

ASDRC Design Guidelines Checklist

Town Center Village District

Design Guideline	Standard	Complies: (Y/N) or N/A	Comments
1. Site Design			
1.1 General Site Design			
1	To the maximum extent possible, all significant existing natural and cultural resources and scenic views shall be preserved, protected, or restored. This includes but is not limited to, stone walls, steep slopes, large boulders or ledge outcroppings, specimen trees or stands of trees, waterbodies, scenic vistas, ridgelines or other significant geological or unique site features.	Required	
2	Utilities shall be situated below ground and existing overhead services relocated below ground wherever feasible.	Required	
3	Gas station canopies shall be designed as an integral part of the station architecture.	Required	
4	Gas station fueling areas including pumps and canopies shall be located at the side of the lot and the associated store or station building should be located at the front of the lot.	Required	
5	The design of freestanding structures (such as kiosks, garages, storage units, recycling or trash enclosures, etc.) should be coordinated with the primary building through the repetition of form, materials, details and color.	Preferred	
6	The infill development of large parking lots of shopping centers that are set back from the street is encouraged.	Preferred	
1.2 Vehicular Circulation			
1	Curb cuts shall be located away from the corners of an intersection to provide safe entry and exit from the site.	Required	
2	Driveways that exceed 30 feet in width and are intersected by sidewalks shall incorporate pedestrian refuge islands a minimum of 5 feet wide.	Required	
3	Driveways shall be located to minimize conflicts with pedestrian circulation.	Required	
4	Driveways leading to or from drive thru shall be designed to avoid conflicts with pedestrians. When there is potential conflict with pedestrian circulation, techniques shall be used to improve pedestrian safety and increase driver awareness such as signage, lighting, raised crosswalks, changes in paving, or other devices.	Required	
5	The layout and design of vehicular and pedestrian circulation, including interior drives, parking areas, and walkways shall provide for safe interior circulation and separation of pedestrian, vehicular and service traffic.	Required	

6	The number of curb cuts provided should be the minimum necessary to provide adequate site access. A single curb cut and driveway is preferred although secondary access may be provided from side roads.	Preferred		
7	The use of shared driveways by adjoining properties is encouraged as a means of reducing the number of curb cuts.	Preferred		
8	Curb cuts should only be as wide as necessary to accommodate needed lanes. Curb radii should be kept to a minimum.	Preferred		
9	Service and delivery drives, if present, should be separated from internal walkways, parking areas, or pedestrian use areas by landscaped areas or islands.	Preferred		

1.3 Parking Areas

1	Landscaped islands that are equal in area to at least 10% of the parking lot pavement area shall be provided in parking lots with 40 or more spaces.	Required		
2	Landscaped islands and/or pedestrian access shall be provided within parking areas so as to allow no more than 20 parking spaces in a row.	Required		
3	Landscaped parking lot islands shall be a minimum of 9' in width and should be planted with shade trees and hardy plant materials suitable for parking lot conditions.	Required		
4	Parking areas of commercial, mixed-use, or multifamily buildings adjoining single-family residential properties or districts shall be sufficiently screened from those abutting properties with evergreen trees and shrubs, earthen berms, walls, or fences a minimum of four feet in height.	Required		
5	One shade tree per 5 parking spaces should be provided within or along the perimeter of parking areas. Up to 25% of this requirement may be met through the use of ornamental trees providing those trees do not interfere with sightlines or vehicular movement when mature. The required number of trees may be reduced if existing shade trees directly adjacent to the parking area are preserved.	Required		
6	Off-street parking should be located to the side or rear of a principal building.	Preferred		
7	Parking should be consolidated into an area that serves multiple buildings or establishments.	Preferred		
8	Connections between parking lots and driveways on abutting properties should be provided and parking lots should be designed to allow for possible future connections with abutting properties.	Preferred		
9	Concrete or stone curbing is preferred at parking lot edges where curbing is required. Bituminous curbing is discouraged.	Preferred		
P	The location of off-street parking within the front yard setback is prohibited.	Prohibited		

1.4 Bicycle Parking

1	Outside bicycle racks should be provided with a capacity of one bike per 5,000 square feet of building gross floor area or 10% of the number of automobile parking spaces (whichever is greater) and should be located no more than 100 feet from the building entrance in which the rack is intended to serve.	Preferred		
2	Bicycle racks may be located within the pedestrian area of the public right-of-way provided the location does not interfere with pedestrian mobility or other functions in that space.	Preferred		
3	Inverted U style bicycle racks, circular racks, or variants thereof are preferred over “wave” or “comb” style racks.	Preferred		

1.5 Pedestrian Circulation

1	Sidewalks shall be provided along the full perimeter of the property along public streets.	Required		
2	Direct pedestrian access shall be provided between public sidewalks and storefront and building entrances and between parking lots and storefront and building entrances.	Required		
3	Walkways shall be a minimum of five feet wide to allow two people to pass comfortably. Additional width may be necessary in certain areas with heavy pedestrian traffic or where parked cars could overhang the walkway.	Required		
4	Concrete, brick pavers, and other high-quality materials shall be used for walkways.	Required		
5	The sidewalk materials of public sidewalks that intersect driveways near the street should continue across driveways rather than be interrupted by driveway paving.	Preferred		
6	The grade of public sidewalks should be maintained across driveways through the use of driveway ramps and aprons in favor of using pedestrian ramps to lower sidewalks to driveway grade.	Preferred		
7	Internal walkways should be connected with walkways on abutting properties as feasible.	Preferred		
8	Areas adjacent to walkways should be landscaped with trees, shrubs, flower beds, ground covers, or comparable materials as space permits.	Preferred		
P	The use of asphalt for walkways is prohibited.	Prohibited		

1.6 Outdoor Spaces

1	The front yard between a public sidewalk and building shall be landscaped or occupied by highquality outdoor gathering spaces.	Required		
2	A consistent design palette of materials shall be used across outdoor gathering spaces.	Required		
3	Outdoor seating areas shall be protected and separated from parking areas by curbs, low fences, stone and masonry walls, or plantings a minimum of three feet in height.	Required		
4	Decorative trash receptacles shall be provided where waste disposal is likely to occur.	Required		

5	Functional open spaces such as patios, courtyards, or plazas should be provided in association with new development.	Preferred		
6	Outdoor spaces should be positioned to make best use of sun or shade.	Preferred		
7	The scale of outdoor areas should be commensurate with the scale of adjacent buildings.	Preferred		
8	Outdoor gathering spaces should be designed so that adjacent buildings have windows, terraces or other features that provide a visual connection between the building tenants and the open space.	Preferred		
9	Where plazas and outdoor gathering spaces are provided, walkways should be directed through those spaces to activate the spaces.	Preferred		
10	Public seating, planters, and low walls should be used to define outdoor public gathering spaces.	Preferred		
11	Focal elements such as sculpture, fountains, and civic art should be included in outdoor gathering areas where appropriate.	Preferred		
D	Vacant public spaces that lack amenities such as seating, public art, or landscaping should be avoided.	Discouraged		
1.7 Landscaping				
1	Existing mature trees shall be preserved as feasible and incorporated in the site design. If removed, trees should be replaced with specimens of comparable species.	Required		
2	Foundation plants shall be provided.	Required		
3	Ground covers such as grass and plantings shall be used for large unprogrammed areas.	Required		
4	Hardy plant species that are native to the region shall be included in landscaping.	Required		
5	Landscaping shall be used to screen unsightly areas.	Required		
6	Landscaping within the front yard should include shade trees and should be designed and programmed to maintain the visual and pedestrian connection between the street and building entrance or storefront.	Preferred		
7	Plantings, fences, walls, earthen berms, and other screening elements should be similar in form, scale and appearance to other similar elements on the site.	Preferred		
8	Low impact development strategies such as rain gardens should be used to reduce stormwater runoff.	Preferred		
9	The use of irrigation systems should be minimized in favor of the use of hardy native plant materials.	Preferred		
10	Trees should be selected and planted to maximize shade in summer months and access to sunlight in the winter particularly with respect to outdoor gathering spaces and along south facing building facades.	Preferred		
D	Extensive area of mulch shall not be used as a substitute for vegetative ground covers.	Discouraged		
P	The planting of invasive species (as identified by the Connecticut Invasive Plant Working Group) is prohibited.	Prohibited		

1.8 Fences & Walls				
1	Fences and walls shall be designed and located to avoid barriers to pedestrian circulation.	Required		
2	Fences and walls shall not exceed 4 feet in height in any front yard.	Required		
3	Fences and walls should be used to visually reinforce a space, add a decorative element, or provide screening.	Preferred		
4	Low fences and walls should be used to provide street edge definition where a building is significantly set back from the roadway or to define large areas in front of a retail building used for dining or other programming.	Preferred		
5	White fences that are at least 50% open are preferred for fences.	Preferred		
6	Stone walls are preferred for walls.	Preferred		
P	The use of chain link fence, metal mesh fence, or highway guardrails is prohibited.	Prohibited		

1.9 Service Areas				
1	All service areas including waste collection and storage facilities, loading and unloading areas, loading docks, storage facilities, dumpsters, recycling areas, fueling areas and vehicle service and maintenance areas shall be located at the side or rear of the principal building and out of direct site from public sidewalks.	Required		
2	Where a service area may be visible from a street or public sidewalk, the service area shall be screened with a wall that is comparable in or complementary to materials and design of the adjacent building facade. Service areas visible from main entrances, abutting neighborhoods, public open spaces, and walkways shall be screened through the installation of a wall, fence, or plantings.	Required		

2. Building Orientation and Massing Guidelines

2.1 Building Orientation & Massing				
1	Large buildings shall be designed with smaller distinct masses consistent with the scale of traditional buildings in the Town Center.	Required		
2	The height of large buildings shall be varied through breaks in the roof line or through varying the number of stories.	Required		
3	Most of a building should be placed at the front of the lot to maximize front façade exposure to the public. The front façade should be kept parallel to the street.	Preferred		
4	Buildings on corner lots should be located and designed with as much mass near the intersection as possible to help anchor the lot and take advantage of the high visibility.	Preferred		
5	A complex of smaller buildings is preferable to a single large structure.	Preferred		

6	For sites with multiple buildings proposed, efforts should be made to vary the footprint among the building forms to minimize the overall sense of mass of the collective buildings.	Preferred		
7	The height of a portion of a new building directly adjacent to a lower structure should be designed to relate to the lower structure.	Preferred		
8	The first floor should have a minimum height of 12 feet and should be taller than upper floors.	Preferred		
9	Upper stories may be set back to provide visual interest and to distinguish between street-level commercial uses and upper story residential uses.	Preferred		
10	Residential balconies should be contained within the building envelope and should not protrude beyond the building façade of lower stories.	Preferred		

3. Building Design Guidelines

3.1 Building Features

1	Building ornamentation shall be appropriate to the architectural style and shall appear integrated to the design of the building.	Required		
2	Articulations in the plane of the façade that express the structural units of the building such as pilasters, moldings, columns, a change in material, or an offset in the wall plane or other detailing shall be used to create an interesting design, reinforce rhythms, and cast shadows.	Required		
3	Horizontal articulation techniques such as moldings, a change in material, or an offset in the wall plane shall be used to distinguish lower stories from upper stories.	Required		
4	The size, scale, motif, and use of materials for the front façade design shall be kept consistent across the façade in order to tie the entire composition together. The use of a variety of design styles across the façade is discouraged.	Required		
5	Openings in masonry buildings shall express a structural lintel or arch to express how it is carrying the weight above.	Required		
6	The size and proportion of structural elements such as posts or columns shall be appropriate to the weight they appear to be carrying. Columns which support larger masses, such as upper floors, shall have more mass than columns supporting lighter elements such as a porch roof.	Required		
7	Where shutters are installed, they shall be proportional to the size of the window or door and should appear to be operable.	Required		
8	A strong cornice or string course should be provided between the first floor and upper floors.	Preferred		
9	Design elements should be used consistently across a building form and façade to avoid the appearance of an overly complex building form.	Preferred		

10	Higher levels of fenestration should be directed towards the first-floor level near pedestrian areas. The upper stories of a building may have decreased levels of fenestration.	Preferred		
11	Vertically proportioned elements (which are generally taller than they are wide) should be used to help give buildings a taller, lighter and more stately appearance.	Preferred		
12	The proportions of design elements such as windows, columns, or bay spacing should be kept as consistent as possible across the façade.	Preferred		
13	The use of recessed elements such as window and door insets is encouraged to create visual interest and add dimension to a façade.	Preferred		
14	Traditional architectural constructs should be used in building façades to differentiate the 'base', 'middle' and 'top' of the building.	Preferred		
15	Commercial building functions such as warehouse and storage spaces should be oriented to the rear of buildings that also contain more public oriented commercial uses. The design and construction of that part of the building may be more utilitarian in design.	Preferred		
16	The use of exterior shading devices is permitted to manage solar gain, particularly on south facing façades.	Preferred		
D	Nationwide commercial chain or franchise designs that have not been adapted in accordance with these Design Guidelines are discouraged.	Discouraged		
P	Flat façade designs and large areas of blank wall are prohibited.	Prohibited		

3.2 Roofs

1	Subtle breaks and fluctuations in the roof line shall be incorporated to highlight important areas of the building (such as the entry) and break up longer runs of façade/roof area.	Required		
2	Sloped roofs shall have a minimum pitch of 6 over 12. Roof pitches ranging from 8 over 12 to 12 over 12 pitch are desired.	Required		
3	The color of the roofing material shall complement the color and materials of the building's façade.	Required		
4	The use of basic gable and hip shaped roofs is encouraged.	Preferred		
5	Sloped roofs are preferred particularly on portions of a building two stories tall or higher.	Preferred		
6	Sloped roofs should overhang walls by at least 6 inches.	Preferred		
7	Projecting elements such as overhanging eaves, awnings, projecting gables, and dormers should be used to reinforce a traditional sense of scale.	Preferred		
8	Dormers or gables should be used along the front of buildings with pitched roofs to help maintain a prominent façade and to divert rainwater, snow, and ice away from entrances.	Preferred		

9	Dormers should be predominately fenestrated and should incorporate minimal wall surfaces other than architectural trim or ornament.	Preferred		
10	Flat roof structures, if used, should be capped by an articulated parapet design that acts as a structural expression of the building façade and its materials.	Preferred		
D	The use of false roof fronts and similar applied designs is discouraged.	Discouraged		
P	The use of high gloss roofing materials is prohibited.	Prohibited		
P	The use of stripes and high-contrast geometric patterns on a roof is prohibited.	Prohibited		

3.3 Façade Materials

1	Masonry veneers shall be full depth at corners so as to not appear as a surface veneer.	Required		
2	A complementary mixture of materials is preferred over a single material on building façades.	Preferred		
3	When using more than one material on a façade, it is recommended to use one material to establish the dominant theme while using other materials to compliment or accentuate the design.	Preferred		
4	When making a transition from one material to the next, it is recommended that the change occur at a hard edge or “bump-out” in the façade. This helps to create a surface for the first material to terminate into before the second one begins.	Preferred		
5	The use of traditional materials such as painted wood siding (shingle, clapboard, board and batten), brick, stone, or alternative materials that appear similar and have proven durability is preferred, especially on the front façade and near pedestrian areas.	Preferred		
6	If stone is used, locally quarried stone is preferred.	Preferred		
7	If used, brick should be provided in traditional unit sizes.	Preferred		
D	The use of Exterior Insulation and Finish Systems (EIFS), panelized brick veneer, cultured stone veneer, or plastic composite surfaces is discouraged.	Discouraged		
P	Large, panelized products or other materials that result in extensive featureless surfaces are prohibited.	Prohibited		
P	The use of vinyl siding is prohibited.	Prohibited		
P	With the exception of doors and windows, the use of highly reflective materials is prohibited.	Prohibited		
P	Large, exposed areas of concrete foundation visible from the street or public areas is prohibited.	Prohibited		

3.4 Entrance Location & Design

1	The primary building entrance shall be placed at the front of the building and be clearly identifiable from the street.	Required		
2	Retail entrances shall be oriented to the street and primary retail entrances should not be exclusively located at the side or rear of a building.	Required		
3	Exterior entrances to each storefront or retail tenant shall be clearly delineated to convey a sense of individuality through the use of architectural detailing, signage, landscaping, and lighting.	Required		

4	Private entries for residential uses in a mixed-use building shall be located and designed so as to distinguish those entries from retail entrances.	Required		
5	Garage doors or vehicular entrances to a building, if present, shall be located at the side or rear of a building where feasible.	Required		
6	Where it is not feasible to place a building entry directly on the front façade or oriented towards the street, attempts should be made to ensure that it is readily visible from the main road or internal street.	Preferred		
7	A corner entrance may be used to provide access from the street and from a side yard parking area.	Preferred		
8	Exterior entrances should be provided for all firstfloor retail businesses.	Preferred		
9	The use of canopies or awnings, covered porches or arcades, and similar recessed front entry areas is encouraged to shelter pedestrians from adverse weather and draw attention to the point of entry.	Preferred		
10	Structures required to provide ADA compliant access to a building should be made as discrete as possible by incorporating design elements of the building that it serves and/or locating the ramp to the side or rear of a building provided that the ramp location provides convenient access for those with mobility limitations.	Preferred		

3.5 Storefronts

1	Storefronts shall be orientated to the street and accessible directly from public sidewalks.	Required		
2	All ground floor retail facades that face public areas, including streets, shall have display windows and entrances facing a public area or street.	Required		
3	A majority of the ground floor elevation of a storefront should be occupied by glazing.	Preferred		
4	Entrance doors should have clear glazing and should be oriented towards a public sidewalk.	Preferred		
D	The use of false windows (windows that are not actively used to display products or provide a view into the store) is discouraged.	Discouraged		

3.6 Windows

1	Windows should be arranged in a regular rhythm.	Preferred		
2	Window openings should have a square or vertical (not horizontal) proportion.	Preferred		
3	The scale of large windows, particularly those oriented horizontally should be divided into vertical elements through the use of mullions or montins.	Preferred		
4	If used, modern window types such as window walls, picture windows, awning, and casement windows should be designed and placed to establish a consistent rhythm and proportional spacing that borrows from traditional architectural styles.	Preferred		
P	Mirrored or substantially tinted door and window glass is prohibited.	Prohibited		

3.7 Awnings

1	All awnings on a single building shall be of similar style, use the same type of materials, and have the same valance style.	Required		
2	Lettering and advertising shall be limited to the valance of the awning.	Required		
3	Awnings, if used, should be an integral part of the façade design, should be located directly over doors or windows, and should fit the shape of the window or opening that it is affixed to.	Preferred		
4	The color and style of awnings should complement the façade of the building.	Preferred		
5	Awnings with simple striped patterns or subtle patterns may be permitted.	Preferred		
8	Canvas material is preferred for awnings. Awnings should not be made of reflective material such as metal or plastic.	Preferred		
7	Awnings should be a minimum of 7 feet above sidewalks or spaces accessible to people.	Preferred		
P	The use of half dome and boxed awnings is prohibited.	Prohibited		

3.8 Use of Color

1	When multiple colors are used on the exterior of the building, only one color should be used as the main theme, with the other colors used more sparingly to create accents.	Preferred		
2	The main color theme should be a natural or muted shade. Brighter, more vibrant colors should be reserved for minor accents and highlights only and should be used sparingly.	Preferred		
3	Contrast should be used between primary and accent colors.	Preferred		
4	Trim color should complement the building's primary color or material.	Preferred		
D	The use of color schemes associated with a brand or franchise for primary elements of a building facade is discouraged.	Discouraged		
P	The use of high intensity, highly reflective, chrome, metallic, or fluorescent colors is prohibited.	Prohibited		

3.9 Mechanical Equipment

1	Mechanical, electrical, and utility equipment shall be discretely located and screened from public view.	Required		
2	Where rooftop mechanical units would be visible from public view, low-profile or recessed mechanical units shall be used.	Required		
3	Plumbing and mechanical roof vents shall be located out of public view wherever practical.	Required		
4	If installed, solar panels shall be placed on a non-street facing roof or placed so as to minimize their productive operation.	Required		
5	Chimneys should be appropriately located and massed in proportion to the massing of the building itself, and particularly to the massing of the roof and should be located and designed to be consistent with the architectural style of the building.	Preferred		

P	With exception of rooftop equipment that is screened from view, mechanical equipment shall not be located on the primary street-facing façade.	Prohibited		
3.10 Additions				
1	Wall plane or roof ridge offsets shall be used between additions and the original building to distinguish the addition from the original building.	Required		
2	Where an addition is proposed to an existing building that is not compliant with these Design Guidelines, the original building shall be upgraded to better meet these standards and the addition should be designed to complement the upgraded building while also complying with these Design Guidelines as feasible to present a design that is compatible and complementary.	Required		
3	Where an addition is proposed to an existing building that meets the standards of these Design Guidelines, the addition shall be designed to complement or match the materials, form, color, and detailing of the original building.	Required		
4	Windows in new additions shall be spaced to reflect or complement the proportions and rhythm of the windows on the existing building, though they may be diminished in scale to reflect the secondary importance of the addition to the original structure.	Required		
5	Additions should be placed to the side or rear of the original building.	Preferred		
4. Lighting and Sign Design Guidelines				
4.1 Lighting				
1	All light fixtures, whether facade, sign, or site lighting shall be dark-sky compliant and selected and oriented to reduce light pollution and prevent glare and spillover onto adjacent properties.	Required		
2	The alignment and spacing of light fixtures on a building façade shall follow a regular pattern that is coordinated with the design of the building and site lighting.	Required		
3	Light fixtures serving pedestrian areas shall be provided at a human scale and may include a combination of ground level fixtures, bollard fixtures, and light poles less than 16 feet in height.	Required		
4	Ornamental street lights, of a style selected by the Town, shall be located consistently in the curbside/ pedestrian area of the right-of-way along the perimeter of a property.	Required		
5	Lighting should complement the intended use of a building by highlighting signage and entrances.	Preferred		
6	Mixed lighting sources such as display window lighting, sign lighting, entranceway lighting, and vehicular area lighting should be designed and used as components of a single system.	Preferred		
7	The minimum level of luminescence needed to achieve visibility, comfort, and safety for vehicular and pedestrian traffic should be used.	Preferred		

8	Lower intensity distributed light sources should be used instead of single higher intensity fixtures.	Preferred		
9	Walkway lighting should directly illuminate the walkway with enough peripheral distribution to also illuminate the immediate surroundings.	Preferred		
10	Parking area light fixtures should be decorative and the poles supporting those fixtures should be located within raised planting areas or behind curbs.	Preferred		
11	The color temperature of light fixtures should be 3,000K or less.	Preferred		
D	The placement of parking lot light poles on raised concrete bases within parking lot pavement is discouraged.	Discouraged		
D	The use of box or cobra head lighting is discouraged.	Discouraged		
P	Flashing or color changing lights are prohibited.	Prohibited		
4.2 Sign Location & Scale				
1	Multiple sign types and locations with a common theme are preferable to a single larger sign.	Preferred		
2	Signs should be located in consideration of the rhythm and scale of other signs in the area to avoid conflict and visual clutter.	Preferred		
3	Signs should be scaled to the immediate audience. Different signs for vehicular and pedestrian traffic are encouraged.	Preferred		
D	Bright sign background colors, including large white areas, should be avoided.	Discouraged		
P	Signs shall not project above the façade of any building.	Prohibited		
4.3 Wall Signs				
1	If used, wall signs shall be designed as an integral element of the architecture. The shape and materials of the sign should complement the architectural features on the building.	Required		
2	For buildings with multiple storefronts, wall signs, if used, shall be centered on structural elements that define an individual business.	Required		
3	If used, wall signs should be located within the frieze of the cornice, on a covered transom, or on another flat and unadorned surface.	Preferred		
P	Wall signs shall not obscure any trim or other facade details.	Prohibited		
4.4 Ground Signs				
1	Landscaping shall be used to complement ground signs and blend them into the surrounding area.	Required		
2	Ground sign structural supports and exposed foundations should be constructed of or veneered with stone, brick, heavy gauge metal, or wood and should be designed as an integral or complementary component of the sign panel.	Preferred		
3	Ground signs should be oriented perpendicularly to the street, within the cone of vision of drivers on the adjacent roadway. Signs may be oriented parallel to the street if the sign is sufficiently setback from the roadway.	Preferred		

D	The use of top-heavy, pole-mounted, ground signs should be avoided.	Discouraged		
4.5 Overhang Signs				
1	Overhanging signs shall be scaled and oriented to pedestrians.	Required		
2	Overhanging signs shall have a minimum of 7 feet clearance between the sign and areas accessible to pedestrians below.	Required		
3	An overhanging sign shall project no more than four feet from the building to which it is attached.	Required		
P	An overhanging sign shall not project above the cornice line of the building or above the sills of second story windows if present.	Prohibited		
4.6 Window Signs				
1	Window signs, as permitted within the total sign allowance established by the Building Zone Regulations, shall not cover more than 25% of the total window area of retail windows.	Required		
2	Window signs should be scaled for and oriented towards pedestrians.	Preferred		
P	Directly lit window signs such as neon signs or signs with integrated LED lighting are prohibited.	Prohibited		
4.7 Sign Lighting				
1	Gooseneck, sconce, pendant, and letter halo lighting styles may be used for illuminating signs.	Preferred		
2	Light fixtures for externally lit signs should complement the color and design of the sign and the architecture of the building.	Preferred		
3	The illumination level on the surface of externally lit signs should be bright enough to render the sign legible and provide a noticeable contrast with the surrounding building or landscape without causing excessive glare or reflection.	Preferred		
P	Internally lit translucent plastic signs and flashing signs are prohibited.	Prohibited		