



IV. COMMERCIAL AND MIXED USE DESIGN GUIDELINES

This section provides design guidelines that apply to development in Commercial and Mixed Use zoning. These structures can promote a pedestrian-friendly environment that positions storefront display windows at the sidewalk edge, promotes high-quality construction and materials, provides awning shade at the storefront level, articulated entries and pedestrian-oriented signs. These buildings define the pedestrian zone and provide a sense of human scale and visual interest.



This pedestrian-oriented design character also provides a great opportunity to reinvent sound development practices that re-establish the "village commercial" area accommodating a mix of land uses where residential and/or office uses are combined with service or retail commercial functions to create a mixed use context. Design guidelines for stand-alone commercial and mixed use development are as follows.

A. COMMERCIAL

Design of commercial development is not only an aesthetic issue, but also an economic development concern. Site design, good visibility, property maintenance, and landscaping all improve the economic performance and attractiveness of shopping centers. Large parking lots, deferred maintenance, the proliferation of truck parking, and poor storefront presentations give commercial development a barren and unattractive character. Improvements in these areas can help revitalize Riverside's neighborhood centers.





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The City supports rehabilitation and revitalization efforts through creative site planning, site reconfiguration, design strategies, and building standards. The General Plan sets increased intensity standards and the introduction of mixed use opportunities for several existing neighborhood shopping centers. These standards and land use opportunities will allow for greater lot coverage and increased flexibility in terms of design and appearance. Using these tools, renovated commercial shopping centers can incorporate more modern designs, increase visibility, improve landscaping, and a create more pleasant shopping environment.

The following design strategies will help create comfortable, pedestrian-friendly, well-designed, and attractive neighborhood centers with uses that meet the needs of local residents. The Zoning Code reinforces these strategies with consistent development requirements.

The relationship between structures, open space, automobiles, and pedestrians has a large impact upon street cohesiveness, accessibility, and comfort. Too often the design of a site from all angles is not given adequate consideration, resulting in piecemeal orientation of structures, inadequate parking and pedestrian access, and inadequate buffering from incompatible land uses. Good site plan designs that are pedestrian-friendly, create an active street environment, and reduce visual impacts should be encouraged.



Since commercial shopping centers are typically located adjacent to residential uses, it is important to lessen impacts of neighborhood commercial centers on adjoining residential properties. The size and scale of the new commercial structure must relate to the prevalent scale of other buildings in the immediate neighborhood. Designers should relate the overall height of new structures to adjacent structures and buildings in the immediate neighborhood. In addition, buildings should avoid appearing as one large, undifferentiated mass through incorporation of visual complexity.



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Critical design components of mixed use development include pedestrian interaction and connectivity, human scale, signage, lighting, and parking. See IV.B.

B. MIXED USE

Mixed use development combines commercial, office, and residential uses within a single building or on a single site. The success of mixed use derives from the notion of creating a market of mutually complementary and supportive services and activities. Critical design components contributing to the success of this building type include pedestrian interaction and connectivity, human scale, signage, lighting, and parking.

Encouraging human activity at the street level is paramount to the success of the commercial component at the base of a mixed use building. Fundamental design strategies should include a clear demarcation between commercial areas, streets, semipublic open spaces, and private areas such as unit entries, courtyards, and decks. There must be a distinct separation of the commercial entrances from the residential access and a clear identity for each use.





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C. SITE DESIGN

This section includes guidelines for building placement and orientation, inclusion of outdoor spaces, service access and equipment screening, location of required parking, and parking lot landscaping/lighting as follows.

1. A building's front should be aligned at the sidewalk edge to provide interest at the street level and enhance the pedestrian experience. Where portions of a building are set back from the sidewalk, the areas must be treated as a plaza or courtyard.
2. Develop the ground floor level of a building to encourage pedestrian activity. The linear frontage of the building should incorporate pedestrian-oriented elements such storefronts with transparent display windows or display cases, outdoor dining areas, public art, awnings, trellises, window boxes, and other landscape elements, such as shade trees and benches.



Landscaping and planters, paving, and display windows create an inviting environment for pedestrians. See guideline IV.C.2.



Revitalized commercial area with façades fronting the street, ground floor retail and pedestrian-oriented elements such as awnings, outdoor dining areas, and landscaping. See guideline IV.C.1 and 2.

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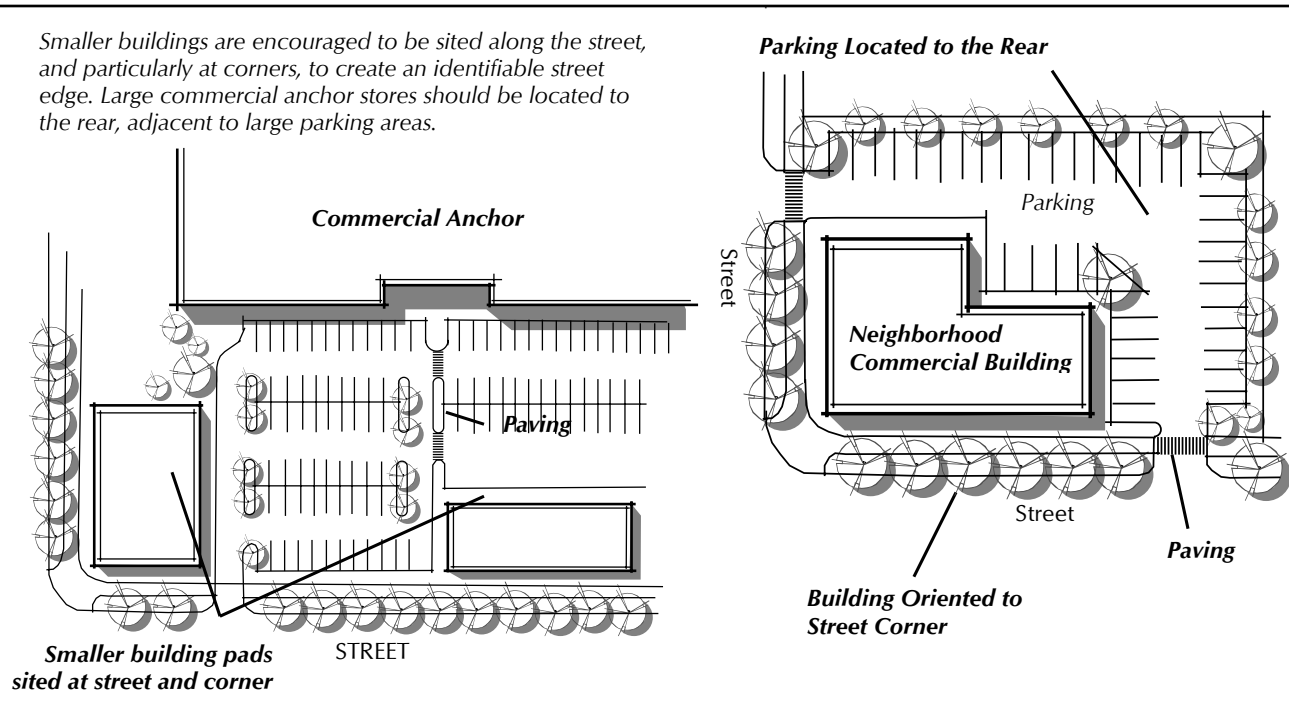


I. BUILDING PLACEMENT AND ORIENTATION

- a. Where appropriate, buildings should be located toward the front of the property, with front building façades at or near the back of sidewalk.
- b. Buildings should be oriented to minimize the visual separation between structures.



Smaller buildings are encouraged to be sited along the street, and particularly at corners, to create an identifiable street edge. Large commercial anchor stores should be located to the rear, adjacent to large parking areas.





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- c. Design outdoor spaces to enliven the sidewalk level and provide for private open space for employees and residents. These outdoor spaces are encouraged to include:
 - 1. A courtyard at sidewalk level, set in line with the building front.
 - 2. An interior courtyard with a major entrance should be clearly visible from the street.
 - 3. Upper-level decks, balconies, and rooftop gardens are encouraged as private open space.



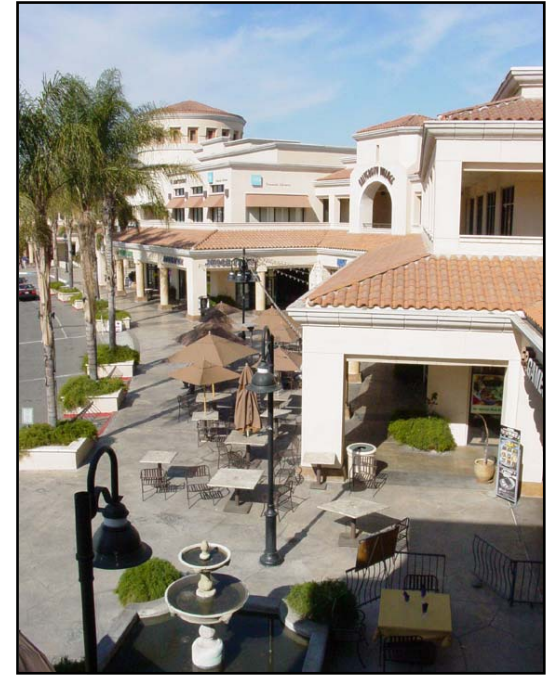
- d. Courtyards are encouraged as places for outdoor commercial activities. Trees, trellises or similar shade elements to be designed into a courtyard are encouraged.

- e. Buildings should be designed with the primary entrance oriented toward the street. The primary entrance should convey a sense of human scale by framing the space through the use of architectural features.

- f. Direct access from the sidewalk to the primary entrance of the building is encouraged. Such

pedestrian access should be enhanced with landscape and/or paving improvements. Recommended landscape improvements include potted plants and accent trees. Recommended paving treatments include concrete paving with surface finish and decorative scoring or tile or brick pavers.

- g. Encourage strong pedestrian circulation through out a commercial center linking parking areas, street sidewalks, buildings, plazas, private open space, and adjacent commercial properties.



Paving treatment, such as the use of bricks, creates an added interest to walking areas. See guideline IV.C.2.f.



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- g. Buildings are encouraged to be placed toward the front of the lot, with parking and loading in the rear of the lot to give the visual impression of increased lot coverage from the street. Blank walls and a vacant lot appearance are inappropriate, as they discourage pedestrian movement.

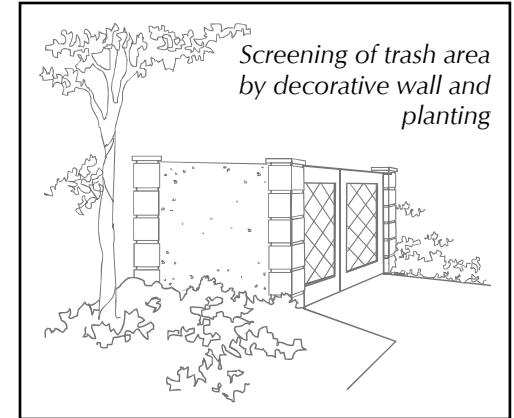


Walls with clinging vines screen accessory areas. See guideline IV.C.2.b.

2. SERVICE ACCESS AND EQUIPMENT SCREENING

To reduce the visual impact, service areas and mechanical equipment shall be located out of public view. The following guidelines should apply.

- a. Service access areas, including loading areas and docks, service yards, and refuse/recycling enclosures should be located out of public view. Do not front these areas onto a primary street as well.
- b. In addition to any solid enclosures required by the Zoning

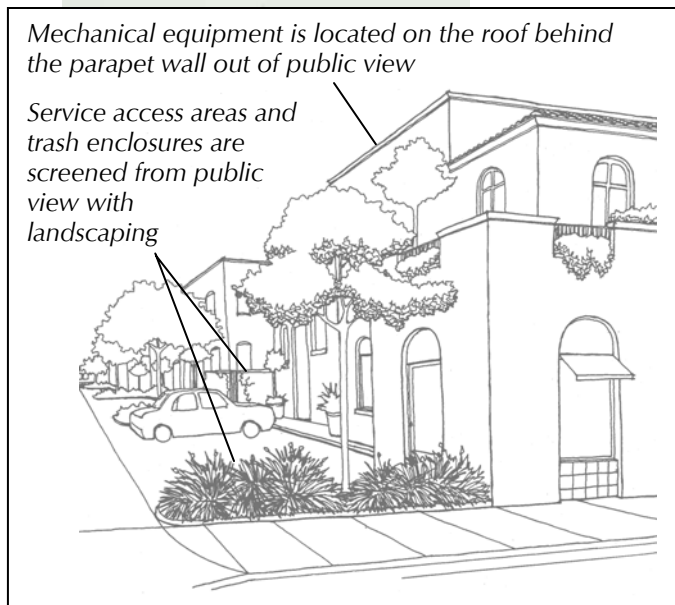


Code, landscaping, such as tall shrubs and clinging vines, should be used to screen these areas, especially for those properties whose side yard fronts a primary street or abuts a residential property.

- c.. Mechanical equipment shall be located behind or on top of the building, screened from public view with parapet walls, landscaping, etc. Any architectural features used for screening shall be compatible in style and colors with on site buildings.
- d. Elements such as services station pumps or drive thru lanes are encouraged to be screened from the public right-of-way.



Service equipment is adequately screened with landscaping. See guideline IV.C.2.a.





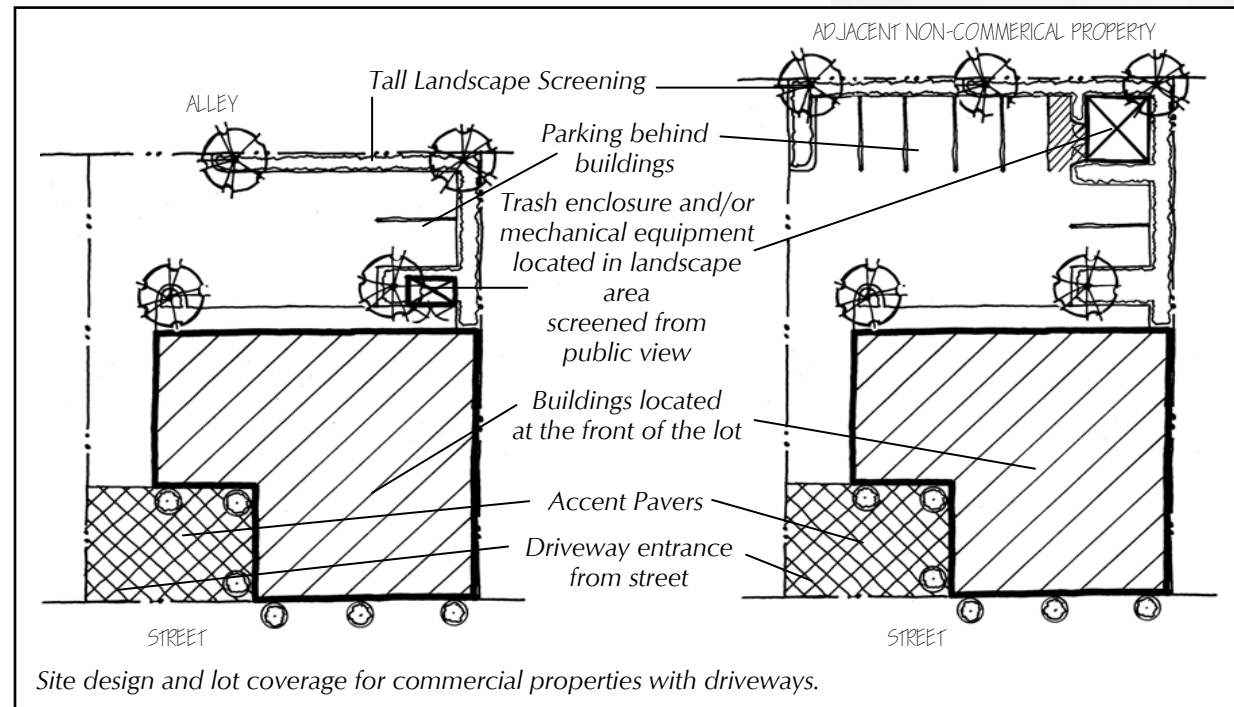
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3. LOCATION OF REQUIRED PARKING

- a. On-site parking should be located to minimize visibility from the sidewalk. Parking should not be located so that it interrupts the storefront continuity along the sidewalk.
- b. Where appropriate, place on-site parking behind the building at ground level.
- c. Design parking to encourage the accessibility from the rear of the property on parcels with alleys. For parcels without alley access, driveways should be minimized in width and provide for good visibility of pedestrians.

Pedestrian walkways create easy passage to buildings from parking areas. See guideline IV.C.3.d.

- d. Off-street parking should be designed and located to minimize conflicts with pedestrians and to minimize the physical and visual impact to the traditional streetscape appearance. Where practical, adjoining uses should share parking to minimize the number of parking lots, driveways, and surface hardscape area.
- e. Bike parking for commercial uses should be conveniently located within the sidewalk or front courtyard. Placement of bike racks should be carefully considered to minimize conflicts with pedestrian travel.





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4. PARKING LOT LANDSCAPING AND LIGHTING

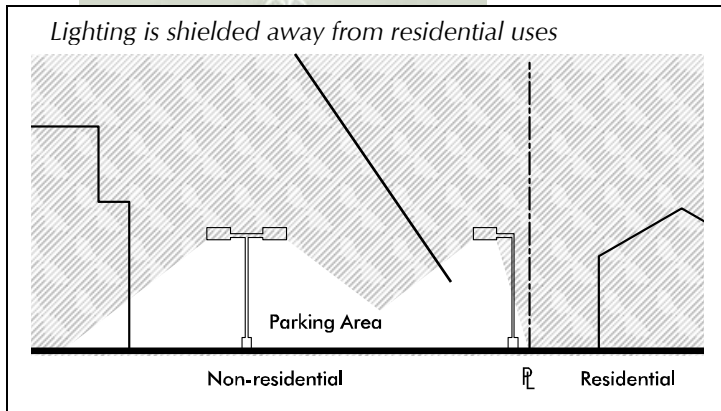
Particularly with stand-alone commercial development, landscaping with mature shade trees and adequate lighting are important components to the attractiveness and safety of parking lots. The parking lot landscape and lighting guidelines are as follows:



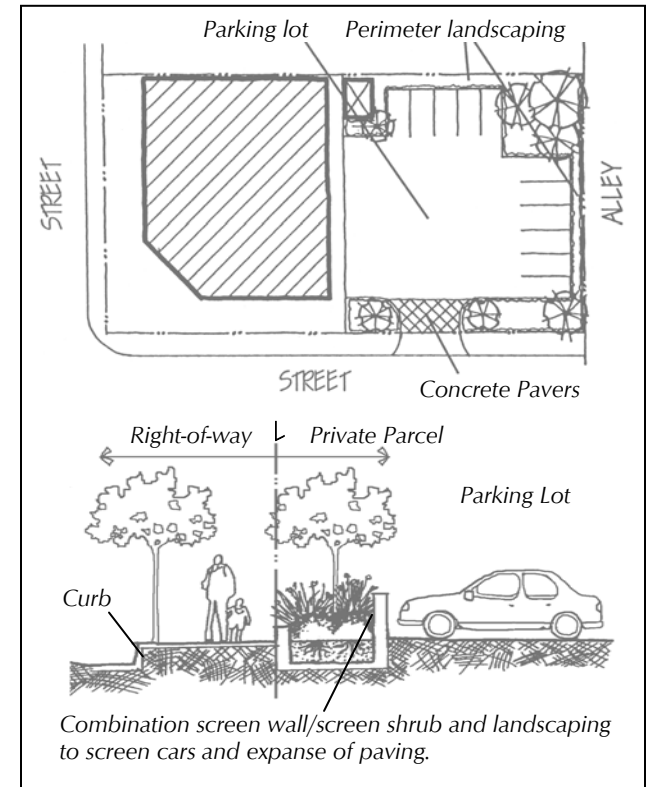
Plantings create a barrier to pedestrian walkways and parking areas. See guideline IV.C.4.a.



Trees add lush greenery to expansive parking areas. See guideline IV.C.4.b.



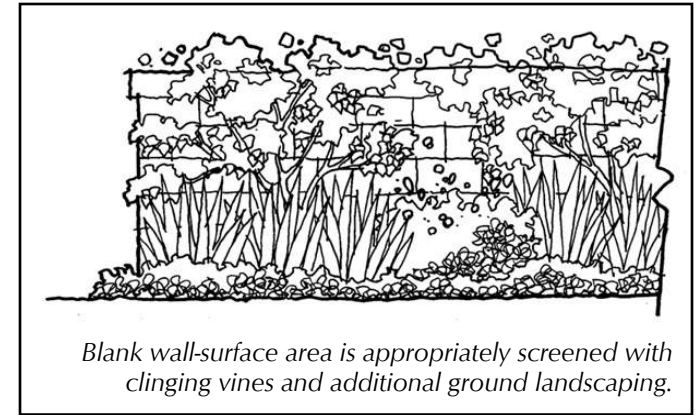
- a. Perimeter planter – Design and locate perimeter planters and plantings for the purpose of creating a physical barrier, visual screen, and shading of the parking lot area. The parking lot and perimeter landscape should also be designed for safe and convenient pedestrian circulation throughout, including designated paths across perimeter planters.
- b. Additional parking lot plantings - Within the parking area, shall provide shade trees per the Zoning Code requirements. The cutout area for the tree island should be a minimum of 40 square feet.
- c. Parking lot light sources should be designed, located and/or shielded to prevent light spillover onto abutting residential property.
- d. Every five stalls should contain a tree planter, including end planters, center row planters, and diamond planters.





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- b. Landscaping should be in scale with adjacent buildings and be of appropriate size at maturity to accomplish its intended goals.
- c. Use of vines on walls is encouraged in industrial areas because such walls often tend to be large and blank.
- d. Landscaping around the entire base of buildings (except loading and service areas) is recommended to soften the edge between the parking lot and the structure. This should be accented at entrances to provide focus.



- e. Trees should be located throughout the parking lot and not simply at the ends of parking aisles. In order to be considered within the parking lots, trees should be located in planters that are bounded on at least 3 sides by parking area paving.
- f. Landscaping should be protected from vehicular and pedestrian encroachment by raised planting surfaces, depressed walks, or the use of curbs. Concrete mowstrips are required per development regulations between turf and shrub areas.

- g. Landscaping should make up of a variety of plant materials (minimum of three types of trees, three types of shrubs, and two types of groundcover) suited for Riverside's climate such as native, drought-tolerant and water-efficient plantings. A balance of deciduous and evergreen trees should be used.
- h. Landscaping should be used to soften views toward parking lots, loading areas, trash enclosures, storage areas, and utility areas. All backflow preventers, gas meters, transformers, air conditioning condensers, above ground pipes and valves or any other equipment shall be screened with appropriate planting.



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- i. Planter beds shall be protected by 6" wide by 6" tall concrete curbing.
- j. Graded slopes shall be provided with sufficient landscaping and irrigation coverage for erosion control and to soften the view to cut and fill slopes from surrounding public views.
- k. Landscaping shall be used to screen parking lots from street view in compliance with the Zoning Code (Section 19.74.080 (9)) through the use of:
 - i. a three foot high landscaped berm;
 - ii. a three foot high shrub row, with all shrubbery to be located towards the rear of the landscaped setback, or:
 - iii. a combination of the above two items, or an alternative buffer subject to the written approval of the Planning Director
- l. Within the parking lot, closely spaced minimum five-gallon shrubs shall be provided within the end row planters and finger planters to discourage pedestrian traffic across these planters.
- m. Canopy trees shall be provided to shade parking areas as follows:
 - i. Tree Well: One tree shall be provided within each tree well centered between the stalls at every 4-5 spaces.
 - ii. End Row Planters: One tree shall be provided within each end planter, next to each parking stall. Two trees shall be provided at the end of each double row of stalls.
 - iii. Finger Planters: One tree shall be provided within each finger planter, centered with the adjacent parking stall.
 - iv. Strip Planters: One tree shall be provided in line with the edge of the parking stall, spaced at every 4-5 stalls.
- n. Sod, not seed, shall be used for lawn areas.





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5. SPECIFIC GUIDELINES FOR MIXED USE DEVELOPMENT

A. PEDESTRIAN SPACE

1. Creation of a pedestrian-friendly environment with the inclusion of landscaping and/or a hard-surface expansion of the sidewalk in the front setback area is strongly encouraged where feasible.
 - a. Walkway connections to building entrances that use special paving treatment or materials are encouraged.
 - b. Awnings, canopies and arcades are encouraged to provide visual interest and shade.
 - c. Benches and other street furnishings are also encouraged.
2. In pedestrian areas, where there is generally no front yard setback (0-foot setback), a portion of the front building elevation should be set back to allow for outdoor use, such as outdoor patio dining, display, public art, entry forecourts, or other amenity appropriate to an urban setback.



Plazas adjacent to buildings can create lively pedestrian spaces. See guideline IV.C.5.A.1.





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3. In pedestrian areas, where there is generally no front yard setback (0-foot setback), a portion of the front building elevation should be set back to allow for outdoor use, such as outdoor patio dining, display, public art, entry forecourts, or other amenity appropriate to an urban setback.

B. BUILDING SITING, ORIENTATION, AND ENTRANCES

1. Buildings should be sited to avoid random and irregular building relationships; arrange buildings to create a sense of unity and overall harmony.
 - a. Whenever possible, cluster new structures to create plazas and pedestrian malls; avoid the creation of “barrack-like” rows of structures.
 - b. When clustering is impractical, a visual link should be established between separate structures through the use of an arcade system, trellis/pergola, or other open structure.
2. The main entrance or entrances should be oriented to the street or major plazas or open space.
 - a. Main entries to buildings should be clearly demarcated, visible and accessible from the street and/or pedestrian walkways.
 - b. Secondary entries should be provided from parking areas where feasible.
3. Commercial facilities in mixed use projects are encouraged to be oriented to the street, with parking generally located in the rear or side of buildings.
4. Screening of the perimeter of parking areas and driveways adjacent to streets and sidewalks with an attractive low wall, berm, fence, or landscaping is encouraged.





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5. Residential structures should be oriented to promote privacy to the greatest extent possible.
 - a. Residential windows should face away from loading areas and docks.
 - b. To the extent residential windows face the windows of an adjacent unit, the offsetting of windows to maximize privacy is encouraged.
6. Buildings should be designed with nonresidential and residential uses located on the same floor to have separate entrance hallways and balconies.
7. Windows, balconies or similar openings should be oriented to not have a direct line-of-sight into adjacent units within the development. Units above the first story should be designed so that they do not look directly onto private patios or backyards of adjoining residential property or units.
8. To reduce noise impacts, residential units shall be designed to reflect building orientation and include building elements such as double windows, wall and ceiling insulation, and orientation of and insulations or vents.
9. Residential units should be designed to provide separate and secured entrances and exits, directly accessible to secured parking areas. Where residential units are in the same structure as a commercial use, design access to residential units from a secured area located on the first floor at the ground level.

C. VEHICLE CIRCULATION AND ACCESS

1. Vehicular access and internal circulation shall be located to promote safety, efficiency, and convenience. Vehicular traffic shall be adequately separated from pedestrian circulation. Vehicular entrances shall be clearly identified and easily accessible to minimize pedestrian/vehicle conflict.
2. The number of site access points or driveway aprons shall be minimized for aesthetic purposes and to achieve efficient and productive use of paved accessways. Common driveways that provide vehicular access to more than one site are encouraged.





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Pedestrian walkways create lively linkages throughout a mixed use project. See guideline IV.C.5.2.

Plazas and courtyards create dynamic outdoor pedestrian activity areas ideal for outdoor cafes and restaurant seating. See guideline IV.C.5.E.1



D. PEDESTRIAN CIRCULATION

1. All new projects should be designed and oriented to enhance pedestrian movement to and between adjacent uses.
2. Include pedestrian walkways.
 - a. Site pedestrian circulation adequately separated from vehicular traffic.
 - b. Site pedestrian walkways to link dwelling units with the compatible commercial facilities in the project, common open space, plazas and courtyards, parking areas, and public sidewalks.
3. Pedestrian walkways should be safe, visually attractive, and well defined by landscaping and lights.
 - a. Use of varied surfaces and decorative pavement is encouraged.
 - b. At a minimum, decorative paving should be used to delineate crossings at circulation drives and parking aisles.
4. Transit shelters should be sited near major concentrations of residents and employees.
 - a. It is encouraged to architecturally integrate freestanding shelters to the project with respect to color, materials and architectural style to the extent allowed by the transit provider.

E. PLAZAS, COURTYARDS, AND OTHER OPEN SPACE AREAS

1. New development should incorporate plazas and courtyards into their design. Buildings should be clustered to create usable pedestrian areas.
2. Landscaping, water features, and public art should be incorporated into plaza and courtyard design. Shade trees or architectural elements that provide shelter and relief from direct sunlight should be provided.



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3. Open space areas should be designed to provide large meaningful and useable areas.
 - a. Common open space areas should be convenient to the majority of dwellings and should be secure and visible from dwellings to ensure safe use.
 - b. Common open space areas should contain amenities appropriate to the project's size.
4. Private open space should be contiguous to the unit they serve and should be screened from public view for privacy. All balconies and patios that front a public street should be substantially enclosed to screen items being stored on the balcony or patio.



This common open space area uses amenities to create a passive comfortable area for pedestrians. See guideline IV.C.5.E.1.



F. PARKING

1. Parking spaces should be specifically designated for non-residential and residential uses by the use of posting, pavement markings and/or physical separation. There should be separate entrances and exits, or a designated lane for residents, to minimize waiting times for residents.
2. It is encouraged to site and architecturally integrate parking structures with the project design to minimize their visual impact.

Parking structures should be designed to include architectural detailing, façade treatment, artwork, landscaping or similar features to enhance the street façade.

3. Shared driveways and parking arrangements between commercial uses are strongly encouraged.





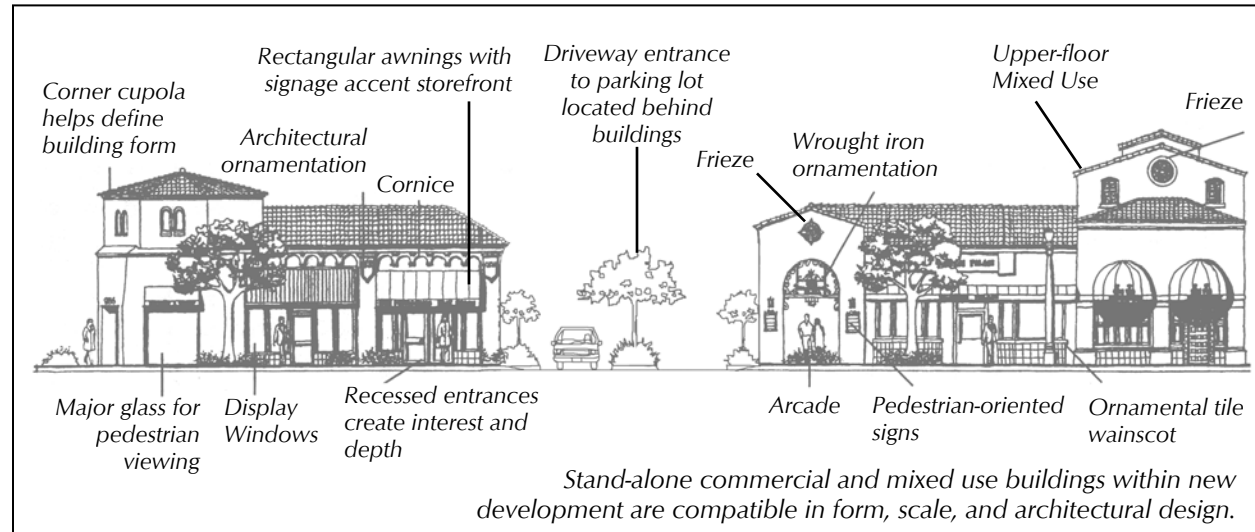
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D. ARCHITECTURAL DESIGN

1. FORM, MASS, AND SCALE



- a. The scale and mass of a new development should be consistent with neighboring developments and not overwhelm them with disproportionate size or a design that is out of character.
- b. At residential edges, buildings should be stepped down to provide a transition between urban and residential areas. Increasingly step back taller elements of the building from adjacent single-family residences.
- c. Delineate new buildings and additions both vertically and horizontally to reflect traditional patterns and convey a human scale. A clear visual division between street level and upper floors should be incorporated through the change of materials, colors and/or canopies and awnings.
- d. Avoid designing large monotonous façades, long straight-line building fronts, plain box shapes, and barren exterior treatment.

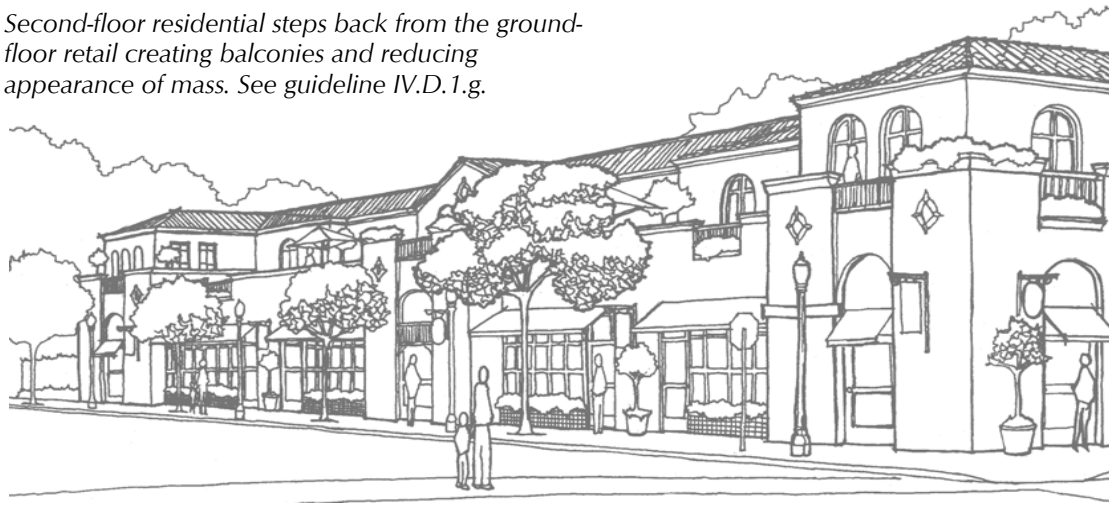




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- e. Building form should be used to emphasize individual units within a building, larger units and/or anchor stores within retail projects, and foyers, lobbies, and reception areas within non-retail commercial projects. Use building form and articulation to emphasize public entrances and de-emphasize service areas, and to define and shelter pedestrian walks and exterior spaces.
- f. To minimize the transition between new and older buildings, new structures should be compatible with the height of adjacent and nearby buildings. Window and entrance openings on the street level shall be a minimum of ten feet in height. Upper floor windows shall be divided into individual units and not consist of a “ribbon” of glass. Primary upper floor windows should have a taller vertical dimension.
- g. To avoid inappropriate massing of buildings, articulation between the street-level and the second floor is encouraged. For new two-story buildings to be developed adjacent to one-story buildings, the size (mass) of the second floor should be reduced by stepping back the second floor structure from the ground floor. This design provides the opportunity for creative outdoor space while reducing the appearance of mass as compared to the adjacent one-story structure.
- h. Recessed entries, arcades, and covered awnings articulate human scale and are encouraged.

Second-floor residential steps back from the ground-floor retail creating balconies and reducing appearance of mass. See guideline IV.D.1.g.





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The building, tower, and plaza orient to the corner of the street intersection. See guideline IV.D.1.i.



- i. Prominent corner buildings should be designed to invite pedestrian activity.
- j. The use of square cupolas, towers, and similar architectural features at the front corner to define building form and scale and provide visual interest is encouraged.
- k. Upper story decks, balconies, and/or rooftop gardens for outdoor seating, dining, and upper floor entries can be incorporated.
 - i. Balconies on the front façade should be located and designed to minimize potential conflicts with pedestrian traffic on sidewalks below.
 - ii. Balconies should be appropriately scaled and incorporated into the overall design of the building.
 - iii. Projecting balconies should not obscure visibility of signs or storefronts.
 - iv. Consider environmental conditions such as sun, shade, and prevailing winds when designing decks, balconies or rooftop garden spaces.
- l. Parapet walls should be used for screening flat roofs and articulating the building design. These walls should be detailed with architectural elements such as cornices and brackets should be used to define the building roofline. Low-pitched roofs with wide, overhanging eaves and decorative brackets can be used in conjunction with parapet walls.



2. FAÇADE TREATMENT

Guidelines for façade treatment pertain to the exterior appearance of a commercial or mixed use structure from the public right-of-way, typically emphasizing the storefront. Treatment of the façade includes design of storefronts, windows, building entrances, awnings, architectural details, and building materials, colors, and finishes typically consistent with an architectural style. The following guidelines for treatment of façades apply:

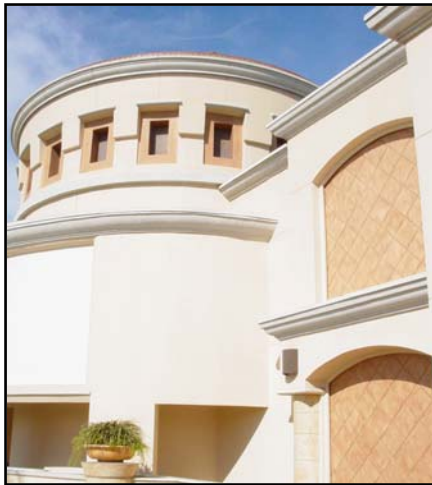


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- a. All visible building façades should be subject to significant architectural detailing. However, the front building façade commonly receives more attention with higher quality finish materials and more ornamentation than an interior side or rear façades. Corner lots are considered to have two fronts and each façade should receive significant architectural detailing.
- b. Additions to historic structures must be architecturally compatible with the existing structure.
- c. Commercial façades should be modulated at least every 50 feet with changes in building mass or façade treatment. Articulate façades to show this separation with projected entrance windows, roof form or other architectural features.
- d. Building articulation and detailing shall be used to create an interesting and individual design.
 - i. The articulation of all building elevations visible from a public way with building elements and architectural details that incorporate the chosen design theme in a consistent manner is encouraged.



Building façade is articulated with recessed wall planes giving the appearance of many storefronts as opposed to one long storefront. Natural stone bulkhead, varying yet proportional window heights, and awnings break up the stucco façade. See guideline IV.D.2.



- e. Building façade design should give individual identity to each vertical module of residential units.
 - i. Techniques such as providing a deep notch (in plan) between the modules should be used.
 - ii. Architectural elements between units with window color, roof shape, window shape, stoop detail, and railing type should be varied.
 - iii. Porches and balconies are encouraged.
- f. The color or materials of each individual module within a harmonious palette of colors, finishes, and materials should be varied.

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A. STOREFRONTS

Storefronts should be oriented toward the street and the pedestrian with a clearly defined primary entrance and large display windows that draw attention inward. Architectural elements seen on traditional storefronts include recessed entries, recessed display and transom windows with decorative kickplates, and flush façades with covered awnings projecting over a walkway. The following storefront guidelines apply:



1. Continuous storefronts should generally not span more than 25 feet. Wall planes that extend more than 25 feet should be articulated horizontally or the architectural treatment varied in a significant way so as to give the appearance of two or more individual storefronts rather than a single massive one.
2. Storefronts should be articulated with reliefs, recesses, and/or pilasters and should incorporate a change of materials, colors and/or canopies and awnings to show a clear visual division between street level and upper floors.

B. WINDOW TREATMENTS

Fenestration refers to the design and placement of windows on the façade. The following guidelines for design of window treatments apply:



1. The style of window treatments should be consistent throughout the building. Upper floor windows should have a vertical orientation.
2. For additions to existing structures, the window treatment should be compatible with the primary structure.
3. For storefront fenestration, a transom window should be placed above the display window and both windows should be architecturally consistent to each other. Windows with true divided lights and raised exterior mullions are preferred.
4. Windows accented with architectural elements appropriate to the primary structure's architectural style are encouraged.



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5. Recessed window openings decoratively accented with materials consistent to the building are encouraged.

For issues of safety and visual recognition, primary entrances should be clearly identified and oriented toward the street. Entries should convey a sense of human scale and be welcoming as specified in the following guidelines:

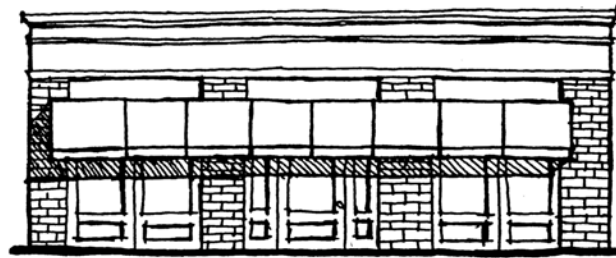
1. To create the desired overall pedestrian scale at the street level, storefronts should be oriented toward the street. Primary entrances shall be articulated either with recessed entries or projecting overhangs above the entrance.
2. For properties located on a corner, entries oriented toward the corner, at an angle, as opposed to the middle of the façade are strongly encouraged. If an entry cannot be provided at the corner, a display window should be oriented in this position.
3. Entries should be designed to be inviting to the pedestrian with the use of colorful awnings, decorative paving, and/or landscape plantings.

Awnings/canopies are both aesthetic and functional. They can bring visual interest and articulation to a building that is oriented to the pedestrian while providing shade and temporary shelter from various weather elements. The following design guidelines for awnings apply:

1. Awnings intended to accent particular window or door openings should be shaped to match the size and shape of the particular opening (e.g., an arched transom window or doorway should have a rounded awning, a rectangular opening should have a rectangular awning).



Encouraged



Discouraged

C. BUILDING ENTRANCES



D. AWNINGS/CANOPIES



Where windows and entries are recessed, awnings should cover individual openings (as shown on the left) and not span the entire façade (as shown on the right). See guideline IV.D.2.D.1.



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Awnings should not be the predominate feature of the façade. See guideline IV.D.2.D.2.

2. Awnings should not be the predominate feature of the façade. Where windows and entries are recessed individually, awnings should only cover the opening and not span across to adjacent openings on the same façade. Care should be taken so that awnings do not obstruct the view of adjacent businesses.
3. Signs on awnings should be located on the flap (valance) or the end panels of an angled, curved or box awning.
5. Awnings shall be opaque and made of canvas, matte finish vinyl, or other acceptable fabrics. Awning color should complement the primary or accent color of the building.
6. Awnings should not be used on building façades with no pedestrian or window screening function.
7. Awnings should be used to protect windows from exterior elements instead of drawing attention to a building.

E. ARCHITECTURAL DETAILS



Architectural decorative details can add visual interest to a building feature. See guideline IV.D.2.E.1.

Architectural details include both functional and decorative building elements that can add great visual interest to a building design. Architectural details include cornice moldings, decorative brackets, ornate brickwork, paneling or molding surrounding recessed windows and doors, and recessed wood paneling and wood-paneled kickplates. The following guidelines for architectural details apply:

1. Architectural features appropriate to the primary structure's architectural style add visual interest to a structure and should be incorporated into the project design.
2. The preservation of architectural features on historic structures is strongly encouraged.
3. For new construction not located near or adjacent to a historic structure, the building design may incorporate contemporary and/or simplified interpretations of the architectural features noted above. These contemporary and/or simplified interpretations must keep in scale and character with the prevalent architectural elements.



IV. COMMERCIAL AND MIXED USE DESIGN GUIDELINES



Diversity in exterior building materials, color, and finishes, reflective of architectural style and good design, provide visual interest to what would otherwise be a wood- or metal-framed structure. However, the range in which these elements are utilized should be limited in order to promote a sense of visual continuity throughout the City. The following guidelines for building materials, color, and finishes apply:

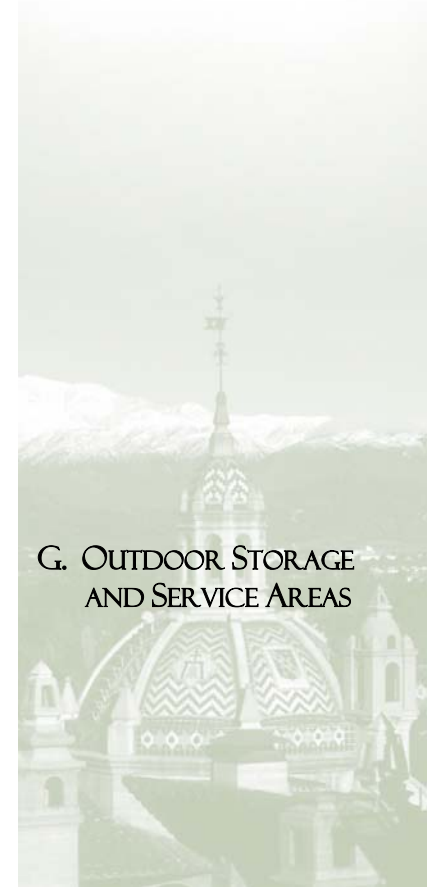
1. Use of high quality materials on exposed exterior surfaces such as brick, metal, stone, terra cotta, wood, tile and stucco is strongly encouraged.
2. Innovative or "green" materials are encouraged provided they appear high-quality and similar in texture, finish and dimension to traditional architecture.
3. Building colors should evoke a sense of richness and liveliness to complement and support overall character.
4. Simple, matte finishes are preferred. Highly reflective building materials and mirrored glass are inappropriate.

Polished stone or ceramic tile, for example should be avoided or limited to accent elements.

1. All storage, outdoor storage and service areas, refuse collection, and mechanical equipment shall be enclosed or completely screened from view of public rights-of-way and any residential units on- or off-site with a combination of building features, decorative walls, and landscaping consistent with the architectural style and design of the building. In addition, roof top equipment shall be screened from view or integrated into the building design to minimize unsightly views.
2. The use landscaping such as tall shrubs and clinging vines to aid in privacy screening and as a buffer from commercial development is strongly encouraged.

F. BUILDING MATERIALS, COLORS, AND FINISHES

G. OUTDOOR STORAGE AND SERVICE AREAS





IV. COMMERCIAL AND MIXED USE DESIGN GUIDELINES

3. SPECIFIC GUIDELINES FOR MIXED USE DEVELOPMENT

A. SCALE AND MASS

1. The scale and mass of a new development should be consistent with neighboring developments and not overwhelm them with disproportionate size or a design that is out of character.
2. At residential edges, buildings should maintain low profiles to provide a transition between urban and residential areas. Increasingly step back taller elements of the building from adjacent single-family residences.

B. BUILDING ARTICULATION AND FAÇADE TREATMENT



The setback of the second story avoids a monotonous façade. See guideline IV.D.3.B.1.

1. Building articulation and detailing shall be used to create an interesting and individual design, diminish the massing of large structures, and be compatible with the scale of surrounding development.
 - a. Large monotonous façades, long straight-line building fronts, plain box shapes, and barren exterior treatment are strongly discouraged.
 - b. All building elevations visible from a public way should be highly articulated with building elements and architectural details that incorporate the chosen design theme in a consistent manner.
2. Building form should be used to emphasize individual units within a building, larger units and/or anchor stores within retail projects, and foyers, lobbies, and reception areas within non-retail commercial projects. Use building form and articulation to emphasize public entrances and de-emphasize service areas, and to define and shelter pedestrian walks and exterior spaces.
3. Commercial façades should be modulated at least every 50 feet with changes in building mass or façade treatment. Articulate façades to show this separation with projected entrance windows, roof form or other architectural features.
4. Building façades shall be designed to give individual identity to each vertical module of residential units.
 - a. Techniques such as providing a deep notch (in plan) between the modules are encouraged.
 - b. Architectural elements between units should be varied with window color, roof shape, window shape, stoop detail, and railing type.



IV. COMMERCIAL AND MIXED USE DESIGN GUIDELINES

- c. Porches and balconies are encouraged.
- d. Color or materials of each individual module should be varied within a harmonious palette of colors, finishes, and materials.

C. ARCHITECTURAL STYLE AND DETAILS

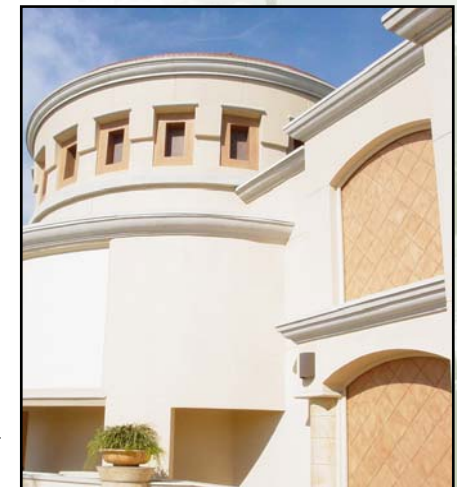
- 1. While there are no mandated architectural styles required for each project, choose an identifiable architectural theme, utilizing high quality design and materials.
 - a. High quality, innovative and imaginative architecture is encouraged.
 - b. New buildings or building complexes should be stylistically consistent.
 - c. Architectural style, materials, colors and forms should all work together to express a single theme.
- 2. Each new building, addition or remodel should be stylistically consistent with the context of building elements from the surrounding area.
 - a. Historic detailing on otherwise contemporary style buildings is strongly discouraged.
 - b. For example, do not use oversized (too large or out of scale) architectural details such as crown moldings or cornices, columns, pediments, window and doorway moldings, etc. in an attempt to make a contemporary building reflect a historic architectural style.



High quality architecture can create a highly stylized building. See guideline IV.D.3.C.1.

D. BUILDING MATERIALS, FINISHES, TEXTURES, AND COLORS

- 1. A building and its elements should be unified with textures, colors and materials. Materials should be consistently applied and should be chosen to work harmoniously with adjacent materials. Piecemeal embellishment and frequent changes in materials should be avoided.
- 2. Buildings shall be treated as a whole and finished appropriately on all sides to provide continuity.
 - a. Materials tend to appear substantial and integral to the structure when material changes occur at changes in plane.
 - b. Material changes not accompanied by changes in plane appear “tacked-on” and are strongly discouraged.



The color scheme and elements of this building create a unified theme. See guideline IV.D.3.D.1.



IV. COMMERCIAL AND MIXED USE DESIGN GUIDELINES

3. For most architectural styles, the number of colors on the exterior shall be limited to a maximum of three, with an additional contrasting color for accent.
 - a. In general, use lighter colors for the main body, with darker shades for trim and accent.
 - b. The larger and simpler the building design, the more subtle the color should be to reduce the massiveness of large wall planes.
4. Choose colors that accentuate the architectural details of the building and that are consistent with the architectural style. Colors for graphics, such as signs, should be related to the colors used on the building.

4. LIGHTING

Exterior and accessory building lighting should provide adequate illumination that ensures pedestrian safety while being unobtrusive to adjacent buildings. Lighting should be designed with fixtures that provide visual interest but are appropriate to the architectural context of the primary structure. The following guidelines for exterior building lighting apply:

1. Lighting fixtures should be compatible with and complement the building's design and architectural style. Fixtures shall be appropriately sized and in scale with the building façade.
2. Exterior building lighting should be used to accentuate the building design and highlight architectural details and features integral to the building design.
3. All outdoor lighting shall be designed to not blink, flash, oscillate, or be of unusually high intensity of brightness, while also providing a sufficient level of illumination for access and security purposes.



Lighting fixtures complement the architectural design of the building. See guideline IV.D.4.1.





IV. COMMERCIAL AND MIXED USE DESIGN GUIDELINES

4. Building entrances and street numbers should be illuminated as visible from the street.

5. LANDSCAPING

This section includes guidelines for landscape improvements. The primary objective of the landscape guidelines is to create a landscape aesthetic that is inviting to the pedestrian. In the interest of improving overall quality of life and encouraging pedestrian activity, all properties are encouraged to seek means of including trees and plants in the streetscape, where space and safety considerations will allow. The following landscape guidelines apply:

- a. Driveways, small plazas, courtyards, outdoor seating areas, upper story decks and balconies, and pedestrian corridors should be landscaped as extensively as possible. Accent planting beds and color pots with flowering annuals are encouraged. Canopy trees and landscape structures should be used in these outdoor public areas to create “outdoor rooms” and to define spaces.
- b. Small window box type planting beds at entries to buildings are appropriate to the historic context and are encouraged. In addition to planter boxes, ground and hanging pots with colorful accent planting should be used to accent entries and add color and visual interest to buildings.
- c. Evergreen trees and shrubs should be used whenever a landscape screen or buffer is required.
- d. Landscaping should be used to soften the impact of large expanses of blank wall or fencing. These areas should be screened with upright shrubs and clinging or trellised vines. Trellises should be constructed of substantial, durable materials. Regionally appropriate plantings (e.g., ornamental and agricultural plant materials) are encouraged.





IV. COMMERCIAL AND MIXED USE DESIGN GUIDELINES



- e. Hardscape amenities, such as fountains, benches, seating areas, and trellises, not only should be included but be consistent with the landscaping.



6. SIGNS

Refer to Appendix A: Citywide Sign Design Guidelines and the Zoning Ordinance for further design standards for signs.



High-quality retail signs

