

## C.2. Color

1. Select exterior colors that complement the hues of nearby buildings. Typical building colors in the downtown area include the natural brick and stone shades of red, buff, white, cream and gray.
2. Choose building and accent colors that are appropriate to the period or architectural style of a building.
3. Use darker or brighter hues only for accent or to draw attention to details such as architectural ornamentation or doorways.
4. Do not apply paint to masonry surfaces where none previously existed.

## C.3. Materials

1. Brick and stone are preferred primary and accent building materials for all building types, including multiple-family.
2. Apply wood clapboard siding or similarly styled fiber cement siding as appropriate to the building architecture. Avoid the use of rough sawed wood, aluminum siding, rustic shingles or plastic panels.
3. Do not use Stucco, EIFS or Dry-vit as a **primary material**. These materials may be acceptable as an **accent** application above the storefront level, based on the design intent of the building.
4. Do not use glass, metal panels, and concrete as primary building materials on the street facade in the downtown area.
5. Use consistent building materials and detailing on all sides of a structure that are open to public view.



Image 8: **DISCOURAGED** use of color (bright, conflicting hues) in a downtown setting



Image 9: A complementary mix of masonry and wood materials

**Primary Material:** the dominant exterior building material, typically comprising 75% to 90% of each exterior building face excluding windows and doors.

**Accent Material:** utilized to provide architectural interest and variety on a building. Accent materials will typically comprise 10% to 25% of each building face excluding windows and doors, depending on architectural style and context.