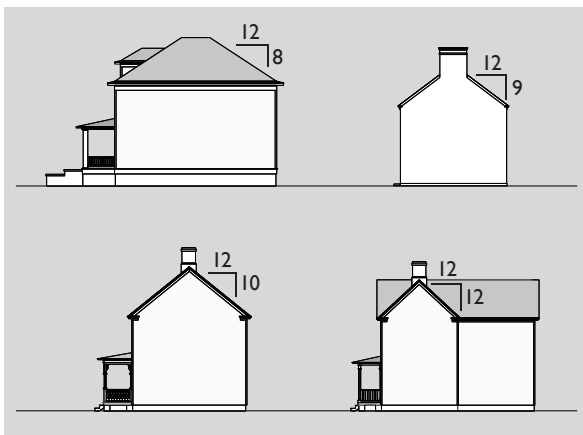
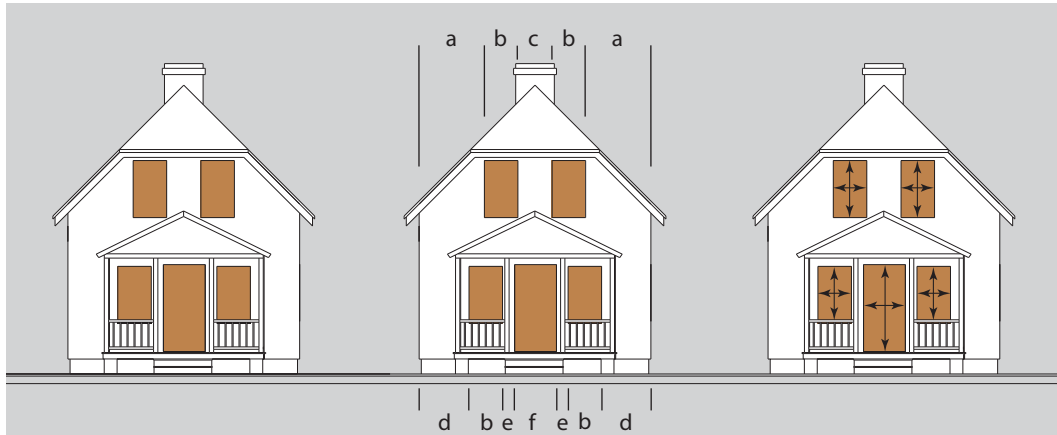


Guidelines Update



Proper roof pitches help relate new construction in historic districts to existing buildings.



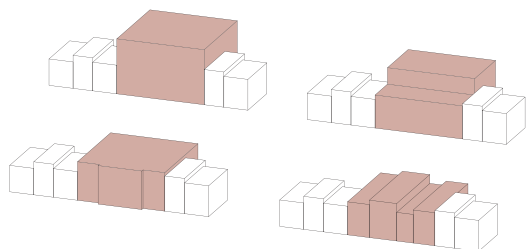
Window/wall ratios, window spacing, and window proportions all help define traditional designs.

Branding, image, and identity are rapidly becoming part of a common vocabulary to those in local government. It seems every community wants to be unique or distinctive in the quality of life and tourism marketplace. Logos and slogans are important; but in the long run, the actual appearance of a community creates the real place. A commitment to design quality and character that results in an attractive town, city, or county says the most about the community.

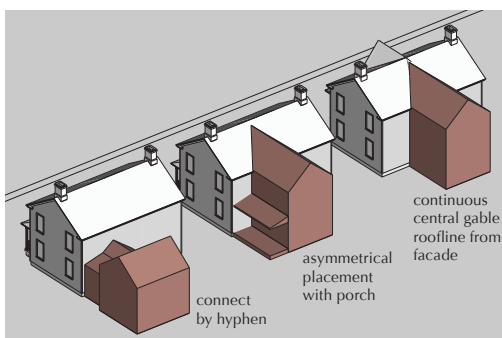
For over twenty years, Frazier Associates has been creating quality design guidelines publications for communities of all sizes throughout the eastern U. S. As one of the leading firms in the nation that specializes in these products, Frazier Associates is pleased to announce an expansion of design guidelines services and capabilities.



Outdoor dining standards, along with other vending guidelines, may be a part of some commercial guidelines.



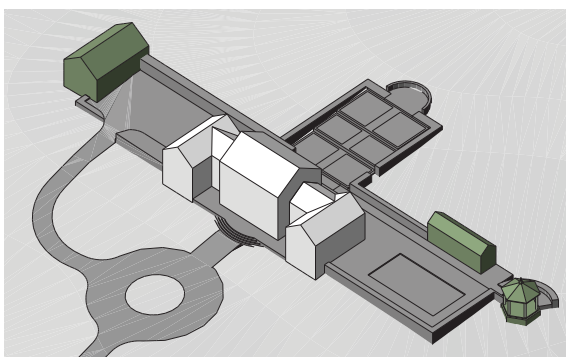
Breaking down the design of large new buildings is critical when they are in a historic setting.



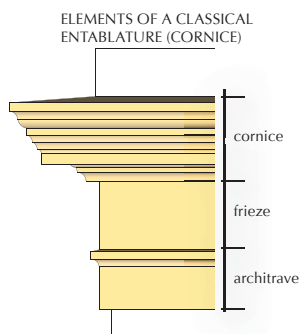
Often there are several design solutions for additions to existing structures.



The proper placement and massing of new homes in rural districts helps respect their natural setting.



The design/massing of large new homes often can be organized and placed to reflect more traditional designs.

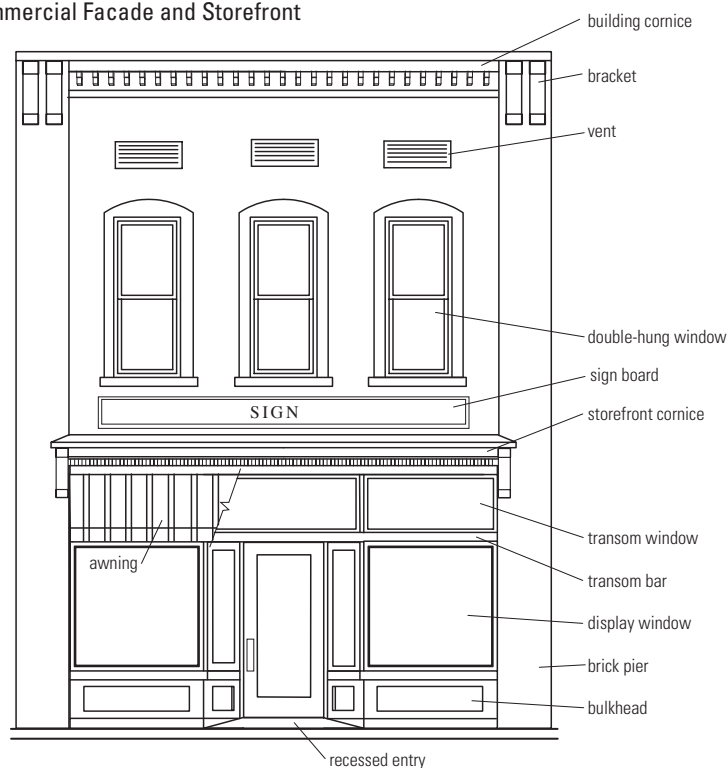


Typical Elements of a Commercial Facade and Storefront

Cornice
The cornice decorates the top of the building and may be made of metal, masonry, or wood. Some decorative cornices project from the building while an ornamental band delineates others. The top of the wall may have a patterned brick band or may have a coping of brick, concrete or metal.

Upper Facade
Upper facades are characterized by smaller window openings that repeat on each floor. These windows may vary in size, type, and decoration but usually are the same for each floor. Other facade details may be present on the upper level facades such as brick banding, corbelling, metal grilles or decorative panels.

Storefront
The first-floor storefront is transparent and is framed by vertical structural piers and a horizontal supporting beam, leaving a void where the storefront elements fit. The storefront elements consist of an entrance to the upper floors. Later buildings may lack several elements of traditional storefronts such as transom windows or decorative details.





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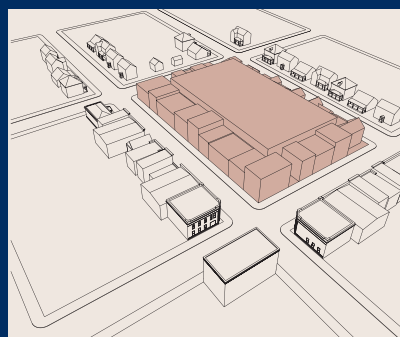
Types of Guidelines



Rural & Village



Corridor



Community-wide

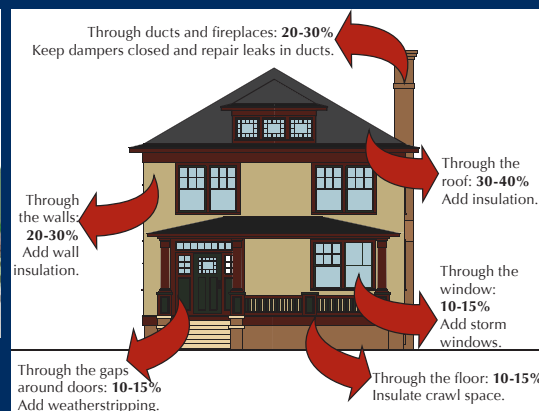


Downtown



Neighborhood

Design guidelines can be created for all types of communities, areas, and districts. Our latest graphic capabilities allow us to continue to create high quality, easy-to-understand illustrations that enhance every publication.



Green

Our most recent projects include new information on energy conservation and green guidelines.

Our Approach to Creating Guidelines:

- Share a new community vision
- Partnership with the entire community
- Ample stakeholder input and participation
- Based on physical character of the area
- Responsive to local design and development issues
- Organized and laid out as a user-friendly document
- Extensive illustrations, renderings, and photos
- Organized, illustrated, and written by architectural historians, architects, and planners
- Designed and laid out by graphic designers
- Formats are website ready
- Implementation training for staff and board
- Evaluation of and recommendations for local design review or historic preservation programs

