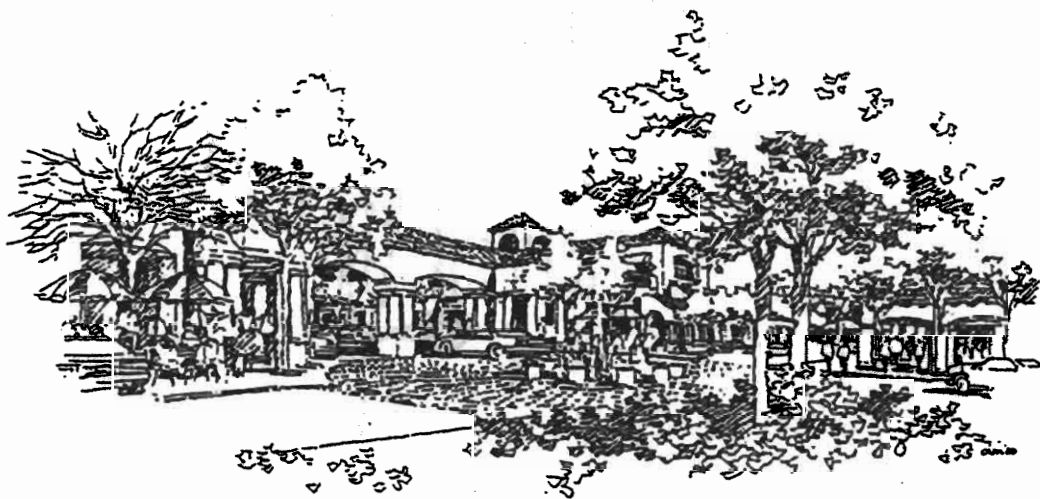


## E. COMMERCIAL SITE PLANNING CRITERIA

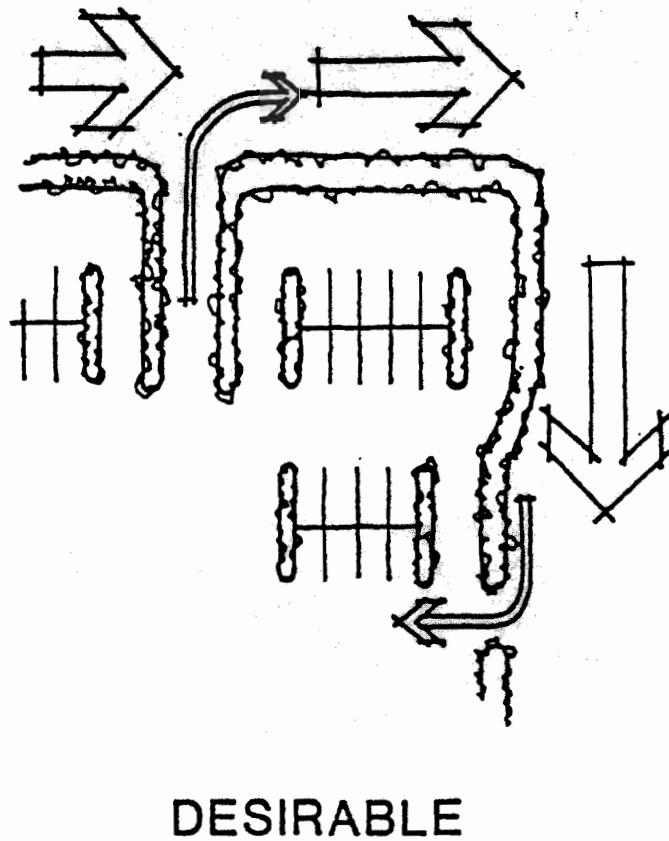
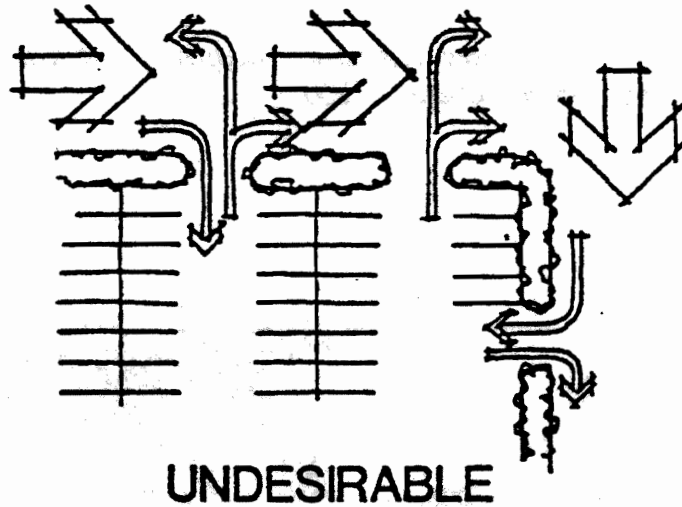
### 1. DESIGN PRINCIPLES

The following Site Planning Design Principles as conceptually diagrammed below are not intended to restrict taste or preference but are designed to avoid harsh contrasts and to foster harmony of development throughout Winchester 1800.

The character sketches which follow represent acceptable site planning standards for commercial development for Winchester 1800.

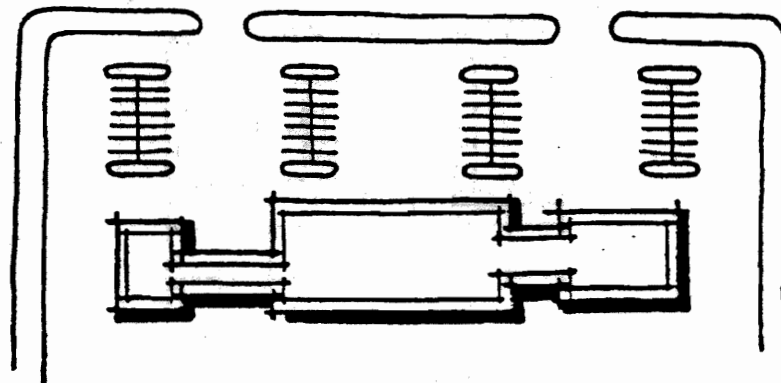


All ingress and egress locations should be designed to reduce impacts on the existing circulation system.

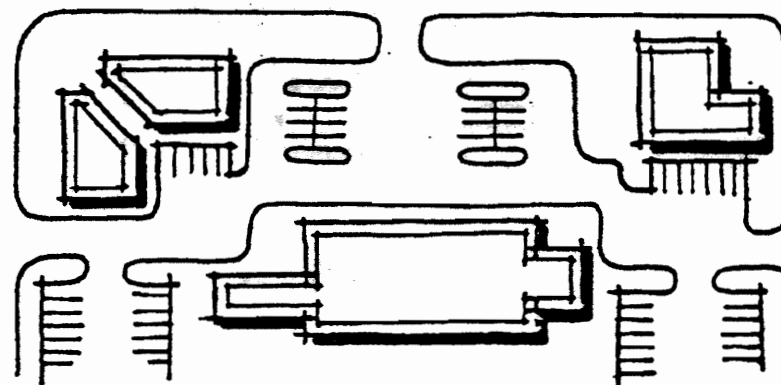


Large open parking lots should be divided into smaller, less imposing lots.

Ground floors of buildings adjacent to major streets should be placed adjacent to the street edge to encourage pedestrian activity.

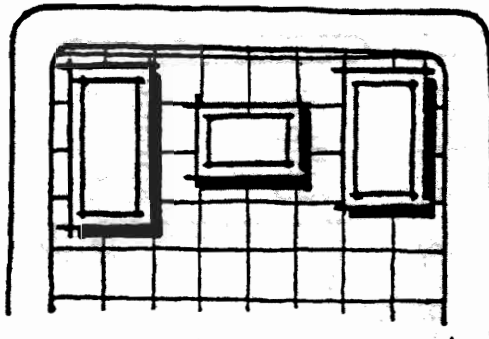


UNDESIRABLE

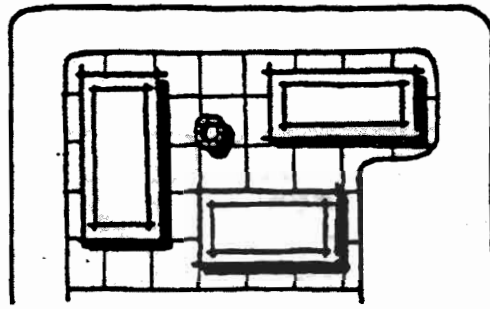


DESIRABLE

Free-standing buildings are encouraged to be grouped around a common focal point or design feature. Open areas should be large enough to be usable, but not so large as to appear empty. Fifteen feet to thirty feet in width is generally appropriate.



**UNDESIRABLE**



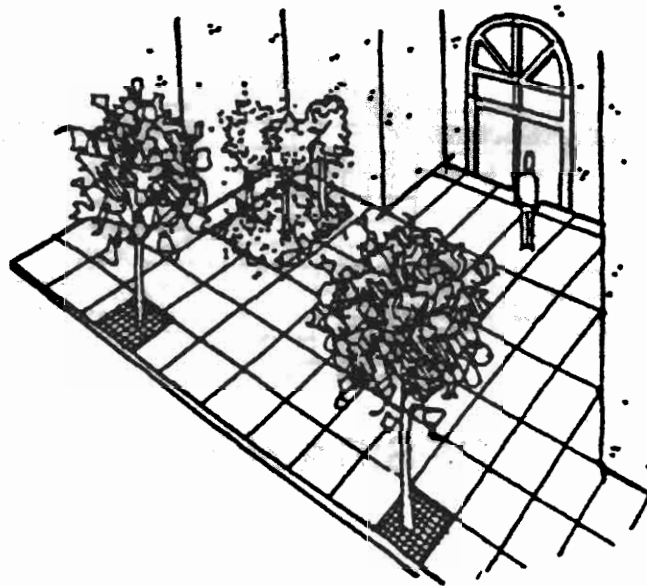
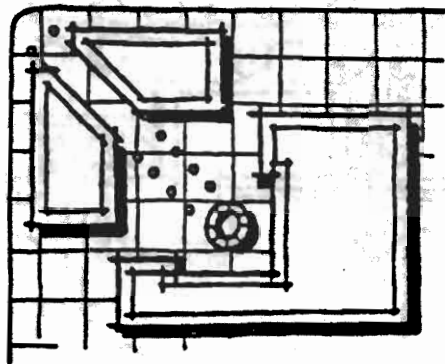
**DESIRABLE**

Major projects or individual buildings at key locations should incorporate public plazas at focal points and at activity centers.

Use of water elements in selected areas is encouraged.

Provide shade as much as possible.

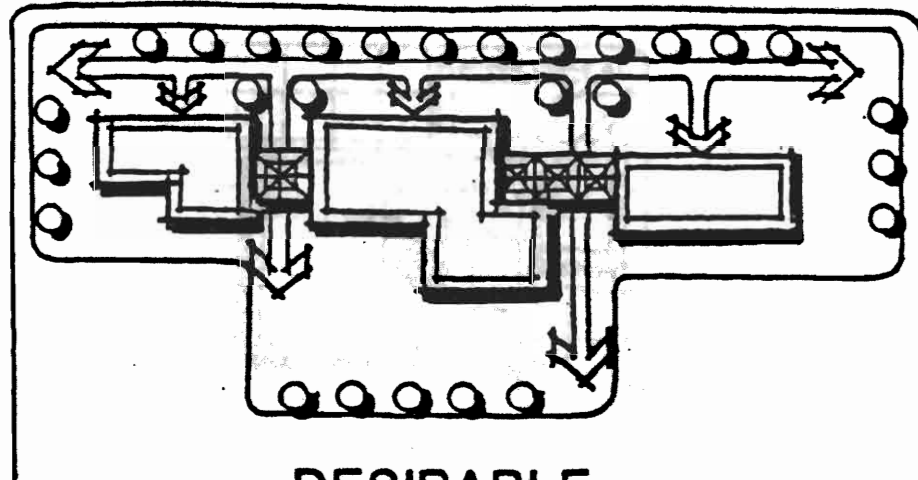
Plazas and courtyards are encouraged to be used as transition areas between public and private spaces.



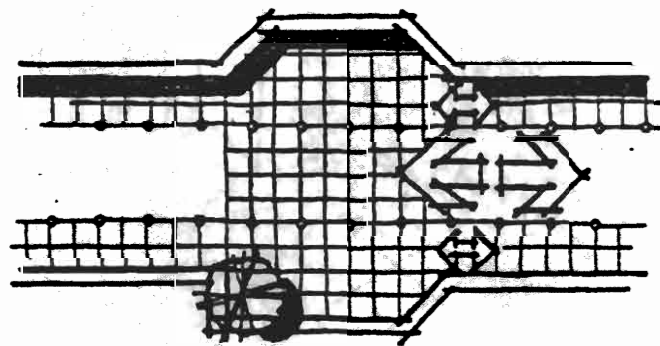
**DESIRABLE**

Continuity should be maintained through the use of unified or complementary pedestrian amenities, landscaping and similar design features.

Alternative paving and bollards can be used to provide for separation of pedestrian and vehicular circulation within the same right-of-way.



**DESIRABLE**



**DESIRABLE**

## 2. BUILDING PLOTTING CONCEPTS

- Orient buildings to take best advantage of arterial visibility
- Use at least one vertical landmark element within each commercial development
- Develop hierarchy of interior vehicular circulation and parking
- Create enclosed courtyard and pedestrian spaces where possible
- Minimize vertical mass at residential edge
- Articulate building masses to avoid long straight building facades
- Where commercial areas are adjacent to water, orient buildings and courtyards to maximize visual and physical access to water

Other specific implementation methods to achieve the desired character are identified in following sections.



### 3. VEHICULAR CIRCULATION/PARKING

Project entry areas provide visitors with an overview of the project. It should provide an open window orienting to a focal element of the complex. Positive Public Image Features, i.e. water fountains or sculptural art, or dramatic landscape elements, i.e. palm masses, are strongly encouraged to enrich the character of the commercial development.

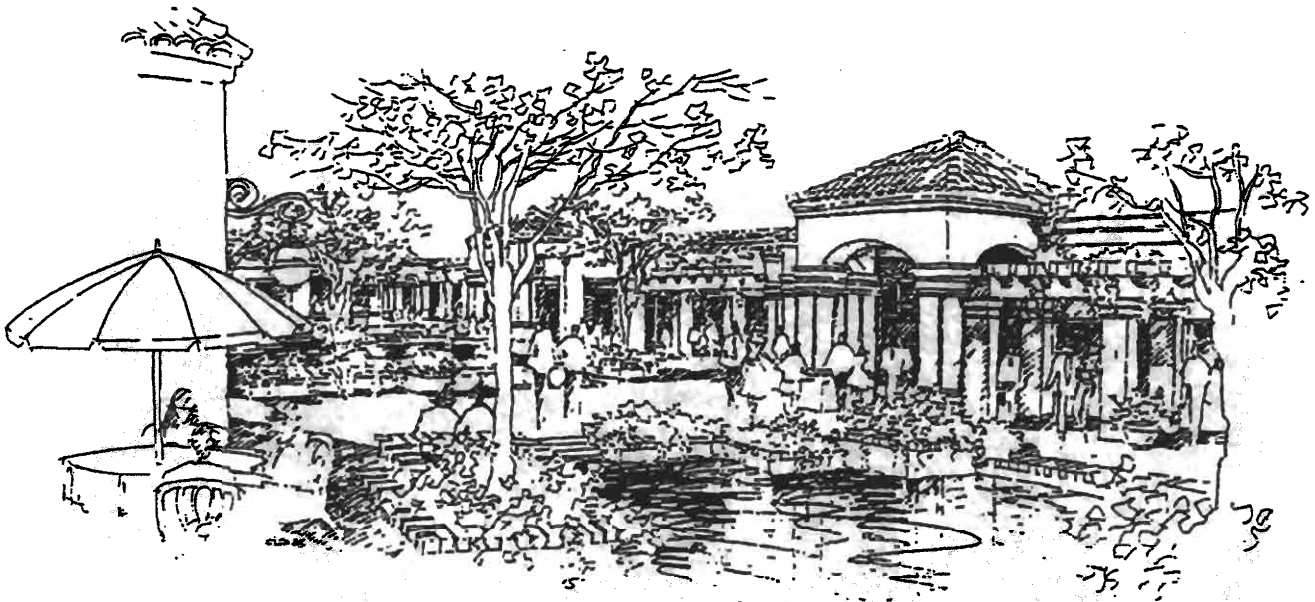
- Textured paving is encouraged, especially at entries
- Provide adequate landscaping to soften the impact of vast paved areas and to provide shade
- Orient parking aisles perpendicular to complex to allow for easy pedestrian access to shopping
- Low freestanding walls incorporating simple, tasteful signage with pilasters, balustrades, finials and other embellishments are desirable





#### 4. PEDESTRIAN CIRCULATION

- Provide generous space for pedestrian activity
- Use of water elements and shade are encouraged
- Emphasis of texture, color and landscaping is essential



## 5. COMMON SPACE ELEMENTS

- Site furnishings and details which enrich the commercial development are strongly encouraged
- Low walls, balustrades and columns with finials are encouraged
- Seating areas with umbrellas and benches add vibrancy to any commercial establishment
- The use of pottery, tree grates, detailed lighting fixtures, and wrought iron embellishments are encouraged
- Accent colored canopies and unique business identification signs are desirable

