IV. Commercial and Mixed Use Design Guidelines

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

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

A. Commercial Shopping Centers

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

IV. Commercial and Mixed Use Design Guidelines

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

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

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

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

B. Mixed use

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

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

C. Site Design

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

- Align a building's front at the sidewalk edge to provide interest at the street level and enhance the pedestrian experience. Where portions of a building are set back from the sidewalk, the areas must be treated as a plaza or courtyard.

- Develop the ground floor level of a building to encourage pedestrian activity. The linear frontage of the building should incorporate pedestrian-oriented elements such storefronts with transparent display windows or display cases, outdoor dining areas, public art, awnings, trellises, window boxes, and other landscape elements, such as shade trees and benches.

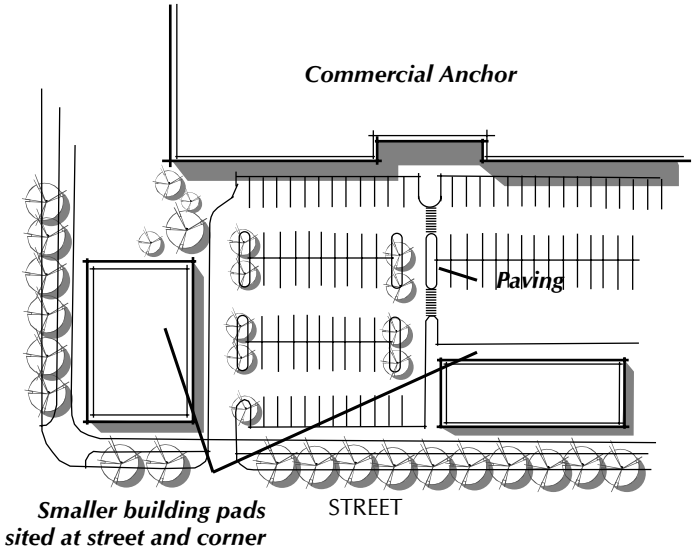
Revitalized commercial area with façades fronting the street, ground floor retail and pedestrian-oriented elements such as awnings, outdoor dining areas, and landscaping.

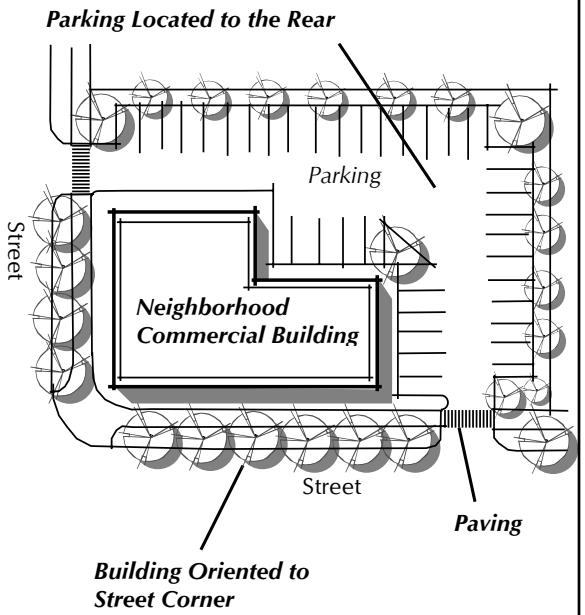
1. Building Placement and Orientation

a. Locate buildings toward the front of the property, with front building façades at or near the back of sidewalk.

b. Orient buildings to minimize the visual separation between structures.

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





c. Design outdoor spaces to enliven the sidewalk level and provide for private open space for employees and residents. These outdoor spaces include:

1. A courtyard at sidewalk level, set in line with the building front.

2. An interior courtyard with a major entrance clearly visible from the street.

3. Upper-level decks, balconies, and rooftop gardens are encouraged as private open space.

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

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

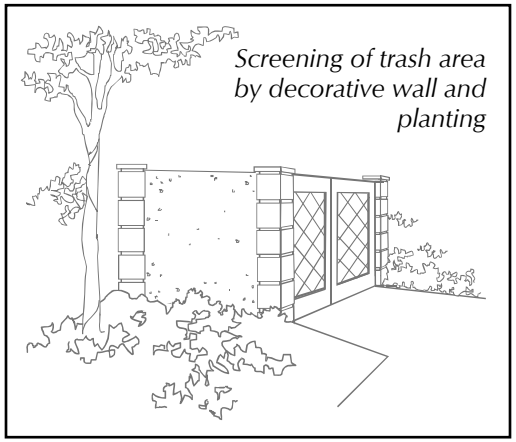
f. Provide direct access from the sidewalk to the primary entrance of the building. Such pedestrian access should be enhanced with landscape and/or paving improvements. Recommended landscape improvements include potted plants and accent trees. Recommended paving treatments include concrete paving with surface finish and decorative scoring or tile or brick pavers.

g. Boundary/perimeter fencing on the property should be located in such a way as to provide for trail development, maintenance, and public usage. This requirement would be for all trails shown in the General Plan and for the connection of private trails for the use of residents, when these residential developments are in the vicinity of planned trails outlined in the General Plan.

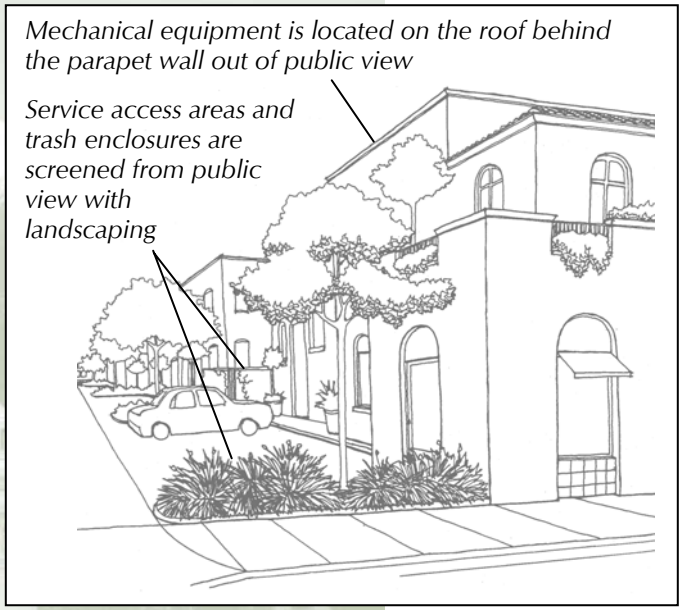
g. Place the building toward the front of the lot, with parking and loading in the rear of the lot to give the visual impression of increased lot coverage from the street. Blank walls and a vacant lot appearance are inappropriate, as they discourage pedestrian movement.

2. Service Access and Equipment Screening

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



a. Locate service access areas, including loading areas and docks, service yards, and refuse/recycling enclosures out of public view. Do not front these areas onto a primary street as well.



b. In addition to any solid enclosures required by the Zoning Code, use landscaping, such as tall shrubs and clinging vines, to screen these areas, especially for those properties whose side yard fronts a primary street or abuts a residential property.

c. Locate mechanical equipment behind or on top of the building, screened from public view with parapet walls, landscaping, etc. Any architectural features used for screening shall be compatible in style and colors with on-site buildings.

3. Location of Required Parking

a. Locate on-site parking to minimize visibility from the sidewalk. Parking should not be located so that it interrupts the storefront continuity along the sidewalk.

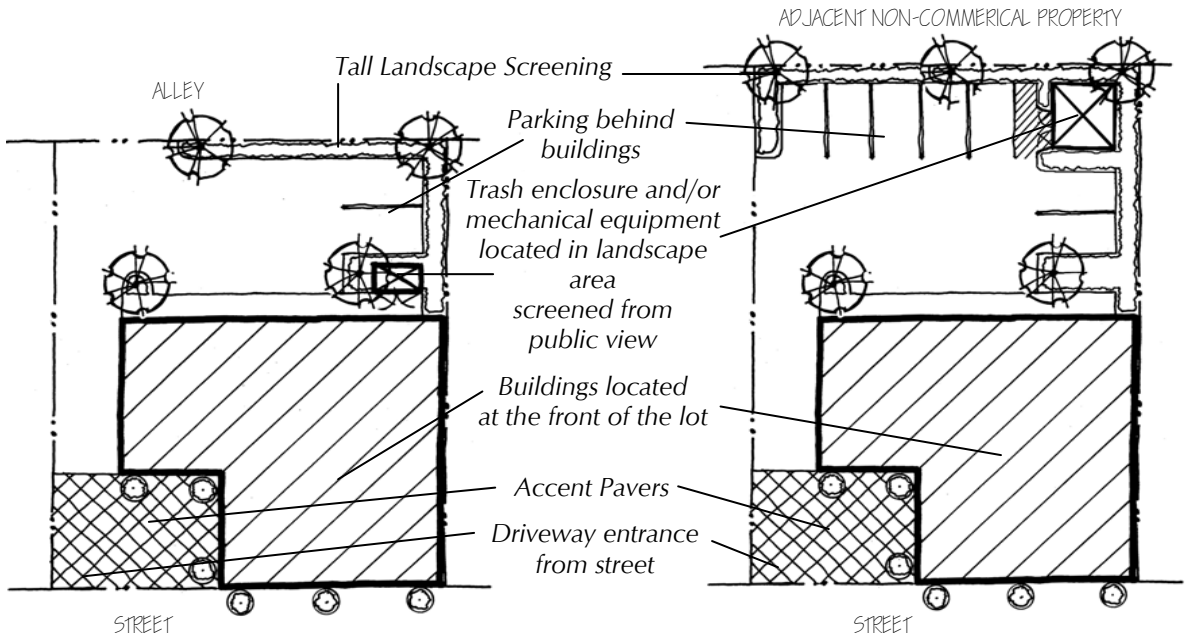
b. Place on-site parking behind the building at ground level.

c. Design parking to be accessed from the rear of the property on parcels with alleys. For parcels without alley access, driveways should be minimized in width and provide for good visibility of pedestrians.

d. Design and locate off-street parking to minimize conflicts with pedestrians and to minimize the physical and visual impact to the traditional streetscape appearance. Where practical, adjoining uses should share parking to minimize the number of parking lots, driveways, and surface hardscape area.

e. Bike parking for commercial uses should be conveniently located within the sidewalk or front courtyard. Placement of bike racks should be carefully considered to minimize conflicts with pedestrian travel.

f. Design parking lots to be arranged into smaller island areas with pedestrian connectivity similar to that found at the Towne Center



Site design and lot coverage for commercial properties with driveways.

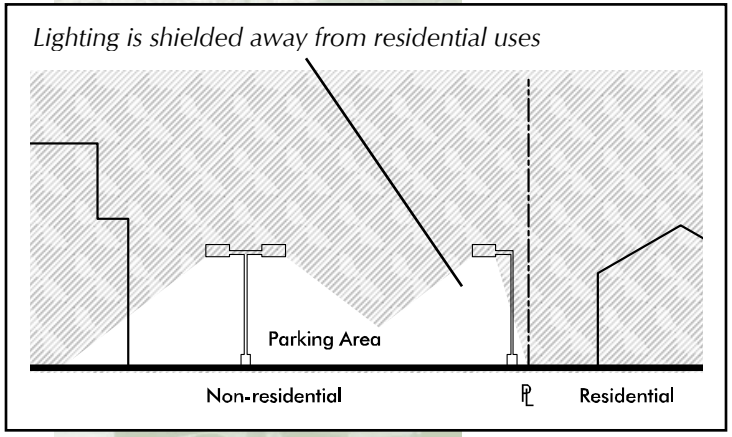
4. Parking Lot Landscaping and Lighting

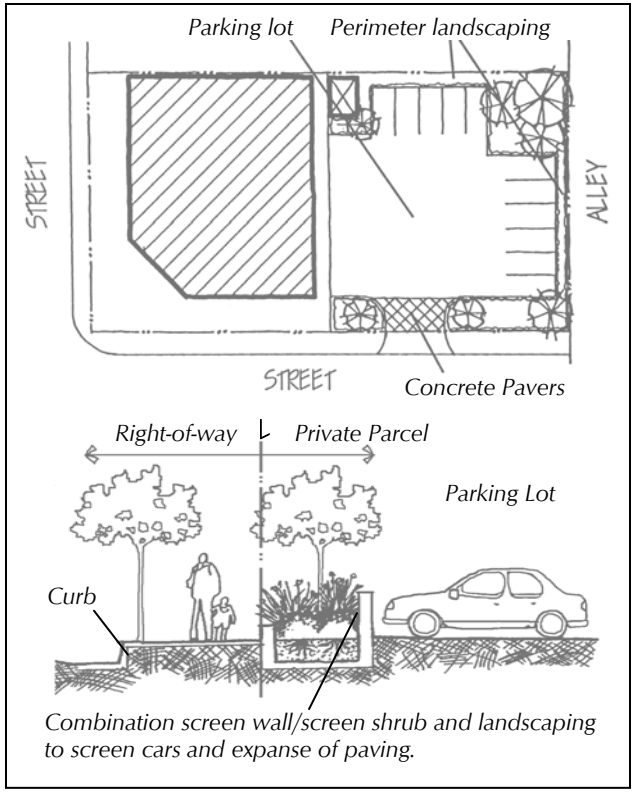
Particularly with stand-alone commercial development, landscaping with mature shade trees and adequate lighting are important components to the attractiveness and safety of parking lots. The following parking lot landscape and lighting guidelines are as follows:

a. Perimeter planter – Design and locate perimeter planters and plantings for the purpose of creating a physical barrier, visual screen, and shading of the parking lot area. The parking lot and perimeter landscape should also be designed for safe and convenient pedestrian circulation throughout, including designated paths across perimeter planters.

b. Additional parking lot plantings - Within the parking area, provide shade trees per the Zoning Code requirements. The cutout area for the tree island should be a minimum of 40 square feet.

c. Parking lot light sources shall be designed, located and/or shielded to prevent light spillover onto abutting residential property.





5. Specific Guidelines for Mixed Use Development

A. Pedestrian Space

1. Create a pedestrian-friendly environment with the inclusion of landscaping and/or a hard-surface expansion of the sidewalk in the front setback area where feasible.
   a. Provide walkway connections to building entrances that use special paving treatment or materials.
   b. Use awnings, canopies and arcades to provide visual interest and shade.
   c. Benches and other street furnishings are encouraged.

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

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

B. Building Siting, Orientation, and Entrances

1. Site buildings to avoid random and irregular building relationships; arrange buildings to create a sense of unity and overall harmony.
   a. Whenever possible, cluster new structures to create plazas and pedestrian malls; avoid the creation of "barrack-like" rows of structures.
   b. When clustering is impractical, establish a visual link between separate structures through the use of an arcade system, trellis/pergola, or other open structure.

2. Orient the main entrance or entrances to the street or major plazas or open space.
   a. Main entries to buildings should be clearly demarcated, visible and accessible from the street and/or pedestrian walkways.
   b. Provide secondary entries from parking areas where feasible.

3. Orient commercial facilities in mixed use projects to the street, with parking generally located in the rear or side of buildings.

4. Entry treatments should be reflective and proportional to the size of the project.

5. Screen the perimeter of parking areas and driveways adjacent to streets and sidewalks with an attractive low wall, berm, fence, or landscaping.

6. Orient residential structures/components to promote privacy to the greatest extent possible.
   a. Residential windows shall face away from loading areas and docks.
   b. To the extent residential windows face the windows of an adjacent unit, offset windows to maximize privacy.

7. Design buildings with nonresidential and residential uses located on the same floor to have separate entrance hallways and balconies.

8. Orient windows, balconies or similar openings to not have a direct line-of-sight into adjacent units within the development. In addition, units above the first story should be designed so that they do not look directly onto private patios or backyards of adjoining residential property or units.

9. To reduce noise impacts, design residential units to reflect building orientation and include building elements such as double windows, wall and ceiling insulation, and orientation of and insulations or vents.

10. Design residential units that provide separate and secured entrances and exits, directly accessible to secured parking areas. Where residential units are in the same structure as a commercial use, design access to residential units from a secured area located on the first floor at the ground level.

C. VEHICLE CIRCULATION AND ACCESS

1. Site vehicular access and internal circulation to promote safety, efficiency, and convenience. Vehicular traffic should be adequately separated from pedestrian circulation. Vehicular entrances should be clearly identified and easily accessible to minimize pedestrian/vehicle conflict.

2. Minimize the number of site access points or driveway aprons for aesthetic purposes and to achieve efficient and productive use of paved accessways. Common driveways that provide vehicular access to more than one site are encouraged.

D. Pedestrian Circulation

1. Orient and design all new projects to enhance pedestrian movement to and between adjacent uses.

2. Include pedesrian walkways.
   a. Site pedestrian circulation adequately separated from vehicular traffic.
   b. Site pedestrian walkways to link dwelling units with the compatible commercial facilities in the project, common open space, plazas and courtyards, parking areas, and public sidewalks.

3. Pedestrian walkways should be safe, visually attractive, and well defined by landscaping and lights.
   a. Use of varied surfaces and decorative pavement is encouraged.
   b. At a minimum, decorative paving should be used to delineate crossings at circulation drives and parking aisles.

4. Provide transit shelters near major concentrations of residents and employees.
   a. Architecturally integrate freestanding shelters to the project with respect to color, materials and architectural style to the extent allowed by the transit provider.

E. Plazas, Courtyards, and Other Open Space Areas

1. New development should incorporate plazas and courtyards into their design. Buildings should be clustered to create usable pedestrian areas.

2. Landscaping, water features, and public art should be incorporated into plaza and courtyard design. Shade trees or architectural elements that provide shelter and relief from direct sunlight should be provided.

3. Design open space areas that provide large meaningful and useable areas.
   a. Common open space areas should be convenient to the majority of dwellings and should be secure and visible from dwellings to ensure safe use.
   b. Common open space areas should contain amenities appropriate to the project's size.

4. Private open space should be contiguous to the unit they serve and should be screened from public view for privacy. All balconies and patios that front a public street should be substantially enclosed to screen items being stored on the balcony or patio.

F. Parking

1. Parking spaces shall be specifically designated for non-residential and residential uses by the use of posting, pavement markings and/or physical separation. There should be separate entrances and exits, or a designated lane for residents, to minimize waiting times for residents.

2. Site and architecturally integrate parking structures with the project design to minimize their visual impact. Design parking structures to include architectural detailing, façade treatment, artwork, landscaping or similar features to enhance the street façade.

3. Site shared driveways and parking arrangements between commercial uses.

D. Architectural Design

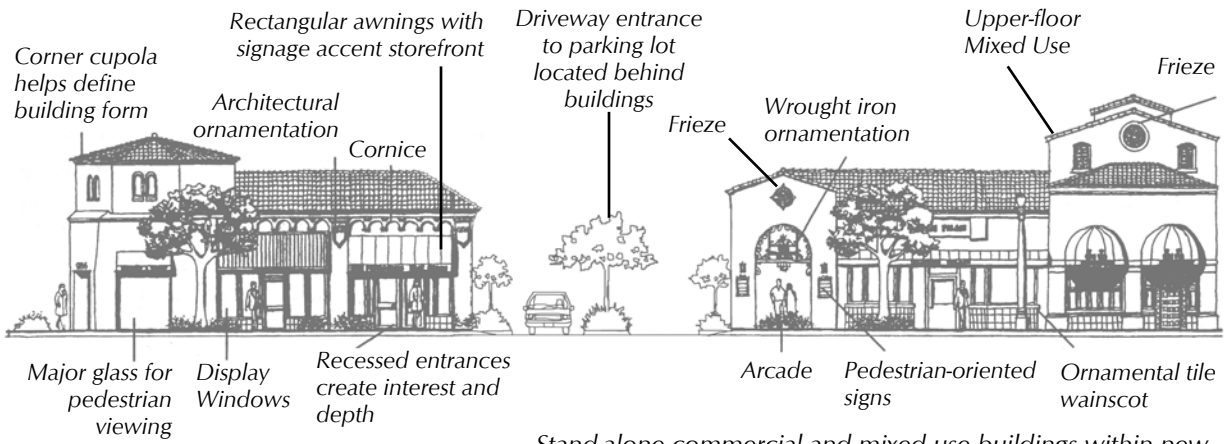
1. Form, Mass, and Scale

a. The scale and mass of a new development should be consistent with neighboring developments and not overwhelm them with disproportionate size or a design that is out of character.

b. At residential edges, buildings should maintain low profiles to provide a transition between urban and residential areas. Increasingly step back taller elements of the building from adjacent single-family residences.

c. Delineate new buildings and additions both vertically and horizontally to reflect traditional patterns and convey a human scale. A clear visual division between street level and upper floors should be incorporated through the change of materials, colors and/or canopies and awnings.

d. Avoid designing large monotonous façades, long straight-line building fronts, plain box shapes, and barren exterior treatment.



Stand-alone commercial and mixed use buildings within new development are compatible in form, scale, and architectural design.

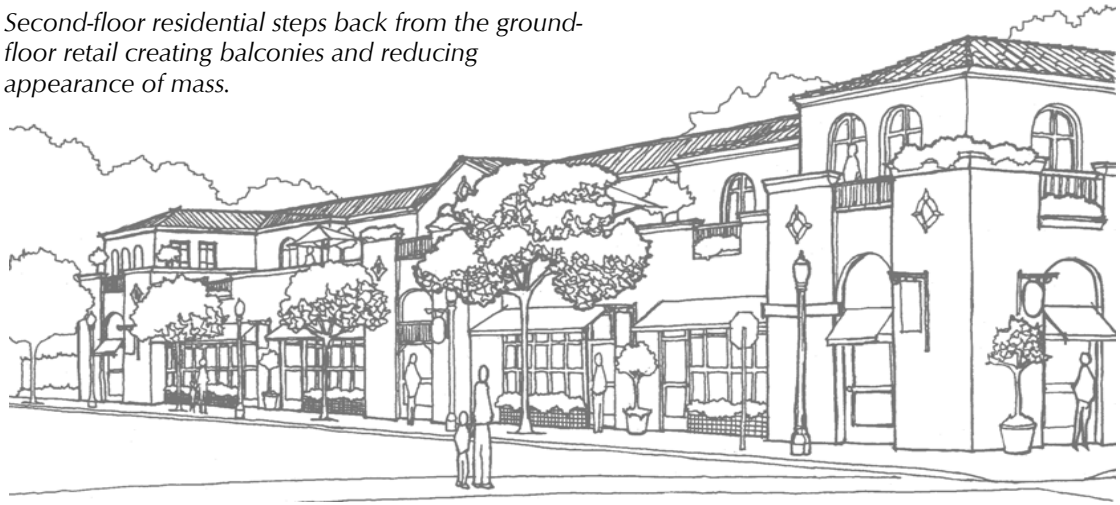
e. Use building form to emphasize individual units within a building, larger units and/or anchor stores within retail projects, and foyers, lobbies, and reception areas within non-retail commercial projects. Use building form and articulation to emphasize public entrances and de-emphasize service areas, and to define and shelter pedestrian walks and exterior spaces.

f. To minimize the transition between new and older buildings, new structures shall be compatible with the height of adjacent and nearby buildings. Window and entrance openings on the street level shall be a minimum of ten feet in height. Upper floor windows shall be divided into individual units and not consist of a "ribbon" of glass. Primary upper floor windows should have a taller vertical dimension.

g. To avoid inappropriate massing of buildings, articulation between the street-level and the second floor is encouraged. For new two-story buildings to be developed adjacent to one-story buildings, the size (mass) of the second floor should be reduced by stepping back the second floor structure from the ground floor. This design provides the opportunity for creative outdoor space while reducing the appearance of mass as compared to the adjacent one-story structure.

h. Recessed entries, arcades, and covered awnings articulate human scale and are encouraged.

Second-floor residential steps back from the ground-floor retail creating balconies and reducing appearance of mass.



i. Corner buildings are prominent locations and pedestrian links to nearby residential neighborhoods served by the commercial core and should be given special emphasis.

j. Use square cupolas, towers, and similar architectural features at the front corner to define building form and scale and provide visual interest.

k. Upper story decks, balconies, and/or rooftop gardens for outdoor seating, dining, and upper floor entries can be incorporated.
   - Balconies on the front façade should be located and designed to minimize potential conflicts with pedestrian traffic on sidewalks below.
   - Balconies should be appropriately scaled and incorporated into the overall design of the building.
   - Projecting balconies should not obscure visibility of signs or storefronts.
   - Consider environmental conditions such as sun, shade, and prevailing winds when designing decks, balconies or rooftop garden spaces.

l. Parapet walls should be used for screening flat roofs and articulating the building design. These walls should be detailed with architectural elements such as cornices and brackets should be used to define the building roofline. Low-pitched roofs with wide, overhanging eaves and decorative brackets can be used in conjunction with parapet walls.

2. Façade Treatment

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

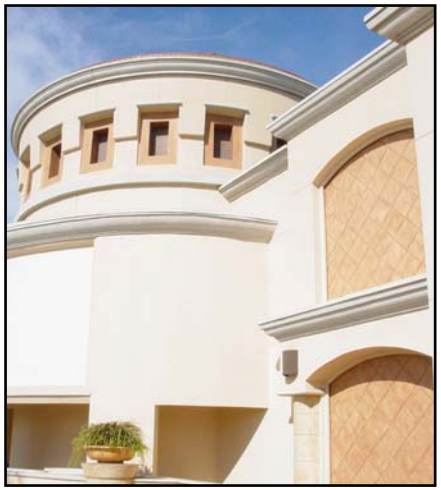
- All visible building façades should be subject to significant architectural detailing. However, the front building façade commonly receives more attention with higher quality finish materials and more ornamentation than an interior side or rear façades. Corner lots are considered to have two fronts and each façade should receive significant architectural detailing.

- Façade treatment of additions to historic structures must be architecturally consistent with the treatment of the existing structure.

- Modulate commercial façades at least every 50 feet with changes in building mass or façade treatment. Articulate façades to show this separation with projected entrance windows, roof form or other architectural features.

- Use building articulation and detailing to create an interesting and individual design.
  - Highly articulate all building elevations visible from a public way with building elements and architectural details that incorporate the chosen design theme in a consistent manner.

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



- Design building façades to give individual identity to each vertical module of residential units.
  - Use techniques such as providing a deep notch (in plan) between the modules.
  - Vary architectural elements between units with window color, roof shape, window shape, stoop detail, and railing type.
  - Provide porches and balconies.

- Vary color or materials of each individual module within a harmonious palette of colors, finishes, and materials.

A. Storefronts

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

1. Continuous storefronts should generally not span more than 25 feet. Wall planes that extend more than 25 feet should be articulated horizontally or the architectural treatment varied in a significant way so as to give the appearance of two or more individual storefronts rather than a single massive one.

2. Storefronts should be articulated with reliefs, recesses, and/or pilasters and should incorporate a change of materials, colors and/or canopies and awnings to show a clear visual division between street level and upper floors.

B. Window Treatments

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

1. The style of window treatments shall be consistent throughout the building. Upper floor windows should have a vertical orientation.

2. For additions to existing structures, the window treatment must be compatible with the primary structure.

3. For storefront fenestration, a transom window should be placed above the display window and both windows should be architecturally consistent to each other. Windows with true divided lights and raised exterior mullions are preferred.

4. Windows accented with architectural elements appropriate to the primary structure's architectural style are encouraged.

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

C. Building Entrances

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

1. To create the desired overall pedestrian scale at the street level, storefronts shall be oriented toward the street. Primary entrances shall be articulated either with recessed entries or projecting overhangs above the entrance.

2. For properties located on a corner, entries oriented toward the corner, at an angle, as opposed to the middle of the façade are strongly encouraged. If an entry cannot be provided at the corner, a display window should be oriented in this position.

3. Entries should be designed to be inviting to the pedestrian with the use of colorful awnings, decorative paving, and/or landscape plantings.

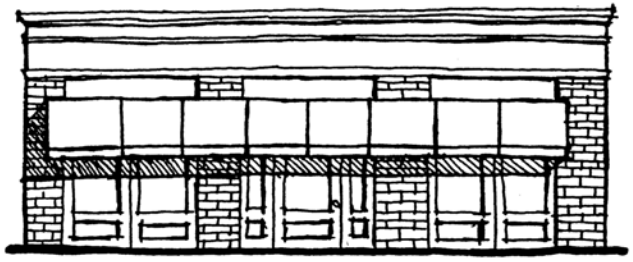
D. Awnings/Canopies

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

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

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

Encouraged



Discouraged

2. Awnings should not be the predominate feature of the façade. Where windows and entries are recessed individually, awnings should only cover the opening and not span across to adjacent openings on the same façade. Care should be taken so that awnings do not obstruct the view of adjacent businesses.

3. Signs on awnings should be located on the flap (valance) or the end panels of an angled, curved or box awning.

4. Awnings made of canvas, matte finish vinyl, or other acceptable fabrics are preferred. Awning color should compliment the primary or accent color of the building.

5. Covered awnings or porches that span the width of the front façade creating an arcade add visual interest while providing shade and temporary shelter for pedestrians. These types of projections should be architecturally compatible to the primary structure.

E. Architectural Details

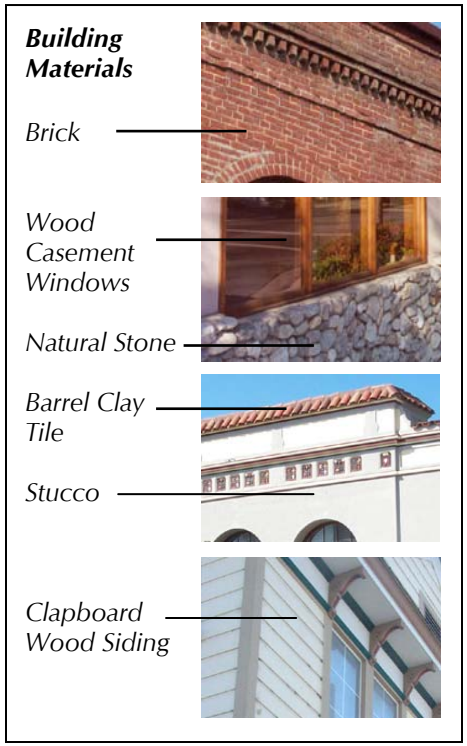
Architectural details include both functional and decorative building elements that can add great visual interest to a building design. Architectural details include cornice moldings, decorative brackets, ornate brickwork, paneling or molding surrounding recessed windows and doors, and recessed wood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

1. Architectural features appropriate to the primary structure's architectural style add visual interest to a structure and should be incorporated into the project design.

2. Whenever possible, architectural features on historic structures should be preserved.

3. For new construction not located near or adjacent to a historic structure, the building design may incorporate contemporary and/or simplified interpretations of the architectural features noted above. These contemporary and/or simplified interpretations must keep in scale and character with the prevalent architectural elements.

F. Building Materials, Colors, and Finishes



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

1. Use the highest quality materials on exposed exterior surfaces such as brick, metal, stone, terra cotta, wood, tile and stucco.

2. Innovative or "green" materials are encouraged provided they appear high-quality and similar in texture, finish and dimension to traditional architecture.

3. Building colors should evoke a sense of richness and liveliness to complement and support overall character.

4. Simple, matte finishes are preferred. Highly reflective building materials and mirrored glass are inappropriate. Polished stone or ceramic tile, for example should be avoided or limited to accent elements.

G. Outdoor Storage and Service Areas

5. Enclose or completely screen all storage, outdoor storage and service areas, refuse collection, and mechanical equipment from view of public rights-of-way and any residential units on- or off-site with a combination of building features, decorative walls, and landscaping consistent with the architectural style and design of the building. In addition, screen roof top equipment from view or integrate it into the building design to minimize unsightly views.

6. Use landscaping such as tall shrubs and clinging vines to aid in privacy screening and as a buffer from commercial development.

3. Specific Guidelines for Mixed Use Development

A. Scale and Mass

1. The scale and mass of a new development should be consistent with neighboring developments and not overwhelm them with disproportionate size or a design that is out of character.

2. At residential edges, buildings should maintain low profiles to provide a transition between urban and residential areas. Increasingly step back taller elements of the building from adjacent single-family residences.

B. Building Articulation and Façade Treatment

1. Use building articulation and detailing to create an interesting and individual design, diminish the massing of large structures, and be compatible with the scale of surrounding development.
   - Avoid designing large monotonous façades, long straight-line building fronts, plain box shapes, and barren exterior treatment.
   - Highly articulate all building elevations visible from a public way with building elements and architectural details that incorporate the chosen design theme in a consistent manner.

2. Use building form to emphasize individual units within a building, larger units and/or anchor stores within retail projects, and foyers, lobbies, and reception areas within non-retail commercial projects. Use building form and articulation to emphasize public entrances and de-emphasize service areas, and to define and shelter pedestrian walks and exterior spaces.

3. Modulate commercial façades at least every 50 feet with changes in building mass or façade treatment. Articulate façades to show this separation with projected entrance windows, roof form or other architectural features.

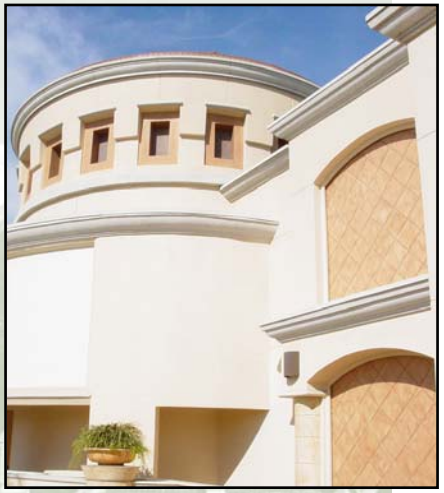
4. Design building façades to give individual identity to each vertical module of residential units.
   - Use techniques such as providing a deep notch (in plan) between the modules.
   - Vary architectural elements between units with window color, roof shape, window shape, stoop detail, and railing type.
   - Provide porches and balconies.
   - Vary color or materials of each individual module within a harmonious palette of colors, finishes, and materials.

C. Architectural Style and Details

1. While there are no mandated architectural styles required for each project, choose an identifiable architectural theme, utilizing high quality design and materials.
   - High quality, innovative and imaginative architecture is encouraged.
   - New buildings or building complexes should be stylistically consistent.
   - Architectural style, materials, colors and forms should all work together to express a single theme.

2. Each new building, addition or remodel should be stylistically consistent.
   - Historic detailing on otherwise contemporary style buildings is strongly discouraged.
   - For example, do not use oversized (too large or out of scale) architectural details such as crown moldings or cornices, columns, pediments, window and doorway moldings, etc. in an attempt to make a contemporary building reflect a historic architectural style.

D. Building Materials, Finishes, Textures, and Colors



1. Unify a building and its elements with textures, colors and materials. Materials should be consistently applied and should be chosen to work harmoniously with adjacent materials. Piecemeal embellishment and frequent changes in materials should be avoided.

2. Treat buildings as a whole and finish appropriately on all sides to provide continuity.
   - Materials tend to appear substantial and integral to the structure when material changes occur at changes in plane.
   - Material changes not accompanied by changes in plane appear "tacked-on" and are strongly discouraged.

3. For most architectural styles, limit the number of colors on the exterior to a maximum of three, with an additional contrasting color for accent.
   - In general, use lighter colors for the main body, with darker shades for trim and accent.
   - The larger and simpler the building design, the more subtle the color should be to reduce the massiveness of large wall planes.

4. Choose colors that accentuate the architectural details of the building and that are consistent with the architectural style. Colors for graphics, such as signs, should be related to the colors used on the building.

4. Lighting

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

1. Lighting fixtures shall be compatible with and complement the building's design and architectural style. Fixtures shall be appropriately sized and in scale with the building façade.

2. Exterior building lighting should be used to accentuate the building design and highlight architectural details and features integral to the building design.

3. Design all outdoor lighting to not blink, flash, oscillate, or be of unusually high intensity of brightness, while also providing a sufficient level of illumination for access and security purposes.

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

5. Landscaping

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

a. Driveways, small plazas, courtyards, outdoor seating areas, upper story decks and balconies, and pedestrian corridors should be landscaped as extensively as possible. Accent planting beds and color pots with flowering annuals are encouraged. Canopy trees and landscape structures should be used in these outdoor public areas to create "outdoor rooms" and to define spaces.

b. Small window box type planting beds at entries to buildings are appropriate to the historic context and are encouraged. In addition to planter boxes, ground and hanging pots with colorful accent planting should be used to accent entries and add color and visual interest to buildings.

c. Evergreen trees and shrubs should be used whenever a landscape screen or buffer is required.

d. Landscaping should be used to soften the impact of large expanses of blank wall or fencing. These areas should be screened with upright shrubs and clinging or trellised vines. Trellises should be constructed of substantial, durable materials. Regionally appropriate plantings (e.g., ornamental and agricultural plant materials) are encouraged.

Wall Sign

Awning/Canopy Sign

Blade/Projecting (Perpendicular) Sign

6. Signs

This section includes specific guidelines for sign type, design, number, scale and location, and illumination of signs. Refer to Appendix A: Citywide Sign Design Guidelines and the Zoning Ordinance for further design standards for signs.

a. The following preferred building-attached signs include:

i. Wall sign - Wall signs are flush-mounted signs attached to the building façade, including sign panels, individual letters, and painted signs.

ii. Blade/Projecting (Perpendicular) sign - Projecting signs are generally mounted on support brackets that extend at a 90-degree angle from the building façade so that the sign face is visible from two sides.

iii. Awning/Canopy sign - Canopy signs are usually applied to an awning valance or canopy fascia for permanent business identification.

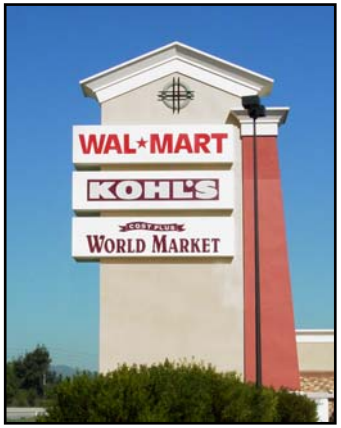
iv. Under canopy sign - Under canopy signs hang from the underside of a canopy or awning over the sidewalk or building entrance.

b. The following preferred freestanding signs include:

i. Monument signs - Monument signs are generally constructed upon a solid base or pedestal.

ii. Readerboard signs - Constructed in the same manner as a monument sign, readerboard signs have changeable sign copy.

Monument Sign



Readerboard Sign

iii. Portable sign - Portable signs, where allowable, are freestanding signs that are not permanently affixed to the ground. These signs are used for temporary business identification during open hours. This type of sign is commonly referred to as an A-frame or sandwich board sign.

c. Signs shall be architecturally compatible with a building's architectural style with regards to size, color, materials, and illumination.

d. Building-attached signs should complement, rather than compete with, the architectural features and overall façade composition of the building. Such signs should be proportional to the building so as not to dominate the appearance. Lettering style should be appropriate to the building design.

e. Signs should be located on parapets, towers, turrets, recessed wall areas, and/or other architectural features specifically designed for them.

f. Awning and blade/projecting signs are encouraged for first floor façades of buildings located in areas designated commercial and mixed use.

g. Signs should be creative and emphasize artistic expression.

h. Signs shall be illuminated, internally and/or externally, from a concealed light source.

i. Freestanding signs should be designed to complement the architectural style of the primary building(s) and should be small in scale and incorporated into the landscape plan of the site, located in landscaped areas.

j. Portable signs, where allowable, should be located on-site near the building entrance and shall not obstruct pedestrian walkways. Portable signs shall not be located in the public right-of-way.

See Appendix A: Citywide Sign Design Guidelines for more design criteria.

7. WALLS AND FENCING

a. Walls and fencing will serve a major function in the industrial landscape. Use walls and fencing to screen automobiles, loading and storage areas, and utility structures. However, utilize walls and fencing only when specific screening or security purposes are required. Keep walls and fencing as low as possible while performing their screening and security functions.

b. Where walls are used at property frontages, or screenwalls are used to conceal storage and equipment areas, they should be designed to blend with the site's architecture.

- ❖ Architecturally treat both sides of all perimeter walls.
- ❖ Use landscaping in combination with such walls whenever possible.

c. When security fencing is required, provide a combination of solid pillars or short solid wall segments and wrought iron grill work. Use landscaping such as clinging vines and shrubs to soften the appearance of fencing.

d. Long expanses of fence or wall surfaces should be offset and architecturally designed to prevent monotony. Decorative block walls where visible to the public are required. Landscape pockets should be provided.

f. Boundary/perimeter fencing on the property should be located in such a way as to provide for trail development, maintenance, and public usage. This requirement would be for all trails shown in the General Plan and for the connection of private trails for the use of residents, when these residential developments are in the vicinity of planned trails outlined in the General Plan.

8. SCREENING

a. Screen outdoor storage areas as set forth in the Zoning Code.

- ❖ Where screening is required, combine elements, including solid masonry walls, berms, and landscaping.

- Screen all equipment, whether on the roof, side of building, or on the ground.
  - Employ a method of screening architecturally integrated in terms of materials, color, shape, and size.
  - The screening design shall blend with the building design.
  - Where individual equipment is provided, a continuous screen is desirable.

- The need to screen rooftop equipment, as required by the Zoning Code, should be taken into consideration during the initial design phase for the structure.