

2. Commercial and Mixed Use Development

2.2 Building Design

2.2.A. Building Entry

Ensure that building entrances are welcoming and easily identifiable from streets and sidewalks. This standard does not apply to industrial development.

1. The main entry to the building shall be visible from the street or main parking area and clearly delineated through at least three of the following:
 - Recesses, overhangs
 - Canopies, awnings
 - Porticos, porches
 - Extensive glazing including clerestory, transom, side lites, and glazed doors
 - Ornamental light fixtures and building signage
 - Distinctive roof forms
 - Towers
 - Plazas, seating, landscaping
 - Kickplate
 - Stone, masonry, or tile in entry
2. Weather protection is required at the main entry. Canopies or awnings may incorporate pedestrian scale down-lighting, but shall not be internally illuminated unless the material is opaque.



Clearly delineated building entry with a distinctive roof form, extensive glazing, ornamental signage, and weather protection.

2.2.B. Massing

Reduce the apparent bulk of buildings and maintain town scale. This standard does not apply to industrial development.

1. Buildings 15-feet in height or greater shall have a distinct “base” at the ground level. Such distinction may occur through the following:
 - stone, masonry, or decorative concrete
 - storefront windows

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- architectural details
 - canopies, awnings, and overhangs
 - structural recesses
 - masonry strips and cornice lines
 - an item not listed above that achieves the intent
2. The “top” of the building shall emphasize a distinct profile or outline with elements such as a projecting parapet, cornice, upper level stepback, or pitched roofline.
 3. The roofline shall create a prominent edge against the sky, through extended parapets and projecting cornices, or other unique element.
 4. Multi-story buildings shall also incorporate a distinct “middle” through variety in cladding material, window groupings, balconies, recesses, or signage.



Multi-tenant building with distinct base, middle, and top.

2.2.C. Pedestrian Interest

Reinforce the character of the streetscape by encouraging the greatest amount of visual interest along the ground level of buildings facing pedestrian streets. This standard does not apply to industrial development.

1. Ground-floor, primary façades shall incorporate elements that provide pedestrian interest, including at least one or more of the following:
 - alcove entries
 - special cladding material such as tile, stone, or masonry
 - belt courses
 - storefront windows
 - bulkheads
 - canopies and awnings
 - projecting sills
 - pedestrian scale sign(s) or sign(s) painted on windows
 - planter box
 - large entry doors
 - an element not listed here that achieves the intent
2. Buildings set back at least 20 feet from the sidewalk are not required to provide elements of pedestrian interest.

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Storefront windows and continuous canopy provide pedestrian interest

2.2.D. Articulation

Ensure that buildings do not display blank, unattractive walls to the abutting street or public areas.

1. Walls 50 or more feet in length visible from the street or a residential area shall have architectural treatment. At least four of the following elements shall be incorporated into any ground floor, street-facing façade:
 - windows at regular intervals
 - masonry (not flat concrete block)
 - concrete or masonry plinth at the base of the wall
 - belt courses of a different texture and color
 - projecting cornice
 - projecting canopy or awning
 - decorative tilework
 - trellis containing planting
 - medallions
 - variation of cladding materials
 - artwork
 - vertical articulation
 - lighting fixtures
 - recesses
 - a similar architectural element that achieves the intent



Varied siding materials, recesses and projections, canopies, and distinctive rooflines provide articulation

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2.2.E. Historical Context

Promote building design that is sensitive to the overall character of Snohomish. This standard does not apply to industrial development.

1. New development shall be sympathetic to the historic character of Snohomish, incorporating architectural elements that reinforce the historical context, including the following:
 - materials with historical antecedents (brick, stone, wood)
 - vertically-oriented window proportions
 - storefront windows
 - canopies projecting over the sidewalk
 - heavy cornices or canopy lines
 - alcove entries
 - similar architectural elements with historical context that achieve the intent



Brick cladding and storefront windows with bulkheads are consistent with the historic character of Snohomish