

City of Sebastopol Design Review Guidelines

Approved by the Design Review Board May 5, 2010

These guidelines are intended to provide guidance to owners, builders, architects, landscape architects, engineers, designers and others involved in developing proposals for new buildings, additions, and other site improvements in the City of Sebastopol. In addition, they are intended to assist the Design Review Board in reviewing applications to promote a high quality of design, and consistency in the design review process.

These guidelines are intended to be used and interpreted with flexibility by the Design Review Board and City staff, and are not intended to be strict standards such as code requirements in the Zoning Ordinance, Sign Ordinance, or other ordinances. It is recognized that not all guidelines will be applicable or appropriate for all projects, and balancing of a variety of concerns and objectives will be required in review of applications.

I. SITE PLANNING

A. Neighborhood context

1. Infill development should be sensitively designed to respect existing patterns, and reinforce the character and context of existing neighborhoods consistent with applicable development regulations.
2. Significant natural site features such as natural ground forms, significant trees, large rock outcroppings, water and significant view corridors should be identified and addressed.
3. In areas where there are changes in land use or density, new development should be designed to provide a transition between current and planned future uses through the use of setbacks, site plan, building massing and height, landscaping, driveways locations, etc.

B. Building orientation

1. Buildings should generally be oriented parallel to the streets they face.
2. Buildings should relate to the street and should be located on the site so that they reinforce existing street frontages and setback patterns.
3. Commercial buildings should be located at the sidewalk or required setback to promote pedestrian orientation.
4. The first floor should relate to the street by providing pedestrian-scale elements, design features, and amenities.
5. All site facilities and amenities should be universally accessible.
6. Buildings and landscaping should be located to maximize solar access during cooler months and to control it during warmer months. Natural ventilation, sunlight and views should be maximized for each building and residential unit.

C. Circulation and parking

1. Vehicular – Commercial and Multi-family

- a. An access plan should be designed for the site that logically and safely accommodates pedestrians and vehicles, as well as providing visual access to the site from the street.

Circulation routes should focus upon main entries and exits and also identify secondary access points.

- b. Elements of the site design should accommodate access requirements of emergency vehicles and services.
 - c. Service functions should be integrated into the circulation pattern in a manner that minimizes conflicts with vehicles and pedestrians.
 - d. Parking lots should be located primarily at the rear or side of the site to ensure that the view of parking, garages, carports, and driveways from the public right-of-way is minimized. Parking areas may be considered in the front of the site when site, access, use or other constraints merit such placement, provided appropriate landscaping and setbacks are incorporated into the parking design.
 - e. In larger projects, the benefits of providing multiple small parking areas in lieu of one large lot should be assessed.
 - f. New driveways should be sited away from or immediately opposite street intersections, and the number of driveways should be minimized, consistent with traffic safety.
 - g. The width of curb cuts should be minimized, but meet the requirements of emergency service vehicles.
 - h. Redundant circulation which unnecessarily reduces the amount of site available for landscaped areas should be minimized.
2. Vehicular – Single-family
 - a. Detached garages or carports should be set back from main structures.
3. Pedestrian
 - a. In general, pedestrian circulation should take precedence over vehicular circulation.
 - b. Provide pedestrian accessibility to the street and adjacent uses with pathways, gates, pedestrian walkways, crossings, etc.
 - c. Where pedestrian circulation crosses vehicular routes, a change in grade, materials, textures or colors should be provided to emphasize the conflict point and improve its visibility and safety.
 - d. Pedestrian-only circulation areas should be provided where the scale or type of development permits.
 - e. In residential developments, pedestrian access which is separate from driveways should be provided directly from the sidewalk to the front door.
 - f. In commercial developments, frequent street-facing pedestrian entrances should be provided.
 - g. Empty spaces between commercial buildings should be developed as open and attractive pedestrian passageways where feasible.
4. Bicycle
 - a. Any bicycle parking should be located close to the building in readily visible areas.

D. Open space

1. Private

- a. Each residential household should be provided with some form of useful private open space, such as a patio, porch, deck, balcony, or yard.
- b. Private open space should be easily accessible – physically and visually – from individual units.
- c. Screening should be provided to insure privacy and to help define boundaries between public, common, and private open space.

2. Public

- a. Where identified as appropriate or where required by the Zoning Ordinance, development should include public plazas, courtyards, landscaping, and similar amenities or public assembly areas that are accessible and visible from the street. Such amenities should be provided in a scale appropriate to the size and location of the project.
- b. The design of outdoor spaces should recognize and incorporate views, climate, solar angles, and the nature of outdoor activities that could occur in conjunction with the project.
- c. Outdoor spaces should be designed as “outdoor rooms”. Undifferentiated or empty spaces should be avoided.
- d. Required common open spaces should be designed to provide for play, recreation, or other social activities.
- e. Semi-public common open spaces should be located so that they can be viewed from individual residential units or tenant spaces.
- f. Utilize clear glass facing streets, courtyards and other public or semi-public areas; avoid use of mirrored, black or other opaque glass.
- g. Outdoor seating and dining areas that face onto the street should be encouraged for restaurants and other commercial uses.
- h. Seating areas should be provided in public or semi-public courtyards or plazas.
- i. Common facilities should be centrally located and linked to common outdoor space.
- j. Play area(s) should be centrally located to allow for adult supervision from dwelling units and/or from a central facility such as a laundry.

E. Grading and Storm Water Management

1. Grading

- a. Grading should be minimized to the extent feasible to reflect existing topography and protect significant site features, including trees.
- b. When designing a grading plan, balancing the cut and fill is encouraged when it does not result in further adverse effects to the natural topography.
- c. Terracing should be considered as an alternative to the use of tall or prominent retaining walls.

- d. Proposed grading under the drip line of protected trees must be clearly identified on plans and will be reviewed by the City Arborist prior to issuance of a grading permit.
2. Storm Water management
- a. Within the context of the design, the amount of impermeable surfaces on a site should be minimized.
 - b. Measures that will promote absorption of building, parking area, and other impervious area runoff through use of detention basins, ponds, vaults, trenches, dry wells, porous pavement, grid pavers, grassy swales fed through intermittent curb cuts, and vegetative buffers, etc., should be incorporated into site designs.
- F. Auxiliary Structures
1. Trash enclosures
- a. Trash and recycling areas should be located and screened to limit visibility from the street and pedestrian areas as well as neighboring uses. Such areas should be readily accessible to building users and waste haulers.
 - b. Trash enclosures should include adequate areas for collecting and loading recyclable materials.
2. Walls, Fences, and Screens
- a. Screening should be designed as an integrated part of the site improvements.
 - b. Long or tall sound walls, masonry walls or fences should be designed to minimize visual monotony through changes in plane, height, material or significant landscape massing where appropriate.
 - c. The height and length of retaining walls should be minimized and screened with appropriate landscaping. Retaining walls should incorporate design elements of other architectural or natural features of the project.
 - d. Chain link fencing is discouraged in areas visible from a public right-of-way.
 - e. Exterior trash and storage areas, service yards, loading docks and ramps, wood service poles, electric and gas meters, fire sprinkler valves, irrigation backflow prevention devices, transformers, etc., should be screened from view in a manner that is compatible with the building and site design. Screening materials should be opaque, substantial and durable. Such elements should be located to the rear or side of the site and/or away from a major street.
 - f. Code required elements, such as parapet walls and screen walls, should be treated as an integral part of the architecture design.
3. Utilities and mechanical equipment
- a. The visibility of rooftop equipment should be minimized by generally grouping plumbing vents, ducts and rooftop mechanical equipment away from the public view as feasible. Rooftop mechanical equipment should be screened behind parapets or recessed behind architectural features.
 - b. Residential air conditioning units should be located to have the minimum visual and noise impacts on adjacent residential neighbors.

- c. Electrical transformers installed as part of a new project should be located to the rear of the site or underground. Existing transformers located at the front of the site should be screened by substantial landscaping and/or an architectural barrier.
 - d. In commercial developments, utility meters should be located in screened areas.
 - e. All utilities from the public right-of-way to the project site should be undergrounded.
4. Site lighting
- a. Lighting from a variety of sources which is no brighter or higher than is necessary should be incorporated to provide adequate visibility and security.
 - b. The style, intensity and orientation of lighting should be designed to limit glare for vehicular traffic, pedestrians, or project neighbors, and to minimize upward glare.
 - c. Lighting fixtures should be shielded or otherwise designed to minimize upward glare.
 - d. Provide energy-efficient exterior lighting. Solar-powered lights should be utilized whenever possible.
- G. Noise and Privacy
- 1. The location of the building(s) on the lot, windows, orientation, building height, and location of on-site open spaces should consider preservation of the privacy of adjacent development.
 - 2. Private yard or common open space areas, bedrooms, decks, and other main living areas should be oriented away from high noise sources and should take advantage of view opportunities and solar orientation.

II. ARCHITECTURE

A. Relationship to surrounding architecture

- 1. Architectural design should be compatible with the developing character of the area, and should complement the unique aspects of the site. Design compatibility includes complementary building style, form, size, color and materials. Consider architectural styles of existing structures on the site, as well as other structures in the area when designing a new building and provide for a harmonious integration of the new improvements.
- 2. In subdivisions, houses with identical or similar building elevations and/or floor plans should not be located on adjacent lots or directly across the street from each other. Where a single house design is used repeatedly, materials and detailing of major facade elements should be varied.

B. Massing

- 1. Large structures should be designed to reduce their perceived height and bulk by dividing the building mass into smaller-scale components.
- 2. Buildings over two stories high should "scale down" their street-facing facades to reduce apparent height.
- 3. Box-like forms with extensive unarticulated facades or large, unvaried roofs should be avoided.
- 4. A variety of levels and planes should be encouraged to reduce the massing of larger buildings.

5. Multiple buildings on the same site should be designed to create a cohesive visual relationship between the buildings.
6. When possible, individual, street-oriented, ground level entries to commercial tenant spaces and dwellings should be provided.
7. When feasible, provide each building and residential unit with its own visual identity and individual address.
8. Façades of horizontal buildings should be broken up into smaller components by utilizing vertical elements.

C. Elements

1. Architectural details
 - a. Exterior building design and detail on elevations should be coordinated with regard to color, types of materials, number of materials, architectural form, and detailing to achieve harmony and continuity of design.
 - b. Design elements and detailing should be continued completely around the structure. Such design elements should include window treatments, trim detailing, and exterior wall materials.
 - c. Separate structures on the site should have consistent architectural detail and design elements to provide a cohesive project site.
 - d. Building facades should be articulated by using color, arrangement, or change in materials to emphasize the facade elements. The planes of the exterior walls may be varied in height, depth or direction.
 - e. Additions to existing structures should be designed to complement the existing structure. Additions should carry through roof lines, materials, colors, and /or other architectural features that are primary features of the original building.
 - f. Elements such as bay windows, balconies, porches, arbors, awnings, arcades and courtyards should be utilized to add variety and break up facades.
 - g. Porches, stairs, railings, fascia boards, and trim should be used to articulate a consistent architectural style.
 - h. Trim, fascia, rafter tails, etc. should be of a sufficient dimension to create visual interest.
 - i. Vents, gutters, downspouts, flashing, electrical conduits, etc., should generally be painted to match the color of the adjacent surface, unless being used as a trim or accent element.
 - j. Building entries should be prominent and visible.
 - k. Rhythm, size and proportion of openings (windows, doors) should create a consistent and harmonious design.
 - l. Windows facing the street should be operable.
 - m. Garage doors should be designed as a secondary feature to the main entrance of the house.

- n. When a large portion of the front elevation is devoted to driveways and walkways, the hardscape area should be constructed with visually contrasting paving surfaces.
 - o. Buildings that are stylized in an attempt to use the building itself as advertising are discouraged, particularly where the proposed architecture is the result of a franchise style.
 - p. The architecture and other features of “formula” franchises or other similar businesses should be reflective of these guidelines and of the unique character of Sebastopol. The architectural style and exterior materials of each proposed structure shall be designed based upon the architectural traditions of Sebastopol and Sonoma County, the architectural styles prevalent in the site vicinity, and the characters of the site, as determined by the Design Review Board. Proposed designs having architectural features substantially similar to those found in other communities on buildings operated by the same corporate or franchise entity are discouraged unless the Design Review Board determines that the similar features are also reflective of local architectural traditions and styles.
2. Materials
- a. Building materials and color should be complementary to the design and to the surrounding area.
 - b. Exterior materials should be durable and of high quality.
 - c. Highly reflective mirrored glass or roofing materials should be avoided.
3. Roofs
- a. Large, flat roofs should be avoided. Instead, rooflines should be varied vertically and horizontally to provide greater visual relief.
 - b. In visible areas, roof materials and the backsides of parapets should be painted with a neutral, non-reflective paint.
4. Solar Access/Energy Conservation
- a. Designs should provide adequate natural lighting opportunities, and may incorporate skylights, light wells, or solar tubes.
 - b. Solar equipment should be designed to avoid reflecting onto nearby buildings, streets, open space or pedestrian areas.
 - c. Solar hot water and solar electrical generation systems should be accommodated on rooftops and other building areas.
 - d. Wherever possible, designs that promote use of natural ventilation should be provided.
 - e. Where feasible, provide shade trees on southwest-oriented building facades to regulate heat gain and reduce air-conditioning needs.

III. LANDSCAPING

A. General

- 1. Landscaping should be designed to complement the architecture and create and define both public and private spaces.

2. Landscaping and/or architectural treatments should be provided to screen unattractive views and features such as storage areas, trash enclosures, transformers, generators, and other similar elements.
3. When plant materials are used to screen areas such as mechanical equipment, parking lots, loading docks, or storage areas, the plant materials should be massed in groups to create strong accent points, rather than planted in a straight line.
4. All plant materials should be sized so that the landscaping has an attractive appearance at the time of installation and a mature appearance within 3 years of planting. No large areas should be left unplanted.
5. Seating should be provided in landscaped areas.
6. Paths should be included to accommodate pedestrians.
7. Energy conservation within structures should be addressed by recognizing the sun exposure on the site and providing appropriate tree species (deciduous trees on the southern exposure, coniferous and broadleaf evergreen trees along the eastern and western exposures, and evergreens along the northern exposure.)

B. Plant types

1. Achieve long-term soil stabilization by permanent growth of native vegetation, including but not limited to native grass, sod, tree planting, shrubs, vines and /or other ground covering.
2. Lawns and high-water use ornamental shrubs and trees should be limited.
3. Promote use of native and drought-resistant plants.

C. Trees

1. Trees should be carefully selected and located where they will complement the building elevation and should not block all retail storefront signage from view.
2. Tree species should be selected with root growth habits that will not cause damage to sidewalks, and linear root barriers should be installed adjacent to paved areas or foundations.
3. Unless unusual circumstances prevail, all street trees or parking lot trees shall be a minimum of 24" box size. In prominent areas, the Design Review Board may require trees larger than 24" box size.
4. New residential subdivisions should include street trees.
5. No irrigated landscaping should be allowed within the driplines of existing oak trees or other native species which will be adversely affected.

D. Parking lot landscaping

1. Trees and shrubs should be planted to soften the overall impact of parking areas and to provide shade.
2. Landscaping should permit adequate sight distance for motorists and pedestrians entering and exiting a site and should not interfere with circulation patterns.
3. Landscaped berms around parking lots are encouraged.
4. Landscape planting areas in parking lots should have a minimum clear inside width of 4'.

5. Trees installed in parking lots should be protected from vehicle damage by concrete curbing which surrounds the landscape pocket.

E. Hardscape

1. Trellises, arbors and similar features should be used to break up and soften building massing and to provide shade.

IV. SPECIAL DEVELOPMENT GUIDELINES

In addition to the guidelines identified above, the following shall be considered during review of these specific development types:

A. Downtown and Pedestrian-Oriented Commercial Frontages and Facades

1. Purpose: This Section is intended to provide for pedestrian orientation in the pedestrian-oriented commercial areas of the City. A principal objective is for the street frontages in these areas to have continuous building facades with as few interruptions as possible in the progression of stores and other buildings, creating attractive, pedestrian-oriented streetscapes.
2. Applicability: The requirements of this Section apply to proposed development within the CD, CO, and CG districts, except where otherwise indicated in the Zoning Ordinance. Variations may be approved by the Design Review Board as deemed appropriate, provided that the variation will still produce a building that complies with the intent of these guidelines.
3. Building placement: Each building should generally be designed so that its front façade occupies most of its front property line. Exceptions to this guideline should be considered for:
 - a. A driveway that is necessary because no side street, alley, or easement can provide access to required parking on the rear of the lot;
 - b. The initial phases of a multi-phased building project that will occupy the entire frontage upon completion;
 - c. A project proposed with a pedestrian-only plaza, entry courtyard, or other pedestrian feature occupying a portion of the street frontage;
 - d. A pedestrian corridor;
 - e. A view corridor to on- or off-site natural features, pedestrian area on the rear portions of the site; or,
 - f. Other site constrictions, existing improvements, or where the neighborhood context merits an alternate placement.
4. Building design and architectural elements. Each building should be designed to comply with the following requirements.
 - a. Elevation of first floor. Wherever reasonably feasible, the first floor should be at substantially the same elevation as the adjacent sidewalk. Most of the street-fronting length of the first habitable floor of a nonresidential structure should be located no more than approximately two vertical feet above or below the sidewalk elevation at any point along the street property line.
 - b. Windows. Generally, untinted glass should occupy the majority of the ground-floor street-fronting pedestrian level facades of each building, to allow visual interaction between sidewalk areas and the interior of buildings. Mirrored, reflective glass or tinted glass should not be used except as an architecture or decorative accent. After installation,

clear glass windows should not later be treated or so as to become opaque, or to be blocked so as to prevent visibility of the ground floor interior from the sidewalk.

- c. Security gates. Generally, security gates or grilles should not be installed on the exterior of any structure within approximately 10 feet of any sidewalk.
5. Pedestrian access to buildings. Generally, the primary entrance of each ground floor use should be located within the primary building frontage, and should be recessed a minimum of approximately three feet when accessed from the public right-of-way. Walk-up facilities and entries shall be recessed and provide adequate queuing space to avoid interruption of pedestrian flow.

B. Laguna de Santa Rosa

1. Purpose: The following guidelines are intended to help balance urban development with the protection of natural resources and open spaces of the Laguna, two important objectives identified in the General Plan.
2. Special attention should be paid to any proposed construction on properties which are adjacent to the western edge of the Laguna de Santa Rosa. In particular, development should generally be discouraged in the following buffer zones, except as allowed by the development guidelines for the SOS: Scenic Open Space district:
 - a. For properties north of the Joe Rodota trail, the buffer zone shall be a minimum of 50' from the edge of the riparian dripline or other wetland habitat. The dripline begins at the edge of the tree canopy.
 - b. For properties south of the Joe Rodota trail, the buffer zone shall be a minimum of 50' from the 100 year flood contour.
3. Visual Impact
 - a. Visual impact from publicly accessible areas within the Laguna. The visual impact of new construction from publicly accessible areas within the Laguna should be addressed through the control of building height, provision of increased building setbacks, and the development and installation of appropriate landscaping.
 - b. Visual impact of new construction on existing development to the west. Views of the Laguna from existing development to the west of the Laguna shall be considered when a development proposal is being evaluated.
 - c. Encourage clustering to increase open space that physically and visually relates to the Laguna (General Plan Policy 66 - Chap. III).
4. Building Orientation
 - a. Active use spaces should be oriented towards the Laguna to encourage visual and physical interactions with the open space, and to reduce the potential for vandalism and littering.
5. Landscaping
 - a. New landscaping should be designed with the express purposes of reducing sedimentation or soil erosion, maintaining or increasing the native riparian vegetation, and enhancing the visual buffer between any new buildings and the public open space.
 - b. Landscaping plans should incorporate native species adjacent to the Laguna.
 - c. Landscaping should be designed to insure that outdoor spaces are viable, usable spaces.

C. Fast Food Restaurants

1. Franchise or corporate style architecture and/or highly contrasting color schemes are discouraged. A new free-standing restaurant building should be sited and designed to be

compatible with the character of the surrounding neighborhood. If the restaurant will occupy a pad within a shopping center, the building should be designed to be consistent with the "theme" or design of the center. (See D. Shopping Center Guidelines.)

2. Drive through elements should generally be discouraged. Where drive through elements are appropriate, they should be architecturally integrated into the building, rather than appearing to be applied or "stuck-on" to the building. Drive through elements should not be located on the street side of the building or should be heavily screened from view.
3. The site design should accommodate a logical and safe vehicle and pedestrian circulation pattern through the site. Circulation should allow for adequate length of queuing lines for drive through elements which do not interfere with the on-site parking for patrons entering the restaurant, nor result in traffic queuing into the street.
4. Free-standing restaurant buildings should be designed and detailed consistently on all sides, including the rear and side elevations.
5. Outdoor seating areas, play equipment, and perimeter fencing should all be reviewed for compatible and attractive design that is integrated with the main building architecture.
6. Trash enclosures and other service spaces should be constructed of materials and finishes which are consistent with the main restaurant building.
7. Businesses should not be "over-signed." Sign Ordinance limitations shall be strictly enforced.
8. Excessive illumination of the signage, building or site should be avoided. Roof lighting, down-lighting washing the building walls, or illuminated awnings are all strongly discouraged.
9. Cooking odors should be eliminated to the extent feasible by installation of best available ventilation technology. Project applications should include information on proposed ventilation systems and odor scrubbing technology to be used.
10. Remodel of existing structures for restaurant uses should also require a review of the entire site and circulation plan to ensure that the project is updated to current design review standards for the City. This may include requirements to improve and/or expand the existing landscaping, fencing, parking area or other site design issues.

D. Shopping Centers

1. A unified architectural design intention should be incorporated into each commercial center.
2. The appearance of a "sea of asphalt" parking lot in the front of the center should be avoided. Both perimeter and interior parking lot trees should be provided for shade and visual relief in the parking area while maintaining view corridors to the store front areas.
3. On larger commercial sites, a portion of the total building area should be located at the street perimeter, preferably on a corner location. Such siting, together with substantial landscape treatment reinforces and strengthens the streetscape and helps to screen off-street parking areas.
4. The architectural design of freestanding pad buildings should be consistent with the design of the remainder of the shopping center. Where centers require updating, pad buildings should be remodeled in conjunction with an upgrade of the entire shopping center.

5. Shopping center sign programs should be established and enforced for remodeling of the centers.
6. Truck delivery and circulation routes should be separated from customer circulation through the site. Delivery and service activities should be designed to take access from the least traveled street adjacent to the project.
7. Textured or colored paving materials are encouraged to identify pedestrian circulation areas, especially within the parking lot.
8. Shopping cart storage areas should be incorporated into the building design to provide a visual screen of carts from the parking area.
9. Outdoor gathering areas and public eating areas are encouraged.
10. Landscaping trees should be allowed to achieve their natural form. Pruning to reduce the natural diameter of the trees shall not occur.

E. Auto Dealerships

1. Special attention should be directed toward the site landscaping which is visible from the street. Trees to provide both shade and visual relief should be located within the dealership (insofar as it is reasonably practical with auto display) as well as on the site perimeter. The vehicle display parking areas may remain relatively open, if balanced by substantial landscaping and tree planting on other visually prominent areas of the site.
2. Landscaping, special paving treatments, setbacks, and building orientation should be used to provide an attractive appearance from the front property line.
3. The architecture of the dealership buildings should be well-designed to provide a strong and unique visual identity for the auto dealership.
4. The service area and/or service bays should be screened or sited so they are not visible from the street.
5. Vehicles under repair should be kept either inside a structure or in an area which is screened from views from the street.
6. Service areas should provide adequate queuing space that does not impede vehicle circulation through the site or result in vehicles stacking into the street.
7. Perimeter fencing, security fencing, or gateways should be constructed of attractive materials which are compatible with the design and materials used throughout the project. Razor wire or electric fencing shall not be allowed and chain link fencing is strongly discouraged.
8. Night lighting and security lighting should be sensitively designed to ensure that no off-site glare is directed to neighboring parcels and that the overall intensity of the site lighting is not excessive. The use of excessive night-time security lighting is discouraged. Other security measures should instead be considered.

F. Auto Service Station Guidelines

1. The site design for projects located at street corners should provide some structural or strong design element to anchor the corner. This can be accomplished using a built element or with strong landscaping features.

2. The on-site circulation pattern should include adequate driving space to maneuver vehicles around cars parked at the pumps, with special attention to the circulation of vehicles not involved in the purchase of fuel.
3. The amount of unrelieved pavement or asphalt area on the site should be limited through the use of landscaping, contrasting colors and banding or pathways of alternate paver material. Extensive expanses of light grey concrete pavement should be avoided.
4. Building architecture should be designed to provide an attractive appearance which is compatible with the surrounding area. Prefabricated buildings are discouraged. Where allowed, such buildings should be substantially modified and embellished to create a project which meets the community standards. All architectural details should be related to an overall architectural theme.
5. Separate structures (canopy, carwash, cashiers booth, etc.) on the site should have consistent architectural detail and design elements to provide a cohesive project site.
6. Tall (13'-14') tank vents should be completely screened or incorporated into the building architecture.
7. A car wash which is incorporated into the project shall be well integrated into the design. The car wash opening should be sited so that it is not directly visible as the primary view from the street into the project site. The site design should also address the issues of off-site noise exposure, provision of adequate on-site underground drainage systems to keep water off public streets and improvements, and circulation/vehicle stacking.
8. Signage should be limited as defined in the Sign Ordinance. All signs should have a consistent character and design details (such as trellis, brick, river stone, etc.) that reflect the design of the project. The amount of price sign square footage required as the state regulated minimum size will not count towards the signage calculation. If price signs are larger than this minimum, the incremental square footage difference will be counted as part of the total allowable signage for the station.
9. Illumination should be concentrated on specific signage. Canopies should not be illuminated. Light fixtures should be recessed into the canopy and no glare should be visible from the fixture. Yard lights should be oriented downward.
10. Dumpsters and service areas should have solid metal doors and the wall materials and building styles should match those used for the station buildings.

V. SIGNAGE

Sign Programs

The best sign programs are integrated so that they become a natural part of the building façade.

Sign Design

- A. New signs should be architecturally integrated with their surroundings in terms of size, shape, color, texture, and lighting so that they are complementary to the overall design of the building and are not in visual competition with other signs in the area.

- B. Signs should complement their surroundings without competing with each other, should convey their message clearly and legibly and should be vandal- and weather resistant.
- C. New signs proposed for existing buildings should provide a compatible appearance with the building signage of other tenants. With multiple signs on a single building, new signs should provide a unifying element (such as size, location, or color), where no sign program exists.
- D. Standardized or corporate signing which does not relate to the building architecture is discouraged.
- E. Sign text should be limited.
- F. Signs should be proportionate to the dimensions of their location.
- G. Symbolic three-dimensional signs such as barber shop poles and appropriately-sized projecting signs are encouraged, particularly in the downtown and pedestrian-oriented commercial areas. Sculpture features or unique street furniture to compliment (or in lieu of) building and tenant signage should be considered.
- H. Signs should be professionally constructed using high quality natural materials and or creative materials such as:
 - Stone and hard wood
 - Inset or decorative tile work.
 - Cast, carved, or inset in some form of plaque attached to the wall.
 - Wrought iron or ceramic
 - Individual letters pegged out from the surface.
 - Signage suspended within the openings of an arcade if height and configuration will allow it.
 - Signs incorporated into a primarily artistic mural are encouraged.

The use of plastic as a principal material is discouraged.

- I. Signs should be visually balanced within their borders.
- J. Wall mounted signs should be framed to create a clearly defined edge, provide shadow relief and a substantial appearance. The effect is generally difficult to achieve by painting the sign directly on the building. For this reason, painted signs are generally discouraged.
- K. The design of the sign structure and text should express high quality design.
- L. Repetitious signage information on the same building frontage should be avoided.
- M. Visible raceways and transformers for individual letters are strongly discouraged. Sign installation details should indicate where the transformer and other mechanical equipment will be located.
- N. Sign materials should be durable to withstand extended exposure to the elements.
- O. Signs should creatively express the character of the business.

- P. Freestanding monument signs may be appropriate for certain office and retail locations within the City. Monument sign materials should reflect the character of the use and the building the sign identifies.
- Q. Free-standing sign bases should be made of permanent, durable materials such as concrete or brick.
- R. Landscaping and irrigation should be designed around the base of freestanding signs to integrate the sign with the ground plane and screen out any low-level floodlights. Irrigation should be designed so it does not damage the sign.
 - a. Signs should be visually balanced within their borders.
 - b. Wall mounted signs should be framed to create a clearly defined edge, provide shadow relief and a substantial appearance. This effect is generally difficult to achieve by painting the sign directly on the building. For this reason, painted signs are discouraged.
 - c. Repetitious signage information on the same building frontage should be avoided.
 - d. Exposed supports or guy wires to stabilize signs are discouraged.

Sign Placement

- S. New construction design should anticipate signage and, where required, include a sign program. New building design should provide logical sign areas, allowing flexibility for new users as the building is re-tenanted over time. Designs that provide for convenient and attractive replacement of signs are encouraged.
- T. Sign placement should be sensitive to other building elements such as windows, doors, columns, etc.

Illumination of Signage

- U. Exterior lighting should generally be used for signs. Where internal illumination is proposed, the background should be opaque so that light shines through the lettering and images only.
- V. Arrange any external spot or flood lighting so that the light source is screened from direct view by passersby, and so that the light is directed against the sign and does not shine into adjacent property or blind motorists and pedestrians.
- W. Where individual letter signs face near-by residential areas, a low level of brightness should be maintained.
- X. Where the design of the sign results in a large field of illuminated background, the use of white or off-white as a background color should be avoided.
- Y. Freestanding “can” type signs with interior illumination are discouraged.
- Z. Illumination systems should include a timer so that lights will be turned off during late night and early morning hours.

