

CITY OF FORT BRAGG

CITY WIDE

# DESIGN GUIDELINES

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April 2019



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# Introduction

## 1. PURPOSE

These guidelines present comprehensive design criteria for the achievement of functional and attractive developments that fit within the character for Fort Bragg. In general, the guidelines are intended to:

- Ensure that new or modified development preserves or improves the positive characteristics of the City’s image;
- Avoid design mistakes and design “shocks”;
- Help ensure stability and predictability in the community’s change and growth;
- Help achieve what zoning and other regulations cannot achieve – to guide the qualitative aspects of new development.

The intent is not to impose an overriding style, limited color palette, or artificial theme.

The City also recognizes the importance of innovation, exceptional and truly place making design which may fall outside of a design criteria approach in these guidelines. Many major architectural achievements throughout the world would not comply with these guidelines. Thus the guidelines create both a floor (minimum design) as well as a ceiling (best design) which may inhibit truly innovative design. In response, the City Council has created a path to exempt a project from compliance with the details of these guidelines, if the project achieves a truly innovative and exceptional design level under Policy CD-2.2 of the General Plan.

*Policy CD-2.2: City Wide Design Guidelines and Exceptional Design. Projects which offer exceptional or innovative design may be exempted from the requirements of the Citywide Design Guidelines, through a public hearing and affirmative decision by the City Council. This decision could be made prior to consideration of the Coastal Development Permit, Use Permit and CEQA document for the project as the exemption would not be considered approval of a permit for the project.*

Because these are minimum guidelines and each project is different, they do not contain all possible techniques for achieving the quality of development desired by the City. Situations may arise that are not covered by the guidelines; therefore, project designers are encouraged to follow the “principles” that the guidelines represent and to use creativity in meeting the City’s expectations for quality development as expressed through the guidelines.

## 2. INTERPRETATION OF THE DESIGN GUIDELINES

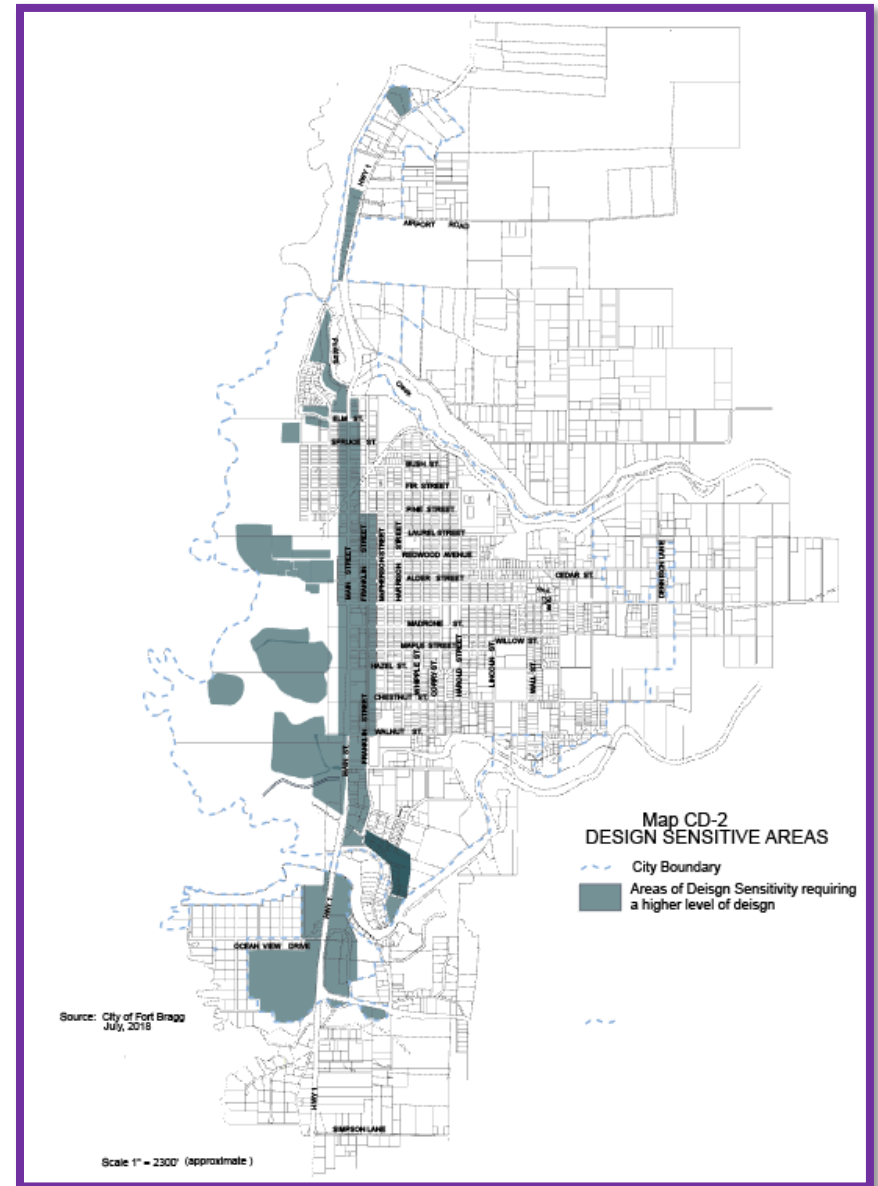
Each Guideline is identified with either a M for mandatory or a P for preferred.

- **(M) Mandatory Guidelines** are intended to be applied either as stated or through an alternative measure that achieves the same objective. These guidelines are noted with an M for mandatory.
- **(P) Preferred Guidelines** are not mandatory, but express a more or less desirable (or undesirable) design solutions. These guidelines are noted with a P for preferred.

The guidelines are designed to:

1. Encourage a higher level of design in areas of town where higher quality design are important to the community's sense of place and character. Map DR-1 identifies areas of our community that require a higher level of design, and projects in these areas (no matter their size) must comply with all design guidelines that are noted with an M for mandatory in the design guidelines.
2. Encourage a higher level of design for larger projects of more than 5,000 SF, no matter where they are located.
3. Allow for reduced level of design for smaller buildings (less and 5,000 SF) that are tucked out of the way and not highly visible from primary roads or parks.

The relevance of each guidelines to each of these situation is marked in the relevant column with a P or M.



### 3. ORGANIZATION OF THE CITYWIDE DESIGN GUIDELINES

The design guidelines are organized into the following chapters:

1. **Introduction:** Provides an overview of the purpose, organization, applicability, and other aspects of the design guidelines.
2. **General Design Guidelines:** Presents general and specific design guidance for all commercial and multifamily projects, including:
  - Massing, Elevations and Articulation; Architectural Form and Detail; Roof Form;
  - Windows, Doors and Entries; Materials & Colors; Lighting;
  - Site Planning; Landscape; Fencing & Screening; Open Space; Site Amenities;
  - Pedestrian Circulation; Vehicular Circulation & Parking; Loading & Delivery;
  - Additions, Remodels and Renovations; and
  - Garages and Ancillary Structures.
3. **Central Business District & Neighborhood Commercial Design.** Presents general and specific design guidance for all development in the Central Business District and Neighborhood Commercial Zoning Districts. Buildings located in these districts must comply with both the General Design Guidelines and these guidelines specific to these historic districts.
4. **Specific Use Commercial Design Guidelines.** Presents general and specific design guidance for specific use types including: Auto Repair Services, Service Stations, Drive-Through Businesses, Hotels and Motels, Mixed Use Development and Parking Structures. These use types must comply with those section of the General Design Guidelines which are relevant to the use type and the guidelines specific to the design challenges of the use type.
5. **Industrial Design Guidelines.** Provides design guidelines for industrial uses.
6. **Residential Design Guidelines.** Presents specific design guidance for new single family neighborhoods and multi-family developments. Residential development projects of more than three units must comply with both the General Design Guidelines and these guidelines specific to residential projects.
7. **Sign Design Guidelines.** Describes general design guidelines for all signs in Fort Bragg and then provides more detailed guidance for specific sign types. An “M” indicates that the guideline is mandatory and an “E” indicates that the guideline is encouraged for signs of various sizes.



#### 4. THE DESIGN REVIEW PROCESS - INTERPRETATION AND APPLICATION OF THE DESIGN GUIDELINES

The design guidelines in this manual will be applied as part of the City’s review of proposed projects (additions, remodeling and new construction) through the design review process (Section 18.71.050 & 17.71.050) as defined by the City of Fort Bragg Development Code. The design elements of each project (including site design, architecture, landscaping, signs, and parking design) will be reviewed on a comprehensive basis by the applicable review authority.

During the design review process, the review authority may interpret these design guidelines with some flexibility in their application to specific projects, as not all design criteria may be workable or appropriate for each project. In some circumstances, one guideline may be relaxed to facilitate compliance with another guideline determined by the review authority to be more important in that particular case. The overall objective is to ensure that the intent and spirit of the design guidelines are followed.

#### 5. THE DESIGN REVIEW PROCESS – REQUIRED FINDINGS

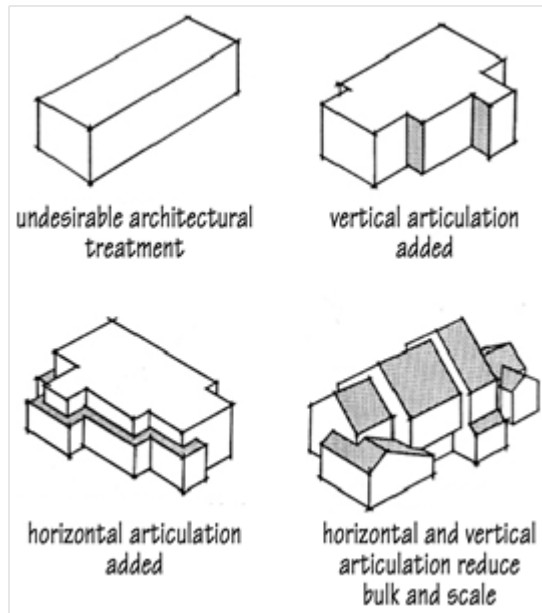
Per the Land Use and Development Code, the Planning Commission must first make the following findings for all projects subject to Design Review:

**Project review criteria.** The review authority shall evaluate each application to ensure that the project:

1. Complies with the purpose and requirements of this Section;
2. Provides architectural design, building massing, and scale appropriate to and compatible with the site surroundings and the community;
3. Provides attractive and desirable site layout and design, including building arrangement, exterior appearance and setbacks, drainage, fences and walls, grading, landscaping, lighting, signs, etc.;
4. Provides efficient and safe public access, circulation, and parking;
5. Provides appropriate open space and landscaping, including the use of water efficient landscaping;
6. Is consistent with the General Plan, any applicable specific plan, and the certified Local Coastal Program; and
7. Complies and is consistent with the City’s Design Guidelines.

# Design Guidelines: All Commercial and Multi-Family Residential Development

Design Guidelines: All Commercial and Multi-Family Residential Development	Project Size ( SF)	
	<5,000 SF	>5,000 SF Design Sensitive Areas
<p><b>Massing, Elevations &amp; Articulation</b></p> <p style="text-align: right;">M=Mandatory, P=Preferred</p>		
<ul style="list-style-type: none"> <li>Structures should be well articulated on all sides visible from public streets and spaces. The highest level of articulation occurs on the front façade, and on all elevations visible from the public right of way. This includes variation in massing, roof forms, and wall planes, as well as surface articulation. Avoid boxy and monotonous facades that lack human scale dimensions and have large expanses of flat blank wall planes visible to the public.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>The scale of buildings shall relate to the surrounding development patterns. Buildings with greater height than surrounding buildings should step back the structure on the upper floors from street and public spaces to lessen the appearance of mass and bulk.</li> </ul>	M	M
<ul style="list-style-type: none"> <li><b>All development adjacent to the Coastal Trail (Noyo Headlands Park) should step back the structures on the upper floor from the side of the building that is adjacent to the Coastal Trail. Roof decks and balconies that overlook the coastal trail should be unobtrusive.</b></li> </ul>	P	M
<ul style="list-style-type: none"> <li>Architectural elements that add visual interest, scale, and character such as projecting balconies, trellises, recessed windows, and window and door detailing are incorporated to help articulate facades and blank walls.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>Architectural details and materials shall be incorporated on the lower part of the building facade to relate to human scale. These pedestrian scale elements can include awnings, trellises, windows, building base articulation, and changes in materials, textures, and colors.</li> </ul>	M	M
<ul style="list-style-type: none"> <li>Avoid large monolithic structures. Emphasize compact building design. Clusters of smaller buildings are preferred over larger single structures.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>Varied building should heights provide visual interest and give the appearance of a collection of smaller structures.</li> </ul>	P	P
<ul style="list-style-type: none"> <li>Break up large building forms by vertical and horizontal variations in wall and roof planes, building projections, projecting ribs, reveals, door and window bays and similar design elements. To divide the building mass into smaller scale components, building faces over 50 feet long should reduce the perceived mass and bulk by one or more of the following: change of roof or wall plane; projecting or recessed elements, such as trellises, balconies, openings, etc.; varying cornice or rooflines; or other similar means.</li> </ul>	P	p
<ul style="list-style-type: none"> <li><b>All building and site design shall use passive solar design strategies for space heating and lighting to reduce energy demand to the extent feasible.</b></li> </ul>	P	M



*Without architectural variations buildings appear flat, larger, and "box like"*



*Use a variety of architectural elements to create visual interest and reinforce pedestrian scale*



*Overhangs create visual appeal*



*Desirable rear entrance enhancements*



Architectural Form and Detail	<5,000 SF	>5,000 SF & DSA
<ul style="list-style-type: none"> <li>Commercial development shall include a higher level of architectural detailing and higher quality materials at the pedestrian level of the building.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>Incorporate design elements and features from the historic architectural styles of the Central Business District.</li> </ul>	P	P
<ul style="list-style-type: none"> <li>Include architectural elements such as bay windows, porches, projecting eaves, awnings, and similar elements that add visual interest to the development.</li> </ul>	P	P
<ul style="list-style-type: none"> <li>All elevations should be detailed with the same care and attention, and preferably using the same materials, as the front elevation.</li> </ul>	P	P
<ul style="list-style-type: none"> <li>Architectural style is compatible with the surrounding character, including building style, form, size, materials, and roofline.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>The integration of varied textures, openings, recesses, and design accents on building walls is to soften the architecture.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>The use of awnings, canopies, recesses, and arcades is strongly encouraged to provide protection for pedestrians and to add interest and color to buildings. Awning placement should fit within the scale, proportion, and rhythm created by the distinct architectural elements and should not cover piers, pilasters and other architectural details. Awnings should be compatible in color and design with the buildings. Awning frames and supports should be painted or coated metal or other non-corroding material and designed to withstand wind loads. <b>Prefabricated plastic and vinyl awning are not permitted. Canvas awnings are discouraged due to the potential for wind damage.</b></li> </ul>	P	P
<ul style="list-style-type: none"> <li>Franchise architectures is strongly discouraged. Buildings should be readily reusable by other tenants and should not be identified with a design that is specific to a franchise.</li> </ul>	M	M
<b>Roof Form</b>		
<ul style="list-style-type: none"> <li>Roof forms should be used to distinguish various building forms, create an interesting roof line, and help break up the building massing.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>Roof forms such as gable, hip or shed roof combinations are strongly encouraged. If parapet roofs are used they should include detailing typical of Fort Bragg's character and design. <b>Special care should be exercised in designing how the roof frames or meets the sky, which may include but not be limited to: use of false fronts, architectural detailing, and roof overhangs.</b></li> </ul>	P	M
<ul style="list-style-type: none"> <li>Buildings shall incorporate passive solar design and include at least one roof plane that is large enough to accommodate photovoltaic (PV) panels to meet the majority (&gt;50%) of the building's energy needs, when feasible.</li> </ul>	M	M
<ul style="list-style-type: none"> <li>Deep roof overhangs are encouraged to create shadow and add depth to facades. Where applicable to the architectural style, roof eaves should extend at least 12" from primary wall surface to enhance shadow lines and articulation of surfaces and protect from driving rain. <b>Smaller roof overhangs are permissible with rain screen or other technologies.</b> Roof overhangs should be designed to facilitate passive solar heating.</li> </ul>	P	P
<ul style="list-style-type: none"> <li>Exposed structural elements (beams, rafter tails, etc.) are encouraged as roof overhang details.</li> </ul>	P	P
<ul style="list-style-type: none"> <li>All roof-mounted equipment should be effectively and attractively screened through the use of various architectural detailing including, but not limited to, roof form, decorative parapets or cornices <b>that match the architectural character and materials of the building.</b></li> </ul>	M	M
<ul style="list-style-type: none"> <li>Natural and non-reflective roof materials are encouraged. Green roofs (planted with native plantings) are encouraged.</li> </ul>	P	P
<ul style="list-style-type: none"> <li>Highly reflective materials shall be avoided.</li> </ul>	M	M
<ul style="list-style-type: none"> <li><b>Balconies, roof gardens and roof decks shall be designed to minimize impacts on privacy in neighboring buildings and lots.</b></li> </ul>	M	M





*Varied roof forms, projecting balconies, and awnings help divide building mass into smaller components*



*Building height should not step more than one story*



*Decorative parapets and varied roof line*



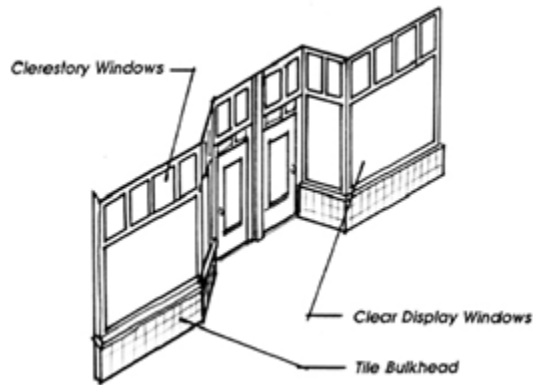
*Roof forms and architectural elements help reduce building mass*

<b>Windows, Doors, and Entries</b>	<5,000 SF	>5,000 SF or Sensitive Design Areas
<ul style="list-style-type: none"> <li>The size and location of doors and windows should relate to the scale and proportions of the overall structure.</li> </ul>	M	M
<ul style="list-style-type: none"> <li>The main building entrance should be distinguished from the rest of the building and easily recognizable and oriented toward the street whenever possible. Front doors should always be oriented toward the sidewalk. Individual entries should have a strong relationship with a fronting street, internal walkway, or courtyard, as appropriate to the overall siting concept.</li> </ul>	p	M
<ul style="list-style-type: none"> <li>Front entry design should incorporate two or more of the following: front porch or stoop; recessed doors, archways, or cased openings; canopies; decorative detailing or placement of art; a projecting element above the entrance; integration of architectural elements such as flanked columns or decorative fixtures; changes in the roofline or a tower feature.</li> </ul>	P	M
<ul style="list-style-type: none"> <li><b>Buildings located on corners in pedestrian areas should provide for visibility around the corner, by either including windows on both walls that intersect at the corner or an angled corner entryway.</b></li> </ul>	M	M
<ul style="list-style-type: none"> <li>Exterior stairways are discouraged, where required they should be open to allow views for natural surveillance.</li> </ul>	M	M
<ul style="list-style-type: none"> <li>Window and door type, material, shape, and proportion should complement the architectural style of the building.</li> </ul>	P	P
<ul style="list-style-type: none"> <li>Windows should be provided at storefront locations.</li> </ul>	M	M
<ul style="list-style-type: none"> <li>In general, upper stories should have a window to wall area proportion that is smaller than that of ground floor storefronts (typically 30 to 50 percent).</li> </ul>	p	P
<ul style="list-style-type: none"> <li>Windows should be articulated with accent trim, sills, kickers, shutters, window flower boxes, balconies, awnings, or trellises authentic to the architectural style of the building.</li> </ul>	p	M
<ul style="list-style-type: none"> <li>Glass that is inset a minimum of three inches from the exterior wall surface is encouraged to add relief to the wall.</li> </ul>	P	P
<ul style="list-style-type: none"> <li>The use of clear glass (at least 80% light transmission) is recommended. Dark tinted glass and reflective mirror-like glass are not allowed.</li> </ul>	M	M
<ul style="list-style-type: none"> <li><b>Imitation and/or fake divided lights are discouraged on the pedestrian level of buildings.</b></li> </ul>	P	P

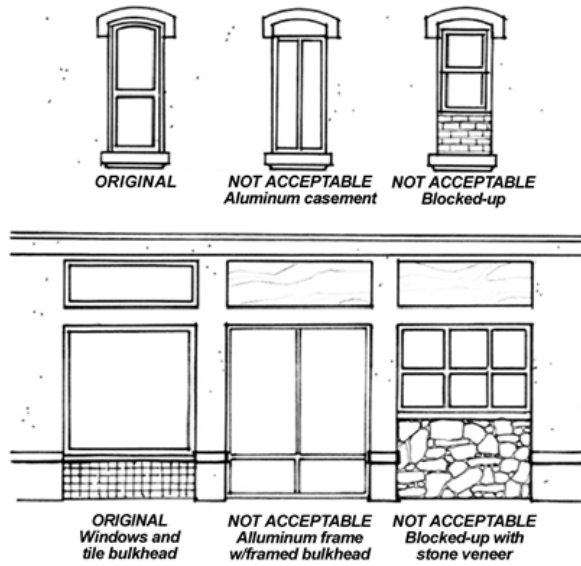




Building Base, color tile, recessed window, and awning relate to human scale



WINDOW REPLACEMENT



Shed awning is consistent with rectilinear building form Encouraged



Awning in scale with façade Encouraged

Round awning is not consistent with rectilinear building form Discouraged



Storefront entries should be identified by unique architectural details

Materials	<5,000 SF	>5,000 SF or Sensitive Design Areas						
<ul style="list-style-type: none"> <li>All structures should appear to be made of high quality, authentic, and timeless materials.</li> </ul>	M	M						
<ul style="list-style-type: none"> <li>Building materials should be durable and low maintenance to withstand the coastal environment. Materials should be of comparable or better quality and image to what is used in the surrounding area.</li> </ul>	M	M						
<ul style="list-style-type: none"> <li>Materials should be varied to provide architectural interest, however, the number of materials and colors should be limited and not exceed what is required for contrast and accent of architectural features. Exterior materials and architectural details should relate to each other in ways that are traditional and logical.</li> </ul>	P	P						
<ul style="list-style-type: none"> <li>The use of green building and sustainable materials is encouraged to exceed the minimum required by the California Building Code.</li> </ul>	P	P						
<ul style="list-style-type: none"> <li>Materials should enhance different parts of a building's façade and be consistent with the desired architectural style.               <ul style="list-style-type: none"> <li>Where appropriate to the architectural style, materials and textures should vary between the base and body of a building to break up large wall planes and add visual base to the building.</li> <li>Heavier materials and darker colors should be used lower on the building elevation to form the building base.</li> <li>Exterior columns or supports for site elements, such as trellises and porches, should utilize materials and colors that are compatible with the rest of the development.</li> </ul> </li> </ul>	p	M						
<ul style="list-style-type: none"> <li>Material changes should occur at intersecting planes, preferably at inside corners of changing wall planes or where architectural elements intersect such as a chimney, pilaster, projection, or fence line.</li> </ul>	P	P						
<ul style="list-style-type: none"> <li>The following table identifies materials that are encouraged, acceptable and discouraged for use on a building's façade:               <table border="1" data-bbox="228 781 1547 1205"> <thead> <tr> <th data-bbox="228 781 642 816">Encouraged</th> <th data-bbox="642 781 1096 816">Acceptable</th> <th data-bbox="1096 781 1547 816">Discouraged</th> </tr> </thead> <tbody> <tr> <td data-bbox="228 816 642 1205"> <ul style="list-style-type: none"> <li>Horizontal and vertical redwood or solid wood siding</li> <li>Shingle siding</li> <li>Smooth stucco, hand troweled stucco</li> <li>Fiber cement wood siding with an authentic appearance, <b>profile &amp; dimension</b></li> <li>Other like materials</li> </ul> </td> <td data-bbox="642 816 1096 1205"> <ul style="list-style-type: none"> <li><b>Real brick, rock veneer, stone or similar materials with an authentic texture, color and dimension</b></li> <li>Board and batten</li> <li>Formed concrete</li> <li>Steel</li> <li>Glass block</li> <li>Corrugated Metal</li> <li>Other like materials</li> <li><b>Fiber cement with wood siding and an authentic appearance</b></li> </ul> </td> <td data-bbox="1096 816 1547 1205"> <ul style="list-style-type: none"> <li>T1-11 or other low quality wood siding</li> <li>Textured/rough stucco</li> <li>Corrugated fiberglass</li> <li>Concrete block</li> <li>Ceramic tile (except for accent areas);</li> <li>Slump rock</li> <li>Highly tinted, reflective, or opaque glass</li> <li>Silver aluminum window and door frames</li> <li>Other like materials</li> </ul> </td> </tr> </tbody> </table> </li> </ul>	Encouraged	Acceptable	Discouraged	<ul style="list-style-type: none"> <li>Horizontal and vertical redwood or solid wood siding</li> <li>Shingle siding</li> <li>Smooth stucco, hand troweled stucco</li> <li>Fiber cement wood siding with an authentic appearance, <b>profile &amp; dimension</b></li> <li>Other like materials</li> </ul>	<ul style="list-style-type: none"> <li><b>Real brick, rock veneer, stone or similar materials with an authentic texture, color and dimension</b></li> <li>Board and batten</li> <li>Formed concrete</li> <li>Steel</li> <li>Glass block</li> <li>Corrugated Metal</li> <li>Other like materials</li> <li><b>Fiber cement with wood siding and an authentic appearance</b></li> </ul>	<ul style="list-style-type: none"> <li>T1-11 or other low quality wood siding</li> <li>Textured/rough stucco</li> <li>Corrugated fiberglass</li> <li>Concrete block</li> <li>Ceramic tile (except for accent areas);</li> <li>Slump rock</li> <li>Highly tinted, reflective, or opaque glass</li> <li>Silver aluminum window and door frames</li> <li>Other like materials</li> </ul>	M	M
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Colors	<5,000 SF	>5,000 SF or Sensitive Design Areas
<ul style="list-style-type: none"> <li>Colors should enhance different parts of a building's façade and be consistent with the desired architectural style.</li> </ul>	P	P
<ul style="list-style-type: none"> <li><b>Colors along the coast should recede in the view shed or be subordinate to the view shed. Dark earth tone colors are preferred where the view shed is dark and lighter earth tone colors may be preferred where the background is lighter.</b></li> </ul>		
<ul style="list-style-type: none"> <li>Colors should visually relate building elements to each other, and also individual facades to each other. The colors chosen for a building façade should complement neighboring facades (but should not replicate).</li> </ul>	P	P
<ul style="list-style-type: none"> <li>Color should be used as an important design element in the development's appearance. Historically, certain color palettes were associated with particular architectural styles. Whenever possible, exterior building colors should reflect the basic colors of the architectural style or period of the building or its environs. For example, bright and rich color combinations associated with the Victorian Era are appropriate downtown. However, in the coastal zone color pallet should focus on <b>earth tone</b> colors. Bright and sharply contrasting colors should be avoided.</li> </ul>	P	P
<ul style="list-style-type: none"> <li>Colors used on exterior facades should be harmonious and contrasting compatible colors are encouraged to accentuate details such as trim, windows, doors, and key architectural elements.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>No fewer than two colors should be used on any given façade, and three or more colors are preferred. This includes any "natural" colors such as unpainted brick or stone. The three preferred colors should constitute the: Primary base color, Secondary color and Minor trim color.</li> </ul>	P	P



*Materials and colors support the architectural style*



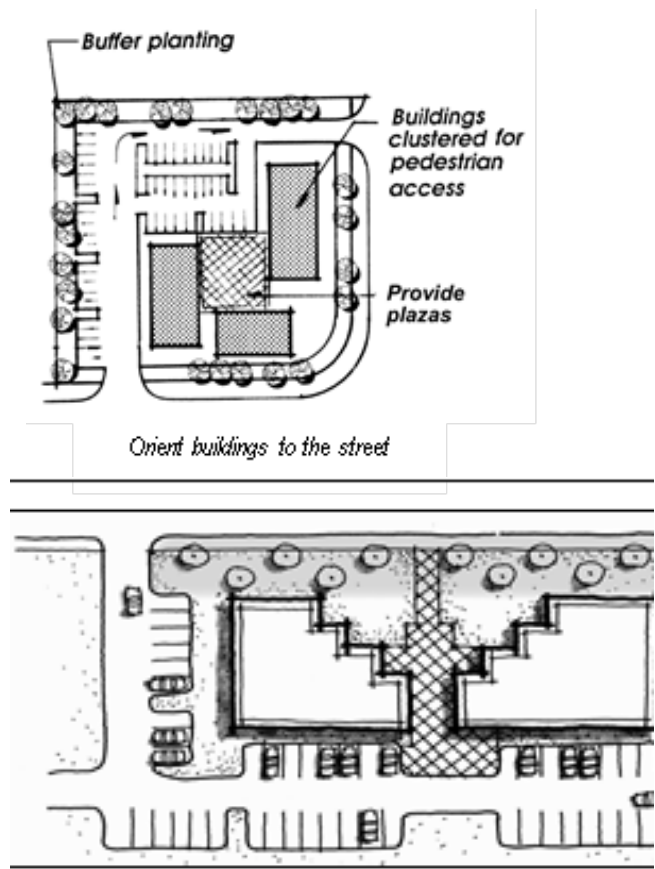
*Secondary color adds emphasis to architectural details*



*Wood siding is the predominant downtown building material*

<b>Lighting</b>	<5,000 SF	>5,000 SF or Sensitive Design Areas
<ul style="list-style-type: none"> <li>▪ Exterior lighting should be designed as part of the overall architectural style of the building and should illuminate entries, driveways, walkways, and activity areas.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>▪ Entrances should be well illuminated for safety and identification purposes.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>▪ Lighting sources should be hidden unless the sources are an integral part of the design. Lighting fixtures should not project above the fascia or roofline of the building.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>▪ Partial or full cutoff lighting is required. Exterior lighting shall be located and designed to avoid shining directly onto nearby residential properties, and shall minimize off-site glare. The latest technical and operational energy conservation concepts should be considered in lighting designs.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>▪ Subtle and minimalist lighting may be used to accent architectural features and landscaping. Accent lighting should not contribute to glare or distract from the overall ambient night lighting in the neighborhood.</li> </ul>	P	P
<b>Site Planning</b>	<5,000 SF	>5,000 SF or Sensitive Design Areas
<ul style="list-style-type: none"> <li>▪ Buildings should be sited in order to minimize impacts to surrounding development and open space. Care should be taken to place structures well to minimize impacts to natural areas and natural contours.</li> </ul>	M	M
<ul style="list-style-type: none"> <li>▪ Buildings should generally be oriented toward the street. Buildings on corner parcels should establish a strong tie to both streets.</li> </ul>	M	M
<ul style="list-style-type: none"> <li>▪ All building and site design shall use passive solar design strategies for space heating and lighting to reduce energy demand to the extent feasible.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>▪ Climate factors such as prevailing winds, window and door orientation, and the positioning of buildings on the site should be coordinated to maximize energy conservation and Photovoltaic (PV) access.</li> </ul>	P	M
<b>Landscape</b>	<5,000 SF	>5,000 SF or Sensitive Design Areas
<ul style="list-style-type: none"> <li>▪ Landscaping should enhance the character and sense of place for each project. Landscaping should help complete the design of a site and should not be added as an afterthought. The choice, placement, and scale of plants should relate to the architectural and site design of the project. Landscaping should enhance the quality of the development by framing and softening the appearance of buildings, screening undesirable views and equipment, providing buffers from incompatible uses, and providing protection from wind and rain. Landscaping should be in scale with adjacent buildings and be of appropriate size at maturity.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>▪ Landscaping should generally incorporate plantings utilizing a three-tiered system: ground covers (including flowering plants – annuals and perennials), shrubs/vines, and trees. The following landscape design concepts are encouraged for project design: <ul style="list-style-type: none"> <li>○ Use of specimen trees (36-inch box or larger) in groupings and rows in parking lots</li> <li>○ Use of flowering vines on walls and arbors where appropriate</li> <li>○ Use of berms and vines on walls to screen parking, refuse, storage, and equipment areas</li> </ul> </li> </ul>	P	P

▪ Landscaping designs that do not require irrigation systems are preferred. Projects that include irrigation shall emphasize water-efficient plants. Rainwater and greywater are encouraged to meet all irrigation needs.	P	P
▪ Bio-swales and rain gardens should be utilized within landscaped areas to infiltrate stormwater on site.	P	P
▪ Planting should be used to screen less desirable areas from public view; i.e., any solid, windowless elevations, trash enclosures, propane tanks, parking areas, storage areas, loading areas, public utilities, and mechanical equipment.	P	P
▪ Landscaping that defines and accents specific areas such as building entry, parking lot entrances and the main walkways to community facilities is encouraged.	P	M
▪ Trees and plants native to the Northern California coast or those, which flourish in the region, should be selected when possible. Plant materials should also be selected for their low maintenance qualities.	P	P
▪ Trees located along street frontages should be selected to match or complement existing or proposed street trees in the public right-of-way.	P	P
▪ Plants and trees with root systems that uplift hardscape materials should be appropriately located away from paved and concrete areas.	M	M
▪ Landscaping on parcels that are adjacent to the Coastal Trail shall use native plants. Invasive plants are prohibited.	M	M



Example of three-tiered perimeter landscaping



<b>Fencing &amp; Screening</b>	<5,000 SF	>5,000 SF or Sensitive Design Areas
<ul style="list-style-type: none"> <li>Fences should be kept as low as possible while still performing their intended security, screening, or separation functions.</li> </ul>	P	P
<ul style="list-style-type: none"> <li>Fencing materials and colors of fences and walls should be consistent and compatible with the architectural themes on the site. Open, wooden fencing is the preferred fencing material for Fort Bragg.</li> </ul>	P	P
<ul style="list-style-type: none"> <li>Fences or walls of more than 100 ft should provide variation in the design – via changes in height, materials, embellishments, step backs, gates, etc. - to break up the length and provide visual interest.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>Screening should not result in hiding places or entrapment areas.</li> </ul>	M	M
<b>Open Space &amp; Pedestrian Circulation</b> Common open space provides opportunities for casual social interaction, as well as helping to reduce the perceived density of the development. Private open space serves as an outdoor rooms for tenants.	<5,000 SF	>5,000 SF of Sensitive Design Areas
<ul style="list-style-type: none"> <li>Courtyards, public space, <b>plazas</b>, and landscaped areas are encouraged.</li> </ul>	P	P
<ul style="list-style-type: none"> <li>Open space areas should be sheltered from the noise and traffic of adjacent streets or other incompatible uses. Open space siting should give consideration to prevailing breezes and sun orientation in order to provide a comfortable environment.</li> </ul>	P	P
<ul style="list-style-type: none"> <li>Ideally, at least 50 percent of the open space area should have access to direct sunlight.</li> </ul>	P	P
<ul style="list-style-type: none"> <li>Shelters are encouraged to provide protection from inclement weather.</li> </ul>	P	P
<ul style="list-style-type: none"> <li>In commercial areas, open spaces and passages should be inviting, well lit, and accessed from multiple locations.</li> </ul>	P	P
<b>Site Amenities</b>	<5,000 SF	>5,000 SF or Sensitive Design Areas
<ul style="list-style-type: none"> <li>Where bus routes are located near the development, the site design should consider convenience and comfort factors for users. These include direct access, widened sidewalks, seating areas, and weather protection provided near public transit stops.</li> </ul>	-	P
<ul style="list-style-type: none"> <li>Pedestrian amenities (benches, shelters, drinking fountains, lighting, trash receptacles, and bicycle racks) are strongly encouraged.</li> </ul>	-	P
<ul style="list-style-type: none"> <li>Pedestrian activity areas should provide a sufficient level of wind and rain protection for pedestrians. Canopies, trees, or other methods of protection should be provided.</li> </ul>	-	P
<ul style="list-style-type: none"> <li>Trees and public art should also be incorporated into courtyard, plaza, and mid-block passage design.</li> </ul>	-	P
<ul style="list-style-type: none"> <li>The relative size and design of private street furniture should be compatible with the architectural style of the building to which it relates, while also complementing street furniture in the public realm. Street furniture should be constructed of durable, easily maintained materials that will not fade, rust, or otherwise quickly deteriorate.</li> </ul>	P	P
<ul style="list-style-type: none"> <li>Decorative paving is encouraged for entryways, courtyards, plazas, pedestrian walkways, and crosswalks. Paving materials should complement the architectural design of the building and landscape design: stamped concrete, stone, brick, pavers, exposed aggregate, and colored concrete are recommended.</li> </ul>	P	P



<ul style="list-style-type: none"> <li>Clear legible entry signs should be provided to identify the development. Internal circulation signs and visitor parking areas should also be clearly indicated. A directory that shows the location of buildings and individual dwelling units within the development is encouraged.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>Building numbers and individual unit numbers should be readily visible, in a consistent location, well lighted at night, and compatible with the overall design of the development.</li> </ul>	M	M
<b>Pedestrian Circulation</b>	<5,000 SF	>5,000 SF or Sensitive Design Areas
<ul style="list-style-type: none"> <li><b>Pedestrian walkways should connect common areas (parking, open space, playground, etc.) to site buildings, sidewalks and adjacent parks.</b></li> </ul>	P	M
<ul style="list-style-type: none"> <li>A continuous, clearly marked walkway should be provided from the parking areas to main entrances of buildings. Design walkways and parking lots so that pedestrians will not have to cross parking aisles and landscape islands to reach building entries.</li> </ul>	p	M
<ul style="list-style-type: none"> <li>On-site drop-off areas should be adjacent and parallel to streets and/or drive aisles to allow vehicles to get out of the main flow of traffic and stop. These include bus stops and pedestrian pick-up/drop-off areas</li> </ul>	-	M
<ul style="list-style-type: none"> <li>Convenient pedestrian connections should be provided to adjoining developments, commercial projects, and other compatible land uses.</li> </ul>	P	P
<ul style="list-style-type: none"> <li>Pedestrian access to adjacent existing or planned open space areas and corridors should be provided for the development's users.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>Raised walkways, decorative paving, landscaping, and/or bollards that separate pedestrians from vehicular circulation are encouraged.</li> </ul>	P	P



*Create neighborhood gathering spaces through plazas, landscaping, and amenities*

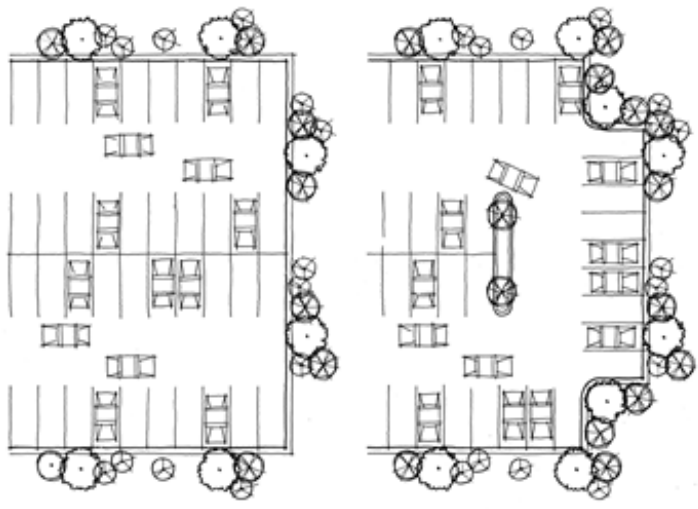
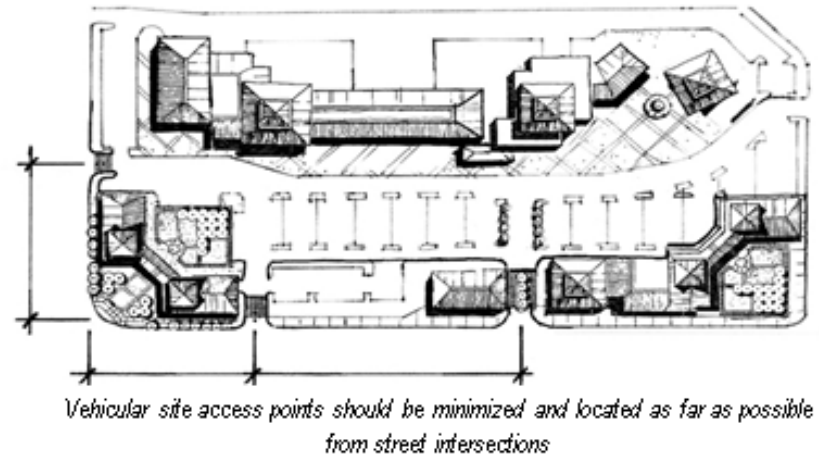


*Incorporate outdoor furniture and planters into development*



*Trellis provides continuity with surrounding architectural elements*

<b>Circulation and Parking</b>	<5,000 SF	>5,000 SF or Sensitive Design Areas
Safe and efficient parking and circulation arrangements take into consideration the needs of pedestrians, children at play, parking lot appearance, and prevention of car theft or damage.		
<ul style="list-style-type: none"> <li>▪ Consolidation of parking in larger lots that serve many uses is preferred for larger projects and the Mill Site, to encourage a more pedestrian friendly development pattern.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>▪ Parking lots should be well designed, with consideration given to landscaping, lighting, building massing, and pedestrian/vehicular circulation.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>▪ Locate parking lots to the rear of buildings, along alleys, or on side streets to avoid conflicts on major streets. When this is not possible, design the primary entry to the lot with patterned concrete or pavers to differentiate it from the sidewalk.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>▪ Parking areas should be linked to adjacent public sidewalks, pedestrian walkways, alleys, and open space areas.</li> </ul>	P	P
<ul style="list-style-type: none"> <li>▪ Parking should be designed for safe ingress and egress. Site plans should balance the need to provide adequate vehicular access with the need to eliminate unnecessary driveway entrances. Where feasible, reciprocal access should be provided on adjacent sites.</li> </ul>	M	M
<ul style="list-style-type: none"> <li>▪ Pedestrian connections and linkages within parking lots should have a well-defined separation from vehicle circulation.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>▪ Parking lots shaded with solar panels are encouraged.</li> </ul>	P	P
<ul style="list-style-type: none"> <li>▪ Pedestrian access from parking lots to building entries should be defined in the design of the parking lots, creating clear and visible walkways. In addition, walkways should be landscaped with shade trees or shrubs and other pedestrian amenities. Pedestrian connections should connect parking area to sidewalk through buffer areas at key locations.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>▪ The use of brick, interlocking pavers, cobblestones and or permeable paving for drive isles and parking lots are encouraged.</li> </ul>	P	P
<ul style="list-style-type: none"> <li>▪ Parking areas should be divided into a series of small parking courts with convenient access that relates to adjacent buildings/entrances.</li> </ul>	-	M
<ul style="list-style-type: none"> <li>▪ Special accents that define the main parking lot entry are strongly encouraged. Examples include entry signage with name of project, specialty lighting, textured paving, and accent landscaping.</li> </ul>	-	P
<ul style="list-style-type: none"> <li>▪ Dead-end aisles are strongly discouraged.</li> </ul>	-	P
<ul style="list-style-type: none"> <li>▪ Parking lot lighting fixtures shall be no taller than 16 feet in height and shall cast light downward without allowing glare or light to encroach upon neighboring properties.</li> </ul>	M	M
<b>Loading and Delivery</b>	<5,000 SF	>5,000 SF or Sensitive Design Areas
<ul style="list-style-type: none"> <li>▪ Loading and delivery service areas should be located and designed to minimize their visibility, circulation conflicts, and adverse noise impacts to the extent feasible.</li> </ul>	-	M
<ul style="list-style-type: none"> <li>▪ Loading and delivery areas should be screened with portions of the building, architectural wing walls, freestanding walls and/or landscaping planting.</li> </ul>	-	M



*INAPPROPRIATE: dead-end aisles should not be used*

*APPROPRIATE: design of parking should facilitate ease of vehicle movement*



*Create safe and identifiable pedestrian paths through parking lots*

<b>Additions, Remodels &amp; Renovations</b>	<5,000 SF	>5,000 SF or Sensitive Design Areas
<ul style="list-style-type: none"> <li>▪ The design of a proposed addition should follow the general scale, proportion, massing, and detailing of the original structure. New additions should be interpretations of, or improve upon, the design of the existing structure wherein the main characteristics of the existing building are incorporated or improved upon using modern construction methods. This may include:               <ul style="list-style-type: none"> <li>○ Using similar proportions</li> <li>○ Extending the architectural lines from the existing building to the addition</li> <li>○ Sensitivity to the patterns of window and entrance spacing and openings</li> <li>○ Harmonizing with existing colors and materials</li> <li>○ Inclusion of similar architectural details (i.e. window/door trim, lighting fixtures, decoration)</li> </ul> </li> </ul>	M	M
<ul style="list-style-type: none"> <li>▪ Building materials used for the addition should be of the same or better quality than the existing building.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>▪ When original decorative details and architectural elements were covered up in previous remodeling, these forgotten details should be restored and incorporated in the design of the remodeled building.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>▪ Damaged historic architectural features should be repaired rather than replaced whenever possible. If replacement is necessary, new materials should match the original material being replaced in terms of color, texture, and other important design features. Likewise for historic building, existing building elements and materials that are incompatible with the original design of the building should be removed. These include inappropriate use of exterior embellishments and modernized elements that are in sharp contrast to the building's original design.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>▪ Introducing or changing the location, size, or style of windows or other openings that alter the architectural rhythm or character of the original building is discouraged.</li> </ul>	P	P
<b>Garages and Ancillary Structures</b>	<5,000 SF	>5,000 SF or Sensitive Design Areas
<ul style="list-style-type: none"> <li>▪ Accessory structures should be complementary in form, material, and color to the primary buildings.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>▪ The number of accessory structures shall be minimized; uses shall be combined where possible into one accessory structure.</li> </ul>	M	M
<ul style="list-style-type: none"> <li>▪ Refuse and recycling storage areas, propane and heating fuel tanks, fire check valves, and other mechanical features should be:               <ul style="list-style-type: none"> <li>○ Located in convenient and less visible areas of the site, such as inside parking courts, or at the end of parking bays.</li> <li>○ Well screened in compliance with requirements of the Development Code. Screening should be of the same type of material as, or complementary to, the material used on the main building. Landscaping should be provided where possible.</li> </ul> </li> </ul>	P	M





*The addition is on the left and to the back of an older building*

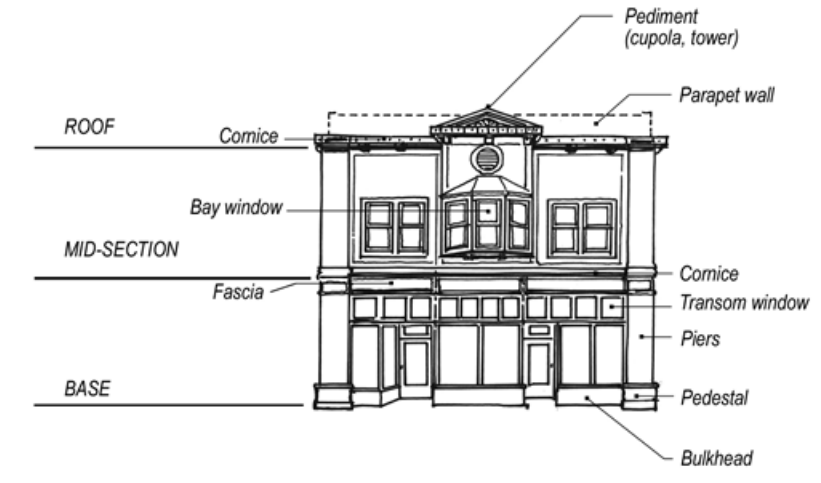
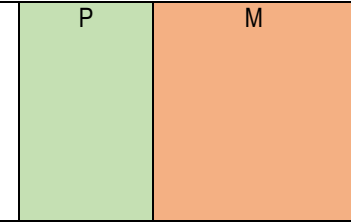


## Central Business District & Neighborhood Commercial Design

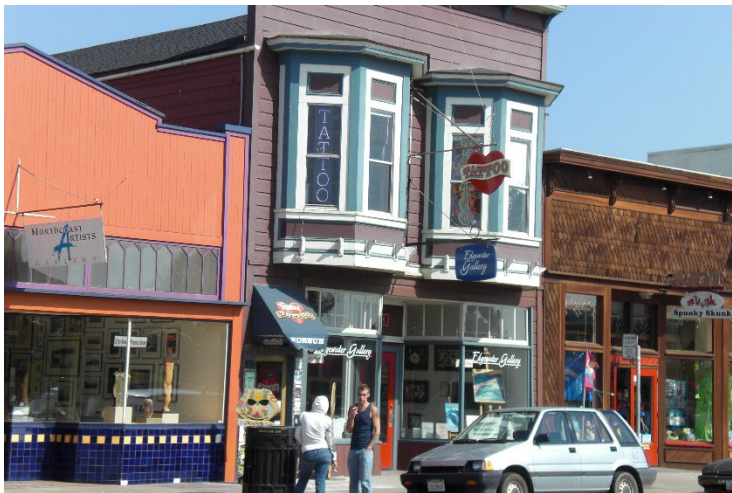
In many ways, it is the historic Victorian-era architecture and traditional downtown buildings of the 1860 – 1930's that are responsible for the unique character in downtown Fort Bragg. While historic architecture cannot and should not be recreated in the downtown or in the Mill Site CBD extension, new development can be designed to fit within the context of its surroundings and existing development rehabilitated to reflect original architectural features. New buildings should take their inspiration from the earlier buildings adjacent to them and located throughout the City's core and the following guidelines.

<b>Site Planning</b> <span style="float: right;">M=Mandatory, P=Preferred</span>	<5,000 SF	>5,000 SF or Sensitive Design Areas
<ul style="list-style-type: none"> <li>▪ Buildings in CBD should be built to the front and side property lines to form a continuous line of active building fronts along the street and avoiding gaps. Exceptions to this standard are:                             <ul style="list-style-type: none"> <li>• Portions of a building's façade may be set back to provide areas for plazas, pedestrian areas, pedestrian paseos, outdoor eating spaces, and small landscaped areas. Such areas should be provided with outdoor furniture and amenities appropriate for the space.</li> <li>• The provision of corner setbacks and cutoffs is strongly encouraged to facilitate pedestrian movement, provide better visibility for drivers, and accentuate corner buildings.</li> </ul> </li> </ul>	M	M
<ul style="list-style-type: none"> <li>• In walkable shopping areas, building entrances should be spaced no more than 50 feet apart from each other (to provide a seamless retail experience and to increase social interaction and sidewalk activity).</li> </ul>	P	P
<ul style="list-style-type: none"> <li>• No parking shall be provided between building front doors and the street they face in the Central Business District.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>▪ The provision of usable pedestrian-oriented spaces is strongly encouraged. The following types of open space should be considered: plazas; courtyards; outdoor dining; corner cut-off areas with enhanced amenities; and mid-block pathways and/or alleys.</li> </ul>	P	P
<b>Architecture</b>	<5,000 SF	>5,000 SF or Sensitive Design Areas
<ul style="list-style-type: none"> <li>▪ Human scale should be created through the use of building forms such as arches, walls, trellises, awnings, arbors and pergolas.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>▪ Buildings should be designed with a well-defined base, mid-section or body, and a top story or roofline.                             <ul style="list-style-type: none"> <li>• Building base – The design of the building base should differentiate it from the upper floors of the building. This may be a projection of the lower wall surface and/or a different material or color. It may be created by a heavier or thicker design treatment of the entire ground floor for a building of two or more floors, or by a setback of the upper floors.</li> <li>• Mid-Section – The preferred architectural character of the mid-section is to treat it as a solid wall with recessed windows or groupings of windows. Long or large wall surfaces with flush-mounted windows or without windows should be avoided.</li> <li>• Roofs and Rooflines – The design of roofs and rooflines should provide visual interest from the streets below and should complement the overall façade composition. Roofs of historic commercial buildings should be used as an inspiration for new designs. Flat roofs are acceptable if a strong, attractively detailed cornice and/or parapet wall is provided.</li> </ul> </li> </ul>	M	M
<ul style="list-style-type: none"> <li>▪ Architectural features in good proportion with the overall structure are encouraged. Gables, turrets, towers, or similar elements are encouraged to accent buildings at street corners, at the terminus of a street corridor, alley, or pedestrian way. Corner buildings should have prominent corner entrances.</li> </ul>	P	P
<ul style="list-style-type: none"> <li>▪ Blank walls on elevations visible from public streets and gathering spaces are prohibited.</li> </ul>	M	M

- To divide the building mass of larger buildings into smaller scale components, buildings over 50 feet of frontage, visible from a public right of way, should reduce the perceived mass and bulk by using one or more of the following:
  - change in roof heights or wall plane;
  - projecting or recessed elements;
  - varying cornice or rooflines; or
  - other similar means.



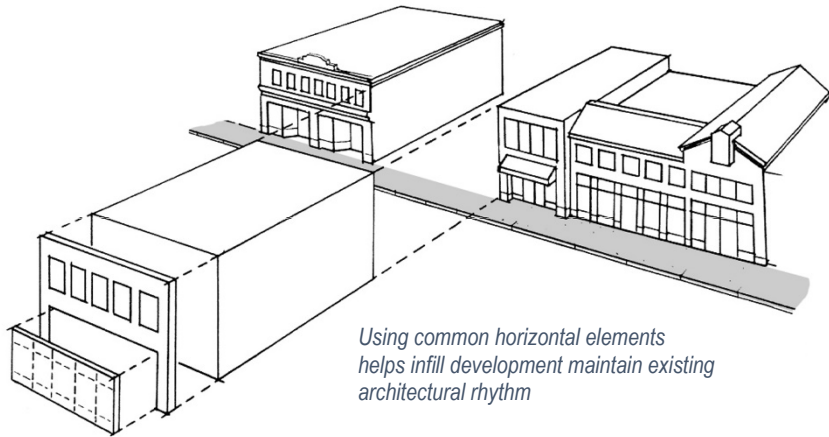
Typical Architectural Elements of a Downtown Fort Bragg Building





<b>Architectural Compatibility</b>	<5,000 SF	>5,000 SF or Sensitive Design Areas
<ul style="list-style-type: none"> <li>Buildings should be composed of elements and details representative of Fort Bragg's architectural heritage. This may be expressed through the use of window and door treatments, storefront details, cornices, etc. Designers should familiarize themselves with the design elements and details used on older buildings in the downtown area and should incorporate contemporary versions of these older designs.</li> </ul>	M	M
<ul style="list-style-type: none"> <li>Whenever an infill building is proposed, identify the common horizontal elements (e.g. cornice line, window height/width and spacing) found among neighboring structures, and develop the infill using a similar rhythm or alignment.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>The overall pattern of windows, wall panels, pilasters, building bays, and storefronts should be based on a module derived from Fort Bragg's prevailing module of ground level building features. Generally, storefronts and building bays should be based on modules of approximately 25 to 50 feet in width.</li> </ul>	P	P
<b>Storefronts</b>	<5,000 SF	>5,000 SF or Sensitive Design Areas
<ul style="list-style-type: none"> <li>Each storefront should be treated like a small building with its own base, roofline, and door and window pattern.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>Large display windows should encompass a minimum of 65 percent of the storefront surface area. Upper story windows should be evenly spaced to harmonize with existing buildings.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>The base panel (bulkhead) below the display window should be a minimum of 24 inches and a maximum of 40 inches. Materials in this area should be visually heavier than adjacent walls.</li> </ul>	P	P
<ul style="list-style-type: none"> <li>Recess entries that provide for weather protection and a transition zone from sidewalk activity into the store are strongly encouraged. Recommended treatments include: special paving materials such as ceramic tile or brick; ornamental ceilings such as coffering; and decorative light fixtures.</li> </ul>	P	P
<ul style="list-style-type: none"> <li>Doors should be substantial and well detailed. They should match the materials, design, and character of display window framing.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>Cornices should be provided at the second floor to differentiate the storefront from upper levels of the building and to add visual interest.</li> </ul>	P	P
<ul style="list-style-type: none"> <li>The following details are encouraged to add visual interest and functionality: hanging or mounted light fixtures with decorative metal brackets; decorative scuppers, catches and downspouts; balconies, rails, finials, corbels, plaques; and metal grille work at vent openings.</li> </ul>	P	P

*Central Business District Sample Photos*



*Using common horizontal elements helps infill development maintain existing architectural rhythm*

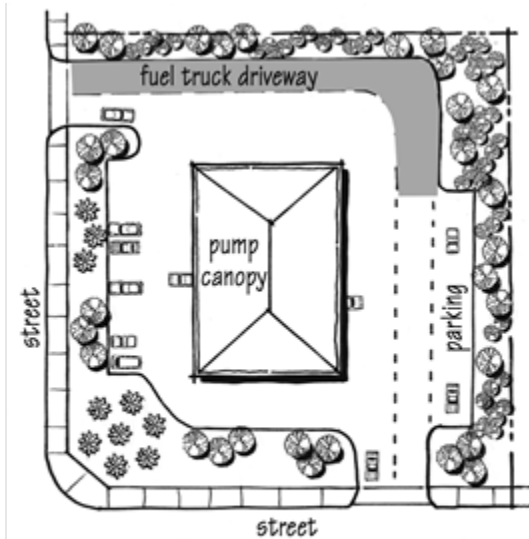


*Well-designed storefront with good proportions*



Special Use Commercial Design Guidelines	Project Size	
<p><b>Auto Repair Services</b></p> <p>Adequate storage for vehicles under service can be a major problem with auto repair and service facilities, resulting in cars parked on the streets, landscaping, and neighboring properties. Additionally, noise, traffic, and hazardous materials associated with these uses can also be problematic. The intent of these guidelines is to ensure that these facilities are more compatible with their surroundings.</p>	<5,000 SF	>5,000 SF or Sensitive Design Areas
<ul style="list-style-type: none"> <li>Service/work bays should be oriented so that the interiors are not visible or audible from adjacent public streets, residential structures, or active open space. If such an arrangement is not possible, dense landscaping and/or screen walls should be used.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>Parking spaces for vehicles stored for repair should be located in the least visible areas of the site. Surface parking lots should be screened with active building space, fencing, art and/or landscaping to provide a visual buffer between the public right of way and stored vehicles.</li> </ul>	M	M
<ul style="list-style-type: none"> <li>Sufficient space for vehicle drop-off should be provided. Site design should provide space for vehicle stacking during peak hours.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>Special design considerations should be made for the storage of oil, lubricants and other potentially hazardous materials.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>Compressors and pneumatic equipment should be used in enclosed structures.</li> </ul>	M	M
<ul style="list-style-type: none"> <li>Adequate storage and trash areas should be designed to accommodate disposal of junk parts, packing, and used oil and lubricants.</li> </ul>	M	M
<p><b>Service Stations</b></p> <p>Design issues associated with service stations tend to be related to traffic, aesthetics, and storage. The following design guidelines are intended to improve the compatibility and appearance of service stations.</p>	<5,000 SF	>5,000 SF or Sensitive Design Areas
<ul style="list-style-type: none"> <li>Buildings containing service or car wash bays should not face toward a public street nor adjacent residential property.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>The site design for projects located at street corners should provide a strong design element at the corner to help frame the public right-of-way and anchor the corner.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>The site design should accommodate circulation and traffic volumes, minimizing paving and soften paved areas with w landscaping.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>Driveway cuts should be limited to two per site.</li> </ul>	M	M
<ul style="list-style-type: none"> <li>Each pump island should include a vehicle stacking area for at least three vehicles on at least one end of the pump island.</li> </ul>	M	M
<p><b>Drive-Through Businesses</b></p> <p>Design challenges for drive through businesses include efficient and well-organized vehicular access, onsite circulation, buffering of adjacent uses, noise, light and glare, and outdoor storage.</p>	<5,000 SF	>5,000 SF or Sensitive Design Areas
<ul style="list-style-type: none"> <li>The building should be the dominant visual feature from the street frontage, not the parking lot or the drive-through aisle.</li> </ul>	M	M
<ul style="list-style-type: none"> <li>Drive-through aisles should be located at the rear of the building away from the street frontage whenever possible. If the drive-through aisle is located between the building and the street, dense landscaping and landscaped berms should be provided to screen the drive-through aisle from view from the street.</li> </ul>	M	M
<ul style="list-style-type: none"> <li>Drive-through lanes should accommodate vehicle stacking at the menu board and at the pick-up windows to ensure adequate circulation.</li> </ul>	M	M
<ul style="list-style-type: none"> <li>Drive through lanes and loading/unloading areas should be located as far as possible from residential properties.</li> </ul>	M	M
<ul style="list-style-type: none"> <li>Outdoor eating areas are encouraged and should include details such as trellises, low walls, fountains, etc.</li> </ul>	P	P
<ul style="list-style-type: none"> <li>Franchise formula architecture is strongly discouraged. Franchise identifying features should be limited to the company's logo and signs.</li> </ul>	M	M





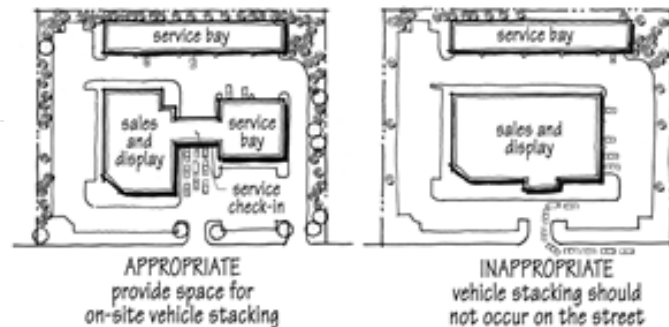
Fuel truck driveways should not obstruct on-site circulation



A pitched roof and wood siding begin to enhance the aesthetics of this service station



Building design can be clean and simple, yet still attractive



APPROPRIATE provide space for on-site vehicle stacking

INAPPROPRIATE vehicle stacking should not occur on the street



Use landscaping to screen service bays



<b>Hotels and Motels</b> In Fort Bragg, many hotels are visible from Main Street and/or the California Coastal Trail, making their design and impact particularly important. These guidelines are intended to provide flexibility in the architectural design while respecting the sensitive coastal setting. Hotel development must also conform with the overall design guidelines.	<5,000 SF	>5,000 SF or Sensitive Design Areas
<ul style="list-style-type: none"> <li>▪ Design of hotels and motels should draw upon the architecture of historic hotels in California for inspiration and design features, materials, and color.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>▪ Walkway, stairway, balcony railings, and other similar architectural details should be consistent with basic building design.</li> </ul>	M	M
<ul style="list-style-type: none"> <li>▪ For structures over two stories, access to guestrooms should be provided from the hallway interiors.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>▪ Roof forms typical of residential buildings such as gable, hip or shed roof combinations are strongly encouraged.</li> </ul>	P	P
<ul style="list-style-type: none"> <li>▪ Parking, delivery and loading area, and mechanical equipment should be screened from parks and pedestrian oriented streets with buildings and landscaping.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>▪ Hotels adjacent to, or across from, the Coastal Trail and parkland are subject to the following specific design guidelines, in addition to all the remaining relevant guidelines.               <ul style="list-style-type: none"> <li>▪ Properties shall provide pedestrian connections to the Coastal Trail</li> <li>▪ Hotels what provide a pedestrian friendly building frontage that faces the Coastal Trail;</li> <li>▪ All buildings shall be architecturally complete when viewed from the Coastal Trail;</li> <li>▪ The architecture should invoke a style of a rural cluster of bungalows or other small coastal hotel vernacular;</li> <li>▪ All fences and walls should frame and protect views to coast;</li> <li>▪ All buildings shall be sided with natural or natural appearing materials that have been proven to perform in harsh coastal environments; and</li> <li>▪ All structures shall be of muted colors of natural tones.</li> </ul> </li> </ul>	M	M
<ul style="list-style-type: none"> <li>▪ Surface parking lots should be screened with active building space, art, landscaping, etc. to provide a buffer between the public right of way and vehicles while still allowing for visibility. Delivery and loading areas should be located toward the rear of the property and screened to minimize impact on incompatible uses.</li> </ul>	M	M





## Mixed Use Development

Mixed use projects combine both commercial and residential uses on the same parcel, either in separate (horizontal mixed use) building or the same building (vertical mixed use). The design standards for each use in the mixed-use project shall apply to the project. For example if the project consists of a mixed use retail and residential development in the downtown, it shall comply with the design guidelines for the CBD and residential development, as well as the guidelines outlined below.

	<5,000 SF	>5,000 SF or Sensitive Design Areas
<b>Site Planning</b>		
<ul style="list-style-type: none"> <li>Loading areas and refuse storage facilities for the commercial use should be located as far as possible from residential units and should be completely screened from view from adjacent residential portions of the project or another adjacent residential uses. The location and design of refuse storage facilities should mitigate nuisances from odors when residential uses might be impacted.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>Residential buildings should be arranged to create opportunities for common open space for the residential use. Common open space areas should be completely separated from other uses on the site and should provide a semi-private gathering place for residents.</li> </ul>	P	M
<b>Architecture</b>	<5,000 SF	>5,000 SF or Sensitive Design Areas
<ul style="list-style-type: none"> <li>The architectural style and use of materials should be consistent throughout the entire mixed use project. However, differences in materials and/or architectural details may differentiate the residential portion of the project from the commercial portion of the project.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>When residential &amp; commercial uses are in the same structure, separate pedestrian entrances should be provided for each use.</li> </ul>	M	M
<ul style="list-style-type: none"> <li>All roof-mounted equipment should be completely screened from views above. Special consideration should be given to the location and screening of noise generating equipment such as refrigeration units, air conditioning, and exhaust fans so that they don't disturb residences.</li> </ul>	M	M



*Residential is placed above commercial in vertical mixed use*

<b>Residential Design Guidelines</b> All multi-family residential development must also conform with the overall design guidelines.	<5,000 SF	>5,000 SF or Sensitive Design Areas
<b>Site Planning - New Single Family Subdivisions</b>		
<ul style="list-style-type: none"> <li>▪ Residential structures should be oriented and placed for: 1) energy access and efficiency; and 2) to improve the streetscape with front doors and porches facing the street and garages and parking pulled behind the buildings to reduce their dominance.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>▪ Variation of development patterns within new neighborhoods is necessary to achieve visual diversity and avoid a monotonous appearance. One or more of the following techniques should be incorporated into the project's design to help achieve diversity.               <ul style="list-style-type: none"> <li>❑ Varied front yard setbacks – Placement of homes and garages close to or back from the street creates different patterns of visible open space. The structures themselves, when close to the street, also add diversity to the view.</li> <li>❑ Varied lot widths &amp; sizes – Making some lots wider, and some narrower, than the average lot provides different amounts of open area between structures. It also allows placement of different sizes and shapes of homes that give a neighborhood more character and individuality.</li> </ul> </li> </ul>	-	M
<b>Site Planning - New Multi-Family Developments</b>	<5,000 SF	>5,000 SF or Sensitive Design Areas
<ul style="list-style-type: none"> <li>▪ New multi-family residential structures should be compatible with other development in the immediate area. New structures should complement existing development through scale, proportion, height, form, style, siting, and relationship to surrounding structures.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>▪ Buildings should be oriented toward the street. Buildings should be oriented to provide some privacy yet still relate to the street and the existing community. Doors should be visible from the street and windows should allow residents to have “eyes on the street” for natural surveillance.</li> </ul>	M	M
<ul style="list-style-type: none"> <li>▪ In addition to a street orientation, the clustering of multi-family units should be a consistent site planning element. Whenever possible, buildings should be configured around courtyards, gathering areas, and open spaces.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>▪ Mailboxes should be located in highly visible, heavy use areas for convenience, to allow for casual social interaction, and to promote safety. A bench or seating area in close proximity to the mailbox location is strongly encouraged. A recycling receptacle should be located adjacent to the mailboxes.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>▪ Clusters of smaller buildings (with one to 6 units) are preferred over large buildings with more than 6 units per building.</li> </ul>	P	P
<b>Architectural Design</b>	<5,000 SF	>5,000 SF or Sensitive Design Areas
<ul style="list-style-type: none"> <li>• Architectural styles should reflect traditional patterns of architecture on Northern California Coast, including: New England Salt Box, Cottage, Victorian, Italianate, Craftsman, Vernacular, or modern interpretations of these styles.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>• The design of houses should be varied within new neighborhoods to create diversity and interest—Housing on a street should include variability in massing, composition, architectural style, finish materials and colors. Repeating designs are permissible, only if the quality of the design is excellent and repetition is part of the architectural style. Repetitive units should not comprise more than eight units in a row or 50% of the units on any single block, whichever is more.</li> </ul>	P	M



<ul style="list-style-type: none"> <li>▪ Use of single-family residential design elements (e.g., pitched roofs, porches, individual entries) are recommended to reduce perceived density, give identity to the development and its individual dwelling units, add visual interest, and be compatible with the neighborhood context.</li> </ul>	P	P
<ul style="list-style-type: none"> <li>• Buildings with height greater than two stories that step back the structure on the upper floor from the street and public spaces are encouraged.</li> </ul>	P	P
<ul style="list-style-type: none"> <li>• Carports and detached garages should be designed as an integral part of the development's architecture. They should be similar in material, color, and detail to the main buildings of the development. Flat roofs should be avoided. Prefabricated metal carports should not be used.</li> </ul>	M	M
<b>Open Space &amp; Outdoor Play Areas</b>	<5,000 SF	>5,000 SF or Sensitive Design Areas
<ul style="list-style-type: none"> <li>• A series of connected open space areas of varying shape, appearance and usage are encouraged.</li> </ul>	-	P
<ul style="list-style-type: none"> <li>• Boundaries between private and common open spaces should be clearly defined by low walls or plant materials.</li> </ul>	-	P
<ul style="list-style-type: none"> <li>• Children's play areas should be visible from as many units as possible and from private open space areas. Direct convenient access from private open space to the communal play area is encouraged.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>• Outdoor play areas should be located adjacent to laundry rooms, community centers, or similar common facilities. Play areas should not be located near public streets, parking, or entry areas unless physically separated by appropriate walls, fencing, or dense landscaping.</li> </ul>	P	P
<ul style="list-style-type: none"> <li>• Hard surface areas for outdoor activities (e.g., bicycle riding, skating, rope jumping, and hopscotch) should be provided. These active play areas should be safely separated from vehicular use areas.</li> </ul>	-	P
<ul style="list-style-type: none"> <li>• <b>Larger projects in new developments should include bike paths as part of the street section, where feasible. Additionally, landscaping should be provided between the sidewalk and the street.</b></li> </ul>	-	M
<ul style="list-style-type: none"> <li>• In larger developments, separate, but not necessarily segregated, play areas or informal outdoor spaces should be provided for different age groups for safety reasons. Small developments may combine play areas (e.g., a tot lot incorporated into a larger activity area for older children).</li> </ul>	-	P
<ul style="list-style-type: none"> <li>• Seating areas should be provided where adults can supervise children's play and also where school-age children can sit. Seating location should consider comfort factors, including sun orientation, shade, and wind.</li> </ul>	-	P

Sample Residential Photos



## Industrial

The architectural design of a structure must consider many variables, from the functional use of the building, to its aesthetic design, to its “fit” within the context of existing development. The following guidelines help buildings achieve the appropriate level of design detail on all facades, avoid blank/uninteresting facades, and provide for the proper screening of equipment and refuse areas. Unlike other use types, Industrial Buildings are not required to comply with the general design guidelines.

Architectural Form and Detail	<5,000 SF	>5,000 SF or Sensitive Design Areas						
<ul style="list-style-type: none"> <li>Large unadorned and un-fenestrated wall expanses are permissible for industrial buildings. However, large expanses should be broken up with expansion joints, reveals, and/or changes in texture, color or materials.</li> </ul>	P	M						
<ul style="list-style-type: none"> <li>The mass and scale of large, box-like industrial buildings may be reduced through the incorporation of varying building heights and setbacks along the front and street side building façades.</li> </ul>	P	M						
<ul style="list-style-type: none"> <li>Light industrial buildings in the Mill Site Light Industrial zoning district should have an industrial or contemporary architectural character that is consistent with the historic fabric of the Mill Site or the development patterns of the nearby skunk train industrial buildings.</li> </ul>	P	M						
<ul style="list-style-type: none"> <li>Street side facades of large industrial buildings, that are visible from a public street, should include architectural features such as reveals, windows, openings, and changes in color, texture, and material to add interest to the building elevation and reduce visual mass.</li> </ul>	P	M						
<ul style="list-style-type: none"> <li>Primary building entries should be readily identifiable and well defined through the use of projections, recesses, columns, roof structures, or other design elements.</li> </ul>	P	P						
<ul style="list-style-type: none"> <li>Large expanses of highly reflective surface and mirror glass exterior walls should be avoided to prevent glare impacts on adjacent public streets and properties.</li> </ul>	M	M						
<ul style="list-style-type: none"> <li>The following table identifies materials that are encouraged, acceptable and discouraged for use on a building’s façade:</li> </ul> <table border="1" data-bbox="226 901 1549 1226"> <thead> <tr> <th data-bbox="226 901 642 941">Encouraged</th> <th data-bbox="642 901 1096 941">Acceptable</th> <th data-bbox="1096 901 1549 941">Discouraged</th> </tr> </thead> <tbody> <tr> <td data-bbox="226 941 642 1226"> <ul style="list-style-type: none"> <li>Horizontal and vertical redwood or solid wood siding</li> <li>Shingle siding</li> <li>Stucco</li> <li>Fiber cement siding</li> <li>Other like materials</li> </ul> </td> <td data-bbox="642 941 1096 1226"> <ul style="list-style-type: none"> <li>Real brick and rock</li> <li>Board and batten</li> <li>Formed concrete</li> <li>Steel or other metals</li> <li>Glass block</li> <li>Concrete block</li> <li>Ceramic tile</li> <li>Other like materials</li> </ul> </td> <td data-bbox="1096 941 1549 1226"> <ul style="list-style-type: none"> <li>T1-11 or other low quality wood siding</li> <li>Corrugated fiberglass</li> <li>Slump rock</li> <li>Highly tinted, reflective, or opaque glass</li> <li>Other like materials</li> </ul> </td> </tr> </tbody> </table>	Encouraged	Acceptable	Discouraged	<ul style="list-style-type: none"> <li>Horizontal and vertical redwood or solid wood siding</li> <li>Shingle siding</li> <li>Stucco</li> <li>Fiber cement siding</li> <li>Other like materials</li> </ul>	<ul style="list-style-type: none"> <li>Real brick and rock</li> <li>Board and batten</li> <li>Formed concrete</li> <li>Steel or other metals</li> <li>Glass block</li> <li>Concrete block</li> <li>Ceramic tile</li> <li>Other like materials</li> </ul>	<ul style="list-style-type: none"> <li>T1-11 or other low quality wood siding</li> <li>Corrugated fiberglass</li> <li>Slump rock</li> <li>Highly tinted, reflective, or opaque glass</li> <li>Other like materials</li> </ul>	M	M
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<b>Accessory Buildings</b>								
<ul style="list-style-type: none"> <li>The design of accessory buildings (e.g., security kiosks, maintenance buildings, and outdoor equipment enclosures) should be incorporated into and be compatible with the overall design of the project and the main buildings on the site.</li> </ul>	P	P						
<ul style="list-style-type: none"> <li>Temporary buildings (e.g., portable modular units and shipping containers) should not be visible from public streets or parks.</li> </ul>	P	M						
<ul style="list-style-type: none"> <li>Modular buildings should be skirted with material and color that is compatible with the modular unit and the main buildings on the site.</li> </ul>	P	M						
<b>Landscape Design</b>								



▪ Landscape design should follow an overall concept and should link various site components together.	P	M
▪ The use of trees and shrubs, near, and vines, on, walls to soften the appearance of buildings and walls and to deter graffiti is strongly encouraged.	P	M
▪ When industrial/warehouse uses are located adjacent to less intense uses (e.g., residential or retail commercial), additional landscaping in conjunction with appropriate decorative walls and setbacks should be provided to mitigate potential adverse impacts.	M	M
<b>Walls and Fences</b>		
▪ The colors, materials, and appearance of walls and fences, including walls for screening purposes should be compatible with the overall design character/style of the development.	P	M
▪ Walls and fences can be used to visually soften blank surfaces and to deter graffiti.	-	P
▪ When security fencing is required adjacent to streets, it should consist of wrought iron, tubular steel, wood fencing or similar materials.	P	M
<b>Outdoor Lighting</b>		
▪ Outdoor lighting (e.g., location, height, and number) should be designed to foster security. Site and building entries should have enhanced illumination to increase visibility and safety.	P	M
<b>Storage and Utility Equipment</b>		
▪ Outdoor storage areas (for raw and finished goods) should be screened from views from the public right of way, where feasible.	M	M
▪ If refuse storage areas, fuel tanks, generators, and fire check safety valves cannot be located out of public view, the design of these areas should incorporate architectural screening elements and landscaping compatible with the design of buildings and landscaping on the site.	M	M



Overall Sign Guidelines	M=mandatory, P=Preferred	
	Signs 25 SF or less in size	Signs greater than 25 SF
<ul style="list-style-type: none"> <li>Signs should be designed to relate to the architectural features of the building on which they are located and create visual continuity with other storefronts on the same or adjacent buildings.</li> </ul>	M	M
<ul style="list-style-type: none"> <li>Signs that reflect the type of business through design, shape, or graphic form are encouraged.</li> </ul>	P	P
<ul style="list-style-type: none"> <li>Signs should coordinate with the building design, materials, color, size, and placement.</li> </ul>	M	M
<ul style="list-style-type: none"> <li>Signs that align with others on adjacent building facades are generally preferred.</li> </ul>	P	M
<b>Sign Legibility</b>		
<ul style="list-style-type: none"> <li>Use a brief message. The fewer the words, the more effective the sign's message. A sign with a brief, succinct message is simpler and faster to read, looks cleaner, and is generally more attractive.</li> </ul>	P	P
<ul style="list-style-type: none"> <li>Use easy to read lettering styles. Typefaces that are difficult to read reduce the sign's ability to communicate. Avoid spacing letters and words too close together.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>Lettering should not occupy more than 75 percent of the sign face.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>Limit the number of lettering styles in order to increase legibility: no more than two lettering styles for small signs (generally up to 10 square feet) and three for larger signs.</li> </ul>	P	P
<ul style="list-style-type: none"> <li>Encourage unique signs, but avoid typefaces that are too faddish or bizarre.</li> </ul>	P	P
<ul style="list-style-type: none"> <li>Use significant contrast. Generally, light colored letters and a darker, contrasting background presents the most visible and best-looking image.</li> </ul>	P	P
<ul style="list-style-type: none"> <li>Use symbols and logos. Pictographic images will usually register more quickly in the viewer's mind than a written message.</li> </ul>	P	P
<ul style="list-style-type: none"> <li>Signs, which advertise the occupant business through the use of graphic or crafted symbols, such as shoes, keys, glasses, or books, are encouraged. Figurative signs may be incorporated into any of the allowable sign types identified above.</li> </ul>	P	P
<b>Sign Placement</b>		
<ul style="list-style-type: none"> <li>Hanging signs attached to buildings that project perpendicular to the building are encouraged in pedestrian areas.</li> </ul>	P	P
<ul style="list-style-type: none"> <li>Signs should be placed at or near the public entrance to a building or main parking area to indicate the most direct access to the business.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>Signs should be sized and placed consistent with the proportions of the building's façade. For example, a particular sign may fit well on an upper, more basic wall, but would overpower and obstruct the finer detail of a lower storefront area. A sign appropriate near the building's entry may look tiny and out of place above the ground level.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>Signs should not cover or interrupt the architectural details or ornamentation of a building's façade.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>Signs should not project above the edge of the rooflines and should not obstruct windows and/or doorways.</li> </ul>	M	M
<ul style="list-style-type: none"> <li>The location and extent of signs and advertising should not obstruct scenic views.</li> </ul>	M	M
<b>Sign Color</b>		
<ul style="list-style-type: none"> <li>Three or fewer colors are encouraged on a single sign.</li> </ul>	P	P
<ul style="list-style-type: none"> <li>Contrast is an important influence on the legibility of signs. The most aesthetic and effective graphics are produced when light colored letters and images are placed on a dark contrasting colored background.</li> </ul>	P	P
<ul style="list-style-type: none"> <li>Sign colors should relate to and complement the materials or color scheme of the buildings, including accent and trim colors.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>Bright day-glo (fluorescent) colors are prohibited as they are distracting.</li> </ul>	M	M





Commercial signage should be minimal yet effective



Use significant contrast to increase legibility



Pictographic images are encouraged



Sign Materials	Signs 25 SF or less in size	Signs greater than 25 SF
<ul style="list-style-type: none"> <li>Sign materials should be selected with consideration for the architectural design of the building's façade. Sign materials should complement the materials on the façade and should contribute to the legibility of the sign.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>Sign materials should be very durable. The following sign materials are encouraged for downtown Fort Bragg:               <ul style="list-style-type: none"> <li>Wood (carved, sandblasted, etched, properly sealed and painted, or stained); Wood should be properly sealed to minimize moisture damage.</li> <li>Metal (formed, etched, cast, engraved, and properly primed and painted or factory coated to protect against erosion)</li> <li>Subtle custom neon tubing incorporated into sign or reminiscent of historic signs</li> </ul> </li> </ul>	M	M
Sign Illumination		
<ul style="list-style-type: none"> <li>Lighting of all exterior signs should be directional to illuminate the sign without producing glare on pedestrians, autos, or adjacent residential units.</li> </ul>	M	M
<ul style="list-style-type: none"> <li>Indirect sign illumination is preferred.</li> </ul>	P	P
<ul style="list-style-type: none"> <li>Whenever indirect lighting fixtures are used, care shall be taken to properly shield the light source.</li> </ul>	P	P
<ul style="list-style-type: none"> <li>The use of backlit, individually cut letter signs is strongly encouraged for all types of business and signs, including monument-type signs.</li> </ul>	P	P
<ul style="list-style-type: none"> <li>Internally-illuminated cabinet-type signs are discouraged. If internally illuminated cabinet signs are used, their sign panels should be opaque so that when illuminated only the lettering, not the background, is illuminated. The background or field should have a non-gloss, non-reflective finish. White and light backgrounds are prohibited for internally illuminated cabinet signs.</li> </ul>	M	M
<ul style="list-style-type: none"> <li>Blinking, rotating, flashing, changing, or reflecting lights are highly prohibited.</li> </ul>	M	M
<ul style="list-style-type: none"> <li>Neon lighting is discouraged for the lettering of the sign except neon lettering that has a historic quality; innovative use of neon for images or logos may be appropriate.</li> </ul>	P	P
<ul style="list-style-type: none"> <li>Electrical transformer boxes and raceways should be concealed from public view. If a raceway cannot be mounted internally behind the finished exterior wall, the exposed metal surfaces of the raceway should be finished to match the background wall, or integrated into the overall design of the sign. If raceways are necessary, they should be as thin and narrow as possible and should never extend in width or height beyond the area of the sign's lettering or graphics. All exposed conduit and junction boxes should be appropriately concealed from public view.</li> </ul>	M	M
Wall Signs		
<ul style="list-style-type: none"> <li>A wall sign should be located where the architectural features or details of the building suggest a location, size, or shape for the sign. The best location for a wall sign is generally a blank area between the first and second floors of a building.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>Wall signs should not project from the surface upon which they are attached more than that required for construction purposes and in no case more than 6 inches.</li> </ul>	M	M
<ul style="list-style-type: none"> <li>Wall signs and "ghost" signs painted directly on a structure may be appropriate in some cases. On historic structures ghost signs often lend an air of age and authenticity.</li> </ul>	P	P



*Appropriate awnings*



*Wall painted "ghost" sign*



*Appropriate wall signs*

Projecting Signs	Signs 25 SF or less in size	Signs greater than 25 SF
<ul style="list-style-type: none"> <li>Small, pedestrian-oriented signs are strongly encouraged. Projecting signs are especially appropriate in downtown Fort Bragg and Neighborhood Commercial developments.</li> </ul>	P	-
<ul style="list-style-type: none"> <li>Projecting signs should be used for ground floor uses only. On a multi-storied building, the sign should be suspended between the bottom of the second story windowsills and the top of the doors or windows of the first story.</li> </ul>	M	-
<ul style="list-style-type: none"> <li>Projecting signs should be hung at a 90-degree angle from the building face. The distance between projecting signs should be at least 25 feet.</li> </ul>	P	-
<ul style="list-style-type: none"> <li>Sign supports and brackets should be compatible with the design and scale of the sign and the architectural design of the building. Decorative iron and wood brackets are encouraged.</li> </ul>	M	M
<ul style="list-style-type: none"> <li>Internal illumination of projecting signs is prohibited.</li> </ul>	M	M
<ul style="list-style-type: none"> <li>Where overhangs or covered walkways exist, pedestrian-oriented hanging signs are encouraged.</li> </ul>	P	-
Awning Signs		
<ul style="list-style-type: none"> <li>Awning signs are appropriate for ground and second floor uses.</li> </ul>	P	P
<ul style="list-style-type: none"> <li>Sign text should be located only on the valance portion of the awning. Letter color should be compatible with awning and building colors.</li> </ul>	P	M
<ul style="list-style-type: none"> <li>Backlit, internally illuminated awnings are prohibited.</li> </ul>	M	M
<ul style="list-style-type: none"> <li>Only permanent signs that are an integral part of the canopy or awning should be used. Awning signs should be painted directly on the awning.</li> </ul>	M	M
Window Signs		
<ul style="list-style-type: none"> <li>Window signs (permanent or temporary) should not cover more than 20-percent of the area of each window.</li> </ul>	M	M
<ul style="list-style-type: none"> <li>Window signs should be individual letters placed on the interior surface of the window and intended to be viewed from outside. White and gold-leaf paint are the recommended. Glass-mounted graphic logos are also appropriate.</li> </ul>	P	P
<ul style="list-style-type: none"> <li>The text or sign copy of a window sign should be limited to the business name, and brief messages identifying the product or service (e.g. "maternity wear" or "attorney"), or pertinent information (e.g. "reservations required").</li> </ul>	M	M
Monument Signs		
<ul style="list-style-type: none"> <li>Freestanding monument signs (on ground) are strongly encouraged over pole signs.</li> </ul>	P	P
<ul style="list-style-type: none"> <li>Monument signs may be internally illuminated, however, the sign copy should be the only portion of the sign face that is illuminated. The sign background or field should be opaque with a non-gloss, non-reflective finish. Signs with individual back-lit letters, or stenciled panels with three-dimensional push-through graphics are encouraged.</li> </ul>	M	M
<ul style="list-style-type: none"> <li>Monument signs should be placed perpendicular to the street.</li> </ul>	M	M
<ul style="list-style-type: none"> <li>Monument signs should be placed so that sight lines at entry driveways and circulation aisles are not blocked.</li> </ul>	M	M
<ul style="list-style-type: none"> <li>Monument signs should be designed to create visual interest and compliment their surroundings. Monument signs should incorporate architectural elements, details, and articulation as follows: <ul style="list-style-type: none"> <li>Provide architectural elements on the sides and top to frame the sign pane(s). Use columns, pilaster, cornices, and similar details to provide design interest.</li> <li>Incorporate materials and colors into the sign support structures to match or be compatible with materials and colors of the development the sign serves so it does not appear out of scale with its adjacent building(s).</li> </ul> </li> </ul>	M	M
<ul style="list-style-type: none"> <li>Monument signs shall incorporate landscaping at their base. Landscaping around monument signs should be designed to ensure the long-term readability of the sign.</li> </ul>	M	M





*Appropriate projecting signs*



*Simple freestanding signs are appropriate for some small-scale commercial uses*



*Appropriate window signs*



*Place monument signs perpendicular to street*

Pole Signs	Signs 25 SF or less in size	Signs greater than 25 SF
<ul style="list-style-type: none"> <li>Pole-mounted signs are discouraged for parcels with less than 100 feet of street frontage as such signs would typically be out of scale with smaller parcels and would allow tall signs too close together, which would disrupt visibility.</li> </ul>	M	M
<ul style="list-style-type: none"> <li>Pole signs incorporate architectural elements into the sign portion of the sign as well as the supporting structure.</li> </ul>	M	M
<ul style="list-style-type: none"> <li>Pole signs may be internally illuminated, however, the sign copy should be the only portion of the sign face that is illuminated.</li> </ul>	M	M
<ul style="list-style-type: none"> <li>Pole signs should incorporate a landscaped area at the base of the sign equal to one to two times the size of the sign face.</li> </ul>	M	M