

6. Architectural Policies & Standards

The West Tefft Corridor currently contains a variety of architectural styles and uses. A cohesive downtown can be achieved partly through the architecture chosen for a site. Commercial buildings should address the street in a manner that supports and encourages an interaction of building tenants and pedestrians. The building design should allow for individual expression of shops, including variation in storefront designs within the same buildings, window displays and signage, while keeping with the overall design theme.

POLICY 6.1: Building Heights and Character

The height and scale of new buildings should be compatible with their surroundings.

Standards

- A. Building height.** Maximum building heights are as established by the Land Use Ordinance: 45 feet within the Central Business District; 35 feet elsewhere. Building heights should be varied to provide articulation.
- B. Façade height above sidewalk.** New street-fronting building façades shall be a maximum of two stories with a minimum height of 15 feet, except that façade height may be allowed to three stories where the third story is stepped back a minimum of 10 feet from the lower street-fronting façade (Figure 6-1). Three stories may be allowed within the interior of a site without this setback.
- C. Building scale.** The height and massing of buildings should provide façades that are divided into vertical bays and into horizontal dimensions indicating a base, middle and top, to enhance respect human scale, as shown in Figures 6-2 and 6-4.

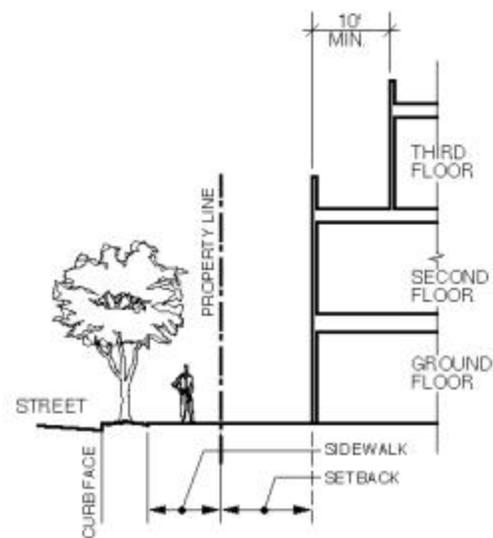


Fig. 6-1 Building Height/Setbacks



Fig. 6-2 Building scale

- D. Design character.** Design character should be consistent over the entire building, where the building will be visible by the public from streets and parking areas. Roof treatment, eaves, and architectural detailing should be consistent on front, sides, and rear.

E. Windows. Windows should be utilized on at least 50 percent of ground floor façades that are visible from a street or walkway, to avoid blank walls visible from public view (see Figure 6-3).

F. Window transparency. At least 40 percent of the area of each window shall be unobstructed by displays, walls, or other devices. Signs shall not be taped to windows in order to maintain transparency and a neat appearance.



Fig. 6-3 Window coverage

POLICY 6.2: Building Entries

Primary entries should be provided along the street frontage and service access from parking lots.

Standards

- A. Entry location.** Ground floor commercial (including office) uses fronting the street shall have primary access from the main fronting public street.
- B. Secondary entry.** Secondary access may be provided from the rear and side of a building.
- C. Recessed entries.** Building entries should be recessed in entry bays to create transitional space between the street and buildings. They should be well defined and scaled to pedestrian proportions.
- D. Overhangs.** The use of overhangs and awnings is encouraged to emphasize the visibility of building entries, as shown in Figures 6-4 and 6-6.

POLICY 6.3: Building Articulation

Buildings along the street front should provide three-dimensional details and decoration such as overhangs, balconies, and cornices to provide visual variety along the street.

Standards

- A. Building articulation.** All facades should emphasize three-dimensional articulation to provide vertical, horizontal and depth relief. Details such as cornices, window moldings and reveals are encouraged in order to cast shadows and create visual interest on the façade. Projections, trellises, balconies, porches and detailed parapets or arcades are also examples of appropriate relief.



Fig. 6-4 Articulated buildings and use of overhangs & awnings

B. Building rhythm. Building facades with public access should have vertical articulation at frequent intervals to provide a human scale and visual rhythm to encourage walking (Figure 6-5). This articulation should be at 25 to 35-foot intervals along public streets, although the interior use may occupy the entire space. Interior buildings to a site should provide vertical elements at least every 60 feet.

C. Facade treatments. The use of overhangs, awnings and balconies, as shown in Figure 6-6, is encouraged to provide color and a variety of dimension to buildings, solar and weather protection, and to emphasize the visibility of building entries. Roof and wall features may project into the front setback as allowed by the Land Use Ordinance, Section 22.10.140.H.3.



Fig. 6-1 Building rhythm

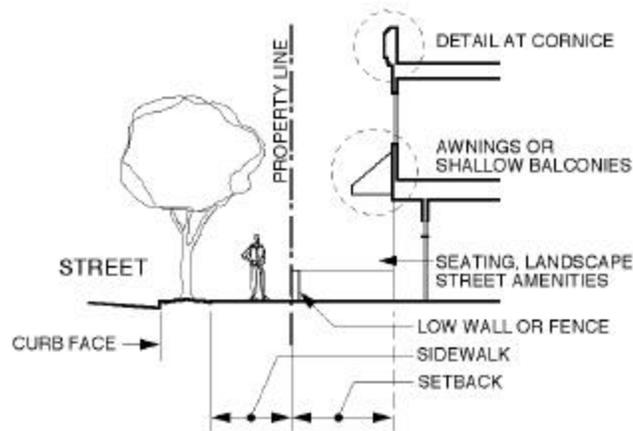


Fig. 6-6 Facade treatments

POLICY 6.4: Architectural Styles

Buildings should be designed to complement each other and give the entire area a unified appearance and a local sense of place.

A well-coordinated mix of architectural styles can convey a sense of local history, regional characteristics, and pride in a community.

Standards

A. Preferred architectural styles. Buildings should be designed in Early California or Mediterranean styles that utilize stucco wall surfaces and tile roofs, or in simple Craftsman styles that utilize wood siding, moldings and shingle roofing, with the following features:

1. Early California style features:

- a. Simple forms and surfaces
- b. Smooth-troweled stucco as primary material
- c. Wood accents (beams, columns, door/window lintels & frames)
- d. Decorative ironwork, tile and stone as accents
- e. Medium roof pitch with clay tile roofs
- f. Thick walls, expressed volume
- g. Vertical fenestration
- h. Some full arches and flat arches
- i. Decorative balconies, chimneys, etc.



Fig. 6-7 Early California style

2. Mediterranean style features:

- a. Simple wall planes, forms and surfaces
- b. Smooth-troweled stucco walls & tile roofs or flat roofs with parapets
- c. Arches and medallions
- d. Soffitted (covered) eaves and moldings
- e. Exposed rafter tails and beam ends
- f. Cornices
- g. Tile and stone accents
- h. Thick walls, expressed volume



Fig. 6-8 Mediterranean style

3. Craftsman style features:

- a. Low pitched roofs
- b. Horizontal siding
- c. Patterned or decorative wood wall surfaces
- d. Embellished gable ends, including trussed gable ends
- e. Decorative cornice and cornice banding below eaves



Fig. 6-9 Craftsman style

- f. Extended eave brackets and braced eave supports
- g. Open or soffitted eaves may be used
- h. Horizontal windows with wide vertical mullions
- i. Porches

B. Discouraged architectural styles. Buildings should not be designed in Modern, Post-Modern or Frontier (false-front) styles or in corporate designs.

C. Contextual design. Design should reflect good architecture in the vicinity and not be radically different from adjacent buildings. The style should remain consistent within a site.

POLICY 6.5: Roofs

New buildings or remodeled facades should have roof lines that are varied and lessen the building's apparent mass and height.

Standards

A. Parapet roofs. Parapet roofs should include elements such as parapet caps, projecting cornices and cornice details or variety in shape and pitch to provide architectural interest.

B. Roof detailing. Roofs and eaves should include details such as decorative trim or molding to create interest on the building façade.

C. Unusual roofs. Unusual roof shapes such as domes, barrels or steep mansards (Figure 6-10) are not appropriate and are discouraged.



Fig. 6-10 Steep mansard roofs

D. Roof materials and colors. Roof materials and colors should complement the building's architecture style. Appropriate materials for pitched roofs include, but are not limited to, clay or integrally colored tile, metal, concrete tile, or architectural dimensional composition shingle. Discouraged materials include brightly colored roofing tiles, corrugated fiberglass or metal, unfinished metal panel roofing and highly reflective roofing.

E. Roof-mounted Equipment. Roof-mounted equipment should be screened so as not to be visible from public areas at the ground level or from properties at higher elevations.

G. Roof terraces. The use of large roof terraces is discouraged, but they may be appropriate for mixed use buildings.

POLICY 6.6: Building Colors and Materials

Building colors and materials should be consistent with the style of architecture.

Standards

- A. Colors.** Building colors should add visual interest to downtown, yet be compatible with the surrounding area. Building walls should be light-colored tones, with darker colors as accents.
- E. Materials.** New buildings should be constructed of materials that are associated with the area. The use of highly finished, extremely rustic, or simulated materials is not appropriate.
1. Materials that are prohibited include the following, except where used as artistic accent:
 - a. Metal or glass walls
 - b. Unfinished precision concrete block
 - c. Blank concrete “tilt-up” construction
 - d. Painted or white brick
 - e. Prefab or manufactured structures
 - f. T-111 or other non-durable siding
 - g. Low-quality faux stone or wood materials
 2. Materials that are encouraged include the following:
 - a. Stucco (smooth, sand or light lace finish rather than textured)
 - b. Wood, or wood-appearing materials, as a primary horizontal siding or accent material
 - c. Brick, as an accent material only
 - d. Split face masonry block, as a primary or accent material only
 - e. Unglazed tile, as an accent material and roofing material
 - f. Glazed tile as an accent material
 - g. Concrete or faux stone materials with high quality finish
 - h. Natural stone and cut stone from a regional source