

chapter 9

Development & Design Guidelines





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9.1 Chapter Overview

Within the Specific Plan Area, development is regulated by a hierarchy of plans, including the General Plan, the Planning and Development Code (PDC), and this Specific Plan. At the highest and most general level, the General Plan provides general guidelines for urban form and a range of allowable densities and intensities according to the General Plan land use designation of each parcel. The PDC provides the major share of development standards, which are established according to the zoning designation of each parcel. The PDC, this Specific Plan, and citywide design guidelines work together to implement the General Plan and to ensure that future development is consistent with the community's vision.

This chapter focuses on development and design guidelines that are unique or special to the West Broadway area, including architectural design, landscaping, parking, signage, and other elements that help to support a walkable, mixed-use neighborhood.

The design guidelines apply to all new development and additions to existing development within the Specific Plan Area reviewed from several different scales.

At the neighborhood scale, the guidelines focus on creating a cohesive public realm that builds on the context and mixed-use opportunities in the area. Neighborhood-wide guidelines address the character of public spaces through attention to the details of how the building should address the street, landscaping, parking, and existing site features, such as mature trees.

At the block, site, and building scale, design guidelines for private residential and commercial and mixed-use development supports high quality architecture and landscape design and a positive connection to the public realm that reinforces a walkable, sustainable neighborhood.

The Specific Plan Design Guidelines work in conjunction with the citywide design guidelines, including:

- ▲ Citywide Single-Unit Dwelling and Duplex Dwelling Design Guidelines;
- ▲ Citywide Multi-Unit Dwelling Design Guidelines; and
- ▲ Citywide Commercial Design Guidelines.

The citywide guidelines should be referenced as part of the Planning and Design Review process for future projects in the Specific Plan Area. Where differences exist, the Specific Plan guidelines shall prevail. Like the citywide guidelines, Specific Plan design guidelines are organized as follows:

- ▲ **Design principles** are concepts underlying good project planning and design. They are required, mandatory, and broad in scope.

- ▲ **Rationale** assist in clarifying why the principle is important.
- ▲ **Design guidelines** are suggested approaches to meeting the principle. However, the City recognizes there may be a certain set of circumstances under which alternative approaches could be used to meet the principle. The photos in the design guidelines are provided as examples and not intended to illustrate solutions to all situations.

9.2 Development and Design Goals and Policies

The following goals and policies guide future development and design in the Specific Plan Area.

Development and Design Goals and Policies	
Goal DD-1	<i>Protect and enhance the community character of existing neighborhoods.</i>
Policy	DD-1.1: Encourage intensification along Broadway.
Policy	DD-1.2: Consider landscape screening and placement of windows and outdoor spaces when higher density new development directly faces single-family properties, as addressed in the Specific Plan design guidelines.
Policy	DD-1.3: Preserve existing mature trees in the Specific Plan Area, where possible.
Goal DD-2	<i>Use the City’s design review process to help facilitate development in the Specific Plan Area, consistent with the intent and goals of the Specific Plan.</i>
Policy	DD-2.1: To preserve buildable area for development projects, the City shall consider deviations from minimum parking, building setback, and lot coverage standards for developments on small parcels that are significantly affected by proposed infrastructure, such as new streets.

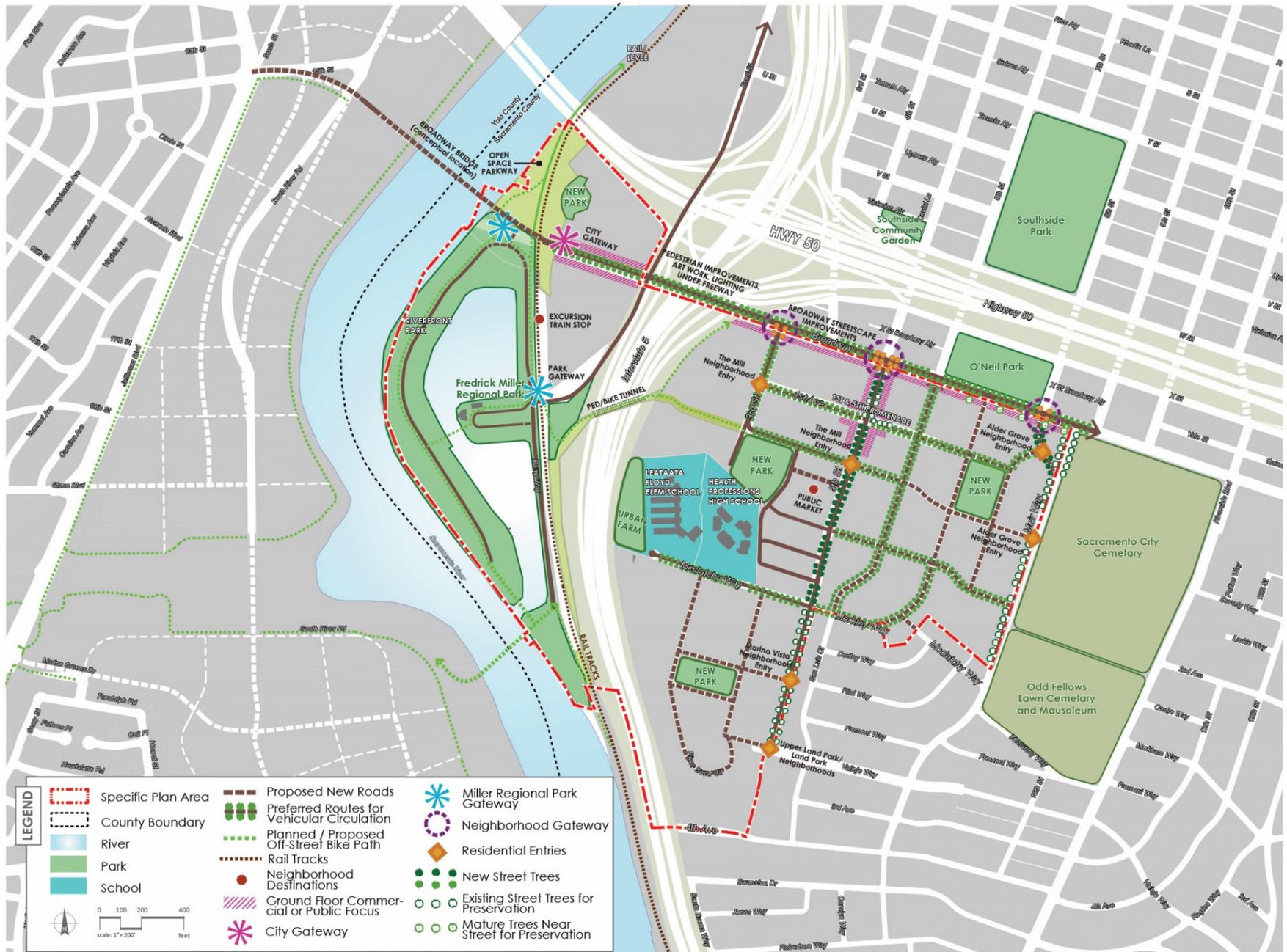
9.3 Urban Design Framework

9.3.1 Urban Design Concepts

The Urban Design Concept, shown in Figure 9-1, reflects the following character-defining features, which will guide and establish a distinct identity for the West Broadway area:

- ▲ **Mixed-Use Neighborhood with a Traditional Design Character.** The neighborhood will consist of housing types and densities that consider the traditional features of development in the surrounding community. Separated sidewalks and open space with street trees, pedestrian-scaled lighting, and bikeways in lanes or as on-street bike routes will serve to maintain the traditional feel and pedestrian-oriented character in the Upper Land Park neighborhood. Contemporary infill housing in the West Broadway area will continue to add to the diverse fabric of the Central City neighborhoods.
- ▲ **A Traditional Street Grid and Block Pattern.** This pattern will be created by extending the Central City grid into the Specific Plan Area to support walkable neighborhood blocks and safe and efficient vehicular, bike, and pedestrian access and movement. To discourage cut-through traffic through the center of residential areas, efficient routes for direct vehicular circulation should be signed, and traffic-calming devices, such as speed lumps, should be implemented within neighborhood areas. Approaches to distribute parking to serve neighborhood residents and other uses and support a pedestrian-oriented environment should be employed, such as using on-street parking, building many smaller shaded lots over larger parking lots, and screening parking.
- ▲ **An Integrated Parks and Open Space Network.** Parks and open space will serve as focal points for neighborhood subareas, connected by a continuous network of walkways and greenways. A continuous urban green canopy, formed by the street trees that shade the streets and greenways, will connect the neighborhood and surrounding community to the amenities of the riverfront and open space system at Miller Regional Park.

Figure 9-1: Urban Design Concept



Source: Ascent, 2019

- ▲ **An Active Public Realm.** As new uses become available and street and building improvements are constructed, an active public realm will develop that builds from existing resources, such as mature street trees in the neighborhood. Higher densities and building heights, shallower building setbacks, and active ground-floor uses will establish a more urban character along the West Broadway corridor and transition to a more residential character adjacent to established residential areas south of Broadway.
- ▲ **Well-Defined Gateways.** Well-defined gateways and transitions through landscaping, signage, art, and other features that may include:
 - a city gateway at the future Broadway Bridge entry into the city of Sacramento from West Sacramento;
 - landmarks, art, or other features that punctuate and identify Miller Regional Park as a key destination; and
 - residential and directional markers that signify transition into Specific Plan Area neighborhoods and destinations.

9.3.2 Sustainability

Sustainability is a community priority and is integrated into the urban design concepts of this Specific Plan and existing codes and regulations. The Specific Plan area is located adjacent to the Central City which has more robust transit services and the Central City grid, providing opportunities for motorists to reduce vehicle trips. In addition, the Specific Plan embodies the following sustainable design features to support further opportunities to reduce vehicle miles traveled, greenhouse gas emissions and improve of public health, including:

- ▲ Location as an existing development site in the Central City, close to transit services and available infrastructure;
- ▲ more compact urban form and street grid to encourage walking, bicycling, transit use, and new transportation technologies;
- ▲ design that preserves character-defining neighborhood features, such as the preservation of existing mature trees and addition of new trees and adaptive reuse of historic buildings and structures;
- ▲ more energy-efficient site and building design with future development upgraded to current city standards; and

- ▲ Promotion of site-integrated stormwater management solutions.

Sustainability considerations with respect to land use, site, and building design are emphasized and have been threaded into the design guidelines in this chapter, where noted by the green “(S)” symbol. These guidelines help to implement the City’s goals and policies for sustainability and climate action included in the General Plan.

9.4 Development Standards

Land uses in the Specific Plan Area are subject to the development standards contained in Division II of the PDC. The development standards of the PDC identify the detailed site, lot, and setback standards for each zoning district. Applicable zoning districts in the Specific Plan Area are shown in Figure 9-2. Minor deviations from the development standards, such as building heights, lot design, and building setbacks that conform to the design principles of this Specific Plan or citywide design guidelines, may be permitted through the City’s site plan and design review process, addressed in further detail in Chapter 10 of this Specific Plan.

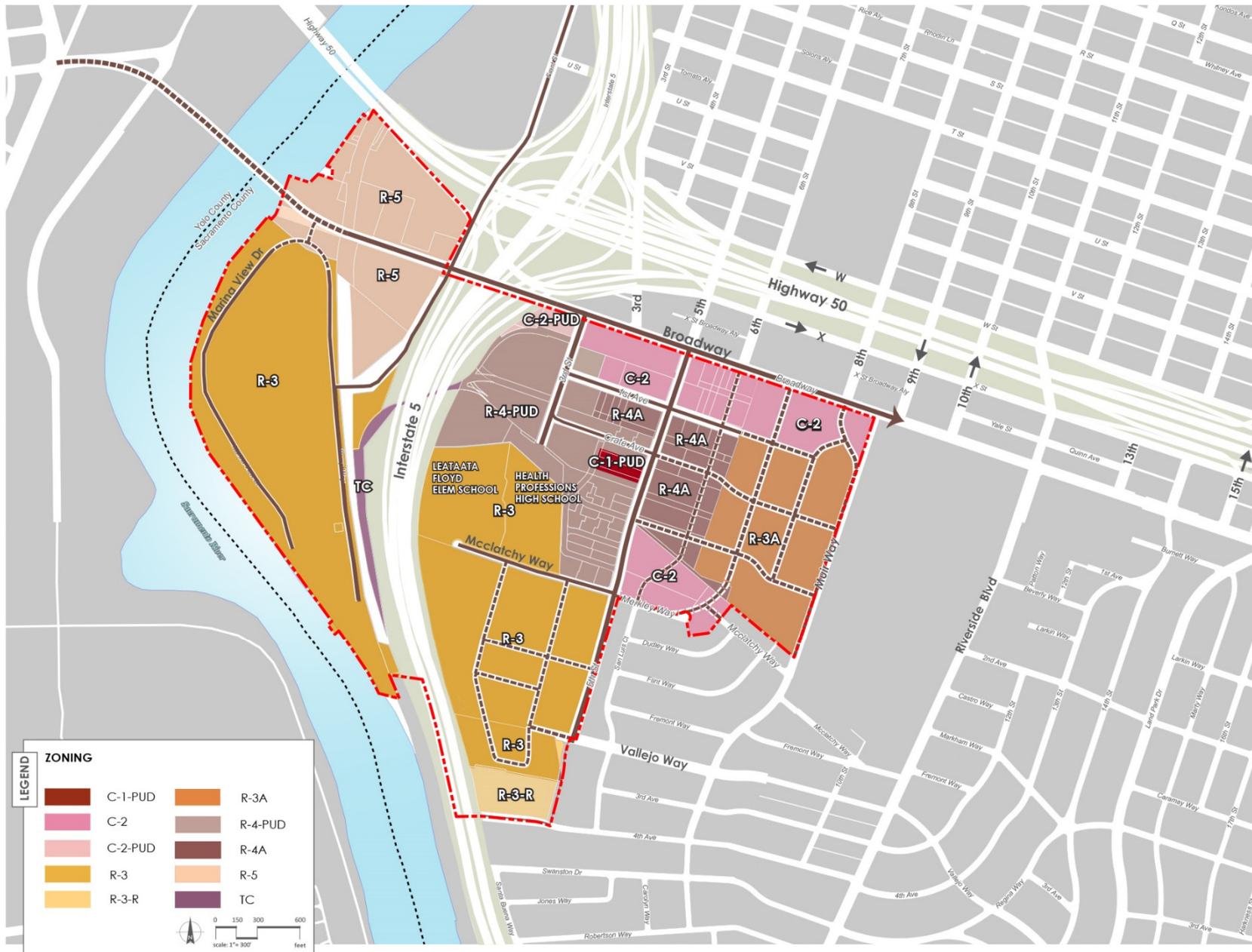
Sites governed by the standards and guidelines adopted for the Northwest Land Park Planned Unit Development are exempt from the standards and guidelines of this Specific Plan. Existing land uses and structures that are non-conforming or that will become non-conforming with adoption of this Specific Plan may continue to operate in their current form, subject to the standards for non-conforming uses addressed in the PDC.

9.5 Urban Form

This section provides an overview of the key urban form drivers shaping development of the Specific Plan Area. It is intended to provide context for the design guidelines that follow and includes:

- A. Residential densities,
- B. Commercial and mixed-use floor area ratios,
- C. Building height limits,
- D. Sidewalk activity zones for commercial and mixed-use streets,
- E. Building setbacks, and
- F. Landscaping and open space.

Figure 9-2: Zoning



Source: City of Sacramento data, adapted by Ascent in 2019

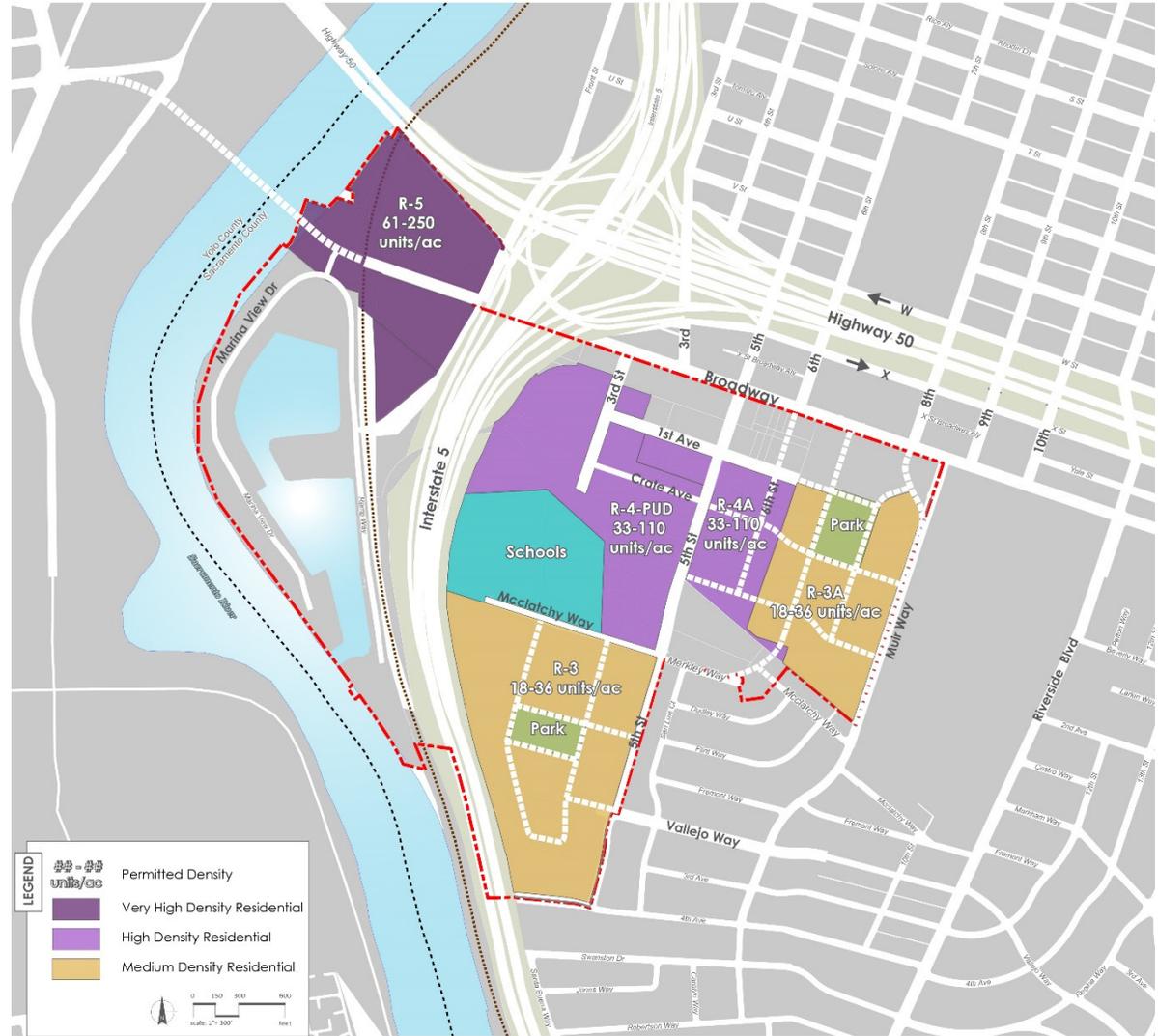
A. Residential Densities

The residential zones and densities in the Specific Plan Area are represented in Figure 9-3. Adjacent to the Upper Land Park neighborhoods to the south, medium-density residential uses, under the R-3 zone in the Marina Vista community, support densities of 18–30 units while the R-3A zone in the southern half of the Alder Grove community supports densities of between 18 and 36 units per acre. The Mill at Broadway subarea supports densities of 33–110 units per acre. The northern half of the Alder Grove community allows for densities of 18–36 units per acre. The West Broadway Gateway subarea is zoned R-5, allowing for densities of between 61 and 250 units per acre.



A variety of housing types, at densities of between 18 and 250 units per acre, is supported in the Specific Plan Area.

Figure 9-3: Residential Densities



Source: Sacramento Planning and Development Code and adapted by Ascent in 2019

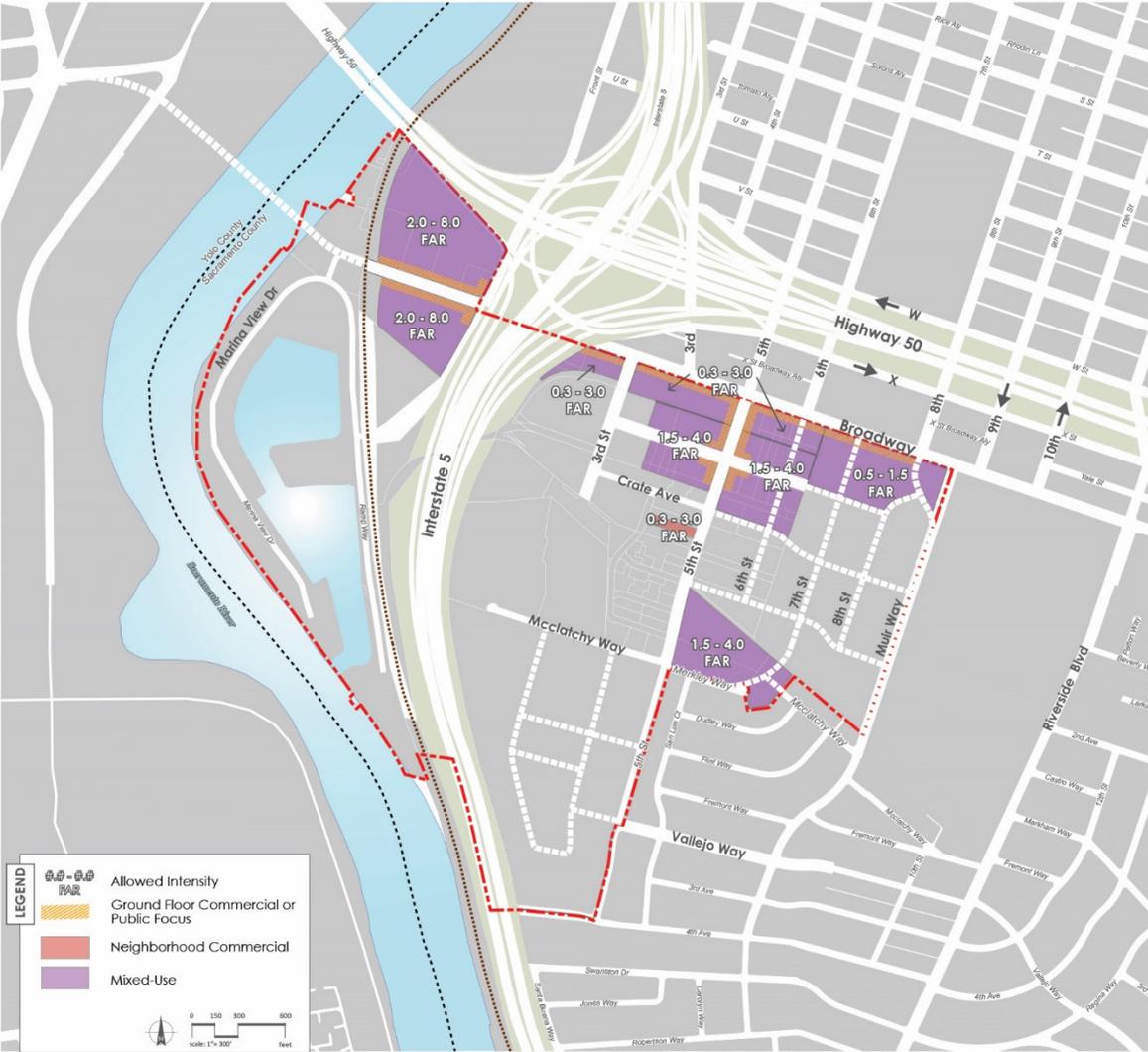
B. Commercial and Mixed-Use Floor Area Ratios

Non-residential floor area ratios (FARs) are applicable to the commercial zones in the Specific Plan Area, including the C-1 zone, which is intended to accommodate neighborhood commercial uses, and the C-2 zone, which is intended to be a flexible, mixed-use area allowing for neighborhood commercial, public, and residential uses.

The FARs for the Specific Plan subareas, shown in Figure 9-4, reflect the permitted intensities allowed by the underlying General Plan designations. An FAR of 1.5–4.0 applies in the Urban Neighborhood Medium General Plan designation within the Industrial Subarea. The Urban Corridor Low designation, which is applicable along the frontage of Broadway in the Industrial Subarea, allows an FAR of 0.3–3.0.

An FAR of 2.0–8.0 applies in the Urban Neighborhood High designation within the West Broadway Gateway subarea. The mixed-use parcel adjacent to Merkley Way is designated Urban Neighborhood Medium and has an FAR of 1.5–4.0. However, it will be important for development on that parcel to include neighborhood transitions adjacent to the single-family residential homes to the south.

Figure 9-4: Non-Residential and Mixed-Use Floor Area Ratios



Source: Sacramento 2035 General Plan, adapted by Ascent in 2019

C. Building Height Limits

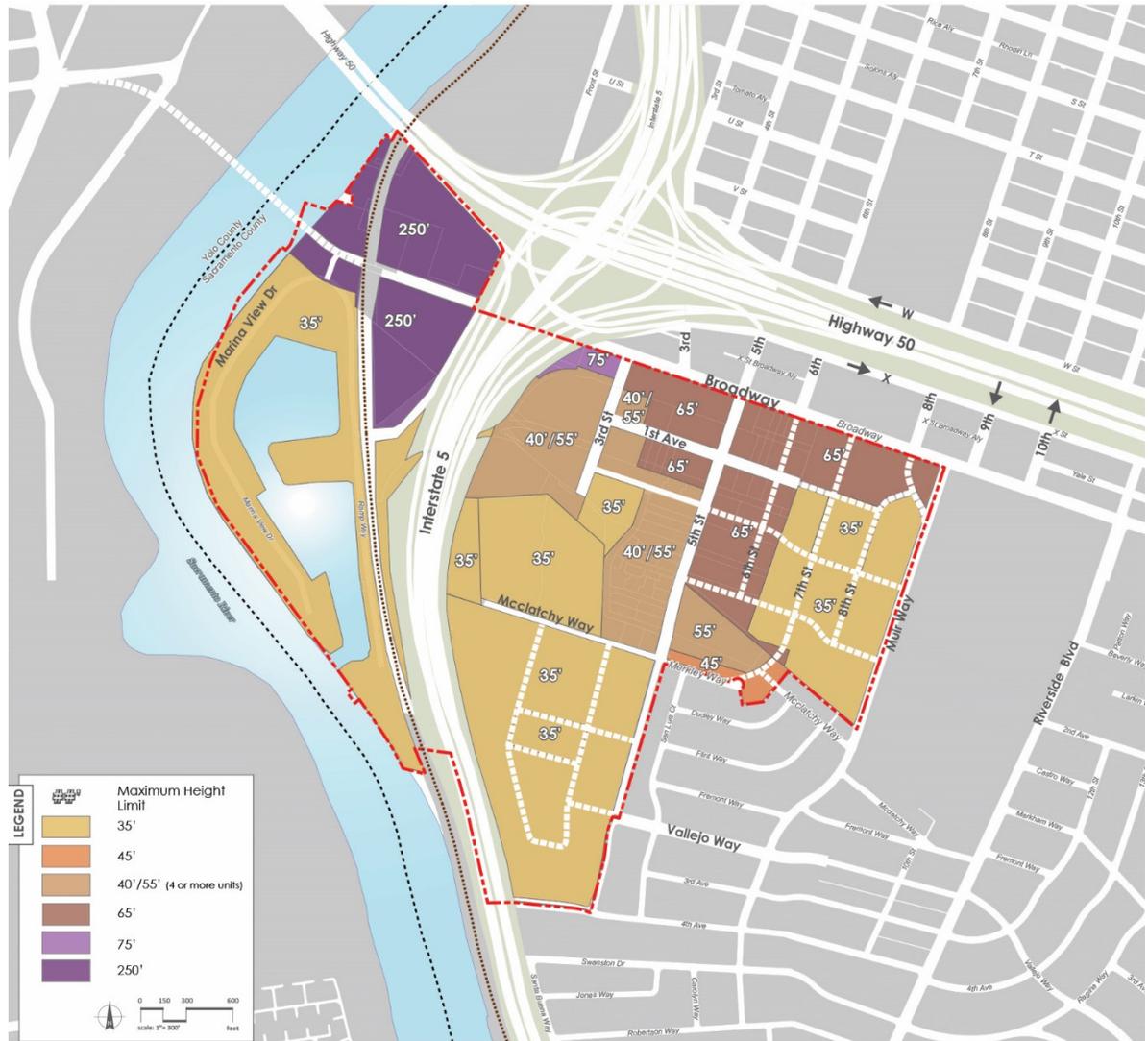
Figure 9-5 identifies the permitted maximum building heights in the Specific Plan Area, based on zoning and PDC requirements. The maximum height limit supported in the Specific Plan Area varies from 35 feet in the southern half of the Specific Plan Area (in orange-yellow), which is zoned R-3 and R-3A and includes the schools and parks, a height limit of 65 feet for the C-2 and R-4A zones (in brown), a height limit of 75 feet for the commercial uses at The Mill, and 250 feet for the R-5 zone in dark purple within the West Broadway Gateway subarea.

Additionally, transitional heights are required for the C-2 development parcels adjacent to the low-density residential neighborhoods south of the Specific Plan Area, as shown in Figure 9-5. Transitional heights should also be considered between the R-3A (light orange) and R-4A (purple) zones.



Maximum height limits of between 65 and 75 feet, as shown in the image, is permitted on Broadway.

Figure 9-5: Building Height Limits



Source: Sacramento Planning and Development Code and adapted by Ascent in 2019

E. Building Setbacks

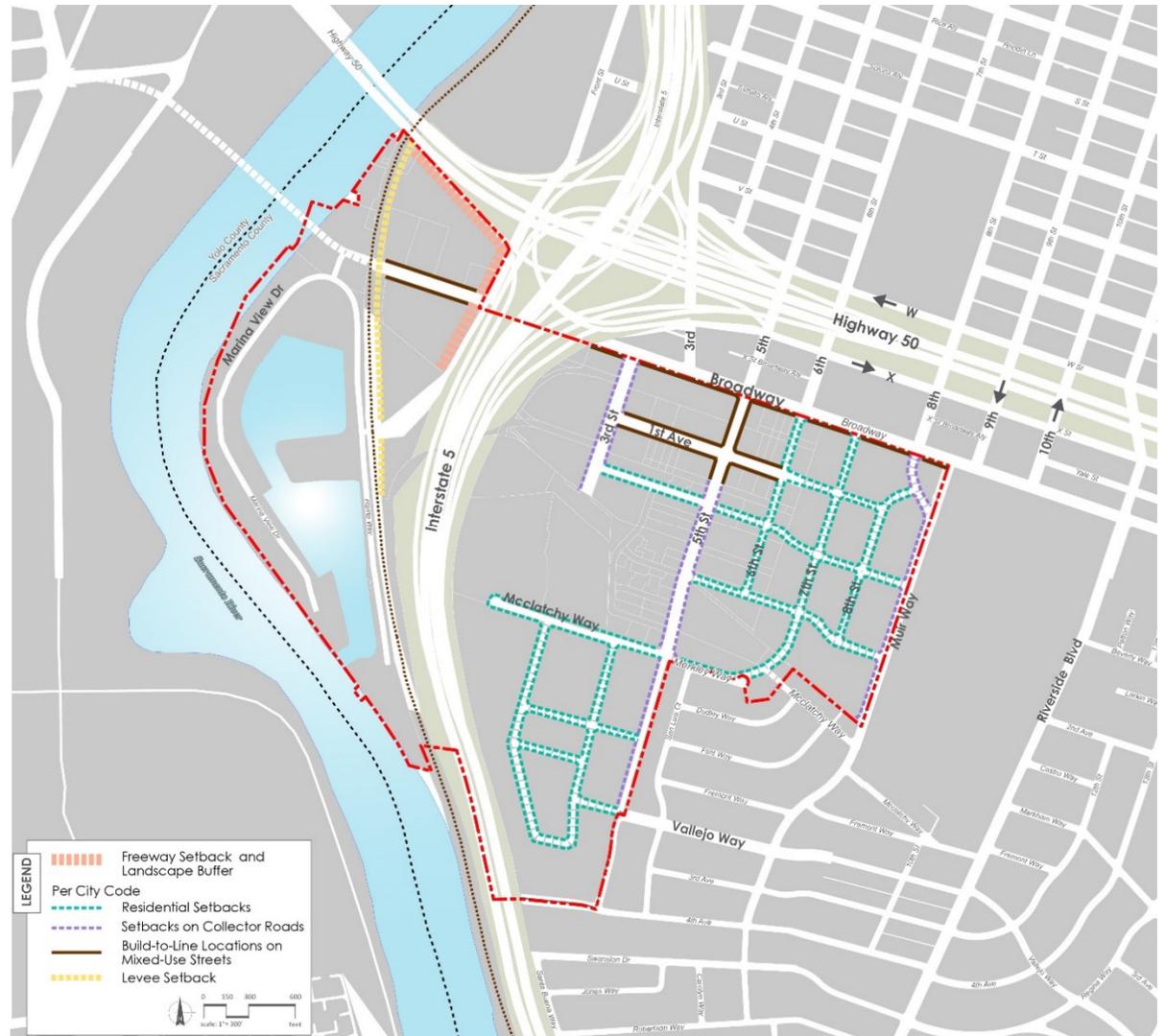
Setbacks define how buildings address the sidewalk and street, with the intent of creating a comfortable and welcoming pedestrian environment. As shown in Figure 9-7, this Specific Plan encourages the application of consistent setbacks on Specific Plan Area blocks, based on the vision and desired land use pattern for the West Broadway area.

For the commercial and pedestrian-oriented mixed-use blocks and frontages in the West Broadway area, build-to-lines that ensure that buildings along the street create a defined street edge should be provided, as shown by the brown lines in Figure 9-7.

Generally, consistent front yard setbacks should be provided for residential uses on the same street and block, based on the prevailing land use pattern and street function on the block, as guided by Figure 9-7. Wider front yard setbacks may be provided on higher-volume collector roads and lower-density housing sites, while narrower front yard setbacks are recommended for higher-density, multi-family housing on local streets. Deviations to setback standards may be allowed to preserve existing mature trees or other character-defining site features.

Figure 9-7 also identifies where setbacks should be provided adjacent to other development edges, including the edges of freeways, the future Broadway Bridge, and the levee below the Sacramento Southern Railroad line. Refer to the PDC for applicable standards. Future development is encouraged to provide a wide setback buffer adjacent to the freeway, with evergreen trees and landscaping designed to filter the air and provide a visual screen from the freeway.

Figure 9-7: Minimum Streetfront or Edge Setbacks and Build-to-Lines



Source: City of Sacramento data, adapted by Ascent in 2019

F. Landscaping and Open Space

Landscaping in the Specific Plan Area is governed by the Landscaping and Paving Regulations of the PDC, which address landscaping standards for setback areas for single-unit, duplex, and multi-unit dwellings and non-residential developments; planters adjacent to public streets; and tree shading requirements for parking lots. They also address paving requirements and site requirements for walkways, private streets, and exterior lighting.

Additionally, open space requirements apply to multi-unit dwellings as provided in the PDC. A combination of common and private open space is required for multi-unit dwellings. Figure 9-8 provides examples of the types of common and private open space anticipated in the Specific Plan Area. Refer to the City’s Multi-Unit Design Guidelines and Section 9.7.1 B, below, for guidelines on common and private open space.

Figure 9-8: Residential Open Space Examples



Common open space courtyard



Private patio courtyard



Private upper level balconies

9.6 Neighborhood-Wide Design

The design guidelines in this section address the public realm design elements that support an attractive and distinct neighborhood. The network of public streets and open space, which comprises the public and semi-public realm, will be the unifying element to bring together and establish a consistent overall development character for the West Broadway area.

9.6.1 Neighborhood Form

A. Walkable Neighborhood Block and Street Grid Pattern

Design Principle:

The shorter blocks of the Central City should be extended into the Specific Plan Area to create walkable neighborhood blocks that connect the West Broadway area internally and to adjacent streets and neighborhood areas.

Rationale:

A modified street grid pattern with a hierarchy of streets support a walkable street and block network in the Specific Plan Area with streets that connect into the Central City street grid and enhance connections to adjacent neighborhood areas.

Guidelines

1. Block lengths in the Specific Plan Area should be 300 feet or less. If longer block lengths are proposed, the City may require mid-block paseos or pedestrian paths that provide direct connections to adjacent uses or amenities, such as commercial services, schools, parks, and transit.

2. Blocks and buildings are encouraged to be laid out in a pattern that enables units to maximize solar access and incorporate features such as solar panels, natural daylighting, and podium or rooftop gardens. (S)
3. Where future development is located adjacent to parks, street and building layouts should provide visual and physical connection to the park.
4. New parking areas and garages for commercial and multi-family development should be sited to the side or rear of the property rather than the street front, when possible.
5. Neighborhood cul-de-sacs should be avoided, but where needed to provide residential access for development adjacent to the freeway, they should support bike and pedestrian connections to an adjacent through street or greenway.
6. Streets should incorporate shade trees to maximize shading of buildings, sidewalks, and roadways with adequate space to support pedestrians and cyclists.

B. Complete Streets and Paths

Design Principle:

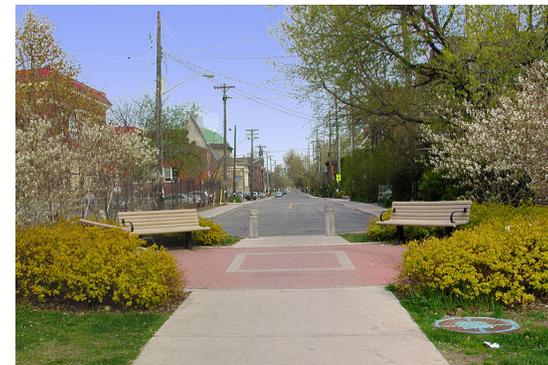
The street and path network should be comprehensively planned and designed to provide efficient neighborhood connections, prioritizing the needs of pedestrians and bicyclists first and those of drivers second.



Multi-family housing development with connections to park and outdoor amenities.



Blocks laid out to allow units maximum access to solar energy and natural daylighting.



Live-end cul-de-sac with greenway connection

Rationale:

A walkable and complete street system promotes walking, supports bicycling, and slows traffic as it travels through the neighborhood.

Guidelines

1. Streets and paths should connect to local area amenities, including parks, schools, transit stops, and commercial services.
2. Comfortable sidewalks should line both sides of every public street and should be shaded to the extent possible. To achieve this consistently, dedication of additional right-of-way may be required adjacent to a right-of-way, as noted by the street design sections in Chapter 7.
3. Development should provide pedestrian circulation from public walkways to parking areas, building entries, transit stops, public open space, and contiguous uses.
4. Crime Prevention through Environmental Design Principles should be applied to the design of pedestrian paths and walkways.
5. All streets should provide sidewalks adequately sized to support pedestrian access and to serve the intended use. Street furniture should remain in the frontage zone and not block pedestrian walkways or occupy street tree planters.
6. Sidewalk extensions and bulb-outs should be provided at crosswalks, where parking is provided for traffic calming and aesthetic character.
7. Mid-block east-west alleys are encouraged for property access on blocks served by

commercial or mixed-use streets, including Broadway, 1st Avenue, and 5th Street. Alleys provide a better alternative for parking and service access on higher-volume roads and can also support the commercial, high-density multi-family, or mixed-use developments on these blocks.



Design alleys to support service access while allowing for shared uses and safe pedestrian access.



Landscape bulb-outs to shorten the pedestrian crossing distance and add curb appeal.

C. Parks and Open Space

Design Principle:

New development should incorporate parks and open space that provide a focus for neighborhood areas and connect to and extend the public space network in the neighborhood.

Rationale:

Parks centrally located in neighborhood areas are typical to traditional neighborhoods in the city.

Guidelines

1. Parks in new development should be designed to provide multi-generational open space suited to the anticipated needs of residents served by these communities.
2. Crime Prevention through Environmental Design Principles should be applied in park and open space areas.
3. Small parks, plazas, courtyards, and other public space should be incorporated into urban infill projects in the Industrial Subarea for the use of building occupants and to enhance the public space on the street.
4. Open space, plazas, and courtyards should be located and landscaped to take advantage of solar orientation, block high winds, provide abundant shade, and reduce heat island impacts during summer months. (S)
5. On-street parking should be provided adjacent to neighborhood parks.



Design neighborhood parks to appeal and accommodate multi-generational users.



Consider activating vacant or underused sites with landscaping and street furnishings.

6. Interim open space and urban plazas to activate and green vacant or underused sites are encouraged as long as they meet City codes and standards. (S)

D. Neighborhood Compatibility

Design Principle:

New development should consider the character of the surrounding neighborhoods and provide appropriate transitions to existing single-family homes.

Rationale:

Site and building layout, building heights, scale, massing, placement of windows, entries, and landscaping should be designed with consideration for adjoining properties and providing reasonable privacy to existing homes.

Guidelines

1. The overall appearance and character of the area should be improved through building massing, scale, height, and style that are compatible with the neighborhood and permitted development intensity.
2. Appropriate setbacks and transitional heights and step-back multi-story structures and taller buildings adjacent to low-density single-family homes should be provided.
3. Windows and outdoor spaces should be oriented away from single-family homes.
4. Screen trees and shrubs should be planted at the side or back property lines adjacent to single-family homes as a privacy buffer.

9.6.2 Public/Semi-Public Realm

The design guidelines for the public/semi-public realm address the space between the street and the building face and encompass the selection of landscaping; street trees; pedestrian amenities, such as lighting and private street furniture; and the building's relationship to the street. Public realm improvements can enhance livability and help establish an attractive, cohesive character for the West Broadway area.

A. General Landscape Design

Design Principle:

New landscaping should be planned to serve multiple purposes, including accentuating the streets and natural features, softening the built environment, providing transitions to adjacent uses, and providing environmental benefits.

Rationale:

Landscaping can be used to complement buildings and make a positive contribution to the aesthetics and character of an area.

Guidelines

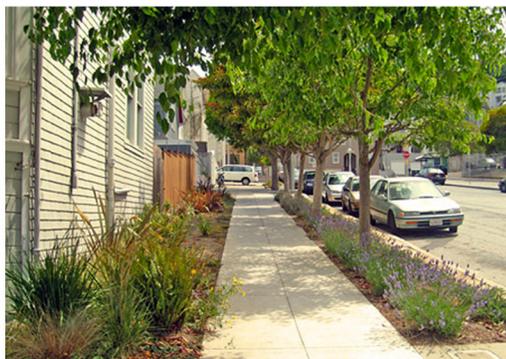
1. Crime Prevention through Environmental Design Principles should be applied to landscapes, building entrances, and parking lots.
2. Yard areas between the street and building should be landscaped to add to the public character of the street.
3. The landscape palette, including planting and hardscape materials, should be designed to support reductions in stormwater run-off, minimize irrigation

requirements, and reduce the urban heat island effect. (S)

4. Roof run-off should be directed to bioretention planters and landscaped open space, when possible. (S)
5. New development in the West Broadway Gateway subarea should be set back from the levee and freeway. Along the site edges adjacent to the freeway, a wide setback and dense vegetative buffer should be planted and maintained on private property as screening from the freeway. (S)



Landscape street setbacks to contribute to the public character of the street.



Street trees encouraged on residential streets through the use of continuous planting strips adjacent to the street curb.

B. Streetscape Design / Street Trees

Design Principle:

Large mature trees in the Specific Plan Area and characteristic of the Upper Land Park neighborhood should be preserved and integrated into future streetscape design plans. New shade trees should also be provided.

Rationale:

Since streets are a large part of the public realm, street trees and other streetscape element are critical in defining the character of the neighborhood.

Guidelines

1. Street setbacks should be landscaped to create an attractive and varied streetscape character.
2. Streets in the Specific Plan Area should be unified by a consistent palette of trees, shrubs, and ground covers. A variety of plantings should be selected that are suited to the intended use while also providing shade, water conservation, and treatment and reduction of stormwater run-off. (S)
3. Trees should be provided along all public roadways, either within the public right-of-way or private property, to provide a continuous, shaded canopy on the street. Street trees recommended for the Specific Plan Area are identified in Table 9-2 and illustrated in Figure 9-9 and should be spaced to accommodate the spread of the tree species and reach of the tree canopy at maturity. Only trees adapted to the climate conditions in Sacramento should be selected to provide shade and cooling. (S)

4. Where healthy, mature trees exist, every effort should be made to preserve and integrate them into the streetscape design, as shown in the street sections in Chapter

7 and the commercial street sections in Section 9.8.1.C. Removed trees should be replaced with new trees in accordance with City requirements. (S)

5. Street trees on residential streets should be planted in continuous planting strips, when possible, to allow tree roots to spread and branches to shade the street and sidewalk. (S)

Table 9-2: Recommended Street Trees

Tree Name	Size	Mature Height (ft)	Spread (ft)	Minimum Planter Width (ft)	Type	Water Use	Comments
5th Street							
<i>Acer rubrum</i> 'October Glory'* Red Maple	Large	40	35	8	D	Medium	Good red to purple fall color, broadly oval crown, heat resistant
<i>Zelkova serrata</i> 'City Sprite' Japanese Elm	Small	15–20	12–15	6	D	Medium	A compact, fine-textured form of common Japanese elm
1st Avenue							
<i>Koelreuteria paniculata</i> * Goldenrain Tree	Medium	30	30	6	D	Medium	Fragrant yellow flowers tinged with pink, heat and drought tolerant
<i>Prunus sargentii</i> Sargent Flowering Cherry	Medium	30	30	6	D	Low	Larger vase-shaped crown, single pink flowers in spring, healthy full canopy to protect trunk from sunburn
<i>Tilia cordata</i> Little Leaf Linden	Small	20	15	4	D		Yellow-gold fall color, lower foliage maintained to protect trunk from sunburn
Residential Streets							
<i>Acer rubrum</i> 'October Glory'* Red Maple	Large	40	35	8	D	Medium	Good red to purple fall color, broadly oval crown, heat resistant
<i>Acer truncatum</i> Shantung Maple	Medium	30	25	6	E	Medium	Yellow-red fall color, rounded crown shape
<i>Laurus nobilis</i> Bay Laurel	Medium	30	30	6	E	Low	Dark green foliage, fragrant foliage used in cooking, good screen
<i>Pistachia chinensis</i> * Chinese Pistache	Medium	30	30	6	D	Low	Select seedless cultivars to avoid litter from fruit; excellent fall color, heat and drought resistant
<i>Prunus sargentii</i> Sargent Flowering Cherry	Medium	30	30	6	D	Low	Larger vase-shaped crown, single pink flowers in spring, healthy full canopy to protect trunk from sunburn
<i>Syringa reticulata</i> * Japanese Lilac	Small	20	15	4	D	Medium	Creamy white flowers in early summer

Table 9-2: Recommended Street Trees

Tree Name	Size	Mature Height (ft)	Spread (ft)	Minimum Planter Width (ft)	Type	Water Use	Comments
<i>Vitex agnus-castus</i> Chaste Tree	Small	15–20	15–20	4	D	Low	Select single trunk form; interesting angular form, attracts butterflies, showy flowers, fragrant foliage
<i>Zelkova serrata</i> 'City Sprite' Japanese Elm	Small	15–20	12–15	4	D	Medium	A compact, fine-textured form of common Japanese elm
Neighborhood Area Greenways and Parks							
<i>Arbutus marina</i> * Strawberry Tree	Medium	30–35	30	6	E	Low	Attractive exfoliating bark, good screening tree
<i>Ginkgo biloba</i> 'Autumn Gold' * Maidenhair Tree	Large	45	35	8	D	Medium	Classic ginkgo shape
<i>Quercus ilex</i> Holly Oak	Large	40	50	8	E	Low	Dense crown
<i>Quercus lobata</i> Valley Oak	Large	60	60	10	D	Low	Classic oak in lower elevations of Sacramento Valley, needs steady source of water, attracts wildlife
<i>Ulmus parvifolia</i> 'Emer II' Allee Elm	Large	50	35	8	D	Low	Upright vase shape, slightly smaller than typical American elm, yellow to russet fall color, interesting bark pattern, resistant to Dutch elm disease
Parking Lots							
<i>Acer buergeranum</i> Trident Maple	Small	20	20	6	D	Low	Compact crown, interesting bark pattern, yellow to gold fall color
<i>Acer rubrum</i> 'Autumn Flame' Autumn Flame Maple	Medium	35	30	6	D	Medium	Dense, round crown, good fall color, tolerant of heat
<i>Ginkgo biloba</i> 'Autumn Gold'* Maidenhair Tree	Large	45	35	8	D	Low	Classic ginkgo shape
<i>Koelreuteria paniculata</i> * Goldenrain Tree	Medium	30	30	6	D	Medium	Fragrant yellow flowers tinged with pink, heat and drought tolerant
<i>Zelkova serrata</i> 'City Sprite' Japanese Elm	Small	15–20	12–15	4	D	Medium	A compact, fine-textured form of common Japanese elm

Notes: D = Deciduous; E = evergreen.

* May serve as an accent tree.

Source: City of Sacramento Street Tree List and adapted by Ascent, 2019

Figure 9-9: Recommended Street Trees

5th Street



Red Maple *
Acer rubrum 'October Glory'



Common Hackberry
Celtis occidentalis



Maidenhair Tree *
Ginkgo biloba 'Autumn Gold'

1st Avenue



Goldenrain Tree *
Koelreuteria paniculata



Sargent Flowering Cherry
Prunus sargentii



Little Leaf Linden
Tilia cordata

Residential Streets



Shantung Maple
Acer truncatum



Bay Laurel
Laurus nobilis



Chinese Pistache *
Pistachia chinensis



Japanese Lilac *
Syringa reticulata 'Ivory Silk'

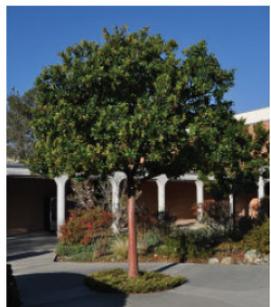


Chaste Tree
Vitex agnus-castus



Japanese Elm
Zelkova serrata 'City Sprite'

Neighborhood Area Greenways and Parks



Strawberry Tree *
Arbutus marina



Maidenhair Tree *
Ginkgo biloba 'Autumn Gold'



Holly Oak
Quercus ilex



Valley Oak
Quercus lobata



Allee Elm
Ulmus parvifolia

* May serve as an accent tree.

Source: Urban Forest Ecosystems Institute

C. Lighting and Site Amenities

Design Principle:

Projects should be designed to maximize opportunities for usable, attractive, and integrated public spaces and site amenities, whenever feasible, including site lighting and furnishings. Common materials, colors, and finishes should be selected for site lighting and furnishings to create a cohesive identity.

Rationale:

Site lighting and furnishing (e.g., seating areas, sidewalk cafes, trash receptacles, public art, transit shelters, and bollards) offer spaces for social interaction and create a sense of openness and welcome. When well designed, they can contribute to a positive impression for the neighborhood, adding to the character and quality of the area.

Guidelines

1. A cohesive family of site lighting and furnishings should be selected that complements existing fixtures in the Upper Land Park area and The Mill at Broadway, such as that shown in Figure 9-10.
2. A cohesive and distinct family of lighting and street furnishings should also be developed for Miller Regional Park.
3. Along Broadway, street lighting and private furnishings should be improved according to the Broadway Complete Street Plan.
4. In addition to existing street lighting, pedestrian-scaled street fixtures should be added as new development occurs, to

improve comfort and light walkways and commercial areas in the evening.

5. Bollard lights may alternatively be provided and are encouraged along paseos, greenways, and internal walkways of residential developments.
6. Street furnishings should be integrated into the design of public spaces to enhance the character of commercial and neighborhood areas.



Site furnishings and landscaping integrated into the design of the street.

Figure 9-10: Unified Family of Lighting and Furnishings



Existing streetlights on Broadway adjacent to the Specific Plan Area consist of a silver metal finish and contemporary design. New lighting and street furnishings should complement this character.



A contemporary traditional design character for street furnishings within the West Broadway neighborhood is encouraged.

D. Gateway Entrances and Neighborhood Identity Signs

Design Principle:

The gateway and signage system for the Specific Plan Area should include:

- ▲ a city or civic gateway into Broadway;
- ▲ a coordinated signage system for Miller Regional Park; and
- ▲ optionally, district or residential identity markers.

Character examples for gateways in the Specific Plan Area are shown in Figure 9-11.

Rationale:

A cohesive gateway and signage system that is coordinated with public realm landscape and streetscape improvements can enhance the identity of the West Broadway area.

Guidelines

General Guidelines for Landscaped Gateways

1. An organized landscape theme, signage, lighting, and pedestrian amenities, where appropriate, should accompany the gateways in the Specific Plan Area.
2. Layering of plants, including flowers, shrubs, and accent trees, is encouraged at major entries and focal points in the neighborhood to provide year-round interest and color. Trees, plants, and landscape materials should consist of local vegetation that is drought tolerant and low maintenance.

3. Energy-efficient landscape lighting should be integrated into the site design of entry signs and landscape features. (S)

Guidelines for City Gateway

4. A city gateway should be established at the foot of the Broadway Bridge, upon entering the Broadway corridor. This may consist of a city welcome sign or public art piece framed by landscaping within the public right-of-way.
5. A subtle delineation of the crossing into the city limits is encouraged through signage and/or changes in the landscape and paving pattern that is recognizable from the car, as well as by bike or foot.

Guidelines for Miller Regional Park Identity System

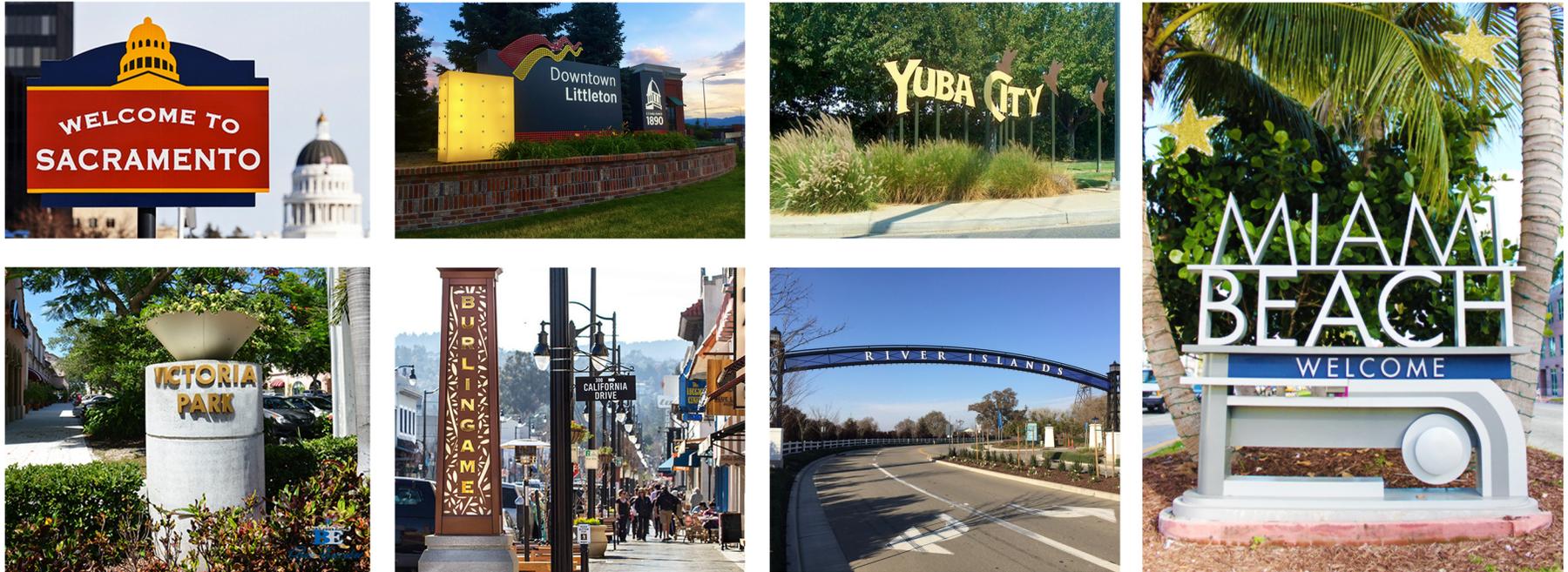
6. A consistent and coordinated park identification and wayfinding system should be developed for Miller Regional Park. It could include:
 - a park gateway feature at the park entrance;
 - identity signs for key park amenities, such as the Sacramento Marina and water sports park;
 - wayfinding signs to park amenities and bike trail routes;
 - trail marker signs along the Sacramento River Parkway trails;
 - park information and directory signs;
 - interpretive signs of natural and native resources adjacent to the river; and

- wayfinding signs at each entrance to the Setzer Tunnel.

Guidelines for Residential Entry Markers

7. Residential entry and identity signs may be used to identify the main entrances into residential areas and mark the transition alerting drivers that they are entering into a residential area. These markers should be modest in scale and display. They should integrate materials that blend in with the residential character of the neighborhood and may be combined with directional signage to internal amenities, such as guest parking areas for leasing offices, neighborhood parks, and club centers.

Figure 9-11: Entry Signs and Gateways



City welcome and district gateway signs and concepts



Residential area and district gateway and identity markers

Park and open space identity concepts for Miller Regional Park

E. Public Art

Design Principle:

Projects are encouraged to integrate public art in public spaces within the community, to activate the street and local area, highlight destinations, and enhance local area identity.

Rationale:

Public art contributes to local placemaking and can reinforce the identity for the West Broadway area. Figure 9-12 illustrates examples of public art appropriate within the West Broadway area.

Guidelines

1. Public art should be integrated as part of the urban fabric of the Greater Broadway District and into the open space design of Miller Regional Park.
2. Public art may be integrated into the city gateway into Broadway from the Broadway Bridge or at a park gateway to frame the public entrances into Miller Regional Park.
3. Public art may be integrated into other public spaces, such as beneath the freeway structures and the bike and pedestrian tunnel underneath I-5. Landscape paving and use of LED lights are encouraged to help activate and support public access from Miller Regional Park at night.
4. Public art features are also encouraged in neighborhood parks, linear open space areas, and gateway locations or focal points within the West Broadway area.

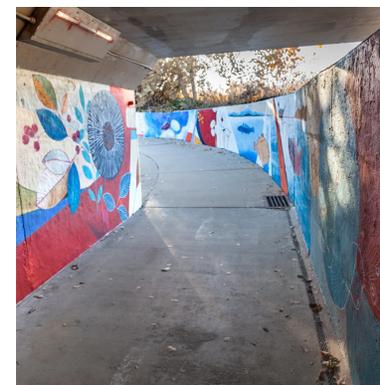
Figure 9-12: Public Art Examples



Urban art/gateway examples for Broadway and the West Broadway Gateway subarea.



Public art integrated into park and open space areas.



Mural art and LED lights could be used to activate the space under the freeway structure and bike and pedestrian tunnel under I-5.

9.7 Residential Design

Residential design guidelines focus on supporting a distinct neighborhood in proximity to open space along the Sacramento River to Broadway and to the neighborhoods in the Central City and Land Park. The City's Single-Unit Dwelling and Duplex Dwelling Design Guidelines and the Multi-Unit Dwelling Design Guidelines should be referenced in coordination with the following.

9.7.1 Site and Landscape Design

A. Building Orientation and Relationship to the Street

Design Principle:

Building orientation and the positioning of elements on the site (e.g., entrances, landscaping, driveways, and parking) should be planned with entries and active uses that address and provide eyes on the street.

Rationale:

Building orientation is an essential element in residential neighborhood design, to clarify vehicular and pedestrian access paths and the relationship of buildings to the street, to public space, to each other, and to other existing uses.

Guidelines

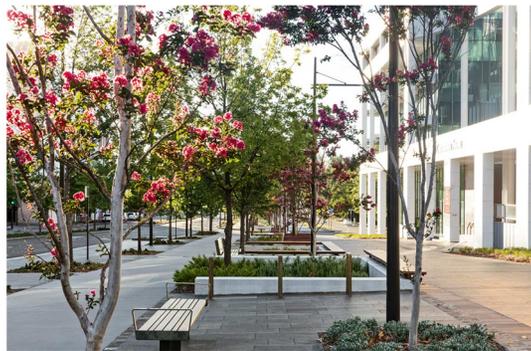
1. Homes should be oriented to the street or common open, allowing units access to natural light and ventilation and street, garden, or open space views. (S)
2. The primary façade of a building is encouraged to vary along the front yard setback, to create an interesting and

attractive streetscape, while supporting a visually consistent building setback.

3. Porches, stairs, and stoops and the active living spaces of the home (including living rooms) should face the street.
4. Crime Prevention through Environmental Design Principles should be applied to building entrances and spaces between buildings.
5. Separation between residential buildings should be sufficient to provide privacy



Stagger windows, balconies, patios, and courtyards to protect the privacy of residents in different buildings or units.



Vary the building façade to create an interesting street edge that clearly defines the public sidewalk.

between units and access to natural light and ventilation.

6. Windows, balconies, patios, and courtyards between buildings should be staggered to protect the privacy of users and reduce unwanted noise between buildings or units.
7. Alley loaded homes should be provided alley elevations with the same integrity of design as front elevations.

B. Common and Private Open Space

Design Principle:

Common and private open space that is designed to be functional and easily accessible and visually appealing should be provided in multi-unit residential communities.

Rationale:

Common and private open space should foster a sense of community with units that open onto common spaces and allow residents to see and use these spaces.

Guidelines

1. Common and private open space areas should be organized as usable outdoor space that expands the living area of each home.
2. Common facilities should be located and designed for activity, visibility, and accessibility.
3. Private open space should be sized at appropriate depths for comfortable outdoor living, including accommodating chairs and small tables.

4. Personal storage spaces can be designed as an extension of private open space but will not count toward meeting private open space requirements.
5. Private landscaped setbacks and shade trees should be integrated into the design of common open space areas on the ground floor.
6. On-site pedestrian circulation should connect all units to common open space and adjacent public sidewalks and paths.
7. Where paseos are provided, vehicular connections should be limited. They should also open onto front building elevations and not have view-obscuring fencing.
8. Pedestrian-scaled ornamental streetlights should be located on internal walkways between housing units to provide illumination for safety and navigation; alternatively, bollard lights may be used.
9. Paseo paths should be designed to include pedestrian amenities, such as street trees, landscaping, seating, and lighting.



Incorporate pedestrian amenities: shade trees, landscaping, lighting, and seating along paseos.

C. Walls and Fences

Design Principle:

Fencing should complement the design of the building(s) and street without obstructing physical or visual access from the public way. Design of walls and fences shall be as regulated by the PDC.

Rationale:

Fences provide privacy and security for private property, defining its boundaries. Where fencing and gating are part of a project, they should be integrated into the overall design, contributing to the long-term value of the project and neighborhood.



Low planters and fences can define private front yards while adding interest on the street.

Guidelines

1. Use of solid walls and sound walls should be limited to those areas requiring sound attenuation to achieve City noise standards or to screen unsightly elements, such as trash areas and mechanical equipment.
2. Sound walls are discouraged and allowed as a last resort for noise mitigation to achieve



Solid walls used for screening trash areas should be integrated into the site design of the project.

City noise standards when all other feasible site planning and design-related noise mitigation have been integrated. Acceptable locations for the application of sound walls are expected to include only those areas where residential development is next to the freeway.

3. Low front yard fences or walls may be permitted along the street but should be softened with landscaping and transparent fences limited to 4 feet tall and opaque fences or walls to 3 feet tall, to maintain a pedestrian-friendly character on the street.



Low front yard wall used to define the transition from public to private use areas.

D. Driveways and Parking Areas

Design Principle:

Residential streets should be designed to minimize curb cuts and the appearance of parking or garage doors along the street. Instead, garages should be located beneath, at the side, or at the rear of multi-unit structures. Garage and carport materials and architectural styles should complement the materials and styles of the primary buildings.

Rationale:

The relationship between the front of the home and the street and the accommodation of parking is critical to creating pedestrian-friendly neighborhoods.

Guidelines

1. The extent of impervious paved surfaces (concrete and asphalt) should be minimized. Permeable surfaces, paving, and infiltration cells are encouraged in parking areas and driveways to capture stormwater run-off. (S)
2. Driveways on residential streets should be organized to maximize on-street parking.
3. Where possible, east-west alleys, similar to the pattern in the Central City street grid, should be implemented to provide safe access to parking for homes and businesses.
4. Homes on narrow lots, such as townhomes, small-lot homes, and homes fronting parks, are encouraged to provide garage access from an alley behind the home.

5. For surface parking lots within multi-family housing projects, small clusters of parking and shaded parking courts are preferred over large parking areas. (S)



Driveways on residential streets should be organized to maximize on-street parking spaces.



Parking courts and dispersed parking strategies are preferred over large parking areas.



Alley setbacks are encouraged to be landscaped and delineated from driveways.

6. Setbacks along an alley should be landscaped and separately delineated from driveways.

9.7.2 Residential Building Design

A. Housing Types and Styles

Design Principle:

A range of housing types, such as those shown in Figure 9-13, are encouraged in the Specific Plan Area. New housing shall adhere to the applicable standards of the PDC and must be compatible in scale and character with existing developments in the Specific Plan Area.

Rationale:

A diversity of housing types and styles is desired, to allow a mix of affordable and market-rate housing and to serve different lifestyle preferences in the city. Different styles add variety into the neighborhood and help new development fit in with the surrounding context.

Guidelines

1. A variety of housing types and unit sizes can be accommodated on infill and larger development sites in the Specific Plan Area, to support diverse housing needs and multi-generational housing opportunities.
2. Fundamental architectural design principles, such as building scale, proportion, shape, and rhythm, as characterized in the Citywide Design Guidelines, should be addressed in every building design, regardless of the building style.

Figure 9-13: Residential Building Types



Mix of townhomes and apartments



Tiny homes



Townhomes



Live-work lofts



Walk-up apartments



Apartment with structured parking

B. Building Articulation and Details

Design Principle:

New development should avoid designs that are long and bulky and lacking in articulation or connection to the surrounding area. Instead, buildings should incorporate windows and entries that address the street and include a mix of materials, textures, and colors. Buildings should provide and exhibit energy conservation strategies.

Rationale

Breaking up the building massing and use of quality materials, detail in design, and variations in architecture provide visual interest and will help give a distinct character and identity to the West Broadway area.

Guidelines

General Guidelines

1. All visible sides of the buildings should receive design treatment, with particular emphasis on ground-floor elevations fronting public streets and residential alleys.
2. Building elevations for multi-family housing should be designed with building articulation and scale at the street level that are compatible with the character, rhythm, height, and massing of adjoining development, where this context exists.
3. Design of long low- and mid-rise buildings should articulate individual units. Variations in building façades should be created through varied massing, shape, materials, and roof forms.

4. Variety in the use of materials is desirable. Material changes should be accompanied by changes in plane or architecture trim, to avoid a “tacked-on” appearance. Materials should be durable to withstand weathering with age.
5. Energy conservation strategies, including use of window shading devices, colors to reduce heat gain, energy efficient windows, cool roofs, high-quality insulation and radiant barriers, solar panels, and whole



Apply energy conservation strategies, such as window shading, lighter colors, and solar panels.



Design long multi-family buildings to appear as distinct and articulated smaller buildings.

house energy systems, are encouraged to reduce energy consumption associated with heating and air conditioning during winter and summer months. (S)

Porches and Entries

6. Entry features should be designed to be consistent with the scale and style of the home.
7. Entries and porches, where provided, should incorporate railings, trellises, and roofs/canopies to give character and interest to homes.

Doors and Windows

8. Doors and windows should complement the style and architectural features of the home, adding interest to building elevations.
9. Front doors are encouraged to include raised panels, glass or transom windows, or other forms of traditional detail and articulation.
10. Operable windows and doors should be located to provide the cooling benefits of prevailing breezes, while also preserving neighborhood privacy.

Roofs

11. Roof forms should be an integral part of the architectural design of the building. Roof slopes should vary with the architectural style of the house. A consistent rhythm of slopes and pitches should be used on each building.

9.8 Neighborhood Commercial and Mixed-Use Design

The commercial and mixed-use design guidelines apply to the parcels shown in Figure 9-4. The guidelines in this section should be referenced in coordination with the City's Multi-Unit Dwelling Design Guidelines, which also include a section on mixed-use development and the Citywide Commercial Design Guidelines.

The key concepts that are the focus for the design of buildings along commercial and mixed-use streets in this section are (1) supporting a comfortable and welcoming pedestrian environment, (2) enhancing the vitality of the existing commercial and business environment, (3) creating a distinct character for the West Broadway area, and (4) addressing the public realm and how buildings front and frame the street.

9.8.1 Site and Landscape Design

A. Building Relationship to the Street

Design Principle:

The commercial and mixed-use streets, including Broadway, 1st Avenue, and 5th Street, should be designed to promote activity along the street and support a pedestrian-friendly character in the West Broadway area.

Rationale:

The organization of buildings along a street or block through features such as setbacks, landscaping, and architecture can help define the character of a neighborhood area or place.

To promote activity along Broadway, 5th Street, and 1st Avenue, buildings should have a clear orientation to the uses and activity on the sidewalk.

Guidelines

1. Buildings should be constructed to build-to-line setbacks on Broadway, 5th Street, and 1st Avenue, as shown in Figure 9-7
 - a. The buildings along Broadway, adjacent to Alder Grove should be set back a minimum of 40 feet and a maximum of 50 feet, to preserve existing mature trees along Broadway.
 - b. A minimum of 50% of the building frontage should define a consistent build-to-line along the block.
2. In private setback areas, new development is encouraged to include features that contribute to the public space on the street with plazas, seating areas, and other amenities that support pedestrian activity and green the street. (S)
3. Setbacks from the build-to-line for building entrances or amenities, such as plazas, outdoor seating or dining, shade trees, and site-integrated landscaping, is encouraged.
 - a. In these instances, setbacks from the build-to-line should not exceed 15 feet.
 - b. The setback area should be appropriately landscaped for public use with street furniture, paving, and additional landscaping or trees.

4. The sidewalk should occupy at least 50% of the pedestrian zone width (i.e., 8 feet for the standard 16-foot pedestrian zone) where feasible.

B. Active Streetfronts

Design Principle:

Broadway, 1st Avenue, and 5th Street should be activated with ground-level uses, public entrances, articulated façades, and outdoor dining where wider sidewalks support this activity within the public right-of-way or through a combination of public and private property.

Rationale:

Active street fronts supporting pedestrian and commercial activity are prescribed at the build-to-line locations on Broadway, 1st Avenue, and 5th Street. Uses that qualify as active include:

- ▲ retail or entertainment uses and activities that also include outdoor dining and window shopping;
- ▲ public or civic uses;
- ▲ recreational uses;
- ▲ building lobbies;
- ▲ shared or accessory residential uses, such as fitness rooms, leasing offices, and common area facilities; and
- ▲ shared or accessory office uses, such as break rooms and common area facilities.

Guidelines

1. Buildings should be designed with active uses that engage the pedestrian at the street with storefronts or a design with a minimum 60% transparency for ground-level façades. Exceptions may be permitted for buildings that are adaptively reused or to otherwise comply with building code standards. Transparent façade sections shall not be obscured with signage, vinyl window applications, or interior walls at the storefront line.
2. Locations in the Specific Plan Area that can support outdoor dining include along portions of 1st Avenue and Broadway, as shown in Figure 9-14, and reflected in the street design concepts in Section 9.8.1.C, subject to the city's cafe seating requirements.
3. Ground-level buildings facing public streets and spaces should be designed with a pedestrian scale through orientation of building entries, windows, stoops, front porches, and decks and use of material variation and architectural details.
4. A variety of building frontage treatments for residential, commercial, and mixed-use developments, such as stoops, landscaped setbacks, and activated storefronts, should be integrated to establish a consistent rhythm along the commercial and mixed-use streets in the Specific Plan Area, as shown in Figure 9-15.
5. Crime Prevention through Environmental Design Principles should be applied to the design of building entrances and spaces between buildings.

Figure 9-14: Active Streetfronts

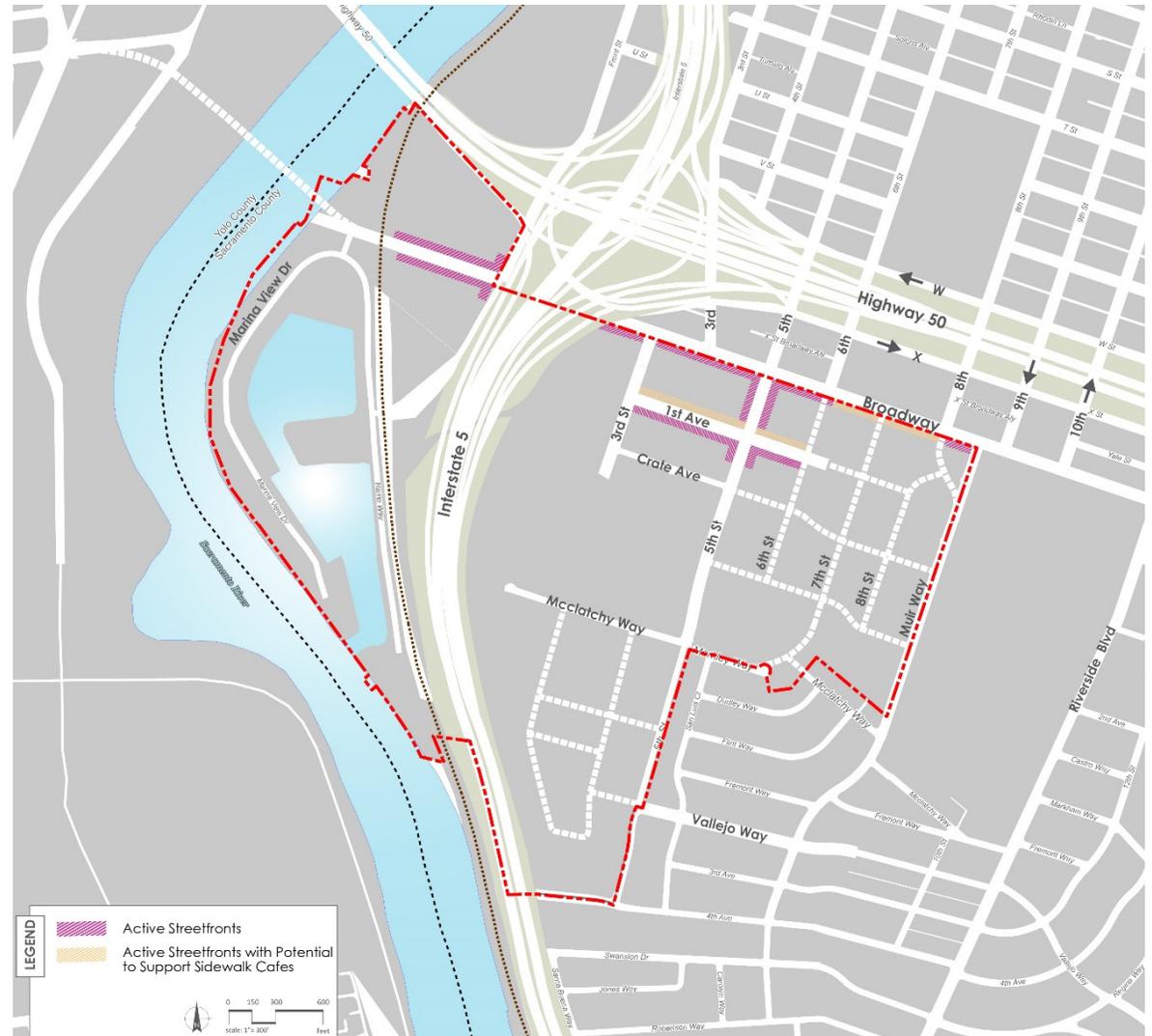


Figure 9-15: Active Residential and Mixed-Use Building Street Frontages



Townhomes with entrance on the street



Townhomes with front stoops and raised court entries



Residential flats with shallow setbacks



Commercial or mixed-use-oriented street with wide activated sidewalks



Live-work with ground floor businesses



Ground floor storefront retail uses

C. Commercial and Mixed-Use Street Design Concepts

The guidelines and street concepts for mixed-use streets, including Broadway, 5th Street, and 1st Avenue, are provided in this section and illustrated in Figures 9-16 through 9-18.

Design Principle:

Broadway, 5th Street, and 1st Avenue are existing streets with mature street and private mature trees, as conceptually shown in Figure 9-1, that should be preserved and integrated into future streetscape improvements, to reinforce the feel and character of the neighborhood.

Rationale:

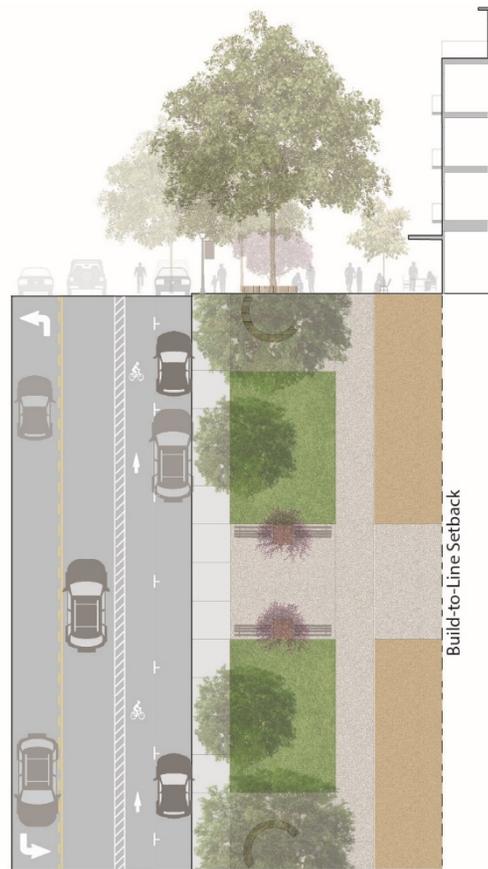
Preservation of mature trees and the planting of new trees are important to enhancing the appearance of the public realm and providing functional benefits to the neighborhood. Trees provide functional benefits by reducing heat gain during the summer and providing naturally cleaner air.

Guidelines

Broadway

- I. Healthy, mature trees adjacent to the public right-of-way along Broadway, between Muir and 6th Street, should be preserved if possible and integrated into future development plans for Alder Grove. Figure 9-16 illustrates the plan and street section concept for Broadway at Alder Grove that preserves the mature trees as a broad public open space feature framing up to six-story buildings on Broadway. (S)

Figure 9-16: Broadway at Alder Grove Streetscape Concept



Streetscape condition on Broadway at Alder Grove

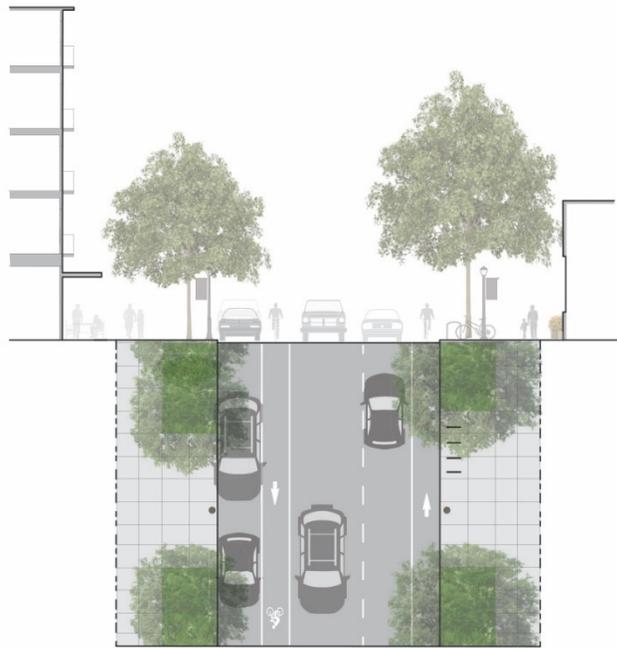


Broadway aspirational character examples

5th Street

- 2. Healthy clusters of street trees along 5th Street should be preserved, including those north of 1st Avenue and the cluster of street and mature trees located adjacent to Marina Vista. Figure 9-17 provides a suggestion for how existing trees on 5th Street can be integrated into the commercial, mixed-use portion of 5th Street envisioned north of 1st Avenue. (S)

Figure 9-17: 5th Street, North of 1st Avenue Streetscape Concept



Streetscape condition on 5th Street

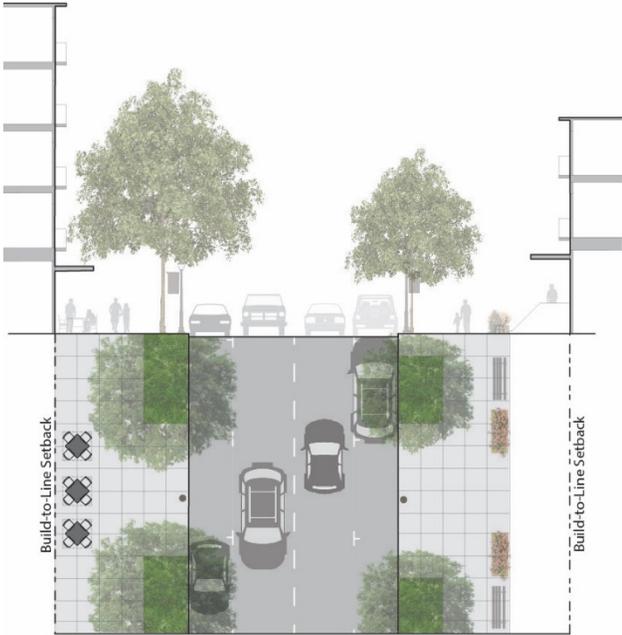


5th Street aspirational character examples

1st Avenue

- 3. The cluster of street trees along the north side of 1st Avenue, near the intersection of 5th Street, should be preserved and integrated into the streetscape design for 1st Avenue, when feasible, as represented in Figure 9-18. Broad planter strips are recommended to serve this purpose. Where there are no existing street trees, new street trees should be provided in planters to extend the living space along West Broadway. (S)

Figure 9-18: 1st Avenue Streetscape Concept



Streetscape condition on 1st Avenue



1st Avenue aspirational examples

D. Service Alleys and Parking

Design Principle:

Vehicular circulation and parking must be designed to prioritize pedestrians and cyclists, minimize potential pedestrian conflicts, and provide for simple and efficient vehicle movement.

Rationale:

Planning for safer and efficient movement of vehicles and pedestrians can result in supporting mobility alternatives and providing an aesthetically appealing site and increased storefront visibility.

Guidelines

1. A landscape buffer with adequate space to accommodate shade trees should be located between the parking area and public sidewalks.



A landscape buffer should be provided between parking areas and public sidewalks.

2. Shared parking arrangements and shared driveway access between adjoining commercial and residential uses on the

same block are encouraged to avoid excess parking.

3. Parking areas should be accessed from side streets and local streets, when possible. Access to parking areas and structures should adhere to City driveway spacing standards.
4. Where structured parking is provided, it should be wrapped with ground-floor uses or concealed by other means.
5. Parking entries and exits for vehicles and pedestrians should be clearly marked and, where applicable, should incorporate warning signals and alarms where parking exits are located on high-volume pedestrian streets.
6. Parking ratios beyond the City minimum standards are discouraged and will require justification.
7. Crime Prevention through Environmental Design Principles should be applied to service alleys and parking.

E. Services and Utilities

Design Principle:

Service elements and infrastructure such as trash enclosures, loading docks, storage, and mechanical equipment must be screened from street views and integrated into the design to make them as unobtrusive as possible.

Rationale:

Areas used for loading, services, and utilities should be screened from view because

unsightly, noisy, and noxious environments can detract from the visual appeal of a property or streetscape, increase visual clutter, and create hazards for pedestrians and autos.

Guidelines

1. Service areas, including loading docks, storage, and trash bins, should be screened from adjoining walkways. Vines, shrubs, trees for screening, and decorative fences are encouraged for screening loading areas, mechanical equipment, and other service areas.
2. To the extent possible, loading areas should be located and designed to minimize their visibility from public areas and adjacent properties.
3. Where feasible, loading areas should be functionally separated from parking and pedestrian walkways for safety and to provide convenient access for delivery trucks.
4. Trash receptacles are also encouraged to be located to the rear of buildings with the use of alleys encouraged for access by sanitation trucks. Trash receptacles and dumpsters should be located on-site and not within the alleyway.
5. Mechanical equipment, such as air conditioning units, pipes, ducts, vents, access doors, meters, transformers, and other equipment that produce noise or exhaust, should be located away from pedestrian ways. The equipment should be screened or hidden from public view in a manner

consistent with the character of the building architecture and surrounding area.

9.8.2 Commercial and Mixed-Use Building Design

A. Building Massing and Form

Design Principle:

Projects should relate to the surrounding existing or emerging context with respect to building scale, mass, and articulation.

Rationale:

Careful attention should be paid to building massing to support a human-scaled environment. Placement of building mass also helps define the relationship of buildings to the street. Varied building façades can help create an attractive and vibrant street edge.

Guidelines

1. Buildings at gateway intersections should include corner entries and architectural treatments, such as towers and porticos.
2. Massing of larger buildings should be divided into smaller components to maintain the smaller traditional lot patterns present along the non-residential portions of Broadway and 1st Avenue.
3. Building façades for commercial and mixed-use building should have a recognizable “base” and “top.”
4. Building façades on larger buildings should be broken down into smaller modules to give the appearance of smaller buildings and shops, consistent with the rhythm of

parcels and smaller buildings and shops generally found along Broadway. Street-level retail façades should be articulated with architectural elements, such as transoms, kickplates, recessed entries, cornices, and canopies, that create visual interest for pedestrians and motorists.

5. Primary entrances for commercial uses should be clearly visible and accessible from the main public street.

B. Building and Architectural Details

Design Principle:

Building façades visible from a public street should have three-dimensional depth and architectural details that provide visual relief, such as cornices, window mullions, and projections at the ground level.

Rationale:

Architectural details provide visual interest and can help give a unique identity to buildings and the street.

Guidelines

Entry Features

1. Where applicable, primary building entries for Broadway, 5th Street and 1st Avenue should be oriented to the street and, secondarily, to parking or service areas behind the building or in alleys or side streets.
2. Primary pedestrian entries should be accessible directly from a public sidewalk.

3. Building entries should be clearly defined with overhangs, recesses, special materials, or detailing.
4. Primary building entries should have a more substantial appearance or presence than other building entries.
5. Buildings located at gateway intersections are encouraged to incorporate corner entrances, with architectural treatments, such as towers or taller corner buildings, to define and highlight key neighborhood gateways.

Windows, Doors, and Storefronts

6. Large window displays for retail uses on the ground floor is highly encouraged. A minimum 60% of a storefront facing the street should be made up of transparent materials, such as glass. Transparent façade sections shall not be obscured with signage, vinyl window applications, or interior walls at the storefront line.



Mixed-use building with storefront retail development on the ground floor and multi-paned windows on the upper stories.

7. A combination of panels and glass, full-light glass, or light panes in a wood or metal frame is encouraged to be used for doors.

Materials

8. All building materials should be durable, high quality, and properly installed.
9. Desired building materials for the West Broadway area include brick, stone, wood, stucco, steel, and glass. Recommended roof materials include slate, clay tile, wood, and architectural metal. Scored plywood, vinyl, and aluminum siding are not permitted.
10. Highly reflective building materials or glass should not be used for building and curtain walls.
11. Roof materials, if visible from the street, should complement the materials and colors of the façades and provide texture or relief.

Colors

12. Building colors that complement natural materials used in the building design, such as brick, stone, tile, and terracotta, should be selected.
13. Contrasting accent colors are encouraged for architectural details and awnings.
14. Roofs should also complement the color of the building façade.
15. Where rain gutters and downspouts are integrated into an exterior wall, their color should blend in with adjacent surfaces.

Canopies and Awnings

16. Awnings should be designed to integrate with the building bays or structural division of the building façade.
17. Use of canopies, awnings and overhangs, and arcades are encouraged to be located over window displays and the entries along a public sidewalk to provide shade for pedestrians and would require a revocable encroachment permit. (S)
18. Awnings and canopies may be constructed of canvas, glass, or metal. Concrete overhangs are also acceptable. Vinyl and plastic awnings are not permitted.
19. Canvas awnings may fade over time, so regular maintenance and periodic replacement should be anticipated.
20. Glass canopies may be an appropriate alternative to awnings for darker, north-facing building façades, to allow daylight to



Place canopies and awnings over window entries and public sidewalks to shade pedestrians.

filter into ground-floor windows and entries. (S)

C. Building and Site Lighting

Design Principle:

Additional site and building lighting are encouraged to support the needs of businesses. Lighting fixtures and the light they disperse should be designed to complement and enhance the architectural style of the building and the character of the area.

Rationale:

The design and placement of light fixtures should be compatible with the building architecture while also supporting the safety and security of businesses and pedestrians who access the commercial and neighborhood area streets at night.

Guidelines

1. Lighting fixtures should be installed on buildings in appropriate locations and must not obscure major architectural features.
2. Lighting fixtures should be designed to illuminate sidewalks and building entries but should not cast glare into the businesses or adjacent properties. Downlighting and specialized fixtures that reduce sky-lighting and glare are encouraged.
3. LED lighting within the furnishing zone is preferred to provide an even illumination along the sidewalk. (S)

D. Signage and Graphics

Design Principle:

Commercial signs should identify the business and provide an attractive design that enhances the appearance of the street. A variety of sign types are permitted, consistent with PDC standards for signs. Figure 9-19 provides examples of the type and character of signs that are encouraged or that should be avoided.

Rationale:

Carefully placed and located signs can positively contribute to the attractiveness and character of the neighborhood. Signs should relate in placement and size and contribute to the architectural expression of buildings.

Guidelines

1. Signs should not obscure important architectural features or overpower the building design.
2. Signs should be constructed of high-quality materials, such as metal, stone, and wood.
3. Multi-tenant, inline commercial shops in a single building should have common sign design elements that relate to each other in terms of design, size, color, location, and placement on the building or other sign structures.
4. Multi-tenant directory signs should identify the businesses on more than one story.
5. Exposed conduit and tubing are not permitted. All transformers and other equipment should be concealed.

Figure 9-19: Signs Encouraged and to Be Avoided



Encouraged – Flat wall sign and projecting sign integrated with the building façade and architecture



Encouraged – Consistent design treatment for multi-tenant businesses



Encouraged – Creative freestanding signs



Encouraged – Awning and window signs



To be Avoided – Light box signs and signs that appear tacked on and not integrated with the building character



Preferred – Channel letter signs and logo integrated with the character of the building architecture

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