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- A. Summary & Intent
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- A. Summary & Intent
- B. Recommended Building Typologies
- C. Land Use Regulations
- D. Development Standards & Guidelines
- E. Exhibit 47. FLEX COMMERCIAL CHARACTER STUDY

5.06. BUILDING TYPOLOGIES

- A. Major Anchor Retail
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- E. Pad Retail
- F. Hotel
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- H. Office

5.07. TENANT SIGNAGE TYPOLOGIES

- A. Major (Auto-oriented) Identity Signage
- B. Primary Identity Signage
- C. Secondary Identity Signage
- D. Additional Signage Typologies

COMMERCIAL DISTRICT DEVELOPMENT CONTROLS 5



- 1 - Buildings address and frame public space
- 2 - Parking and service facilities do not intrude on pedestrian space



- 1 - Planter islands break up and “green” expansive parking fields
- 2 - Trees offer visual relief and shade

A SITE PLANNING

A.1. Building Orientation.

a. Locate and mass buildings so as to consistently frame and define outdoor space, including sidewalks, pedestrian walkways and paseos, and public plazas.

b. Orient buildings and their entrances so as to address key outdoor spaces, including sidewalks, pedestrian walkways and paseos, and public plazas.

c. Establish a consistent “street wall” with continuous retail frontage along Main Street, as well as surrounding its associated plaza spaces. Nonetheless, minor modulations will accommodate recessed shop entrances, “eroded” building corners, etc.

A.2. Parking Facilities.

a. Distribute off-street parking fields throughout the Commercial District, ensuring that all uses are within convenient walking distance of suitable parking.

b. Reference the City of Lancaster Zoning Code for applicable requirements pertaining to parking lot dimensions, except that a standard parking space dimension of 8.5 feet wide by 18 feet deep shall be permitted.

c. Use compatible landscape treatment to break up the expansiveness of parking fields, and reduce parking’s visual and environmental impacts. Landscape buffers and parking lot landscape guidelines are described below.

d. Locate off-street parking facilities so as to minimize their visual impact along Main Street and its associated plaza spaces. Most importantly, off-street parking is prohibited from fronting on the “town square” or along Main Street within the Lifestyle Commercial Precinct.

e. Provide a landscape buffer where an off-street parking facility fronts on Main Street (outside of the Lifestyle Commercial Precinct) or a designated Avenue. This buffer should have a depth of at least five (5) feet, measured from the rear edge of the sidewalk.

f. Allow off-street parking facilities to front on boundary arterials within the Commercial District; however, a landscape buffer shall be provided. This buffer should have a depth of at least fifteen (15) feet, measured from the rear edge of the sidewalk.

g. Allow off-street parking facilities to front on the designated Boulevard separating the Commercial and Medical Districts; however, a landscape buffer shall be provided. This buffer should have a depth of at least ten (10) feet, measured from the rear edge of the sidewalk.

h. Use pole mounted light fixtures compatible with the overall site design to illuminate parking areas and access drives. Decorative fixtures should be considered along the edges of parking areas and along pedestrian zones. As far as feasible, lighting should be evenly distributed across a parking lot without spilling on to adjacent streets.

A.3. Drive-thru Facilities

a. Prohibit drive-thru facilities from fronting on Main Street.

b. Provide a landscape buffer separating the drive-thru aisle from a street or commercial drive aisle. The buffer should measure at least five (5) feet in depth, except that the buffer should have a depth of at least ten (10) feet adjacent to a boundary arterial, measured from the rear edge of the sidewalk.

c. Require adequate stacking for all drive-thru facilities, accommodating at least seven (7) vehicles.

A.4. Service and Loading Facilities.

a. Reference the City of Lancaster Zoning Code for applicable requirements pertaining to loading space number and size. Service and loading areas, including space for truck maneuvers shall be provided completely on the project site, and not intrude on designated interior roads.

b. Locate service, loading and storage areas so that they are not readily visible from areas with high pedestrian traffic. In general, these areas should be located behind the building, and under no circumstances shall they front on Main Street or a boundary arterial.

c. Screen service, loading, and storage areas with compatible landscape and/or architectural treatment. The intrusion of service, loading and storage areas into landscape buffers and required setbacks is prohibited.

d. Screen ground level mechanical equipment from view. Cohesive architectural treatment is recommended, although dense landscape may also serve as an effective screen.

e. Reference the City of Lancaster Zoning Code for applicable requirements pertaining to the provision and screening of trash facilities.

A.5. Landscape

a. Use decoratively planted berms and/or low evergreen shrub masses (approximately 36" high) in conjunction with required buffers to screen views of automobiles or service areas as needed. A low, decorative wall may also be considered in conjunction with plantings.

b. Introduce a landscaped planter area with a minimum width of six (6) feet and delineated by a six (6) inch curb at the end of parking bays. These areas should be planted with a combination of trees, shrubs, and groundcover.

c. Plant canopy trees within off-street parking lots, providing protection from the sun and wind. A minimum of one (1) tree shall be provided for every six (6) parking spaces, distributed throughout the parking lot.

d. Provide a minimum 24" box specimen size for at least twenty-five percent (25%) of the trees located within landscape setbacks and parking lots, with the remaining trees no less than 15 gallon size. The larger size should be used at the end of parking bays and within setback areas.

e. Rely on simple, bold, and easy to maintain landscape planting schemes, typically utilizing drought tolerant species.

f. Irrigate all permanently landscaped areas with a permanent underground irrigation system, operated by an automatic controller. A drip irrigation system should be utilized in conjunction with drought tolerant plants to maximize water efficiency.

g. Require a "purple pipe" system (i.e., impregnated purple pipe) in conjunction with all on-site irrigation to facilitate the potential future connection to a reclaimed water source.



- 1 - Facade modulations along Main Street
- 2 - Articulated building entrance
- 3 - Architectural details add depth and shadow lines.
- 4 - Ground floor transparency



- 1 - Varied roof lines
- 2 - Screened rooftop equipment through raised and articulated parapet

B ARCHITECTURAL DESIGN

B.1. Mass & Scale.

a. Employ simple, yet varied massing. Elevation breaks should be introduced on buildings with multiple floors.

b. Introduce articulated sub-volumes as necessary to provide a transition to an adjacent structure that is smaller in scale.

c. Consider special treatment at building corners (e.g., distinctive or strong corner massing), especially at gateways and key intersections.

B.2. Roofs.

a. Treat the building's roof line in a visually interesting manner. Sculptural roof forms (e.g., hipped roofs) are generally encouraged, while flat roof forms should incorporate a strong and attractively detailed cornice or parapet.

b. Complement the composition of the building, varying roof form in accordance with the building's massing.

c. Locate and/or screen rooftop equipment so that it is not visible from adjacent streets. Rooftop screening should be integral to the building's form (e.g., through the use of raised parapets, louvers, etc.)

B.3. Articulation & Fenestration.

a. Modulate exterior walls. Blank, unadorned walls are to be avoided especially along streets and areas with pedestrian traffic.

b. Introduce facade modulations at twenty-five (25) to fifty (50) foot intervals along Main Street and other high-traffic pedestrian areas, in keeping with a traditional development pattern for shopping streets.

c. Establish a clear pattern of fenestration that unifies the building, including well-marked and articulated building and shop entrances.

d. Encourage a frequent cadence of storefront entrances along Main Street and other high-traffic pedestrian areas. Shop entrances should occur at least every fifty (50) feet along Main Street, and a more frequent spacing of entrances is encouraged.

e. Clearly differentiate a main building entrances (e.g., entrances to upper floor office) from storefront entrances.

f. Recess windows from the wall plane to suggest permanence and solidity, and to create depth and shadow lines.

g. Emphasize a high degree of ground floor transparency especially along Main Street and other high-traffic pedestrian areas.

B.4. Storefronts.

a. Allow for creativity and individual expression in storefront design, provided that each storefront is compatible with the overall building design.

b. Encourage inviting entries and expansive storefront windows with engaging displays that animate the street.

B.5. Details.

a. Introduce architectural details and elements that provide visual relief; for example, pilaster, course lines, window heads and sills, brackets, cornices, etc.

b. Introduce pedestrian scaled details at street level. Canopies, awnings and overhangs are especially appropriate as climate protection, and at building and shop entrances.

c. Encourage details that modulate the light and show evidence of artistry and craft.

d. Ensure that architectural features are integral and contribute to a harmonious design. Ornamentation and features that appear tacked-on or artificially thin are discouraged.

e. Continue design elements and detailing (e.g., trim details, materials) around the entire structure, and especially along elevations that are readily visible to the public.

B.6. Materials and Colors.

a. Use materials and colors that will enhance a building's visual quality, requiring compatible materials on all sides.

b. Encourage masonry (e.g., brick and stone) and hand-troweled plaster as the most appropriate wall types. Pre-cast, split-face and integrally colored concrete block may be considered as well; however, precision-cut grey concrete block is strongly discouraged.

c. Emphasize especially durable and high quality materials at the street level. Materials such as stone, wood, tile, terra-cotta, concrete, metal and glass may be introduced as part of the facade treatment, and to break-up the predominance of a single material such as cement plaster.

d. Discourage the use of reflective, opaque or highly-tinted glass.

e. Choose a color palette that offers visual simplicity and harmony, generally emphasizing light, neutral colors. The use of bright or intense colors should normally be limited to an accent within a carefully balanced color scheme; for example, to help articulate the facade, highlight building features, or add visual interest.



- 1 - Individual expression through creative details
- 2 - Prominent, eye-catching, entry overhang
- 3 - High quality, neutral, stone material
- 4 - Limited use of bright accent colors



- 1 - Expansive storefront windows
- 2 - Durable, quality, brick material
- 3 - Overhang for climate protection



- 1 - Signage and storefront use coordinated materials and colors
- 2 - Clear and simple message
- 3 - Contrasting letters and background
- 4 - Durable and high-quality materials



- 1 - Architectural lighting at store entry
- 2 - Decorative fixture complementary to streetscape lighting

C TENANT SIGNAGE & LIGHTING

C.1. Tenant Signage

a. Conceive of signs as an integral part of the building facade. Tenant signage should be compatible in scale and character with the building and storefront design. Nonetheless, encourage high quality, innovative and expressive tenant signage.

b. Ensure that signs associated with multi-tenant buildings within the Commercial District are complementary of one another; a sign program should be prepared in conjunction with applications for commercial development. A consistent location for tenant identification wall signs is recommended.

c. Place signs in accordance with facade rhythm, scale and proportion. Signs should not obscure architectural features such as vertical piers, trimwork, ornamental features, etc.

d. Offer a clear, simple message that is unique to a particular business. The number of lettering styles should be limited, and the use of identifiable symbols and logos is encouraged.

e. Coordinate sign materials and colors with the building and storefront design. In general, sign letters and symbols should contrast with background materials to achieve readability.

f. Integrate signage and lighting. Appropriate methods of sign illumination include unobtrusive and attractive external fixtures, individually illuminated letters, and colorful exposed neon tubing script.

g. Construct signs of durable, high-quality materials. Signs should be able to withstand weathering, and paper and cloth signs are in particular are unsuitable for exterior use.

h. Prohibit the use of internally illuminated plastic cabinet signs.

C.2. Architectural Lighting

a. Allow for indirect architectural lighting to enhance facades and accentuate key architectural features. Architectural lighting at building and store entrances, and other architectural prominent features is especially encouraged.

b. Discourage illumination of an entire building or large portions of an entire building

c. Select exterior lighting fixtures that are pedestrian scaled and compatible with the architectural design.

d. Locate and shield architectural lighting to minimize glare on adjacent properties and streets. Intense architectural lighting is generally discouraged, and interference with the safe operation of vehicles must be avoided.

e. Complement the lighting employed for streetscapes, public open spaces, and project signage.

D EXHIBIT 43. ARCHITECTURAL DESIGN CONCEPTS

Exhibit 43

Elements

- ① Buildings Define Public Space
- ② Simple Varied Massing
- ③ Ground Floor Transparency
- ④ Distinctive Corner Massing
- ⑤ Identifiable Entrance
- ⑥ Awnings / Canopies
- ⑦ Quality Building Materials
- ⑧ Architectural Details Provide Visual Relief
- ⑨ Signage Fits Facade



D. ARCHITECTURAL DESIGN CONCEPTS

A SUMMARY & INTENT

The Frontage Commercial Zone is primarily intended to accommodate pad retail development along 10th Street West and wrapping the corner to include the western portion of Avenue K-8. Pad retail should be sited so as to frame vehicular entrances, mark the corners of the project, and respect negotiated view corridors. Architecturally distinctive “gateway buildings” are recommended for the project entrance at Main Street, including anchor retail or mixed-use building typologies.

A.1. Provide highly visible and convenient commercial use along 10th Street West and the western portion of Avenue K-8, primarily as pad retail.

A.2. Site pad development to frame project entrances and maintain favorable views of commercial activity within the project site.

A.3. Encourage more intense commercial development to highlight the major project gateway located at 10th Street West and Main Street.

A.4. Establish suitable setbacks to buildings and parking along boundary arterials.

A.5. Incorporate a landscape buffer between parking and service facilities along boundary arterials, as well as to adjacent residential along Avenue K-15.

A.6. Introduce a street-oriented development pattern along Main Street, emphasizing “retail continuity” along the sidewalks.

A.7. Require adequate parking for all uses within the Frontage Commercial Zone, while allowing for the opportunity to share parking resources with the adjacent commercial precincts.

B RECOMMENDED BUILDING TYPOLOGIES

B.1. **Minor Anchor Retail (20 - 50 KSF GLA)**, provided the building includes frontage on Main Street or a major project entrance, or is situated at the corner of two (2) boundary arterials.

B.2. **Main Street Retail / Mixed Use**, provided the building includes frontage on Main Street.

B.3. **In-line Retail**, provided the building includes frontage on Main Street.

B.4. **Pad Retail**, except fronting on Main Street.

B.5. **Additional Typologies**. Other building typologies may be permitted subject to review and approval by the Reviewing Agency.

C LAND USE REGULATIONS

C.1. **Land Use Classifications**. The accompanying table describes permitted, conditionally permitted, and non-permitted land uses by recommended building type for the Frontage Commercial Zone.

C.2. **Incompatible Land Uses**. In addition, a list of land uses that are incompatible with the proposed character of the Frontage Commercial Zone and its associated building types is provided.

C.3. **Pedestrian Oriented Uses**. At least 25% of the gross leasable area on the ground floor of the Frontage Commercial Zone shall be devoted to uses identified as pedestrian oriented.

C.4. **Non-specified Uses**. Uses that are not specified in the following table shall be subject to review and approval by the Reviewing Agency. Interpretations will be based on similarity of the use in question to specified uses, as well as the intent of the Specific Plan.

C.5. **Alcohol Sales**. Alcohol sales are subject to the following restrictions:

- Alcohol sales for off-site consumption in conjunction with a general merchandise store shall require a conditional use permit; liquor stores are a non-permitted use.

- Alcohol sales for on-site consumption shall require a conditional use permit, provided that on-site sales are restricted to bars and full service restaurants.

- Separation distances for such uses or between such uses shall not be required.

P - Permitted Use
 A - Permitted as Accessory or Ancillary Use
 C - Conditionally Permitted Uses
 NP - Not Permitted

* qualifies as a pedestrian oriented use
 (1) maximum of two establishments permitted

	Minor Anchor Retail	Main Street Retail / Mixed Use	In-Line Retail	Pad Retail
Food & Beverage				
bar *	C	C	C	C
bar w/ live entertainment *	C	C	C	C
café, delicatessen *	A	P	P	P
fast food restaurant *	A	P	P	P
fast food restaurant w/ drive thru	NP	NP	NP	P
food sales (e.g., ice cream shops, bakery, etc.) *	A	P	P	P
restaurant, full service *	P	P	P	P
restaurant, full service w/ alcohol sales *	C	C	C	C
restaurant, full service w/ live entertainment *	C	C	C	C
Office, Professional, and Business Support				
banks, financial services *	A	P	P	P
business support services *	A	P	P	P
offices, administrative / business / professional	A	P	P	P
office, medical	A	P	P	P
Recreation, Education & Public Assembly Uses				
cultural institution	A	P	P	P
electronic game center	C	C	C	C
school, business & professional	P	P	P	P
Retail Sales				
general merchandise sales (< 50 KSF GLA)*	P	P	P	P
specialty merchandise sales *	P	P	P	P
Services				
animal services (grooming)	A	P	P	P
personal services *	A	P	P	P

FRONTAGE COMMERCIAL PROHIBITED USES

Industry, Manufacturing and Processing Uses

Lodging, including Hotels & Motels

Recreation, Education & Public Assembly Uses as follows:

- adult business, entertainment
- cinema, theater
- conference center
- private meeting hall, clubs, lodges
- religious facilities
- schools, public & private

Residential Uses

Retail Sales as follows:

- convenience stores
- firearms sales (not including sales in conjunction with general merchandise stores, such as sporting goods)
- liquor stores (not including sales in conjunction with general merchandise stores)
- pawn shops
- swap meets
- tobacco retailers (not including sales in conjunction with general merchandise stores)

Services as follows:

- adult day care
- animal boarding and hospitals
- child day care
- rental, equipment

Transportation, Communication & Utility Uses

Vehicle Sales & Service, including Gas Stations

D DEVELOPMENT STANDARDS & GUIDELINES

D.1. Maximum Building Height.

- Maximum building height shall be in accordance with the specific building typologies identified in Section 5.06.
- Unspecified building typologies approved by the Reviewing Agency shall not exceed thirty-five (35) in the Frontage Commercial Zone and a lower height may be deemed appropriate.
- Maximum heights shall be measured to the top of the parapet.
- Additional height may also be considered for gateway tower elements associated with multi-story, mixed-use buildings along Main Street.

D.2. Minimum Setbacks.

- Setbacks to buildings, as well as parking and service facilities shall be provided in accordance with Exhibit 44.
- Setbacks shall be measured from the rear of the sidewalk.
- Setbacks shall receive compatible hardscape and/or landscape treatment.
- Shading devices and similar architectural features (e.g., canopies, awnings, etc.) are permitted to encroach up to five (5) feet on the building setback.
- Parapets, cornices, and other minor architectural projections are permitted to encroach up to two (2) feet on the building setback.
- Additional encroachment by architectural features that enhance the design may be considered subject to review and approval by the Reviewing Agency.

D.3. Build-to Lines.

- Build to the rear of the sidewalk or to defined plaza space in accordance with Exhibit 42.
- Paseo openings, as well as minor building modulations, recessed entries, etc., shall be permitted.
- Setbacks associated with minor building recessions should generally to be treated as an extension of the sidewalk or plaza space.
- Shading devices and similar architectural features (e.g., canopies, awnings, etc.) are permitted to encroach up to five (5) feet on the sidewalk or a plaza space, provided they do not interfere with suitable pedestrian flows.
- Parapets, cornices, and other minor architectural projections are permitted to encroach up to two (2) feet on the sidewalk or a plaza space provided they do not interfere with suitable pedestrian flows.
- Additional encroachment that enhances the architectural design may be considered subject to review and approval by the Reviewing Agency.

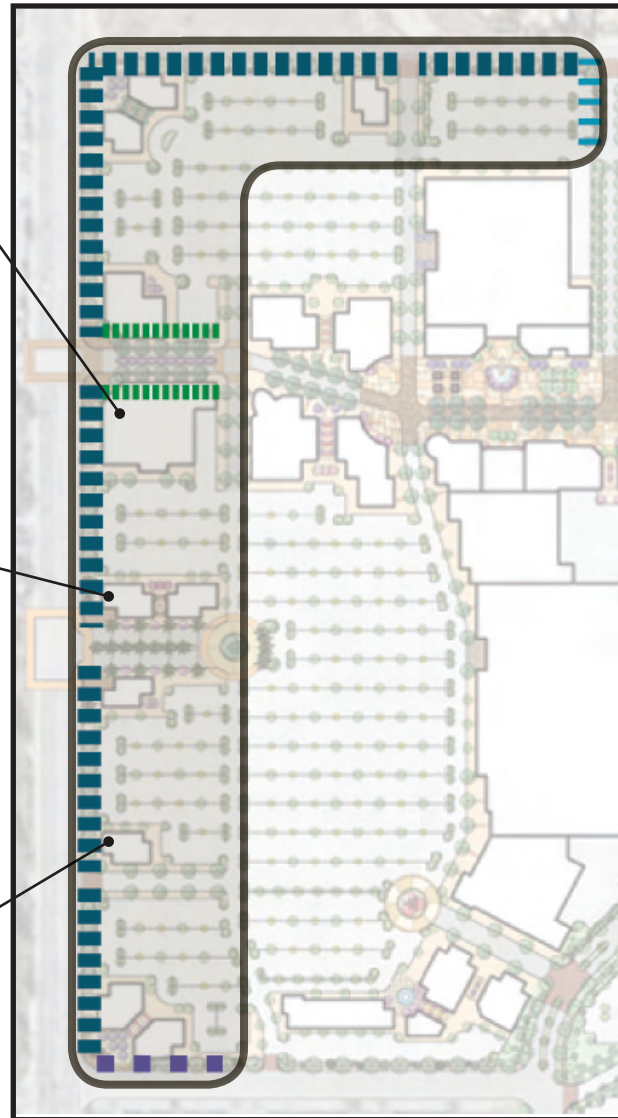
D.4. Parking Ratios. Parking shall be provided in accordance with the following ratios:

- 4.5 spaces per 1,000 square feet of gross leasable area for retail, personal services, and similar uses typically associated with a shopping center.
- 2.5 spaces per 1,000 square feet of gross leasable area for upper floor office.
- 10 spaces per 1,000 square feet of gross leasable area for food services. The Reviewing Agency may, upon determination that adequate parking will be available, reduce the parking requirement for food services provided that the minimum parking ratio shall not be less than 4.5 spaces per 1,000 square feet of gross leasable area.

- Parking in excess of the minimum may be assigned to the Community Commercial and/or Lifestyle Commercial Precincts subject to review and approval by the Reviewing Agency in cooperation with affected stakeholders.
- On- and off-street parking facilities may be counted toward meeting the parking requirement.

E EXHIBIT 44. FRONTAGE COMMERCIAL CHARACTER STUDY

Exhibit 44



Recommended Setbacks

- 10' to building, 15' to service & parking
- 5' to building, 10' to service & parking
- no set back to building req'd, 5' to service & parking
- approximate build-to-line (rear of sidewalk)



E. FRONTAGE COMMERCIAL CHARACTER STUDY

A SUMMARY & INTENT

The Community Commercial Precinct is to be developed as an auto-oriented, community shopping center with direct ties to the adjacent lifestyle retail area. Due to the outstanding access and visibility provided by 10th Street West, this zone is primarily intended for national anchor tenants emphasizing general merchandise sales. A major anchor tenant approaching 175,000 square feet may be accommodated. Given its locational advantages, this area may also be considered as an alternative site for a hotel.

A.1. Provide for the development of an auto-oriented commercial shopping center, including general merchandise stores that will meet community needs.

A.2. Accommodate a major anchor store, as well as associated mini-anchors and in-line retail development.

A.3. Allow the Community Commercial Precinct to serve as an alternative location for a hotel, taking advantage of visibility along 10th Street West and proximity to the medical facility.

A.4. Incorporate a landscape setback along Avenue K-15 to buffer adjacent residential use.

A.5. Establish a landscape setback along the “boulevard” separating the Commercial and Medical Districts, buffering views of service and loading facilities.

A.6. Require adequate parking for all uses within the Community Commercial Precinct, allowing for the opportunity to share parking resources with adjacent planning areas, in particular the Frontage Commercial Zone.

B RECOMMENDED BUILDING TYPOLOGIES

B.1. Major Anchor Retail (>50 KSF GLA).

B.2. Minor Anchor Retail (20 - 50 KSF GLA).

B.3. In-line Retail.

B.4. Hotel. Meeting space that is clearly auxiliary in function is permitted, while the ground floor may accommodate compatible retail, dining or other pedestrian oriented use.

B.5. Additional Typologies. Other building typologies may be permitted subject to review and approval by the Reviewing Agency.

C LAND USE REGULATIONS

C.1. Land Use Classifications. The accompanying table describes permitted, conditionally permitted, and non-permitted land uses by recommended building type for the Community Commercial Zone.

C.2. Incompatible Land Uses. In addition, a list of land uses that are incompatible with the proposed character of the Community Commercial Zone and its associated building types is provided.

C.3. Pedestrian Oriented Uses. At least 25% of the gross leasable area on the ground floor of the Community Commercial Precinct shall be devoted to uses identified as pedestrian oriented.

C.4. Non-specified Uses. Uses that are not specified in the following table shall be subject to review and approval by the Reviewing Agency. Interpretations will be based on similarity of the use in question to specified uses, as well as the intent of the Specific Plan.

C.5. Alcohol Sales. Alcohol sales are subject to the following restrictions:

- Alcohol sales for off-site consumption in conjunction with a general merchandise store shall require a conditional use permit; liquor stores are a non-permitted use.

- Alcohol sales for on-site consumption shall require a conditional use permit, provided that on-site sales are restricted to bars and full service restaurants.

- Separation distances for such uses or between such uses shall not be required.

P - Permitted Use
 A - Permitted as Accessory or Ancillary Use
 C - Conditionally Permitted Uses
 NP - Not Permitted

* qualifies as a pedestrian oriented use
 (1) pedestrian oriented use permitted as ground floor tenant and/or ancillary use
 (2) Reviewing Agency may approve an “end-cap” drive-thru provided that pedestrian and vehicular safety is not compromised

	Major Anchor Retail	Minor Anchor Retail	In-Line Retail	Hotel
Food & Beverage				
bar *	NP	NP	C	C (1)
bar w/ live entertainment *	NP	NP	C	C (1)
café, delicatessen *	A	A	P	P (1)
fast food restaurant *	A	A	P	NP
fast food restaurant w/ drive thru	NP	NP	NP (2)	NP
food sales (e.g., ice cream shops, bakery, etc.) *	A	A	P	P (1)
restaurant, full service *	NP	NP	P	P (1)
restaurant, full service w/ alcohol sales *	NP	NP	C	C (1)
restaurant, full service w/ live entertainment *	NP	NP	C	C (1)
Lodging				
hotel	///	///	///	P
Office, Professional, and Business Support				
banks, financial services *	A	A	P	P (1)
business support services *	A	A	P	P (1)
offices, administrative / business / professional	A	A	P	NP
office, medical	A	A	P	NP
Recreation, Education & Public Assembly Uses				
cultural institution	A	A	P	NP
electronic game center	NP	C	C	NP
school, business & professional	NP	P	P	NP
Retail Sales				
general merchandise sales (>50 KSF GLA)	P	///	///	///
general merchandise sales (<50 KSF GLA)*	///	P	P	NP
specialty merchandise sales *	P	P	P	P (1)
Services				
animal services (grooming)	A	A	P	NP
personal services *	A	A	P	P (1)

COMMUNITY COMMERCIAL PROHIBITED USES

Industry, Manufacturing and Processing Uses

Lodging as follows:
 motel

Recreation, Education & Public Assembly Uses as follows:

adult business, entertainment
 cinema, theater
 conference center
 private meeting hall, clubs, lodges
 religious facilities
 schools, public & private

Residential Uses

Retail Sales as follows:

convenience stores
 firearms sales (not including sales in conjunction with general merchandise stores, such as sporting goods)
 liquor stores (not including sales in conjunction with general merchandise stores)
 pawn shops
 swap meets
 tobacco retailers (not including sales in conjunction with general merchandise stores)

Services as follows:

adult day care
 animal boarding and hospitals
 child day care
 rental, equipment

Transportation, Communication & Utility Uses

Vehicle Sales & Service, including Gas Stations

D DEVELOPMENT STANDARDS & GUIDELINES

D.1. Maximum Building Height.

- Maximum building height shall be in accordance with the specific building typologies identified in Section 5.06.
- Unspecified building typologies approved by the Reviewing Agency shall not exceed forty-five (45) in the Community Commercial Precinct and a lower height may be deemed appropriate.
- Maximum heights shall be measured to the top of the parapet.

D.2. Minimum Setbacks.

- Setbacks to buildings, as well as parking and service facilities shall be provided in accordance with Exhibit 45.
- Setbacks shall be measured from the rear of the sidewalk.
- Setbacks shall receive compatible hardscape and/or landscape treatment.
- Shading devices and similar architectural features (e.g., canopies, awnings, etc.) are permitted to encroach up to five (5) feet on the building setback.
- Parapets, cornices, and other minor architectural projections are permitted to encroach up to two (2) feet on the building setback.
- Additional encroachment by architectural features that enhance the design may be considered subject to review and approval by the Reviewing Agency.

D.3. Build-to Lines.

- Build to the rear of the sidewalk or to define plaza space in accordance with Exhibit 43.
- Paseo openings, as well as minor building modulations, recessed entries, etc., shall be permitted.
- Setbacks associated with minor building recessions should generally to be treated as an extension of the sidewalk or plaza space.
- Shading devices and similar architectural features (e.g., canopies, awnings, etc.) are permitted to encroach up to five (5) feet on the sidewalk or a plaza space, provided they do not interfere with suitable pedestrian flows.
- Parapets, cornices, and other minor architectural projections are permitted to encroach up to two (2) feet on the sidewalk or a plaza space provided they do not interfere with suitable pedestrian flows.
- Additional encroachment by architectural features that enhance the design may be considered subject to review and approval by the Reviewing Agency.

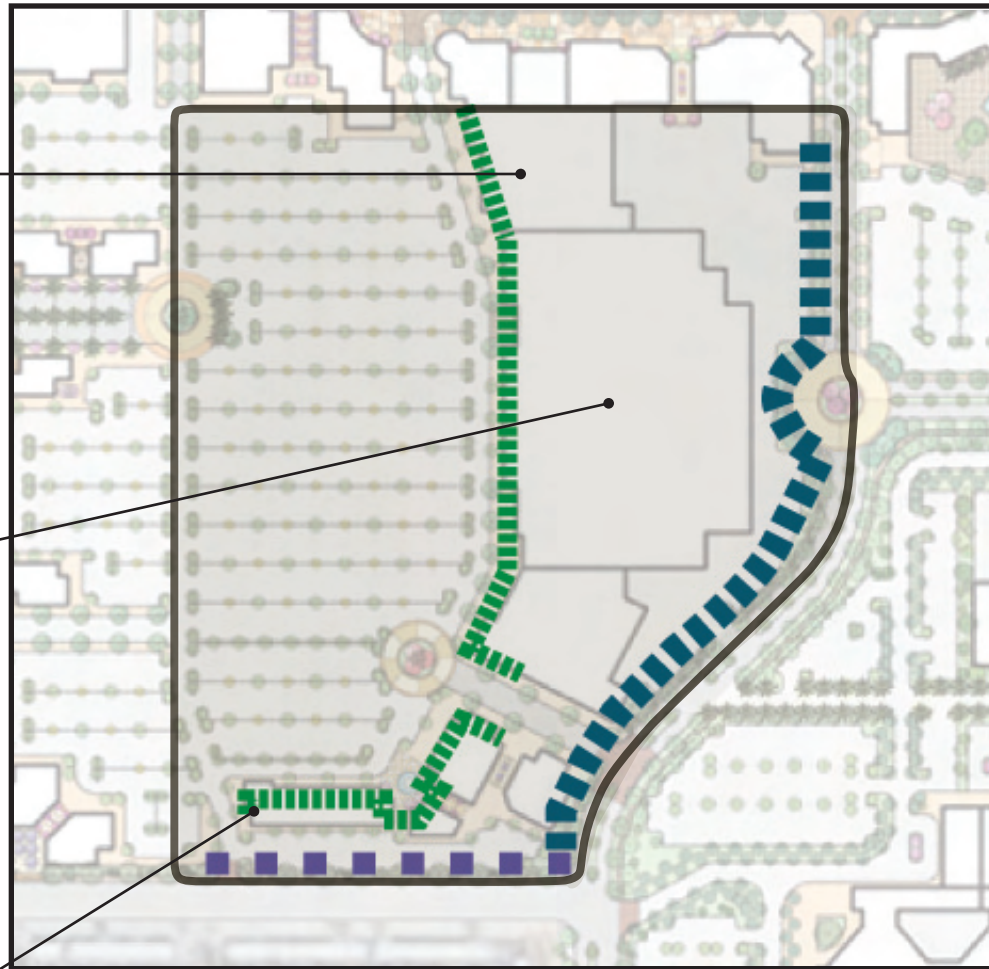
D.4. Parking Ratios. Parking shall be provided in accordance with the following ratios:

- 4.5 spaces per 1,000 square feet of gross leasable area for retail, personal services, and similar uses typically associated with a shopping center.
- 10 spaces per 1,000 square feet of gross leasable area for food services. The Reviewing Agency may, upon determination that adequate parking will be available, reduce the parking requirement for food services provided that the minimum parking ratio shall not be less than 4.5 spaces per 1,000 square feet of gross leasable area.





- 1.0 space per guest room for a hotel.
- On- and off-street parking facilities may be counted toward meeting the parking requirement.
- Excess parking located within adjacent planning areas (including the Frontage Commercial Zone, Lifestyle Commercial Precinct, and Flex Commercial Zone) may be counted toward meeting the parking requirement, subject to review and approval by the Reviewing Agency in cooperation with affected stakeholders.

E EXHIBIT 45. COMMUNITY COMMERCIAL CHARACTER STUDY

Exhibit 45



Recommended Setbacks

-  10' to building, 15' to service & parking
-  5' to building, 10' to service & parking
-  no set back to building req'd, 5' to service & parking
-  approximate build-to-line (rear of sidewalk)

A SUMMARY & INTENT

The Lifestyle Commercial Precinct is intended as a pedestrian oriented shopping environment. Desired tenants include specialty stores and restaurants. Buildings and shops will front on an active Main Street and an accompanying “town square.” Mixed-use buildings that incorporate upper floor office use are especially encouraged surrounding the town square.

A.1. Provide for the development of a pedestrian-oriented shopping precinct that is linked to and takes advantage of proximity to the Community Commercial Shopping Precinct.

A.2. Emphasize specialty retail, restaurants, and pedestrian oriented uses along the ground floor.

A.3. Orient building and shops to Main Street, requiring buildings to spatially define Main Street and the “town square.”

A.4. Accommodate major and minor anchor retail, provided that public entrances are integrated along Main Street.

A.5. Encourage multi-story, mixed-use development along Main Street, featuring upper floor office use.

A.6. Require a minimum building facade of 35 feet around the major plaza to provide a feeling of enclosure, and to provide additional protection from wind, sun, and other environmental factors. Multi-story buildings are encouraged, but not required.

A.7. Require adequate parking for all uses within the Lifestyle Commercial Precinct, allowing for the opportunity to share parking resources with adjacent planning areas, in particular the Frontage Commercial Zone.

B RECOMMENDED BUILDING TYPOLOGIES

B.1. Major Anchor Retail (>50 KSF GLA), provided the building includes a public entrance along Main Street or associated plaza space.

B.2. Minor Anchor Retail (20 - 50 KSF GLA), provided the building includes a public entrance on Main Street or associated plaza space.

B.3. Main Street Retail / Mixed Use, provided the building’s primary frontage is oriented to Main Street or associated plaza space.

B.4. In-line Retail.

B.5. Additional Typologies. Other building typologies may be permitted subject to review and approval by the Reviewing Agency.

C LAND USE REGULATIONS

C.1. Land Use Classifications. The accompanying table describes permitted, conditionally permitted, and non-permitted land uses by recommended building type for the Lifestyle Commercial Zone.

C.2. Incompatible Land Uses. In addition, a list of land uses that are incompatible with the proposed character of the Lifestyle Commercial Zone and its associated building types is provided.

C.4. Temporary Events. The Lifestyle Commercial Zone shall allow temporary events, such as street fairs, farmer’s market, etc. Events shall be permitted within the main plaza, including temporary closure of Main Street.

C.5. Non-specified Uses. Uses that are not specified in the following table shall be subject to review and approval by the Reviewing Agency. Interpretations will be based on similarity of the use in question to specified uses, as well as the intent of the Specific Plan.

C.6. Alcohol Sales. Alcohol sales are subject to the following restrictions:

- Alcohol sales for off-site consumption in conjunction with a general merchandise store shall require a conditional use permit; liquor stores are a non-permitted use.
- Alcohol sales for on-site consumption shall require a conditional use permit, provided that on-site sales are restricted to bars and full service restaurants.
- Separation distances for such uses or between such uses shall not be required.

P - Permitted Use
 A - Permitted as Accessory or Ancillary Use
 C - Conditionally Permitted Uses
 NP - Not Permitted

* qualifies as a pedestrian oriented use
 (1) pedestrian oriented use permitted as ground floor tenant and/or ancillary use

	Major Anchor Retail	Minor Anchor Retail	Main Street Retail / Mixed Use	In-Line Retail
Food & Beverage				
bar *	NP	NP	C	C
bar w/ live entertainment *	NP	NP	C	C
café, delicatessen *	A	A	P	P
fast food restaurant *	A	A	P	P
fast food restaurant w/ drive thru	NP	NP	NP	NP
food sales (e.g., ice cream shops, bakery, etc.) *	A	A	P	P
restaurant, full service *	NP	NP	P	P
restaurant, full service w/ alcohol sales *	NP	NP	C	C
restaurant, full service w/ live entertainment *	NP	NP	C	C
Office, Professional, and Business Support				
banks, financial services *	A	A	P	P
business support services *	A	A	P	P
offices, administrative / business / professional	A	A	P	P
office, medical	A	A	P	P
Recreation, Education & Public Assembly Uses				
cultural institution	A	A	P	P
electronic game center	NP	C	C	C
school, business & professional	P	P	P	P
Retail Sales				
general merchandise sales (>50 KSF GLA)	P	/	/	/
general merchandise sales (<50 KSF GLA)*	/	P	P	P
specialty merchandise sales *	P	P	P	P
Services				
animal services (grooming)	A	A	P	P
personal services *	A	A	P	P

LIFESTYLE COMMERCIAL PROHIBITED USES

Industry, Manufacturing and Processing Uses

Lodging, including Hotels & Motels

Recreation, Education & Public Assembly Uses as follows:

- adult business, entertainment
- cinema, theater
- conference center
- private meeting hall, clubs, lodges
- religious facilities
- schools, public & private

Residential Uses

Retail Sales as follows:

- convenience stores
- firearms sales (not including sales in conjunction with general merchandise stores, such as sporting goods)
- liquor stores (not including sales in conjunction with general merchandise stores)
- pawn shops
- swap meets
- tobacco retailers (not including sales in conjunction with general merchandise stores)

Services as follows:

- adult day care
- animal boarding and hospitals
- child day care
- rental, equipment

Transportation, Communication & Utility Uses

Vehicle Sales & Service, including Gas Stations

D DEVELOPMENT STANDARDS & GUIDELINES

D.1. Maximum Building Height.

- Maximum building height shall be in accordance with the specific building typologies identified in Section 5.06.
- Unspecified building typologies approved by the Reviewing Agency shall not exceed forty-five (45) in the Community Commercial Precinct and a lower height may be deemed appropriate.
- Maximum heights shall be measured to the top of the parapet.
- Additional height may also be considered for special corner massing and tower elements associated with multi-story, mixed use buildings along Main Street.

D.2. Minimum Setbacks.

- Setbacks to buildings, as well as parking and service facilities shall be provided in accordance with Exhibit 46.
- Setbacks shall be measured from the rear of the sidewalk.
- Setbacks shall receive compatible hardscape and/or landscape treatment.
- Shading devices and similar architectural features (e.g., canopies, awnings, etc.) are permitted to encroach up to five (5) feet on the building setback.
- Parapets, cornices, and other minor architectural projections are permitted to encroach up to two (2) feet on the building setback.
- Additional encroachment by architectural features that enhance the design may be considered subject to review and approval by the Reviewing Agency

D.3. Build-to Lines.

- Build to the rear of the sidewalk or to define plaza space in accordance with Exhibit 44.
- Paseo openings, as well as minor building modulations, recessed entries, etc., shall be permitted.
- Setbacks associated with minor building recessions should generally to be treated as an extension of the sidewalk or plaza space.
- Shading devices and similar architectural features (e.g., canopies, awnings, etc.) are permitted to encroach up to five (5) feet on the sidewalk or a plaza space, provided they do not interfere with suitable pedestrian flows.
- Parapets, cornices, and other minor architectural projections are permitted to encroach up to two (2) feet on the sidewalk or a plaza space provided they do not interfere with suitable pedestrian flows.
- Additional encroachment by architectural features that enhance the design may be considered subject to review and approval by the Reviewing Agency.

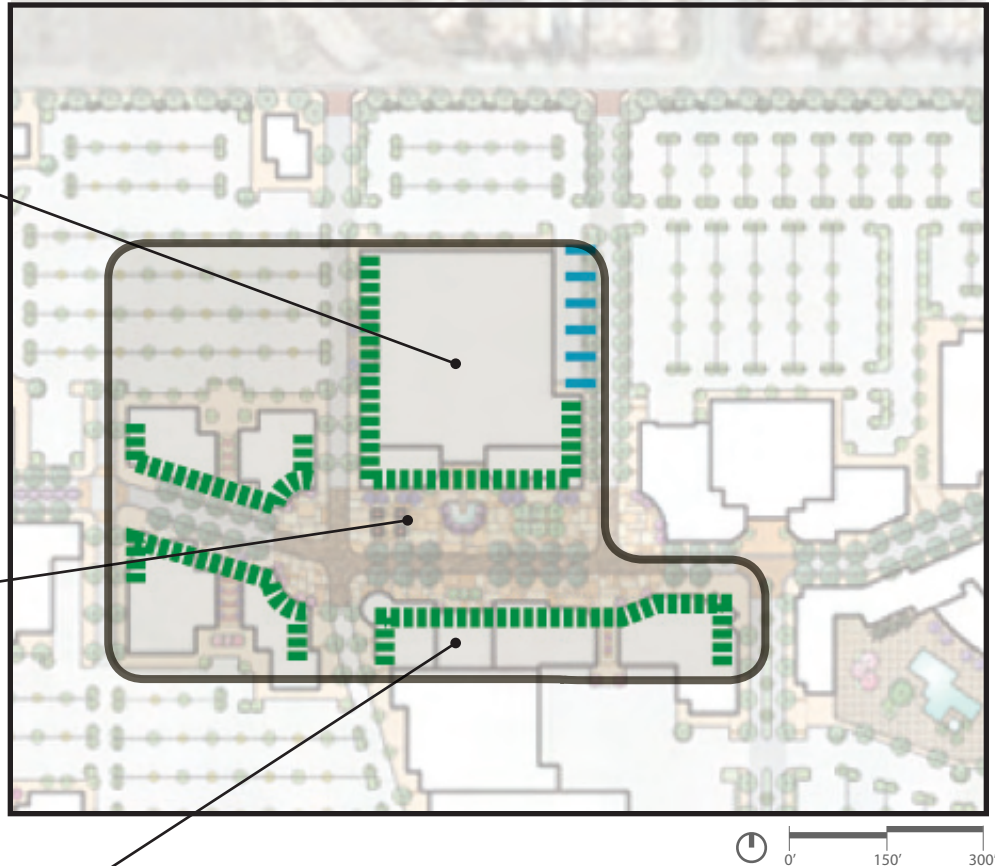
D.4. Parking Ratios. Parking shall be provided in accordance with the following ratios:

- 4.5 spaces per 1,000 square feet of gross leasable area for retail, food services, personal services, and similar uses typically associated with a shopping center.
- 2.5 spaces per 1,000 square feet of gross leasable area for upper floor office.
- 10 spaces per 1,000 square feet of gross leasable area for food services. The Reviewing Agency may, upon determination that adequate parking will be available, reduce the parking requirement for food services provided that the minimum parking ratio shall not be less than 4.5 spaces per 1,000 square feet of gross leasable area.





- On- and off-street parking facilities may be counted toward meeting the parking requirement.
- Excess parking located within adjacent planning areas (including the Frontage Commercial Zone, Community Commercial Precinct, and Flex Commercial Zone) may be counted toward meeting the parking requirement, subject to review and approval by the Reviewing Agency in cooperation with affected stakeholders.

E EXHIBIT 46. LIFESTYLE COMMERCIAL CHARACTER STUDY

Exhibit 46



Recommended Setbacks

-  10' to building, 15' to service & parking
-  5' to building, 10' to service & parking
-  no set back to building req'd, 5' to service & parking
-  approximate build-to-line (rear of sidewalk)

A SUMMARY & INTENT

As an anticipated later phase of development, the Flex Commercial Zone is intended to accommodate a mix of compatible commercial uses, responding to market conditions. Retail commercial development is expected to continue the pedestrian-oriented pattern established along Main Street, while office buildings will promote synergy with the adjacent medical facility. A hotel may also be accommodated, and a cinema may serve as the primary anchor.

A.1. Provide for a compatible mix of commercial uses, primarily focused on retail and office uses.

A.2. Continue the street-oriented pattern along Main Street, emphasizing “retail continuity.”

A.3. Accommodate a major anchor as a draw into the site (allowing for a cinema as the potential anchor), as well as a hotel, with these uses preferably oriented to Main Street.

A.4. Establish landscape setbacks to parking along boundary arterials, as well as the “boulevard” separating the Commercial and Medical Districts.

A.5. Require adequate parking for all uses within the Flex Commercial Zone.

B RECOMMENDED BUILDING TYPOLOGIES

B.1. **Major Anchor Retail (>50 KSF GLA)**, provided the building includes a public entrance along Main Street or associated plaza space.

B.2. **Minor Anchor Retail (20 - 50 KSF GLA)**, provided the building includes a public entrance along Main Street or associated plaza space.

B.3. **Main Street Retail / Mixed-use**, provided the building’s primary frontage is oriented to Main Street or associated plaza space.

B.4. **In-line Retail.**

B.5. **Hotel.** Meeting space that is clearly auxiliary in function is permitted, while the ground floor may accommodate compatible retail, dining, or other pedestrian oriented use. Where a hotel fronts Main Street a majority of the ground floor frontage shall be occupied by one or more pedestrian-oriented uses.

B.6. **Cinema.**

B.7. **Office.**

B.8. **Pad Retail**, provided the building does not front on Main Street.

B.9. **Auto Service Facility**, provided the building does not front on Main Street, and is subject to review under the CUP process.

B.10. **Additional Typologies.** Other building typologies may be permitted subject to review and approval by the Reviewing Agency.

C LAND USE REGULATIONS

C.1. **Land Use Classifications.** The accompanying table describes permitted, conditionally permitted, and non-permitted land uses by recommended building type for the Flex Commercial Zone.

C.2. **Incompatible Land Uses.** In addition, a list of land uses that are incompatible with the proposed character of the Flex Commercial Zone and its associated building types is provided.

C.3. **Pedestrian Oriented Uses.** At least 35% of the gross leasable area on the ground floor of the Flex Commercial Zone shall be devoted to uses identified as pedestrian oriented.

C.4. **Public Safety Facilities.** Public safety facilities may also be permitted within the Flex Commercial Zone subject to review and approval by the Reviewing Agency. This includes sheriff sub-stations, fire stations, and similar facilities.

C.5. **Non-specified Uses.** Uses that are not specified in the following table shall be subject to review and approval by the Reviewing Agency. Interpretations will be based on similarity of the use in question to specified uses, as well as the intent of the Specific Plan.

C.6. **Alcohol Sales.** Alcohol sales are subject to the following restrictions:

- Alcohol sales for off-site consumption in conjunction with a general merchandise store shall require a conditional use permit; liquor stores are a non-permitted use.

- Alcohol sales for on-site consumption shall require a conditional use permit, provided that on-site sales are restricted to bars and full service restaurants.

- Separation distances for such uses or between such uses shall not be required.

P - Permitted Use
 A - Permitted as Accessory or Ancillary Use
 C - Conditionally Permitted Uses
 NP - Not Permitted

* qualifies as a pedestrian oriented use
 (1) pedestrian oriented use permitted as ground floor tenant and/or ancillary use

	Major Anchor Retail	Minor Anchor Retail	Main Street Retail	In-Line Retail	Pad Retail	Hotel	Cinema	Office	Auto Service Facilities
Food & Beverage									
bar *	NP	NP	C	C	C	C (1)	NP	C	NP
bar w/ live entertainment *	NP	NP	C	C	C	C (1)	NP	C	NP
café, delicatessen *	A	A	P	P	P	P (1)	A	P (1)	NP
fast food restaurant *	A	A	P	P	P	NP	A	P (1)	NP
fast food restaurant w/ drive thru	NP	NP	NP	NP	P	NP	NP	NP	NP
food sales (e.g., ice cream shops, bakery, etc.) *	A	A	P	P	P	P (1)	A	P (1)	NP
restaurant, full service *	NP	NP	P	P	P	P (1)	NP	P (1)	NP
restaurant, full service w/ alcohol sales *	NP	NP	C	C	C	C (1)	NP	C (1)	NP
restaurant, full service w/ live entertainment *	NP	NP	C	C	C	C (1)	NP	C (1)	NP
Lodging									
hotel	/	/	/	/	/	P	/	/	/
Office, Professional, and Business Support									
banks, financial services *	A	A	P	P	P	P (1)	NP	P (1)	NP
business support services *	A	A	P	P	P	P (1)	NP	P (1)	NP
offices, administrative / business / professional	A	A	P	P	P	NP	NP	P	NP
office, medical	A	A	P	P	P	NP	NP	P	NP
Recreation, Education & Public Assembly Uses									
cinema, theater	/	/	/	/	/	/	P	/	/
cultural institution	A	A	P	P	P	NP	NP	NP	NP
electronic game center	NP	C	C	C	C	NP	A	NP	NP
school, business & professional	NP	P	P	P	P	NP	NP	P	NP
Retail Sales									
convenience store	NP	NP	NP	NP	NP	NP	NP	NP	A
general merchandise sales (>50 KSF GLA)	P	/	/	/	/	/	/	/	/
general merchandise sales (<50 KSF GLA) *	P	P	P	P	P	NP	NP	P (1)	NP
specialty merchandise sales *	P	P	P	P	P	P (1)	A	P (1)	NP
Services									
animal services (grooming)	A	A	P	P	P	NP	NP	NP	NP
personal services *	A	A	P	P	P	P (1)	NP	P (1)	NP
Auto Services									
gas station	/	/	/	/	/	/	/	/	C
car wash	/	/	/	/	/	/	/	/	C

FLEX COMMERCIAL PROHIBITED USES

Industry, Manufacturing and Processing Uses

Lodging as follows:
 motel

Recreation, Education & Public

Assembly Uses as follows:
 adult business, entertainment
 conference center
 private meeting hall, clubs, lodges
 religious facilities
 schools, public & private

Residential Uses

Retail Sales as follows:
 convenience stores, except as an ancillary use to a gas station or car wash
 firearms stores (not including sales in conjunction with general merchandise stores, such as sporting goods)
 liquor stores (not including sales in conjunction with general merchandise stores)
 pawn shops
 swap meets
 tobacco retailers (not including sales in conjunction with general merchandise stores)

Services as follows:
 adult day care
 animal boarding and hospitals
 child day care
 rental, equipment

Transportation, Communication & Utility Uses

Vehicle Sales & Service,
 except Gas Stations and Car Washes

D DEVELOPMENT STANDARDS & GUIDELINES

D.1. Maximum Building Height.

- Maximum building height shall be in accordance with the specific building typologies identified in Section 5.06.
- Unspecified building typologies approved by the Reviewing Agency shall not exceed forty-five (45) in the Community Commercial Precinct and a lower height may be deemed appropriate.
- Maximum heights shall be measured to the top of the parapet.
- Additional height may also be considered for special corner massing associated with gateway office buildings or a cinema marquee.

D.2. Minimum Setbacks.

- Setbacks to buildings, as well as parking and service facilities shall be provided in accordance with Exhibit 47.
- Setbacks shall be measured from the rear of the sidewalk.
- Setbacks shall receive compatible hard-scape and/or landscape treatment.
- Shading devices and similar architectural features (e.g., canopies, awnings, etc.) are permitted to encroach up to five (5) feet on the building setback.
- Parapets, cornices, and other minor architectural projections are permitted to encroach up to two (2) feet on the building setback.
- Additional encroachment by architectural features that enhance the design may be considered subject to review and approval by the Reviewing Agency.

D.3. Build-to Lines.

- Build to the rear of the sidewalk or to define plaza space in accordance with Exhibit 45.
- Paseo openings, as well as minor building modulations, recessed entries, etc., shall be permitted.
- Setbacks associated with minor building recessions should generally to be treated as an extension of the sidewalk or plaza space.
- Shading devices and similar architectural features (e.g., canopies, awnings, etc.) are permitted to encroach up to five (5) feet on the sidewalk or a plaza space, provided they do not interfere with suitable pedestrian flows.
- Parapets, cornices, and other minor architectural projections are permitted to encroach up to two (2) feet on the sidewalk or a plaza space provided they do not interfere with suitable pedestrian flows.
- Additional encroachment by architectural features that enhance the design may be considered subject to review and approval by the Reviewing Agency.

D.4. Parking Ratios. Parking shall be provided in accordance with the following ratios:

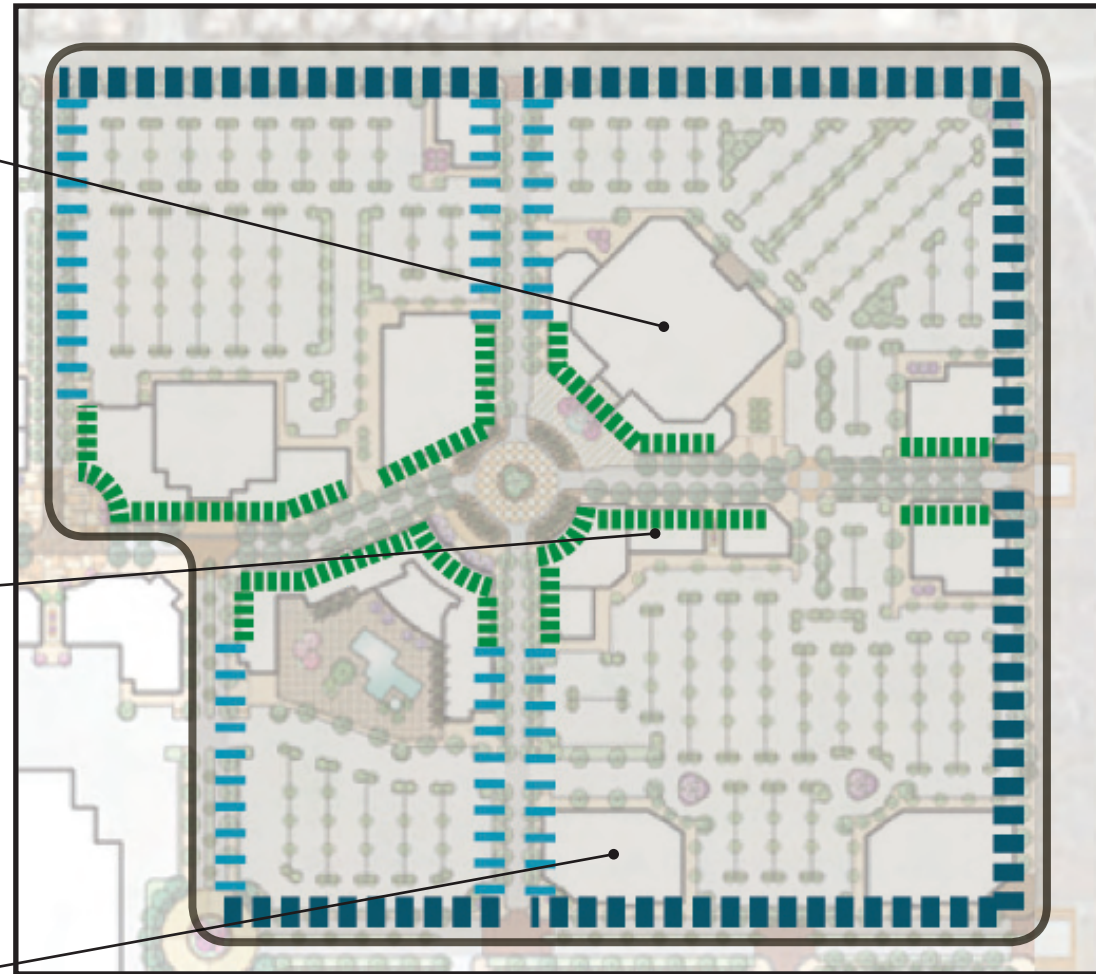
- 4.5 spaces per 1,000 square feet of gross leasable area for retail, food services, personal services, and similar uses typically associated with a shopping center.
- 3.0 spaces per 1,000 square feet of gross leasable area of office,
- 2.5 spaces per 1,000 square feet of upper floor office associated with a mixed use building.

- 10 spaces per 1,000 square feet of gross leasable area for food services. The Reviewing Agency may, upon determination that adequate parking will be available, reduce the parking requirement for food services provided that the minimum parking ratio shall not be less than 4.5 spaces per 1,000 square feet of gross leasable area.





- 1.0 space per guest room for a hotel.
- 1.0 space per 4 seats for a cinema; alternatively, the shopping center standard may be applied subject to a shared parking analysis.
- On- and off-street parking facilities may be counted toward meeting the parking requirement.

E EXHIBIT 47. FLEX COMMERCIAL CHARACTER STUDY

Exhibit 47



Recommended Setbacks

-  10' to building, 15' to service & parking
-  5' to building, 10' to service & parking
-  no set back to building req'd, 5' to service & parking
-  approximate build-to-line (rear of sidewalk)

E. FLEX COMMERCIAL CHARACTER STUDY

5.06

BUILDING TYPOLOGIES

A MAJOR ANCHOR RETAIL

A.1. Orientation & Massing Guidelines.

a. Orient main entrances toward key pedestrian space, including sidewalks and important pedestrian walkways. Secondary entrances may be oriented to paseos and parking facilities.

b. Limit major anchor retail buildings to two (2) floors and forty-five (45) feet in height. A minimum height of twenty-five (25) feet (measured to the top of the parapet) is recommended and double height interior space is encouraged.

c. Use simple, yet varied massing; in particular, introduce strong forms to accentuate primary store entrances, and when necessary make them visible to motorists on nearby arterials. Entrances that offer climate protection and afford a “sense of entry” are encouraged.

d. Establish a “base, middle and top” for buildings to break down scale and introduce modulation.

A.2. Architectural Design Guidelines.

a. Articulate all building elevations visible from publicly accessible areas. Expansive blank and unadorned wall surfaces should be minimized.

b. Use fenestration (i.e., windows and doors), as well as changes in wall plane, material, texture, color, etc., to create deep shadow lines and articulate building walls.

c. Provide highly visible store entrances. Entrances should be clearly demarcated with recesses, overhangs, display windows, and other architectural details.

d. Introduce transparency along sidewalks and pedestrian walkways, especially in proximity to store entrances.

- Generous storefront window and expansive displays are encouraged.

- Clear plate glass is recommended; the use of reflective, opaque and darkly tinted glass is strongly discouraged.

e. Use architectural details to enhance the building’s appearance. Careful detailing, including human-scaled elements is especially appropriate at street level.



•Highly identifiable store entrance



•Varied massing and modulated facade



•Human-scale design details at street level



•Corner massing



•Prominent store entrance



•Transparency / display windows articulate facade

B MINOR ANCHOR RETAIL

B.1. Orientation & Massing Guidelines.

a. Orient main entrances toward key pedestrian space, including sidewalks and important pedestrian walkways. Secondary entrances may be oriented to paseos and parking facilities.

b. Limit minor anchor retail buildings to two (2) floors and thirty-five (35) feet in height. A minimum height of twenty (20) feet (measured to the top of the parapet) is recommended and double height interior space is encouraged.

c. Use strong and identifiable forms at building corners, marking gateways and key intersections.

d. Incorporate compatible changes in architectural form to emphasize and accentuate the main entrance. Entrances that offer climate protection and afford a “sense of entry” are encouraged.

e. Establish a “base, middle and top” for the building to break down scale and introduce modulation.

B.2. Architectural Design Guidelines.

a. Articulate all building elevations that are visible from publicly accessible areas. Blank and unadorned wall surfaces are to be avoided.

b. Use fenestration (i.e., windows and doors), as well as changes in wall plane, material, texture, color, etc., to create deep shadow lines and articulate building walls.

c. Provide highly visible store entrances. Entrances should be clearly demarcated with recesses, overhangs (such as canopies and awnings), display windows, and other architectural details.

d. Emphasize transparency along sidewalks and pedestrian walkways, especially in proximity to store entrances.

- Generous storefront windows are encouraged.

- Clear plate glass is recommended; the use of reflective, opaque, and darkly tinted glass is strongly discouraged.

e. Use architectural details to enhance the building’s appearance. Careful detailing is especially appropriate at street level.

f. Incorporate human-scaled details and elements such as canopies and awnings, window displays, architectural lighting, etc., especially where heavy pedestrian traffic is expected.

5.06

BUILDING TYPOLOGIES

C MAIN STREET RETAIL / MIXED USE

C.1. Orientation & Massing Guidelines.

a. Orient “main street” retail and mixed-use buildings toward active pedestrian space, most notably Main Street.

- Buildings should define the street and sidewalk, as well as associated outdoor gathering spaces such as the Town Square.

- Buildings should generally be configured to maintain a continuous edge along the sidewalk.

b. Orient main building and primary shop entrances toward Main Street’s sidewalks. Secondary entrances may be oriented to side streets, paseos, and/or parking facilities.

c. Encourage the introduction of upper floor office to increase height and better frame public space, while dedicating the ground floor to uses that generate pedestrian intense activity.

d. Limit “main street” retail and mixed-use buildings to three (3) floors and forty-five (45) feet. A minimum height of twenty (20) feet (measured to the top of the parapet) is recommended.

e. Use simple, yet varied massing that differentiates ground floor retail from upper floor office.

f. Incorporate compatible changes in architectural form to emphasize and accentuate building corners, as well as main building and/or primary shop entrances.

g. Express roofs in a visually interesting manner that complements the building. Sculpted roof forms, or a strong and attractively detailed cornice or parapet are encouraged.

C.2. Architectural Design Guidelines.

a. Articulate all building elevations that are visible from publicly accessible areas. Blank and unadorned wall surfaces are to be avoided.

b. Use fenestration (i.e., windows and doors), as well as changes in wall plane, material, texture, color, etc., to create deep shadow lines and articulate building facades.

c. Emphasize classic “main street” design for retail facades:

- a frequent cadence of shop entrances along the street

- creative expression of individual storefronts.

- delineation of the base, middle, and top of the store facade; for example, street-oriented shops may feature a 1) bulkhead; 2) display windows; and 3) transom and detailed cornice.

d. Emphasize transparency along sidewalks and other heavily trafficked areas.

- Generous storefront windows with engaging displays are strongly encouraged.

- Clear plate glass is recommended; the use of reflective, opaque, and darkly tinted glass is strongly discouraged.

e. Differentiate a main building entrance from shop entrances, and provide workable, punched type windows on upper levels.

f. Introduce rich details at street level, including canopies and awnings, window displays, architectural lighting, etc.



•Buildings orient towards shopping street



•Office over retail



•Differentiated store fronts / transparency



•Prominent store entrance



•In-line retail fronting minor plaza space



•Permanent & durable materials

D IN-LINE RETAIL

D.1. Orientation & Massing Guidelines.

a. Orient primary shop entrances toward active pedestrian space, including sidewalks and key pedestrian walkways. Secondary entrances may be oriented to paseos and parking facilities.

b. Limit in-line retail buildings to a single floor and thirty (30) feet in height; double height interior space is acceptable. A minimum height of twenty (20) feet (measured to the top of the parapet) is recommended.

c. Consider compatible changes in architectural form and roofline to emphasize a building corners and/or primary shop entrances.

d. Express roofs in a visually interesting fashion. Flat roofs forms should incorporate an attractive cornice or parapet.

D.2. Architectural Design Guidelines.

a. Articulate all building elevations that are visible from publicly accessible areas. Blank and unadorned wall surfaces are to be avoided.

b. Use fenestration (i.e., windows and doors), as well as changes in wall plane, material, texture, color, etc., to create deep shadow lines and articulate building walls.

c. Delineate the “base, middle and top” of store facades. For example, street-oriented shops may feature a 1) bulkhead; 2) display windows; and 3) transom and detailed cornice.

d. Emphasize transparency along sidewalks, pedestrian walkways, and other heavily trafficked areas.

- Generous storefront windows are encouraged.

- Clear plate glass is recommended; the use of reflective, opaque, and darkly tinted glass is strongly discouraged.

e. Use architectural details to enhance an in-line retail building’s appearance. Careful detailing is especially appropriate at the base of buildings, along cornices, eaves and/or parapets, and around entries and doors.

f. Incorporate human-scaled details and elements that individualize each tenant’s storefront; for example, canopies and awnings, windows displays, architectural lighting, etc., especially where pedestrian activity is expected.

5.06

BUILDING TYPOLOGIES

E PAD RETAIL

E.1. Orientation & Massing Guidelines.

a. Locate pad building to define project entrances and gateways.

b. Explore opportunities to group pad retail buildings to frame and share outdoor space such as small plazas and paseos.

c. Orient primary shop entrances toward streets, major entry drives, and/or public outdoor gathering areas. Secondary entrances may be oriented toward paseos and/or parking facilities.

d. Limit pad retail buildings to a single floor and twenty-five (25) feet in height. A minimum height of fifteen (15) feet is recommended.

e. Consider compatible changes in architectural form and roofline to emphasize gateways and/or a primary shop entrance.

f. Express roof in a visually interesting fashion. Flat roofs forms should incorporate an attractive cornice or parapet.

E.2. Architectural Design Guidelines.

a. Ensure that all sides of a pad retail building are articulated and provide visual interest. Blank, unadorned walls are strongly discouraged.

b. Use fenestration (i.e., windows and doors), as well as changes in wall plane, material, texture, color, etc, to create shadow lines and articulate building walls.

c. Provide visible shop entrances. Entrances should be clearly expressed with recesses, overhangs (including canopies or awnings), special materials, and/or detailing.

d. Incorporate human-scaled details and elements such as canopies and awnings, display windows, architectural lighting, etc., especially where pedestrian activity is expected.

e. Require a high degree of transparency along sidewalks and heavily trafficked areas. The use of reflective, opaque, and darkly tinted glass is discouraged.

f. Continue details, materials, and colors around the entire building.

g. Ensure that a compatible combination of attractive architectural lighting and appropriate security lighting on all elevations enhances on-site safety.



•Corner massing demarcates entry



•Human-scale details, including awnings



•Details and materials on all elevations



•Identifiable building entrance



•Varied massing and articulated facade



•Semi-private outdoor space w/ recreational amenities

F HOTEL

F.1. Orientation and Massing Guidelines.

a. Site the hotel building to define key pedestrian space, including streets and sidewalks. Orientation toward Main Street is preferred, but not required.

b. Allow for ground floor retail, restaurant or other pedestrian oriented use in conjunction with a hotel building along streets where pedestrian activity is most desired. Along Main Street this is required for a majority of the frontage.

c. Orient the main entrance toward important pedestrian space, including streets and outdoor gathering areas. Secondary public entrances and porte-cocheres may orient to the street or parking facilities.

d. Limit a hotel building to four (4) floors and fifty (50) feet in height; additional height may be considered for a tower element. A minimum height of two floors and thirty (30) feet is recommended.

e. Employ simple, yet varied massing. In particular, strong and identifiable forms should mark building corners and major public entrances.

f. Incorporate compatible changes in architectural form to highlight the main building entrance. Entrances that offer climate protection and a welcoming appearance are encouraged.

g. Establish a “base, middle and top” for the building to break down scale and introduce modulation.

h. Express roofs in a visually interesting manner that complements the building. Sculpted roof forms, or a strong and attractively detailed cornice or parapet are encouraged.

F.2. Architectural Design Guidelines.

a. Ensure that all sides of a hotel building are highly articulated. Blank or monotonous wall surfaces are to be avoided.

b. Use fenestration (i.e., windows and doors), as well as changes in wall place, material, texture, color, etc., to create shadow lines and articulate building facades.

c. Introduce three-dimensional interest at the street level. Of particular importance are transparent views into the entrance lobby.

d. Emphasize workable, punched type windows on upper levels.

e. Use architectural details to enhance the buildings appearance. Careful detailing is especially appropriate at the base, along cornices, eaves, parapets, and fenestration.

f. Continue detailing, materials, and colors around the entire building.

F.3. Additional Guidelines.

a. Provide a semi-private outdoor gathering and recreation area in conjunction with the hotel. This space is intended for visitors and occupants of the hotel.

b. Design the communal, semi-private outdoor space for comfortable human activity and social interaction, incorporating site furniture, landscape and hardscape treatment. Recreational facilities such as a pool and jacuzzi are encouraged.

5.06

BUILDING TYPOLOGIES

G CINEMA

G.1. Orientation & Massing Guidelines.

a. Site the cinema building for ready visibility and pedestrian access from Main Street. The main public entrance should open onto and frame an outdoor gathering area with a direct connection to Main Street.

b. Allow for the “lamination” of in-line retail so as to better activate and define pedestrian space. Retail use should be designed in an architecturally compatible manner, and provide an effective transition in scale.

c. Limit a cinema building to forty (40) feet in height. Additional height may be considered for a prominent architectural feature or marquee marking the entrance.

d. Use bold, distinctive massing to highlight the public entrance. Architectural forms that emphasize and accentuate the entrance are strongly encouraged, and should establish an inviting transition between exterior and interior.

e. Express the roof in a visually interesting manner that complements the building appearance and form.

G.2. Architectural Design Guidelines.

a. Make the entrance facade of the cinema a primary contributor to pedestrian interest and activity along Main Street. In particular, there should be a high level of transparency between interior and exterior.

b. Emphasize three-dimensional interest at street level. Architectural details and materials that enhance the public entrance are especially encouraged.

c. Explore opportunities for especially unique marquee signage that becomes an integral part of the architectural design. Bold signage and complementary architectural lighting displays are encouraged.

d. Articulate all of the cinema building’s facades.

- Facades facing a street should receive a high degree of articulation and retail laminations are encouraged.

- Minor changes in wall plane, material and color should relieve any walls that are not oriented toward active pedestrian space.

e. Use materials and colors that are complementary to the overall design and that enhance the cinema’s visual appeal.

f. Treat all sides of the cinema with compatible materials and colors.



•Cinema facade creates pedestrian interest



•Inviting entry orients towards plaza space



•Cinema laminted with retail uses



- Prominent entrance oriented to public space



- Deep wall openings create three-dimensional interest



- Employee gathering space framed by office buildings

H OFFICE

H.1. Orientation & Massing Guidelines.

a. Site office buildings to define eastern gateways into the Commercial District.

b. Explore opportunities to group buildings so as to frame and share active pedestrian and communal outdoor gathering spaces.

c. Orient main building entrances, entrance lobbies, as well as entries to ground floor auxiliary uses such as cafes, so that they open onto pedestrian space, including streets and active outdoor gathering areas. Secondary entrances may be oriented toward communal outdoor spaces (i.e., areas primarily available to building occupants) and/or parking facilities.

d. Limit office buildings to a maximum height of three (3) floors and forty (40) feet; additional height may be considered for tower elements. A minimum height of twenty-five (25) feet is recommended.

e. Use strong and identifiable forms at building corners, especially to mark gateways and key intersections. Monolithic buildings are discouraged.

f. Incorporate compatible changes in architectural form to emphasize and accentuate the main building entrance. Entrances that offer climate protection and afford a “sense of entry” are encouraged.

g. Express roofs in a visually interesting manner that complements the building. Flat, unarticulated expressions are generally discouraged.

H.2. Architectural Design Guidelines.

a. Ensure that all sides of an office building are highly articulated. Blank or monotonous wall surfaces should be avoided.

b. Use fenestration (i.e., windows and doors), as well as changes in wall plane, material, texture, color, etc., to create shadow lines and articulate building walls. Deep wall openings are encouraged.

c. Introduce three-dimensional interest at the street level. In general, office buildings should provide transparent views into their entrance lobbies.

d. Provide highly visible and readily identifiable public building entrances. Along with changes in building form, entrances may be expressed through special materials and/or detailing.

e. Use architectural details to enhance the building’s appearance. Careful detailing is especially appropriate at the base, along cornices, eaves, parapets, and fenestration.

H.3. Additional Guidelines.

a. Consider opportunities for intimate, communal outdoor gathering spaces associated with a single or group of office building. These spaces are primarily intended for employees.

b. Design communal outdoor spaces for comfortable human activity and social interaction, incorporating site furniture, landscape and hardscape treatment.

A MAJOR (AUTO-ORIENTED) IDENTITY SIGNAGE

A.1. Intent. Large anchor tenants require “eye-catching” identity signage scaled to the use. Typically, this signage will be directed toward the passing motorist along 10th Street West, often incorporating the identifiable graphic design of a national retailer.

A.2. Standards.

a. Major tenant signage shall be limited to tenants associated with the following building typologies:

- Major anchor retail (accommodating a tenant with >50,000 square feet of GLA)
- Minor anchor retail (accommodating a tenant with >20,000 square feet of GLA) oriented to 10th Street West.
- Cinema

b. Each qualified tenant shall be limited to a single building mounted wall sign that shall function as the primary means of identification, except that tenants fronting on more than one street (including arterial streets, designated interior streets, and commercial access drives) shall be allowed an additional wall sign.

c. The wall sign for a major anchor tenant shall not exceed one hundred (100) square feet of sign area. In the event an additional wall sign is allowed, that sign shall not exceed seventy-five (75) square feet.

d. The wall sign for a minor anchor tenant shall not exceed seventy-five (75) square feet of sign area. In the event an additional wall sign is allowed, that sign shall not exceed fifty (50) square feet.

e. A major tenant wall sign shall not project more than one and one-half (1.5) feet from the face of the building, and shall not project above the roofline.

f. Variations to the above standards may be considered by the Reviewing Agency in conjunction with the review of an overall sign program submitted concurrent with an application for development.

A.3. Design Guidelines.

a. Locate and size major tenant identity signs to complement the overall building design. The graphic composition and materials should also be coordinated with the architecture, while effectively portraying the identity of the business.

b. Coordinate sign placement with the arrangement of bays, windows and other architectural features.

c. Restrict major tenant identification signs to the business name and/or a simple logo.

d. Use bold typefaces that are easy-to-read; for example letter and words should be spaced for heightened legibility. Crowding or excessive spacing of letter and words is generally discouraged, as are overly intricate type faces and symbols.



•Signage coordinated with building design



•Bold typeface w/ contrasting background



•Simple, business identity signage



•Signage coordinated with storefront design



•Easy-to-read typeface on unadorned surface



•Framed signage

B PRIMARY IDENTITY SIGNAGE

B.1. Intent. A tenant's primary signage will consist of the name of the business and/or logo depicted on a wall sign, and designed to comfortably fit the building and storefront. Signage should reflect the character of the tenant and services provided, while clear and legible to both passing pedestrian and automotive traffic.

B.2. Standards.

a. Each tenant shall be limited to a single building mounted wall sign that shall function as the primary means of identification, except that tenants fronting on more than one street (including arterial streets, designated interior streets, and commercial access drives) shall be allowed an additional wall sign.

b. A primary tenant wall sign shall be allowed one and one-half (1.5) square foot of sign area for each lineal foot of ground floor street frontage (including arterial streets, and designated interior streets, and commercial access drives) to a maximum of thirty (30) square feet. In the event an additional wall sign is allowed, that sign shall not exceed twenty-five (25) square feet.

c. A primary tenant wall sign shall not project more than one (1) foot from the face of the building, and shall not project above the roofline.

d. Variations to the above standards may be considered by the Reviewing Agency in conjunction with the review of an overall sign program submitted concurrent with an application for development.

B.3. Design Guidelines.

a. Locate and size tenant identity signs to complement the building architecture and storefront design.

- The overall size, materials, and graphic composition of a tenant wall sign should be coordinated with the building architecture and storefront design.

- Tenant wall signs should be located on flat, unadorned surfaces. This is generally a panel or band above the storefront entrance, although alternative locations may be considered.

b. Coordinate sign placement with the arrangement of bays, windows and other architectural features.

- Molding, pilasters, cornices, and similar architectural features may be used to "frame" a tenant wall sign, allowing for sufficient margins on all sides.

- Tenant wall signs should not overlap, obscure or otherwise interfere with windows, window trim or molding, grillework, piers, pilasters, etc.

c. Restrict tenant identification signs to the business name and/or a simple logo.

d. Use typefaces that are easy-to-read; for example letter and words should be spaced for heightened legibility. Crowding or excessive spacing of letter and words is generally discouraged, as are overly intricate type faces and symbols.

C SECONDARY IDENTITY SIGNAGE

C.1. Intent. Within high-traffic pedestrian areas, encourage signs that are sized and oriented to persons on foot rather than the automobile. A tenant's secondary storefront signage offers an opportunity to be especially expressive. Nonetheless, these signs should complement the overall sign display, enhance the building and storefront, and reflect the highest quality.

C.2. Standards.

a. Permitted secondary tenant sign types are as follows:

- small-scale wall signs or identity plaques
- awning / canopy signs.
- projecting / wall-mounted blade signs.
- window signs.
- specialty paving, such as mosaic tile, cast concrete or terazzo.

b. Each tenant may select the most appropriate sign types for their establishment, provided that the total sign area for secondary signs may not exceed twenty-five (25) square feet.

c. A secondary tenant sign shall not exceed ten (10) square feet of sign area, and the location and setting may dictate a smaller size in accordance with the following guidelines.

d. Variations to the above standards may be considered by the Reviewing Agency in conjunction with the review of an overall sign program submitted concurrent with an application for development.

C.3. Design Guidelines.

a. Select secondary sign types based on setting and effectiveness of display. Appropriate locations include storefront windows, projecting

from a facade, hanging from an overhead canopy, an awning valence, and/or at rear and side entrances.

b. Encourage pedestrian-scaled projecting signs (overhead mounted, projecting blade signs, etc.) along pedestrian sidewalks and pathways.

- Logos, symbols and bold graphic forms that convey the product or service offered are especially appropriate for projecting signs.

- Place projecting signs and their support brackets out of reach and perpendicular to the building. Metal brackets are recommended.

c. Make awning or canopy signs an integral part of these features, complementing their design, pattern or style.

- Awning signs should be limited to a single line on the valence, and letter height should not exceed twelve (12) inches.

- Sign copy on canopies may be placed on either the vertical fascia or attached to the top of the canopy, and limited to no more than one line of lettering not to exceed twelve (12) inches in height.

- The use of internally illuminated awnings is prohibited.

d. Ensure that window signage and graphics augment and minimally obscure display areas, limiting such signage to 20% of the window area and preferably placed in the lower third of the window. Window signs may be painted or etched on glass, decal letters, or hung behind the glass.

e. Emphasize displays of craftsmanship and allow for a greater level of detail as these signs are intended to be read at close range.



•Window sign



•Awning sign



•Blade sign



•Business name and logo



•Tenant address



•High visibility building address

D ADDITIONAL SIGNAGE TYPOLOGIES

D.1. Major Office Tenant Signage. Office buildings may incorporate signage that identifies the major tenant. Major office tenant signage shall be limited to a single wall sign per street-facing facade, not to exceed fifty (50) square feet in sign area. Signs shall include only the business name and/or logo, and location, size, and design should complement the building architecture.

D.2. Building Identity Signage. Office and mixed-use buildings may incorporate signage that identifies the building. Building identification signage shall be limited to a single wall sign per street-facing facade, not to exceed fifteen (15) square feet in sign area. Signs shall include only the name of the building, and location, size, and design should complement the building architecture.

D.3. Building / Tenant Address. Locate building and tenant addresses for readability from streets and sidewalks. They should be set at a visible height, preferably mounted adjacent to or above a primary building or shop entrance. Fabricate addresses of exterior grade materials (e.g., metal, tile). Typically, addresses should contrast with the mounting surface to heighten visibility.

D.4. Cinema Marquee. A marquee sign may substitute as the major tenant identity sign for a cinema. It should be located above or near the main public entrance, and may project from the building in a vertical or horizontal direction, provided the marquee is integral to the architectural form of the building. The sign may advertise the name of the business, as well as events that occur on its premises. Animation is permissible.

