VISUAL ANALYSIS

Prepared by Carl M. Maxey, Architect July 19, 2002

THE PROPOSED PROJECT AND CONTEXT

The Fort Bragg Grocery Outlet is a proposed new construction 16,157 square foot retail grocery market to be located in the City of Fort Bragg, California one block East of California Highway 1 near the mouth of the Noyo River.

This site is bounded to the South by North Harbor Drive, to the East by South Franklin Street, to the North by South Street, and to the West by the Super 8 Motel and Chevron gas station. The parcel is mostly flat but slopes down slightly at the North end.

The market's public entrance would face South Franklin Street mid-block. The proposed building parapet height would be approximately 24 feet above sidewalk level on the South side and a little over 25 feet at the North side due to the lower sidewalk elevation there. The proposed building setback from South Street is 18'-7" from the property line, 15'-7" more than the require setback. The proposed building setback from South Franklin Street is 10'-0". The West side of the building adjacent to the motel would be setback 24'-1"; in excess of the required 20 feet setback.

A mature cypress tree along the West site boundary would be protected during construction and retained. There are currently vacant parcels across the street to the North and the East.

The surrounding neighborhood land uses include Highway Visitor Commercial to the West and South, General Commercial to the North and East, and Office Commercial to the Northeast. One block further to the East is Low Density Residential and there exists High Density Residential uses four blocks to the East.

WHAT IS VISUAL SIMULATION

Visual simulations are a standardized representation of proposed projects shown in context of the surroundings. The purpose of these simulations is to provide the community and decision makers an impartial visual representation of the proposed grocery store in neighborhood context alongside a photo of existing conditions.

HOW THESE VISUAL SIMULATION VIEWS WERE CREATED

The simulations were prepared by Carl Maxey, a certified planner and LEED AP + ND professional. The visual simulations were created by photo collage method that combines a rendered scale model view of the proposed housing facility with a photograph of the site and context.

A normal (50mm planar) lens is used to photograph the site from several vantage points and the same angle of view and eye height was used in the model to create the renderings. Several ground and aerial references were placed in the scene for position and height accuracy verification.

Four simulations were created and shown on the attached exhibits.

VISUAL ANALYSIS OF THE SIMULATIONS

This analysis focuses on urban design considerations from the community's viewpoint. CEQA Visual Resources evaluation is addressed separately by others.

There exist several established design criteria for evaluating buildings in neighborhoods. The most fundamental visual considerations are what the project would present to the community from a visual and social perspective-how the proposed design address community interests and mitigates neighborhood concerns.

Specific design elements and the general design approach appear to shape the market to fit this neighborhood environment. The building envelope would be set back from the sidewalks with a softscape interface. The building would be setback further than required by zoning constraints.

Pedestrian scale appropriate for the area would be established with the combination of building articulation, varied roof heights, application of contrasting wood siding, wood shingles, colored concrete unit masonry and stone exterior finish materials, fenestration (doors and windows) pattern and scale and the use of a wood trellis at the market entry.

It is desirable for buildings to face the street, and for building architecture and streetscape improvements to establish clear visual definition of the public right of way.

The immediate neighborhood is zoned for commercial uses consistent with the general plan and is likely to be developed at a similar height over time. Similar size buildings could be developed across South Street and South Franklin Street in the future that would balance the building massing along the streets. This would have the effect of giving stronger visual definition to the street and the intersection.

Street aspect ratio, the height of buildings or street trees compared with the distance between buildings or street trees across the street, is a measure of a sense of visual enclosure and public space delineation. Although subjective and without empirical basis, LEED for Neighborhood Development uses 1:3 ratio at the lower end of effective for desirable visual definition. A ratio of 1:1 is considered by some the lower end of urban character streets.

The existing aspect ratio across South Franklin Street is considerably less than 1:3 for a short section of the block, even less for the majority of frontage due to vacant lots and roofs that slope down toward the street. If buildings on both sides of South Franklin Avenue were developed to a height of 25 feet, the aspect ratio would be about 1:3 (it is about 75 to 80 feet between building fronts), a ratio that could give clear visual definition to South Franklin Street.

Buildings fronting the adjacent streets may not be developed in the near future to give much visual definition to the street. Planting street trees at regular intervals on both sides of the streets is a visually and cost effective intervention. Street trees that are spaced regularly on both sides of the street increasingly contribute to the sense of visual enclosure and affect the aspect ratio and visual definition

as they mature.

The Grocery Outlet building would provide architectural interest at street level and would not present blank facades to any public way. The market has architectural design elements that wrap around the building on four sides, a positive design quality sometimes referred to as “turning the corner”.

There would be strong visual connection between private and public space because of the placement of large windows whether true or faux, landscaping design, trellis at the entry and building entrance facing the street with good pedestrian access from the sidewalk. Generally, windows, false windows and balconies on facades facing the public way help create the perception that someone could appear to look out on the street and support a perceived sense of “eyes on the street” increasing a feeling of security in the neighborhood.

Vehicular access to parking would be via driveways placed the maximum distance from the intersection.

Pedestrian access from the street is only a few feet from the sidewalk and bicycle racks are shown in front of the store. It would be optimal if the racks were located closer to the entrance.

The Four Selected Views for Simulation

We studied the proposed project and neighborhood context with the goal of representing typical daytime visual experiences of neighbors, community members and visitors to the area. Nine camera locations were photographed, considered and narrowed down to the best four views from which to create the visual simulations. These are shown on the key maps on the attached exhibits.

View A

View A was photographed from in front of the Harbor Lite Lodge looking North.

The building would be set quite far back from North Harbor Drive, further even than the existing structure. The parking lot would be visually prominent. The specific landscaping shown is assumed, and placed in areas designated as landscaped on the site plan. A continuous hedge is shown as a parking lot screen. Pylon signage, typical for Grocery Outlet, is absent in the design to respect local preferences.

The building entry would easy to identify because of the hip roof, the trellis, and the fact that it would be angled to the street. Building articulation on the South and East facades helps to establish human scale appropriate for Fort Bragg.

View B

The View B camera position is from in front of the County Social Services site as shown on the key map on the exhibit. Façade articulation establishes a human scale and visual interest at pedestrian level. Specific design elements employed to accomplish this include wall articulation, varied roof heights, lower gable roofs and pilasters, varied finish materials, and large divided lite windows. The increased setbacks that would be softscaped from the back of sidewalk to the building help reduce perceived building scale and help the neighborhood transition to single family homes.

View C

The View C camera position is located in front of the motel sign on South Street. This view was chosen to show the relationship with the residential neighborhood a block away. The design elements used on the South Franklin Street frontage including softscaping would be continued along South Street and even wrap around the West side of the building to the screened loading area. Setbacks along this street that serves as an entry to the residential area would be greater than on South Franklin Street.

View D

The View D camera position is located across the street from the existing driveway on South Franklin Street. This view was chosen to show the visibility of the horizon over the ocean when viewed across the existing onsite parking area and the Chevron site looking West. The simulation was done at a 5.5 ft. eye height. The horizon over the ocean is just visible between the existing building and the cypress tree just above the distant fence line.

ADDITIONAL CONSIDERATIONS

Proposed lighting is not evaluated because information on exterior lighting fixtures and lamping was not provided. Lighting fixtures that are shielded to prevent direct light from the site to project beyond the property would be desirable. Ambient light from the building interior and patio area should be enough when combined with the municipal streetlights to provide most of the street side illumination of the public way. Broad spectral distribution and color rendition of warm tone lighting could provide good visibility at lower light levels than higher levels of cool tone lighting with narrow spectral distribution and color rendition.

Conclusions

Clear design effort was made to minimize the visual impact of a 16,000 square foot building in this setting through the use of exterior materials variation, large windows on three sides, significant use of architectural detail and building envelope articulation, and the absence of large scale signage. Future development across South Franklin and South Street at a similar scale can be expected and would help establish clearer visual definition of the streets. Site organization would place the most active sides of the market furthest from the residential areas. The building would direct sounds from the loading area toward Highway 1 and away from residential uses.

Existing

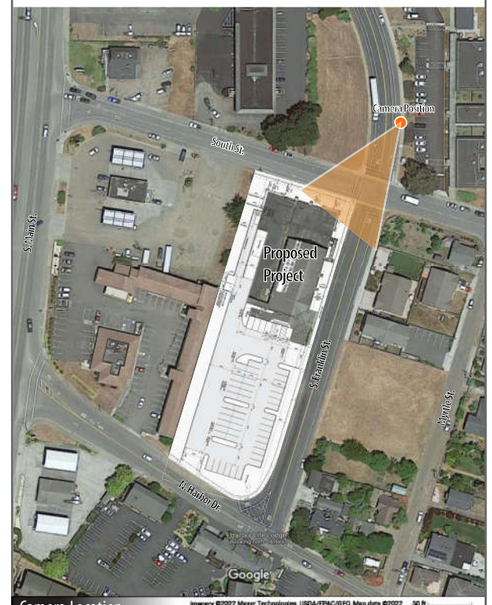
Proposed

View B

Visual Simulation

Fort Bragg Grocery Outlet

Field of View: 46 degrees (Zeiss 50/f1.4 Planar lens)
View Origin and Direction shown below
Shadows: 2:00 PM 23 June 2022



Camera Location

CARL M. MAXEY, AICP
ARCHITECT
831.236.0817
carlmaxeyarchitect@pm.me

July 15, 2022

View A

Visual Simulation

Fort Bragg Grocery Outlet

Field of View: 46 degrees (Zeiss 50/f1.4 Planar lens)
View Origin and Direction shown below
Shadows: 2:15 PM 23 June 2022

Camera Location

CARL M. MAXEY, AICP
ARCHITECT
831.236.0817
carlmaxeyarchitect@pm.me

July 15, 2022

View C

Visual Simulation

Fort Bragg Grocery Outlet

Field of View: 46 degrees (Zeiss 50/f1.4 Planar lens)
View Origin and Direction shown below
Shadows: 2:30 PM 23 June 2022

Camera Location

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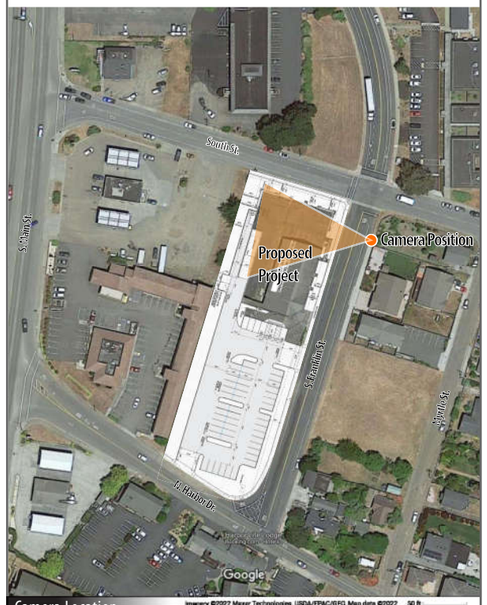
July 15, 2022

View D

Visual Simulation

Fort Bragg Grocery Outlet

Field of View: 46 degrees (Zeiss 50/f1.4 Planar lens)
View Origin and Direction shown below
Shadows: 1:00 PM 18 July 2022
5.5 Ft. Eye Height above Sidewalk



Camera Location

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