

5. PRIVATE REALM DEVELOPMENT STANDARDS, DESIGN GUIDELINES, AND URBAN DESIGN POLICIES

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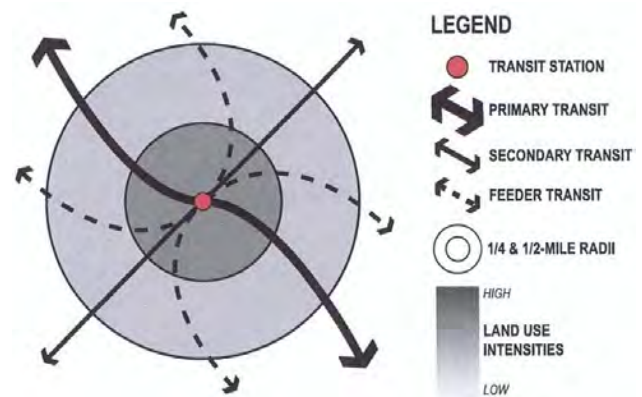
This chapter identifies how the built form should function and look to support transit-oriented development (TOD). It is organized into the following sections:

- 5.1. Transit-Oriented Development Overview. This section provides background information and direction for establishing TOD standards and guidelines for the North Santa Rosa Station Area.
- 5.2. Development Standards. These provide the requirements that shape the design of new buildings, streets, and public places.
- 5.3. Design Guidelines. These guidelines provide the ingredients needed to shape the urban design character of the Plan area. They are referred to as guidelines, since they are intended to provide flexibility to individual properties and circumstances. All development activities within the Plan area will need to address the relevant guidelines and demonstrate how the project supports the vision for the Plan area.
- 5.4. Urban Design and Character Goals & Policies. The goals and policies reinforce the urban design and character of the Plan area.

5.1 TRANSIT-ORIENTED DEVELOPMENT OVERVIEW

The North Santa Rosa Station Area is considered a Suburban Center by the Metropolitan Transportation Commission (MTC) in its Station Area Planning Manual (October 2007). The Suburban Center has particular characteristics that define it, such as:

- Mix of residential, employment, retail, and entertainment uses.
- Origin and destination for transit users.
- More single-use areas within the station area.
- Multiple transit options (bus, rail, paratransit, etc.).
- Land use intensities greater within 1/4 mile of the station.



Universally accepted transit-oriented design/development standards are based upon certain standard practices and principles applied in neighborhoods and districts immediately bordering and adjacent to transit stations, intermodal transportation hubs, and transfer stations. The intent of the standards is to encourage:

- Compact development patterns.
- Higher residential densities where appropriate.
- Comfortable pedestrian environments.
- Reduction in vehicle miles traveled (VMT).
- A mix of land uses—vertical and horizontal mix.
- Multimodal access.
- Well-designed, usable public spaces.
- Function as a pedestrian-oriented Suburban Center environment with quality architectural and urban design at a human scale; a place that will possess a quality in the built environment that will enhance the lives of all those who live, work, or move through the station area.
- Promote the development of a station area that will serve the broader community by applying principles of sustainability for the long-term economic benefit of this station area and all of Santa Rosa.

The North Santa Rosa Station Area Design Standards and Transit-Oriented Development Design Guidelines are based on tenets of the MTC guidelines and other well-developed TOD principles. The guidelines and standards address the quality of the built environment by providing a regulatory framework for the creative application of TOD principles by all those involved in building and developing property in the station area. The intention is to provide direction for creating a place that will:

Guiding Project Principles

The following project principles guided the development of the Private Realm Development Standards and Design Guidelines:

- Establish a land use plan, zoning, and a policy and design framework that will guide future development and redevelopment activities.
- Improve aesthetics and public safety through physical design and streetscape improvements.
- Develop and implement urban design standards that promote a walkable environment.
- Transform the project area into a vibrant and distinct place that people want to visit.
- Reduce greenhouse gas emissions by promoting sustainable transit-oriented development and practical alternative modes of transport to the automobile.

5.2 DEVELOPMENT STANDARDS

PURPOSE

Development standards establish rules for building form (e.g., height, setbacks, parking, and landscaping) for each of the land use designations introduced in Chapter 4. Standards are requirements that must be satisfied for all new development in the station area. The following development standards are intended to create a compact, walkable station area environment and to achieve the project principles described in Chapter 1 and the vision concepts described in Chapter 3.

For any standards not addressed in the tables in this chapter, see the Santa Rosa Zoning Code and the applicable zoning district's standards.

REQUIREMENTS AND DEFINITIONS

Several of the terms used in the Development Standards and Design Guidelines have specific meanings in this chapter and are critical to their application.

Building Use

Activity-generating use is a land use that is intended to attract a high volume of pedestrian traffic. An activity-generating use provides high customer turnover and social interaction, such as retail, entertainment and dining establishments, personal services, theaters, and galleries, and may include a lobby for upper-floor multi-family residential units.

Building Height and Orientation

Building height is measured as the vertical distance from the natural grade of the site to an imaginary plane located at the allowed number of feet above and parallel to the grade. Building heights convey the intensity and scale of structures and impact the feeling of enclosure within the streetscape.

Ground-floor depth and height requirements ensure that pedestrian-oriented uses such as retail can comfortably utilize the space.

Stepback requirements specify the number of feet a building should recede from the build-to line of the floor below it and are provided for all floors above a specified story. Stepbacks help create a continuous street wall edge, reduce the appearance of a building's scale and streetscape presence, and help control wind at the ground level. Six feet is the minimum stepback permitted to ensure a visual break in multi-story structures, and this distance provides the minimum width for a functional balcony.

Building Placement

Build-to line means a line with which the exterior wall of a building in a development is required to coincide.

Encroachment is when a portion of a building extends beyond the limits determined by the setbacks. Encroachments can occur within the property limits or in some cases beyond the property limits into the public right-of-way.

Ground-floor land use requirements ensure that the ground-floor uses are appropriate for the context.

Parking location requirements ensure that prime pedestrian frontage is not disrupted by automobile parking.

Setbacks establish a mandatory distance from the property line that the wall of a building must be constructed. Setbacks directly impact the character and activity along the adjacent sidewalk. A consistent front setback is desirable in pedestrian-oriented environments. Rear and side setbacks vary according to land use district.

Transparency and street-level entries provide visual stimulation and interest for pedestrians.

Table 5.1: Development Standards for Transit Village Mixed Use

Development Feature	Development Standard
Land Use	<ul style="list-style-type: none"> Ground-floor uses at the street must be activity-generating uses.
Building Height	<ul style="list-style-type: none"> Minimum 2 stories (25'); Maximum 5 stories (55')
Allowed Projections	<ul style="list-style-type: none"> Towers and turrets at corners may project up to 10' above maximum height. Roof forms above fascia vary by roof type, but may project to a maximum of 10' above maximum height.
Retail Ceiling Height (Ground Floor)	<ul style="list-style-type: none"> Minimum 15'
Canopy Height	<ul style="list-style-type: none"> Minimum height to bottom of canopy or awning 8'
Building Setbacks	See the Santa Rosa Zoning Code for minimum setback requirements by applicable zoning district.
Building Stepbacks	<ul style="list-style-type: none"> Step back all floors above 3 stories a minimum of 6'.
Ground-Floor Retail Depth	<ul style="list-style-type: none"> Minimum 25'
Recessed Entries	<ul style="list-style-type: none"> Recessed entries allowed at street front Maximum depth 5'; at corners 10'
Allowed Encroachments	<ul style="list-style-type: none"> Balconies may encroach up to 2.5' into all front setbacks or public rights-of-way. Awnings and canopies (functional weather protection) may encroach up to 8' into the public right-of-way. Bay windows, chimneys, and eaves may encroach up to 2.5' into all setback areas.
Vehicular Parking	<ul style="list-style-type: none"> Residential: 1.5/DU minimum Affordable Residential: 1.0/DU minimum Senior Housing: 0.5/DU minimum Commercial: 2.5/1,000 SF minimum
Bicycle Parking	See the Santa Rosa Zoning Code for bicycle parking requirements.
Access Standards	<ul style="list-style-type: none"> All main building entries shall face the street. Private surface parking lots are not permitted in front of buildings. Locate on-site parking to the rear of the property or internal to the block and provide access to parking through alleys and driveways, as possible.

Figure 5.1: Transit Village Mixed Use Building Placement Diagram

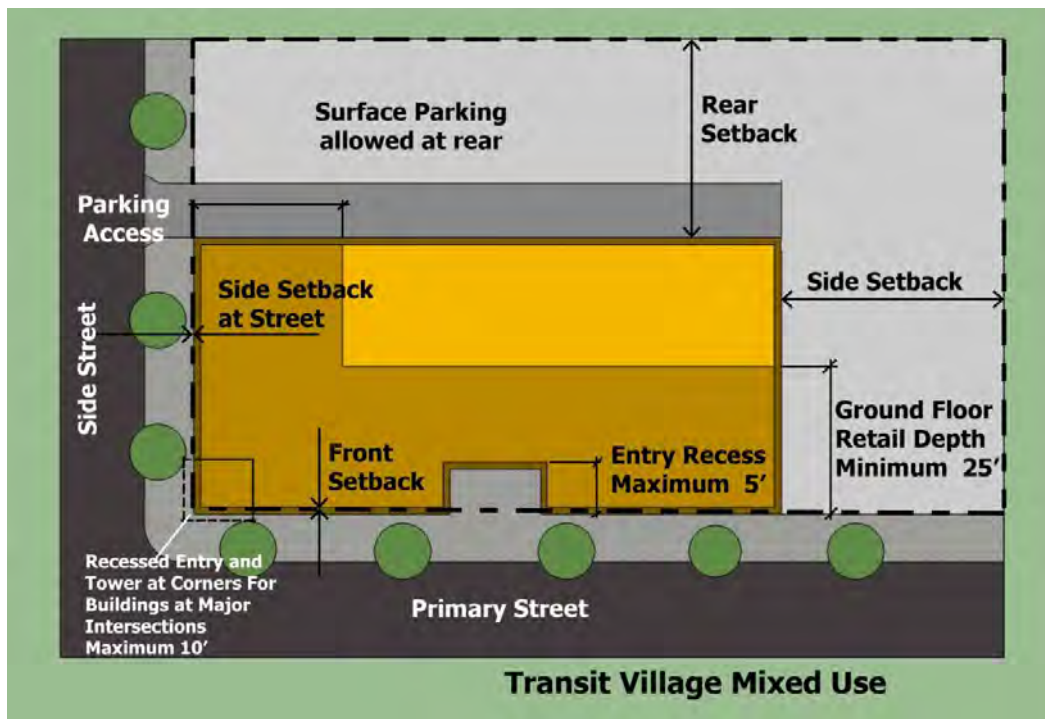


Figure 5.2: Transit Village Mixed Use Building Heights Diagram

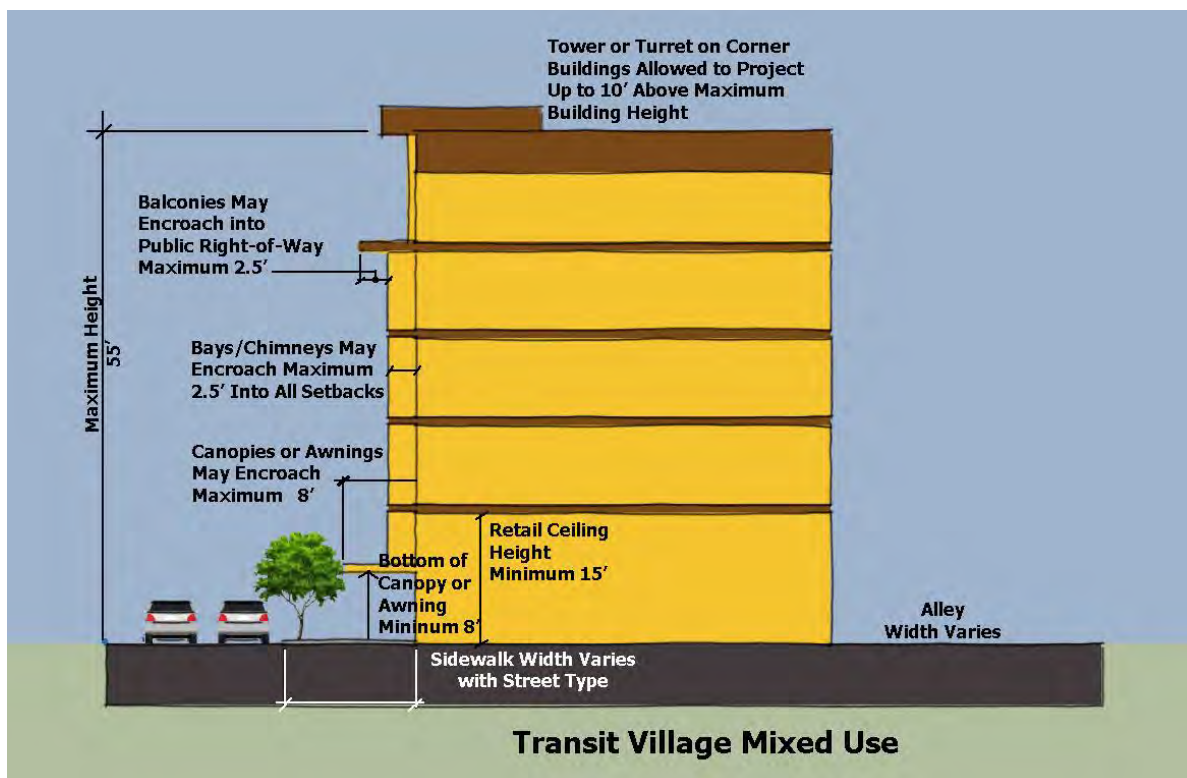


Table 5.2: Development Standards for Transit Village Medium

Development Feature	Development Standard
Building Height	<ul style="list-style-type: none"> • Maximum 4 stories (45') • Maximum 3 (35') stories when property line abuts residential
Allowed Projections	<ul style="list-style-type: none"> • Towers and turrets may project up to 5' above maximum height, or at corners may project up to 10' above maximum height. • Roof forms above fascia vary by roof type, but may project to a maximum of 10' above maximum height.
Retail Ceiling Height (Ground Floor)	<ul style="list-style-type: none"> • Minimum 15'
Canopy Height	<ul style="list-style-type: none"> • Minimum height to bottom of canopy or awning 8'
Building Setbacks	See the Santa Rosa Zoning Code for minimum setback requirements by applicable zoning district.
Building Stepbacks	<ul style="list-style-type: none"> • Step back all floors above 3 stories a minimum of 6'.
Ground-Floor Retail Depth	<ul style="list-style-type: none"> • Minimum 25'
Allowed Encroachments	<ul style="list-style-type: none"> • Balconies may encroach up to 2.5' into all front setbacks or public rights-of-way. • Awnings and canopies (functional weather protection) may project up to 8' into the public right-of-way. • Bay windows, chimneys, and eaves may encroach a maximum of 2.5' into all setback areas.
Vehicular Parking	<ul style="list-style-type: none"> • Residential: 1.5/DU minimum • Affordable Residential: 1.0/DU minimum • Senior Housing: 0.5/DU minimum • Commercial: 2.5/1,000 SF minimum
Bicycle Parking	See the Santa Rosa Zoning Code for bicycle parking requirements by use.
Access Standards	<ul style="list-style-type: none"> • All main building entries shall face the street. • Private surface parking lots are not permitted in front of buildings. • Locate on-site parking to the rear of the property or internal to the block and provide access to parking through alleys and driveways, as possible.

Figure 5.3: Transit Village Medium Building Placement Diagram

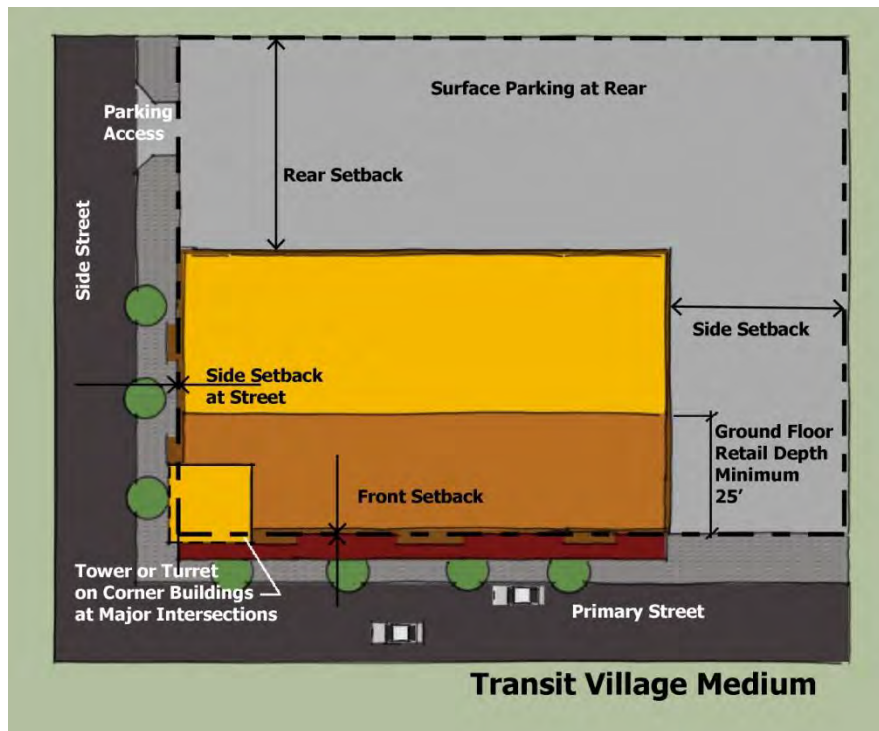


Figure 5.4: Transit Village Medium Building Height Diagram

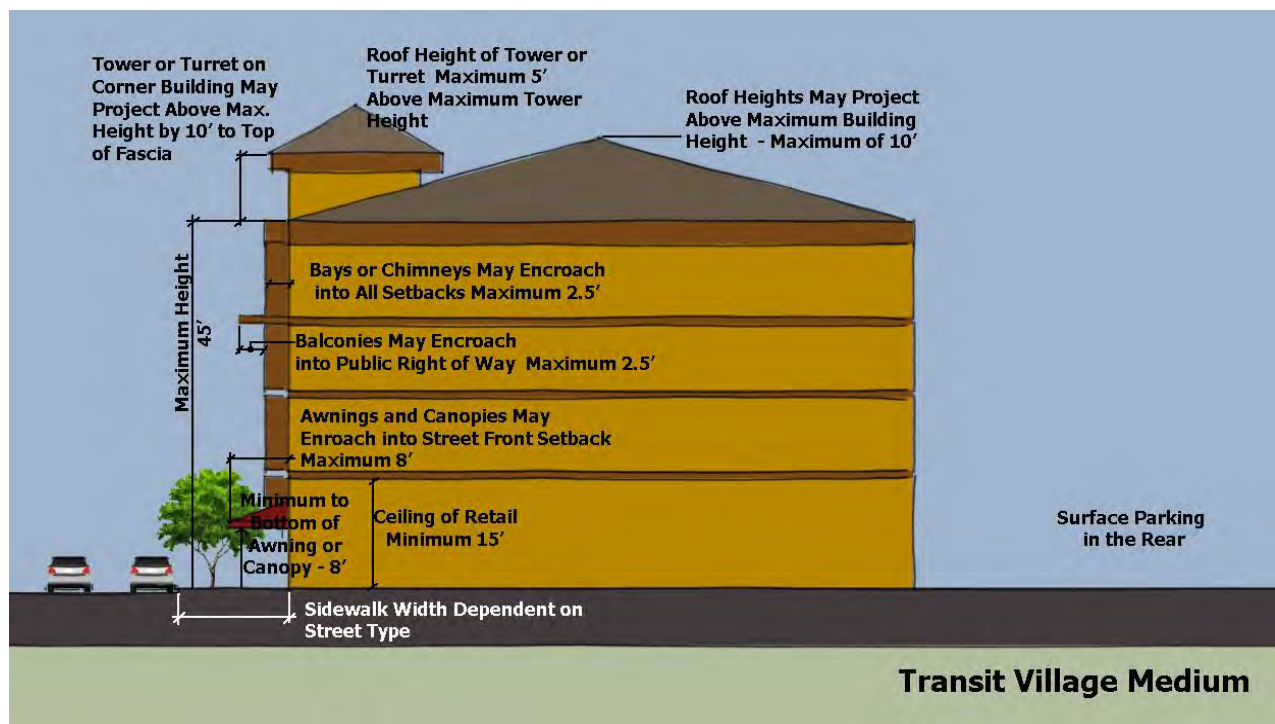


Table 5.3: Development Standards for Medium Density Residential

Development Feature	Development Standard
Building Height	<ul style="list-style-type: none"> Maximum 3 stories (35').
Allowed Projections	<ul style="list-style-type: none"> Roof forms above fascia vary by roof type, but may project to a maximum of 10' above maximum height.
Building Setbacks	See the Santa Rosa Zoning Code for minimum setback requirements by applicable zoning district.
Allowed Encroachments	<ul style="list-style-type: none"> Main entries may encroach up to 12' into setback. Secondary entries and balconies may encroach up to 2.5' into all setback areas. Bay windows, chimneys, and eaves may encroach a maximum of 2.5' into all setback areas.
Vehicular Parking	<ul style="list-style-type: none"> Residential: 1.5/DU minimum Affordable Residential: 1.0/DU minimum Senior Housing: 0.5/DU minimum
Bicycle Parking	See the Santa Rosa Zoning Code for bicycle parking requirements by use.
Access Standards	<ul style="list-style-type: none"> All main building entries shall face the street. Private surface parking lots are not permitted in front of buildings. Locate on-site parking to the rear or side of the property or internal to the block and provide access to parking through alleys and driveways, as possible.

Figure 5.5: Medium Density Residential Building Placement Diagram

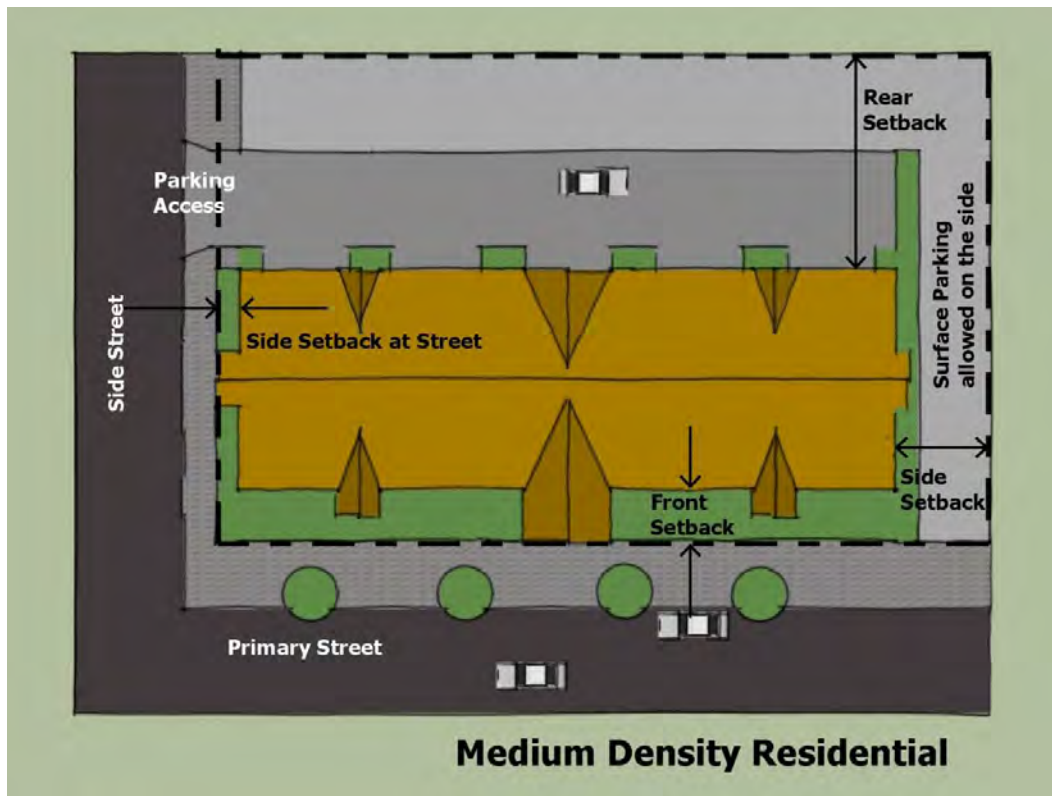


Figure 5.6: Medium Density Residential Building Height Diagram

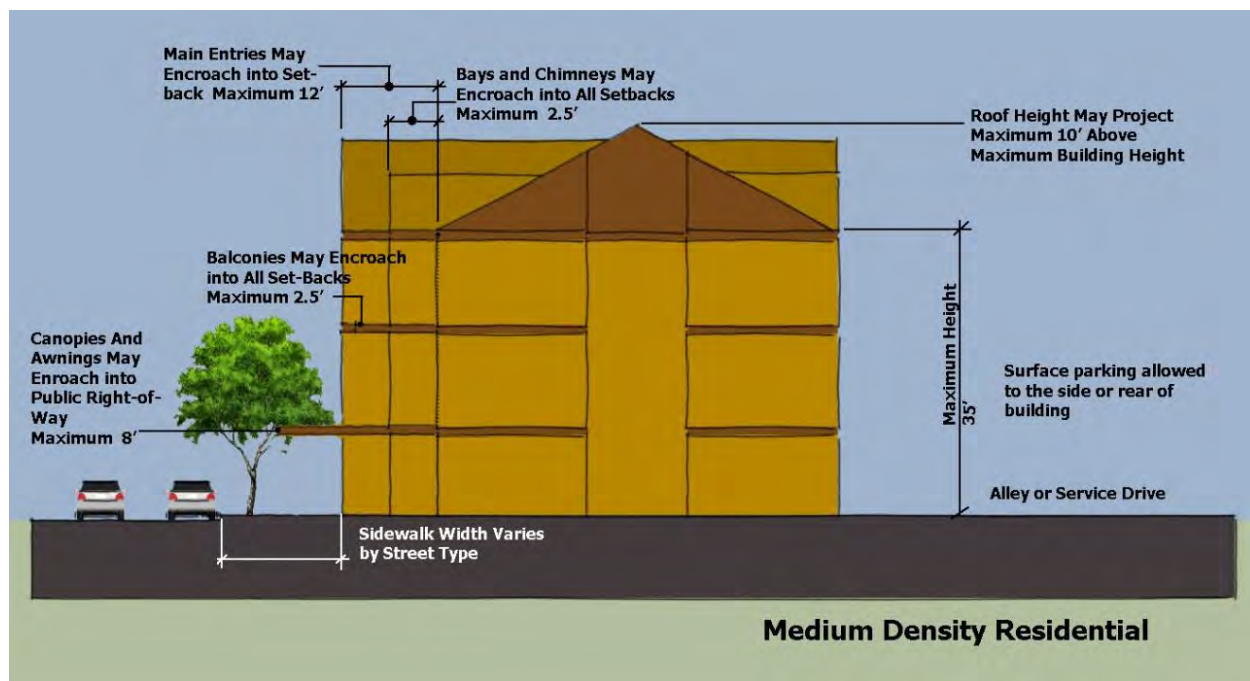


Table 5.4: Development Standards for Medium-High Density Residential

Development Feature	Development Standard
Building Height	<ul style="list-style-type: none"> Maximum 4 stories (45')
Allowed Projections	<ul style="list-style-type: none"> Roof height varies by roof type, but may project to a maximum of 10' above maximum height.
Building Setbacks	See the Santa Rosa Zoning Code for minimum setback requirements by applicable zoning district.
Building Stepbacks	<ul style="list-style-type: none"> Step back all floors above 3 stories a minimum of 6'.
Allowed Encroachments	<ul style="list-style-type: none"> Main entry may encroach up to 10' into front setback. Awnings and canopies (functional weather protection) may encroach up to 8' into public right-of-way. Balconies, bay windows, chimneys, and eaves may encroach a maximum of 2.5' into all setback areas.
Vehicular Parking	<ul style="list-style-type: none"> Residential: 1.5/DU minimum Affordable Residential: 1.0/DU minimum Senior Housing: 0.5/DU minimum
Bicycle Parking	See the Santa Rosa Zoning Code for bicycle parking requirements by use.
Access Standards	<ul style="list-style-type: none"> All main building entries shall face the street. Private surface parking lots are not permitted in front of buildings. Locate on-site parking to the rear or side of the property or internal to the block and provide access to parking through alleys and driveways, as possible.

Figure 5.7: Medium-High Density Residential Building Placement Diagram

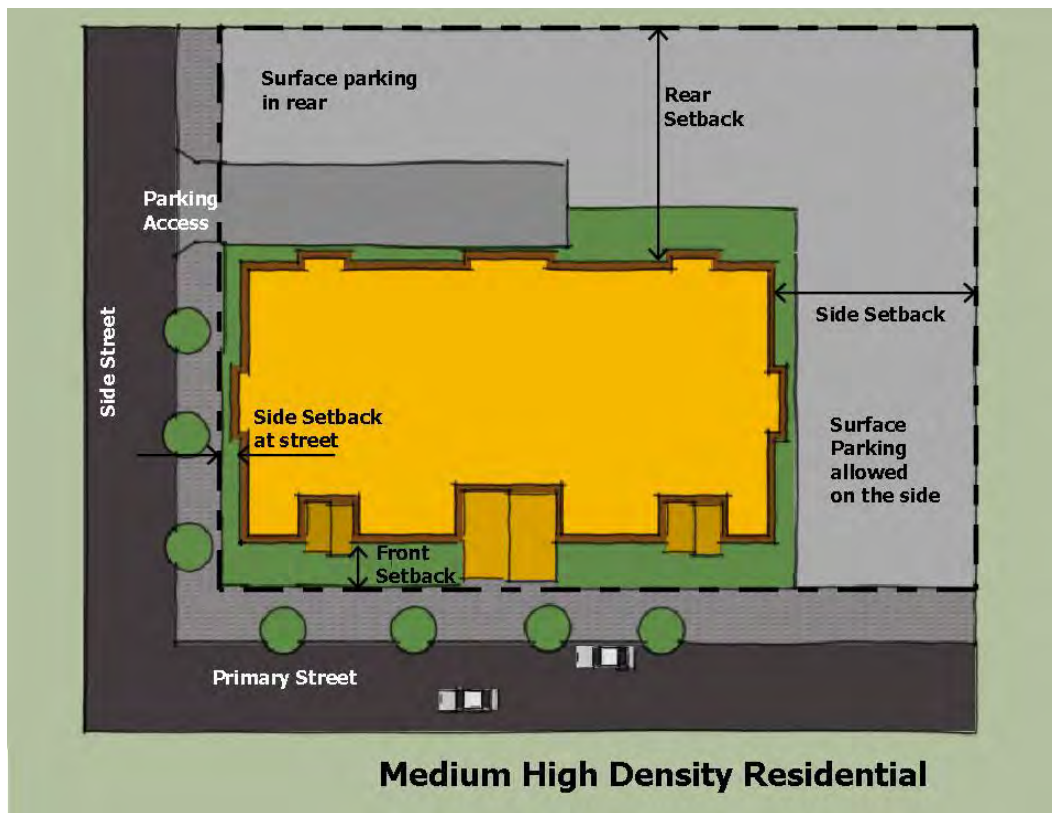


Figure 5.8: Medium-High Density Residential Building Height Diagram

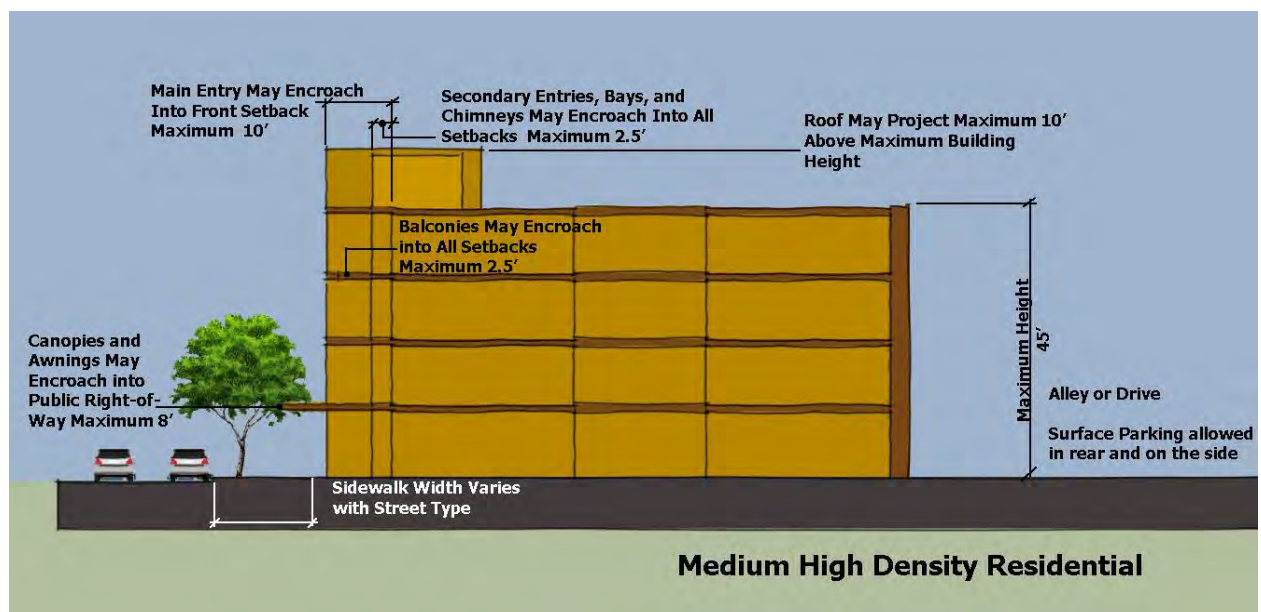


Table 5.5: Retail and Business Services

Development Feature	Development Standard
Land Use	<ul style="list-style-type: none"> Ground-floor uses at the street must be activity-generating uses.
Building Height	See the Santa Rosa Zoning Code for height requirements by applicable zoning district.
Retail Ceiling Height (Ground Floor)	<ul style="list-style-type: none"> Minimum 15'
Building Setbacks	See the Santa Rosa Zoning Code for minimum setback requirements by applicable zoning district.
Building Stepbacks	<ul style="list-style-type: none"> Step back all floors above 3 stories a minimum of 6'.
Recessed Entries	<ul style="list-style-type: none"> Corners: Maximum depth 10' Front: Maximum depth 5'
Retail Frontage	<ul style="list-style-type: none"> Transparency minimum 80% of frontage on street (transparency to wrap corners up to 25% of side facade facing street).
Allowed Encroachments	<ul style="list-style-type: none"> Awnings and canopies (functional weather protection) may encroach up to 8' into the public right-of-way. Bay windows and eaves may encroach a maximum of 2.5' into any setback.
Vehicular Parking	<ul style="list-style-type: none"> Residential: 1.5/DU minimum Affordable Residential: 1.0/DU minimum Senior Housing: 0.5/DU minimum Commercial: 2.5/1,000 SF minimum
Bicycle Parking	See the Santa Rosa Zoning Code for bicycle parking requirements by use.
Access Standards	<ul style="list-style-type: none"> Public surface parking is not allowed in front setback. All other surface parking is to be located to the side or at the rear of the building. Provide access with driveways or through alley if practicable.

Figure 5.9: Retail and Business Services Building Placement Diagram

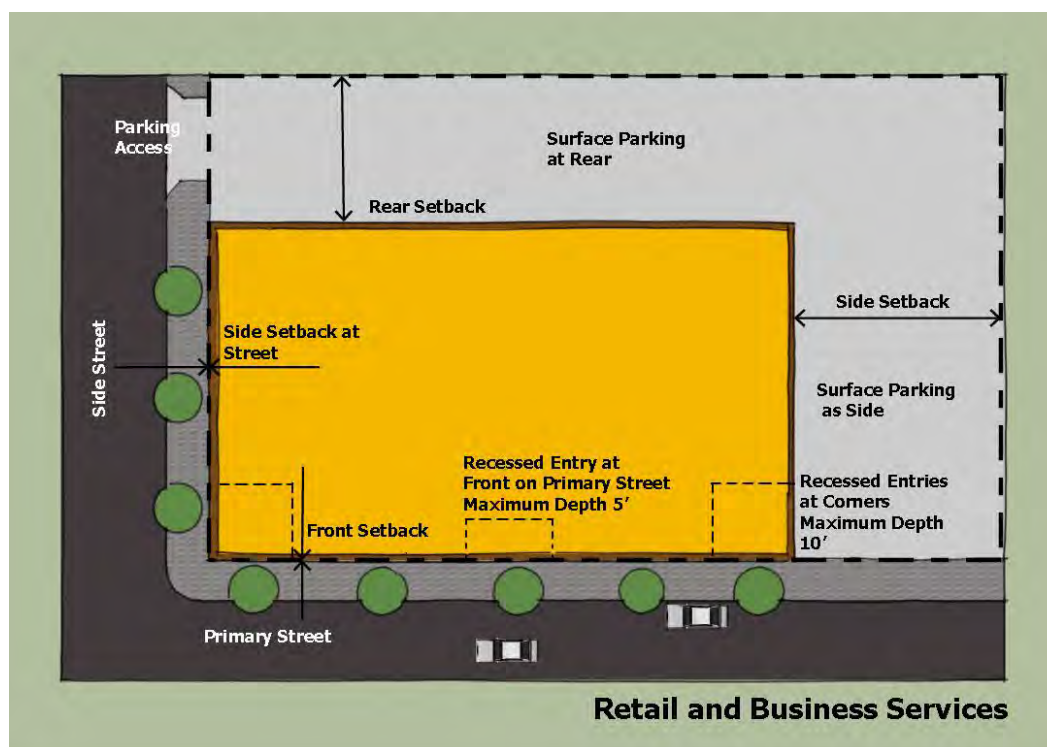


Figure 5.10: Retail and Business Services Building Height Diagram



Table 5.6: Development Standards for Office

Development Feature	Development Standard
Building Height	<ul style="list-style-type: none"> • Minimum 2 (25'); Maximum 3 stories (35')
Retail Ceiling Height	<ul style="list-style-type: none"> • Minimum 15' (ground floor)
Building Setbacks	See the Santa Rosa Zoning Code for minimum setback requirements by applicable zoning district.
Allowed Encroachments	<ul style="list-style-type: none"> • Front entrance may encroach 5' into setback. • Awnings and canopies (functional weather protection) may encroach up to 8' into the front setback or public right-of-way. • Bay windows and eaves may encroach a maximum of 2.5' into any setback.
Vehicular Parking	<ul style="list-style-type: none"> • 2.5/1,000 SF minimum
Bicycle Parking	See the Santa Rosa Zoning Code for bicycle parking requirements by use.
Access Standards	<ul style="list-style-type: none"> • All main building entries shall face the street. • Private surface parking lots are not permitted in front of buildings. • Locate on-site parking to the rear, internal to block, tucked under, or in a below-ground structure and provide access to parking through alleys and driveways as possible.

Figure 5.11: Office Building Placement Diagram

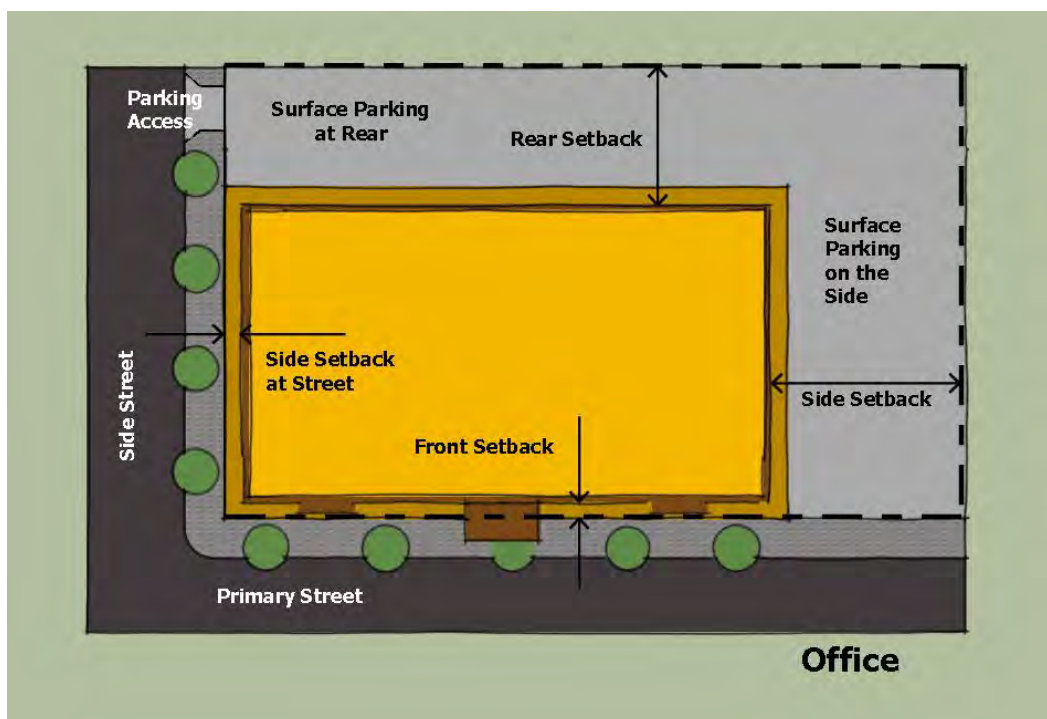


Figure 5.12: Office Building Height Diagram

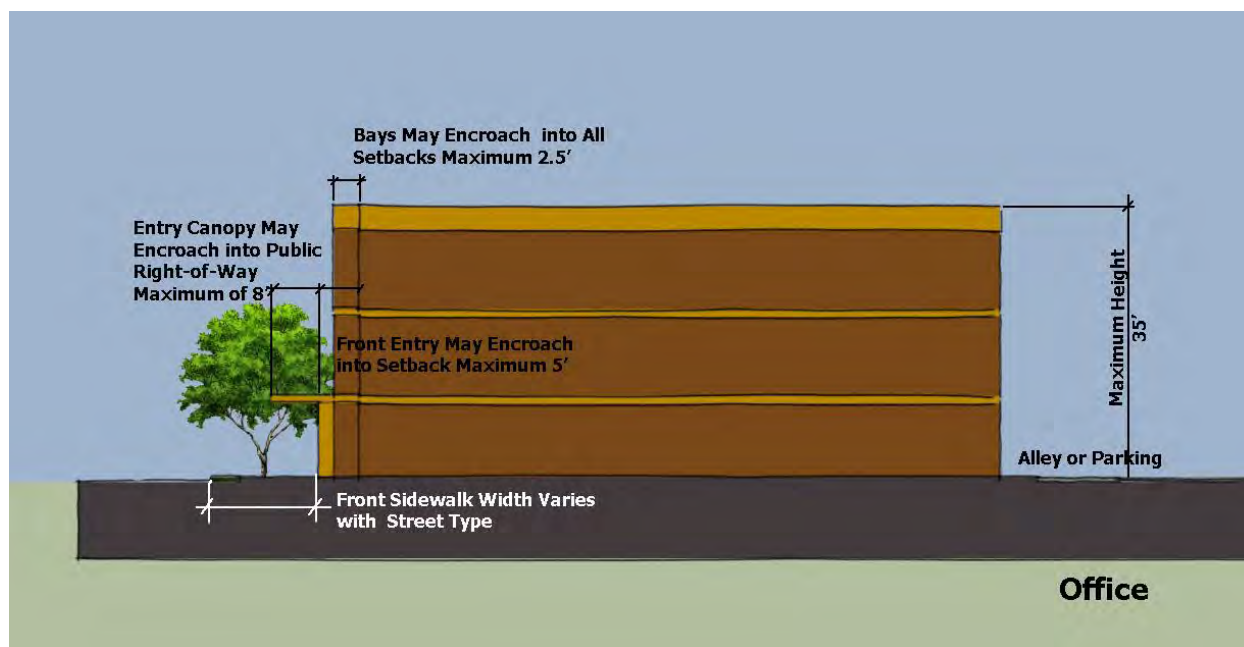


Table 5.7: Development Standards for Light Industrial

Development Feature	Development Standard
Building Height	<ul style="list-style-type: none"> • Minimum 2 stories (25'); Maximum 5 stories (55')
Building Setbacks	See the Santa Rosa Zoning Code for minimum setback requirements by applicable zoning district.
Building Stepbacks	<ul style="list-style-type: none"> • Step back all floors above 3 stories a minimum of 6'.
Allowed Encroachments	<ul style="list-style-type: none"> • Main entries may encroach a maximum of 5' into front setback. • Awnings and canopies (functional weather protection) may encroach up to 8' into the front setback or public right-of-way. • Bay windows and eaves may encroach a maximum of 2.5' into any setback.
Vehicular Parking	<ul style="list-style-type: none"> • 2.5/1,000 SF minimum
Bicycle Parking	See the Santa Rosa Zoning Code for bicycle parking requirements by use.
Access Standards	<ul style="list-style-type: none"> • Private surface parking lots are not permitted in front setback. • Locate on-site parking and yards to the side or at the rear of the main building. • Provide access with driveways or through alley if practicable.

Figure 5.13: Light Industrial Building Placement Diagram

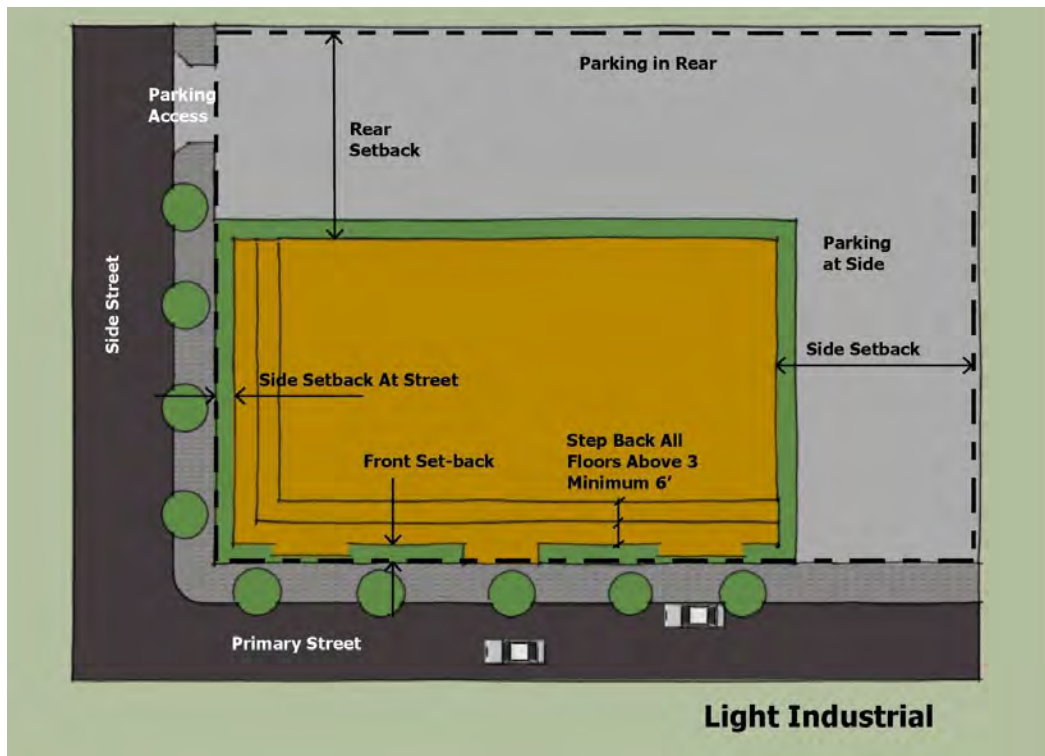


Figure 5.14: Light Industrial Building Height Diagram

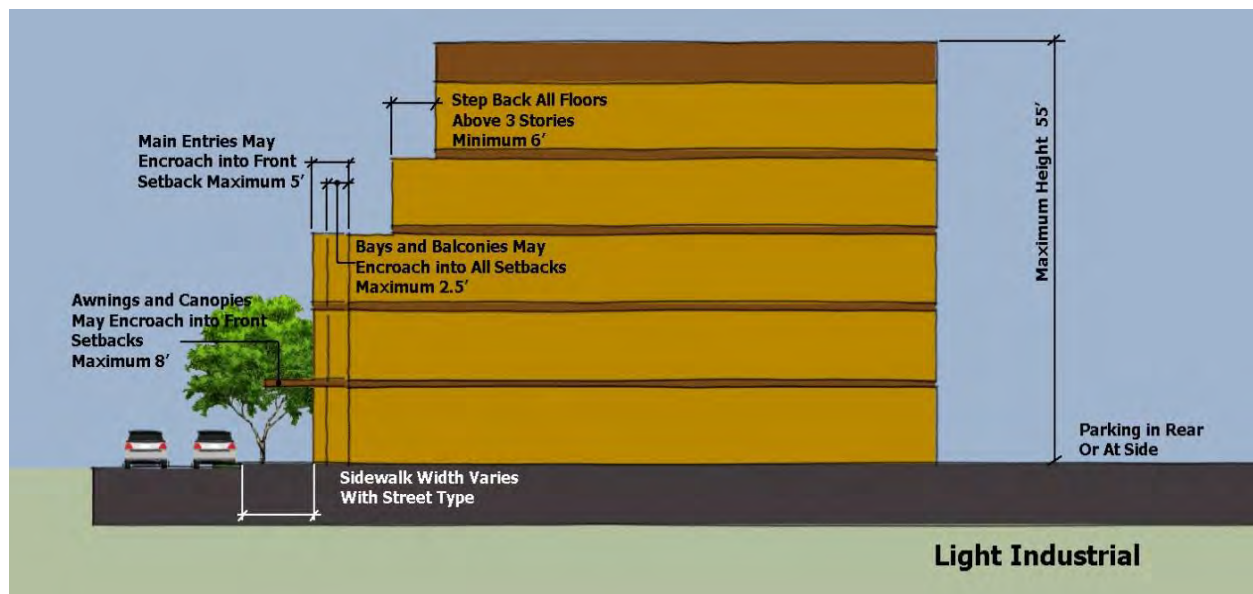


Table 5.8: Development Standards for Business Park

Development Feature	Development Standard
Building Height	See the Santa Rosa Zoning Code for height requirements by applicable zoning district.
Building Setbacks	See the Santa Rosa Zoning Code for setback requirements by applicable zoning district.
Building Stepbacks	<ul style="list-style-type: none"> Step back all floors above 3 stories a minimum of 6'.
Allowed Encroachments	<ul style="list-style-type: none"> N/A (see Building Setbacks)
Vehicular Parking	<ul style="list-style-type: none"> 2.5/1,000 SF minimum
Bicycle Parking	See the Santa Rosa Zoning Code for bicycle parking requirements by use.
Access Standards	<ul style="list-style-type: none"> Private surface parking is not allowed in what is determined to be fronts of buildings facing public streets (site plan dependent). Surface parking is to be located to the side or in what is designated as the rear of all buildings. Provide access with driveways or through alley if practicable.

Table 5.9: Development Standards for Public/Institutional

Development Feature	Development Standard
Building Height	<ul style="list-style-type: none"> Maximum 4 stories (45')
Building Minimum Setbacks	See the Santa Rosa Zoning Code for minimum setback requirements by applicable zoning district.
Stepbacks	<ul style="list-style-type: none"> Step back all floors above 3 stories a minimum of 6'.
Allowed Encroachments	<ul style="list-style-type: none"> Main entries may encroach up to 5' into front setback. Awnings and canopies (functional weather protection) may encroach up to 8' into the front setback or public right-of-way. Bay windows and eaves may encroach a maximum of 2.5' into any setback.
Vehicular Parking	<ul style="list-style-type: none"> 2.5/1,000 SF minimum
Bicycle Parking	See the Santa Rosa Zoning Code for bicycle parking requirements by use.
Access Standards	<ul style="list-style-type: none"> Public surface parking is not allowed in front setback. All other surface parking is to be located to the side or in the rear of the building. Provide access with driveways or through alley if practicable.

Figure 5.15: Public/Institutional Building Placement Diagram

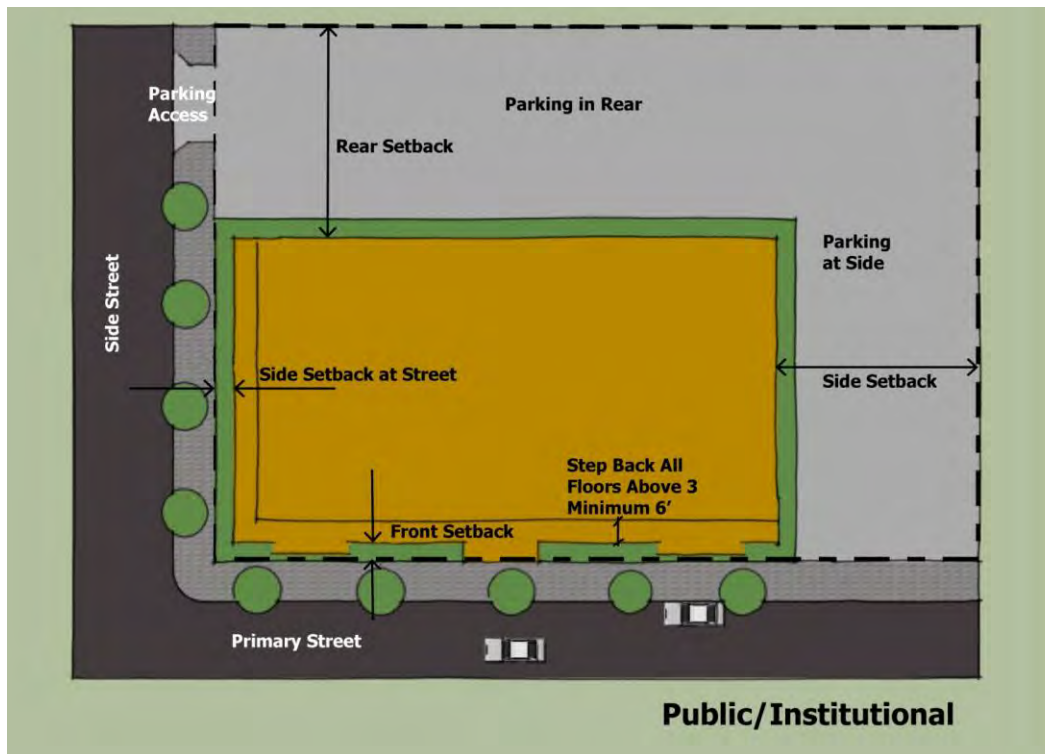
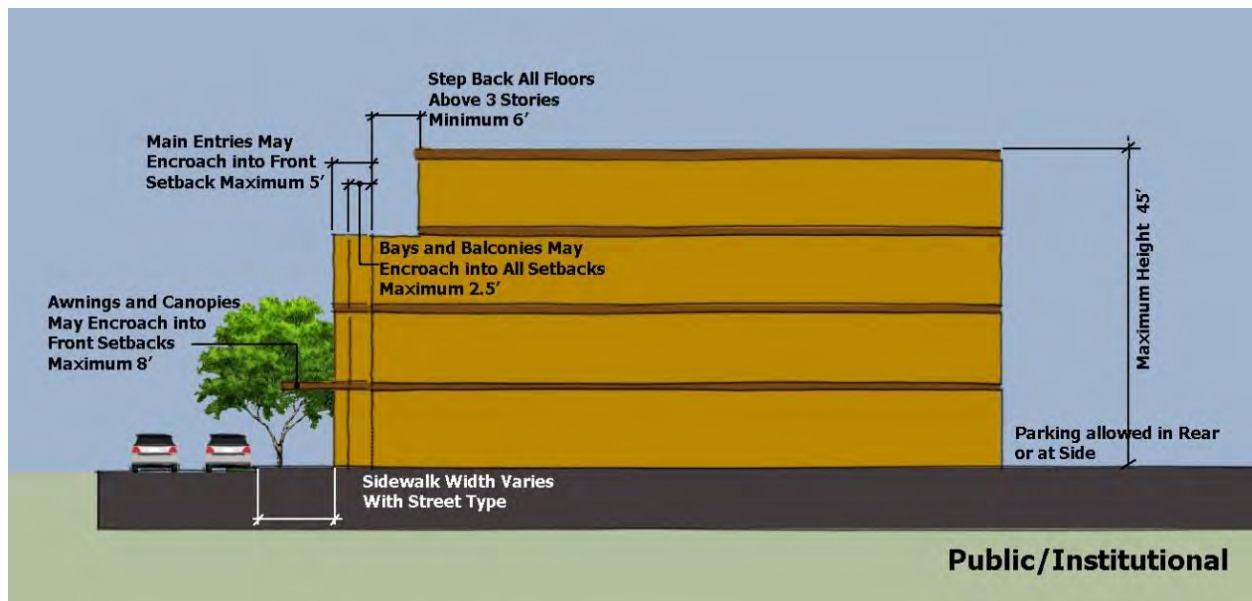


Figure 5.16: Public/Institutional Building Height Diagram



5.3 DESIGN GUIDELINES

Building form in the station area is dictated by the particular standards applicable for each land use designation, as described in Section 5.2 of this chapter. However, there are certain commonalities to building design and orientation that are consistent throughout the station area. The guidelines below are intended to promote urban design that supports a higher density and intensity development pattern while creating an attractive, safe, and walkable community.

The intent of these guidelines is to support the vision concepts and land use plan for the planning area, which establish higher density and intensity uses closest to the SMART station, with a gradual reduction in intensity and density moving outward from the station to the edge of the project area. Ground-floor uses near the station will be activity-generating uses with plenty of windows and entrances onto the street and interesting architectural features such as recessed entries and canopies. Residential uses will present an attractive face to the street with windows, balconies, or other features that provide physical and visual connections to the street edge. Buildings are encouraged to build to the minimum setback to create a strong relationship with the sidewalk edge.

Parking is accessed from side streets or alleys where possible, avoiding pedestrian/auto conflicts. Parks and urban plazas should be inviting by providing ample seating, amenities, and lighting.

The following outline the design goals within the North Station Area boundaries:

- A. To create an active, vibrant, and distinct place where people want to live, work, and visit.
- B. To ensure that building designs, site layout, and building uses support a transit-friendly environment.
- C. To beautify the existing streetscapes and maximize the visual and physical connections within the area.
- D. To encourage buildings with active and open facades that interest those walking and biking in the area, and to create an active pedestrian-oriented streetscape.
- E. To incorporate sustainable building principles into all new development.
- F. To create and define welcoming, safe open space for all to enjoy.
- G. To create multi-story buildings that provide a human scale.
- H. To encourage superior design with well-crafted and detailed building facades, particularly at the street level.
- I. To create a comfortable environment for pedestrians, bicyclists, and vehicles alike.
- J. To design sites so that the vehicle is not the dominant feature.

Throughout this section, symbols are used to indicate whether a guideline meets the following principles:


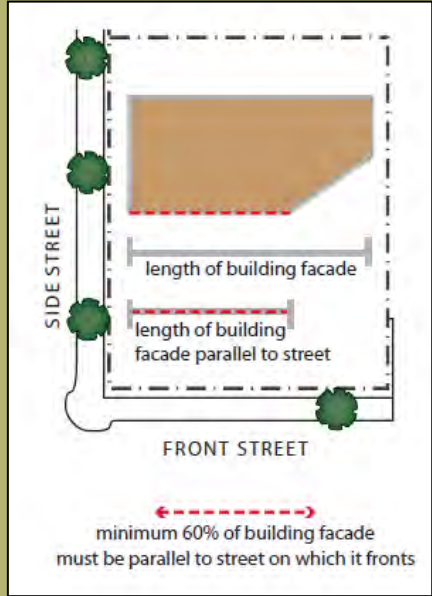


Americans with Disabilities Act (ADA)-friendly standard or guideline

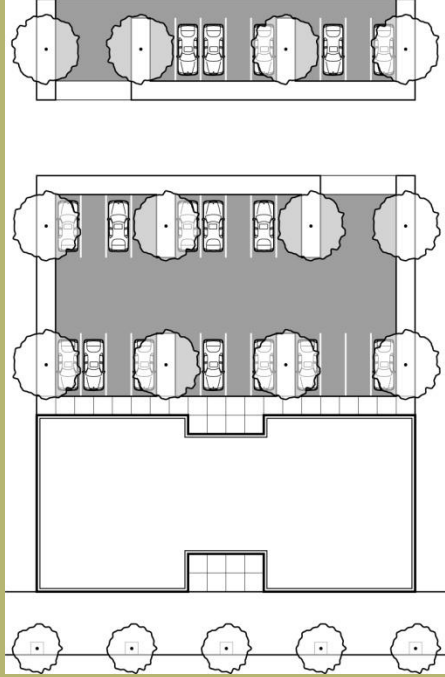



Green Design/Low Impact Development (LID) standard, methods, or guidelines

Table 5.10: Design Guidelines








Design Treatment	Design Guidelines	Graphic Example
STATION AREA SITE PLANNING GUIDELINES		
Building Placement	<ul style="list-style-type: none"> Encourage buildings to be built to the minimum setback assigned for the district. No less than 60% of the building facade should be oriented parallel to the street on which it fronts. Arrange buildings to define, connect, and activate sidewalks and public spaces. 	 <p><i>Building built to the minimum setback and arranged to connect and activate the sidewalk</i></p> 





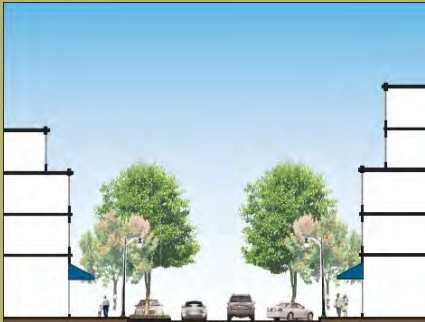
Design Treatment	Design Guidelines	Graphic Example
Sidewalks and Pathways	<ul style="list-style-type: none"> Minimize the number of curb cuts to reduce conflicts between pedestrians and automobiles. Curb cuts and access should be avoided on primary streets. (See parking guidelines below.) Decorative pavers and walking surfaces are encouraged in heavily used pedestrian areas such as shopping areas and urban plazas. 	 <p><i>Decorative paving</i></p>
Landscaping	<ul style="list-style-type: none">  Landscaping should be native and drought-tolerant species to the greatest extent possible. Landscaping should be properly maintained and trimmed to maximize visibility. Development shall provide up to 10–30% of the total project area for landscaping and open space amenities such as patios, courtyards, or rooftop gardens. In mixed-use districts, landscape treatment should reflect an urban character with the strategic use of planting areas, street trees, planters, hanging baskets, and appropriate foundation plantings where practicable. Hardscaped areas should be softened with the use of plants, shrubs, trees, and grassy areas. 	 <p><i>Example of an appropriately landscaped and maintained mixed-use development</i></p>


Design Treatment	Design Guidelines	Graphic Example
Parking	<ul style="list-style-type: none"> • Private alleys are encouraged to provide access for service and parking. • All parking areas should be well lit with clearly identified exits and connections to streets and sidewalks. • Parking areas should be screened from public streets to minimize visibility from the public right-of-way. 	 <p><i>Parking accessed from private alley</i></p>
Parks and Playgrounds (public or private)	<ul style="list-style-type: none"> • Provide amenities that draw people into the space, such as water features, public art, gathering areas, shade, drinking fountains, etc. • Enhancements to the ground plane are encouraged, such as contrasting colors and/or paving textures. • Provide seating, based on park size, in the form of benches, planters, or seat walls. • Provide shade trees or shade structures to protect from sun and rain. • Parks and playgrounds should take advantage of natural features. • Parks and playgrounds should be in proximity to residential areas with adequate visibility from streets, residences, and sidewalks for safety and security. • Parks should be well lit with pedestrian-scale fixtures and designed with particular attention to security. 	 <p><i>Small neighborhood park with high visibility</i></p>

Design Treatment	Design Guidelines	Graphic Example
Urban Plazas (public or private)	<ul style="list-style-type: none"> • Provide furnishings for sitting or leaning and design amenities such as planters and walls at a suitable height and depth to allow for comfortable sitting and leaning. • Vertical elements within the plaza should be located in a manner that provides clear sightlines in the direction of approaching buses, taxis, and/or passenger vehicles. • Plaza design should emphasize adequate areas of hardscape and seating to host a variety of activities and events. Landscaped areas should not inhibit the plaza's ability to serve as a venue for public events. • Urban plazas that front roadways should be defined through use of different and distinguishable paving material, textures, and/or colors. Removable bollards and other similar features are encouraged at the interface of the plaza edge and street. • Plazas located in commercial or mixed-use zones should be connected to the sidewalk or pedestrian path system. • See Section 7.4 Street Furnishing Guidelines, which also apply to urban plaza furnishings. However, private projects are free to select other furniture models and manufacturers to reflect design styles compatible to a particular project. • To provide interest, plazas should incorporate a variety of materials, color, texture, and focal elements such as fountains or public art. • Shade trees and shaded seating areas are strongly encouraged to provide sun protection. • Plazas should be located adjacent to sidewalks, pedestrian paths, retail, and outdoor dining areas to maximize visibility. • Plazas should be well lit with pedestrian-scale fixtures. • Plazas should be designed with particular attention to security. 	 <p><i>Urban plaza, located near shopping and restaurants, with seating and focal elements such as a fountain</i></p>


Design Treatment	Design Guidelines	Graphic Example
Outdoor Dining Areas	<ul style="list-style-type: none"> • Outdoor dining areas are encouraged in the station area. • The design, materials, and colors of all outdoor dining furnishings should complement the associated restaurant/café. • Consider providing trash receptacles, with a lid, for outdoor spaces with mobile vending carts. • If umbrellas are used, vinyl or plastic materials should be avoided. Umbrella stands should be cast aluminum, wrought iron, fabricated steel, wood, or similar materials. • Table layout is encouraged to be in rows, parallel to the building. • Plastic and resin table and chair materials are discouraged. • Any fencing or walls should be decorative in nature and should not be solid or opaque. Materials such as wrought iron, other metals, or wood are encouraged, except that wood pickets are discouraged. Planter boxes or pots may be used. Solid masonry walls that are outside of the public right-of-way may also be used. Fences/walls should not exceed 42 inches in height, and planter boxes and associated plant heights should not exceed 48 inches in height. 	 <p><i>Outdoor dining</i></p>

Design Treatment	Design Guidelines	Graphic Example
Pedestrian Furnishings	<ul style="list-style-type: none"> Private realm pedestrian furnishings should conform to the same design standards identified for public realm streetscape furnishings in Chapter 7, Section 7.4. However, private projects are free to select other furniture models and manufacturers to reflect design styles compatible with a particular project. Consider selecting pedestrian furnishings that are compatible with the public streetscape furnishings palette identified in Chapter 7, Section 7.4 to reinforce a uniform design theme for the project area.  New pedestrian furnishings should be placed such that the public right-of-way remains uncluttered and safe for pedestrian access.  Benches and planters should be placed against a building wall in order to promote easy pedestrian movement along the sidewalk. Where there are wider sidewalks, benches and planters may be located away from the building. Social arrangements of benches (facing, on corners, etc.) are encouraged to help create livable “outdoor rooms.” Consider ease of entry and exit when placing bike racks or other furnishings with the potential for pedestrian/bicycle conflict. 	 <p><i>Sidewalk that appropriately utilizes pedestrian lighting, street trees, planters, and seating, while maintaining an uncluttered street frontage</i></p>
Sustainable Site Design	<ul style="list-style-type: none">  Buildings should be oriented to maximize passive solar heating during cool seasons, avoid solar heat gain during hot periods, and maximize natural ventilation.  Stormwater runoff should be detained and retained by maximizing the use of pervious surfaces, vegetated bioswales, and vegetative ground cover to the greatest extent practicable.  The use of recycled water for landscaping is encouraged. 	 <p><i>Project utilizing native trees and extended eaves for natural cooling</i></p>

Design Treatment	Design Guidelines	Graphic Example
Sustainable Site Materials	<ul style="list-style-type: none">  Site materials should be selected based on the following characteristics, to the greatest extent practicable: <ul style="list-style-type: none"> Durability Reparability Low toxicity Recycled content Regionally sourced Ability to be recycled or reused Ease of maintenance  Sustainable site materials may include recycled content paving materials, permeable paving, low-VOC paint, and high-albedo surfaces and roofs. 	 <p><i>Permeable paving</i></p>
Development Along Creeks	<ul style="list-style-type: none"> Development should be oriented to face paths/creeks, and any fencing should be “open” to provide eyes on paths/creeks. 	 <p><i>Development oriented to the creek</i></p>
Compatible Design	<ul style="list-style-type: none"> Development on either side of streets (facing each other) should be designed at a compatible scale and massing to encourage a comfortable pedestrian environment and maintain a sense of visual cohesion along the street. 	 <p><i>Compatible scale and massing on either side of a street</i></p>




Design Treatment	Design Guidelines	Graphic Example
Interface Between Land Uses	<ul style="list-style-type: none"> Encourage positive transitions in scale and character at the interface between residential and nonresidential land uses. To establish continuity between land uses, all new developments in the project area, regardless of size or use, should reflect a similar urban form that is human-scale and pedestrian-oriented, with strong physical and visual connections to fronting streets. 	 <p><i>Transition between commercial and residential uses</i></p>






STATION AREA ARCHITECTURAL GUIDELINES

Articulation	<ul style="list-style-type: none"> Architectural scaling elements should be used to break down the appearance of large building facades into architectural patterns and component building forms. The use of color and a variety of materials, projections, awnings, and canopies should be used to achieve variation and articulation in the building facade. Blank walls should be avoided, and large-scale HVAC ventilation ducts facing sidewalks or primary streets are discouraged. Facades greater than 100 feet in length should incorporate recesses and projections a minimum of 3 feet in depth and a minimum of 20 contiguous feet within each 100 feet of facade length. Windows, awnings, balconies, entry areas, and arcades should total at least 60% of the facade length facing a public street. Commercial developments should consider animating features such as arcades, display windows, entry areas, or awnings along at least 60% of the front facade and 50% of the side facades that face a public right-of-way. 	 <p><i>Multi-story, mixed-use building with appropriate articulation</i></p>
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Design Treatment	Design Guidelines	Graphic Example
Multi-Building Complex	<ul style="list-style-type: none"> All buildings within a multi-building complex should achieve a unity of design through the use of similar architectural elements, such as roof form, exterior building materials, colors, and window pattern. Individual buildings should incorporate similar design elements, such as surface materials, color, roof treatment, windows, and doors, on all sides of the building to achieve a unity of design. 	 <p><i>Multi-building complex</i></p>
Building Frontage	<ul style="list-style-type: none"> In nonresidential districts, the majority of the street-oriented frontage should be occupied by active uses that are visually and physically accessible from the street. Ground-floor frontage in mixed-use buildings should be distinguished from residential facades on the floors above through such methods as height, material, detail, size of windows, and percentage of glazing. The following frontage types are encouraged in residential areas: Forecourt, Light Court, Dooryard/Terrace Porch, Stoop. The following frontage types are encouraged in nonresidential areas: Arcade, Gallery, Shopfront, Forecourt, Light Court, Dooryard/Terrace. The following frontage types are encouraged in mixed-use areas: Arcade, Gallery, Shopfront, Forecourt, Light Court, Dooryard/Terrace, Porch, Stoop. 	 <p><i>Street-oriented frontage with active retail uses</i></p> <p>See Table 5.11 for image and description of each frontage type</p>

Design Treatment	Design Guidelines	Graphic Example
Building Entrances	<ul style="list-style-type: none"> • Main building entries should open on public streets and be clearly defined with signs or architectural treatment. • Commercial buildings should have a clearly defined, highly visible customer entrance. A number of the following features should be incorporated to protect pedestrians and/or add interest at store entrances: canopies, porticos, overhangs, recesses/projections, arcades, raised cornice parapets over the door, peaked roof forms, arches, outdoor patios, display windows, architectural details such as tile work and moldings. 	 <p><i>Clearly defined main building entry</i></p>
Corner Buildings	<ul style="list-style-type: none"> • Defining and "turning the corner" with a building element is a strategy that creates a gateway or entryway to districts and neighborhoods. Buildings located on corners of prominent street intersections should include special architectural treatments such as towers, turrets, bays, recessed entries, arcades, or galleries. 	 <p><i>Tower element at the corner</i></p>
Roof Forms	<ul style="list-style-type: none"> • A variety of roof forms is encouraged. Roof types that are larger, simpler, visually quiet, and formally cohesive are preferred. Roof forms such as parapets, gable end, mansard, dormers, shed, hip, and barrel vaults are encouraged. • Preferred roof materials are ballasted flat roofs, metal standing seam, concrete or terra cotta tile, and composite shingles. 	 <p><i>Varied roof forms</i></p>

Design Treatment	Design Guidelines	Graphic Example
Glass-to-Wall Ratio	<ul style="list-style-type: none"> Commercial buildings should have a minimum of 60% glass-to-wall ratio on the ground floor. Clear, “Low E,” or slightly tinted glazing should be used to ensure the visibility of pedestrian-oriented commercial uses. 	 <p><i>Minimum of 60% glazing on ground floor</i></p>
Materials	<ul style="list-style-type: none">  All building materials should be selected with the objectives of quality and durability as well as to produce a positive effect on the pedestrian environment through scale, color, and texture. Architectural metals, cast-in-place concrete, brick, concrete masonry units, tile, glass, and glass block systems, among others, are acceptable materials when properly finished and detailed. 	 <p><i>Appropriate use of color</i></p>
Green Building Materials	<ul style="list-style-type: none">  Building materials should be evaluated and selected based on the following characteristics: <ul style="list-style-type: none"> Durability Reparability Low toxicity Recycled content Locally sourced Ability to be recycled or reused Ease of maintenance 	 <p><i>Sustainable wood</i></p>

Design Treatment	Design Guidelines	Graphic Example
Green Building Design	<p>The following guidelines should be considered to help implement the Cal-Green tier one Building Code:</p> <ul style="list-style-type: none">  Project designs that incorporate renewable energy sources, such as integrated solar panels, are encouraged.  Light-colored materials, high-albedo roofs, green roofs, windows, external shading, and larger eaves are encouraged to naturally control heat gain and heat loss in buildings. 	 <p><i>Integrated solar panels</i></p>
Walls and Fences	<ul style="list-style-type: none"> Fences and walls should be made of durable materials. Preferred materials for walls are brick, concrete masonry units, pour-in-place concrete, tile, or stucco. Preferred materials for fencing are steel mesh, wrought iron, or treated wood. Walls and fences that face onto a street, park, or public area should be designed to have a 4-foot-wide landscape planting area. 	 <p><i>Wrought iron fencing</i></p>  <p><i>Masonry wall</i></p>

Design Treatment	Design Guidelines	Graphic Example
Parking Structures	<ul style="list-style-type: none"> Parking structures should be designed compatibly with adjacent buildings, utilizing appropriate massing, scale, modulations, and detail elements. All parking structures should be well lit with clearly identified exits and connections to streets and sidewalks. Provide architectural details, such as openings, variation in material and/or color, and articulation, along parking structures that face a public street. Design parking structures with open walls, windows, and other design features to allow natural light, and provide lighting so that structures are well lit during evening and nighttime hours. Create openings within the facade to appear similar to well-proportioned windows. Design the pedestrian interface of parking garages to minimize pedestrians crossing the main vehicular flow route. Emphasize stair towers and entries as distinctive architectural elements with open (transparent) views to and from the structure. Where possible, activity-generating retail or commercial uses should be located at the street level of parking structures. Public art, such as wall murals, and landscaping are encouraged in the design of parking structures, especially to mask blank walls. 	 <p><i>Attractive architectural details provide interest</i></p>  <p><i>Retail on ground floor of structure</i></p>
Screening of Mechanical Equipment and Service Areas	<ul style="list-style-type: none"> All rooftop building systems should be incorporated into the building form in a manner integral to the building architecture. All rooftop-mounted mechanical, electrical, and telecommunication systems shall be screened from view of surrounding streets and structures. Refuse storage and pickup areas should be combined with other service and loading areas and screened from view from public streets whenever possible. 	 <p><i>Rooftop building systems are hidden from view</i></p>

Design Treatment	Design Guidelines	Graphic Example
PROJECT AREA BEAUTIFICATION		
Billboard Signs	<ul style="list-style-type: none"> Existing billboards in the project area should be removed. See also Policy UD-1.2. 	 <p><i>Billboard</i></p>
Entry Features	<ul style="list-style-type: none"> Major entryways into the project area should be identified with special gateway treatments to announce arrival into the project area. See also Policy UD 1.5 in the following section and Chapter 6, Figure 6.7 Points of Entry, for a map of the entryways into the project area. Entry feature treatments may include public art and/or special architectural elements such as towers, signage, or enhanced landscaping. Treatments should reinforce any brand that is developed for the project area through the proposed wayfinding/branding program (see Chapter 9, Implementation Action P-1). 	 <p><i>Public art entry feature</i></p>

Design Treatment	Design Guidelines	Graphic Example
SPECIFIC GUIDELINES FOR THE NORTHSIDE TRANSFER CENTER		
Northside Transfer Center	<ul style="list-style-type: none"> The Northside Transfer Center should be well lit with sufficient pedestrian-scale lighting. The transfer center should provide sufficient seating, wayfinding signage, real-time bus transit and SMART schedule information, and a map of the vicinity. 	 <p><i>Transfer center with pedestrian-scale lighting and seating</i></p>


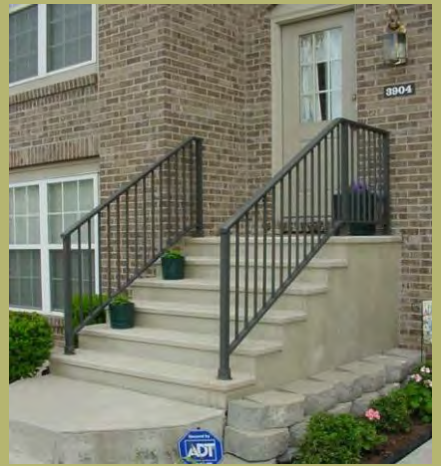
FRONTAGE TYPES

The following table provides a visual dictionary of the frontage types identified in the previous development standard tables.

Table 5.11: Frontage Type Imagery

Frontage Type	Description	Graphic Example
Arcade	A facade with an attached colonnade at the ground floor that is covered by the upper stories. The upper stories of the building may project over the public sidewalk and encroach into the public right-of-way. The sidewalk must be fully absorbed within the colonnade so that a pedestrian may access it. This frontage is typically for retail use. An encroachment permit is needed to construct this frontage type, but it can be approved as part of Design Review.	
Gallery	Characterized by a facade that is aligned close to or directly abutting the right-of-way line with the building entrance at sidewalk grade and with an attached colonnade that projects over the public sidewalk and encroaches into the public right-of-way. The sidewalk must be fully absorbed within the colonnade so that a pedestrian may access it. An encroachment permit is needed to construct this frontage type, but it can be approved as part of Design Review.	
Shopfront	Characterized by a facade that is aligned close to or directly on the right-of-way line with the building entrance at sidewalk grade. A shopfront frontage has substantial glazing on the ground floor. Building entrances may provide a canopy or awning, or alternatively, may be recessed behind the front building facade.	
Forecourt	Most of the building facade is at the property line with a portion of the facade set back. The resulting forecourt is suitable for gardens, restaurant seating, or an entry plaza. This building frontage type should be used sparingly and in conjunction with other frontage types, as an extensive setback deters pedestrians. A low wall or fence no greater than 36 inches high may also be placed at the property line.	

Frontage Type	Description	Graphic Example
Dooryard/ Terrace	Dooryards are elevated gardens or terraces that are set back from the street property line. This type of frontage can be used to buffer residences from the street or elevate outdoor dining areas.	 <p><i>(residential example)</i></p>  <p><i>(commercial example)</i></p>
Light Court	Characterized by a facade that is set back from the street property line by a sunken light court. This frontage type buffers residential uses from the sidewalk and is suitable for outdoor dining.	 <p><i>(residential example)</i></p>  <p><i>(commercial example)</i></p>

Frontage Type	Description	Graphic Example
Porch	Characterized by a facade which is set back from the property line with a front yard and by a porch which is appended to the front facade.	
Stoop	Characterized by a facade that is aligned close to the frontage line with the ground story elevated from the sidewalk to provide privacy for the ground-floor uses. The entrance is usually an exterior stair or landing which may be combined with a small porch or roof. The stoop frontage type is suitable for ground-floor residential uses with short setbacks.	

5.4 URBAN DESIGN AND CHARACTER GOALS AND POLICIES

GOAL UD-1. TRANSFORM THE PROJECT AREA INTO A VIBRANT, DISTINCT PLACE WHERE PEOPLE WANT TO LIVE, WORK, AND VISIT.

Policy UD-1.1. Preserve historic buildings within the project area and allow adaptive reuse.

Policy UD-1.2. Implement a street beautification program along College Avenue, such as facade improvements, removal of billboards, and installation of streetscape furnishings.

Policy UD-1.3. Enhance area safety through building and site design, creating “eyes on the street” to deter criminal activity.

Policy UD-1.4. Ensure noise from railroad train horns does not exceed a level of 55 dBA within new buildings located along the SMART corridor. Reduce the noise and visual impacts as much as possible adjacent to the railway with the use of landscaping and site design, without the use of sound walls.

Policy UD-1.5. Enhance entryways into the project area with special gateway features. Treatments to announce arrival may include special architectural features such as tower elements on corner buildings and/or intersection enhancements such as special paving, public artwork, gateway signs, colorful landscaping, and/or trees.

GOAL UD-2. CREATE A SAFE, DESIRABLE, AND FUNCTIONAL ENVIRONMENT FOR BICYCLISTS AND PEDESTRIANS.

Policy UD-2.1. As properties redevelop in the project area, create smaller city block sizes and pedestrian connections to achieve a more connected, grid-like network.

Policy UD-2.2. Locate buildings near the back of the sidewalk to create a continuous street edge and facilitate a more dynamic and vibrant streetscape.

GOAL UD-3. ENHANCE PUBLIC SAFETY AND AESTHETICS ALONG THE LENGTH OF THE RAIL CORRIDOR

Policy UD-3.1. Encourage SMART and the Public Utilities Commission to ensure any proposed fencing along the railroad right-of-way is attractive. Low-level open fencing is encouraged along the rail corridor that provides safety while maintaining eyes on the rail corridor.

Policy UD-3.2. Encourage SMART to provide lighting along the railway corridor multi-use path.

GOAL UD-4. CREATE A PLEASANT PEDESTRIAN EXPERIENCE BY PROVIDING AMENITIES AND FURNISHINGS (LIGHTING, BENCHES, CANOPY TREES, ETC.).

Policy UD-4.1. Provide pedestrian amenities with a consistent visual appearance throughout the project area to encourage walking, identify pathways, and make the station area a comfortable and easy place to pass through or visit.

Policy UD-4.2. Install streetscape furnishings, as identified in **Chapter 7, Section 7.4 Street Furnishing Standards**, along all pedestrian/bicycle paths, and arterials to improve safety, pedestrian comfort, and aesthetics in the project area.

Policy UD-4.3. Provide appropriately scaled and designed lighting for all modes of travel throughout the station area. Pedestrian paths, surface parking areas, alleyways, parks, and urban plazas should be well lighted for safety.

Policy UD-4.4. Initiate “adopt-a-planter” and “adopt-a-roundabout” programs to encourage adjacent privately held properties to maintain landscaping in adjacent public right-of-way (see also public facilities policies).

Policy UD-4.5. Make the station site a focal point for the area by providing art and other street furnishing amenities.

Policy UD-4.6. Develop and implement a comprehensive wayfinding and branding program, to create a sense of place and strengthen project area identity, by following the wayfinding standards identified in **Chapter 7, Section 7.9 Wayfinding Strategy**, of this Specific Plan, to allow for easy navigation for all modes of travel in the station area.