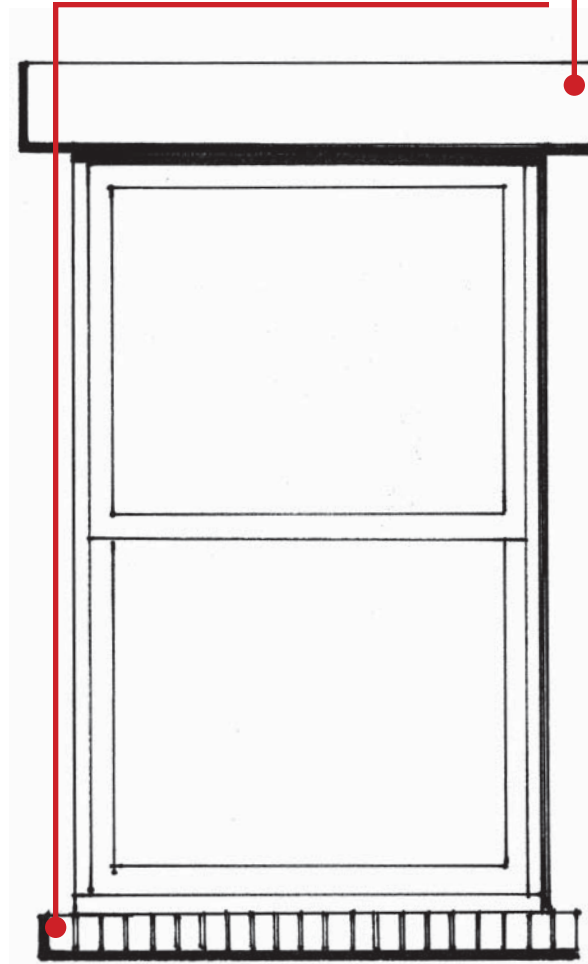
Features shown in this section correspond to the Rockwood Design Standards found in Section 7.0503(1)(B)(4)(D). *Italicized elements are not required by the Design Standards but are provided for additional guidance.*

*Windows comprised of fewer but often symmetrical mullions*



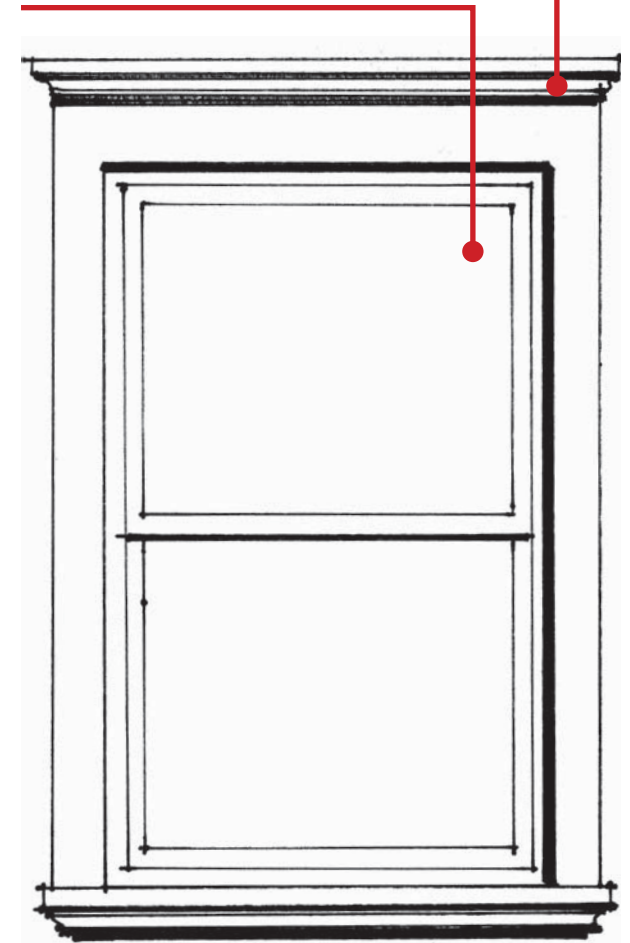
Windows show spanning element, such as a stone lintel (shown); see Section 7.0503(1)(B)(2)(D) and 7.0503(1)(B)(3)(D)

Sills project from window and are typically visually distinct from surrounding wall; see Section 7.0503(1)(B)(3)(D)

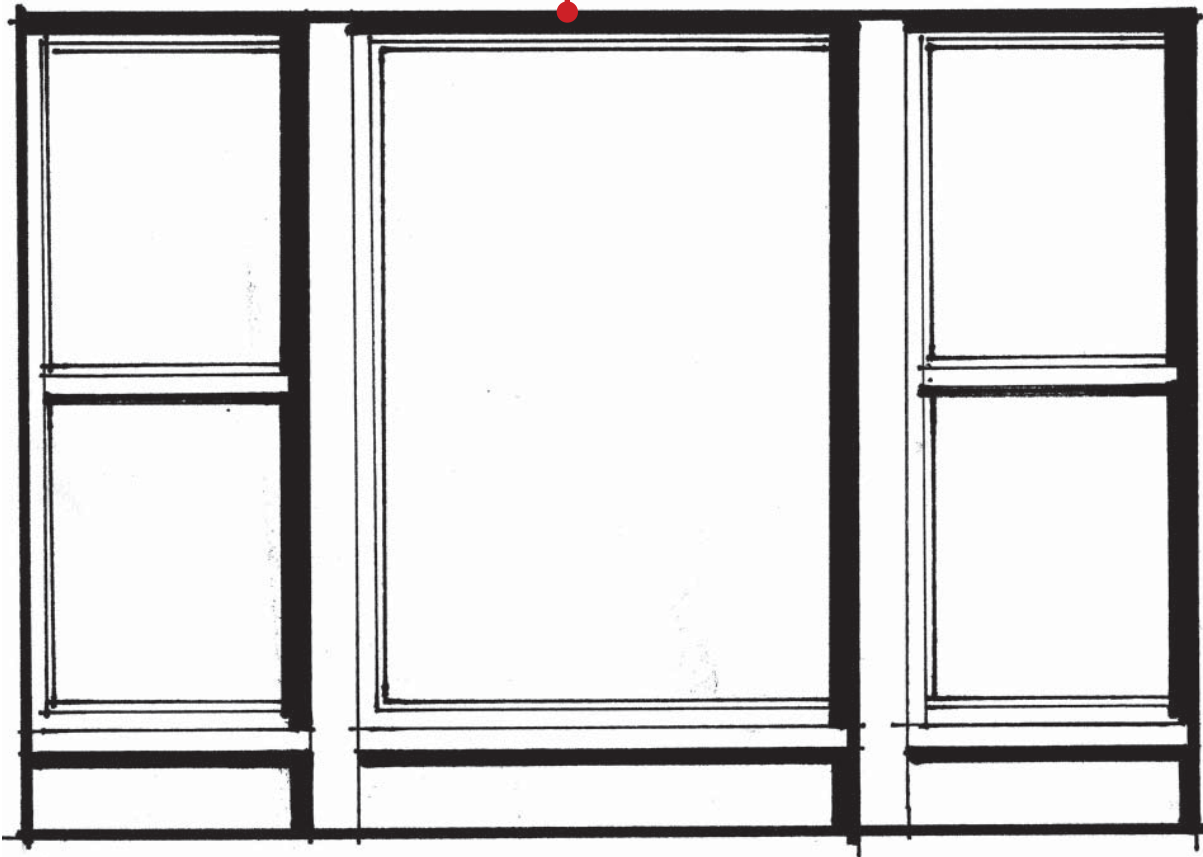


*When spanning elements are not shown, simple decorative features surround windows.*

Vertical proportions are typical in windows, though may become more square than the traditional style windows



*Chicago windows (a large fixed pane with operable windows on each side) are common in the transitional style*





# Transitional Commercial Building

## Building Entry

Features shown in this section correspond to the Rockwood Design Standards found in Section 7.0503(1)(B)(5)(D). *Italicized elements are not required by the Design Standards but are provided for additional guidance.*

Entry is recessed from surrounding areas, creating visual distinction



Oversized entry doors

Major and minor columns flanking entry

High-quality materials on and surrounding the entry



## Details

*Italicized features shown in this section do not correspond to the Rockwood Design Standards and are not required but are provided for additional guidance.*

### Medallion Example



### Awning and Canopy Examples



### Light Fixture Examples



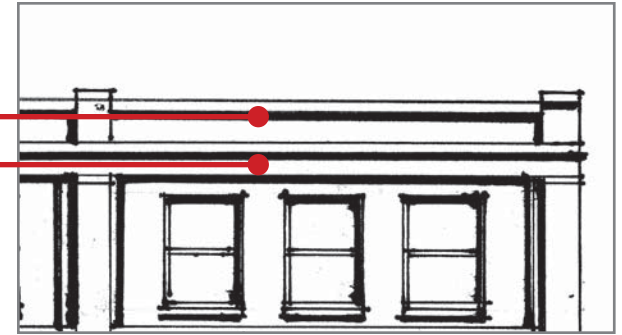
# Transitional Commercial Building

## Roof Conditions

Features shown in this section do not correspond to the Rockwood Design Standards and are not required but are provided for additional guidance.

Belt course at top of cornice

Belt course above top story



Decorative brick patterns in cornice

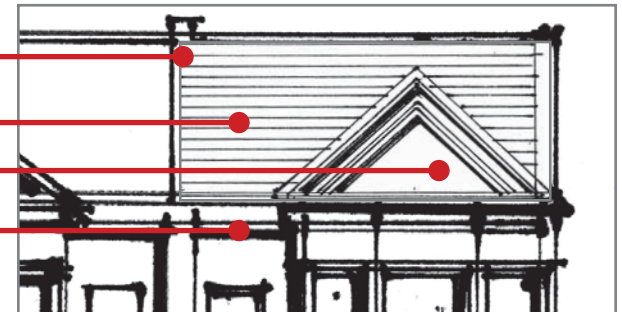


Party wall often extends above roof

Pitched roof

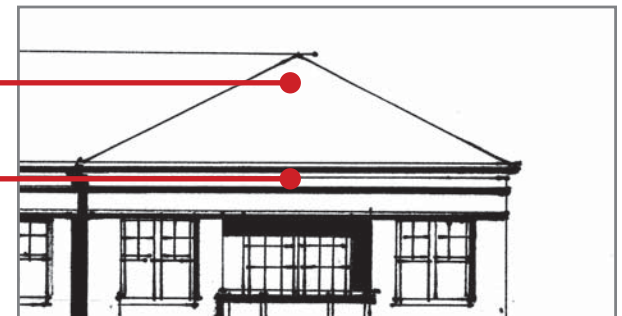
Dormer responds to bay windows

Projected eave



Change in roof form at projected bays

Simplified detail at eave



## Materials

Features shown in this section correspond to the Rockwood Design Standards found in Section 7.0503(1)(B)(7)(D). *Italicized elements are not required by the Design Standards but are provided for additional guidance.*

### Primary Materials

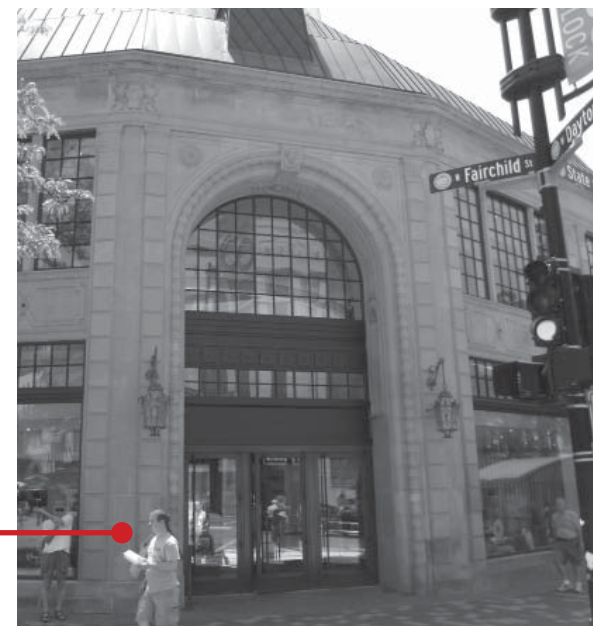
- Brick
- Stone

### Secondary and Accent Materials

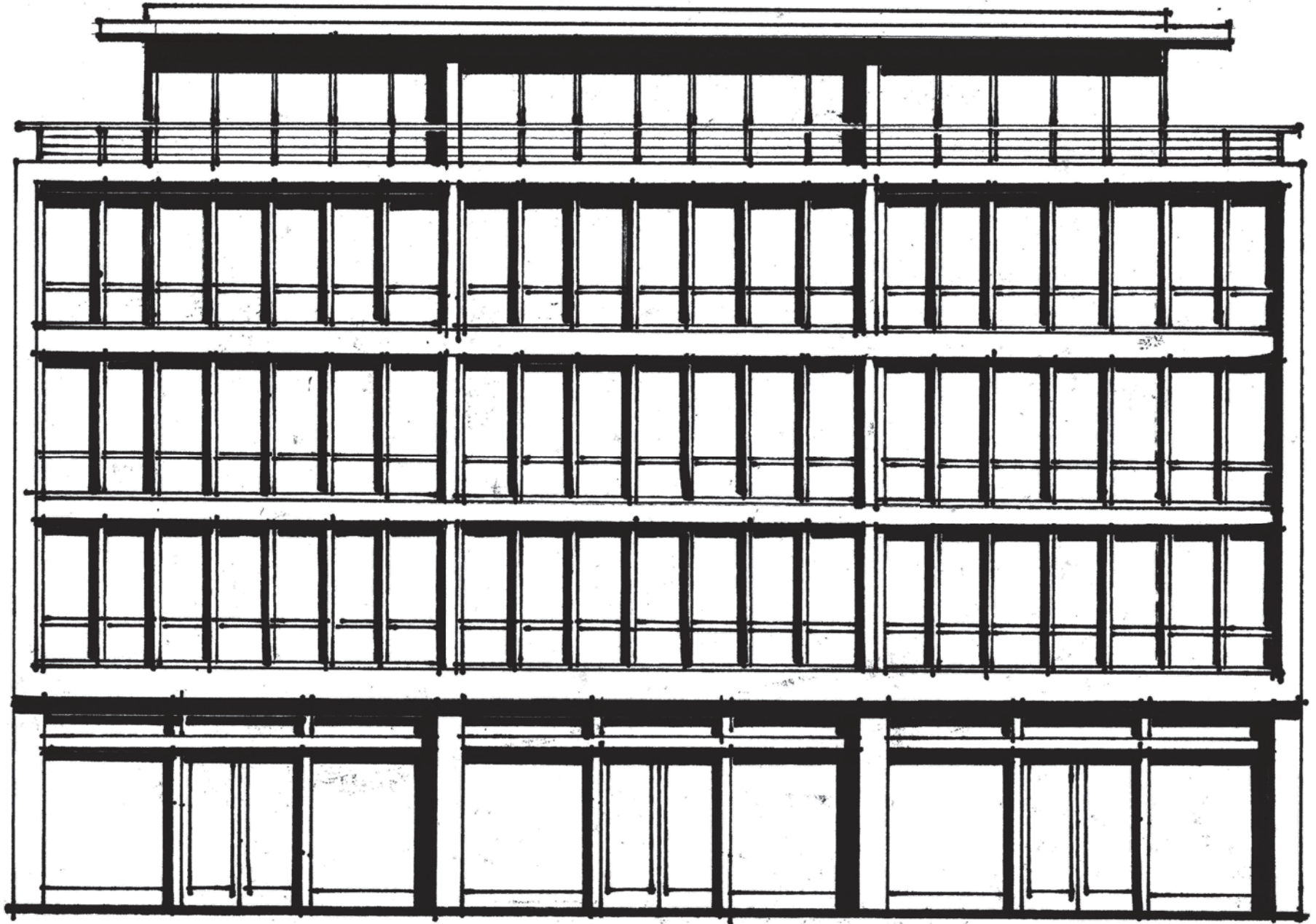
- Concrete Block
- Ceramic Tile
- Terra Cotta
- Wood
- Metal (patina finish)

*Simplified brick details are frequently used in transitional styles*

*Cut stone creates a finished character on facades*



*Contemporary Commercial Building*



### *Fundamental Style Elements:*

- Building is subdivided into structural bays or programmatic elements.
- Facade has articulation in frames and recessed or projecting panels.
- Facade has horizontal articulation with ledgers and continuous elements.
- Facade has tall ground floor with simply articulated storefronts.
- Ornamentation is very simple or absent.
- Building has flat or simple angled roof elements.
- Entries and storefronts have simple framing details for window and door elements.
- Projecting flat awnings are incorporated.
- Windows have large panes of glass and simple framing elements.
- Windows may incorporate shading devices.
- Rooflines emphasize horizontality or special elements.



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# Contemporary Commercial Building

## Facade Composition and Building Articulation

Features shown in this section correspond to the Rockwood Design Standards found in Section 7.0503(1)(B)(2)(D). *Italicized elements are not required by the Design Standards but are provided for additional guidance.*

Recessed window openings between columns add relief, depth and shadows to the facade

Belt course above the ground floor differentiates the building base from upper stories



## Ground Level Details

Features shown in this section correspond to the Rockwood Design Standards found in Section 7.0503(1)(B)(3)(D). *Italicized elements are not required by the Design Standards but are provided for additional guidance.*

Belt course over the ground floor, broken by columns to establish verticality

Transom windows with large lights

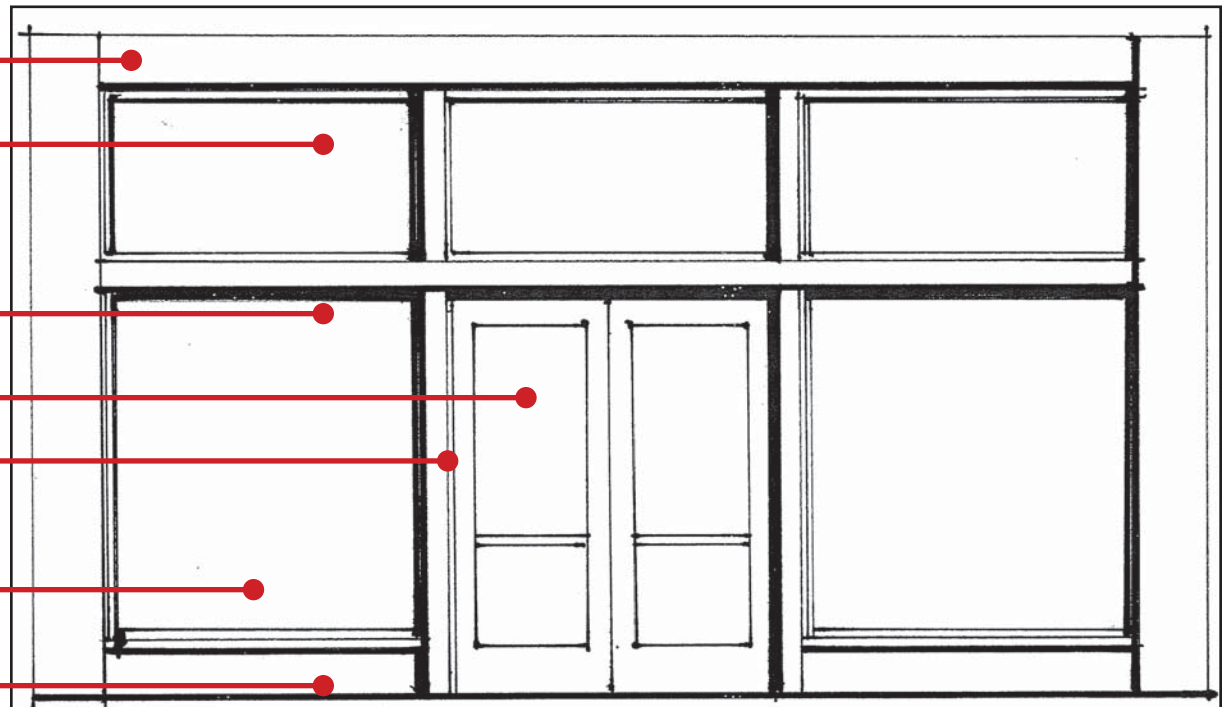
Large storefront windows provide visibility into space; see Section 7.0503(1)(B)(4)(D)

*Glass double door*

*Major mullions frame entry*

Recessed window with sill establishes depth in the facade

Simple bulkheads between columns made of concrete or stone



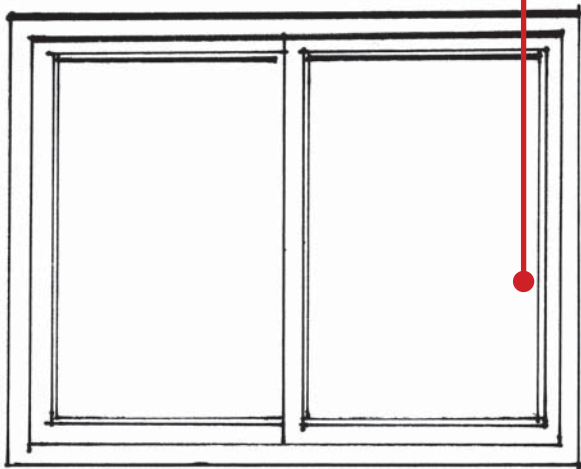


# Contemporary Commercial Building

## Windows and Transparency

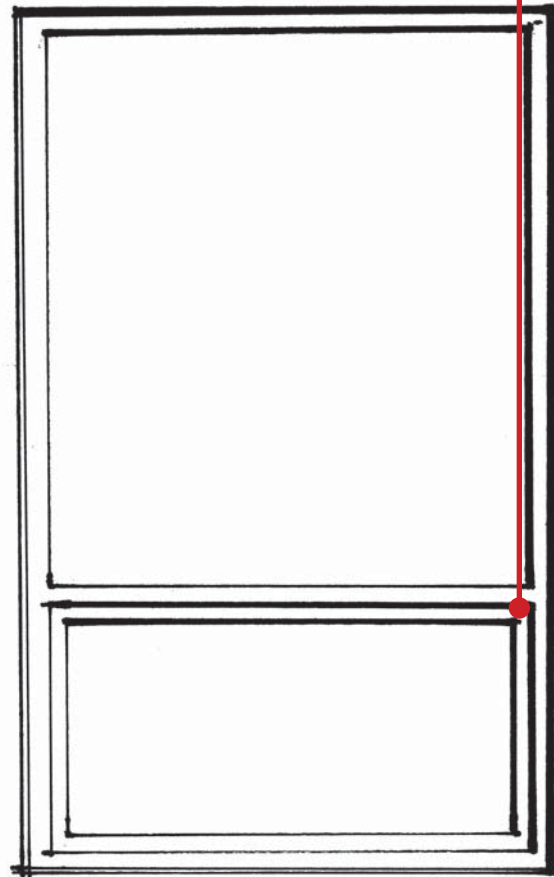
Features shown in this section correspond to the Rockwood Design Standards found in Section 7.0503(1)(B)(4)(D). *Italicized elements are not required by the Design Standards but are provided for additional guidance.*

Windows have greater variety in proportion; window groupings should emphasise verticality in the facade

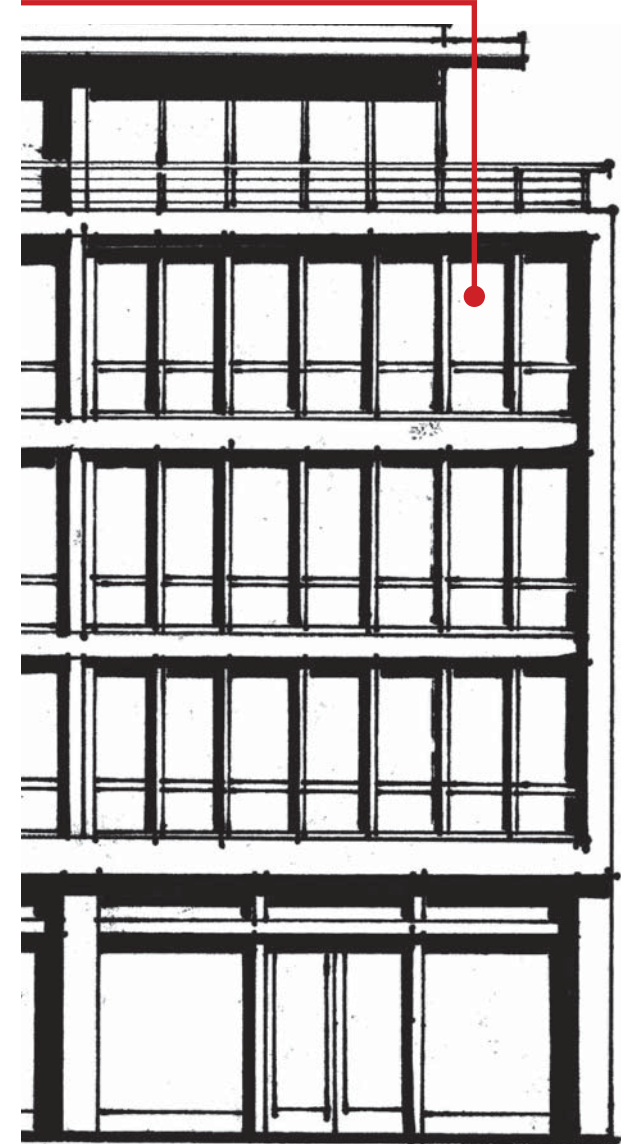


Window mullions often asymmetrical

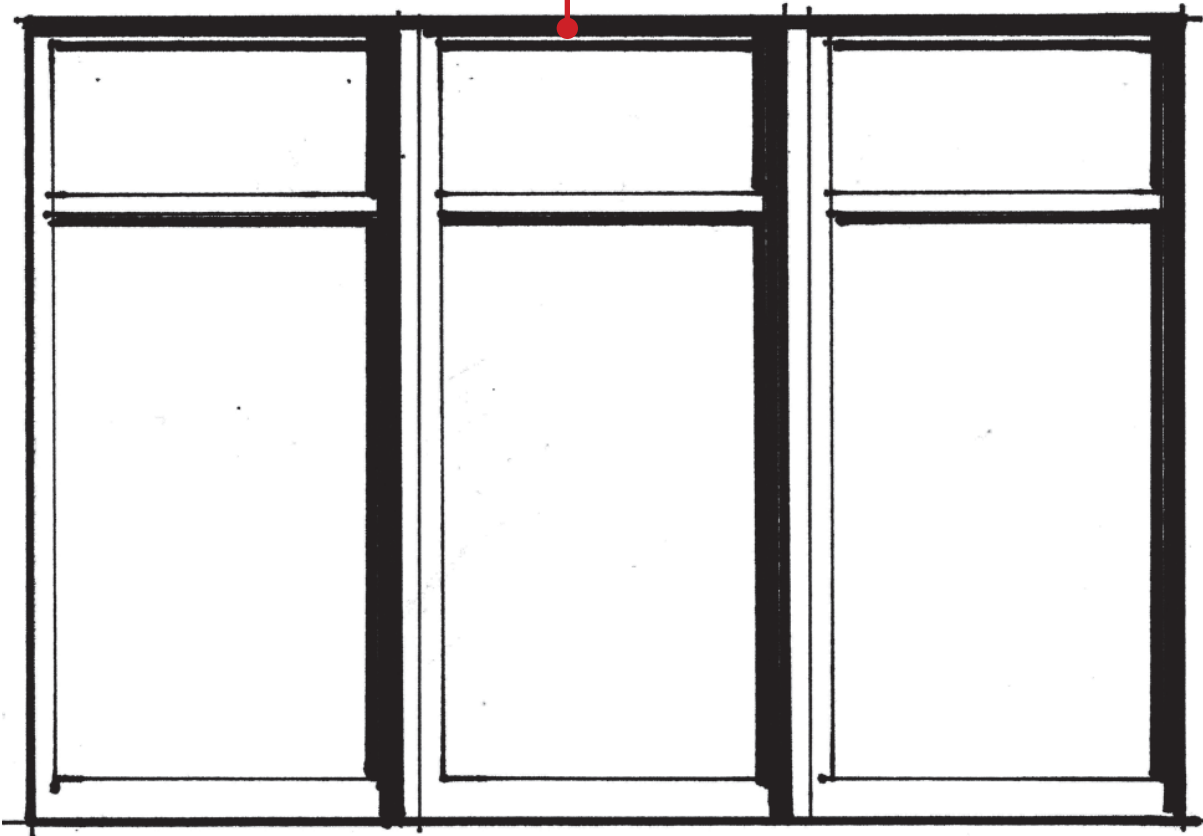
No visible spanning element; window may appear "punched" through wall



Windows often comprise the entire facade of contemporary buildings



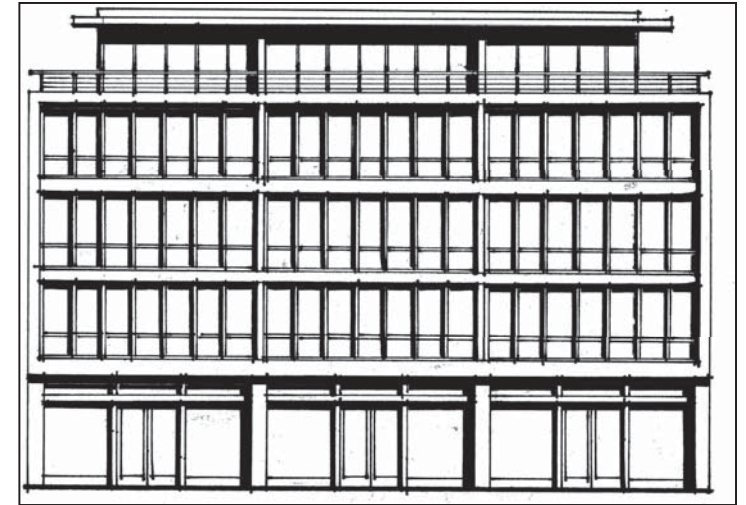
*Window groupings often incorporate asymmetrical patterns*



# Contemporary Commercial Building

## Building Entry

Features shown in this section correspond to the Rockwood Design Standards found in Section 7.0503(1)(B)(5)(D). *Italicized elements are not required by the Design Standards but are provided for additional guidance.*



Major and minor columns flanking entry

High-quality materials on and surrounding the entry

Oversized entry doors



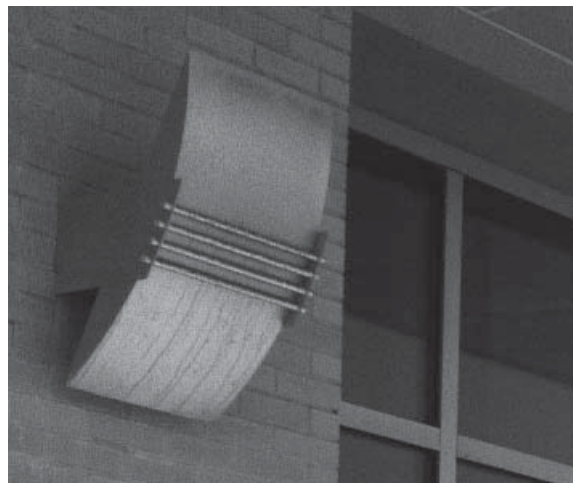
## Details

*Italicized features shown in this section do not correspond to the Rockwood Design Standards and are not required but are provided for additional guidance.*

### *Awning and Canopy Examples*



### *Light Fixture Examples*



# Contemporary Commercial Building

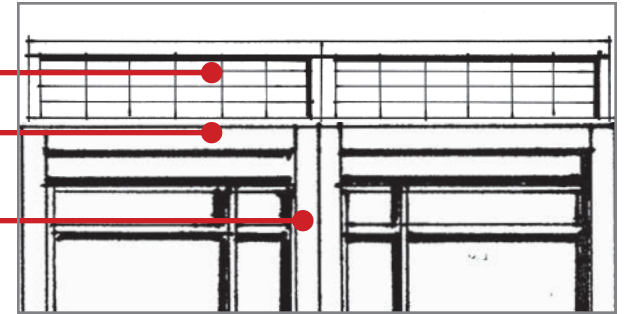
## Roof Conditions

Features shown in this section do not correspond to the Rockwood Design Standards and are not required but are provided for additional guidance.

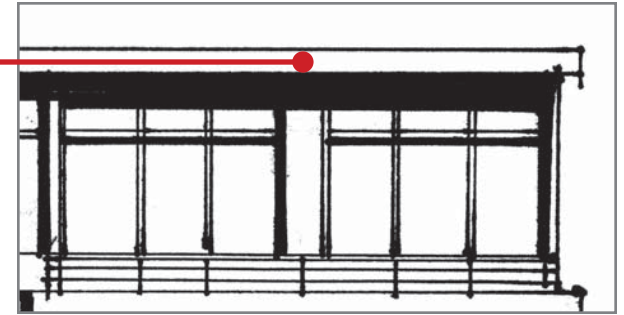
*Simple geometric pattern or railing on parapet*

*Belt course above top story*

*Columns expressed into parapet*

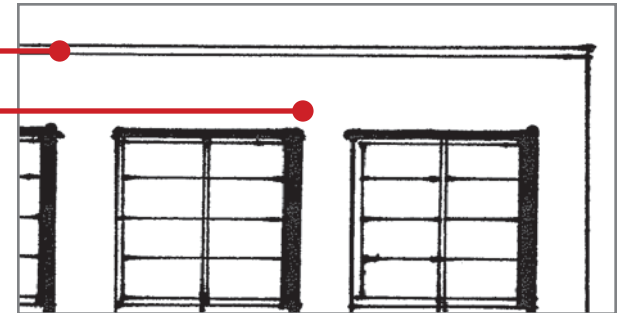


*Projected roof extends beyond the wall plane*



*Small belt course at parapet edge*

*Simple parapet, no cornice*



## Materials

Features shown in this section correspond to the Rockwood Design Standards found in Section 7.0503(1)(B)(7)(D). *Italicized elements are not required by the Design Standards but are provided for additional guidance.*

### Primary Materials

- Stone
- Glass
- Stucco
- Brick

### Secondary and Accent Materials

- Precast or poured in place concrete
- Metals

*Simplistic details, primarily reveals, express nature of materials*

*Stone frequently cut and polished for clean appearance*

