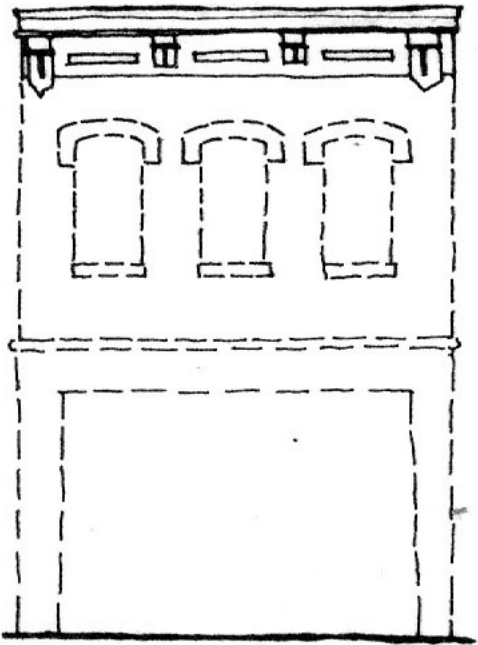


Facades- Traditional commercial facades have a three-part horizontal layering.



Building Cornice - traditional building cornice, made of stone, brick, wood, metal, or other materials serve to visually cap the building.

Upper Facade - the upper facade, constructed of brick, stone, stucco, or pressed tin; typically has a symmetrical design; and is characterized by regularly spaced window openings.

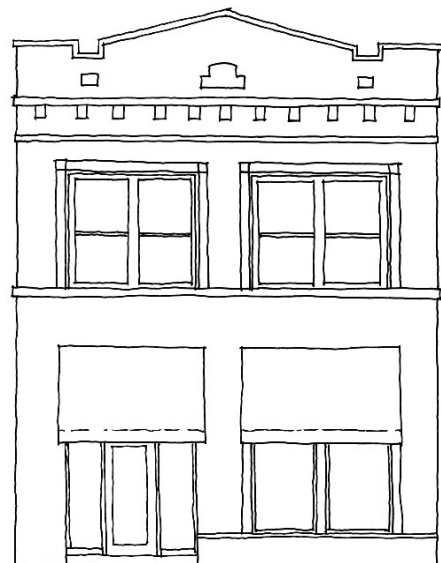
Storefront - the traditional building storefront characteristics are markedly different from the upper facade and building cornice. The storefront is primarily composed of large display windows surrounded by enframing piers and a storefront cornice.

Guidelines

Primary Facades:

Primary facades or front facades are facades that are oriented toward the primary street.

- Primary facades shall employ an overall building design strategy exhibiting a) three-part horizontal layering; b) overall verticality; c) hierarchy; and d) a balanced composition.
- Storefront and display windows must be included in all retail developments.



Typical Primary Facade



- Buildings should have a sense of unity and balance. In this drawing of a building in Downtown Lawrence, the second story windows and ornamentation on the second story create a pattern because they have matching shapes and equal spacing. Although there are two different stores at the street level, the strength of the second story gives the building unity.

- Buildings with multiple storefronts within a larger building should be compatible from storefront to storefront.

Secondary Facades:

Secondary facades are facades of corner buildings that do not face the primary north/south street. For instance, a building located on the corner of Massachusetts Street and 7th Street has a secondary facade on 7th Street.

- Secondary facades shall contain display windows and/or secondary storefronts.
- Secondary facades shall contain upper story windows.
- Secondary facades should be balanced in design and shall provide a distinction between lower and upper sections of the building.
- Secondary facades should not directly compete with the primary facade.



Typical Features of Secondary Facade

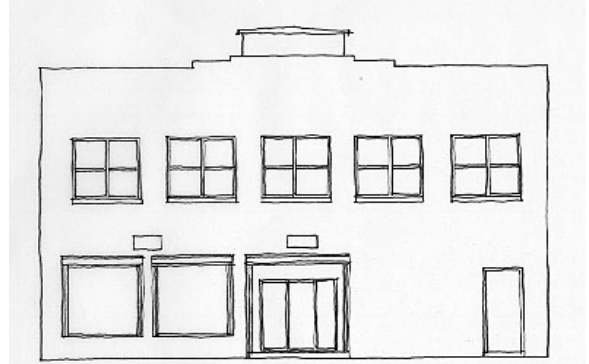
- **Upper-story windows**
- **Provide a distinction between lower and upper portions of the building**
- **Display windows and/or secondary storefronts.**

Secondary Facade of Liberty Hall along 7th Street

Rear Facades:

While rear facades on older structures are more symmetrical in their design, more recent buildings provide a more utilitarian design approach. In most cases, rear entrances and openings occupy a relatively small part of the rear facade and exhibit more of a utilitarian character.

- Rear facades should be maintained and developed to support the overall appearance of Downtown Lawrence.
- Rear entrances on buildings that face public-parking areas are encouraged.
- Rear facades should provide sufficient architectural features, such as window and door openings, to articulate the building facade.
- Rear facades should not compete with the primary facade of the structure.



Typical Rear Facade