

CENTRAL ROCKLIN AREA FAÇADE, REVITALIZATION & ACCESSIBILITY GRANT PROGRAM DESIGN GUIDELINES

The grant program is intended to create significant positive impact to the Central Rocklin Area (CRA). Awards, therefore, are not approved on a first-come, first-serve basis. Positive impact to the CRA may be based on objective and subjective criteria, such as location, design, quality of materials and conformance with the Façade Program Design Guidelines and the Citywide Design Review Objectives and Criteria.

The Central Rocklin Area Façade, Revitalization & Accessibility Grant Design Guidelines outline the standards that should be followed when renovating buildings using a grant funding. These guidelines take into consideration a building's historic and cultural significance (if applicable) in determining an appropriate design solution to the renovation.

The Façade

The façade is the entire exposed exterior surface of a building that fronts a public street and contains the building's principle entrance. An elevation, not containing the main entrance, but fronting a public street exposed to public view will be considered a secondary elevation. Secondary elevations are also eligible for grants. Rear or side façades that are viewable from a public street or pedestrian walkway are also eligible for a grant. Elevations facing less travelled ways such as alleys are typically not eligible for a grant.

Storefronts

When alterations are made to the first floor of buildings that currently have closed-up or opaque storefronts, the Grant Program will usually require that the storefront be restored to its original condition or a more open façade. Opaque or permanently enclosed storefronts are not encouraged, nor are window treatments that significantly decrease the amount of original window space. All damaged or otherwise deteriorated elements of storefronts, display windows, entrances, upper façades or signs should be repaired or replaced to match, be compatible with or upgrade the original materials and design of the building. Emphasis should be placed on upgrading existing materials whenever possible.

Masonry

Granite rock or other stone, or brick is preferred to the use of more contemporary materials. If concrete masonry unit (CMU) block is utilized it should split face on all surfaces exposed to public view. Stone, brick or other masonry materials should generally not be painted or clad with other materials unless such applications are considered enhancements to the overall design.

Windows

Windows are very visible from the public right-of-way and can be an important design element. The addition, replacement, or removal of windows should focus on

complimenting the design of the structure and enhancing the character of the store front. The window style and glazing configuration should be appropriate for the style of the building.

Trim & Ornamentation

The addition of decorative elements is encouraged but should be in keeping with the overall design of the building to the greatest extent possible. Trim and ornamentation that is considered eligible for Façade Program funding includes, but is not limited to, window caps, carved stonework, ornamental plaques and cornices.

Exterior Elements

Exterior elements including, but not limited to, downspouts, utility meters, ladders, standpipes, vents, etc, should be painted to blend with the wall on which they are mounted. Awnings, exterior lighting and electrical fixtures should be upgraded to enhance the style of the building and highlight the building's architectural elements without being overbearing.

Paint Colors

Broad and extensive use of bold colors and/or highly reflective material should be avoided. However, the use of bolder shades and tones may be considered acceptable and desirable when effectively incorporated as accent colors on trims, doors, window and door frames, shutters, and other similar features, when such tones are found to compliment and not clash with the main body of color used on the building.

Landscaping, Fencing and Other Special Features

Dense and sustainable landscaping that softens hardscapes, provides transitions, decorative accents and screening, where necessary, is encouraged. Open fencing should consist of tubular steel (medium gauge powder coated black or other dark color). White or other similar light color of tubular steel fencing is not permitted. Common fences such as stockade, board-on-batten, picket and chain link are not encouraged and would not be eligible for a grant. Planters and retaining walls should be built of a material, which compliment the materials of the adjacent buildings. Incorporation of on-site water features and other similar exterior design elements that compliment the site and create a focal point are encouraged, particularly in prominent locations, such as entries and corners.

Parking Lots

Parking lots should be treated with some combination of features in order to provide shade and break up expanses of pavement. Desirable features include shade and ornamental trees and other plantings within curbed planters, screen walls, stamped colored concrete, trellises and potted plants.