

### B. Architectural Guidelines/Standards

#### 1. Introduction

The architectural design concept of the Winchester Project is one which encourages project developers to achieve both diversity and harmony in architectural design, and to achieve excellence in building quality and construction.

The concept is not intended to limit design possibilities, but to allow flexibility and freedom to develop architectural solutions most appropriate for each site. The architecture to be developed in each neighborhood or parcel should maintain an individual identity, yet blend into and contribute to the community as a whole.

Through implementation of these architectural design guide-lines, a community of varied yet harmonious architectural structures will emerge.

## 2. General Design Principles

The application of various basic architectural design principles and practices will assure that the residential and commercial development which emerges within the Winchester project will be aesthetically pleasing in character and style.

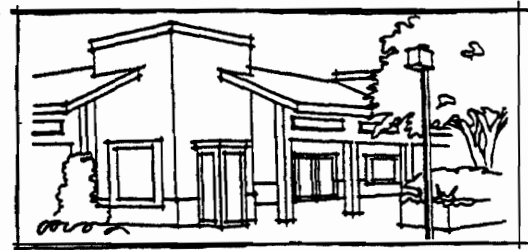
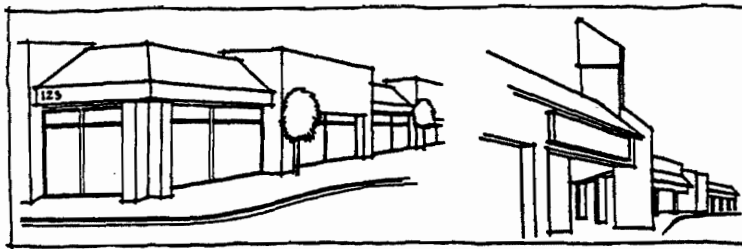
While there are a great number of design principles which can be applied to any development project, many of these principles can be listed under two major categories Unity and Variety. Other design principles which can be listed under these two categories and which will be addressed in these guidelines and standards are as follows:

Unity  
Harmony  
Balance  
Rhythm

Variety  
Diversity  
Articulation  
Interest

The specific design principles listed within the Commercial, Business Park (Office/Industrial), Detached Residential and Attached Residential sections which follow can be categorized within one of the two general design principles above.

### MAJOR COMPONENTS AFFECTING COMMERCIAL AESTHETICS



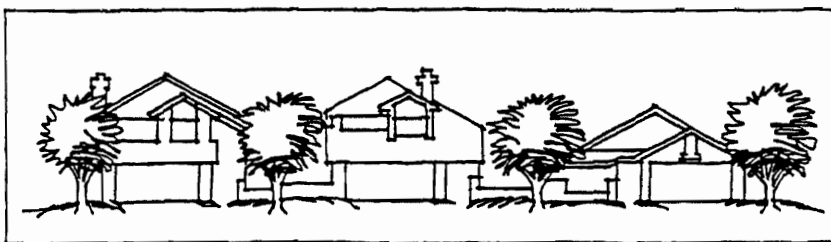
#### BUILDING LOCATION

- PROXIMITY TO BUILDINGS OF COMPATIBLE STYLE
- ADJACENT STRUCTURES CREATE VISUAL RHYTHM AND VARIETY
- APPROPRIATE ORIENTATION OF SERVICE / TRASH FACILITIES

#### BUILDING ARCHITECTURE

- BUILDING FORM
  - Building plane articulation
  - Architectural accents
  - Building plane transitions
  - Landscaping relationships
  - Individual building identity
  - Windows and entries
- MATERIALS
  - Unity and contrast
  - Texture and color
- SIGNAGE

### MAJOR COMPONENTS AFFECTING RESIDENTIAL AESTHETICS



#### STREETSCAPE

- STREET PATTERN • BUILDING SETBACK • BUILDING HEIGHTS
- ARCHITECTURAL VARIETY AND SIMILARITY AMONG RESIDENTIAL STRUCTURES

#### BUILDING ARCHITECTURE

- BUILDING FORM
  - Building plane articulation - Architectural accents - Building plane transitions - Landscaping relationships - Individual building identity - Windows and entries
- MATERIALS
  - Unity and contrast - Texture and color

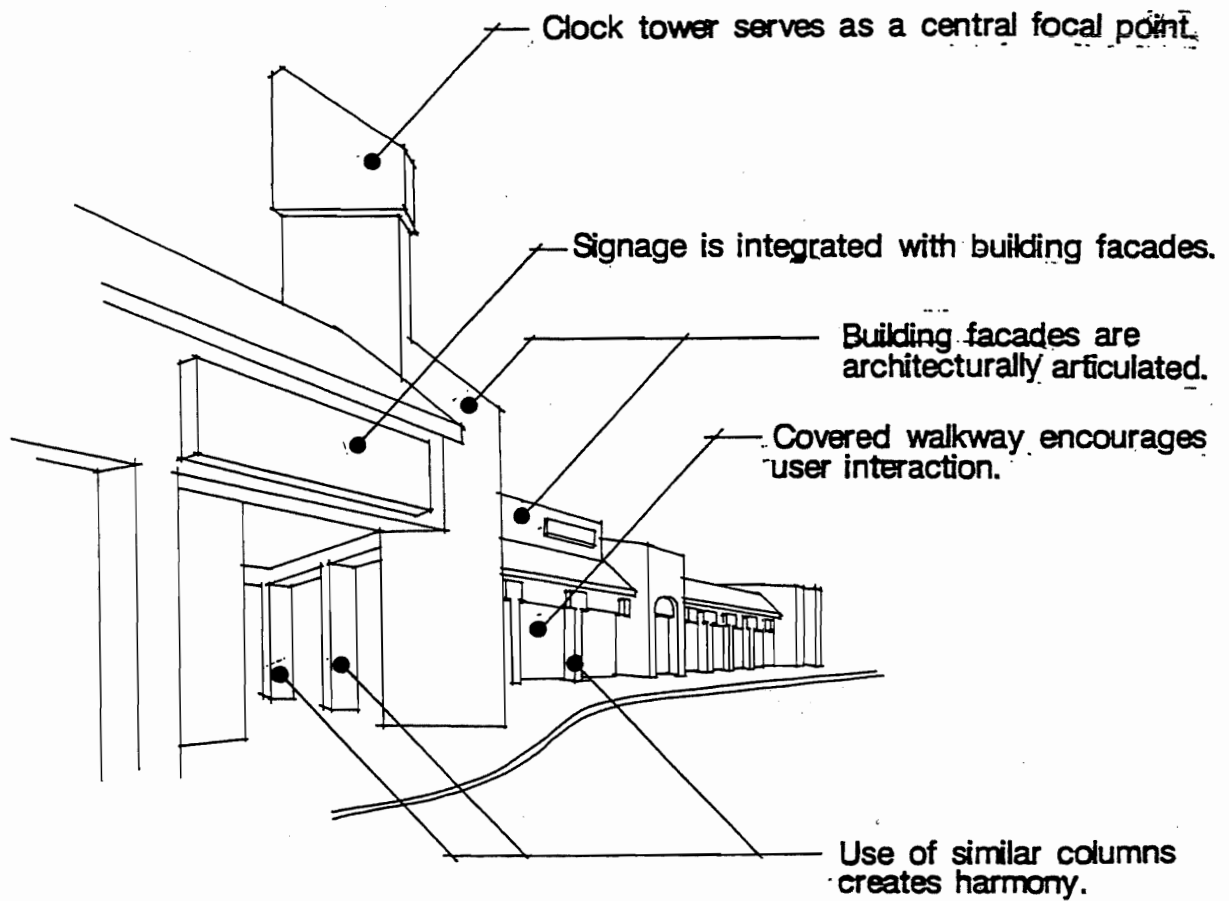
### 3. Application to Commercial Structures

#### 1) Goals

- \* Commercial buildings and developments which reflect creativity and innovation while remaining harmonious with the overall community.
- \* Visually pleasing commercial projects which coordinate well with surrounding land uses.
- \* Commercial uses which are functionally efficient.
- \* Commercial uses which encourage user interaction.

#### 2) Design Principles

- \* Long and straight building facades facing public view can be architecturally articulated through the introduction of interest-creating building mass, forms, textures and/or colors. (See Figure 23a.)
- \* Insets, columns, projections and exterior material changes can be used to architecturally demarcate and create interesting building entries.
- \* Building exterior openings such as doors or windows can be used in a repetitive pattern to create rhythm.
- \* Service entries can be shielded from public view by being placed towards the rear and non-public view sides of buildings.
- \* Service, utility and trash collection areas can be screened from public view (public streets, parking areas, office pedestrian walks, etc.) by permanent walls and landscaping. Screening walls and landscaping can be integrated with respect to forms and materials with the surrounding architecture and landscaping of parent buildings.
- \* Retail commercial building exterior design should anticipate signage location, size and coloration so that eventual tenants/occupants can properly provide signage for the buildings. Multi-tenant projects should develop a comprehensive sign program that addresses tenant as well as project sign types and location. (See Figure 23a.)
- \* Fountains, plazas, sculptures, clock towers and other central features can be used as a focal point or center of confluence for several buildings grouped together. (See Figure 23.)



NOTE: ILLUSTRATION IS ARTIST'S CONCEPTION ONLY.

Figure 23a

# Commercial Structures WINCHESTER PROPERTY



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- \* Exterior lighting can be oriented to the pedestrian by utilizing pedestrian scale lamp poles/standards and wall mounted lamps that light adjacent pedestrian walkways. (See Figure 23b.)

### Building Materials

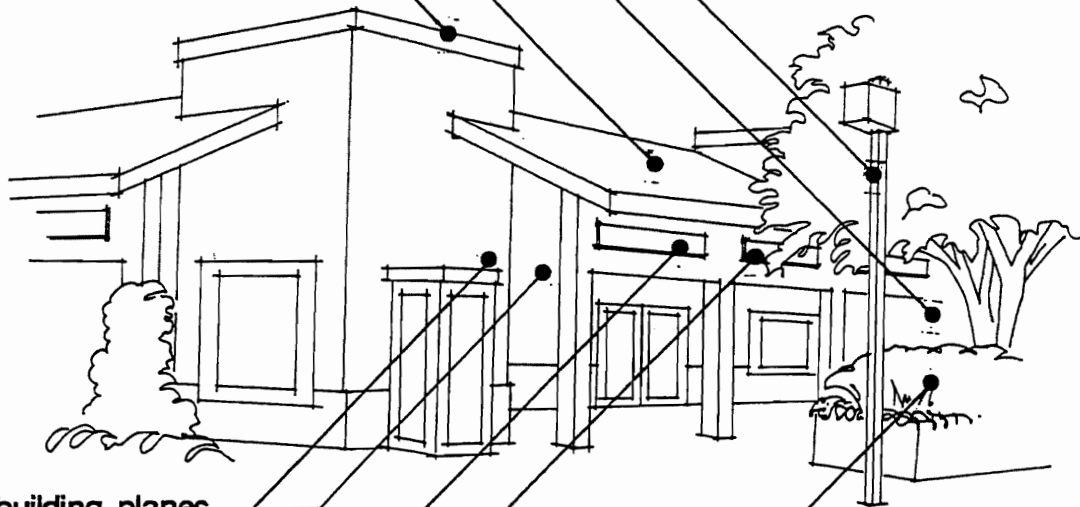
Contrasting exterior building materials can be used to create interest and avoid monotony.

- \* Accent building face areas or accent bands of contrasting materials, patterns textures or color can be used to create interest, focus, and/or unity.
- \* Reflective glass-faced buildings should not be used in areas where existing or future surrounding buildings would be adversely affected by glare. Similarly, buildings with large amounts of reflective glass that would cause glare are not appropriate adjacent to areas regularly used by motorists or pedestrians.
- \* Accent trees, flowerbeds, special pavement treatments, earth mounding, and special signage can be used to create interest, focus, and set a theme for a project. (See Figure 23b.)
- \* Tree massing, formal plantings, flowerbeds, sculptures, and special pavement treatments can be used to accent building entries or courtyard areas. (See Figure 23b.)

Exterior lighting is oriented to pedestrian scale.

Covered walkway is functionally efficient and visually pleasing.

Varied roof planes add variety.



Varied building planes.

Signage is well integrated with building facade.

Planters and flowerbeds create accents and interest.

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Figure 23b

# Commercial Structures WINCHESTER PROPERTY



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### 4. Application to Business Park (Office/Industrial) Structures

#### 1) Goals

- \* Business parks which reflect creativity and innovation while remaining harmonious with the overall community.
- \* Visually pleasing business parks which coordinate well with surrounding land uses.
- \* Business parks which are functionally efficient and are designed at "human scale".

#### 2) Design Principles

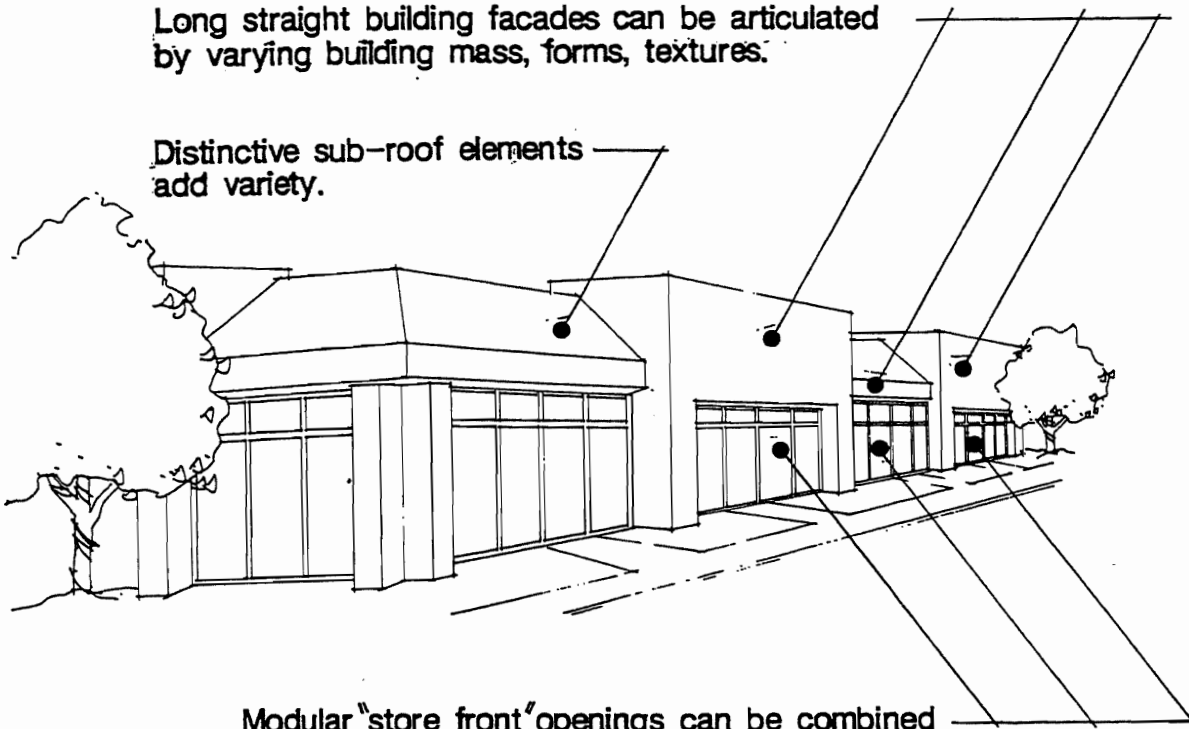
- \* Cornices and relief moldings can be used to create horizontal interest and unity on a building face; columns, half columns and vertical relief moldings can create vertical interest and unity on building faces.
- \* Pedestrian and ground level entries in office buildings can be recessed or covered by architectural projections, roofs, or arcades to provide pedestrians with shelter from the sun and rain.
- \* Insets, columns, projections and exterior material changes can be used to architecturally demarcate and create interesting building entries. (See Figure 24b.)
- \* Building exterior openings such as doors or windows can be used in a repetitive pattern to create rhythm. (See Figure 24a.)
- \* Long and straight building facades which face public views can be architecturally articulated by varying building mass, forms, textures, or colors. Landscaping shall also be used to create interest and soften building faces. (See Figure 24a.)
- \* Service, utility, and trash collection areas can be screened from public view by permanent walls and landscaping. Screening walls and landscaping can be integrated, in respect to forms and materials, with the surrounding architecture and landscaping of parent buildings.



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Long straight building facades can be articulated by varying building mass, forms, textures.

Distinctive sub-roof elements add variety.



Modular "store front" openings can be combined with different building fronts to provide variety and harmony.

# Business Park (Office/Industrial) Structures MINCHESTER PROPERTY

Figure 24a



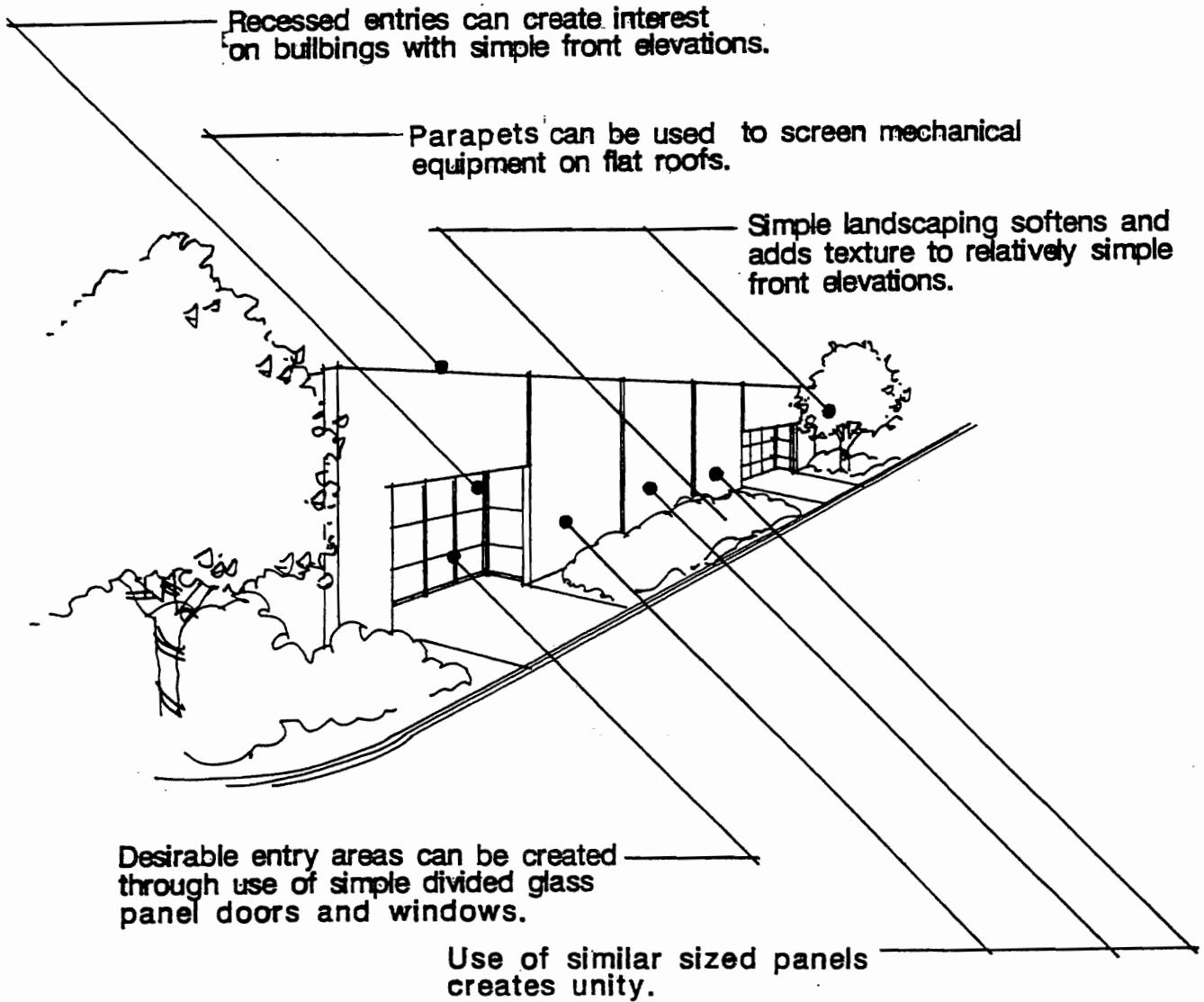
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- \* Business park design should anticipate signage location, size and coloration so that eventual tenants/occupants can properly provide signage for the buildings. Multi-tenant projects should develop a comprehensive sign program that addresses tenant as well as project sign types and location. (See Figure 24c.)
- \* Pedestrian and ground level stories of office buildings adjacent to publicly oriented walkways and public roadways can be architecturally articulated (introduction of smaller pedestrian scale features such as building masses signage, doors, light fixtures, planters, etc.) to create human scale.
- \* Accent windows or doors (in a limited number) can be appropriate in some structures to create interest.

### Building Materials

- \* Contrasting exterior building materials can be used to create interest and avoid monotony. Accent building face areas or accent bands of contrasting materials, patterns textures or color can be used to create interest, focus and/or unity.
- \* Reflective glass-faced buildings should not be used in areas where existing or future surrounding buildings would be adversely affected by glare. Similarly, buildings with large amounts of reflective glass that would cause glare are not appropriate adjacent to areas regularly used by pedestrians or motorists.
- \* Accent trees, flowerbeds, special pavement treatments, earth mounding, and special signage can be used to create interest, focus, and set a theme for a project. (See Figure 24d.)
- \* Tree massing, formal plantings, flowerbeds, sculptures, and special pavement treatments can be used to accent building entries or courtyard areas.

NOTE ILLUSTRATION IS ARTIST'S  
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# Business Park (Office/Industrial) Structures WINCHESTER PROPERTY

Figure 24b



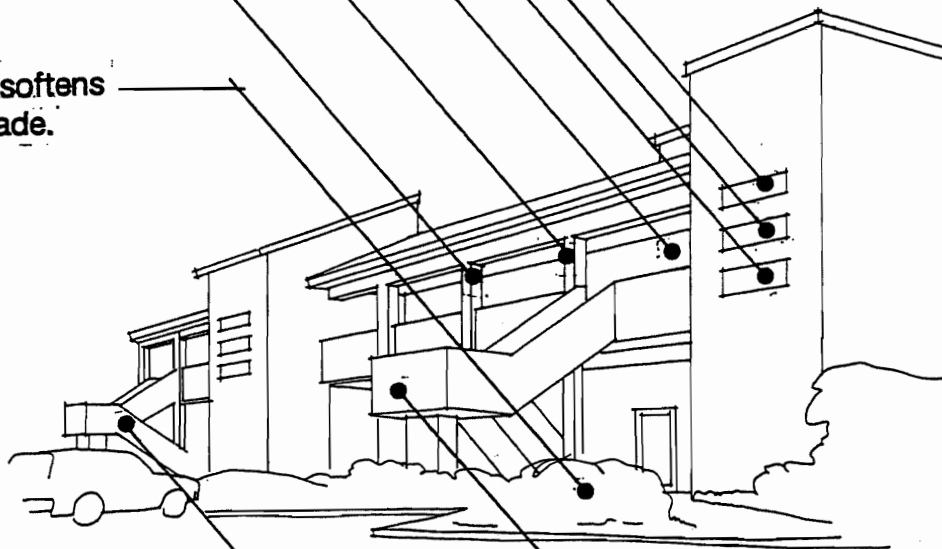
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Covered walkway orients building to pedestrian use.

Repetitive column feature creates harmony.

Landscape softens building facade.

Comprehensive sign program for multi-tenant building.



Stairs become a visual and functional amenity.

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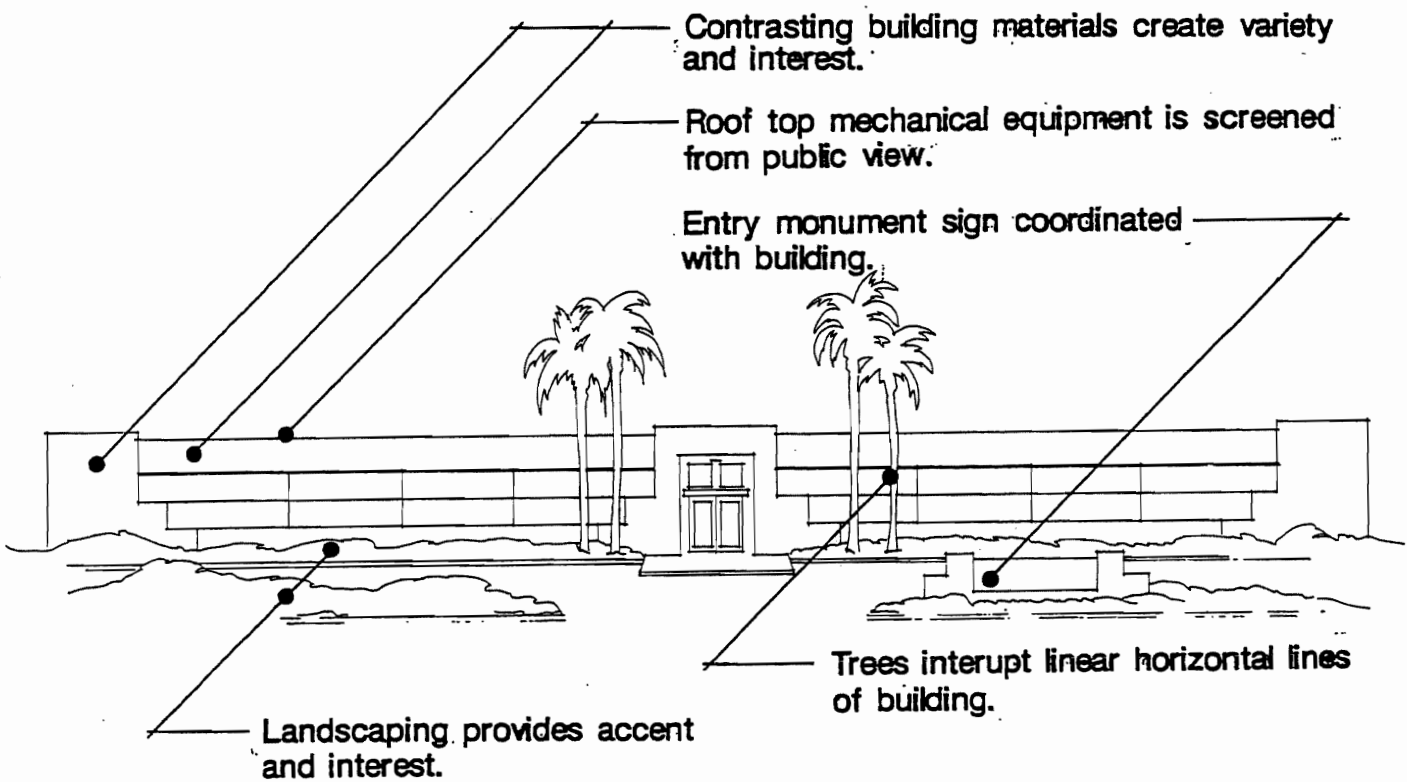
# Business Park (Office/Industrial) Structures WINCHESTER PROPERTY

Figure 24c



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3090 CALLE DE ENRIQUE, SUITE 200  
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# Business Park (Office/Industrial) Structures WINCHESTER PROPERTY

Figure 24d



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SAN DIEGO OFFICE, SUITE 200  
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## 5. Application to Detached Residential Structures

### 1) Goals

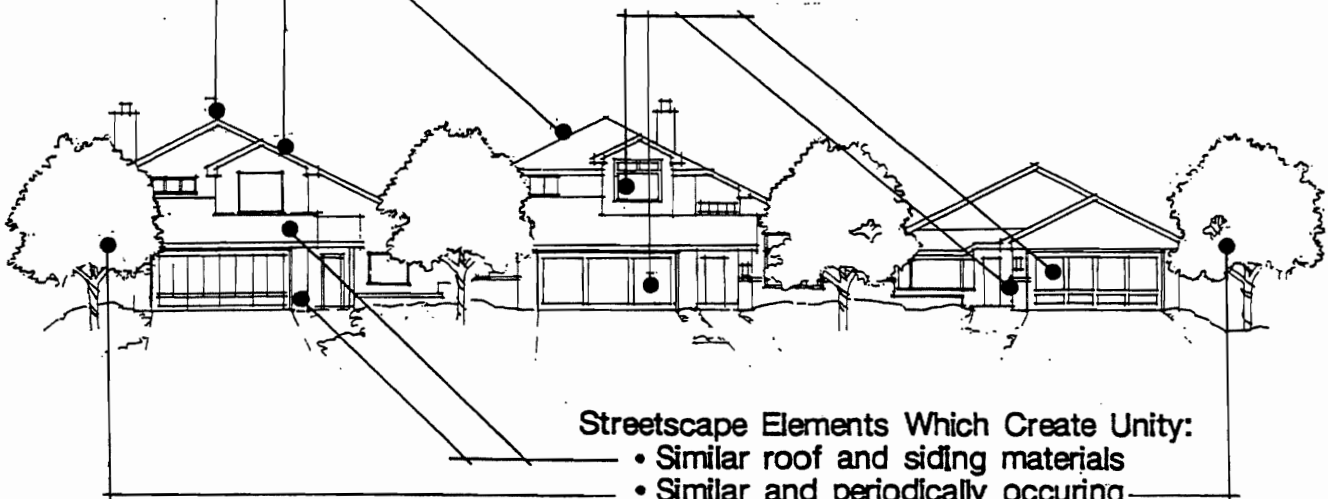
- \* Create residential neighborhoods and individual residential architectural structures that are visually pleasing.
- \* Create residential streets and neighborhoods that are differentiated from each other and that contribute to the creation of distinctly recognizable places.
- \* Discourage residential architecture that has little variation or that appears visually monotonous.
- \* Encourage residential architecture that coordinates well with the general character of architecture in the surrounding neighborhood with respect to building materials and styles.

### 2) Design Principles

- \* Building faces (particularly front elevation planes) and roof planes can be varied in placement and size to avoid visual monotony, and to create interest and human scale. (See Figures 25a and 25b.)
- \* Further architectural articulation of building faces and roof planes can be accomplished through the introduction of sub-elements such as projections, dormers, roof ridge jogs, roof overhangs, building face trims, recessed doorways, bay windows, or entry courts. (See Figure 25a.)
- \* In two story structures varied and horizontally offset ground and second level floor plans can be used to produce exterior building and roof plane articulation.
- \* In two story structures, scale and vertical transition can be created in the front of the structure by "stepping back" the second story and providing a partial roof or trellis at the top of the first floor level. This eliminates a continuous two story vertical building plane. (See Figure 25b.)

**Streetscape Elements Which Create Interest:**

- Varied roof heights
- Varied roof types (e.g. hip roof, gable roof).
- Varied facade treatments (entries, garage doors, accent features).



**Streetscape Elements Which Create Unity:**

- Similar roof and siding materials
- Similar and periodically occurring street trees.

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Figure 25a

# Detached Residential Structures WINCHESTER PROPERTY

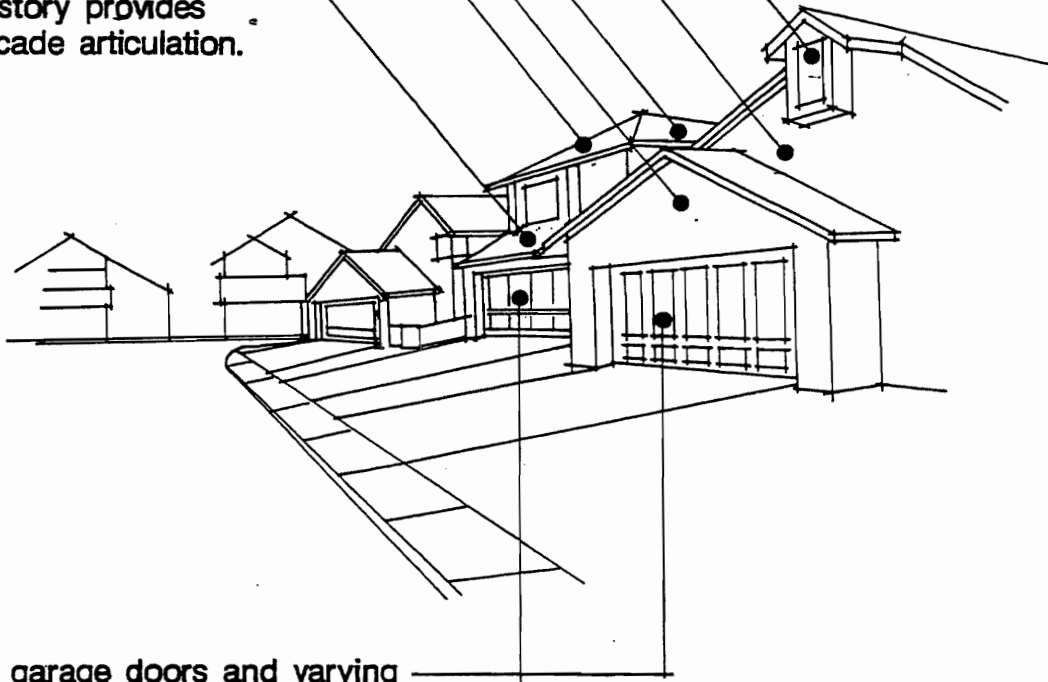


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Building facade projections provide variety.

Building faces and roof planes are varied to create interest.

Horizontally stepped back at second story provides building facade articulation.



Distinctive garage doors and varying setbacks aids orientation of residents.

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Figure 25b

# Detached Residential Structures WINCHESTER PROPERTY



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SAN DIEGO, CALIF. 92108-1700 AND 3274  
3674 CRENSHAW DRIVE, SUITE 200  
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- \* Emphasis and balance between various building architectural elements (e.g. between garages and entries) can be created by focusing architectural detail upon the area of desired prominence. Visual focus can be created through increasing texture, detail, color or trim in the feature to be emphasized. Articulation of entries including doors, alcoves, entry walls, gates, overhead trellises/ subroofs, light fixtures and contrasting colors, is a common method of creating building visual/functional focus and sense of identity.
- \* In hillside areas, roof planes can be used to compliment surrounding hill slopes by sloping roofs in the same direction as the hill slope.
- \* An accent window having a different or articulated shape (e.g. rounded, diamond and/or with contrasting moldings) or with a finer texture (e.g., many small panes) can be used to create interest on building elevations.
- \* When used on roofs, solar energy equipment such as solar panels, solar modules, or piping should be well integrated into roof design in terms of placement and color.
- \* Front and side yard landscaping can be used to focus attention, create visual rhythm, or screen from view various architectural features.
- \* Television antennas can be placed in attics or on rear facing roof plans to reduce visibility from public streets.

### 3) Building Materials

- \* A plain surface can be embellished through the use of localized contrasting materials as accents or trims.
- \* Instead of using contrasting materials on the same flat building surface it is best to offset the contrasting materials on different building planes.
- \* To provide interest and/or architectural accents on structures predominantly finished in stucco, moldings, cornices, insets or offsets can be used. similarly, to create interest, portions of the

exterior building surface can also be covered with a complimentary building material, texture, or color.

- \* The use of many different styles of windows on one building plane should be avoided (e.g., a home front elevation with two different aluminum framed sliding glass windows next to a wooden sash windows with exterior shutters).
- \* Any bare metallic surfaces (vents, pipes, gutters, flashing, etc.) should be painted or covered from view in a manner harmonious with the general exterior architectural treatment of the building.

## 6. Application to Attached Residential

### 1) Goals

- \* Create residential neighborhoods and individual residential architectural structures that are visually pleasing.
- \* Create residential streets and neighborhoods that are differentiated from each other and that contribute to the creation of distinctly recognizable places.
- \* Discourage residential architecture that has little variation or that appears visually monotonous.
- \* Encourage residential architecture that coordinates well with the general character of architecture in the surrounding neighborhood with respect to building materials and styles.
- \* Encourage creative design and creative design solutions in residential neighborhoods and structures.
- \* Permit and encourage evolving neighborhood and architectural designs that adapt to changing consumer needs and preferences.

### 2) Design Principles

- \* It is preferable to group apartment and condominium buildings in smaller massed buildings (approximately 16 units) rather than large buildings; where larger buildings are used they should be designed with vertical, horizontal and roof articulation of building faces. (See Figure 26a.)
- \* Apartment and condominium buildings should be oriented in varying directions relative to each other, where possible, to reduce the monotony of a linear pattern. Clustering of buildings around courtyards is one method of accomplishing this.
- \* Building faces (particularly front elevation planes) and roof planes should be varied in placement and size to reduce visual monotony, create interest and focus, and to create human scale. (See Figure 26a.)

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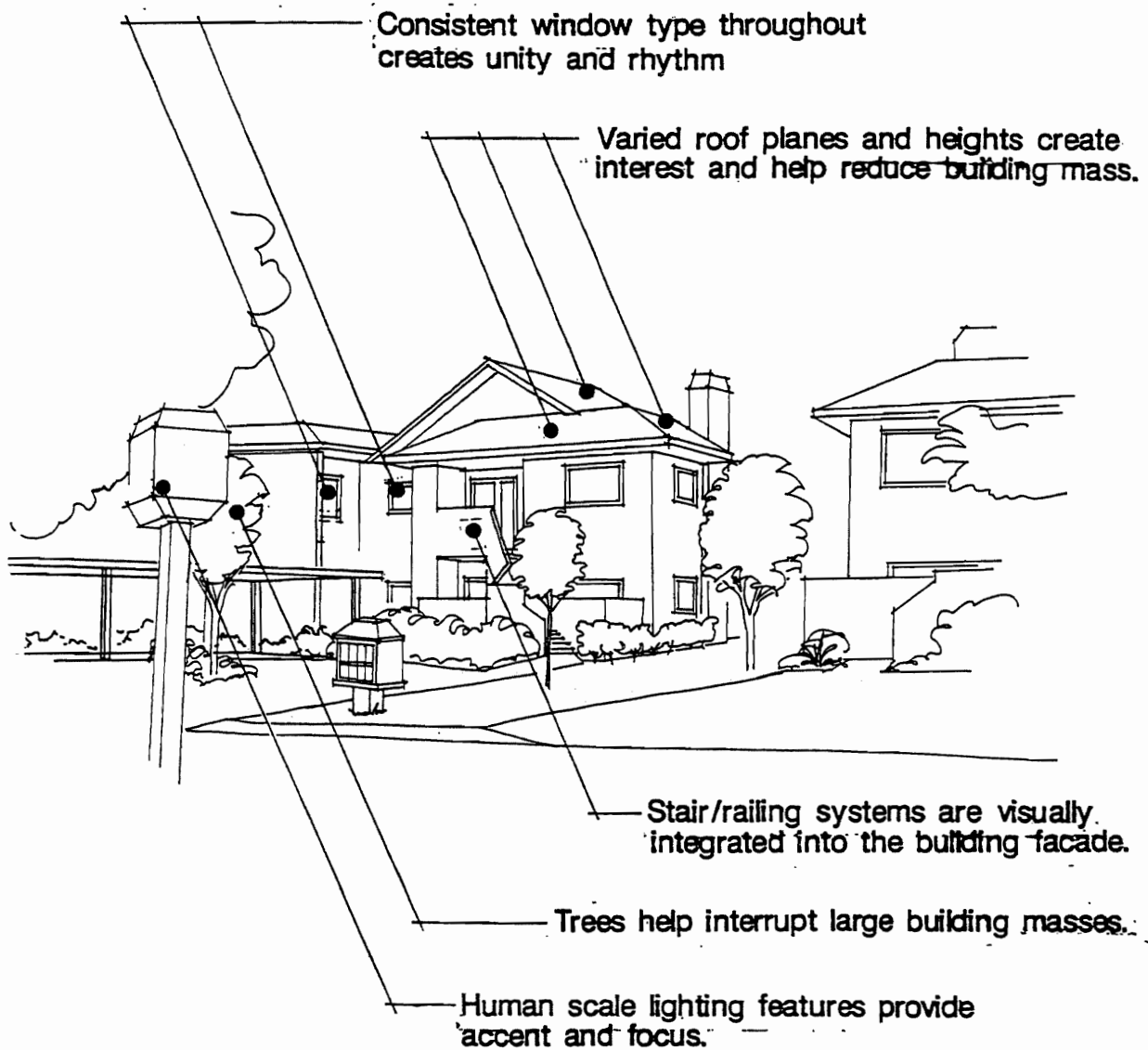


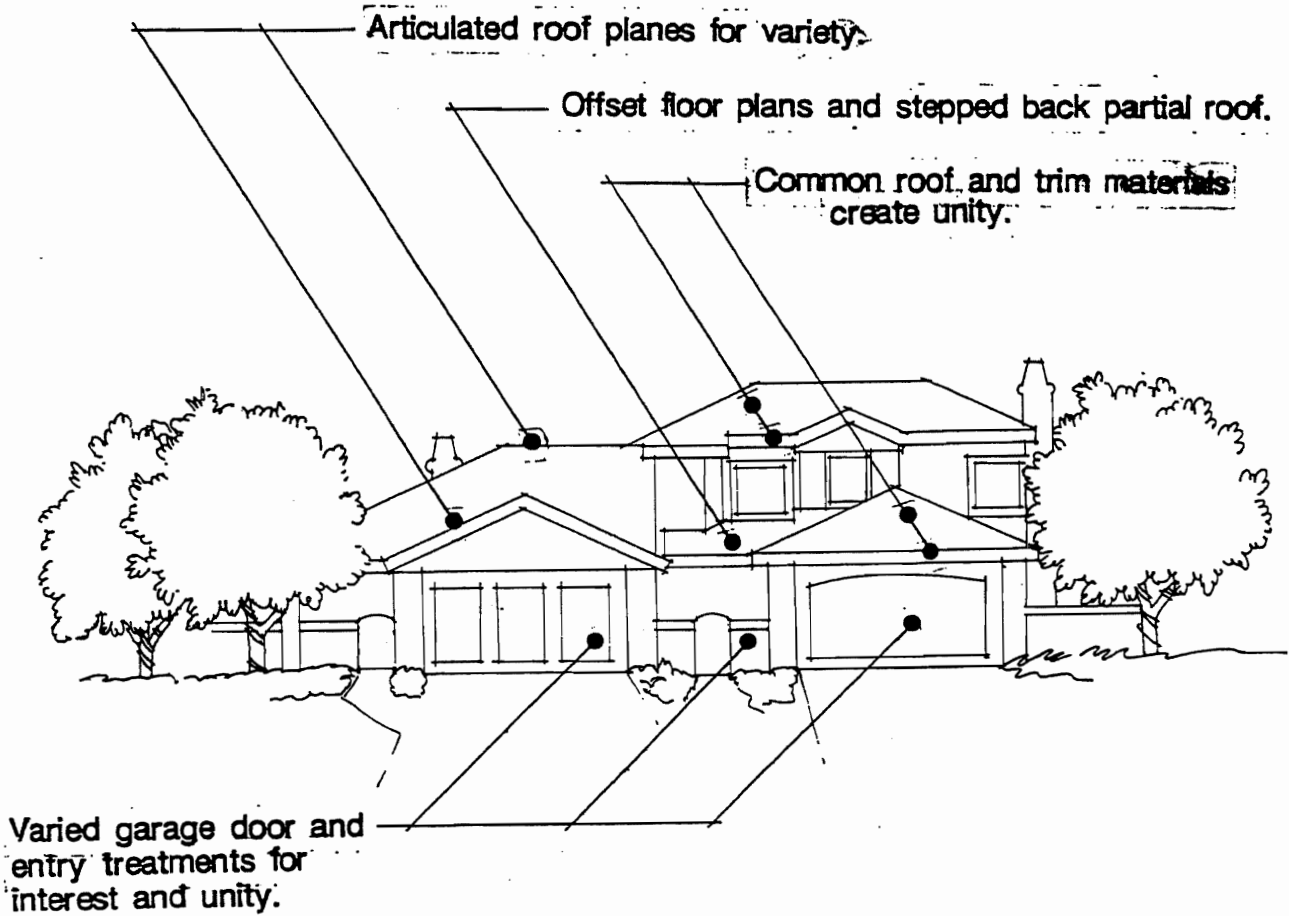
Figure 26a

# Attached Residential Structures WINCHESTER PROPERTY



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- \* Further architectural articulation of building faces and roof planes can be accomplished through the introduction of architectural subelements such as architectural projections, roof ridge jogs, roof overhangs, building face trims, recessed doorways or entry courts. (See Figure 26a.)
- \* In two story structures, scale and vertical transition can be created in the front of the structure by "stepping back" the second story and providing a partial roof or trellis at the top of the first floor level. This eliminates a continuous two story vertical building plane. (See Figure 26b.)
- \* Public view of stairwells and steps can be minimized through stair flight orientation or through the use of encased railings or sidewalls. Alternatively, stairways and siderail systems that are well integrated into the building facade are appropriate--stairways and side rail systems can create complimentary rhythm or accent to the building facade.
- \* Enclosed stair rails made of materials complimentary to the building facade can be utilized in higher density multi-family projects adding both privacy and visual integration.
- \* Utility, trash and mailbox areas should be screened from public view by walls and fences; and where appropriate softened with landscaping.
- \* An accent window having a different or articulated shape (e.g. rounded, diamond and/or with contrasting moldings) or with a finer texture (e.g., many small panes) can be used to create interest on building elevations.
- \* When used on roofs, solar energy equipment such as solar panels, solar modules or piping should be well integrated into roof design in terms of placement and color.
- \* Trees can be used to interrupt the appearance of a long horizontal building mass.
- \* Parking and pedestrian walkway lighting should be complimentary to the scale and style of the adjacent architectural structures.



NOTE ILLUSTRATION IS ARTIST'S CONCEPTION ONLY.

Figure 26b

# Attached Residential Structures WINCHESTER PROPERTY



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### 3) Attached Residential Building Materials

- \* A plain surface can be embellished through the use of localized contrasting materials as accents or trims. (See Figure 26b.)
- \* Instead of using contrasting materials on the same flat building surface it is best to offset the contrasting materials on different building planes.
- \* To provide interest and/or architectural accents on structures predominantly finished in stucco, moldings, cornices, insets or offsets can be used. Similarly, to create interest, portions of the exterior building surface can also be covered with a complimentary building material, texture, or color.
- \* To better compliment natural materials and earth tone colors commonly found in contemporary residential structures, the covering of metallic aluminum frames around doors or windows by wood, brick or stucco trim systems is encouraged. Anodized aluminum window frames are also appropriate.
- \* The use of many different styles of windows on one building plane should be avoided (e.g., a home front elevation with two different aluminum framed sliding glass windows next to a wooden sash windows with exterior shutters).
- \* Any bare metallic surfaces (vents, pipes, gutters, flashing, etc.) should be painted or covered from view in a manner harmonious with the general exterior architectural treatment of the building.