

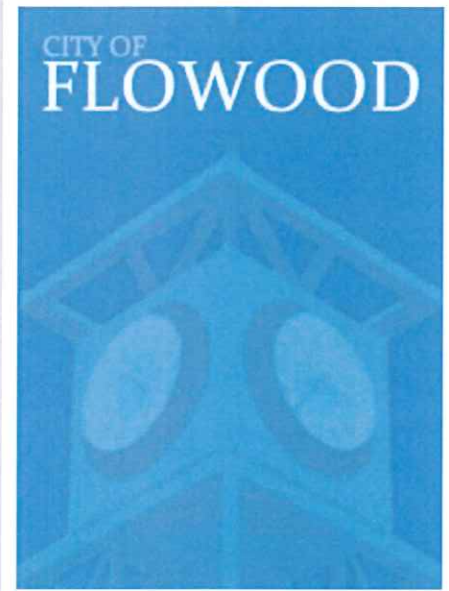
City of Flowood
**ARCHITECTURAL
DESIGN
GUIDELINES**

2025 Edition



INTENT AND OBJECTIVES

"To establish architectural design standards by implementing quality and timeless design that enhances the community's image, pride and quality of life."



- **STYLE** This Guideline does not advocate for or prohibit any particular architectural style. However, buildings should be well proportioned and with a high level of design that is timeless and durable.

- **CONTEXT** The architectural design should contribute to the community's established (or planned) design character. There shall be a balance of enhancing the character and quality of surrounding areas while maintaining and strengthening a recognizable identity and character of building design. Building features or colors should not be used to attract attention but rather to complement the surrounding context.

- **360° ARCHITECTURE** Building elevations other than the street-facing elevation should have similar but may be less detailed architectural treatments. Design, materials, and detailing should be consistent with the architectural design and/or themed style of the main/front façade.

- **CORPORATE PROTOTYPES** The use of corporate "chain" architecture is discouraged. Corporate businesses should design their buildings to fit the scale and character of the community.



BUILDING FORM

Establish a base level of development quality that will enhance the character and identity of the City of Flowood that will stand the test

- **MASSING** Building massing techniques can create a more interesting building form. As a building increases in size, the complexity of its massing should also increase to provide suitable visual interest and maintain a comfortable human scale.

- **PROPORTION** Proportion refers to the relationship of two ratios, height to width. This can refer to the overall building mass as well as openings for windows and doors within it. The building design should be divided into architecturally distinct sections, with each section taller than it is wide.

- **COMPOSITION** Once these proportions have been established, architectural features should be used to organize the building's mass. Building features such as doors, windows, openings, columns, piers, rooflines, and brick patterns can divide and create vertical orientation to reinforce the composition's vertical orientation.

- **EXPRESSION** Authentic structural expression creates facades with inherent visual logic and provides a human comfort level to the observer, corresponding to our intuitive understanding of gravity. Design and detailing of materials should result in an authentic-appearing structure, with dimensions and spans of visible materials related to their own structural properties. Masonry elements should display characteristics of load-bearing design, such as arches and headers that relate directly to columns or pilasters below. Alternatively, steel elements should exhibit characteristics of framed structural members.



Roof parapet is disproportional to the body of the building



Articulation lacks structural authenticity and material composition



2nd floor windows are taller than the first floor



ROOF AND PARAPETS



Encourage a high quality and visually interesting roof horizon to lessen the mass of the building and to add visual appeal.

1. Define a flat roof form with a distinct parapet or cornice line.
2. Vary roof forms, lines, and plans to create visual interest and reduce apparent scale and mass for large-scale buildings.
3. Use three-dimensional cornice treatments, parapet wall details, overhanging eaves, etc., to enhance the architectural character of the roof.
4. Encourage deep roof overhangs, articulated eaves, or parapets to create visual interest and define a roof cap.
5. Roofscape treatment may include a profiled parapet wall or roof overhangs with exposed brackets or rafter tails.
6. Parapets shall be taller than any rooftop equipment. Mechanical screening is not encouraged.
7. Straight parapet walls with no articulation.
8. Avoid Exposed roofs or Structural Ribbed Metal Panels seen from public view.
9. Incorporate a roof form that provides a "cap."
10. Roof materials should be consistent and uninterrupted by other materials.



Too many roof shapes.



Overall roof pitch creates a disproportional scale and looks "Top Heavy".



Brick Pilasters that break parapet plain



MATERIALS

Building facades should use high-quality, durable materials that contribute to the visual continuity of the context and convey a high quality of design and detail.

1. **BRICK** Brick is the preferred primary cladding material. Use one primary brick color. Historic brick details are encouraged.
2. **STUCCO** A true 3-coat Stucco system. A smooth limestone finish should be used. Highly textured stucco is discouraged for all styles.
3. **EFIS** 3-Coat system with a drainable substrate with a Lime Stone Finish except at ground level.
4. **WOOD** Wood cladding includes tongue and groove boards, lap siding, board and batten, and shingles. This includes composite materials they represent a "wood look".
5. **FIBER CEMENT BOARD** Smooth finishes are recommended.
6. **STONE** A true stone veneer may be used on the ground floor as an accent.
7. **CAST STONE/ PRECAST CONCRETE** Recommended as an accent material for copings, trims, bulkheads, and ornamental details. No Split face Block is allowed.
8. **METAL CLADDING** is not a preferred primary material except for Industrial Zones. R-Panels not are allowed, with some exceptions to large building spans in Industrial zones. When allowed in non industrial zones, it should be used as a secondary or accent material and not exceed more than 10% of any facade. Metal should be detailed with adequate thickness to resist dents and impacts and have trim elements to protect edges.



Use only approved "Architectural Metal Panels". No stone panels or veneers.



Avoid using multiple brick colors and shapes.

DETAILING

Incorporate changes in materials, texture or wall plane that influence the scale of a building. Incorporate articulation and detailing techniques that promote a sense of human scale and divide the mass and scale into smaller parts.

1. Create a sense of texture through shadow lines, which also provide a sense of depth and visual interest.
2. Incorporate a high level of quality details to enhance the curbside appeal.
3. Incorporate design features that add depth and detail, such as deep roof eaves and changes in the facade plane that create patterns of light and shadow.
4. Use consistent facade articulation treatment throughout the building.
5. Apply material detailing to reflect traditional material installation methods.
6. Do not rely solely upon windows and doors to articulate a building. Additional means of articulation include but are not limited to:
 - Changes in material
 - Changes in color and/or texture
 - Changes in the wall plane
 - Architectural details such as cornices, soldier courses, jack arches, etc.
 - Articulation of entries by canopy, porch, or portico
7. Architectural elements that are compatible with the front facade of the building should be used on the remaining elevations to break up, large expanses of blank or unarticulated walls.



Only articulated on one side. Front facade lacks detail and interest.



Columns are too thin and lack detail. Facade is too flat.

AWNINGS AND CANOPIES

Awnings are used as a major commercial façade element that provides protection from the sun or rain, articulates the façade, and enhances the pedestrian experience.

1. Awnings should articulate the ground floor façade and be located at storefront bays and entries.
2. Awnings should be used to unify the building's storefront façade and correlate placement with storefronts.
3. Be consistent in material, shape, and slope.
4. On storefront modules with transom or clerestory windows, awnings should be placed above storefront windows and below the transom of clerestory windows.
5. Use high-quality materials for awnings.
6. Use colors that complement the building's color scheme and are **not used for branding or attention-grabbing**.
7. Use metal colors such as bronze or nickel for metal awnings.
8. Avoid Vinyl and shiny fabrics.
9. Canopies should complement their associated building in materials and scale and be integrated with the building's overall design.



Canopy located too high above door and doesn't fit within the articulated bay.



Color doesn't compliment the building



Canopy is designed like a low roof with no supports



COLORS



Select colors to create a visually appealing built environment by the use of timeless and neutral colors that enhance building architecture rather than striking colors that attract attention.

1. Use colors and materials that complement surrounding natural earth tones for primary building surfaces.
2. Limit accent colors to a minimal area.
3. The color scheme should typically consist of one primary color with no more than two or three accent colors (including black and white).
4. The color scheme, including accent and trim colors, must coordinate with and complement the overall color scheme of the building or monument structure.
5. Use dark colors for exposed roofs.
6. Mirrored, highly reflective finishes and fluorescent colors are not appropriate.



Use warm earth tones for the main facades. Avoid too many pastels that fade over time.



Use complimentary color palettes and a scheme that blends with other surrounding colors.

Corporate colors should be subtle accents and not used to attract attention.



DOORS AND WINDOWS



Doors and windows establish a visual relationship between the interior and the exterior. They allow people to see into the business and get a preview of its products or services.

1. Recess entries to shelter and protect the public and prevent water infiltration.
2. Use size, placement, and details to reinforce vertical proportions from a human scale.
3. Install doors and windows that are compatible with the building's over character.
4. Accent elements with details such as shutters, moldings, and divided lights are encouraged.
5. Avoid blocking windows with displays or signs.
6. Avoid Reflective or colored glass.



Avoid horizontal oriented window openings and placement in the overall layout.

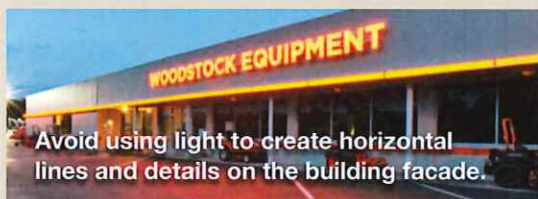


Consider using mullions or divided lights to create more vertical profiles within the window system.

LIGHTING

Exterior building lighting can help create a sense of place, highlight distinctive architectural details and reinforce the overall form, massing and spatial characteristics of the building or site.

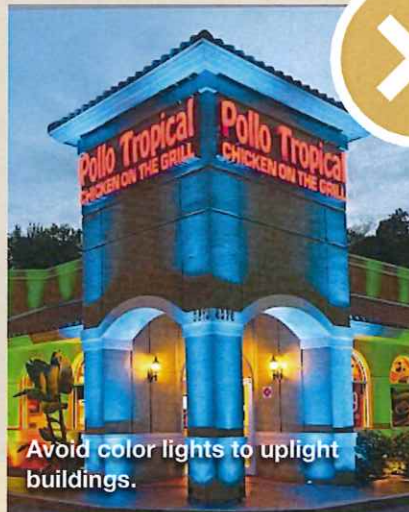
1. Use lights that are architecturally compatible with the main structure or theme of the building.
2. Site lighting should be directed at a specific object or target area to avoid spotlight or glare on adjacent properties.
3. Design the height of a light pole to be appropriate in scale for the building or complex and the surrounding area.
4. Select durable and timeless fixture styles.
5. Use building lighting to emphasize portions of the building,
6. Select lighting to complement the building design but used to draw attention.
7. Avoid exposed bulbs
8. Backlighting awning and/or canopies is not allowed.
9. Neon and/or fluorescent lighting shall not be used around windows.
10. Walk-Pack fixtures unless in service areas.



Avoid using light to create horizontal lines and details on the building facade.



No Rope Lights around windows..



Avoid color lights to uplight buildings.



Avoid using industry wall packs in pedestrian areas.



Do not illuminate canopies

MECHANICAL AND EQUIPMENT



Thoughtful concealment of all equipment, utilities, and service areas shall be implemented. Location and screening should not be an afterthought, but rather integral to the site design.

1. **All** building equipment shall be concealed or screened from public view. This includes, but not limited to Mechanical, Utilities, supplies, services, etc.
2. Site mechanical, electrical, and communications equipment such as heating and cooling units, transformers, control boxes, and antennas should not be located on primary facades and screened from public view.
3. Exposed mechanical equipment, including exterior coolers and freezers, should be integrated into the building's overall design.
4. Loading docks should be located near parking facilities, in alley ways or on side streets, and shall be designed or screened in a way that minimizes their visual impact.
5. All service and trash enclosures should have a wall finish material compatible with that of the main building, and they should have steel or metal gates.
6. Detached enclosures should be consistent with the building's design and should not be prominent design elements. Chain Link, wood fencing, or Vinyl are not appropriate materials.
7. Fuel Station canopy columns must be enclosed in brick and/or stone to match the materials and design of the building.



If rooftop mechanical screens are used, they must blend in with the existing building design.



All mechanical equipment is to be hidden from public view by using taller parapets.



Violations and Penalties

Violation of any provision or provisions of these Guidelines shall constitute a misdemeanor. Upon conviction of such violation, there shall be imposed a fine not exceeding **one thousand dollars (\$1,000.00)**. Each day that such violation continues shall be a separate offense. In case a corporation is the violator of any provision of this Ordinance, each officer, agent and/or employee in any way responsible for such violation thereof shall be individually and severally liable for the penalties herein prescribed.

