CHAPTER 6
COMMERCIAL

INTRODUCTION

This chapter provides general guidelines for the design of commercial development in all areas of the City. Commercial development, as defined by the City Land Use Element, is both commercial and commercial recreation businesses that offer goods for sale to the public (retail) and service and professional businesses housed in offices (accountants, architects, etc.). Retail and commercial businesses include those businesses that serve local needs, such as neighborhood markets and dry cleaners, and those businesses that serve City or regional needs, such as auto dealers and furniture stores. Additionally, any addition, remodeling, relocation, or construction requiring a building permit within any commercial land use zone should adhere to these guidelines.

The following topics are addressed:

1. Site Planning and Design
2. Building Design
3. Utilitarian Aspects
4. Signage
5. Special Design Considerations

Note: "Green Building" principles are identified with an oak tree symbol.

SITEPLANNING&DESIGN

Site planning refers to the arrangement of buildings and parking areas, the size and location of pedestrian spaces and landscaping, and how these features relate to one another. Site design addresses the scale and size of outdoor spaces, spaces between buildings and parking areas, and the relationship of site elements that create a comfortable pedestrian environment. In addition, location, orientation, and massing decisions made in the early stages of design have a profound effect on the energy and environmental impacts of buildings and establish the potential for passive renewable energy use.

1. New structures should be clustered to create plazas or pedestrian malls and prevent long, "barrack-like" rows of buildings.
2. Buildings should be placed close to, and oriented toward, the street. Prominent architectural features should be located near corners and intersections.
3. Plazas, landscaped areas, fountains, public art, textured pavement, and vertical building features should be combined to create focal points and identity.

SITE PLANNING & DESIGN

SITE PLANNING & DESIGN (CONT.)

4. Public art is encouraged as an on-site amenity for large-scale commercial projects. Refer to the City of Santa Clarita Public Art Program.
5. Functional and aesthetic vehicular and pedestrian connections to adjacent sites should be considered during site plan development.
6. Buildings and landscaped open spaces should be oriented for maximum benefit of sunlight, circulation, and views.
7. Natural amenities such as views, mature trees, creeks, riparian corridors, and similar features unique to the site should be preserved consistent with open space plans and environmentally sensitive area designations.
8. Atriums and outdoor courtyards should be used to increase the variety and number of views.
9. Solar access should not be obstructed by adjacent rooftops. The shadow patterns of adjacent buildings should be studied during the conceptual design phase.
10. Service or loading areas should not face public streets.

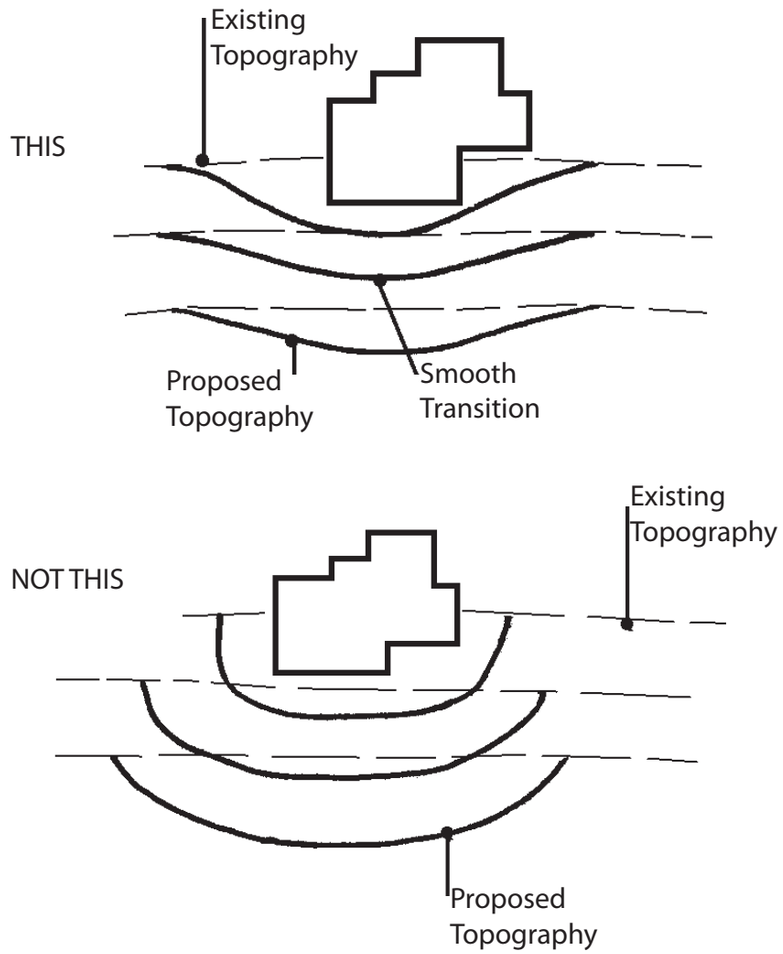
SITE PLANNING & DESIGN

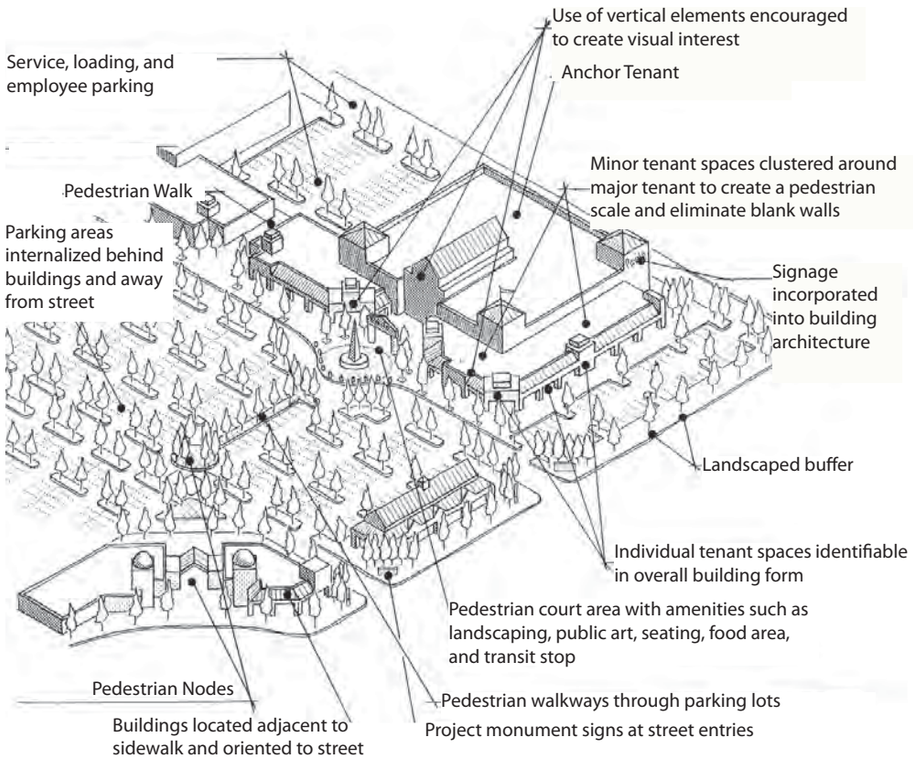
SITE GRADING

Development should relate to the natural surroundings and minimize grading by following the natural contours as much as possible.

1. Graded slopes should be rounded and contoured to blend with the existing terrain.
2. Avoid embankments and manufactured slopes, which are defined by straight edges and lines.
3. Terraced parking lots, stepped building pads, and larger setbacks should be used to preserve the general shape of natural landforms and to minimize grade differentials between adjacent streets and adjoining properties.
4. Hillside landscaping should be used to minimize the project's potential visual impacts and to be consistent with the City's Standard Urban Stormwater Management Plan.
5. Site grading should recognize existing drainage patterns and landforms while providing appropriate transition of architectural elements to grade.

Grading should smoothly transition into the existing contours





SITE PLANNING & DESIGN

PARKING & CIRCULATION

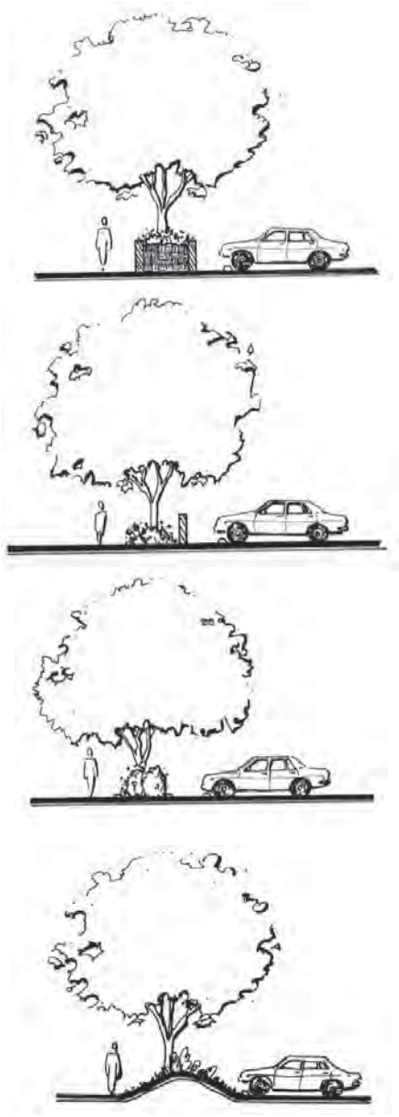
Site plans should balance the need to provide adequate vehicular access with the need to eliminate unnecessary driveway entrances and to provide reciprocal access points that are coordinated with other properties. Parking lots should be heavily landscaped and connected to buildings with a number of well designed pedestrian paths, trellis paseos, and walkways. Parking lots should be located out of sight from the public right-of-way where feasible.

1. Parking should be concentrated in areas behind buildings and away from the street whenever possible.
2. Parking lots on corner sites should not be placed adjacent to the street edge.
3. Structures and on-site circulation systems should be located to minimize pedestrian and vehicle conflicts.
4. Parking should not be provided in one large lot that can be characterized as "a sea of cars." Parking lots should be broken up into a series of smaller connected lots for visual interest and to reduce "heat island" effects.
5. Reciprocal access between adjacent parking areas should be provided where feasible so that vehicles are not required to enter the street in order to move from one area to another on the same or adjacent sites.

SITE PLANNING & DESIGN

PARKING & CIRCULATION (CONT.)

6. Large parking areas that service over 100 cars should be designed with a clear hierarchy of circulation:
   - Major access drives with no parking.
   - Major circulation drives with little or no parking.
   - Parking aisles for direct access to parking spaces.
7. Parking lots should provide areas for bicycle and motorcycle parking.
8. Parking stalls oriented at 90° generally provide the most efficient parking design. However, angled parking is encouraged for large parking lots if it helps to accommodate more landscaping between rows of stalls and at the ends of rows.
9. Parking access points, whether located on front, side, or rear streets, should be located as far as possible from street intersections to allow adequate stacking room.
10. Dead end drive aisles and intersections should be avoided.



SITE PLANNING & DESIGN

PARKING LOT AREA SCREENING

Screening at the periphery of all parking lots should be provided.

1. A landscaping buffer should be provided between parking areas and public rights-of-way. The landscaped buffer area should not be included when calculating the minimum five percent landscaping within the parking lot interior. This buffer should be designed to provide stormwater retention through wet or dry swales, sumps, etc.
2. A 36-inch to 42-inch high berm, headlight hedge, or aesthetically pleasing masonry wall should be provided to screen any parking at the street periphery. A combination of walls, berms, and landscaping material is highly recommended.
3. Where topography allows, parking lots could also be located above or below the adjacent street grade to effectively screen parking without the addition of substantial screen walls or landscaping.
4. Parking lots graded at least 48-inches below the adjacent street grade will effectively be screened without the addition of a 36-inch to 42-inch high wall or landscaping, but the hillside should still be landscaped.

SITE PLANNING & DESIGN

PARKING LOT AREA SCREENING (CONT.)

5. When walls are used to screen parking, breaks should be provided to allow pedestrian circulation, and the walls should be low enough for safety and security purposes.
6. Walls should be finished and designed to complement the surrounding development.
7. Both sides of all perimeter walls or fences should be architecturally treated. Plants should be used in combination with such walls whenever possible, including the use of clinging vines.
8. Long expanses of fence or wall surfaces should be offset and architecturally designed to prevent monotony. Landscape pockets should be provided.
9. Evergreen trees should be planted every 20 feet along the street edge and should be installed in at least 24-inch, 36-inch, and 48-inch box container sizes.

SITE PLANNING & DESIGN

PROJECT ENTRY DESIGN

Project entries should be easily identifiable and aesthetically pleasing and designed to complement the style of the project.

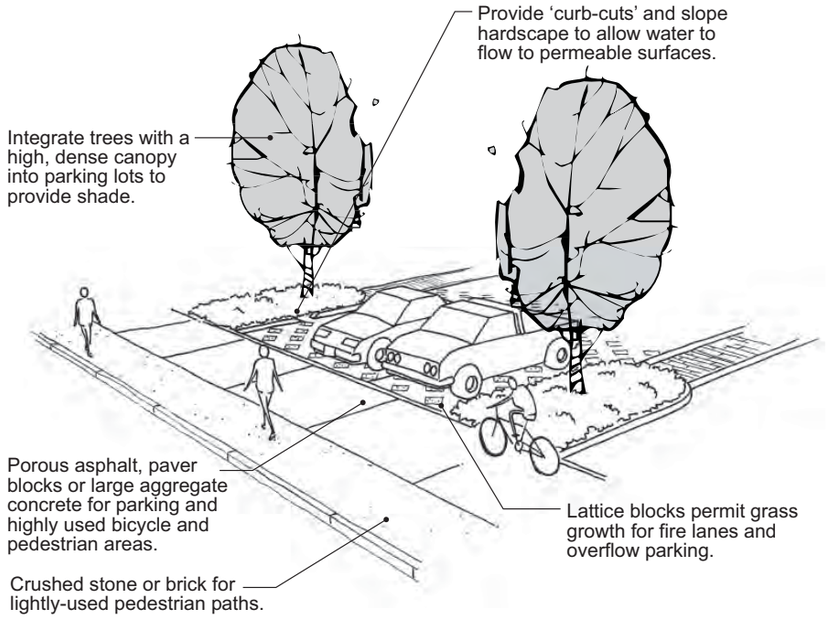
1. A combination of the following accent features should be incorporated into the project entry:
   - Ornamental plantings.
   - Planted medians (minimum seven feet).
   - Water features.
   - Architectural monuments.
   - Decorative walls.
   - Enhanced paving (colored, textured, and permeable)
   - Accent lighting.
2. Project entry features should reflect the overall architectural identity or character of the development.
3. Driveway entries should align with existing or planned median openings and adjacent driveways.
4. Entries to large parking areas should include:
   - A minimum 40 feet of stacking distance between the edge of the travel lane and the first parking space.
   - A minimum of a four-foot wide sidewalk on at least one side of the drive aisle.
   - Two ten-foot planted parkways flanking both sides of the entry drive.

SITE PLANNING & DESIGN

PEDESTRIAN ACCESS

Parking areas should be designed so that cars and pedestrians are separated. Pedestrian connectivity should be provided through commercial developments.

1. Planted islands and pedestrian walkways should be used to connect parking and building entries.
2. The need for pedestrians to cross parking aisles should be minimized.
3. Parking areas should be separated from structures by raised concrete walkways and/or planters of not less than ten feet in width. Where parking spaces and driveways directly abut pedestrian walkways, a planted buffer separating vehicles and pedestrians is the preferred design solution.
4. Access between transit stops and building entrances should be clearly defined.
5. The on-site pedestrian circulation system should be directly connected to off-site public sidewalks.
6. Pedestrian linkages to nearby neighborhoods, other commercial projects, and the street edge should be provided.



SITE PLANNING & DESIGN

PAVINGTREATMENT

Spacial paving should be provided adjacent to building entries or facades, in plazas and courtyards or seating areas, at intersections, mid-block between buildings, and adjacent to parks.

1. Patterns and colors should be installed in paving treatments using concrete or brick pavers, tile, and scored, colored, and textured concrete in order to provide clear identification of pedestrian access points into buildings, parking features (i.e., handicap spaces, pedestrian loading areas, bus stops and pull-outs, etc.), entry drives, and pedestrian crossings within the site.
2. Durable, smooth, and even surfaces should be used in well-traveled areas while other materials more appropriate for minimal use should be utilized in less traveled areas.
3. Surfaces that encourage stormwater infiltration (i.e., porous asphalt, power blocks, permeable concrete pavers, lattice blocks/grasscrete) should be considered whenever feasible.
4. The reuse of materials such as brick and flagstones should be specified where possible.
5. Tile or metal inlays can be used for artistic interest as well as to serve as public or functional art such as a directional marker or historical anecdote.

SITE PLANNING & DESIGN

PUBLICPLAZASPACES

Specialized, defined public outdoor spaces should be incorporated into the overall building and project design.

1. Pedestrian oriented squares, courtyards, arcades, atriums, verandas, balconies, and roof terraces, should be placed and designed to encourage attention and the presence of people day and/or night.
2. Outdoor spaces should have clear, recognizable shapes that reflect careful planning and not be a result of "left over" areas between structures.
3. Site amenities, such as benches, drinking fountains, provisions for bicyclists, water features, and public art, should be utilized and should complement the project's architectural character.
4. Shade trees that provide relief from the sun should be incorporated within public outdoor spaces.
5. Pedestrian links should be provided between buildings on the same site, public open spaces, and parking areas and should be visually emphasized through the use of landscaping or trellis features, lighting, walls, and/or distinctive paving. Pedestrian links should be consistent with Title 24 California Code of Regulations accessibility requirements.

SITE PLANNING & DESIGN

CART RETURN, LOADING & DELIVERY

Service and loading areas should be located and designed for convenient access by tenants, for easy access by service vehicles, and to minimize circulation conflicts with other site uses.

1. Cart return facilities should be consistent with the design of the project and building architecture. Similar or the same materials should be used on the return as the buildings.
2. Cart return areas adjacent to the building should be integrally designed as a part of the building.
3. Service, utility, and loading areas should be carefully designed, located, and integrated into the site plan. These areas should be located and designed for easy access by service vehicles, for convenient access by each tenant and to minimize circulation conflicts with other site uses. These critical functional elements should not detract from the public viewshed area or create a nuisance for adjacent property owners.
4. Loading areas should be located in the rear of a site. Loading areas located in the front of a site are difficult to adequately screen from view.
5. When residential properties are located directly adjacent to commercial properties, loading and delivery facilities should be located at the side of the buildings away from the residences or screened with mature vegetation.

SITE PLANNING & DESIGN

BUFFERS

Most land uses can be compatible when adjacent uses are taken into consideration during the design process. The use of visual buffers, such as setbacks, landscaping, walls, berms or a combination thereof, assist in creating a transition between land uses.

1. Where commercial uses are adjacent to residential development, the placement of buffers, buildings, and parking should be carefully examined.
2. Buffers should be incorporated between development and sensitive environmental areas, significant habitats, and important river and riparian habitats.
3. Buffers should be used between development and important river and riparian habitats to maximize the area next to the natural floodplain.
4. A transition between development and adjacent open space, sensitive, and/or forest lands should be designed to help preserve the rural character of the Valley. Transitions may include larger lots, buffer areas, and landscaping to blend development with the surrounding open area.

SITE PLANNING & DESIGN

PUBLICSPACE,PARKLAND&TRAILS

Public or private common open space and pedestrian connections to such spaces should be provided to create a walkable neighborhood character within commercial development.

1. Convenient access to public or private parks should be incorporated into the project by way of bicycle, pedestrian pathways, or paseos.
2. Open space and recreational uses tied to the Santa Clara River corridor, as identified in the Land Use Element and Open Space Plan, should be preserved and enhanced.
3. Buildings, parking areas, and open space should be arranged to minimize the use of sound walls next to freeway, arterial, or collector streets.
4. Open areas, such as plazas, interior arcades, galleries, rooftop gardens, and scenic view places, should be incorporated within areas with intensive urban developments.
5. Pedestrian links should be provided to neighborhood parks, jogging and hiking trails, bicycle paths, and equestrian trails.
6. Bicycle and pedestrian pathways should access a project at visually pleasing locations rather than service areas.

SITE PLANNING & DESIGN

NATURAL RESOURCES PRESERVATION

Careful planning shall be taken into consideration when working in sensitive natural or native areas. Prominent and distinctive natural features of the community should be preserved and integrated as open space for the use and visual enjoyment of all City residents.

1. Building and landscape design should complement and respect environmentally sensitive areas such as the Santa Clara River corridor or those designated in the Best Management Practices Guidebook.
2. Attractive natural amenities, such as rock outcroppings, vegetation, streams, and drainage areas, should be incorporated into the development of projects to protect the environment and provide landscape orientation, visual interest, scale, and/or recreational opportunities.
3. Major landforms, such as ridgelines, natural drainageways, streams, rivers, valleys, and significant vegetation, including oak trees, should be retained.
4. Development should be clustered on less environmentally sensitive areas of the site to maximize open space, preservation, and resource protection.
5. New developments should consider, preserve, or improve natural conditions on or adjacent to the site, such as wildlife habitats, streams, creeks, views, and oak woodlands. Where appropriate, riparian habitats should be preserved in or restored to a natural state.
6. All oak tree preservation ordinances shall apply to all work proposed in areas where native oak trees exist.

SITE PLANNING & DESIGN

PLANTING DESIGN

Plants should be used to define building entrances, parking lots, and the edge of various land uses. Plants should also be used to buffer and screen neighboring properties. Safety, environmental impacts, and accent elements should all be considered when selecting and locating plants.

1. Plants should consist of 24-inch, 36-inch and 48-inch box trees (15-gallon size in slopes), 5-gallon and 15-gallon size shrubs, and ground cover.
2. Planting should occur around the entire base of the building to soften the edge between the parking lot and the structure.
3. Plant material such as evergreens should be used to enhance building design rather than as a mask to justify poor building design.
4. Trees and shrubs should be located and spaced to allow for mature and long-term growth. Trees and shrubs should provide minimal root problems.
5. Trees should be used to create an intimate scale, enclose spaces, and frame views, but tree placement should respect the long-range views of surrounding neighbors.

SITE PLANNING & DESIGN

PLANTING DESIGN (CONT.)

6. Seasonal shading from trees and shrubs should be considered when developing planting schemes for courtyards and streetscapes on south and west facing facades. Deciduous trees should be used to provide solar control during summer and winter while providing fall color, seasonal flower, and other desired effects.
7. Nuisance trees that drop flowers and fruit should be avoided near pedestrian walkways to maintain clear paths of travel.
8. Accent planting should be used around entries and key activity hubs. Formal planting designs and color-spots are encouraged in courtyards, plazas, and tree wells along the street frontages.
9. Vines, espaliers/trellises, and potted plants should be used to provide wall, column, and post texture and color, as well as to accentuate entryways, courtyards, and sidewalks.
10. Lawn areas should be limited to areas that serve a functional purpose. Turf installation should be limited due to high watering needs. Sod should be used for turf installation. Special permission should be obtained from the City to install lawns by seeding.

SITE PLANNING & DESIGN

PLANTING DESIGN (CONT.)

11. Plants should be grouped into high and low traffic areas and high and low maintenance zones.
12. Street trees should be located no closer than five feet to utilities.
13. Street trees should be located no closer than ten feet to street lights, unless otherwise directed by the City.
14. Lineal root barriers should be installed at each tree planted within six feet of the curb or walk. Root barriers on the curb side should be 24 inches deep and root barriers on the walkway side should be 18 inches deep. Root barriers should extend six feet to each side of the trunk of the tree.
15. Plants should be grouped per water requirements.
16. Native and low water use plants should be considered when developing the landscaping palette.
17. Drought tolerant grasses should be used for lawn areas where possible.

SITE PLANNING & DESIGN

PLANTING DESIGN (CONT.)

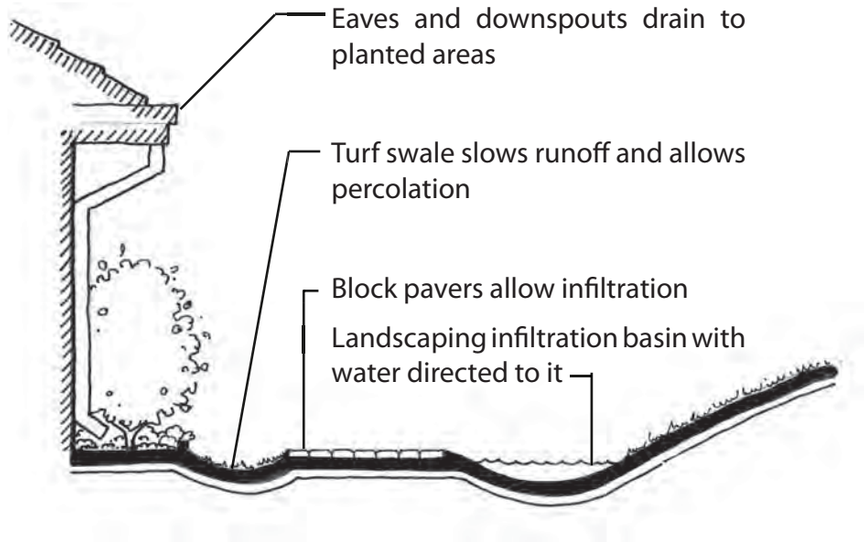
18. Irrigation systems should be designed to apply water slowly, allowing plants to be deep watered and reducing runoff. Low volume irrigation drip systems should be used in all areas except turf irrigation and small ornamental planting. Each street tree should be watered by two deep watering bubblers separate from all other irrigation.

19. Irrigation systems should utilize water conserving methods and incorporate water efficient technologies such as drip emitters, sub-grade capillary action irrigation for turf areas, evapotranspiration controllers, and moisture sensors.

20. Explore opportunities to reuse rain water and/or grey water for irrigation.

21. Due to challenging soil conditions found throughout the Valley, extra care should be given to prepare and apply soil amendments prior to planting. "Structural soil" should be considered for tree planting in areas that might be subject to compaction, such as street edges, narrow medians, and parking lots.

Urban runoff should be directed to landscaping and permeable surfaces so that it can seep into the ground.



SITE PLANNING & DESIGN

PLANTING DESIGN (CONT.)

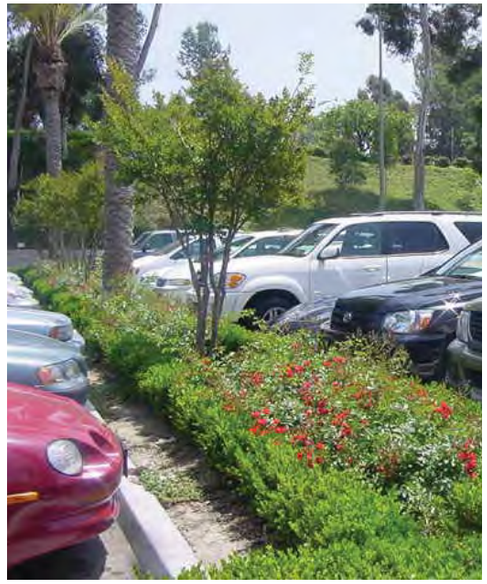
22. Long-term soil stabilization should be considered when developing a landscape plan. Stabilization can be achieved by planting native vegetation, including, but not limited to, native grass, sod, trees, shrubs, vines and/or other ground covering.
23. Planting should be used to screen less desirable areas from public view, i.e., trash enclosures, parking areas, storage areas, loading areas, and public utilities.
24. Water features should be used with plantings and natural materials in courtyards and plazas.
25. Plants shall complement and enhance the style of the project architecture.
26. All plants should be compatible with Sunset Western Garden Book's climate zone 18.

SITE PLANNING & DESIGN

PARKING LOT AREA PLANTING

Plants within parking lots should be given special consideration. These areas are typically located out of the public right-of-way and should contain different planting materials than a neighboring street.

1. Areas not used for buildings, vehicle parking or maneuvering, or the movement of pedestrians to and from vehicles should be used for plantings to reduce "heat island" effects.
2. Required trees should be sized at 24-inch box or larger at the time of installation and should be distributed throughout the parking lot instead of merely at the ends of parking rows. All corner and end row planters will be required to plant 36-inch or 48-inch box trees.
3. All planted areas should be bordered by a concrete curb a minimum of five inches high adjacent to the parking surface.
4. Parking spaces should be allowed to overhang into a planted area a maximum of two feet. However, this two feet and the required protective curb area should be counted only as a part of the length of the parking stall and not as landscaped area or setback.
5. Consideration of plant material adjacent to parking spaces should be a priority. Plants containing thorns, stickers, or sharp leaves should be avoided.



BUILDINGDESIGN

Building forms and facades influence cohesiveness, comfort, and aesthetic pride and at the same time can generate pedestrian activity, encourage shopping, and increase a sense of security.

Where commercial buildings are neighbors to residential buildings or where infill buildings are being constructed, consideration of scale, detail, and materials is very important. At the same time, any good design should take into consideration fundamental design principals including continuity, mass, scale, rhythm, and proportion.

The following guidelines are intended to provide a general framework for design, and do not mandate specific architectural styles, themes, or details. Chapter 3 of this document should be consulted prior to developing building design drawings to ensure that the appropriate community character is incorporated into the building design. The City will be open to considering innovative, alternative design concepts that were not envisioned at the time that these guidelines were written; however an attempt should be made to comply with the general intent of the guidelines provided.

BUILDING DESIGN

MASSING

Mass is defined as a three-dimensional form such as a cube, box, cylinder, pyramid, or cone. The way the forms are sized directly relates to the way building elements are emphasized or de-emphasized. Voids or open spaces in the forms can change the forms' appearance and make the building more interesting and less imposing.

1. Several smaller buildings rather than one large building is typically the preferred design solution.
2. Desirable massing includes:
   - Variation in the wall plane (projecting and recessing elements).
   - Variation in wall height.
   - Roofs containing different forms and located at different levels.
3. Surface detailing should not serve as a substitute for distinctive massing.
4. Exterior wall planes should be varied in depth and/or direction. Wall planes should not run in one continuous direction for more than 50 feet without a significant offset.

BUILDING DESIGN

MASSING (CONT.)

5. Minimize the vertical emphasis of architectural design elements by incorporating features such as horizontal bands, reveals, trims, awnings, eaves, and overhangs or other ornamentation, along different levels of the wall surface.
6. Minimize blank walls by:
    - Adding window openings and/or entrances and other relief.
    - Providing recessed glazing and storefronts.
    - Adding vertical pilasters which may reflect internal building structure.
    - Changing color and texture along the wall surface.
    - Varying the planes of the exterior walls in depth and/or direction.
    - Adding trims, projections, and reveals along different wall surfaces.
    - Articulating the building facade by varying juxtaposition of building elements.
7. Consider using narrow floor plan depths to maximize daylight, exterior views, and natural ventilation. Courtyards and atriums can also be used to bring light and air into interior spaces.

BUILDING DESIGN

SCALE

Scale is the proportion of one object to another. "Human" or "intimate" scale incorporates building and landscape elements that are modest in size. "Monumental" scale incorporates large or grand building elements. The individual components of the building also have a relationship to each other and the building as a whole, which creates the overall scale of the building.

1. Building scale should be reduced through the proper use of window patterns, structural bays, roof overhangs, wall materials, awnings, moldings, fixtures, and other details.
2. Architectural details and materials on lower walls that relate to human scale, such as arches, trellises, or awnings, should be utilized.
3. Windows and storefront distribution and shape can be a significant building scale determinant. Articulated storefronts with carefully arranged doors, windows, arches, trellises, or awnings, rather than blank walls, should face onto pedestrian spaces and streets.
4. Projections and recesses should be added to create texture and differentiation between buildings.

BUILDING DESIGN

PROPORTION

Proportion is the ratio of one dimension to another. Proportions can describe height-to-height ratios, width-to-width ratios, and height-to-width ratios, as well as ratios of massing. Unequal proportions can create horizontal or vertical emphasis.

1. Proportions that are historically related to the selected architectural style should be achieved.
2. Proportion and scale are important in the design of arches and columns. Careful attention should be given to the ratio of height, width, and depth of arches to emphasize strength and balance.
3. The relationship between the height of a column and its mass or thickness should be visually consistent with the weight of the overhead structure the column supports.
4. Entries should be proportional to the overall building massing.

BUILDING DESIGN

CONTINUITY

Continuity among individual buildings in the area contributes to community identity, levels of pedestrian activity, and economic vitality. Commercial street facade rhythm helps to visually tie the downtown streets together.

1. Design solutions should take into account the physical scale of the area and adjacent buildings.
2. Infill buildings that are much wider than the existing facades should be broken down into a series of appropriately proportioned structural bays or components.
3. New development height should "transition" from the height of adjacent development to the maximum height of the proposed structure.
4. The selection of materials should complement adjacent buildings and surroundings and the desired architectural character of the community.
5. The use of corporate "chain" architecture detracts from the unique character of the community and is strongly discouraged. Corporate tenants should design their buildings to fit the scale and character of the community.

BUILDING DESIGN

RHYTHM

Rhythm describes the relationship of building components, as well as the relationship of individual buildings to one another.

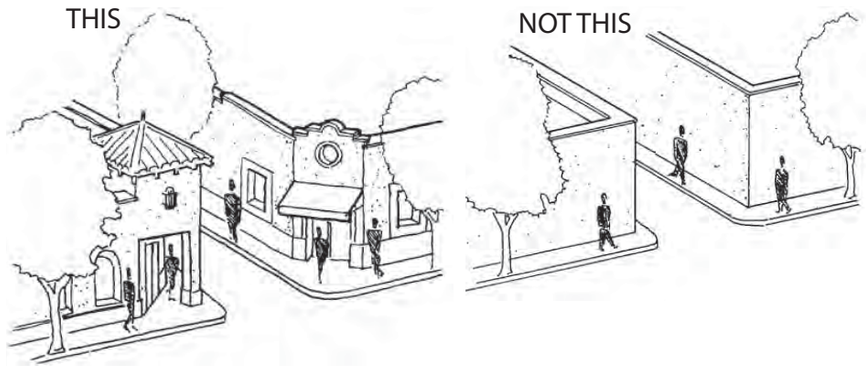
1. Rhythms should be more complex than simply the repetition of one or more architectural details.
2. Traditional horizontal rhythm intervals generally do not exceed 25 feet to 30 feet at the ground level, irrespective of a building's total width. Continuation of this familiar, human-scaled rhythm should be incorporated in new construction.
3. Rhythm should be expressed by using elements such as columns and pilasters or by changing materials or color.

BUILDING DESIGN

SIDES & BACKS OF BUILDINGS

Building designers should incorporate 360-degree architecture, which is the full articulation of all building facades, in all buildings and remodels, including variation in massing, roof forms, and wall planes, as well as surface articulation.

1. Blank walls should be avoided. Architectural elements such as windows, overhangs, trellises, arcades, projections, awnings, insets, materials, textures, and colors should be incorporated into every building facade.
2. Acknowledging sensitivity to budget, it is expected that the highest level of articulation will occur on the front facade and facades visible from public streets. However, similar and complementary massing, materials, and details should be incorporated into side and rear facades.
3. Murals, espaliers/trellises, and/or vines should be placed on large expanses of walls at the rear or sides of buildings to soften the wall and create interest.
4. Marquee display cases may be provided between buildings in pedestrian linkage areas.
5. Architecturally compatible lighting should be provided between buildings to ensure security.
6. Restaurants and cafes should use sides of buildings for outdoor seating.



BUILDING DESIGN

CORNER SITES & BUILDINGS

Buildings located at intersections or on corner lots are typically a focal point in the urban fabric and should therefore be given careful design consideration. Parking should be located behind the structures and street facing facades should be equally and fully articulated.

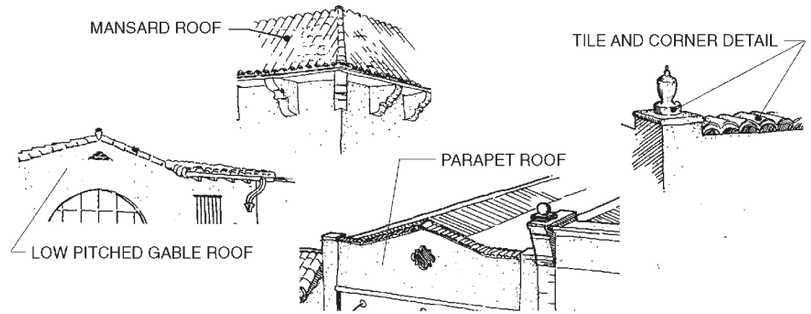
1. Buildings located at key intersections should incorporate special architectural elements that create an emphasis of importance on that location. Example elements include:
   - Clock towers.
   - Diagonal walls at the corner.
   - Windows.
   - A substantial art form or fountain.
   - A taller, prominent rooftop element.
2. Parking lots on corner sites should not be placed adjacent to the street edge.
3. Renovations to existing corner buildings with blank walls should include additional articulation and detail, display windows, and extended facade material, colors, and treatments.

BUILDING DESIGN

ROOFFORMS

Roof forms should be varied to break up building massing and define the architectural character of the building.

1. Multi-form roofs, gable roofs, and shed roof combinations should be used to create an interesting and varying roof form that will lessen the mass of the building and add visual appeal.
2. Roof materials and colors should be consistent with the desired architecture.
3. Long, unbroken, horizontal roof lines are discouraged.
4. Deep roof overhangs are encouraged to create pedestrian arcades, verandas, and passive solar benefits.



BUILDING DESIGN

PARAPETS

Parapets should be designed as an integral part of the building and should provide a visual cap to the building facade.

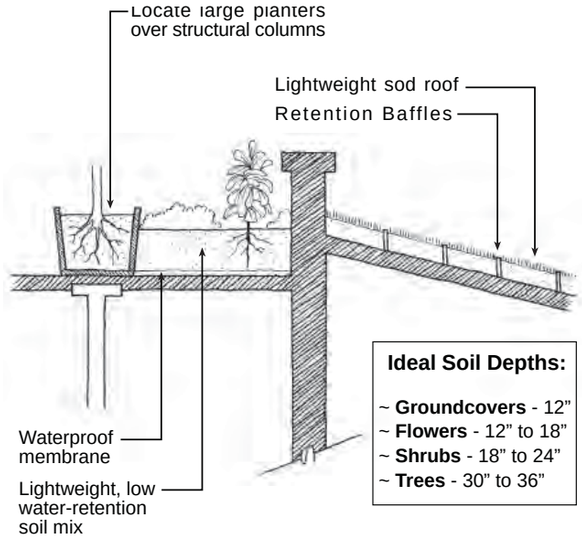
1. Parapets should have sufficient articulation of detail, such as precast treatments, continuous banding or projecting cornices, lentils, caps, corner details, or variety in pitch (sculpted).
2. Rooftop equipment on flat roofs should be screened and should not be visible from ground level. Buildings with flat or low-pitched roofs should incorporate parapets, pitched facades, or architectural elements designed to screen roof mounted mechanical equipment.
3. 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 area of the project, it should receive appropriate detail and proper application of materials should be utilized.
4. Flat roofs should utilize "cool" roof to reduce solar heat gain.
5. Commercial rooftops can provide excellent surfaces to install photovoltaic solar panels. Consider producing a percentage of buildings energy needs on site.

BUILDING DESIGN

ROOFGARDENS

Gardens on balconies, terraces, and roofs add visual interest, provide habitat for wildlife, slow stormwater runoff, and provide opportunities for cultivating food and decorative gardens.

1. Drought-tolerant perennial grasses and ground covers require minimal maintenance and can be planted on moderately sloped and flat roofs.
2. Consider incorporating a roof garden as a tenant amenity and a means of resolving cooling needs.
3. Planters should be placed over structural columns and walls to reduce structural requirements and costs.
4. Soil depths, roof drainage, and waterproof membranes should be considered during the structural design of the building.
5. Drip irrigation systems are recommended to help plants become established and conserve water.
6. The following elements should be considered when planning a roof garden:
   - Structural design of the building, including earthquake forces.
   - Necessary watering of plants.
   - Maintenance of roof drainage.
   - Access to maintain the plants.
7. Roof gardens located in a fire zone should not contain plants that dry out during the winter months.



BUILDING DESIGN

ENTRIES & DOORWAYS

It is important that the main entrance to a building is clearly identifiable and unique. It is the primary point of arrival and should be treated with significance.

1. One or more of the following methods should be incorporated in the entrance design:
    - Placement of art or decorative detailing at the entry.
    - A projecting element above the entrance.
    - A change in material or detailing.
    - Implementation of architectural elements such as flanked columns or decorative fixtures.
    - Recessed doors, archways, or cased openings.
    - A portico or formal porch projecting from or set into the surface.
    - Changes in the roof line, a tower, or a break in the surface to the subject wall.
2. Recessed or projecting entries and articulation in the storefront mass is encouraged.
3. Upper floor and secondary entries should be distinctly designed yet complement the main building entry.
4. Awnings or signage should be used to help clearly demarcate building entries and help orient pedestrians.

BUILDING DESIGN

WINDOWS & DOORS

Windows and doors help to define the architectural style of a building while providing daylight to interior spaces and visual interest to building facades.

1. Windows should be located to maximize daylighting and views.
2. Awnings, landscaping, spectrally selective glass, and controllable blinds should be provided to reduce heat gain through windows.
3. South facing windows should be shaded with an overhang, deciduous trees, or awnings to reduce summer exposure. Passive solar design can reduce heating requirements by 30 percent to 50 percent, thus saving money and energy.
4. Storefront windows and doors within a single facade should be of the same style and height.
5. Windows and doors should be in scale with the building elevation on which these features appear.
6. Recessed openings, windows, and doors provide depth and should be used where appropriate to the architectural style of the building.

BUILDING DESIGN

WINDOWS & DOORS (CONT.)

7. At the street level, windows should have pedestrian scale and detail.
8. Well-designed storefronts, including windows, doors, wall composition, colors, and materials should be used to create a sense of entry and pedestrian scale.
9. Doors, windows, and openings should be used to add extra texture to the wall plane.
10. Window type, material, shape, and proportion should complement the architectural style of the building entry.
11. Maximum visibility should not be the determining factor in dealing with retail display windows. Balance and the effect on the overall facade design should be carefully considered.
12. Retail storefronts with display windows are encouraged within a creatively designed facade. Large expanses of glass, glass curtain walls, or glass buildings are discouraged.
13. Windows and doors should be designed as accent elements with details such as shutters, moldings, and divided lights.

BUILDING DESIGN

AWNINGS&UMBRELLAS

Awnings add color, forms, relief, and pedestrian protection from the elements. Awnings can also create a space for identification signage. Permanent shading devices can be aesthetically pleasing while assisting in cooling the building during summer months. Property owners should not propose installing awnings unless they are prepared to maintain and regularly replace the awnings every eight to ten years.

1. Awnings and umbrellas should be made of cloth, not plastic or vinyl, and should be high enough to not inhibit pedestrians.
2. Awnings should not be wrapped around buildings in continuous bands. Awnings should only be placed on top of doors, windows, and other openings where arcades are not utilized.
3. Awnings should not dominate the facade but should be in scale with the rest of the building.
4. Awnings, if lit, should be lit with direct, architecturally interesting, and appropriate fixtures such as goosenecks.
5. Awnings within a project should have elements of consistency such as color, pattern, or shape.

BUILDING DESIGN

ARCHES, PORCHES & COVERED WALKWAYS

Arches, porches and covered walkways add pedestrian scale and visual interest. These elements should be incorporated into the building design where appropriate to the architectural style.

1. Covered walkways should occur at building street frontages, between buildings, from buildings to parking lots, and within a parking lot.
2. Covered walkways associated with buildings should utilize the materials of that building.
3. All freestanding walkway covers within a single project should have a similar design and be made with similar materials to be easily recognized. Suggested materials include finished metal framing combined with decorative screens as the "canopy" or wood framing with living materials.
4. Archways and columns should also be used to accent store and courtyard entries or as corner elements at key intersections. Materials used should complement the building(s) with which the archway or column is associated.
5. Walkways that are "enclosed" by buildings should be articulated and may include pedestrian scale wall treatments such as murals, alcoves, or vines.

BUILDING DESIGN

MATERIALS

The selection and placement of building materials should provide visual interest at the pedestrian level. Heavier materials should be used to form the building base, where appropriate, and as accents on upper stories and walls. Architectural details should be used to enhance the buildings and adjacent pedestrian spaces by adding color, shadows, and interesting forms.

1. Non-toxic, recycled-content materials should be utilized whenever possible.
2. Different parts of a building's facade should be articulated by the use of color, arrangement of facade elements, or changes in materials.
3. Details such as wall surfaces constructed with patterns, changes in materials, building pop-outs, columns, and recessed areas should be used to create shadow patterns and depth on the wall surfaces.

BUILDING DESIGN

COLORS

Well-coordinated color palettes that integrate with the other exterior features of a building should be used.

1. Large areas of intense light color should be avoided. Avoid using bright whites for wall planes.
2. Muted, earth tone colors should be used on the primary building surfaces. Richer accent colors should be limited to windows, doors, trims, inlays, wall recesses, reveals, and other special architectural features.
3. Door and window trims, awnings, and wall tiles should be used to provide an opportunity for color that adds interest and texture to storefronts or building bases. The color of trim should be coordinated with the wall colors and accent colors.
4. Colors should coordinate with natural, unpainted materials used on the facades such as river rock, pressure treated wood, terra cotta, tile, brick, and stone.
5. Natural materials should remain unpainted.

UTILITARIAN ASPECTS

Every element within a project should be considered and detailed as an integral part of the design process. Utility service areas should be part of the early building design process, rather than an afterthought at the construction document phase. Ramps and stairs should be treated as architectural features and should be designed as an integral part of the project.

1. All utility equipment including, but not limited to, electric and gas meters, electrical panels, cable boxes, and junction boxes should be located in a utility room within the building.
2. Roof access should be provided from the interior of the building. Exterior roof access ladders are not appropriate.
3. Any outdoor equipment, whether on a roof, side of a structure, or on the ground should be appropriately screened from view and should not be placed adjacent to public ways and trails. The method of screening should be architecturally integrated with the adjacent structure in terms of materials, color, shape, and size.

UTILITARIAN ASPECTS

UTILITARIAN ASPECTS (CONT.)

4. Where screening is required, a combination of elements should be used, including solid masonry walls, berms, and landscaping.
5. Transmission power lines and infrastructure should be placed underground, where feasible, to maximize safety and minimize visual distraction.
6. New electrical, telephone, cable television, and other utility distribution lines should be placed underground.
7. All new on-site connections and utilities should be installed underground.
8. Utilities and connections that are located above ground should not interfere with or adversely impact access, visibility, appearance, or the character of the structures near which these elements are located.

UTILITARIAN ASPECTS

UTILITARIAN ASPECTS (CONT.)

9. Design solutions that reduce impacts and constraints from railroad rights-of-way within the planning area are encouraged.
10. Consideration should be given to the design of new and remodeled structures to incorporate easy access to fire apparatus, which should be installed per the City and County Requirements.
11. Access for fire apparatus should be part of the planning process to avoid disrupting the visual integrity of a project.
12. Guardrails should complement the architectural style of the building.
13. Ramps should be integrated into the site design and can be used to create functional or unique spaces.
14. Stairwells should not appear tacked on but should be designed as an integral part of the overall architecture of the building and should complement its massing and form.

UTILITARIAN ASPECTS

UTILITARIAN ASPECTS (CONT.)

15. Roof scuppers are a device placed in an opening in the wall or parapet that allows water to drain from a roof, and prevents clogging of the drain. Roof scuppers should not be used in areas that are visible to the street or public spaces unless these elements are integrated into the overall building design.
16. Gutters and downspouts on the exterior of the building should be decorative or designed to integrate with the building facade.
17. Drainage should be directed to permeable areas such as yards, open channels, or vegetated areas, avoiding discharge to roads and the storm drain system.
18. Common mailbox enclosures should be designed similar in form, materials, and color to the surrounding buildings.
19. Mailboxes should be located in alcoves away from the streetscape.

UTILITARIAN ASPECTS

TRASH&RECYCLINGENCLOSURES

The trash and recycling enclosure should be designed to be consistent with the project and building architecture and should be carefully sited and screened to minimize the visual impact.

1. Similar or the same materials should be used on the enclosure as the buildings. A solid roof structure should be designed to be architecturally compatible.
2. Every property should provide trash enclosures that are capable of handling the refuse generated by that site.
3. A pedestrian entrance should be provided so that large access gates do not have to be opened as often.
4. Drainage from adjoining roof and pavement should be diverted around and away from trash and recycling areas.
5. At least half of the trash and recycling area should be dedicated to recycling containers.
6. Trash enclosures should be separated from adjacent parking stalls by minimum three-foot wide planters with low-growing plant materials to ensure that adequate space is available for passengers to access a vehicle in an adjacent parking space.

UTILITARIAN ASPECTS

LIGHTING

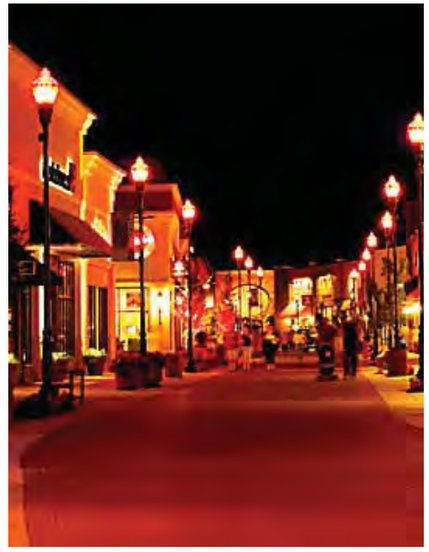
Effective lighting provides safety and direction for vehicles and pedestrians, as well as visibility and security for businesses, while enhancing architectural building and landscape details. Outdoor light fixtures should provide nighttime safety while preserving energy, protecting the night sky, and minimizing glare and light trespass within and beyond the project site. These guidelines apply to on-site lighting in parking areas and lights associated with the building for private development projects. Light types could include pole lights, spotlighting, wall-mounted sconces, parking lights, and landscape lighting.

1. Light fixtures should be designed or selected to be architecturally compatible with the main structure or theme of the building.
2. The quality of light, level of light as measured in footcandles, and type of bulb or source should be carefully addressed. Lighting levels should not be so intense as to draw attention to the glow or glare of the project site.
3. Spotlighting or glare from any site lighting should be shielded from adjacent properties and directed at a specific object or target area.
4. Exposed bulbs should not be used. Cut-off lighting is preferred.

UTILITARIAN ASPECTS

LIGHTING (CONT.)

5. Uplighting of building elements and trees should use the lowest wattage possible to minimize impacts to the night sky. Light sources for wall washing and tree lighting should be hidden.
6. Low voltage lighting conserves energy and should be used in the landscape whenever possible.
7. The height of a light pole should be appropriate in scale for the building or complex and the surrounding area.
8. Landscape lighting should be used to accent walkways and entries and/or seating areas and specimen plants and trees.
9. Timers and sensors should be incorporated to avoid unnecessary lighting.
10. Walkways and paseos should be lit to an average one and a half footcandle to two footcandle intensity to ensure safe nighttime conditions.



SIGNAGE

Signs play an important role in the success of any business by providing identification and necessary advertising. When signs are integrated into the building design, signs provide a personal quality that contributes to the ambiance of the commercial complex or streetscape, especially the more unique signs. Conversely, signs should not be applied as an afterthought and intrude upon pleasant surroundings. Regulations for sign dimensioning and area limitations are provided in the UDC section 17.19 sign regulations. These guidelines are intended to balance the legitimate identification needs of businesses with the need to prevent visual clutter.

1. The City's sign regulations and guidelines, as stated in the UDC, should be followed at all times.
2. Signs should be coordinated with the building design in terms of materials, color, size, and placement.
3. Signs reflecting the type of business through design, shape, or graphic form are encouraged.
4. The method of sign attachment to the building should be integrated into the overall sign design.
5. Signs should not cover up windows or important architectural features.

SIGNAGE

SIGNAGE (CONT.)

6. Flush mounted signs should be positioned within architectural features, such as the window or panel above the storefront or flanking the doorways.
7. Flush mounted signs should align with other signs in the project center to maintain the existing pattern.
8. External illumination of signs and awnings is preferred.
9. Lighting of all exterior signs should be directional to illuminate the sign without producing glare on pedestrians, autos, or adjacent residential units.
10. Plastic, internally illuminated sign cabinets and/or boxes are strongly discouraged.
11. Electrical connections should not be visible on signs.
12. To conserve energy, there should be a standard shut-off time for illuminated signs for businesses that do not operate at night.

SIGNAGE

SIGNAGE (CONT.)

13. A single development with more than five users should provide a unifying sign theme through a sign program. All signs should be consistent with each other in the following ways:
    - Type of construction materials (cabinet, sign copy, supports, etc.).
    - Letter size.
    - Method of sign support.
    - Configuration of sign area.
    - Shape of total sign and related components.
14. Cabinet signs should be architecturally detailed to complement the project's character, i.e. wood trim, architecturally designed background, etc.
15. When cabinet signs are used in a shopping center, a consistent panel color or color scheme must be used.

SIGNAGE

SIGNAGE (CONT.)

16. Back-lighted, reverse channel letters are strongly encouraged.

17. The proportion of channel letter height to a building wall or facia should be careful considered. Generally, the maximum letter heights should be:

    - 48-inches for major anchor stores, i.e. department stores, etc.
    - 36-inches for auto dealerships.
    - 30-inches for major stores, i.e. supermarkets, drug stores, etc.
    - 20-inches for freestanding single tenant buildings and in-line tenants with either 60 feet or more linear frontage, or 3 bays, whichever is greater.
    - 16-inches for all other in-line tenants.

18. Returns on channel letter signs must be finished to match the letter color, the background building wall color, or the predominant trim color.

SIGNAGE (CONT.)

19. Monument signing is encouraged for all freestanding signs, with minor exceptions for freeway signing.
20. Monument signs should be well-articulated and well proportioned.
21. Monument signs should be accented with landscaping. The signs should be in scale with adjacent buildings and landscape areas.
22. Monument signs should incorporate complementary colors, materials, and lettering fonts used on the buildings. More than one material is recommended on the sign structure.
23. Pylon signs are strongly discouraged with applications for new construction and renovations.

SPECIAL DESIGN CONSIDERATIONS

In addition to the general commercial design guidelines, a few special circumstances exist that require additional direction and recommendations. The following sections address corporate architecture, religious and education facilities, and parking structures.

SPECIAL DESIGN CONSIDERATIONS

CORPORATE ARCHITECTURE

The use of corporate "chain" architecture detracts from the unique character of the community and is strongly discouraged. Corporate tenants should design their buildings to fit the scale and character of the community within which the building is proposed. Several examples of well-designed corporate buildings have been provided to illustrate the advantages of applicants veering away from corporate architecture.

1. Corporate signage should not dominate the building facade.
2. Roof forms help to establish the architectural style of the building. Mansard roofs are discouraged; however if these types of roofs are used, the roof should wrap around the entire perimeter of the structure. Piecemeal mansard roofs that are placed only on portions of the building should not be utilized.
3. Gas station canopies should be consistent with the design of the project and building architecture. Similar or the same materials should be used on the canopy as the buildings. The roof structure should be designed to be architecturally compatible.

SPECIAL DESIGN CONSIDERATIONS

CORPORATE ARCHITECTURE (CONT.)

4. Columns supporting a canopy structure should be of sufficient thickness to emphasize a sense of strength, balance, and traditional masonry proportions. The columns should also include a cap and a base. The base should be furred out three to four inches to enhance and anchor the structure.
5. Service bays should not be designed to face onto the street and should be setback a minimum of 25 feet from adjoining residential properties.

SPECIAL DESIGN CONSIDERATIONS

RELIGIOUS & EDUCATIONAL FACILITIES

Religious and educational facilities are unique uses and therefore need design guidelines that reflect their unique nature. The architectural styles of these facilities can vary depending on the neighborhood context and type of facility.

1. The massing and scale of the building should respect the surrounding neighborhood and/or buildings.
2. When locating large buildings such as auditoriums near smaller existing buildings, the massing of the larger building should be broken up by utilizing building articulation, materials, and elements that create a more human scale.
3. Multi-story buildings located adjacent to single story structures should either step down in massing or should have larger setback areas between the structures.
4. When locating religious and educational facilities within an existing neighborhood, the architectural style should be sensitive to the style and scale of neighborhood architecture. The styles and scales do not need to match but should be complementary.

SPECIAL DESIGN CONSIDERATIONS

RELIGIOUS & EDUCATIONAL FACILITIES (CONT.)

5. Building massing, roof forms, trellises, awnings, lighting, and landscaping should be used to accent building entries. Strong, easily identifiable entries to buildings should be incorporated.
6. Adequate pedestrian and bicycle circulation should be provided throughout the project or campus. Pedestrian circulation should be accentuated with textured and colored paving, accent planting and trees, and other elements such as fencing, trellises, and lighting.
7. Buildings and landscape design should work together to create a comfortable pedestrian experience.
8. Quality materials that have a color palette that complements the neighboring architecture should be used.
9. New facilities should continue the streetscape planting of the surrounding neighborhood.
10. Parking drop-off and pick-up should be addressed on-site as an integral part of the design.

SPECIAL DESIGN CONSIDERATIONS

PARKING STRUCTURES

Parking structures are typically dominated by strong horizontal lines with a flat roof. To soften the horizontal lines and greatly enhance the look of the structure, elevations should be articulated and elements added that give the structure proportions that reflect a regular building. The deck and railing pattern should not dominate the elevation.

1. Substantial massing should occur at the corner of the structures to anchor the building and give the structure proportions more similar to a regular commercial building. These panels should incorporate relief to create shadow patterns and add visual interest.
2. Awnings should be added at vehicular and pedestrian entrances to create more pedestrian scale.
3. Horizontal openings should be broken up with vertical columns to create a rhythm of openings, again reflecting proportions of a regular commercial building.
4. Framing that mimics windows should be added to openings. The framing should have vertical members to de-emphasize the horizontal lines of the structure.

SPECIAL DESIGN CONSIDERATIONS

PARKING STRUCTURES (CONT.)

5. Where appropriate and feasible, retail spaces should provide articulation at the ground floor.
6. Where retail is not provided on the ground floor, the structure should be located on "turf islands" so that the structure does not directly abut paved areas. A minimum five-foot to seven-foot landscaping strip should be provided between paved areas and the structure. This landscaped area should be designed to provide stormwater retention.
7. Landscaping and vines planted on building facades help to reduce the visual impact of the structure.
8. Landscaped berms at the perimeter of the garage can screen lower levels.