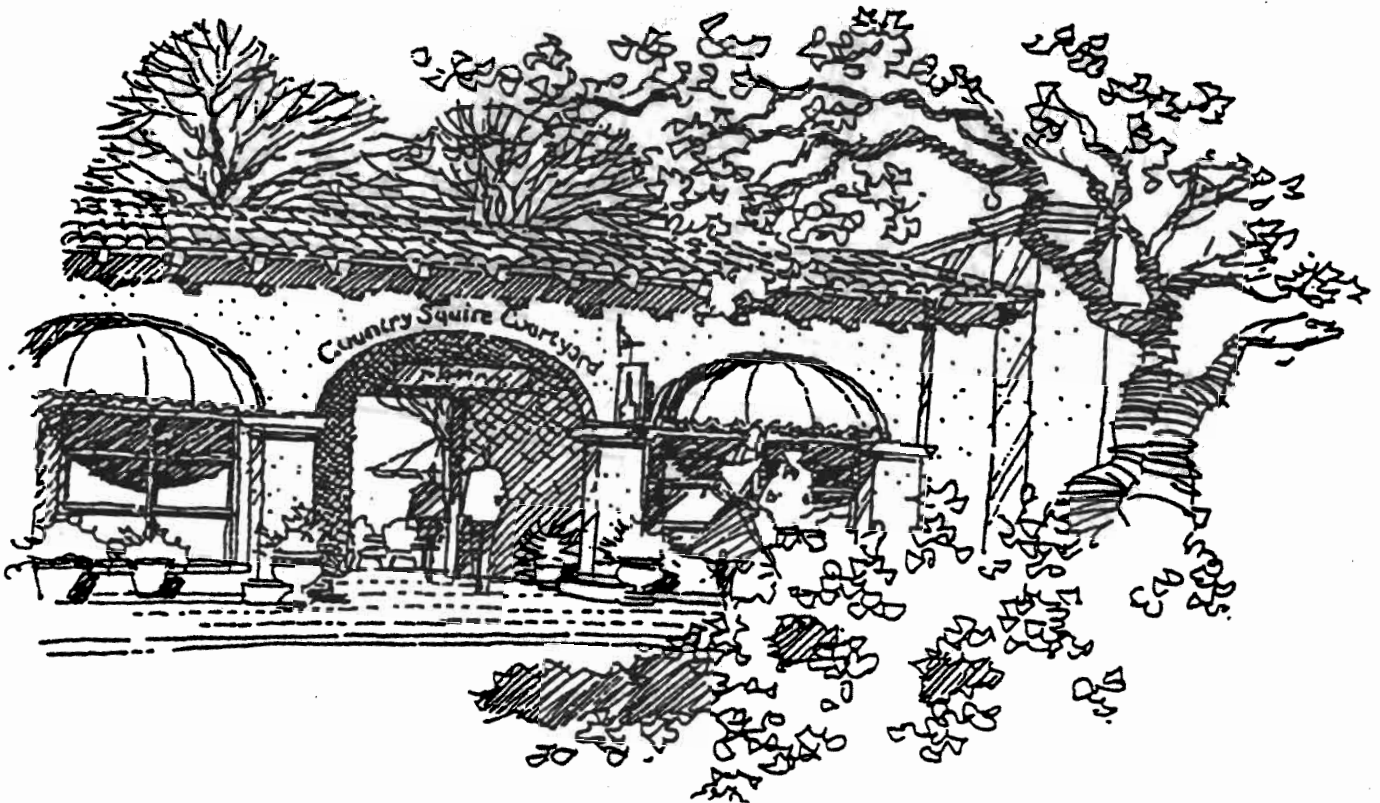
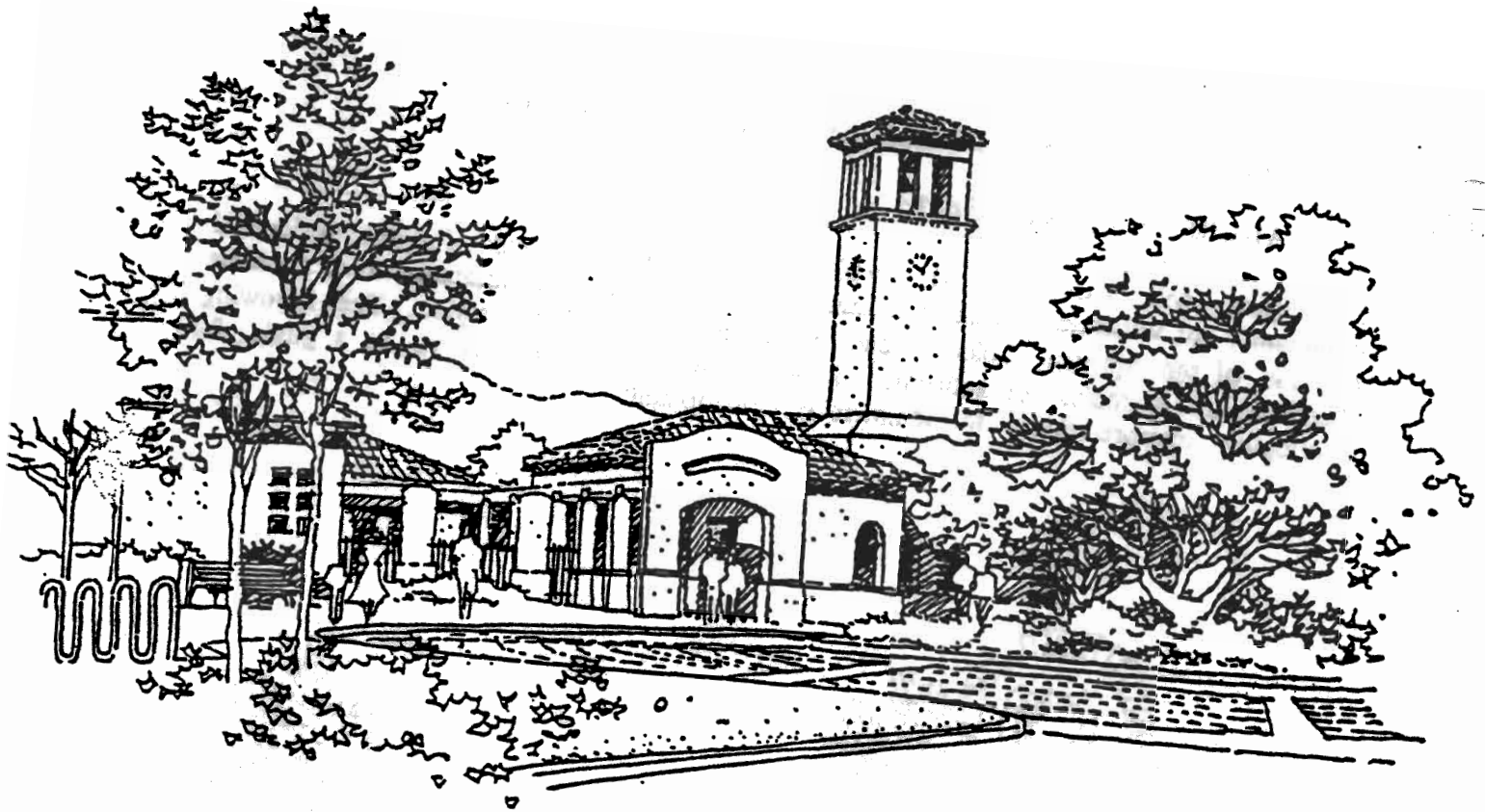


D. COMMERCIAL ARCHITECTURAL DESIGN CRITERIA

1. ARCHITECTURAL THEME

In keeping with the residential architectural theme proposed for the residential community of Winchester 1800, the concept for commercial architecture is to continue the use of the Spanish Colonial and Monterey architectural style. The following sketches are examples of authentic design imagery and will serve as a guide for developing interpretations for commercial development.

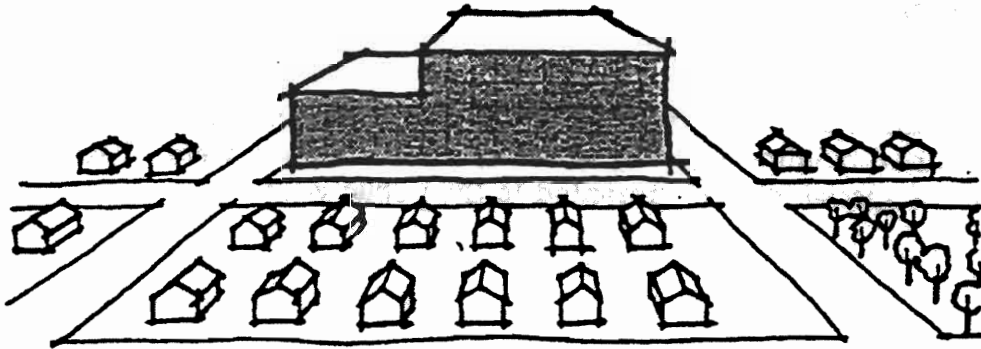




2. DESIGN PRINCIPLES

The following architectural principles are conceptually diagrammed to establish desirable commercial development characteristics for Winchester 1800. Site planning principles are further defined in the next section, Commercial Site Planning Criteria. The intent is to provide a framework which can integrate public and private construction over time, while maintaining maximum flexibility to accommodate a wide variety of uses. The principles and guidelines are not intended to restrict taste or preference, but are designed to avoid harsh contrasts and to foster harmony of development throughout Winchester 1800.

Commercial buildings should be designed as a complementary addition to the overall theme established throughout the Winchester 1800 Community. Dramatic departures in form, scale and style are not permitted.



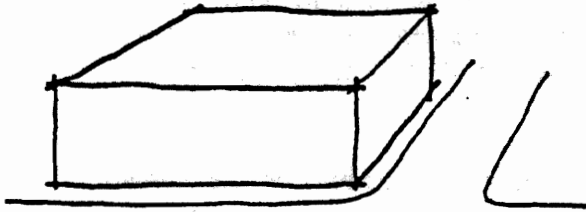
UNDESIRABLE

Buildings should be designed to create smooth transitions in scale through the use of low and mid-rise building forms or through the use of terraced elevations.

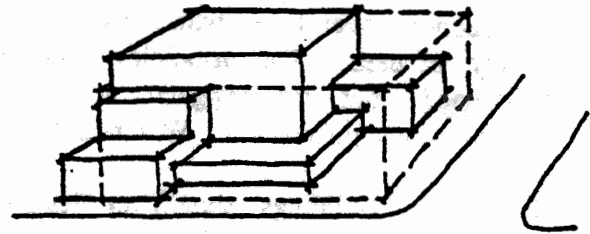


DESIRABLE

The uniform, large scale and mass of buildings should be softened by adding projections, pop-outs, arcades, unique tower or rotunda forms characteristic of the preferred Spanish Colonial style.

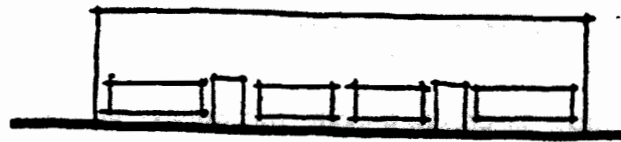


UNDESIRABLE



DESIRABLE

Long, uniform facades should be avoided by creating visual interest through the use of courtyards, buried building setbacks, arcades, windows and towers. There should be a focal point of special interest presented to the public view.

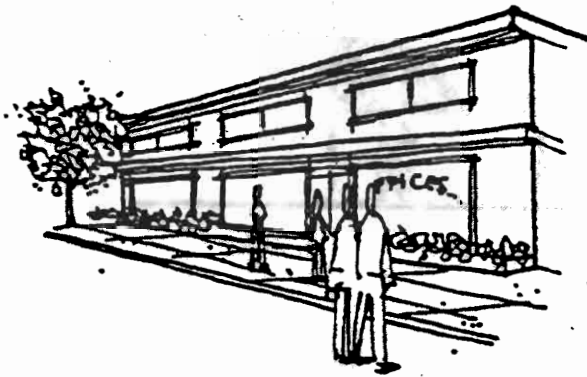


UNDESIRABLE

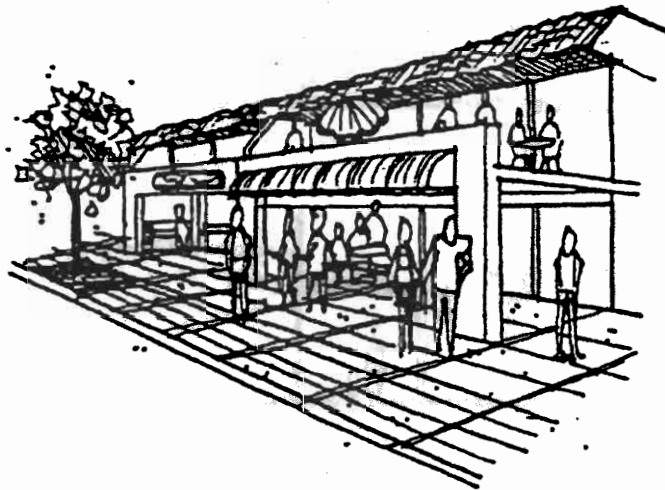


DESIRABLE

Buildings should be designed to locate high activity uses, such as restaurants and entertainment facilities, adjacent to major pedestrian ways. Outdoor uses are strongly encouraged along pedestrian ways, as well as providing the highest level of detail and interest at ground level.

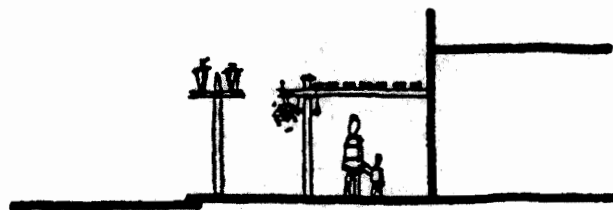
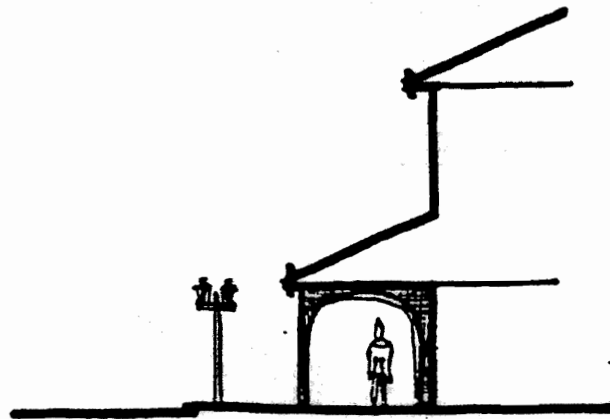
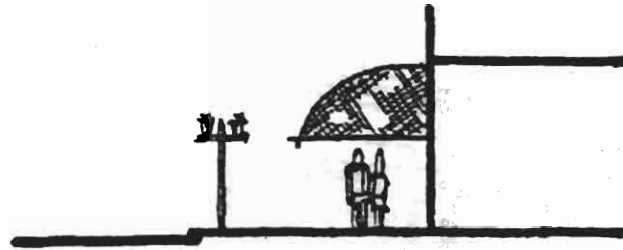


UNDESIRABLE



DESIRABLE

Arcades, canopies, awnings and trellises are encouraged to define pedestrian ways and to offer protection from the elements.



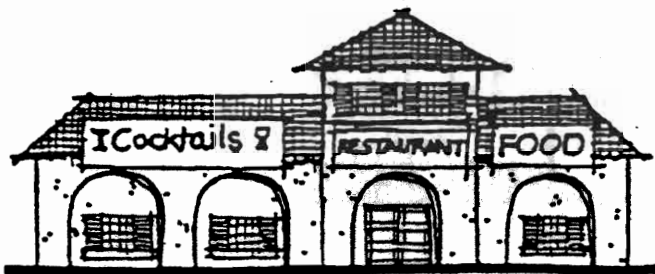
DESIRABLE

Flags and banners can add significant interest and color to pedestrian ways with a minimum investment. Flags and banners should be made of durable cloth material and should be integrated into the overall planned sign program and architectural design of the project in which they are located.



DESIRABLE

Signs should be designed to be complementary with and subordinate to the building they identify.

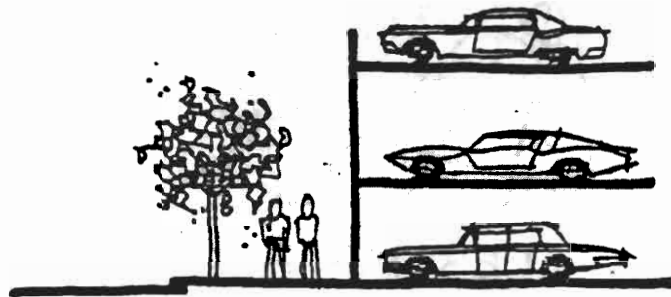


UNDESIRABLE

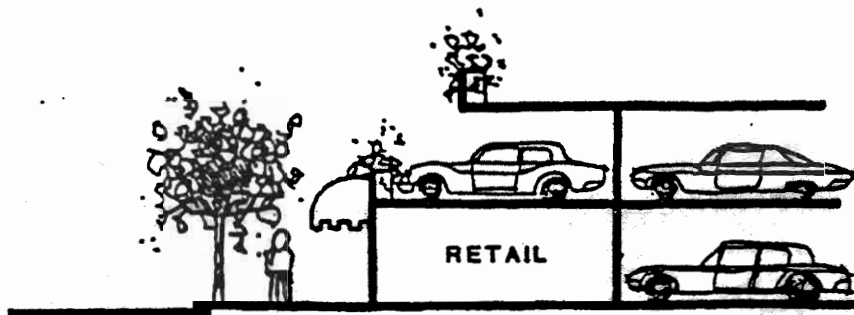


DESIRABLE

If parking structures are used, the ground floor should be accessible to retail and other pedestrian-oriented uses.



UNDESIRABLE



DESIRABLE

3. BUILDING MASSING AND SCALE

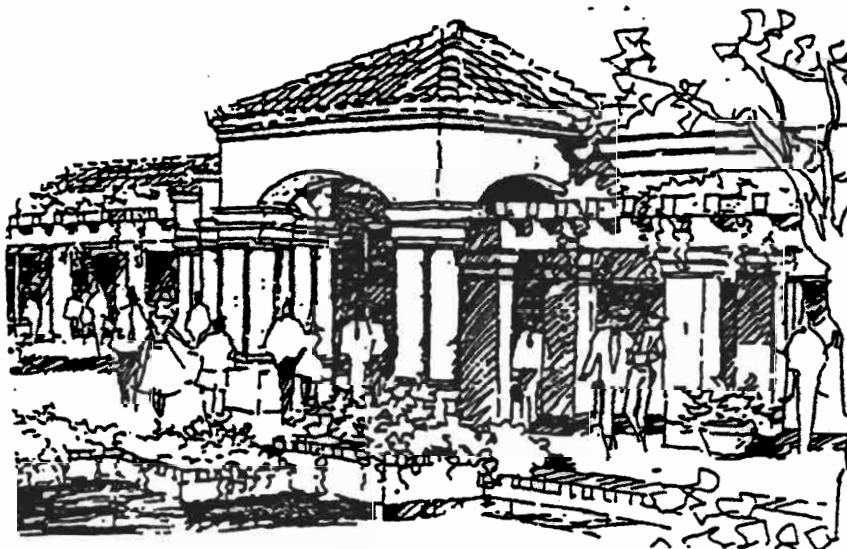
The architectural image of Winchester 1800 will be perceived most dramatically from high image areas. Therefore, the massing and scale of buildings requires careful articulation. Examples of applicable architectural styles are depicted in the following character sketches. More specific implementation methods to achieve this character are identified in following sections:

ALLOWED:

- Mix of one-and-two-story mass and use of a focal vertical element
- Horizontal architectural forms
- Projections and recesses to provide shadow and depth
- Stepped walls
- Simple, bold forms
- Balconies
- Angles in plan and elevation for visual interest and as an element of contemporary form
- Columns
- Broad pitch and extensive overhang
- Hip/gable roofs
- Enclosed courtyards
- Archways
- Bold vertical elements

NOT ALLOWED:

- Large expanses of flat wall planes, vertically or horizontally
- Architectural massing and proportion not sympathetic to human scale



4. BUILDING MATERIALS AND COLORS

The commercial areas in the Winchester 1800 development are an integral part of the overall community. The materials and colors should be compatible with the surrounding development.

MATERIALS

ALLOWED:

- Exterior plaster or stucco with float finish texture
- Board and batten
- Crisp, clean and simple use of tile, brick, stone and masonry as design accents and trim
- Brighten accent colors in limited areas

NOT ALLOWED:

- Heavy textures, such as Spanish Lace, swirl or heavy trowel

COLORS

Color is intended to act as a primary theme-conveying element, and will be reflective of the architectural style.

ALLOWED:

- Off-white, cream, sepia and ochre wall colors
- Accent colors to complement wall surfaces, in moderation
- Stained wood trim

NOT ALLOWED:

- Pastels

5. ROOF FORMS AND MATERIALS

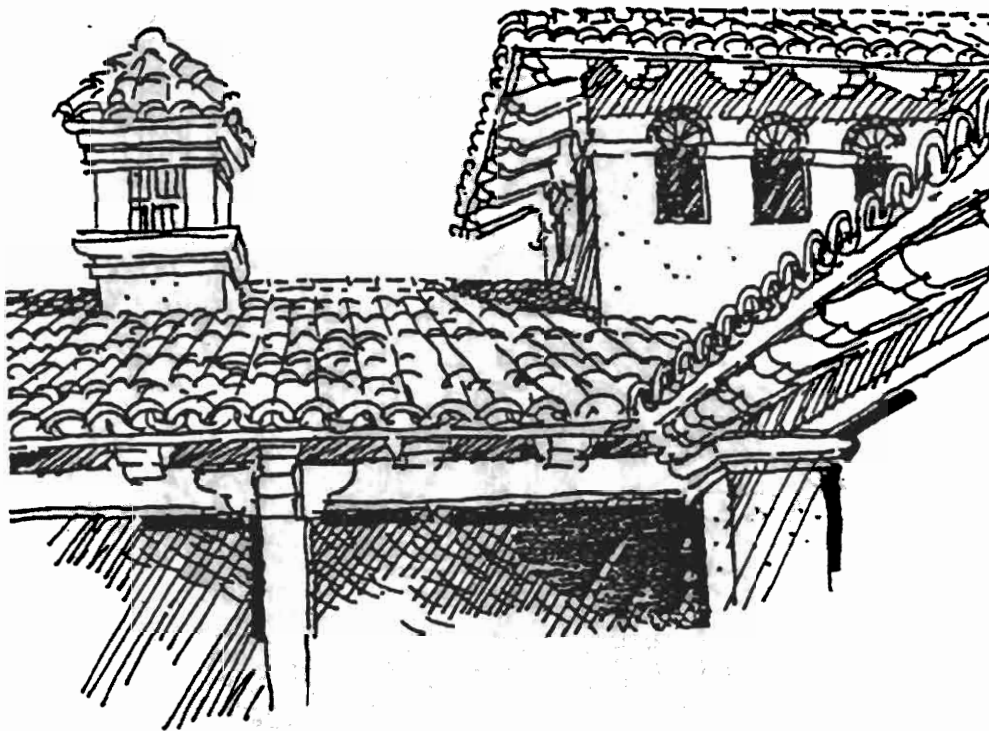
Principal roof forms shall be gable or hip with pitches from 4:12 to 6:12. All roof material shall be clay tile or concrete to ensure continuity in texture, color and character.

ALLOWED:

- Hipped or gabled roofs
- Low pitched roofs (4:12) minimum and (6:12) maximum
- Large roof overhangs and exposed rafter ends
- Flat concrete tile or barrel tile ("S" tile) roofs
- Roofs over extended transitional spaces by use of shaded arcades or colonnades
- Simple roof geometry, emphasizing long, horizontal lines
- Multiple tiers of barrel tiles
- Bell towers, cupolas and other roofline embellishments
- Rafter tails (Monterey)

NOT ALLOWED:

- Gambrel, mansard and "period" style roofs
- Flat roofs
- Wood shingles



6. WINDOWS AND DOORS

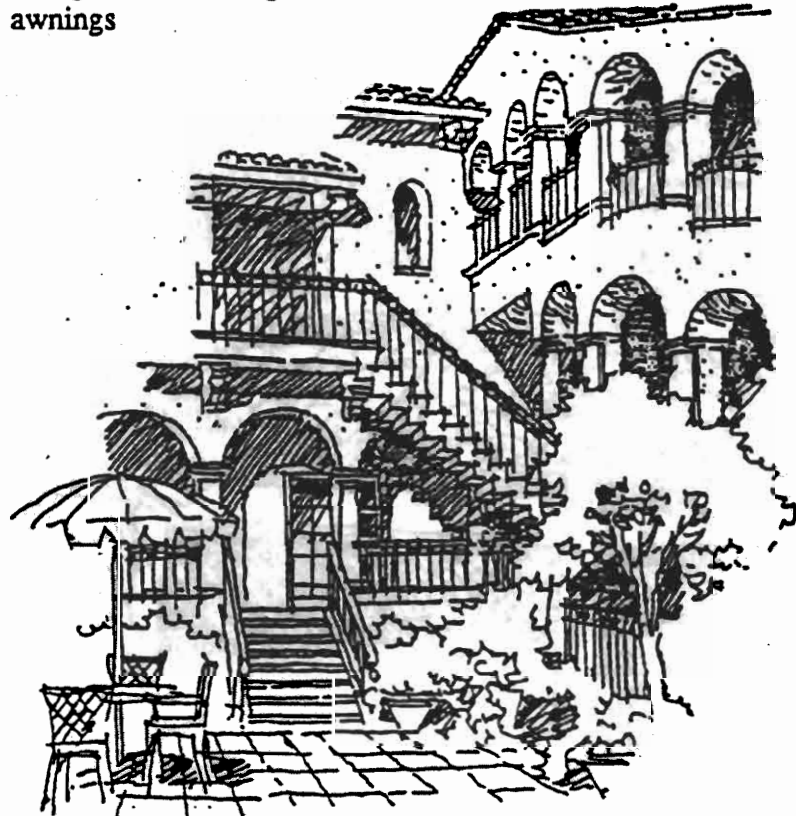
Recessed doors, windows and wall openings emphasizing massive wall thickness are characteristic elements of the allowed architectural styles. Fully recessed door and window openings are encouraged as well as embellished framing treatments of both to add articulation to the wall surface.

ALLOWED:

- Recessed windows and doors to create shade and wall articulation
- Relate interior building design to pedestrian spaces through generous use of glazing in doors and windows
- Arched windows and doorways
- Decorative doors and window treatments
- Accent trim or tile at doorways
- Windows banded to emphasize the horizontal
- Glazing which follows roof pitch
- Canvas awnings with complementary accent colors
- Wrought iron accents

NOT ALLOWED:

- Silver or gold window or door frames
- Reflective glass or awnings
- Metal awnings



7. BALCONIES AND HANDRAILS

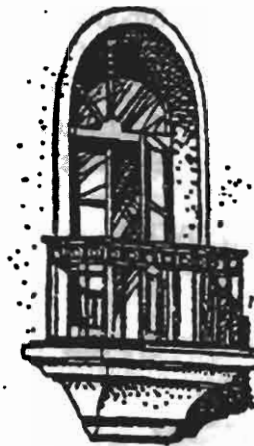
The incorporation of balconies and porches as part of the commercial architectural style is encouraged for both practical and aesthetic value. They integrate indoor and outdoor spaces, break up large wall masses, offset floor setbacks, and add human scale to the buildings, by giving the impression of habitable space above commercial development, reminiscent of early plazas.

ALLOWED:

- Covered porches and balconies
- Smooth stucco or wood
- Simple, clean, bold projections
- Wood trimmed details
- Veranda style balconies with open railings
- Wrought iron railings

NOT ALLOWED:

- Pipe railing



8. EXTERIOR STAIRS

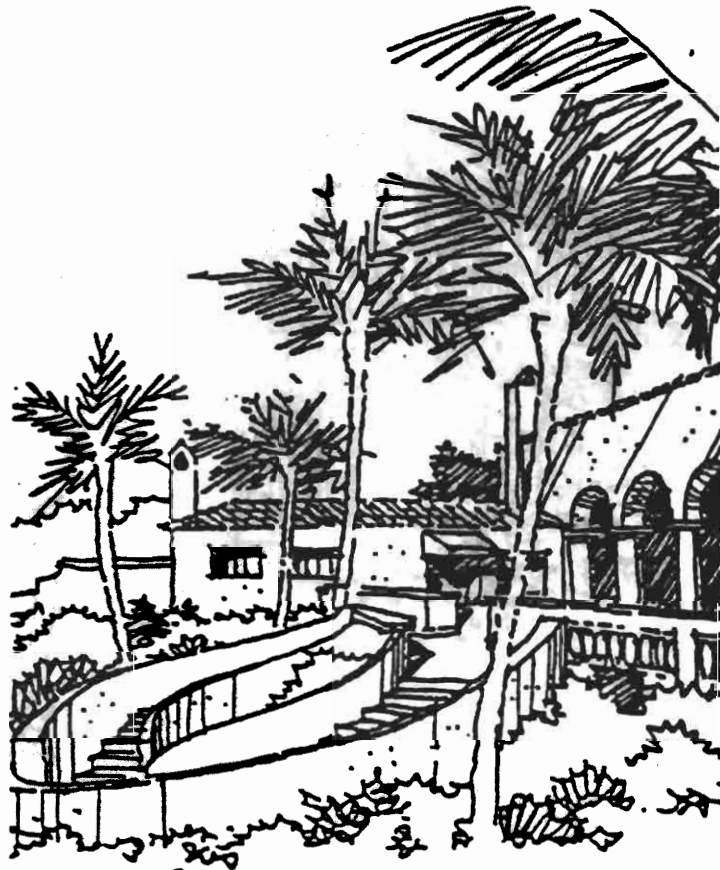
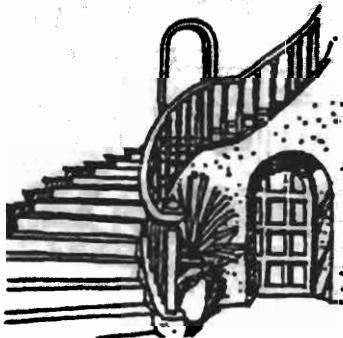
Simple, clean, bold projections of stairways are encouraged to complement the architectural massing and form at the building.

ALLOWED:

- Simple, clean, bold projections of stairways to complement the architectural massing and form of all buildings
- Enclosed or open railing
- Smooth stucco, wrought iron or simple wood railing
- Use of clay tile or brick as tread
- Use of accent tile on riser
- Balustrades
- Pilasters

NOT ALLOWED:

- Pre-cast concrete treads



9. COLUMNS

Columns incorporated as a structural or aesthetic design element shall convey a solid, durable image as expressed through bold forms. Columns may be used as a freestanding form or as support for pedestrian links.

ALLOWED:

- Simple square wood posts
- Square or round stucco columns
- Freestanding plaster archways at entrance gates (Spanish Colonial)

NOT ALLOWED:

- Exposed pipe columns
- Thin posts, such as metal pipe columns

