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COMMERCIAL AND MIXED USE DESIGN GUIDELINES





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A. INTRODUCTION



1. Introduction

The City of Arcadia's General Plan and Development Code promotes high quality design in buildings, landscape, signage, public realm, and open space areas. These documents also identify community design principles applicable to the City's ongoing redevelopment, including "Creating Identifiable Places," "Improving the Public Realm," and "Improving the Private Realm." The General Plan stresses the importance of quality in design and the impact that site design and building form has on enhancing the visual image of Arcadia and establishing places that people enjoy. The design guidelines contained within this document have been written to reinforce these goals and objectives and provide general guidelines for any addition, remodel, or construction requiring a building permit within any commercial or mixed use land use district.

Primary objectives associated with developing a quality project within Arcadia include designing within the established neighborhood context and relationship to the street, promoting pedestrian activity, ensuring high-quality architecture, providing public gathering and open spaces, and improving the streetscape environment.

2. How These Design Guidelines are Applied

These Design Guidelines will be utilized during the City's development review process to encourage the highest level of design quality while at the same time providing the flexibility necessary to encourage creativity on the part of an applicant in response to existing site conditions. Each subsection of the Design Guidelines contains design objectives followed by applicable design guidelines that direct users to desired design strategies for development

or redevelopment of their property. These objectives seek to highlight the major factors affecting the development of a particular land use while also reinforcing direction provided by the General Plan and Development Code.

Designers and developers are urged to become familiar with these guidelines and to apply them throughout the design process to assure that the design, review, and permitting processes are as efficient as possible. No claim can be made that these guidelines encompass every possible technique for achieving a high level of design quality. It is important to note that the guidelines are a minimum starting point for quality development and the designer is encouraged to use their own creativity and experience to improve upon the means for realizing this highest level of quality design. The guidelines do not seek to impose an overriding architectural style, a limited color palette, or an artificial design theme, but rather seek to promote the positive design characteristics currently found throughout the City.

3. How to Use These Design Guidelines

Property owners, developers, architects, designers, and contractors proposing a new development or redevelopment within Arcadia should first review the appropriate Development Code sections governing their property. They should then proceed to the Design Guidelines document applicable to their property's land use – whether Single-Family Residential, Multifamily Residential, Commercial/Mixed Use, or Industrial, as well as, Signage.


The goal of this document is to provide clear and useful recommendations for the design, construction, review, and approval of development in Arcadia. The guidelines are intended as a reference point for a common understanding of the minimum qualitative design expectations. The


guidelines are offered as one way of achieving attractive and functional projects that compare favorably with established community standards. All development shall comply with the spirit and intent of the design guidelines presented.

The design guidelines may be interpreted with some flexibility in the application to specific projects, as not all design criteria may be appropriate for each project. In some circumstances, one guideline may be relaxed in order to accomplish another, more important, guideline. The overall objective is to ensure that the intent and spirit of the design guidelines are followed and to attain the best possible design within reason.

A building or project should be designed to conform with a traditional and historically recognized architectural style identified and supported by selected building elements and articulation. In addition, caution should be exercised when considering architectural styles that have recently become popular (i.e. “trendy”), but have not yet stood the test of time. Historic styles that cannot be faithfully replicated should be avoided. No single architectural theme is being promoted, but rather the emphasis is compatibility. Many of the styles and patterns shown in the following pictures and graphic illustrations represent a concept of recommended building elements and details as opposed to a desired architectural character.

An essential goal of the General Plan and reinforced by the design guidelines is to ensure neighborhood compatibility. “No development exists in isolation. Every act of construction affects and is affected by its surroundings. Every development, therefore, should be evaluated for its compatibility in terms of use, scale, and aesthetics with the neighborhood or district in which it is located. For small projects, this area of influence may be considered to be as small as to only include the buildings directly next door. For large projects, one must consider entire blocks or corridors”. In order to ensure quality development within the City of Arcadia, these

Design Guidelines have been created to promote new infill and redevelopment within the City while ensuring compatibility with existing uses. Guidelines that reinforce this objective are identified with a neighborhood symbol (). Together, these strategies reinforce the individual characteristics that continue to make Arcadia a desirable place to live.

In addition, the General Plan stresses the importance of a sustainable future for Arcadia that includes strategies to conserve and enhance local resources and safeguard the environment. In addition to providing strong examples of good general design principles, this document provides designers and builders with guidance on “Sustainable” design. Conventional design and construction methods can produce buildings that contribute to excessive resource consumption, that generate waste, and that are expensive to operate. The guidelines contained within this document reinforce this objective and promote site and building design elements that utilize green building practices and materials, preserve existing tree canopy and native vegetation, promote pervious surfaces, reduce or better distribute travel demand, encourage amenities that support transit and other alternative forms of transportation, including bicycling and walking, and support mixed-use development that provides opportunities for employment and commercial uses adjacent to residential units. “Sustainability” principles, which can improve the environmental performance of a project without forcing excessive costs on builders or developers, have been marked with the symbol of a leaf ().

Mixed use development may include commercial uses, but utilizes a more compact and efficient use of land by combining residential and commercial or office uses together. Benefits of mixed use developments can include a reduction in automobile dependence, preservation of open space, revitalization and enhancement of specific City areas, increased economic development, and the provision of alternate housing options. This document contains three sections: one pertaining to commercial projects, the second pertaining to mixed use projects, and the third pertaining to both commercial and mixed use projects. Of the first two, applicants should utilize the section relevant to their project. The third section is applicable to all commercial and mixed-use projects. For example, an applicant proposing a mixed use development should adhere to Section 2, Mixed Use Design Guidelines and Section 3, Guidelines Applicable to Both Commercial and Mixed-Use Development.

4. Applicability to Other City Documents

This document is a tool for implementing the City of Arcadia's General Plan and Development Code. While the Design Guidelines contained herein are not intended to supersede the requirements of the Development Code, applicants should not assume that a project will be approved by merely adhering to the City's minimum zoning standards and development regulations. Rather, these Design Guidelines and the City Center Design Guidelines provide additional guidance to aide applicants in the design of commercial and mixed use projects in order to ensure the high-quality development desired by the City and the community.

B. DESIGN GUIDELINES



COMMERCIAL AND MIXED USE






Design Guideline Objectives define Arcadia's priorities and standards for future development. Many of them have been derived from land use policies established in the General Plan. Development shall be designed to adhere to the following objectives and the supporting guidelines provided.

- Objective 1:** *Ensure new construction, additions, renovations, and infill developments are sensitive to neighborhood context, building form, scale and colors and materials*
- Objective 2:** *Create a streetscape environment to promote pedestrian activity and an enhanced pedestrian experience*
- Objective 3:** *Utilize high quality architecture to create an attractive and cohesive “face” of the City within Commercial Corridors and Mixed Use Districts*
- Objective 4:** *Encourage design approaches that create a cohesive, vibrant look and that minimize the appearance of expansive parking lots on major commercial corridors*
- Objective 5:** *Design public areas to create outdoor amenities and improve the pedestrian experience*
- Objective 6:** *Develop landscaping that is compatible with the City's water efficient landscape ordinance*
- Objective 7:** *Design equipment and service areas as an integral part of the project to be buffered or screened from public view and neighboring properties*
- Objective 8:** *Design mixed use commercial and residential development to take advantage of easy access to transit, to provide employment opportunities, and to provide a complementary mix of uses that support and encourage pedestrian activity*

I. COMMERCIAL DESIGN GUIDELINES

Commercial projects shall adhere to the spirit and intent of the guidelines presented within this Section, Commercial Design Guidelines, as well as Section 3, Guidelines Applicable to Both Commercial and Mixed Use Development.

1. Site Planning and Building Placement

- a. Site planning should emphasize appropriate street and sidewalk widths, block lengths, relationships of buildings to streets, and use of public spaces.
-  b. Proposed projects should accommodate existing mature trees, where feasible, and should provide for their protection during construction.
- c. Provide continuous storefront windows and many defined entrances for ground floor commercial uses adjacent to the street and sidewalk.
- d. Buildings should be sited at or near the front property line with entrances located to enliven the street and parking located behind.
- e. Pedestrian access through perimeter walls and planters should be provided to allow for convenient and logical on-site and off-site circulation.
- f. Where a parking garage is proposed, it should be wrapped with retail and/or other commercial uses at the ground level to allow for continuation of the street scene.
- g. Off-street parking and loading facilities should function efficiently with minimal obstruction of traffic on surrounding streets and alleys.
-  h. Bicycle parking should be provided within parking areas, and racks should be included within the project furnishings palette.
- i. Parking lot areas, including aisles and/or spaces, should be separated from buildings by a raised walkway and landscape strip.
-  j. Trees should be incorporated into parking lots to soften the impact of large expanses of paving and to provide shade for parked vehicles. Use of accent trees located at parking lot entries and at the end of parking aisles is encouraged.



Storefront windows and an inviting pedestrian environment



Planter break for pedestrian circulation



Parking garage wrapped with retail



Landscaped planter separating parking



Loading area located to the rear of the building



Outdoor seating located in conjunction with plaza space



- k. Planters within parking lot areas should be of sufficient width, including the curb areas, to support the long-term growth and stability of trees and landscaping proposed
- l. Service or loading areas should be located at the rear of the building and screened from public view.
- m. Where proposed, bus stops and shelters should be integrated into the project setting through the incorporation of appropriately designed and selected benches, lighting, and/or landscaping to create a sense that the bus stop “belongs to” the surrounding neighborhood.

2. Public and Private Open Spaces

- a. Public spaces should be designed to meet the following criteria:
 - Provision of areas for formal or informal social interactions;
 - Provision of areas for passive or active uses;
 - Creation of a sense of place;
 - Integration with and/or create pedestrian linkages; and
 - Location and design for year-round use through the provision of awnings, wind breaks, sun shade, and/or landscaping.
- b. Public space may include, but is not limited to, outdoor plazas, outdoor dining areas, and/or landscaped areas designed for active or passive use.
- c. Public spaces should be clearly recognizable as accessible and usable by the public.
- d. Publicly accessible outdoor spaces should include seating, trash cans, bicycle racks, and/or other pedestrian amenities.
- e. Site layout, building, and open space design should encourage activity in public spaces. Public spaces should be located adjacent to the commercial component of the development that can be converted for joint use with outdoor dining and pedestrian access.

- f. Pedestrian spaces should have unique, detailed, and well-articulated paving design. Paving materials may include concrete or brick pavers, tile, scored and textured concrete, or stone that is consistent with the design of the proposed building.
- g. Furnishings and lighting should be coordinated with the overall design or theme of the development.
- h. Site furnishings should not be used for any type of advertising purposes.
- i. Public art is encouraged in public spaces, and can help create a sense of place. Art should be authentic, participatory or interactive, and meaningful to the community.
- j. The selection and placement of public art should be part of the overall site design process, rather than as an afterthought to a project.
- k. Public art should be located in conjunction with other site features, such as a plaza or architectural feature and an integral part of site development, rather than a stand-alone, separate object.
- l. Public art should be placed so as to avoid locations where it may obstruct a pedestrian pathway, create a traffic hazard, or compete with another piece of art within the area.



Site furnishings to complement the building's architecture



Public art as part of a commercial development

3. Pedestrian and Vehicular Access

- a. Site layout and building placement should ensure pedestrian connectivity and encourage activity and/or informal interactions within public spaces.
- b. Clear, safe, pedestrian access should be provided from parking areas to building entrances with pedestrian walkways. Pedestrian sidewalks and walkways should be parallel to parking drive aisles, minimizing the need for pedestrians to cross parking drive aisles.
- c. The main pedestrian access point to the building should be located along the street-facing facade.
- d. On-site pedestrian circulation systems should connect to off-site public sidewalks, transit, and neighboring properties.



Pedestrian path through parking area



Lighting and paving to enhance the pedestrian environment



Maximize transparency at ground level



When located at a corner, buildings should provide a prominent corner entry

- e. Lighting, plantings, benches, public art, trellises, and/or other elements should be provided to enhance the pedestrian environment.
- f. Entry drives should be located away from street intersections. Reciprocal access agreements are strongly encouraged to minimize curb cuts and enhance the pedestrian environment.
- g. Decorative paving materials and/or use of colored sidewalk and pavement areas should be utilized at pedestrian and/or automobile contact zones to provide definition to pedestrian space.
- h. Ridesharing, wayfinding and/or loading areas should be incorporated into the project design.
- i. Pedestrian connections through the development, as an alternative to street connections are strongly encouraged.



4. Massing and Scale



- a. The height and bulk of proposed buildings and structures on the site should be sensitive to the scale and in proportion with the height and bulk of buildings and structures on surrounding sites and should not visually dominate the site or the neighborhood.
- b. Multiple buildings in a single large project are preferable to massive, full block developments.
- c. Create building clusters that achieve a smaller scale and create opportunities for plazas while preventing long repetitive rows of buildings.
- d. Breaking up a building expanse into smaller scale units, such as 25 to 50-foot modules is highly encouraged.
- e. All façades should be given equal design consideration.
- f. Large blank walls adjacent to the street frontages are strongly discouraged.
- g. Windows should be provided along at least 30 percent of the building's ground floor facade.
- h. Buildings located on corners should have defined and articulated corner entrances.

- i. The vertical plane of the building facade should be broken up with a high level of articulation (e.g., entry or window features, projecting or recessed elements, transparent storefronts, identifiable retail spaces, and awning and entrance canopies), especially at ground level.
- j. A combination of single and multi-story elements is encouraged to create variation in massing and building heights.
- k. Awnings, street level windows, roof overhangs, moldings, fixtures, and/or other detailing should be used to provide a sense of human scale.
- l. Surface detailing, such as score lines and color changes, are not considered a substitute for material integration and distinctive massing and scale.
- m. The ground level façade for a multi-level structure should have a distinct look from the façade of the floor levels above. This can be achieved through the use of different architectural elements, such as building material or trim accent, cornice lines, awnings, projecting or recessed elements, window treatments and sizes, and/or paint colors.
- n. For projects over two stories in height, portions of the upper stories should be recessed from the front façade to reduce the overall massing of the building at the pedestrian level.



Appearance of multiple buildings creates appearance of smaller scale that may better fit into existing neighborhood



Varied building elements to create visual interest with human-scaled features

II. MIXED USE

Mixed use projects shall adhere to the spirit and intent of the guidelines presented within this Section, Mixed Use Design Guidelines, as well as Section 3, Guidelines Applicable to Both Commercial and Mixed-Use Development.

1. Site Planning and Building Placement

- a. Active commercial uses, including retail, restaurant, and personal services should be located on the ground floor fronting the sidewalk.
- b. Private amenities, such as plazas and open space should be located in the interior of the site or otherwise away from the street.



Active commercial uses located on the ground floor






Mixed use open space located on the interior of the site



Site layout creating a pedestrian-friendly street scene



Recessed balconies provide privacy

- c. Site planning should emphasize appropriate street and sidewalk widths, block lengths, relationships of buildings to streets, and use of public spaces.
- d. Entries that face the primary street may be directly connected to the street's sidewalks. Secondary and residential entrances can be connected to interior courtyards and parking lots.
- e. Both private and common outdoor spaces should be incorporated in mixed use developments. Private outdoor courtyard areas for residents only are encouraged. Plazas for public use should also be provided in areas adjacent to commercial uses.
- f. Common areas should be centrally located and designed as courtyards or outdoor rooms. Outdoor furnishings, amenities, public gathering spaces, trees, and trellises for shade should be provided.
- g.  Potential privacy-sensitive areas on adjacent parcels should be identified on the site plan, and details should be provided on how the proposed design has addressed them.
- h.  Projects located directly adjacent to residential dwellings should carefully consider floor plan layout and window placement to minimize unfiltered and direct views into neighboring properties.
- i.  Windows on walls adjacent to a neighboring residence should be offset to prevent direct sight-lines to adjacent windows and/or outdoor living spaces, especially upper story windows that look down into lower story windows or actively used outdoor areas on neighboring properties.
- j. Decks and balconies should be located and designed so as to minimize potential privacy-sensitive issues.
- k. The use of large, blank walls as a method to address privacy impacts is not acceptable.
- l. A clearly visible and well-designed project entry should be created using low walls, paving, accent landscaping, and signage to visually link the project site entry to the building(s).
- m. Proposed projects should accommodate existing mature trees, where feasible, and should provide for their protection during construction.

- n. Lighting, plantings, benches, public art, trellises, and/or other elements should be provided to enhance the environment for residents and visitors.
- o. When multiple uses are proposed in the same building, there should be separate, clearly identifiable, and convenient entrances for each use.
- p. Site layout and building placement should ensure pedestrian connectivity and encourage activity and/or informal interactions within public spaces.
- q. On-site pedestrian circulation systems should connect to off-site public sidewalks, transit, and neighboring properties.
- r. Continuous storefront windows and individual entrances should be provided for ground floor commercial uses adjacent to the street and sidewalk.
- s. A dedicated parking area should be provided for residential use and should be clearly distinguished from spaces provided for other uses.
- t. Parking should be concentrated in areas behind buildings and away from the street to the extent feasible.
- u. Off-street parking and loading facilities should function efficiently with minimal obstruction of traffic on surrounding streets and alleys.
- v. Bicycle parking should be provided within parking areas, and racks should be included within the project furnishings palette.
- w. Parking lot areas, including aisles and/or spaces, should be separated from buildings by a raised walkway and landscape strip.
- x. Trees should be incorporated into parking lots to soften the impact of large expanses of paving and to provide shade for parked vehicles. Use of accent trees located at parking lot entries and at the end of parking aisles is encouraged.
- y. Planters within parking lot areas should be of sufficient width, including the curb areas, to support the long-term growth and stability of trees and landscaping proposed



Provide separate entries for multiple uses in one building



Continuous storefront windows



Trees, landscaping, and pathway through parking area



Parking garage wrapped with retail at ground level



Service facilities should be screened and oriented to the rear of building



Mechanical equipment screened with architecturally compatible materials and wall design



z. Where proposed, bus stops and shelters should be integrated into the project setting through the incorporation of appropriately designed and selected benches, lighting, and/or landscaping to create a sense that the bus stop “belongs to” the surrounding neighborhood.

aa. Where a parking garage is proposed, it should be wrapped with retail and/or other commercial uses at the ground level to allow for continuation of the street scene.



bb. Service or loading areas should be located at the rear of the building and away from residential units.



cc. Service areas for non-residential uses should not be located near residential units or near parking areas for residential units.



dd. All buildings should be sited to reduce visual, auditory, odorous, and other conflicts between residential uses and other uses on the site.

ee. Landscaping should be utilized with other features to reduce potential visual, light, and glare conflicts.



ff. Noise-generating equipment, such as refrigeration units, HVAC units, and exhaust fans should be located and screened from residential uses. Noise-reducing screens and insulation may be required.



gg. Commercial uses with residential units attached should provide ventilation systems to prevent odors from adversely affecting residential units.



hh. Commercial uses should avoid parking lot and security lighting that would impact residential areas.

2. Public and Private Open Spaces

a. Common public spaces should be designed to meet the following criteria:

- Provision of areas for formal or informal social interactions;
- Provision of areas for passive or active uses;
- Creation of a sense of place;
- Integration with and/or create pedestrian linkages; and
- Location and design for year-round use through the provision of awnings, wind breaks, sun shade, and/or landscaping.

- b. Public space may include, but is not limited to, outdoor plazas, outdoor dining areas, and/or landscaped areas designed for active or passive use.
- c. Common open space should be clearly recognizable as accessible and usable by the public.
- d. Publicly accessible outdoor spaces should include seating, trash cans, bicycle racks, and/or other pedestrian amenities.
- e. Site layout, building, and open space design should encourage activity in public spaces. Public spaces should be located adjacent to the commercial component of the development that can be converted for joint use with outdoor dining and pedestrian access.
- f. Residential development in mixed use projects should incorporate private open space for residents.
- g. Pedestrian spaces should have unique, detailed, and well-articulated paving design. Paving materials may include concrete or brick pavers, tile, scored and textured concrete, or stone that is consistent with the design of the proposed building.
- h. Furnishings and lighting should be coordinated with the overall design or theme of the development.
- i. Site furnishings should not be used for any type of advertising purposes.



Common pedestrian path with amenities



Common open space with lighting, seating, and landscaping

3. Pedestrian and Vehicular Access

- a. Site layout and building placement should ensure pedestrian connectivity and encourage activity and/ or informal interactions within public spaces.
- b. Clear, safe, pedestrian access should be provided from parking areas to building entrances with pedestrian walkways. Pedestrian sidewalks and walkways should be parallel to parking drive aisles, minimizing the need for pedestrians to cross parking drive aisles.
- c. The main pedestrian access point to the building should be located along the street-facing facade.



Pedestrian-friendly outdoor plaza



Public art to help create a sense of place



Bus stop with benches, bicycle racks, and art component



Pedestrian access with landscaping



- d. On-site pedestrian circulation systems should connect to off-site public sidewalks, transit, and neighboring properties.
- e. Entry drives should be located away from street intersections. Reciprocal access agreements are strongly encouraged to minimize curb cuts and enhance the pedestrian environment.
- f. Decorative paving materials and/or use of colored sidewalk and pavement areas should be utilized at pedestrian and/or automobile contact zones to provide definition to pedestrian space.
- g. Ridesharing, wayfinding and/or loading areas should be incorporated into the project design.
- h. Pedestrian connections may be made to and through the development as an alternative to street connections, if feasible.
- i. Pedestrian connections through buildings should be thoughtfully designed. Pedestrian connections should include amenities similar to furnishings found along a typical sidewalk.



4. Massing and Scale

- a. The height and bulk of proposed buildings and structures on the site should be in scale and in proportion with the height and bulk of buildings and structures on surrounding sites and should not visually dominate the site or the neighborhood.
- b. Multiple buildings in a single project are preferable to monolithic buildings to achieve a smaller scale. Buildings should be clustered and organized to provide usable open space. Long, repetitive rows of buildings should be avoided.
- c. Breaking up a building expanse into smaller scale units, such as 25 to 50-foot modules is highly encouraged.
- d. All façades should be given equal design consideration.
- e. Large blank walls adjacent to the street frontages are strongly discouraged.

- f. The vertical plane of the building facade should be broken up with a high level of articulation (e.g., entry or window features, projecting or recessed elements, transparent storefronts, identifiable retail spaces, and awning and entrance canopies), especially at ground level.
- g. Buildings located on corners should have defined and articulated corner entrances.
- h. Windows should be provided along at least 30 percent of the building's ground floor facade.
- i. A combination of single and multi-story elements is encouraged to create variation in massing and building heights.
- j. Awnings, street level windows, roof overhangs, moldings, fixtures, and/or other detailing should be incorporated to provide a sense of human scale.
- k. Surface detailing, such as score lines and color changes, are not considered a substitute for material integration and distinctive massing and scale.
- l. The ground level facade for a multi-level structure should have a distinct look from the facade of the floor levels above. This can be achieved through the use of different architectural elements, such as building material or trim accent, cornice lines, awnings, projecting or recessed elements, window treatments and sizes, and/or paint colors.
- m. For projects over two stories in height, portions of the upper stories should be recessed from the front facade to reduce the overall massing of the building at the pedestrian level.

5. Neighborhood Context and Compatibility



- a. Natural amenities such as views and natural features should be preserved to the extent feasible.



- b. The design of buildings, driveways, loading facilities, parking areas, signs, landscaping, lighting, solar facilities, and other site features should show adequate consideration for the visual effect of the development upon adjacent properties.

1.



Decorative accent paving at intersection and crosswalk



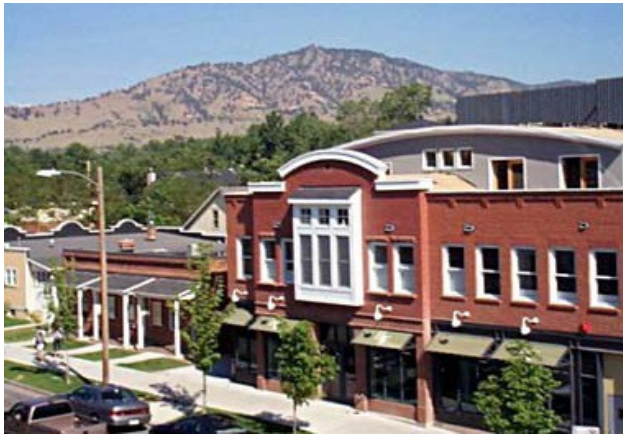
Prominent corner entry



Appearance of multiple buildings creates appearance of smaller scale



Infill development compatible with surrounding buildings



Multi-story building providing transition to adjacent one-story building



Awning designed to coordinate with building architecture



c. The location and configuration of new or remodeled structures should be designed to limit negative impacts on neighboring sites, buildings, and structures as feasible.



d. The design of buildings, driveways, loading facilities, parking areas, signs, landscaping, lighting, solar facilities, and other site features should show adequate consideration for the visual effect of the development upon adjacent properties.



e. Building scale and architectural massing of new projects should incorporate elements for a reasonable transition to adjacent existing, or future developments.

III. GUIDELINES APPLICABLE TO BOTH COMMERCIAL AND MIXED USE

1. Architectural Style

- A clear, distinctive, and historically recognized architectural style should be selected by the applicant.
- Newly popularized or “trendy” architectural styles should be carefully evaluated for neighborhood compatibility. Similarly, historic architectural styles that cannot be authentically reproduced should be avoided.
- Architectural elements consistent with the chosen style should be applied on all sides of the building(s), not just the front facade.
- Scale and massing should be appropriate to the chosen architectural style.
- Regardless of architectural style, all building designs should contribute to and complement the neighborhood character.



2. Awnings

- Awnings are encouraged and should be designed to coordinate with the architectural style of a building.
- Awnings and signage should be appropriately located so as to clearly define building entries in order to orient pedestrians.

- c. Awnings should not be wrapped around buildings in continuous bands, and long and continuous treatments should be avoided. Awnings should only be located in conjunction with doors, windows, and/or other openings.
- d. Awnings should be of a durable, commercial grade fabric, canvas, or similar materials having a matte finish. Glossy, shiny plastic, or similar awning materials are discouraged.
- e. Awning frames and supports should be painted or coated metal or other non-corroding materials.
- f. Translucent or “backlit” awnings which allow light to pass through are strongly discouraged. Lighting should be located directly above the awning and directed downward.
- g. Aluminum awnings or “brow” canopies generally detract from the character of a building and are discouraged.
- h. When several businesses are located in one building, awnings of the same color and similar style and size should be used.



Durable awnings



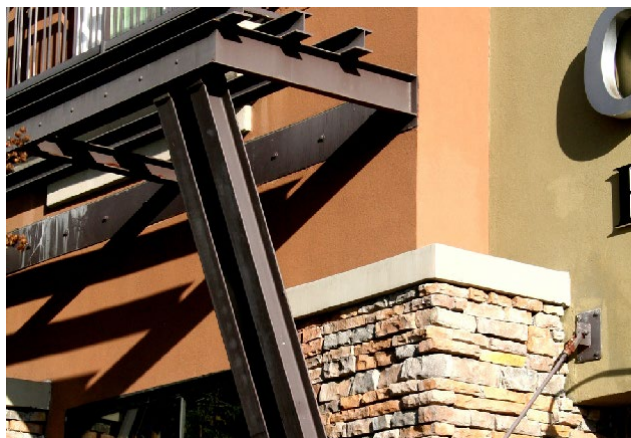
Multiple rooflines are encouraged



Roof deck oriented toward the street

3. Rooflines

- a. Multiple roof lines are strongly encouraged, and roof forms should be consistent with the architectural style of a building.
- b. Special attention should be paid to the articulation of the roof ridge, eave, or parapet line of buildings as long, unbroken, horizontal rooflines are not acceptable. Utilize design features such as roof decks and/or varying roof forms to minimize the physical mass of a building.
- c. Rooflines should be broken at intervals by loggias, changes in height, or stepbacks to reinforce typical building pattern.
- d. Parapets should not appear “tacked on” and should convey a sense of permanence. If the interior side of a parapet is visible from the pedestrian and/or motorist vantage point, it should be designed to be similar to the exposed façade.
- e. Parapets should generally be finished with cornices and/or other horizontal decoration depending on the chosen architectural style of the building.




Trellis, trim, materials and color used for articulation



Articulation and overhang provided at the entry



Material change at the base of the building

- f. Deep eaves, overhangs, canopies, and/or other architectural features that provide shelter and shade and visual interest are encouraged.
- g. Rooftop equipment should be concealed from view and/or integrated within the architecture of the building.
-  h. Roof decks should be oriented toward the street or common areas. Avoid upper-story decks that overlook onto neighboring properties. Where this cannot be avoided, install screening devices such as solid railing walls, frosted/opaque glass, or perimeter planters.

4. Articulation

- a. Large expanses of flat building walls should be avoided by providing sufficient building articulation. Vertical and horizontal wall articulation, including architectural indentations and/or projections, should be consistent with the chosen architectural style and be integrated into the overall building design so as to provide opportunity for shade, shadow, and visual relief.
- b. Unique architectural design features should be utilized on buildings located at street corners, such as taller building elements or architectural details.
- c. Exterior walls should include elements to provide depth and character. Elements may include windows, trellises, arcades, roof overhangs, recessed or projected massing, columns, balconies, wainscots, and/or awnings.
- d. Detailing of exterior walls at the ground level should provide an appropriate transition from the ground plane to the building elevation. Utilize reveal patterns, changes in materials, building pop-outs, columns, and recessed areas to create shadow patterns and depth on the wall surfaces.

5. Windows and Doors

- a. Windows and door types, materials, shapes, proportions, and detailing should be designed to coordinate with the chosen architectural style and design of a building.

- b. Doors and windows should be coordinated together and should have quality molding and framing. Powder-coated colors are encouraged instead of using typical anodized aluminum.
- c. Display windows should face onto the sidewalk to create a heightened visual interest at the pedestrian level.
- d. Ground floor windows should remain unobstructed to provide maximum transparency (e.g. windows) on first floor facades.
- e. Reflective, mirrored, or opaque glass is strongly discouraged.
- f. When windows are added or changed on a building, the new design should be compatible with the fenestration of the existing building.
- g. Introducing or changing the location or size of windows or other openings that alter the architectural character of the original building should be avoided.



Lighting to enhance building features and walkways



Window and door design coordinated with quality molding and framing



Street windows providing a human-scale

6. Colors and Materials

- a. A balanced color palette should be kept using the correct proportions between the neutral “base colors” and the brighter “accent colors” on each building. Buildings with large walls should have a subtle, yet darker, base color.
- b. Exposed metal flashing or trim should be anodized or painted to blend with the exterior colors of the building.
- c. Appropriate materials for building facades include, but are not limited to; plaster, stucco, stone, tile, brick, and/or wood siding.
- d. Discouraged building materials include: highly reflective materials, unpainted or smooth monolithic concrete, T-111 siding, speed (interlocking) or precision block or non-textured block, and metal.
- e. Exposed concrete masonry units and split-faced masonry units with integral color and texture may be used, but is discouraged as a primary building material.



Finish stone material wraps and terminates at inside corner







Example of drought tolerant planting arrangement



Plants selected and planting layout balance the aesthetics of a project's landscape design with the need to conserve water

- f. Finish materials should wrap the exterior corner and terminate at the inside corner. Such treatments will alleviate the appearance of a "wall paper" application and will give a sense of permanence to a structure.
- g. Corporate architecture and generic architectural designs are strongly discouraged.
- h. Garish, non-harmonious, or out-of-character colors should not be used on any building face or roof.

7. Landscaping

-  a. Drought-tolerant landscaping should be integrated into all projects.
-  b. Plant selection, soil preparation, planting layout, and irrigation systems should be selected so as to balance the aesthetics of a project's landscape design with the need to conserve water.
-  c. Low water use plantings are encouraged. Some integration of moderate water use plantings may be acceptable so long as the project water allowance remains under applicable Water Efficient Landscape Ordinance (WELO) requirements.
-  d. Low Impact Development (LID) strategies, such as permeable paving, vegetated swales, and/or infiltration areas should be incorporated into the design of all projects, including landscaped areas.
- e. Areas not occupied by buildings, parking, or commercial activities should be permanently landscaped with live plant materials. Hardscape may be used where pedestrian activity occurs and in other areas where such an application is considered appropriate.
- f. Landscaping should be developed to contain a combination of low, medium, and tall plant materials as appropriate.
- g. Landscape design concepts should reflect adequate spacing of plants that allows for mature growth and complete coverage of planting areas in a reasonable amount of time.
- h. When planting space is limited, the use of raised planters, window boxes, potted plants, and climbing vines should be considered within the overall landscape design.

- i. Unique flowering trees, vines, shrubs, and accent trees are encouraged as focal points within a project planting palette.
- j. Where blank walls within a project cannot be avoided, planters and/or clinging vines should be used to soften these wall surfaces. The planting area adjacent to blank walls should be continuous, and the plantings chosen should grow to an appropriate height to minimize the visibility of blank wall space.
- k. Plantings should be used to soften or screen parking areas, alleyways, as well as trash and service areas.
- l. Semi-permanent mulching, such as bark, is not an acceptable groundcover solution and should not be used as an alternative for ground cover or other landscape materials.

3. Equipment and Service Areas

- a. All mechanical equipment on the site should be appropriately screened from view. Large vent stacks and similar features should be avoided and, if essential, screened from view or painted so as to be non-reflective and compatible with building colors.
- b. Utility facilities should be placed underground, where feasible.
- c. All backflow prevention devices should be screened from public view per the standards set forth in the Development Services Department and integrated into the site plan in a way that does not detract from the overall appearance of the building(s).
- d. The design of accessory structures should be harmonious with the principal building and other buildings on the site, and the same building materials should be used to match the primary buildings on site.
- e. Loading areas and associated loading activities should be located to the rear of buildings and screened from view so as to not be visible from a public street.



Vegetated swales integrated into a project landscape design



Unique flowering plantings at project focal points



Ensure adequate plant spacing for long-term growth and maturity



Screened wall



Screened loading area



Trash enclosure located at rear of site and out of major site lines

- f. Both sides of all perimeter walls or fences should be architecturally treated. Walls should be finished and designed to complement the surrounding development. Long expanses of fence or wall surfaces should be off-set and architecturally designed to prevent monotony, and landscape pockets should be provided.
- g. Service facilities should be located and designed for easy access by service vehicles and each individual tenant and should be sited where they will not create a nuisance for adjacent uses.
- h. Where applicable, alleys should be utilized to provide access to service entrances, loading docks, and refuse collection areas.
- i. Where buildings are adjacent to residential properties, loading and delivery areas should be located away from the adjacent residential property to the extent feasible.
- j. Trash collection areas should not intrude into major lines of sight when viewed from residential units or landscaped open areas of the subject development or adjacent properties.




5. Site Furnishing

Street furnishing such as benches, trash and recycling receptacles, planter pots, accent pavings, and bollards create a sense of character and unify a place.

- a. Benches should be placed to improve pedestrian experience within the private and public realm. Benches may be placed with other furnishing elements to create a node.
- b. Benches should be located with backs against buildings or with backs perpendicular to the street.
- c. Where space allows, benches should be grouped with trash receptacles and other similar street furnishings.
- d. Benches and other similar street furnishings should not be located in front of any outdoor dining area.
- e. Trash and recycling receptacles should be placed in multiple places along each corridor and in front of new development to provide multiple convenient waste disposal locations. Receptacles should also be placed with other furnishings such as benches and chairs.

9. Lighting

- a. Pedestrian lights are typically located along pathways and sidewalks to illuminate the areas and provide for additional safety and security. String or twinkle lighting should be incorporated to enhance outdoor dining, plazas, courtyards, and other outdoor spaces.
- b. Light fixtures should be designed or selected to be architecturally compatible with the main structure or theme of the building.
- c. The quality of light, level of light, and type of bulb or source should be carefully selected so that lighting levels do not draw attention to the glow or glare of the project site, and timers and sensors should be incorporated to avoid unnecessary lighting.
-  d. Spotlighting or glare from any site lighting should be shielded from adjacent properties and directed at a specific object or target area.

10. Public Art

- a. The use of public art within the private or public realm is an effective way of expressing the unique personality and character of the area.
- b. Public art should serve as an aesthetic improvement to improve the pedestrian environment. Stand-alone installations or designs integrated into the building should both be considered for future improvements.
- c. Public art is encouraged in public spaces, and can help create a sense of place. Art should be authentic, participatory or interactive, and meaningful to the community.
- d. The selection and placement of public art should be part of the overall site design process, rather than as an afterthought to a project.
- e. Public art should be located in conjunction with other site features, such as a plaza or architectural feature and an integral part of site development, rather than a stand-alone, separate object.
- f. Public art should be placed so as to avoid locations where it may obstruct a pedestrian pathway, create a traffic hazard, or compete with another piece of art within the area.