



Fort Bragg

Citywide Design Guidelines

April 2022



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Chapter 1: Introduction

The City of Fort Bragg is a special place with a unique identity that its residents cherish. It is framed by natural scenery, including forests, the ocean, and bordered by two rivers. In town, the “built environment” which incorporates the residential and commercial architecture, is both unique in history and character. Many buildings and sites speak to the city’s logging roots and its role as an early commercial center in Mendocino County. The Fort Bragg built environment is described as low-key with Victorian roots. These are aspects that the community values and seeks to retain.

Over time, new construction is bound to alter the character of Fort Bragg, or be respectful of it. The challenge is to accommodate compatible development that builds from the design traditions of the community while promoting design excellence and creative new solutions. This publication sets forth design criteria with a goal to guide new development and property improvements to best meet the needs of the individual property owner while also enhancing the existing character that defines Fort Bragg.

Purpose & Guiding Principles

The City of Fort Bragg’s Citywide Design Guidelines set expectations for site and building design in order to maintain and enhance the small-town, coastal, historic, and rural character of Fort Bragg. Property owners and professionals will use these Guidelines when planning improvements. City staff, boards, and commissions will use them in development review. The Design Review permit process mandates consistency with the Citywide Design Guidelines. These Guidelines will work in conjunction with other City regulations to ensure development throughout the City is functional and attractive.

Situations may arise that are not covered by the Guidelines, in which case; project designers should consider the following Guiding Principles which reflect ideas from the community, City Council, and the Design Review Ad-Hoc Committee.

Guiding Principle 1: Community Character

Project design should reflect and strengthen the distinct identity of Fort Bragg – a rural, historic small town on the Mendocino coast.

Guiding Principle 2: Support Connectivity

Project design should incorporate safe, functional and multimodal connections that are easy to navigate by walking, bicycling and public transit. When feasible, new streets should follow existing development pattern.

Guiding Principle 3: Public Enhancements

Project proposals should positively enhance the adjacent public realm by contributing to the collective good of community. This means building places, and not individual sites; making design consideration in the context of streets, sidewalks, public spaces, parks, and trails and looking at how the community interacts with these public spaces.

Guiding Principle 4: Water & Power Sustainability

Do more with less. Development should incorporate water and power efficient design strategies.

How to Use the Design Guidelines

The Design Guidelines consist of five chapters. The document is organized through a hierarchical approach, meaning the guidelines build off each other. The “General Guidelines” in chapter two is the basis for all development. All commercial projects are required to comply with. Beyond the General Guidelines are the “Gateways & Corridors” which set specific standards for certain locations in the City. Finally, the “Guiding Principles” (listed above) are the overarching goals all projects should try to achieve.

Once an application for a project is submitted, the City of Fort Bragg will review the project for consistency with the Design Guidelines. Some guidelines may not apply to all projects due to a variety of reasons, such as land use, architectural design, or site-specific issues. Therefore, projects can generally meet the guidelines and still be consistent. This determination is at the discretion of the Community Development Department or the reviewing body (Planning Commission or City Council).

Difference between Development Code & Guidelines

The Inland & Coastal Land Use & Development Code promotes the public health, safety, and general welfare of the community. The Development Code provides a variety of policies that implement the General Plan as well as base standards for physical development throughout the city. Similar to the Development Code, the Citywide Design Guidelines apply to all projects. However, the Development Code regulations dictate exactly what a property owner can and cannot do with a property, the Design Guidelines focus on how a project is constructed. For example, the City Development Code regulates how many parking spaces are required, while the Guidelines facilitate design objectives such as pedestrian mobility and landscaping.

Geographic Approach

This document considers the location of development within the City, rather than zoning designations to inform design. The City of Fort Bragg is home to a variety of development contexts, each of which contribute to Fort Bragg’s unique character and small town charm. General Commercial Zoning along S. Franklin Street has an intimate, residential quality appropriate for multiuse development and mid-size retail – whereas, S. Main Street is characterized by large parking lots catering to vehicles, ideal for grocery stores and gas stations.

In order to address the intricacies of each context, five geographic areas are identified, which merit special design consideration, as shown on **Page 9**. Each area is distinguished in numerous ways, whether it be the site design, opportunities for new development, or dominant architectural features. The design features of each location serve as cues for new development.

Central Business District

The Central Business District (CBD) represents the core of Fort Bragg's historic downtown – the civic, cultural, and commercial center of the community. It is a pedestrian-oriented area accommodating everything from government and professional offices, to retail, restaurants, tourism, and similar types of businesses at a dense scale; residential uses are allowed and encouraged on upper floors or located to the rear of commercial uses. The predominant architectural style reflects Victorian era of the 1860-1930's. Development is not required to recreate the actual historic architecture, but development should fit within the context of the historic look and contribute to the unique character of downtown. Key objectives for future development and remodels in this area include:

- Maximize transparent storefronts, especially along the ground floor.
- Orient buildings to face the street. Architecture should complement and respect the historic Central Business District vernacular.
- Keep the downtown a lively mixed use, 24hr core.



Example of the downtown streetscape



Example of the downtown streetscape

Corridors

As mentioned previously, most commercial development in the City resides along Franklin Street and CA Route 1, referred to as Main Street. The Central Business District splits these streets to create four unique character areas identified as Main Street North, Main Street South, Franklin Street North, and Franklin Street South. Each character area has specific guidelines only applicable their respective locations.

Main Street North

From the intersection of N Main Street and Pine Street to Pudding Creek lies the Main Street North corridor. Existing development varies in land uses and building types. The predominant type of building looks residential in nature, many serving as Bed & Breakfast Inns. Development generally sits adjacent to streetscape, with driveways and rear parking lots. Future development in the area should consider:

- Main Street North is lined with traditional Victorian and craftsman housing. The existing character of the area should be maintained and vernacular architecture is encouraged.
- Future development should maintain a pedestrian level scale.
- Emphasis on site design by incorporating street trees and other landscaping features that soften the structures and hardscaping/



Example of a North Main Bed & Breakfast

Main Street South

The Main Street South corridor extends from the intersection of S Main Street & Oak Street to the Noyo River. Development in this corridor currently combines a variety of building types and uses including large retail stores, gas stations, motels, and other miscellaneous services. The majority of the existing development is set back from the street, placing surface parking lots between the street and buildings. Existing buildings in this area generally lack the significant architectural character, style and detail found in the Central Business District, and while sidewalks are present throughout the corridor, numerous driveways, large parking lots and five lanes for vehicular travel make this area less pedestrian-friendly. Key objectives for future development and remodels in this area include:

- Locate buildings close to Main Street.
- Emphasis on front yard trees and landscaping.
- Locate parking toward the rear or side of buildings.
- Encourage a cohesive use of land rather than fragmented commercial sites.

Franklin Street North

The Franklin North corridor extends from Pine Street to Manzanita Street along North Franklin Street. Development is primarily industrial, with a few exceptions. Buildings are typically large in area and one-story in height. The majority of sites utilize chain-link fencing and graveled parking areas. Form follows function, maintaining access for large equipment and large warehouses as a priority over pedestrian-oriented and designed development. Key objectives for future development and remodels in this area include:

- Provide a generous landscape buffer between the building and public realm.
- When a fence is used, ensure it allows visual permeability, except when screening outdoor storage.
- Articulate large industrial buildings to break down the overall scale.
- Site or building entries should be visible from the public right-of-way.

Franklin Street South

From the intersection of Oak and Franklin Street to North Harbor Drive lies the Franklin South Corridor. This corridor on the eastern side of the street is mainly an eclectic mix of single-family residences in a variety of building forms, setbacks, and landscape character. While the western portion is mainly made up of hotels and commercial development. Due to this mix of development, there is no significant architectural style and detail present throughout the corridor. Sidewalks and class II bikeways are present on both sides and speed limits are a maximum of 30MPH making it one of the more pedestrian friendly streets in town.

With some relatively large opportunity sites in this area, new development is likely to have a transformative impact. As new development occurs, new sites and buildings should be designed with the objectives listed below in mind.

- Ensure a comfortable pedestrian environment through design approaches for a front setback area.
- Limit parking to the rear or alley of primary structures.
- Create a visual and physical connection between a buildings entry and the public realm.
- Emphasis on front yard trees and landscaping.
- Mixed-use development is heavily encouraged.

Gateways

Considered the “edge of town” entry points from the surrounding countryside. Gateways are conceptually simple, ensuring the transition from the outside of town and the urban character of the streetscapes within the town be appropriate in their “small town character.”

The City of Fort Bragg has two defined gateways, north of the Pudding Creek Bridge and South of the Noyo Harbor Bridge. Development in these locations should follow the following guidelines in addition to the General Guidelines.

- Development should not detract from views to the ocean.
- Signage should be modest in scale and should not block the view shed.
- Significant landscaping shall be installed to reinforce the transition from a wilderness environment to an urban environment in gateway development. Landscaping should include trees and drought tolerant plants. Lawns are discouraged.
- Site design should include open space around the periphery of the gateway development to reinforce the transitional quality of the area.
- Site design should include installation of bike lanes and sidewalks.
- Gateway development should model Green Building techniques and materials.

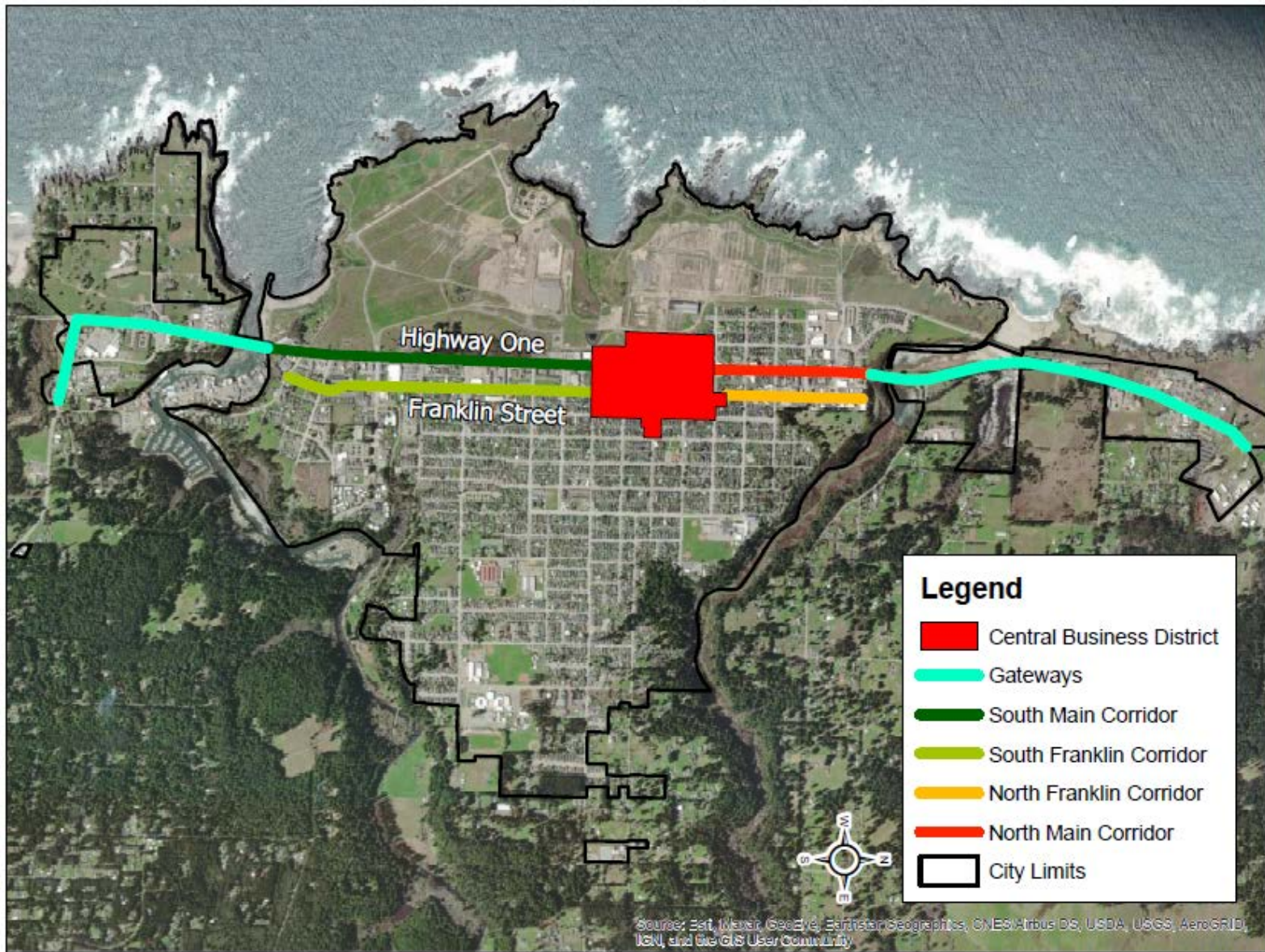
General Plan Reference



Goal CD-3, Policy CD-3.1, 3.2



City of Fort Bragg Gateways & Corridors

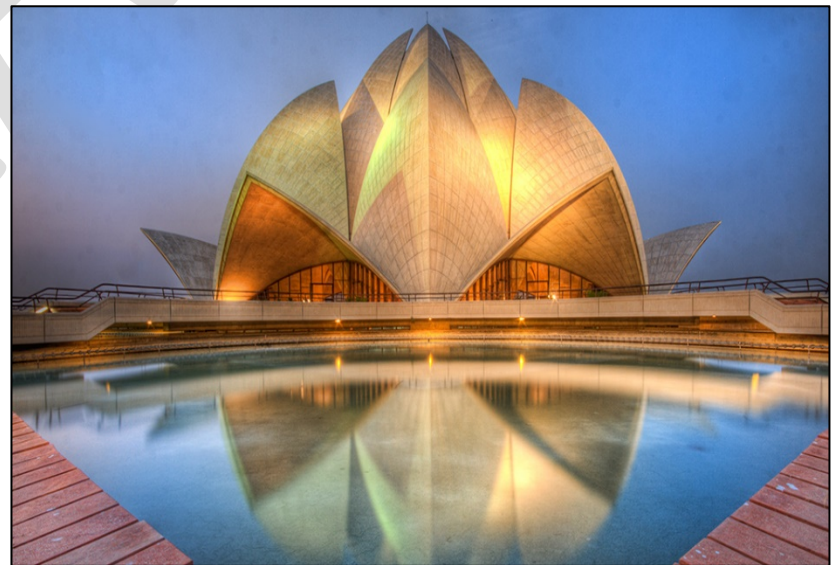


Exceptional Design Exemption

The City recognizes the importance of innovative, exceptional and truly place making design, which may fall outside of the design criteria herein. Therefore, in addition to waivers and concessions made under applicable State laws, a project applicant may request exceptions, in writing, as part of the planning permit application for the proposed project. The request for an exemption must contain detailed information as to how the building design is going to create a unique space that is innovative or exceptional and a list of the design criteria which the applicant is unable to comply with in order to achieve this.

The decision-maker (Planning Commission or City Council) will consider the request and information provided and make findings to approve or deny the request. All of the following findings shall be made prior to approving an exemption.

- Approving the exemption will not create a safety hazard or impair the integrity and character of the neighborhood in which the property is located.
- Buildings and projects shall facilitate fundamentally new materials, methods, and tectonic articulations and/or forms of construction.
- The proposed project meets the purpose and guiding principles of the Design Guidelines.



Chapter 2: General Citywide Design Guidelines

Massing, Elevations & Articulations

Mandatory Standards

1. Structures shall be well-articulated on all sides visible from public streets and views. 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.
2. All development adjacent to the Coastal Trail (Noyo Headlands Park) shall 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.
3. 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.
4. 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.

General Plan Reference
Goal CD-1, Goal S-1

Preferred Standards

1. Architectural elements that add visual interest, scale, and character such as projecting balconies, trellises, recessed windows, window and door detailing, or green garden walls should be incorporated to help articulate facades and blank walls.
2. 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.
3. All building and site design should use passive solar design strategies for space heating and lighting to reduce energy demand to the extent feasible.



Structures shall be well-articulated on all sides visible from public streets.

Architectural Form & Detail

Mandatory Standards

1. Franchise architecture is strongly discouraged. Buildings shall be readily reusable by other tenants and should not be identified with a design that is specific to a franchise.
2. Commercial development shall compliment and/or Incorporate design elements and features from the historic architectural styles of the Central Business District, such as bay windows, porches, projecting eaves, awnings, and similar elements that add visual interest to the development

Preferred Standards

1. Commercial development should include a higher level of architectural detailing and higher quality materials at the pedestrian level of the building.
2. Architectural style should be compatible with the surrounding character, including building style, form, size, materials, and roofline.
3. 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.

General Plan Reference

Policy LU-4.1



Commercial development shall incorporate design elements from the historic Central Business District.



Use of recesses are strongly encouraged to provide protection for pedestrians. (Union Lumber Company Store Early 1900s)

Roof Form

Mandatory Standards

1. Roof forms shall be used to distinguish various building forms, create an interesting roof line, and help break up the building massing.
2. 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 (>50%) of the building's energy needs, when feasible.
3. All roof-mounted equipment shall be effectively and attractively screened through the use of various architectural detailing including, but not limited to, roof form, decorative parapets or cornices that match the architectural character and materials of the building.
4. Highly reflective materials shall be avoided.
5. Balconies, roof gardens and roof decks shall be designed to minimize impacts on privacy in neighboring buildings and lots.



Rooftop garden natural screening

Preferred Standards

1. 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. **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.**
2. 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. **Smaller roof overhangs are permissible with rain screen or other technologies.** Roof overhangs should be designed to facilitate passive solar heating.
3. Exposed structural elements (beams, rafter tails, etc.) are encouraged as roof overhang details.
4. Natural and non-reflective roof materials are encouraged, including cool roof and green roof techniques (planted with native plantings) are encouraged.



Roof mounted equipment shall be screened.



Windows, Doors, and Entries

Mandatory Standards

1. The size and location of doors and windows shall relate to the scale and proportions of the overall structure.
2. The main building entrance shall be distinguished from the rest of the building and easily recognizable and oriented toward the street, internal walkway, or courtyard whenever possible.
3. Buildings located on corners in pedestrian areas shall provide for visibility around the corner, by either including windows on both walls that intersect at the corner or an angled corner entryway.
4. Exterior stairways shall compliment the architectural style of building, where required they should be open to allow views for natural surveillance.
5. Windows shall be incorporated at storefront locations.
6. The use of clear glass (at least 80% light transmission) is recommended. Dark tinted glass and reflective mirror-like glass are not allowed.



Corner lot windows for visibility purposes

Preferred Standards

1. 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.
2. Window and door type, material, shape, and proportion should complement the architectural style of the building.
3. 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).
4. 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.



Front entries should incorporate multiple design features

Materials

Mandatory Standards

1. The following table identifies materials that are encouraged, acceptable and discouraged for use on a building's façade:

Encouraged

- Horizontal and vertical redwood or solid wood siding
- Shingle siding
- Natural stone and brick
- Smooth stucco, hand troweled stucco
- Fiber cement siding with an authentic appearance, **profile and dimension, over 3/8" thickness**
- Other like materials

Acceptable

- **Real brick, rock veneer, stone or similar materials with an authentic texture, color, and dimension.**
- Board and batten
- Formed concrete
- Steel
- Glass block
- Corrugated metal/Architectural Metal Siding
- Other like materials
- **Fiber cement siding with an authentic appearance, under 3/8' thickness**

Discouraged

- Low quality wood engineered siding
- Textured/rough stucco
- Concrete block
- Ceramic tile
- Slump rock
- Highly tinted, reflective, or opaque glass
- Other like materials

Preferred Standards

1. 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.
2. The use of green building and sustainable materials is encouraged to exceed the minimum required by the California Building Code.
3. Materials should enhance different parts of a building's façade and be consistent with the desired architectural style.
 - a. 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.
 - b. Heavier materials and darker colors should be used lower on the building elevation to form the building base.
 - c. 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.
4. 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.

Colors

Preferred Standards

1. Colors should enhance different parts of a building's façade and be consistent with the desired architectural style.
2. Colors west of Highway 1 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.
3. Colors should visually relate building elements to each other, and also individual façades to each other. The colors chosen for a building façade should complement neighboring façades (but should not replicate).
4. 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 environment. 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 earth tone colors. Bright and sharply contrasting colors should be avoided.
5. Colors used on exterior façades should be harmonious and contrasting compatible colors are encouraged to accentuate details
6. 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.



Dark earth tones are preferred to blend with the environment

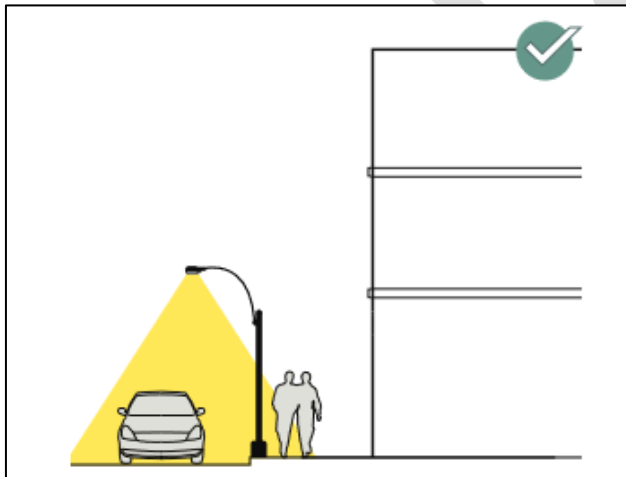


Historic color palettes should be used in the downtown

Lighting

Mandatory Standards

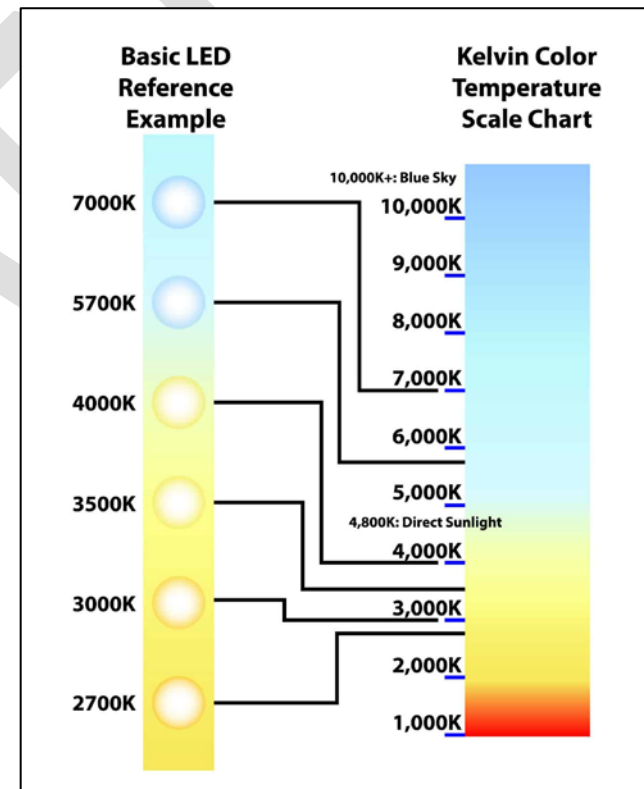
1. Exterior lighting shall be designed as part of the overall architectural style of the building and should illuminate entries, driveways, walkways, and activity areas.
2. Entrances shall be well illuminated for safety and identification purposes.
3. Lighting sources shall be hidden unless the sources are an integral part of the design. Lighting fixtures should not project above the fascia or roofline of the building.
4. 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.
5. 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.



Design lighting to minimize spill onto adjacent properties

Preferred Standards

1. 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.
2. Exterior lighting should not have a color temperature above 4500 Kelvin.
3. Site lighting should minimize impact between the various uses (i.e. shielding commercial lighting from residential uses).



Light temperature scale

Site Planning

Mandatory Standards

1. 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.
2. Buildings should generally be oriented toward the street. Buildings on corner parcels should establish a strong tie to both streets.

Preferred Standards

1. 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.
2. All building and site design should use passive solar design strategies for space heating and lighting to reduce energy demand to the extent feasible.



Orient buildings toward the street

Landscape

Mandatory Standards

1. Plants and trees with root systems that uplift hardscape materials shall be appropriately located away from paved and concrete areas.
2. Landscaping on parcels that are adjacent to the Coastal Trail shall use plants native to the northern California Coast. Invasive plants are prohibited.
3. Trees and plants native to the Northern California coast and those that flourish in the region, shall be selected. Plant materials should also be selected for their low maintenance qualities.



Plants native to the Northern California Coast shall be selected

Preferred Standards

1. Landscaping should generally incorporate plantings utilizing a three-tiered system: ground covers (including flowering plants – annuals and perennials), shrubs/vines, and trees.
2. 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.
3. 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.
4. Bio-swales and rain gardens should be utilized within landscaped areas to infiltrate stormwater on site.
5. Landscaping features that defines and accents specific areas such as building entry, parking lot entrances and the main walkways to community facilities is encouraged.

[General Plan Reference](#)
Goal S-1, Goal S-3, Policy S-3.4

Fencing and Screening

Mandatory Standards

1. 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.
2. Screening should not result in hiding places or entrapment areas.

Preferred Standards

1. Fences should be kept as low as possible while still performing their intended security, screening, or separation functions.
2. Fencing materials and colors of fences and walls should be consistent and compatible with the architectural themes on the site. Open, wooden or natural fencing are preferred.
3. Use of berms, vines and plantings 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.



Well articulated fencing

Open Space & Pedestrian Circulation

Preferred Standards

1. Courtyards, public space, plazas, and landscaped areas are encouraged.
2. Trees and public art should also be incorporated into courtyard, plaza, and mid-block passage design.
3. 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.
4. Ideally, at least 50 percent of the open space area should have access to direct sunlight.
5. Shelters are encouraged to provide protection from inclement weather.
6. In commercial areas, open spaces and passages should be inviting, well lit, and accessed from multiple locations.

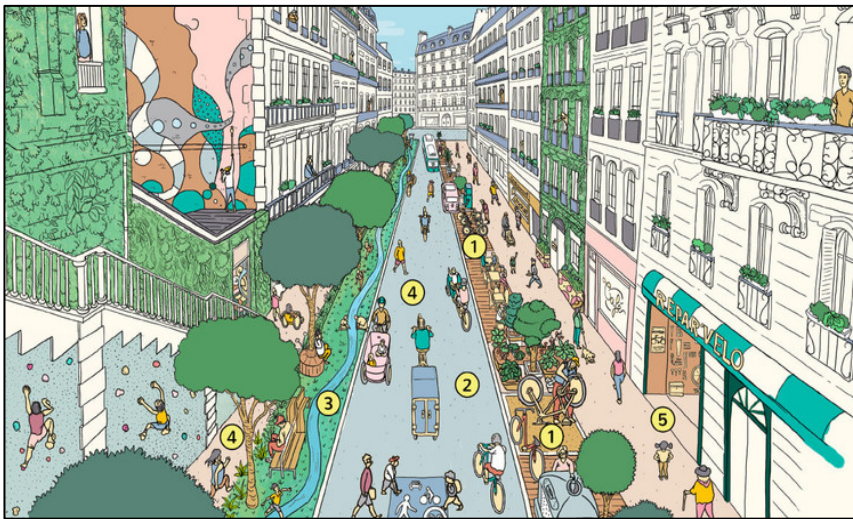


Mid-block passage public art

Site Amenities

Mandatory Standards

1. Building numbers and individual unit numbers shall be readily visible, in a consistent location, well lighted at night, and compatible with the overall design of the development.
2. Internal circulation signs and visitor parking areas shall also be clearly indicated. A directory that shows the location of buildings and individual dwelling units within the development is encouraged.



Pedestrian amenities are strongly encouraged

Preferred Standards

1. 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.
2. Pedestrian amenities (benches, shelters, drinking fountains, lighting, trash receptacles, electric vehicle charging stations, and bicycle racks) are strongly encouraged.
3. 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.
4. 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.
5. 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

General Plan Reference
Goal C-1, Goal C-10, Policy C-3.4

Pedestrian Circulation

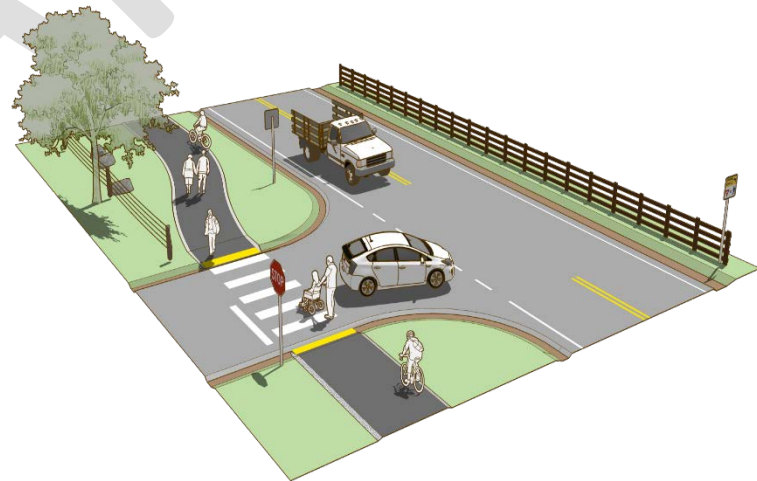
Pedestrian access connects buildings to their surroundings and encourages street activity.

Mandatory Standards

1. On-site drop-off areas shall 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
2. Development adjacent to Coastal Trail (Noyo Headlands Park) shall provide pedestrian access to the coastal trail.

Preferred Standards

1. Continuous, clearly marked pathways should be provided from the parking areas to main entrances of buildings. Design walkways and parking lots to minimize pedestrians crossing parking stalls and landscape islands to reach building entries.
2. Convenient pedestrian connections should be provided to adjoining developments, commercial projects, and other compatible land uses.
3. Pedestrian access to adjacent existing or planned open space areas and corridors should be provided for the development's users.
4. Raised walkways, decorative paving, landscaping, and/or bollards that separate pedestrians from vehicular circulation are encouraged.
5. Pedestrian walkways should connect common areas (parking, open space, playground, etc.) to site buildings, sidewalks and adjacent parks.



Examples of preferred pedestrian pathways

Circulation and Parking

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.

Mandatory Standards

1. Parking lots shall be well designed, with consideration given to landscaping, lighting, building massing, and pedestrian/vehicular circulation.
2. Parking shall 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.
3. Pedestrian connections and linkages within parking lots shall have a well-defined separation from vehicular circulation.
4. Shared parking is encouraged. Parking areas serving multiple uses shall consolidate parking into larger lots.

Preferred Standards

1. 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.
2. Parking areas should be linked to adjacent public sidewalks, pedestrian walkways, alleys, and open space areas.
3. Parking lots shaded with solar panels are encouraged.
4. 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.

5. The use of brick, interlocking pavers, and cobblestones and or permeable paving for drive isles and parking lots are encouraged.
6. Special accents that define the main parking lot entry and strongly encouraged.
7. Dead-end aisles are strongly discouraged.



Solar and shaded parking lots are encouraged

[General Plan Reference](#)

Additions, Remodels, & Renovations

Mandatory Standards

1. The design of a proposed addition shall follow the general scale, proportion, massing, and detailing of the original structure. New additions shall 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:
 - a. Using similar proportions
 - b. Extending the architectural lines from the existing building to the addition
 - c. Sensitivity to the patterns of window and entrance spacing and openings
 - d. Harmonizing with existing colors and materials
 - e. Inclusion of similar architectural details (i.e. window/door trim, lighting fixtures, decoration)
2. Building materials used for the addition shall be of comparable or better quality than the existing building.

Preferred Standards

1. 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.
2. 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.

Garages & Ancillary Structures

Mandatory Standards

1. Accessory structures shall be complementary in form, material, and color to the primary buildings.
2. The number of accessory structures shall be minimized; uses shall be combined where possible into one accessory structure.

Preferred Standards

3. Refuse and recycling storage areas are encouraged to be covered

Loading and Delivery

Mandatory Standards

1. Loading and delivery service areas shall be located and designed to minimize their visibility, circulation conflicts, and adverse noise impacts to the extent feasible.
2. Loading and delivery areas shall be screened with portions of the building, architectural wing walls, freestanding walls and/or landscaping planting.

Chapter 3: Specific Land Uses

Central Business District

Site Planning

Mandatory Standards

1. 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:
 - a. 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.
 - b. The provision of corner setbacks and cutoffs is strongly encouraged to facilitate pedestrian movement, provide better visibility for drivers, and accentuate corner buildings.
2. No parking shall be provided between building front doors and the street they face in the Central Business District.

Preferred Standards

1. 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).
2. 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.



Buildings should be built to the front and side property lines



No parking shall be provided between the front doors and street

Architecture

Mandatory Standards

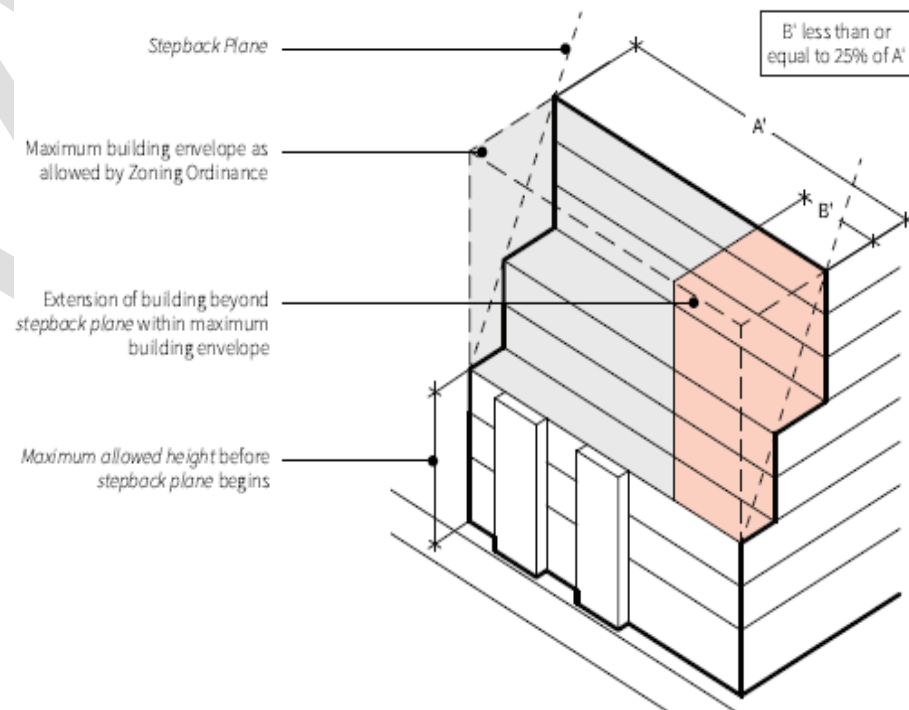
1. Human scale shall be created through the use of building forms such as arches, walls, trellises, awnings, arbors and pergolas.
2. Buildings shall be designed with a well-defined base, mid-section or body, and a top story or roofline.
 - a. Building base – The design of the building base should differentiate 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.
 - b. 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.
 - c. 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 and false facades are acceptable if a strong, attractively detailed cornice and/or parapet wall is provided.
3. Blank walls on elevations visible from public streets and gathering spaces are prohibited.
4. 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, shall reduce the perceived mass and bulk by using one or more of the following:

- a. change in roof heights or wall plane;
- b. projecting or recessed elements;
- c. varying cornice or rooflines; or
- d. other similar means.

Preferred Standards

1. 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.

Divide buildings into smaller scale components



Architectural Compatibility

Mandatory Standards

1. Buildings shall 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.
2. 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.

Preferred Standards

1. 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.



Buildings in the Central Business District should represent Fort Bragg's architectural heritage

Storefronts

Preferred Standards

1. Each storefront should be treated like a small building with its own base, roofline, and door and window pattern.
2. 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.
3. 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.
4. Cornices should be provided at the second floor to differentiate the storefront from upper levels of the building and to add visual interest.
5. 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.
6. Doors should be substantial and well detailed. They should match the materials, design, and character of display window framing.



Each storefront should be treated like a small building

Mixed Use Development

Site Planning

Mandatory Standards

1. 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.



Buildings should be arranged to create opportunities for common open space

Preferred Standards

1. 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.
2. Buildings should be constructed near or along the front property line(s). The minimal allowable setback should be used from the primary property line(s) is encouraged.
3. On larger parcels, projects should provide pass-throughs or plazas to facilitate pedestrian access to parking areas and surrounding uses and to create pedestrian gathering spaces.



Buildings should be constructed along the front property line(s) with minimal setbacks

Architecture

Mandatory Standards

1. When residential & commercial uses are in the same structure, separate pedestrian entrances should be provided for each use.
2. 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.

Preferred Standards

1. 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.



Architectural style and materials should be consistent

Site Amenities

Mandatory Standards

1. Outdoor Space. include publicly accessible, designed outdoor space for resident and public use, that is proportionate to the size of the proposed buildings. Public spaces can include plazas, parks, courtyards, corridors, sidewalk cafes, trails, outdoor seating areas and/or similar active and passive areas. Public spaces should be located in visually prominent, accessible and safe locations that promote year-round activity.
2. Useable open space or public gathering places accessible to the community (e.g., a roof garden, expanded waiting area adjacent to a bus stop, etc.) shall be provided on larger projects.
3. Landscaping, shade trees, and benches shall be incorporated into the site design as well as outdoor dining areas to encourage pedestrian activity on the ground floor level of a building.



Outdoor space shall be proportional to the size of the buildings

Street Design

Preferred Standards

1. Street Design interior to each development, the pedestrian-oriented street design should include on-street, diagonal or parallel parking; wide pedestrian walkways along building frontages; street trees in tree grates or planting beds; and/or bulb-outs. Pedestrian crossings shall be included at regular intervals along the internal roadway system for maximum connectivity. Center median landscaping is encouraged.
2. Design landscaping islands and walkways to connect building entries where possible.
3. Minimize conflicts between pedestrians and vehicles by limiting curb cuts. Provide shared curb cuts between adjacent properties in multi-site developments wherever possible.



Landscaping islands and walkways should connect building entries



Pedestrian oriented walkways with street trees



Provide shared curb cuts

Compatibility with Adjacent Uses

Mandatory Standards

1. To ensure and protect the privacy of residents in adjacent single-family homes, windows in mixed-use projects facing single-family residences within 15 feet of the property line, shall be carefully arranged. Examples of privacy options include translucent or louvered windows, offset window patterns, or clerestory windows.
2. Site planning and building design shall provide for convenient pedestrian access from the public street into the nonresidential portions of the project, through such means as courtyards, plazas, walkways, and street furniture.
3. Upper floors of mixed-use buildings shall be stepped back when adjacent to single-family residences.
4. Mixed-use projects shall be designed to minimize vehicular circulation on streets through local single-family neighborhoods.
5. New development over a single story shall be designed in a way to minimize impact to natural ventilation and solar access on adjacent properties.



Upper level step backs reduce looming impacts

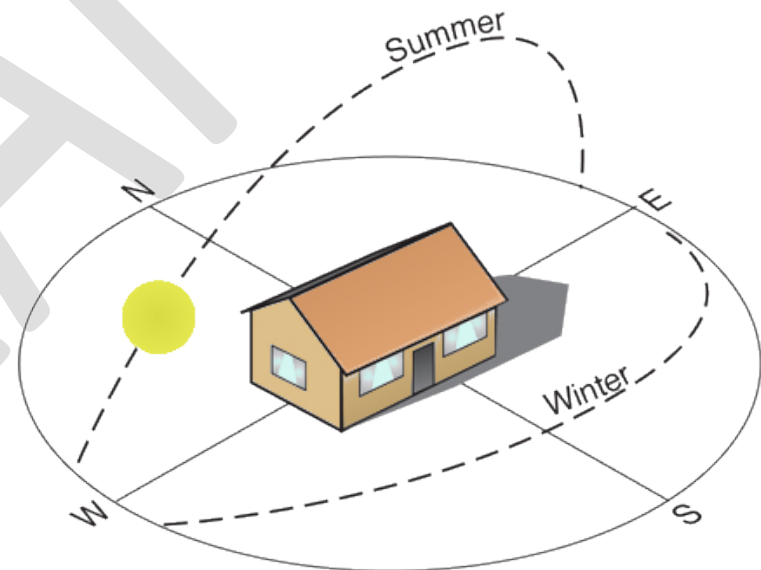
Construction between Uses

Mandatory Standards

1. Common walls between residential and non-residential uses shall be constructed to minimize the transmission of noise and vibration.
2. Orient buildings to minimize impact on natural ventilation and natural daylight for residences.

Preferred Standards

1. Where practical, mechanical equipment and other sources of noise should be located away from building areas and exterior spaces designed for use by residents.



Orient buildings to minimize impact on natural daylight

Site Planning – New Single Family Subdivisions

Mandatory Standards

1. 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 shall be incorporated into the project's design to help achieve diversity.
 - a. 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.
 - b. Varied lot widths & 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.

Preferred Standards

1. 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

Site Planning – New Multi Family Developments

Mandatory Standards

1. New multi-family residential structures shall 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.
2. Buildings shall 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.
3. In addition to a street orientation, the clustering of multi-family units shall be a consistent site planning element. Whenever possible, buildings should be configured around courtyards, gathering areas, and open spaces.

Preferred Standards

1. 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.
2. Clusters of smaller buildings (with one to 6 units) are preferred over large buildings with more than 6 units per building.

Architectural Design

Mandatory Standards

1. Carports and detached garages shall 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.
2. The design of houses shall 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.

Preferred Standards

1. 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.
2. Buildings with height greater than two stories that step back the structure on the upper floor from the street and public spaces are encouraged.

Open Space & Outdoor Play Areas

Mandatory Standards

1. Children's play areas shall 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.
2. Larger projects in new developments shall include bike paths as part of the street section, where feasible. Additionally, landscaping should be provided between the sidewalk and the street.

Preferred Standards

1. A series of connected open space areas of varying shape, appearance and usage are encouraged.
2. Boundaries between private and common open spaces should be clearly defined by low walls or plant materials.
3. 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.
4. 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.
5. 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).
6. 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.

Auto Repair Services

Mandatory Standards

1. Parking spaces for vehicles stored for repair shall be located in the least visible areas of the site. Surface parking lots shall 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.
2. Special design considerations should be made for the storage of oil, lubricants and other potentially hazardous materials.
3. Compressors and pneumatic equipment shall be used in enclosed structures.
4. Adequate storage and trash areas shall be designed to accommodate disposal of junk parts, packing, and used oil and lubricants.

Preferred Standards

1. 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.
2. Sufficient space for vehicle drop-off should be provided. Site design should provide space for vehicle stacking during peak hours.

Service Stations

Mandatory Standards

1. Driveway cuts shall be limited to two per site.
2. Each pump island shall include a vehicle stacking area for at least three vehicles on at least one end of the pump island.

Preferred Standards

1. Buildings containing service or car wash bays should not face toward a public street nor adjacent residential property.
2. 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.
3. The site design should accommodate circulation and traffic volumes, minimizing paving and soften paved areas with landscaping.



Soften paved areas with landscaping

Drive-Through Businesses

Mandatory Standards

1. The building shall be the dominant visual feature from the street frontage, not the parking lot or the drive-through aisle.
2. Drive-through aisles shall 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.
3. Drive-through lanes shall accommodate vehicle stacking at the menu board and at the pick-up windows to ensure adequate circulation.
4. Drive through lanes and loading/unloading areas shall be located as far as possible from residential properties.
5. Franchise formula architecture is strongly discouraged. Franchise identifying features shall be limited to the company's logo and signs.

Preferred Standards

1. Outdoor eating areas are encouraged and should include details such as trellises, low walls, fountains, etc.
2. Drive throughs should have a waiting area.



Franchise architecture is strongly discouraged



Drive through lanes shall be screened with dense landscaping

Hotels and Motels

Mandatory Standards

1. Walkway, stairway, balcony railings, and other similar architectural details shall be consistent with basic building design.
2. 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.
 - Properties shall provide pedestrian connections to the Coastal Trail
 - Hotels that provide a pedestrian friendly building frontage that faces the Coastal Trail;
 - All buildings shall be architecturally complete when viewed from the Coastal Trail;
 - All fences and walls should frame and protect views to coast;
 - All buildings shall be sided with natural or natural appearing materials that have been proven to perform in harsh coastal environments; and
 - All structures shall be of muted colors of natural tones.
3. Surface parking lots shall 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.

Preferred Standards

1. Design of hotels and motels should draw upon the architecture of historic hotels in California for inspiration and design features, materials, and color.
2. For structures over two stories, access to guestrooms should be provided from the hallway interiors.
3. Roof forms typical of residential buildings such as gable, hip or shed roof combinations are strongly encouraged.
4. Parking, delivery and loading area, and mechanical equipment should be screened from parks and pedestrian oriented streets with buildings and landscaping.



Hotels adjacent to the coastal trail are subject to additional design guidelines

Chapter 4: Industrial

Architectural Form & Detail

Mandatory Standards

1. Large unadorned and un-fenestrated wall expanses are permissible for industrial buildings. However, large expanses shall be broken up with expansion joints, reveals, and/or changes in texture, color or materials.
2. Large expanses of highly reflective surface and mirror glass exterior walls shall be avoided to prevent glare impacts on adjacent public streets and properties.
3. 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.
4. Street side facades of large industrial buildings, that are visible from a public street, shall 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.
5. The following table identifies materials that are encouraged, acceptable, and discouraged for use on a buildings façade:

Encouraged

- Horizontal and vertical redwood or solid wood siding
- Shingle siding
- Stucco
- Fiber cement siding
- Other like materials

Acceptable

- Real brick and rock
- Board and batten
- Formed concrete

- Steel or other metals
- Glass block
- Concrete block
- Ceramic tile
- Other like materials

Discouraged

- T1-11 or other low quality wood siding
- Corrugated fiberglass
- Slump rock
- Highly tinted, reflective, or opaque glass
- Other like materials

Preferred Standards

1. 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.
2. 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.
3. 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.
4. Primary building entries should be readily identifiable and well defined through the use of projections, recesses, columns, roof structures, or other design elements.

Accessory Buildings

Mandatory Standards

1. Temporary buildings (e.g., portable modular units and shipping containers) shall not be visible from public streets or parks.
2. Modular buildings shall be skirted with material and color that is compatible with the modular unit and the main buildings on the site.

Preferred Standards

1. 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.



Temporary buildings shall not be visible from public streets

Landscape Design

Mandatory Standards

1. 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.

Preferred Standards

1. Landscape design should follow an overall concept and should link various site components together.
2. 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.



Use of landscaping is strongly encouraged

Walls & Fences

Mandatory Standards

1. The colors, materials, and appearance of walls and fences, including walls for screening purposes shall be compatible with the overall design character/style of the development.
2. When security fencing is required adjacent to streets, it shall consist of wrought iron, tubular steel, wood fencing or similar materials.

Preferred Standards

1. Walls and fences can be used to visually soften blank surfaces and to deter graffiti.



Screening fencing shall consist of wrought iron, tubular steel, etc.

Outdoor Lighting

Mandatory Standards

1. Outdoor lighting (e.g., location, height, and number) shall be designed to foster security. Site and building entries should have enhanced illumination to increase visibility and safety.

Storage & Utility Equipment

Mandatory Standards

1. Outdoor storage areas (for raw and finished goods) should be screened from views from the public right of way, where feasible.
2. 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.



Outdoor lighting shall be designed to foster security

Chapter 5: Signs

Overall Sign Guidelines

Mandatory Standards

1. Signs shall 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.
2. Signs shall coordinate with the building design, materials, color, size, and placement.

Preferred Standards

1. Signs that reflect the type of business through design, shape, or graphic form are encouraged.
2. Signs should coordinate with the building design, materials, color, size, and placement.



Signage shall coordinate with the building design

Sign Legibility

Preferred Standards

1. 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.
2. Encourage unique signs, but avoid typefaces that are too faddish or bizarre.
3. Use significant contrast. Generally, light colored letters and a darker, contrasting background presents the most visible and best-looking image.
4. Use symbols and logos. Pictographic images will usually register more quickly in the viewer's mind than a written message.
5. 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.
6. 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.
7. Lettering shall not occupy more than 75 percent of the sign face.

Sign Placement

Mandatory Standards

1. Signs shall not project above the edge of the rooflines and should not obstruct windows and/or doorways.
2. The location and extent of signs and advertising shall not obstruct scenic views.

Preferred Standards

1. Hanging signs attached to buildings that project perpendicular to the building are encouraged in pedestrian areas.
2. 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.
3. 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.
4. Signs should not cover or interrupt the architectural details or ornamentation of a building's façade.

Sign Color

Mandatory Standards

1. Bright day-glo (fluorescent) colors are prohibited as they are distracting.

Preferred Standards

1. Three or fewer colors are encouraged on a single sign.
2. 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.



Most aesthetic graphics are produced with light lettering and contrasting backgrounds

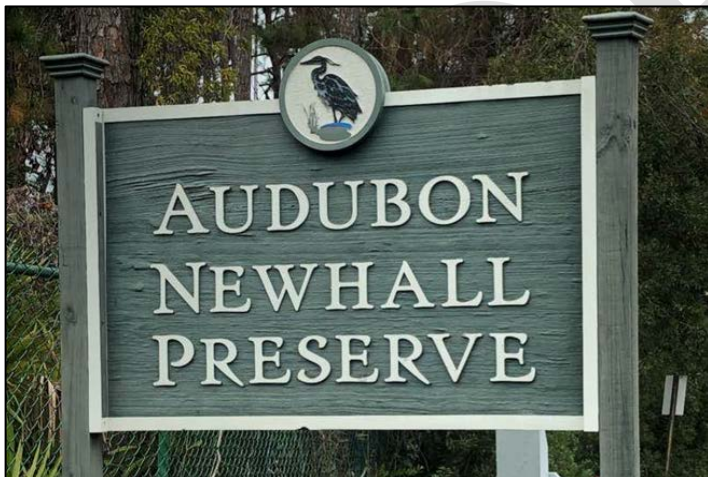
Sign Materials

Mandatory Standards

1. Sign materials shall be very durable. The following sign materials are encouraged for downtown Fort Bragg:
 - a. Wood (carved, sandblasted, etched, properly sealed and painted, or stained); Wood should be properly sealed to minimize moisture damage.
 - b. Metal (formed, etched, cast, engraved, and properly primed and painted or factory coated to protect against erosion)
 - c. Subtle custom neon tubing incorporated into sign or reminiscent of historic signs
2. Should a sign cabinet be made out of a plastic material, it shall emulate preferred sign materials (i.e. wood or metal).

Preferred Standards

1. 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.



Example of a plastic sign emulating wood

Wall Signs

Mandatory Standards

1. Wall signs shall 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.

Preferred Standards

1. 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.
2. 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.



Example of an acceptable ghost sign

Sign Illumination

Mandatory Standards

1. Lighting of all exterior signs shall be directional to illuminate the sign without producing glare on pedestrians, autos, or adjacent residential units.
2. 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.
3. Blinking, rotating, flashing, changing, or reflecting lights are prohibited.
4. Electrical transformer boxes and raceways shall be concealed from public view. If a raceway cannot be mounted internally behind the finished exterior wall, the exposed metal surfaces of the raceway shall be finished to match the background wall, or integrated into the overall design of the sign. If raceways are necessary, they shall be as thin and narrow as possible and shall never extend in width or height beyond the area of the sign's lettering or graphics. All exposed conduit and junction boxes shall be appropriately concealed from public view.

Preferred Standards

1. Indirect sign illumination is preferred.
2. Whenever indirect lighting fixtures are used, care shall be taken to properly shield the light source.
3. The use of backlit, individually cut letter signs is strongly encouraged for all types of business and signs, including monument-type signs.
4. 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.
5. Exterior sign light should be dimmed or turned off after 10PM when adjacent to residential sites.
6. Sign lighting should maintain a Kelvin color temperature below 4,500 Kelvin.



Internally illuminated cabinet signs are discouraged

Projecting Signs

Mandatory Standards

1. Projecting signs shall 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.
2. Sign supports and brackets shall be compatible with the design and scale of the sign and the architectural design of the building. Decorative iron and wood brackets are encouraged.
3. Internal illumination of projecting signs is prohibited.

Preferred Standards

1. Small, pedestrian-oriented signs are strongly encouraged. Projecting signs are especially appropriate in downtown Fort Bragg and Neighborhood Commercial developments.
2. 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.
3. Where overhangs or covered walkways exist, pedestrian-oriented hanging signs are encouraged.



Projecting signs hung at 90 degrees and separated by 25'

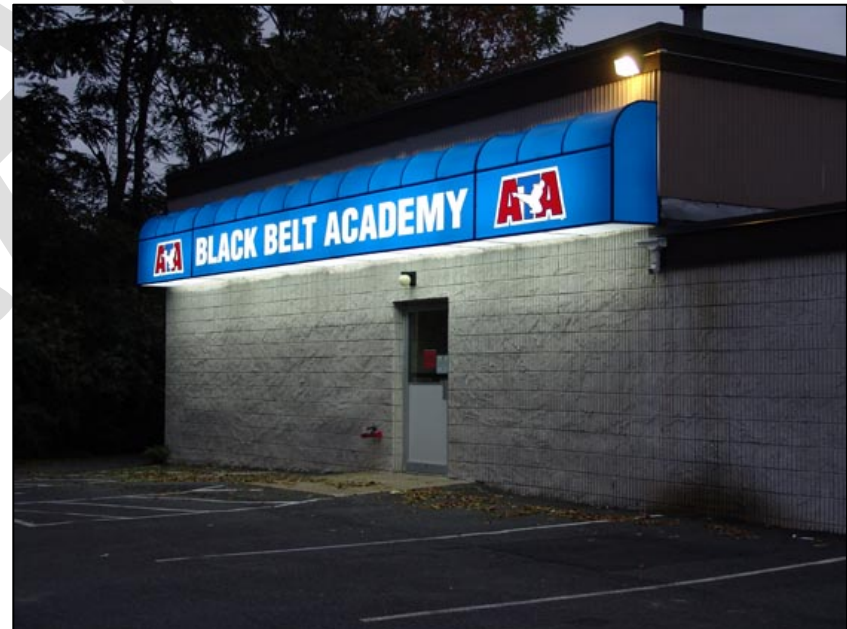
Awning Signs

Mandatory Standards

1. Backlit, internally illuminated awnings are prohibited.
2. Only permanent signs that are an integral part of the canopy or awning shall be used. Awning signs shall be painted directly on the awning.

Preferred Standards

1. Awning signs are appropriate for ground and second floor uses.
2. Sign text should be located only on the valance portion of the awning. Letter color should be compatible with awning and building colors.
3. Materials intended for a coastal climate are encouraged.



Prohibited awning sign

Window Signs

Mandatory Standards

1. Window signs (permanent or temporary) shall not cover more than 20-percent of the area of each window.
2. The text or sign copy of a window sign shall 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").

Preferred Standards

1. Window signs should be individual letters placed on the interior surface of the window and intended to be viewed from outside. Glass-mounted graphic logos are also appropriate.



Window signs shall be limited to the business name and brief messages identifying the product or service

Monument Signs

Mandatory Standards

1. Monument signs may be internally illuminated, however, the sign copy shall be the only portion of the sign face that is illuminated. The sign background or field shall 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.
2. Monument signs shall be placed perpendicular to the street.
3. Monument signs shall be placed so that sight lines at entry driveways, pedestrian throughways, and circulation aisles are not blocked.
4. Monument signs shall be designed to create visual interest and compliment their surroundings. Monument signs shall incorporate architectural elements, details, and articulation as follows:
 - a. 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.
 - b. 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).
5. Monument signs shall incorporate landscaping at their base. Landscaping around monument signs should be designed to ensure the long-term readability of the sign.

Preferred Standards

1. Freestanding monument signs (on ground) are strongly encouraged over pole signs.

Pole Signs

Mandatory Standards

1. 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.
2. Pole signs shall incorporate architectural elements into the sign portion of the sign as well as the supporting structure.
3. Pole signs may be internally illuminated, however, the sign copy shall be the only portion of the sign face that is illuminated.
4. Pole signs shall incorporate a landscaped area at the base of the sign equal to one to two times the size of the sign face.
5. Pole signs are prohibited in the Central Business District.



Pole signs shall incorporate a landscaped area at the base

