



Commercial Development Design Guidelines

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Section A Purpose and Intent

The following design guidelines are intended as a reference to assist the designer in understanding the City's goals and objectives for high quality commercial development and to:

- Ensure that developments emphasize preservation of natural features and resource conservation.
- Ensure that commercial developments are pedestrian/bicycle friendly and contribute to the character of the surrounding neighborhood.

The guidelines are general and may be interpreted with some flexibility in their application to specific projects. The guidelines will be used during the City's design review process to ensure new development implements General Plan goals and objectives, respects the natural land forms and becomes a compatible part of the total community environment.

The City's zoning code should always be consulted as the first step of any commercial development project.

Section B Applicability

The provisions of this section shall apply to all commercial development within the City. Any new structures, additions, remodels or relocations requiring a building permit subject to design review shall adhere to these guidelines where applicable. Following the general guidelines for commercial development are guidelines for specific zoning districts: Sections E relates specifically to the Downtown Core (DTC) district; Section F relates to the Downtown Support (DTS) district; Section G is for the Transit Oriented Development (TOD) district; Section H is for the Office and Multi-Family Residential (O-R) District and Section I is for specific areas along Cloverdale Boulevard.

Section C Site Planning

1. Building Placement

Placement of structures should consider the existing built context of the commercial area, the location of incompatible land uses, the location of major traffic generators as well as an analysis of the site's characteristics.

- a. Building orientation should be optimized for heat gain, shading, daylighting and natural ventilation.
- b. Structures should be sited in a manner that will complement adjacent structures. Sites should be developed in a coordinated manner to provide order and diversity and avoid a jumbled, confused development.
- c. Whenever possible, new structures should be clustered rather than creating long rows of structures. This allows for plazas or pedestrian malls with amenities such as shade, benches, fountains, public art, etc. When

clustering is impractical, a visual link between separate structures should be established. This link can be accomplished through the use of an arcade system, trellis or other open structure.

d. Refuse/recycling containers should be conveniently located throughout the project, yet sufficiently buffered from project entries, main building entries, and main pedestrian paths.

e. Structures should be located to minimize pedestrian/vehicle conflicts. Link structures to the public sidewalk where possible with textured paving, landscaping and trellises.

f. Freestanding, singular commercial structures should be oriented with their major entry toward the street where access is provided, as well as having their major façade parallel to the street.

2. Parking and Circulation

a. Locate pedestrian and vehicular site entries to minimize conflicts and design these entries with enhanced paving and other design techniques to differentiate the two.

b. Provide separate vehicular and pedestrian circulation systems with a strong emphasis on pedestrian linkages between uses. In large commercial developments, pedestrian access within parking areas is a key consideration.

c. Pedestrian walkways should provide safe, convenient, well-lit and well-defined access between parking areas and the public sidewalk and the main public access to the building.

d. Parking lots should be internalized behind buildings and oriented away from street frontage. Divide large parking areas into a series of smaller, connected lots by using landscape buffers and other means to reduce the visual impact of large parking areas. See Zoning Ordinance Chapter 9 for parking lot landscape requirements.

e. Separate parking areas from buildings by a decorative concrete walkway and landscaped strip. Avoid situations where parking spaces directly abut structures.

f. Parking lots should provide electric car battery charging stations.

g. Parking lots shall provide secure, protected parking facilities for bicycles as required in Zoning Ordinance Table 18.09.050-A

h. Orient parking aisles perpendicular to building entries so pedestrians walk parallel to moving cars. Minimize the need for pedestrians to cross parking aisles and landscape areas. Pedestrian walkways shall be distinguished from driving surfaces through the use of durable landscape treatments and/or surface materials such as pavers, bricks, scored concrete or similar materials.

3. Landscape and Screening

- a. Landscaping should be in scale with adjacent structures and be of appropriate size at maturity to accomplish its intended purpose.
- b. Landscaping should be used to define specific areas by helping to focus on entrances to buildings and parking lots, define the edges of various land uses, provide transition between neighboring properties (buffering) and provide screening for loading, refuse and equipment areas.
- c. Landscaping shall be protected from vehicular and pedestrian encroachment by a 6" concrete curb.
- d. Vines and climbing plants integrated upon buildings, trellises and perimeter garden walls are strongly encouraged.
- e. Plants in clay or wood containers should be used to enhance plazas and courtyards.
- f. All new commercial development shall provide street trees parallel to streets in planter strips, in sidewalk, or at back of sidewalks, spaced at regular intervals along the street. Freeway visible uses should provide significant landscape areas, including tree screening, between the freeway and the uses.
- g. Service areas shall occur away from public streets, parks, plazas and adjoining development. Views of service areas from streets, parks, plazas, pedestrian walkways and adjoining development shall be screened. Screening enclosures shall be incorporated into the building architecture and utilize the same materials as the principal building to the greatest degree possible. Screening shall include walls or fences of a minimum height of 6 feet to provide complete screening from normal eye level on all sides where access is not needed.
- h. Screening for outdoor storage should be a minimum of 6 feet and a maximum of 10 feet high. The height should be determined by the height of the material or equipment being screened. Exterior storage should be confined to portions of the site least visible to public view. Chainlink fencing with wood, plastic or metal slatting is not permitted when visible from the public right-of-way.
- i. Architectural screening of utility substations, including electrical transformers, shall be required, including an architectural wall at least equal to the height of the equipment to be screened from view.

4. Lighting

- a. Lighting should be compatible and integrated into building and landscape design. Lighting shall be designed, directed and shielded in such a manner that direct light does not leave the perimeter of the site and the nighttime sky is preserved. Timing mechanisms and photo cells are encouraged to be used to reduce light levels and conserve energy during non-operational hours. Also see Zoning Ordinance Section 18.08.170.

5. Refuse/Recycling Collection Facilities

- a. Refuse storage and pick-up areas shall be combined with other service and loading areas where practicable and located away from public view as much as possible.
- b. Containers shall be consolidated to minimize the number of collection sites, and located so as to reasonably equalize the distance from the building spaces they serve.
- c. Trash enclosures should be located away from adjacent parcels to minimize noise and odor impacts typically associated with garbage collection and storage.
- d. Trash enclosures shall include separate bins for trash and recycle materials.
- e. Trash enclosures shall be designed so that each bin can be removed and replaced without requiring the removal of other bins, to avoid stacking and to maximize access.
- f. Gates must open fully; the area in front of the enclosure shall be kept clear of obstructions and shall be marked "no parking".
- g. The enclosure shall be placed on a concrete pad and have a concrete apron with a minimum depth of 4 inches. Adequate drainage shall be provided around the pad area. The percent of grade for access to the pad shall not exceed 3%.
- h. All refuse containers shall be screened with a six-foot high (minimum) enclosure of solid masonry or concrete tilt-up with an exterior finish compatible to the main structure.
- i. Gates shall be solid, heavy-gauge metal or of a heavy-gauge metal frame with a covering of wood or other suitable, opaque material. Gates shall be secured with sturdy hinges or sliders and latches.
- j. Concrete curbs or equivalent shall protect enclosures from adjacent vehicle parking and travelways.
- k. The perimeter of the recycling and trash enclosure shall be planted where practical with drought-resistant landscaping, including a combination of shrubs and/or climbing evergreen vines.

Section D Architecture

These guidelines are intended to encourage building articulation that is appropriate for the form and scale of the project and to provide human scale interest and variety. The following list is not intended to be the only techniques that may be utilized to accomplish an attractive building design.

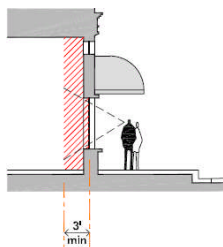
1. Provide shifts in building massing, variation in height, profile and roof form, while maintaining formal relationships of building placement to public street frontage.
2. Vary floor heights to follow natural grade contours if significant variation is present.
3. Vary the building form such as recessed or projecting bays. Wallplanes should not run in one continuous direction for more than 50 feet without an offset.
4. Diversify window size, shape or patterns that may relate to interior functions. Windows shall be recessed behind the primary wall plane.
5. Provide shading on east, west and south walls with overhangs, awnings or deciduous trees.
6. Emphasize building entries through projecting or recessed forms, details, color or materials.
7. Vary materials, expressed joints and details, surface relief and color to break up large building forms and wall surfaces. Such detailing could include sills, headers, reveals, pilasters, window bays and similar features.
8. The roofline at the top of the structure should not run in a continuous plane for more than 50 feet without offsetting or jogging the roof plane.
9. Building facades adjoining or oriented towards streets and pedestrian areas shall incorporate glazing at all occupied levels. Non-residential uses shall have windows, doors, display windows or arcades that make up at least 50% of the building façades that abut streets. Medical, dental, and other uses that need more privacy should be placed away from the street or on upper floors, or should rely on blinds or raised sills, thereby maintaining visual access to the street and an adequate level of architectural detail.
10. Auto-serving uses shall have windows and doors that make up at least 25% of street-facing facades. Auto service bays shall face away from the street.
11. All facades of a building shall be treated with the same degree of design detailing.
12. The use of standardized “corporate” architectural styles associated with chain-type restaurants is strongly discouraged, including interior furnishings and menu boards.
13. All rooftop equipment shall be screened from public view by screening materials of the same nature as the structure’s basic materials. Mechanical equipment should be located below the highest vertical element of the building.

Section E Downtown Core (DTC) District Design Standards

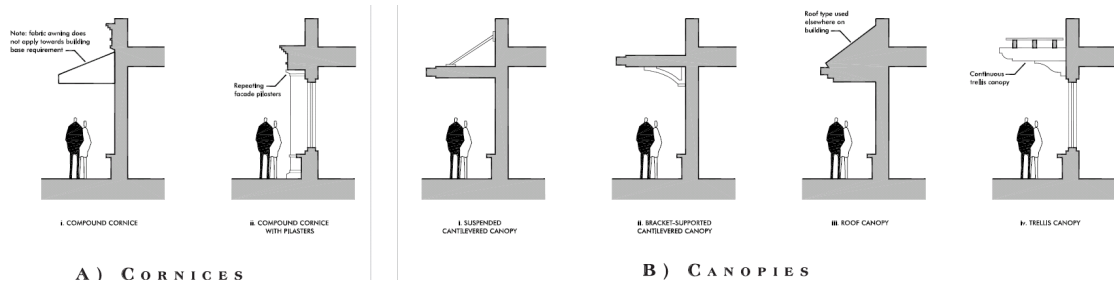
1. The intent of the DTC District is to encourage retail storefront design at the street level, so that pedestrian-oriented retail uses and similar activity generating uses can locate in the DTC zone without the need for a storefront redesign.
2. The design model for the DTC District is buildings with 2-3 story height, with the first floor designed for pedestrian oriented retail and activity generating uses and upper stories available for residential, office, or commercial use. Upper floors will generally be differentiated from first floor designs.
3. A first floor pedestrian oriented retail design is required, even if the proposed use is non-retail.
4. The street and sidewalk design standard for the DTC District is the standard used for the 2002 Cloverdale Boulevard improvements on Cloverdale Boulevard and the 2009 First Street improvements on First Street.
5. Building street frontages shall be pedestrian oriented design as defined in Zoning Ordinance Chapter 18.11 including building faces flush with back of sidewalk, display windows which allow visibility to the interior of the store, recessed store entrances, provision for entrances at less than 25 feet foot intervals.
6. Maximum storefront Design Increment (A) = 50 feet. Maximum Articulation Increment (C) = 25 feet.



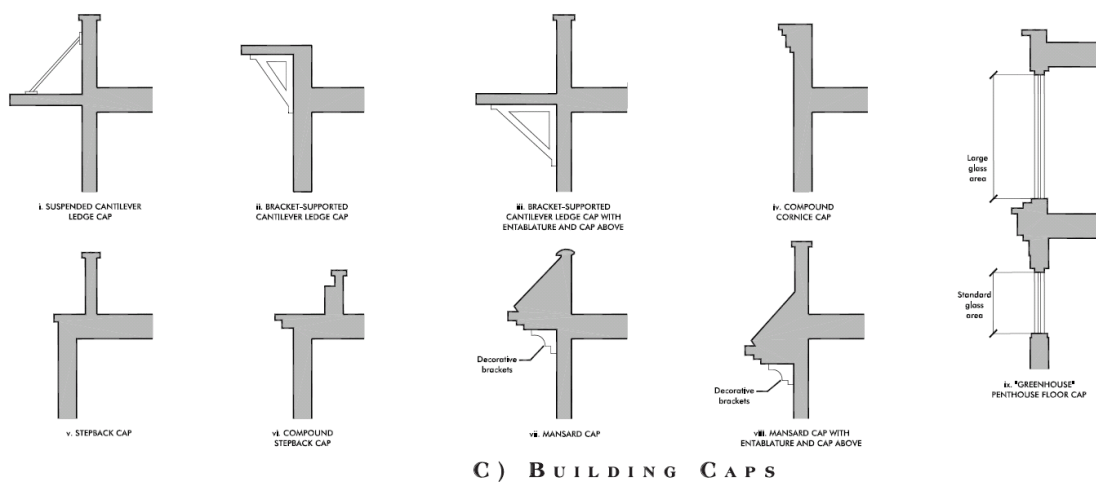
7. There shall be 3' of unobstructed view through first floor storefront windows.



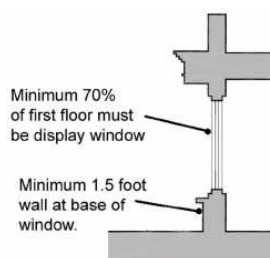
8. All entrances shall be inset or recessed so that doors can open without encroaching into the sidewalk right of way.
9. A structural articulation element (e.g. an intermediate cornice or canopy) is required between the first and second floor. A fabric awning does not satisfy this requirement.



10. A visible building cap is required at the top of each building wall, except where prohibited by fire codes.



11. Buildings should be designed for pedestrian-oriented retail use at the sidewalk level. First floor windows shall occupy at least 70% of the first floor street front elevation and shall have a minimum 1.5 foot wall section at the base of each storefront window.



12. All four sides of a building shall be designed with equivalent architectural elements as the building front, unless the elevations are not visible (e.g. flush with an adjoining building).

13. A distinctive corner treatment may be used to emphasize the corner of a building in special locations such as gateways and other places of significance. This treatment differentiates the corner of the building primarily through vertical massing and through articulation with elements such as a corner tower, façade

projections/recessions, balconies, roof articulation, and changing repetitive façade elements.

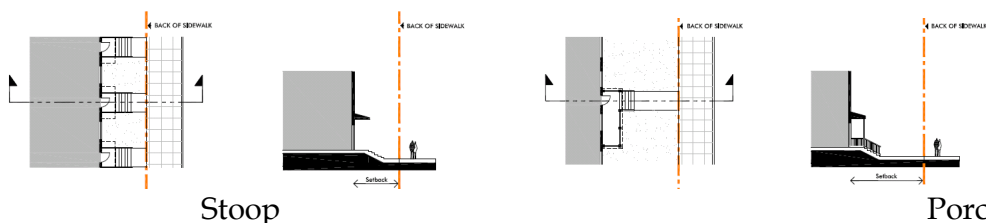
14. In general, windows shall be recessed into the wall plane four inches or more.
15. Residential balconies shall not face a street frontage or be visible from public streets or walkways.
16. Chain link fencing is not allowed in the DTC District.
17. Historic design standards apply in the DTC District.

Section F Downtown Support (DTS) District Design Standards

1. The design model for the DTS district is to allow flexible design appropriate to a downtown location and providing for a wide variety of office, entertainment, residential, lodging, and commercial uses.
2. With the exception of the pedestrian-oriented commercial frontages (e.g. display windows and frequent entrances), all standards of the DTC (Downtown Core) District will apply to the DTS District.

Section G Transit-Oriented Development (TOD) District Design Standards

1. The design model for the TOD core is buildings with front entrances facing a street and with parking to the rear. The goal is to create a walkable neighborhood to encourage walking between buildings, to the downtown, to public transit, and to the passenger rail station. In general, the buildings will have the appearance of row housing or grand single family houses (but with multiple living or working spaces). The space in the residential-appearing buildings may be used for live-work, office, lodging, or limited commercial and small scale public use as well as residential use. Large-scale public uses may use an alternate design, which is appropriate to public purposes but also complements the residential design model.
2. Front access to individual units shall be by a stoop or porch. Access to public buildings shall create a distinctive entrance feature that welcomes the public into the building. Entrances shall not be flat against the building front without a substantial architectural feature to distinguish the entrance.



3. Streets should be designed in a grid pattern with short blocks to provide safe walking and bike circulation. Street frontages should have comfortable sidewalks, trees in planter strips or tree grates, and pedestrian-scale street lights.

4. Buildings should be located close together and should have architectural variety (windows, materials, projections) on the ground floor to create visual interest to pedestrians.
5. Parking should be to the rear of buildings and not between the public right-of-way and the functional front or side of the building. Private roads that function as through streets are considered as public right-of-way for this purpose.
6. Access driveways should be shared between buildings or facilities to limit the number of curb cuts that would cross public sidewalks and cause conflicts with pedestrians.
7. Shared parking between residential and non-residential use is encouraged.
8. Chain link fencing is not allowed in the TOD District.

Section H. Office-Residential (O-R) District Design Standards

1. The O-R District provides a transition between the older residential areas surrounding the downtown and the pedestrian-oriented downtown businesses.
2. The design model for the O-R District is to conserve the existing residential style buildings, including design, size, scale, and neighborhood continuity created by existing (pre-2009) single family housing, while allowing both single family and downtown serving office uses to occupy the structures.
3. A PUD Permit may be granted with flexible land use, parking, setback, and mixed use standards in order to maintain neighborhood design and character (see Zoning Ordinance Chapter 18.03 for PUD Permit standards).
4. Preservation of existing residential structural types is preferred to demolition and construction of new buildings. If new construction is proposed, design shall be based entirely on conserving of the residential neighborhood design character of the area, including form, color, height, materials, window designs, type of front door access, and yard characteristics of surrounding older houses and buildings. The area between the building and the street shall not be used for parking in new construction.
5. Chain link fencing is not allowed in the O-R District.
6. Historic design provisions shall apply in the O-R District.

Section I. Additional Design Standards for Properties Fronting on Cloverdale Boulevard

1. **Neighborhood Boulevard Design Standards**
 - a. The intent of the Neighborhood Boulevard design guidelines is to provide an attractive and appropriate transition into central Cloverdale. The map below defines the area in which the Neighborhood Boulevard Design guidelines apply.



- b. The design model for Cloverdale Boulevard is a tree-lined street where walking and bicycling is encouraged, and pavement for automobile uses is minimized, consistent with General Plan policies.
- c. On-street parking is not allowed unless separated from travel lanes by a landscaped island or where existing street configuration allows parking.
- d. All land uses shall have front entrances on Cloverdale Boulevard.
- e. Parking between Cloverdale Boulevard and the front of the building is not allowed.
- f. Building designs shall not allow backing onto Cloverdale Boulevard.
- g. Residential, office, lodging uses shall be designed as larger residential buildings (e.g. older houses in the northern Neighborhood Boulevard area).
- h. Retail and other commercial uses shall be designed to complement the residential design standard above.
- i. Historic design provisions apply to this area.

2. North and South Cloverdale Boulevard Design Standards

a. The intent of the North and South Cloverdale Boulevard design standards is to provide an entrance into the City which identifies Cloverdale as an attractive place to live and as a City where high-quality business investment is welcome and justified. The maps below define the areas in which the North and South Cloverdale Boulevard Design guidelines apply.



North Cloverdale Blvd.



South Cloverdale Blvd.

b. The design model for North and South Cloverdale Boulevard is a tree-lined street where walking and bicycling is encouraged, and pavement for automobile uses is minimized, consistent with General Plan policies. The appearance should have elements of a country road or rural street, even though serving city-level traffic.

c. Where existing trees are parallel to Cloverdale Boulevard, alternative sidewalk and bikeway alignments may be considered in order to preserve those trees.

d. On-street parking is not allowed on Cloverdale Boulevard unless separated from travel lanes by a landscaped island or where existing (pre-2009) street configurations have on-street parking. Removal of street parking is encouraged with new developments if consistent with existing street designs.

e. Historic design provisions apply to this area.