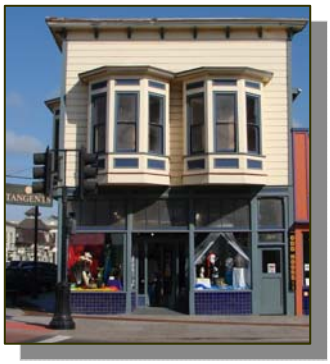
COMMERCIAL DISTRICT DESIGN GUIDELINES

Un-adopted Mill Site Revisions - 2012



SECTION 2.1: COMMERCIAL DISTRICT DESIGN GUIDELINES FRAMEWORK

2.11 Introduction

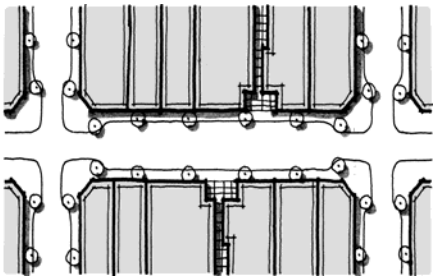
The General Plan identifies five commercial land use classifications in the City of Fort Bragg, each with varying character and intensities. The following graphics illustrate the basic characteristics of each district.

- Central Business District (CBD)

The 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 government, professional offices, retail, restaurants and similar types of uses at a fairly dense scale. Residential units are encouraged on the second floors or rears of commercial uses.

- *Mill Site Central Business District (CBDMS)*

The Mill Site CBD is a modern day extension of Fort Bragg's historic downtown – the civic, cultural, and commercial center of the community. As a pedestrian-oriented area it accommodates government, professional offices, retail, restaurants, mixed-use, multifamily development, some light industrial and similar types of uses at a fairly dense scale.

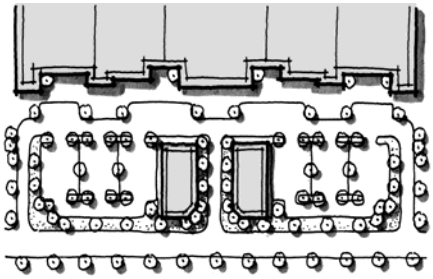


- *Mill Site Visitor (VMS)*

The Mill Site Visitor represents the core of visitor serving uses on the Mill Site, including hotels, motels, and restaurants. This is the visitor serving extension of the Mill Site Central Business District and designs should generally be compatible with the pedestrian orientated nature of the district and the visual resources of the Coast.

- Neighborhood Commercial (CN)

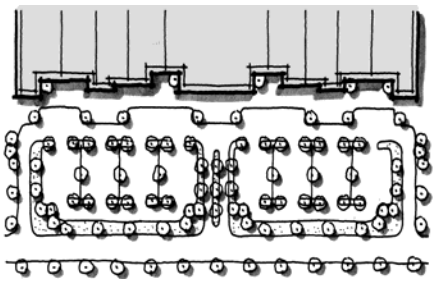
This designation promotes small-scale convenience shopping, restaurants, and services catering to surrounding neighborhoods. This character of development is allowed in some of the higher density neighborhoods, as well as in neighborhood commercial designations.



- General Commercial (CG)

Commercial development in this designation is generally less compact and more intensive than that found in the CBD. Development patterns depend more upon the automobile than the pedestrian, although the pedestrian is not to be forgotten. Typical types of uses are automotive uses, home

improvement sales, offices, grocery stores, etc. Residential mixed use is allowed at the rear and on the upper floors of businesses.



- Highway Visitor Commercial (CH)

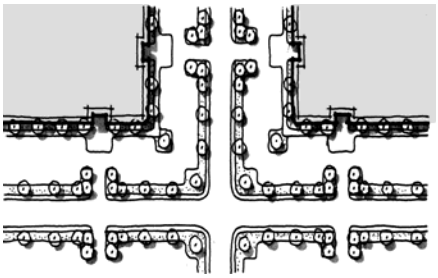
Highway Visitor Commercial uses are located along Highway 1 and at the entry points to the community. Uses include lodging, restaurants, and retail outlets serving both residents and visitors. Residential mixed use is allowed at the rear and on the upper floors of businesses.

- Mill Site Highway Commercial (CHM)

Highway Visitor Commercial uses are located along Highway 1 on the Mill Site. Uses include restaurants, and retail outlets serving both residents and visitors.

- Office Commercial (CO)

Uses in this designation generally include offices, hospitals, clinics, and banks, as well as supportive commercial uses such as cafes, blueprint shops, and retail. Residential mixed use is allowed at the rear and on the upper floors of businesses.



- Mill Site Employment (EMS)

Uses in this designation are include those listed in commercial office above as well as employment uses such as light manufacturing, research and development, laboratory, art/craft manufacturing, educational institutions, agricultural product processing.

2.12 Commercial Design Guidelines Framework & Applicability

The following pages frame the design guidelines for each of these commercial districts through three basic "character" groups: Central Business District, Neighborhood Commercial, and General Commercial. General design guidance for site planning and architecture is presented for each commercial group. Depending upon the area, guidelines from more than one section may apply to a project.

Section 2.2 Central Business District

The guidelines in this section address design issues facing the Central Business District – Downtown Fort Bragg. It provides site planning and architectural guidance for both existing and new development in and around the Downtown area, focusing primarily on the four following districts:

- CBD – Central Business District
- CH – Highway Commercial
- *CBDMS – Mill Site Central Business District*
- *VMS – Mill Site Visitor Serving*

Section 2.3 General Commercial Development

This section provides general design guidance for a wide array of commercial development projects. The basic guidelines for site planning, architecture, and landscaping will apply primarily to areas with the following land use classifications:

- CG – General Commercial
- CH – Highway Visitor Commercial
- CO – Office Commercial
- *EMS – Employment Mill Site*
- *CHMS – Mill Site Highway Commercial*

Section 2.4 Neighborhood Commercial Development

This section is targeted at a smaller type of commercial development that is designed to support local neighborhood residents. The guidelines supplement those found in the previous section and will apply to all areas where neighborhood commercial is developed, including:

- CN — Neighborhood Commercial
- RL – Low Density Residential
- RM – Medium Density Residential
- RMS – Mill Site Residential
- RH – High Density Residential
- RHMS - Mill Site High Density Residential
- RVH – Very High Density Residential

Section 2.5 Special Commercial Uses

The guidelines in this section are intended to supplement those provided in all previous sections of this chapter. This section provides special design criteria for specific uses, including auto repair, service stations, large format retail, drive-throughs, hotels, house conversions and mixed-use development. The guidelines will generally apply in all commercially designated areas in which the use is allowed.

- CN — Neighborhood Commercial
- CG – General Commercial
- CH – Highway Visitor Commercial
- CO – Office Commercial

SECTION 2.2
CENTRAL BUSINESS DISTRICT DESIGN GUIDELINES

DESIGN PRINCIPLE: Preserve and enhance Downtown Fort Bragg as the City's cultural, social, and economic heart.

2.21 Introduction

The design guidelines for the Central Business District are intended to promote quality new development and rehabilitation of existing buildings that will strengthen the authentic small town and unique historic character of Downtown Fort Bragg, enhance pedestrian activities, and encourage continued economic growth and investment through the development of well-designed projects.

2.22 Applicability

The following guidelines apply primarily to new and infill commercial development in areas in and around downtown designated as:

- CBD — Central Business District
- *CBDMS – Mill Site Central Business District*
- *VMS – Mill Site Visitor Serving*

The Design Guidelines may also apply to new and infill development surrounding the Central Business District in areas designated as:

- CH – Highway Commercial
- *CHMS – Mill Site Highway Commercial*

The design guidelines in Section 2.3 and Section 2.5 may also apply to these areas. Additionally, Sign Design Guidelines in Chapter 4 should be consulted.

2.23 Site Planning

Site planning considers how the various components of a development (i.e. buildings, circulation, parking, open space, landscaping, etc.) relate to adjacent streets and existing development, and how the various components relate to each other within the development site. To maintain downtown Fort Bragg's strong pedestrian nature, site planning is an important consideration in new development.

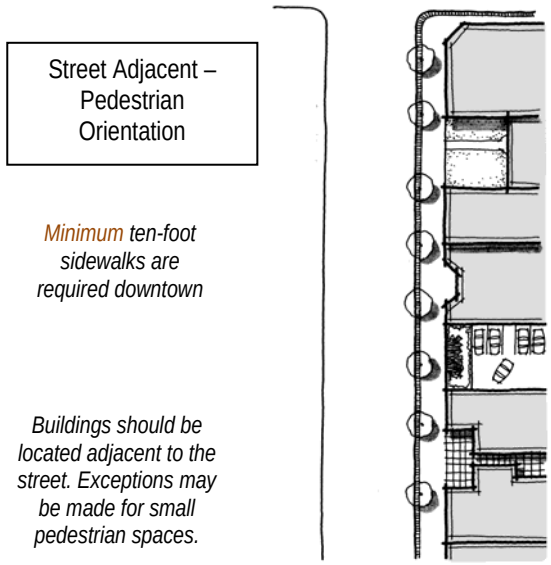
Buildings rebuilt to front property lines

Forecourt allows for outdoor dining opportunity

- Buildings in downtown Fort Bragg should be set back as in a manner described as "Street Adjacent Buildings – Pedestrian Orientation." That is, buildings 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:

  - 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.

  - The provision of corner setbacks and cutoffs is strongly encouraged to facilitate pedestrian movement, provide better visibility for drivers, and accentuate corner buildings.



- Entrances to buildings should be spaced no more than 50 feet apart to provide for greater opportunities for social interaction and sidewalk activity.

- Where feasible, surface parking lots should be located behind the building. No parking shall be provided between building front doors and the street they face in the Central Business District.

- Site design should accommodate rear deliveries by providing a delivery door and path of travel to the delivery door. If feasible rear

Midblock breaks provide outdoor dining opportunities

delivery doors should have alley access or parking lot access.

- *Surface parking lots or any ground-floor parking should be wrapped with either active building space or screened with art, landscaping, etc. to provide a buffer between the sidewalk and vehicles while still allowing for visibility.*

- The widths of driveway curb cuts should be minimized to the narrowest feasible dimension. Driveways should be consolidated or shared to the maximum extent feasible to ensure a smooth and continuous walking environment.

Open Space, Courtyards, and Plazas

- *Commercial structures, within and surrounding the community park block on the Mill Site, should sensitively address Redwood Avenue and the park and plaza area through pedestrian oriented design and exceptional design details on facades facing the street and park.*

Midblock breaks provide outdoor dining opportunities

- The relationship between buildings, as well as between buildings and sidewalks, are important in creating a pleasant pedestrian environment. Buildings should be linked together by landscaped sidewalks, plazas, courtyards, pocket parks, and passages.

- 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.

- Plazas and courtyards should be located to be visible from the street or linked to the street by a clear circulation element such as an open passage or covered arcade.

- Open spaces and passages should be inviting, well lit, and accessed from multiple locations. Edges of courtyards and plazas should contain retail shops, restaurants, offices, public art or other pedestrian-related activities.

- Ideally, at least 50 percent of the open space area should have access to direct sunlight.

Potential Downtown mid-block and alley pedestrian pathways

Parking & Circulation

- 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.

- The provision of safe, convenient pedestrian links between parking areas and businesses is an important element in enhancing the vitality of downtown. Parking areas should be linked directly to public sidewalks, pedestrian walkways, mid-block paths, alleys, or open space areas. Driveways should be kept to the absolute minimum number and width required for the project.

- *A parking area abutting a public street should provide one or more of the following buffers:*
  - *A landscaped strip or planter a minimum of eight (8) feet in depth and planted with a combination of trees and low (three feet high) shrubs.*
  - *A three (3) foot high wall in combination with a landscaped planter.*
  - *landscaped berm that is three (3) feet high.*

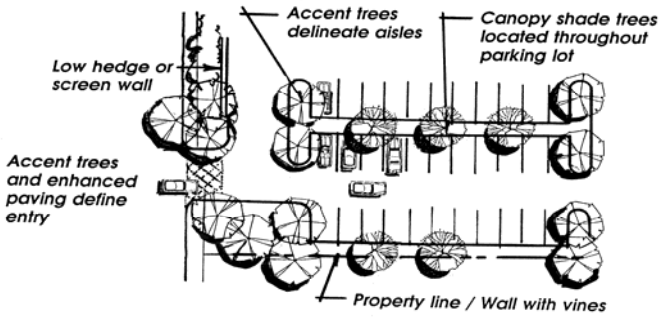
- *Site plans should balance the need to provide adequate vehicular access with the need to eliminate unnecessary driveway entrances. Where feasible, reciprocal access should be provided on adjacent sites.*

- *The use of brick, interlocking pavers, and cobblestones as an alternative to a solid paved driveway or parking lot is encouraged.*

- *Parking lots should be landscaped with shade trees or shaded with solar panels.*

- Landscaping should also be used to separate parking from buildings and to reduce the visual impact of paved surfaces.

- *Parking lot lighting shall be designed and installed to reduce off site light encroachment, reduce energy use, and complement the architectural style of the site buildings.*



Appropriate parking layout

Buildings adjacent to the Community Park should incorporate opportunities for outdoor dining and farmers market

Building height should not step more than one story

2.24 Architecture

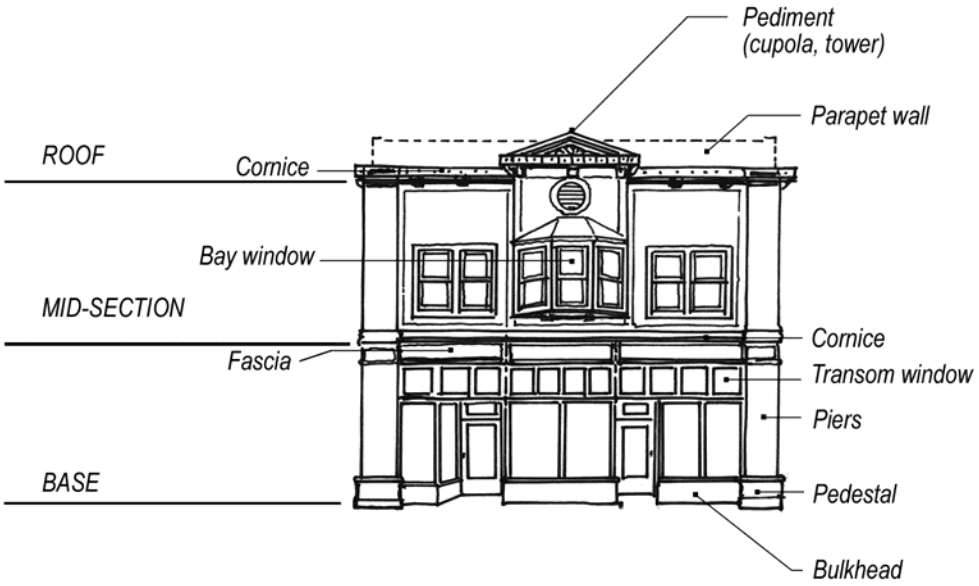
In many ways, it is the historic Victorian-era architecture and traditional downtown buildings of the 1860 – 1930's that are responsible for the unique character in downtown Fort Bragg. While historic architecture cannot and should not be recreated in the downtown *or in the Mill Site CBD extension*, 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 from the following guidelines.

- *Human scale should be created through the use of building forms such as arches, walls, trellises, awnings, arbors and pergolas.*
- Buildings should be designed with a well-defined base, mid-section or body, and a top story or roofline.
    - 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.
    - 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.
    - 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.
- Special architectural features such as gables, turrets, towers, or similar elements should be used to accent buildings at street corners, at the terminus of a street corridor, alley, or pedestrian way. Corner buildings should have prominent corner entrances.
- Side and rear building facades should have a level of design detail and finish compatible with the front façade, particularly if they are visible from streets, adjacent parking areas, or residential uses.
- *There should be a change in wall planes on facades visible from a public street or space.*

Decorative parapets and varied roof line

Building height should not step more than one story

- Blank, windowless walls are strongly discouraged and are usually only appropriate on interior side property lines where they are generally not visible from public view. If windowless walls are proposed, appropriate wall articulation should be incorporated into the design to be compatible with the more prominent facades of the building. *Blank walls on elevations visible from public streets and gathering spaces are prohibited.*
- *Large box-like buildings should be avoided. To divide the building mass into smaller scale components, buildings over 50 feet long 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

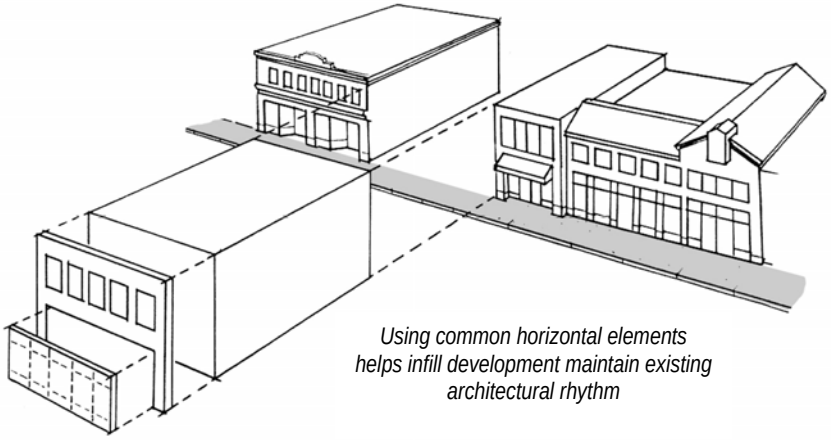
Architectural Compatibility

- 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.

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

- Rooflines of new buildings should be aligned with buildings on adjacent properties to avoid clashes in building height.

- 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.



Using common horizontal elements helps infill development maintain existing architectural rhythm

Wall sign of consistent size and placement assist façade rhythm

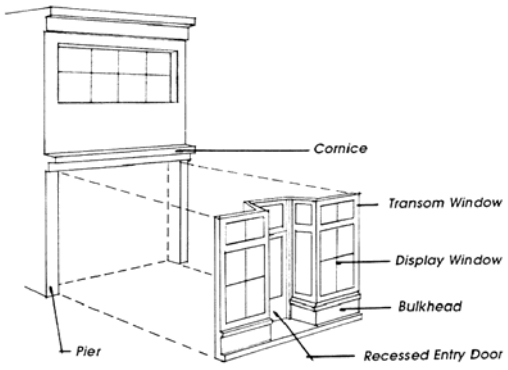
- The overall pattern of windows, wall panels, pilasters, building bays, and storefronts should be based on a module derived from Fort Bragg's prevailing module of ground level building features. Generally, storefronts and building bays should be based on modules of approximately 25 *to 50* feet in width.

Storefronts

- Each storefront should be treated like a small building with its own base, roofline, and door and window pattern. Important components of a traditional storefront are:

- 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.

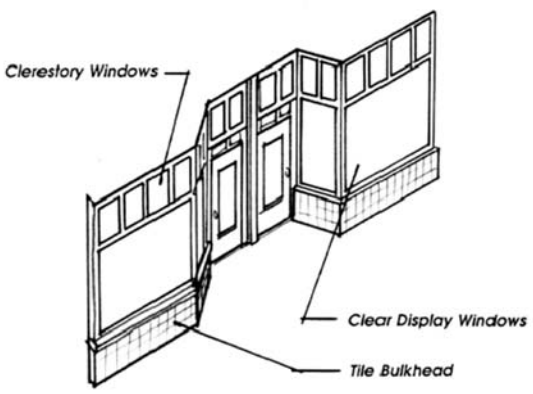
- The base panel (bulkhead) below the display window should be a minimum of 24 inches and a maximum of 40 inches.



STOREFRONT COMPONENTS

consistent module of approximately 25 feet

Materials in this area should be visually heavier or the same as adjacent walls.



Well-designed storefront with good proportions

- Recessed entries of up to five feet to 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.
- Doors should be substantial and well detailed. They should match the materials, design, and character of the display window framing.
- Cornices should be provided at the second floor to differentiate the storefront from upper levels of the building and to add visual interest.
- Details incorporated into the storefront design can add a degree of 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.

Storefront entries should be identified by unique architectural details

Roof Forms

Roof forms should be used to distinguish various building forms, create an interesting roof line, and help to break up the building massing.

- *Variation in roof form is encouraged to create visual interest and lessen the appearance of the building mass. Roof forms/building height should step a maximum in height one floor at a time avoiding a three story structure next to a single story structure.*
- *Roof elements visible to the public should continue all the way around the building and not just be used in the most visible locations.*
- *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.*
- *If the interior side of a parapet is visible from pedestrian view, it should be finished with the same materials and a similar level of detail as the front façade.*
- Special architectural features such as gables, turrets, towers, or similar elements should be used to accent buildings at street corners, at the terminus of a street corridor, alley, or pedestrian way. Corner buildings should have prominent corner entrances.

Architectural element at corner adds interest / identification

Windows, Doors, Entries

Well-designed windows and entries are very important to create a sense of entry and pedestrian scale. The main building entrance should be distinguished from the rest of the building and easily recognizable.

- *Entry design should incorporate two or more of the following methods:*
  - *change in wall / window plane;*
  - *a projecting element above the entrance;*
  - *a change in material or detailing;*
  - *integration of architectural elements such as flanked columns or decorative fixtures;*
  - *recessed doors, archways, or cased openings; or*
  - *changes in the roofline or a tower feature.*
- *Awnings are strongly encouraged.*
- Windows should be articulated with accent trim, sills, trim, kickers, shutters, window flower boxes, balconies, awnings, or trellises authentic to the architectural style of the building.
- Windows are an important element of a building's overall composition. ~~The manner in which they are designed is a strong indicator of a building's quality.~~ 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).

- *Glass should be inset a minimum of three inches from the exterior wall surface to add relief to the wall.*
- *Clear glazing is strongly recommended. Reflective glazing and tinting is discouraged.*
- Shaped frames and sills should be used to enhance openings and add additional relief. They should be proportional to the glass area framed (e.g. a larger window should have thicker framing members).
- The use of security grilles on windows is discouraged because they communicate a message of high crime and are difficult to integrate into the building design. If security grilles are necessary, they should be placed inside the building behind the window.

Lighting

- *Exterior lighting should be designed as part of the overall architectural style of the building and should highlight interesting architectural features.*
- Entrances should be well illuminated for safety and identification purposes. Entryways, arcades, and similar enclosed areas should also be well illuminated for safety.
- *Security lighting fixtures should not project above the fascia or roofline of the building and should not be substituted for parking lot or walkway lighting fixtures.*
- *If project elements, such as signs, walls, and trees are lit, down-lighting is required.*
- *Partial or full cutoff lighting is encouraged.*
- *Lighting sources should be hidden unless the sources are an integral part of the design.*
- *Exterior lighting shall be located and designed to avoid shining directly onto nearby residential properties, and shall minimize off-site glare.* Lighting should not produce glare or spill over onto adjacent properties. The latest technical and operational energy conservation concepts should be considered in lighting designs.
- *Lighting should be provided for both pedestrian safety and as an attractive element of design.*
- The lighting of full façades or roofs is discouraged.

Awnings

- Awnings may be used to provide protection for pedestrians, add interest and color to buildings, and allow placement of pedestrian-oriented signs.
- Awning placement should respond to the scale, proportion, and rhythm of the building's design and should not cover piers, pilasters, transom windows, or other architectural features.
- Awnings should be of either canvas or acrylic coated canvas. Aluminum, vinyl, or backlit awnings detract from the character of downtown and should be

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

Awnings can add interest

avoided. Awning frames and supports should be of painted or coated metal or other non-corroding material.

- Retractable awnings are recommended. Retractable awnings are functional, having a frame and support structure with the ability to be adjusted up or down depending upon conditions.

Rear Entrances

- Providing rear pedestrian entrances via alleys and parking lots is encouraged. Improvements to rear facades should be subtle and modest in nature.
- Awnings are recommended at rear entrances to soften the appearance and provide a pleasant protected space.
- Signs should be modestly scaled to fit the casual character of the alley or rear parking lot.
- Selective use of tree planting, potted plants, and other landscaping can improve a rear façade.
- Decorative lighting can improve the appearance while also providing a heightened level of safety and security. Avoid heavy landscape materials that block the light spread.

Desirable rear entrance enhancements

Building Materials

- *Buildings should be constructed with high quality, authentic, and timeless materials.*
- *Material changes should occur at intersecting planes, preferably at the inside corners of changing wall planes or where architectural elements intersect, such as a pilaster, projection, or similar articulation.*
- *Materials and colors should be consistent with the desired architectural style.*
- *The use of materials and color should convey a sense of quality architecture and permanence.*
- *Heavier materials and darker colors should be used lower on the elevation to form the building base.*
- *The use of durable low maintenance materials that can withstand the coastal environment are strongly encouraged.*

Materials and colors support the architectural style

- *Materials that are highly resistant to damage, defacing, and general wear and tear, such as precast concrete, stone masonry, brick, and commercial grade ceramic tile, should be used at the base of the building.*
- *Colors used on exterior façades should be harmonious. Contrasting colors are encouraged to accentuate details such as trim, window and door mullions, and key architectural elements.*
- Using complimentary wall materials to adjacent or nearby buildings will help maintain and strengthen the downtown's character. The palette of wall materials should be kept to a minimum, preferably no more than two.
- The preferred material for downtown building walls is wood siding, especially on first story accessible frontages.

Wood siding is the predominant downtown building material

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

Encouraged	*Acceptable*	*Discouraged*
▪ *Horizontal and vertical redwood or solid wood siding* ▪ *Shingle siding* ▪ *Smooth stucco, hand troweled stucco* ▪ *Fiber cement or other imitation wood siding with an authentic appearance* ▪ *Other like materials*	▪ *Imitation or real brick and rock with authentic appearance, wrapped corners and true material scale* ▪ *Board and batten* ▪ *Formed concrete* ▪ *Steel* ▪ *Glass block* ▪ *Corrugated Metal* ▪ Other like materials	▪ *T1-11 or other low quality wood siding* ▪ *Textured/rough stucco* ▪ *Corrugated fiberglass* ▪ *Concrete block* ▪ *Ceramic tile (except for accent areas);* ▪ *Slump rock* ▪ *Highly tinted, reflective, or opaque glass* ▪ *Silver aluminum window and door frames* ▪ *Other like materials*

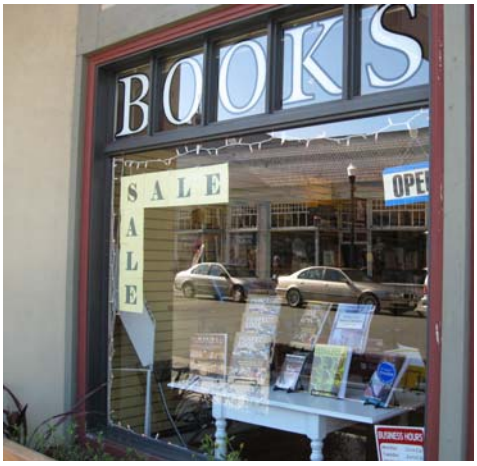
- The dominant color of buildings should relate to the inherent color of the building's primary finish materials.

Secondary color adds emphasis to architectural details

- 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).

- 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
  - ❑ Minor trim color



- A secondary color can be used to give additional emphasis to architectural features such as building bases, pilasters, cornices, and bands.

- If a minor trim is a third color, it should strengthen the color scheme already established by the base and secondary colors. In most cases, when two colors are used on the trim, the minor trim should be darker than the major trim color (see photo illustration).

- 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. Generally speaking, bright and rich color combinations associated with the Victorian Era are appropriate downtown.

2.25 Building Additions and Rehabilitation

Adding on to, remodeling, or renovating existing buildings are means of extending a building's useful life. However, special consideration should be given to ensure that changes are consistent with the existing design of the building and that historically significant buildings and design details are properly maintained and restored. Guidelines in both this section and the previous section should be consulted when properties are undergoing rehabilitation or remodeling. Additionally, the Secretary of Interior's Standards should also be consulted as appropriate for historic structures.

Additions

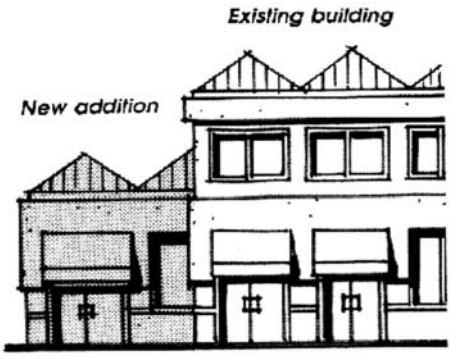
- Additions to existing buildings should be designed to be integrated with the existing structure. The design of a proposed addition should follow the general scale, proportion, massing, and detailing of the original structure.

- New additions should be interpretations of existing buildings wherein the main characteristics of the existing building are incorporated using modern construction methods. This may include:

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

- the extension of architectural lines from the existing building to the addition
- repetition of window and entrance spacing
- use of harmonizing colors and materials
- inclusion of similar architectural details (i.e. window/door trim, lighting fixtures, decoration)

- New additions should be designed so that if the addition were to be removed in the future, the essential form and integrity of the original structure would be unimpaired.



Encouraged addition

Discouraged addition

Façade Renovation

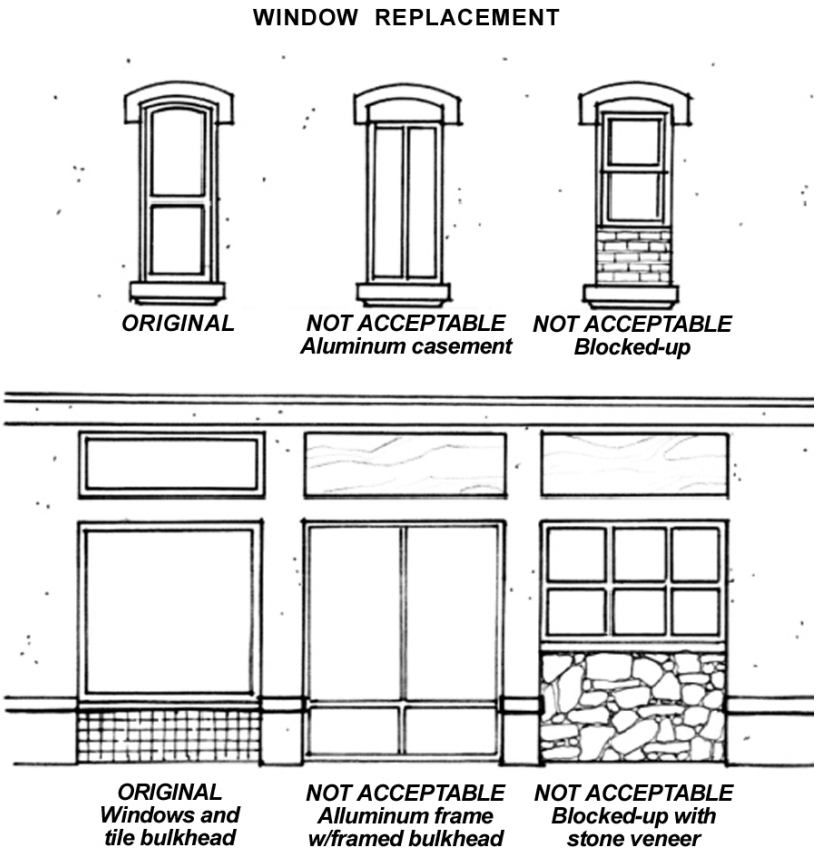
- Damaged architectural features should be repaired rather than replaced whenever possible. If replacement is necessary, new materials should match the original material being replaced in terms of color, texture, and other important design features.

- When an entire architectural feature is missing, it should be replaced by researching historic photos, plans, or postcards. The newly created element should be designed to work with the size, scale, and material of the entire building.

- Where transom windows exist, every effort should be made to retain this traditional storefront feature. If the ceiling inside has been lowered, it should be sloped up to meet the transom so that light will penetrate the interior of the building.

Transom windows are important elements of original storefronts and should be restored when possible

- 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.



- Elements that are inconsistent with the original façade should be removed. These include: security grilles, overdone exterior embellishments, and modernized facades. Rehabilitation should reflect original appearance.

- Surface cleaning of the original building materials should be undertaken with the gentlest means possible. Sandblasting and other harsh cleaning methods that may damage building materials should be avoided. Waterproofing and graffiti proofing sealers should be applied after cleaning.

Seismic Retrofitting

- Where structural improvements for seismic retrofitting affect a building's exterior, such improvements should be done with care and consideration for the impact on appearance of the building. Where possible, such work should be concealed. Where not possible, the improvements should be planned to carefully integrate into the existing building design.

- Seismic structural upgrading should be conducted at the interior of the building if possible unless the structural elements blend into the architecture of the façade.

- Shear walls should not be introduced into the storefront where display areas currently exist.

2.26 Landscaping

Landscaping should be planned as an integral part of the overall project and considered an important design element in the plan for any new or redeveloped site. Landscaping should enhance the quality of Downtown by framing and softening the appearance of buildings, screening undesirable views and providing shade and wind protection.

Landscape Design

- Landscaping of parking areas is encouraged to avoid direct views of parked vehicles from the public viewshed, minimize noise, light, exhaust fumes and other negative effect to pedestrians. Where parking lots abut buildings, landscaping around the base of buildings is encouraged to soften the edge between the building and parking lot.
- Planters and pots placed in building recesses and adjacent to blank walls are encouraged. Planters and pots provide visual interest and color accents and enrich sidewalks, courtyards, and plazas. Planter and pot materials should complement the building architecture.
- Landscaping should be spaced so that it does not interfere with the lighting of the project area or restrict access to utilities (such as electrical boxes) or emergency apparatus (such as fire hydrants or fire alarm boxes). Landscaping should be in scale with adjacent buildings and be of appropriate size at maturity.
- Landscaping should be used to relieve the negative appearance of any solid, windowless elevations.
- 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.

Site Amenities

- The addition of pedestrian amenities (benches, shelters, drinking fountains, lighting, trash receptacles, and bicycle racks) is strongly encouraged. Trees, water features, and public art should also be incorporated into courtyard, plaza, and mid-block passage design.
- 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.

- The use of decorative paving at building entrances, plazas, and courtyards is strongly encouraged. In places where private and public paved surfaces join (e.g. plazas, outdoor cafes, etc.), the surfaces of each should be compatible in terms of color, material, pattern, and texture. In the case of plain concrete, compatibility is not an issue.

Downtown Fort Bragg streetscape amenities

Screening

- Refuse storage, fuel storage tanks, generators, fire check valves, service, and loading areas should be located out of view from the general public and so that their use does not interfere with parking and circulation. All screening devices should be compatible with the architecture, materials and colors of the building.

- Landscaping should be incorporated into the design of refuse, storage and equipment areas to screen from public and private view.

- Refuse storage areas that are visible from upper stories of adjacent structures should have an opaque or semi-opaque horizontal cover/screen to mitigate unsightly views. The covering structure should be compatible with the architectural theme of the site's buildings.

Refuse areas should be screened from public view

- Screening should not result in hiding places or entrapment areas.

SECTION 2.3
GENERAL COMMERCIAL DESIGN GUIDELINES

DESIGN PRINCIPLE: Large commercial development should fit harmoniously with the scale and design of existing buildings and streetscape of the City.

2.31 Introduction

This section provides general design guidelines for all types of general commercial projects throughout the City, including retail, office, and service uses. Sections 2.5 provides more detailed design guidelines for specific uses. In these special cases, the section that addresses the specific use should be consulted first. The guidelines in this section will address the less specific, more general design aspects of the project. Both sets of guidelines should be followed to the greatest degree possible.

2.32 Applicability

The following guidelines are generally applicable to new commercial development in these areas:

- CG — General Commercial
- CH — Highway Visitor Commercial
- CO — Office Commercial
- CHMS - Mill Site Highway Commercial

2.33 Site Planning

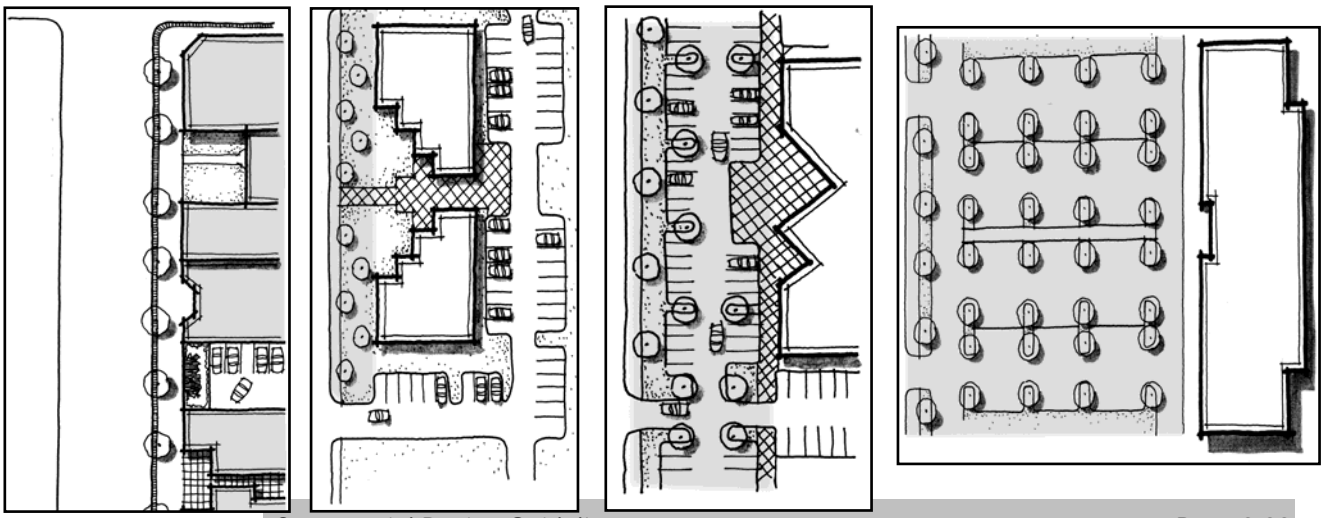
The siting of buildings should recognize the particular characteristics of the site and should relate to the surrounding built environment in pattern, function, scale, and character.

Building Siting

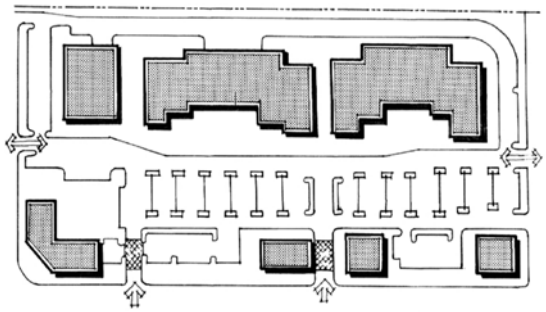
- Building setbacks in Fort Bragg's general commercial developments may have a number of different configurations as illustrated below. Strip-type development (illustrated C and D) is to be avoided in favor of more pedestrian-oriented configurations (A and B).

    - (A) Street Adjacent Buildings – Pedestrian Orientation (preferred)
    - (B) Semi-Street Adjacent Buildings – Landscaped Setback
    - (C) Buildings Set Back – Limited Parking in Fronts
    - (D) Buildings Set Back – Unlimited Parking in Front

(A) (B) (C) (D)

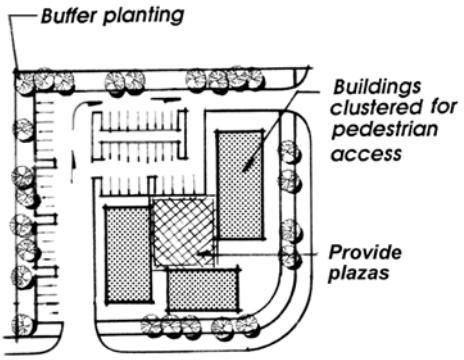


- *Buildings should front Highway 1, Redwood Ave, the Coastal Drive and any other primary streets and parking lots should be located behind structures.*
- *Strip-type development is not allowed on the Mil Site.*
- *Courtyards, public spaces and landscaped areas are encouraged.*
- If a larger commercial development is set back from the street, freestanding buildings should be sited along street frontages to help break up the massive parking area.



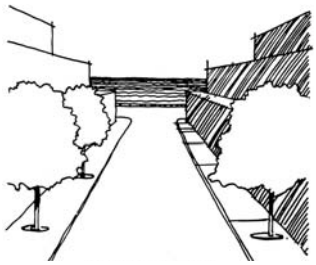
Locate freestanding buildings along frontage

- Cluster buildings on the site to encourage a higher level of pedestrian activity.
- Create pedestrian paths through/across parking areas for pedestrian safety.
- Grading of commercial developments should be sensitive to the natural surroundings and should emphasize scenic vistas and natural landforms.
- Buildings on corner parcels should establish a strong tie to both streets and should encourage pedestrian activity at corner locations.



Orient buildings to the street

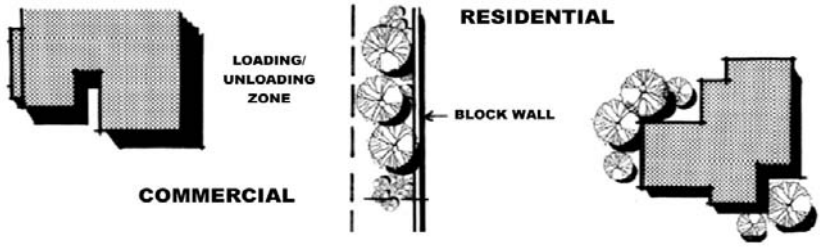
- View corridors that offer unobstructed views of the shoreline and/or sea from public rights-of-way should be provided.
- Cluster development to avoid blocking viewsheds to the maximum extent possible. Development adjacent to or near public areas along the shoreline should be setback from the bluff.



Preserve ocean views

Residential Interface

- Commercial development should be buffered from residential uses as much as possible. Building orientation, landscaping, berms, increased setbacks, and masonry walls should be used to provide adequate separation.



Provide appropriate buffering between incompatible uses

- Commercial developments and commercial development parking should not directly face single-family residential streets.

- Loading areas, access and circulation driveways, trash, storage, and rooftop equipment should be located as far as possible from adjacent residences and should not be located next to residential properties.

Open Space, Courtyards, Plazas, and Pedestrian Areas

- The creation of courtyards, open space, and plazas is encouraged.

- When possible, buildings should be clustered to create courtyards, plazas, and outdoor dining areas.

- Development should provide site amenities and other design features that encourage pedestrian utilization, including benches, seating areas, public art, bicycle racks, and lighting.

Public open spaces are encouraged

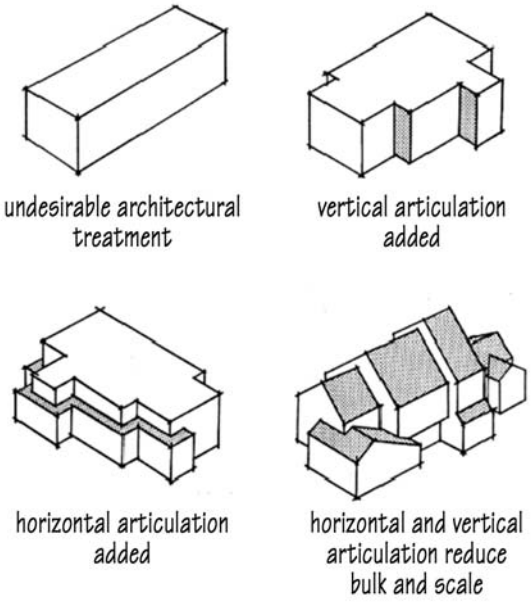
- Pedestrian activity areas should provide a sufficient level of wind and rain protection for pedestrians. Landscaping, canopies, trees, or other methods of protection should be provided.

2.34 Architecture

While no specific architectural styles or design features are required for general commercial development, buildings should contribute to the overall quality of the built environment through sensitive designs and compatibility with surroundings. Designs should look to the historic architectural styles of the Central Business District for inspiration and influence.

Architectural Form and Detail

- Architectural styles should be compatible with the surrounding character, including building style, form, size, materials, and roofline.
- Long, blank unarticulated building walls ~~of over 100 feet~~ are strongly discouraged. To reduce mass and bulk, facades should be "broken" by vertical and horizontal variations in wall and roof planes, building projections, projecting ribs, reveals, door and window bays, and similar design elements/techniques. *Large building forms should be broken by vertical and horizontal variations in wall and roof planes, building projections, projecting ribs, reveals, door and window bays and similar design elements.*



- Design features should be consistent on all elevations of a structure. Side and rear elevations should not be minimized because they are not in public view. Parapet walls should be architecturally treated to avoid a monotonous appearance.
- *Cluster of smaller buildings are preferred over large monolithic structures.*
- *Commercial buildings should be well articulated on all sides and should incorporate 360 degree architecture for all sides visible from the public right-of-way. The highest level of articulation shall occur on the front façade. 360-degree architecture is the articulation on every building elevation. This includes variation in massing, roof forms, and wall planes, as well as surface articulation.*
- *Architectural elements that add visual interest, scale, and character such as projecting balconies, turrets, towers, trellises, recessed windows, and window and door detailing, should be incorporated to create shadow patterns and help articulate facades and blank walls.*
- *Architectural details and materials should 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.*
- The size and location of various building elements (roofs, parapet walls, etc.) should not be exaggerated in an attempt to call attention to the building/use or provide additional area or height for signs and advertising.
- Roof designs should provide variations in rooflines and add interest to, and reduce the massive scale of, large buildings. Roofs should include two or more roof planes. Full roofs are encouraged.
- The size and location of doors and windows should relate to the scale and proportions of the overall structure.

- Windows should be provided at storefront locations. The use of clear glass (at least 80% light transmission) is recommended. *Dark tinted glass and reflective mirror-like glass are not allowed.*

- All sides of a principal building that directly face a public street that abuts the site should have at least one public entrance.

- Primary building entries should be easily identified and provide a prominent sense of entry. Entrances should include some of the following design features: canopies, porticos or overhangs, peaked roof forms, arches, columns, towers, and recesses to highlight entries are strongly encouraged. Outdoor patios, integral planters or wing walls that incorporate landscaped areas are also encouraged.

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

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

- *The design of rear entrances should be well articulated and appropriate to their surroundings and should respond to the need for identification signs, storage, and display areas.*

- The use of standardized "corporate franchise" architectural styles is strongly discouraged.

- *Roof design should facilitate passive solar benefits. Solar panels are encouraged.*

Materials and Colors

- Exterior materials, textures, and colors should complement the architectural style of theme of a building. Exterior materials such as textured plywood/paneling, fake stone veneer, plastic ~~or corrugated metal~~ siding, heavy troweled finishes and similar materials should be avoided.

- 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.

- *Color used on exterior facades should be harmonious. Contrasting colors are encouraged to accentuate details such as trim, window and door mullions, and key architectural elements.*

- In general, fluorescent, garish colors should be avoided. Colors and materials should be durable and weather resistant. Highly reflective surfaces, with the exception of solar panels, should be avoided.

- *In the coastal zone color pallet should focus on soft pastel colors. Bright and sharply contrasting colors should be avoided.*

Architectural Details

- When appropriate, incorporate design elements and features from the historic architectural styles of the Central Business District.

- 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.*

The architectural details are important to commercial development

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

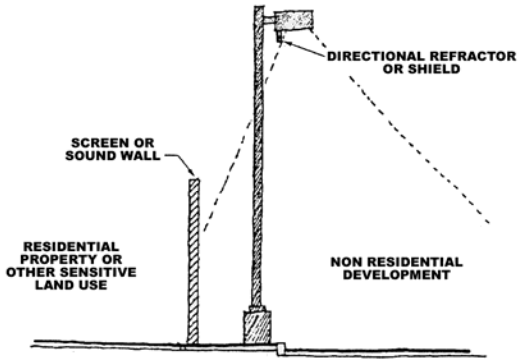
- Aluminum, vinyl, and backlit awnings generally detract from quality character and should not be used.

- Exterior lighting should be designed as a part of the overall architectural style of the building. It should relate to the design elements of the building and highlight interesting design features, but should be shielded to avoid spillover into adjacent properties. Full lighting of building facades and roofs is strongly discouraged.

- *Energy-efficient lighting is required.*

- *If project elements, such as signs, walls, and trees are lit, down-lighting is required.*

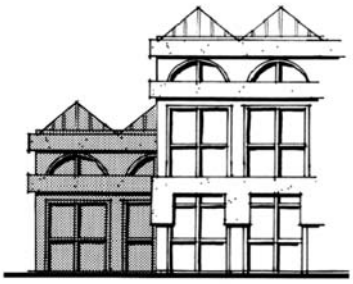
- *Partial or full cutoff lighting is encouraged.*



- The use of security grilles on windows are discouraged because they communicate a message of high crime and are difficult to integrate into the building design. If security grilles are necessary, they should be placed inside the building behind the window.

Additions and Remodels

- Additions to existing structures should be well integrated with the existing structure. The design of the addition should follow the general scale, proportion, massing, roof line, and detailing of the original structure, and not be in sharp contrast. This may include: the extension of architectural lines from the existing structure to the addition, repetition of the window spacing, use of harmonizing colors, and the inclusion of architectural details such as window/door trim, lighting fixtures, and decoration.



New additions should complement the existing structure

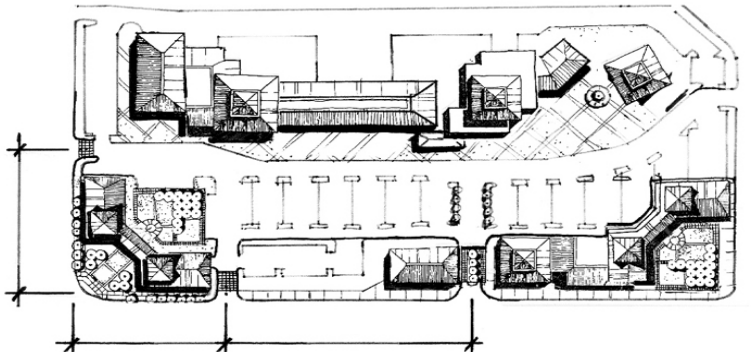
- Building materials used for the addition should be of the same or better quality than the existing building.
- When remodeling is to take place, original materials, details, proportions, as well as patterns of materials and openings should be considered and maintained where appropriate.
- When original 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.
- 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.

2.35 Parking and Circulation

Site Access and Vehicular Circulation

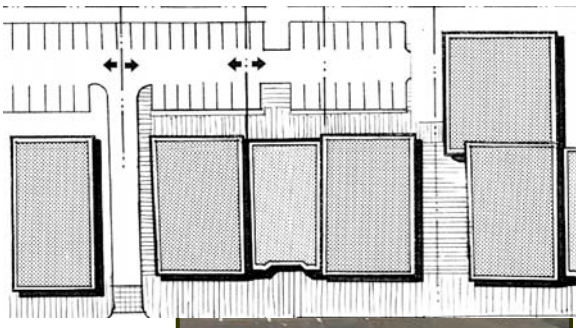
- *Large areas of parking should be avoided. It is preferable to create small, connected parking lots utilizing shared driveways, and pedestrian connections and landscape buffers.*

- *Parking should be designed for safe ingress and egress to commercial centers.* Access to parking lots should be from commercially developed streets to discourage traffic through residential neighborhoods.



Vehicular site access points should be minimized and located as far as possible from street intersections

- *Surface parking lots or any ground-floor parking should be wrapped with either active building space or screened with art, landscaping, etc. to provide a buffer between the sidewalk and vehicles while still allowing for visibility.*
- The number of access driveways to the site should be minimized and located as far as possible from street intersections. Parking lot access points should not interfere with the function of adjacent roadways. *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.*
- Site access should promote safety by providing an adequate stacking distance for vehicles between the back of the sidewalk and the first parking stall or circulation aisle.
- Site access locations should be coordinated with existing or planned median openings and driveways on the opposite side of the roadway.
- *A parking area abutting a public street should provide one or more of the following buffers:*
    - *A landscaped strip or planter a minimum of eight (8) feet in depth, planted with a combination of trees and low (three feet high) shrubs.*
    - *A three (3) foot high wall in combination with a landscaped planter.*
    - *A landscaped berm that is three (3) feet high.*
- *Large parking lots should be landscaped with large shade trees or shaded with solar panels.*
- *Landscaping within parking lots is important to provide shade as well as aesthetically pleasing parking areas.*



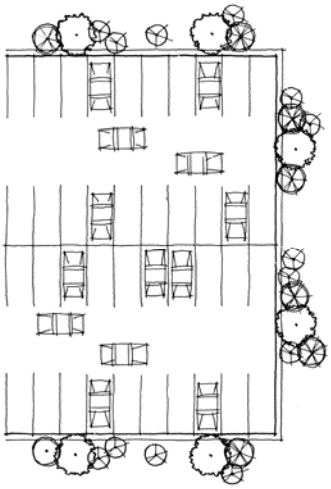
Shared parking is encouraged

- Ensure visibility for vehicles entering and exiting the site by providing unobstructed sight lines at corners and mid-blocks in compliance with the Development Code.

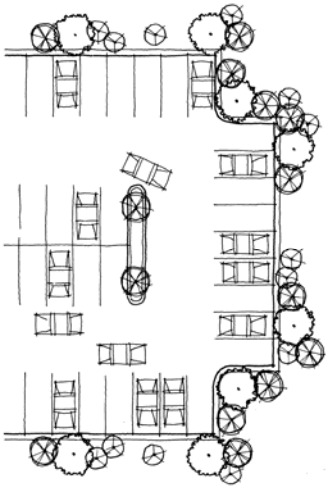
Parking lot trees and landscaping help reduce the visual impact of parking areas

Parking Lot Design

- Parking lots should be designed with a clear hierarchy of circulation: major access drives with no direct access to parking spaces; major circulation drives with little or no parking; and parking aisles for direct access to parking.
- The use of common or shared driveways between adjacent uses is strongly encouraged. Shared parking and access agreements are encouraged.
- Dead-end aisles are strongly discouraged.



INAPPROPRIATE: dead-end aisles should not be used



APPROPRIATE: design of parking should facilitate ease of vehicle movement

- Use continuous curbs around the perimeter of parking areas.
- *Parking lots should provide areas for bicycle and motorcycle parking.*
- *The use of pervious paving, brick, interlocking pavers, and cobblestones is encouraged as an alternative to a solid paved driveway or parking lot.*
- *Parking lot lighting fixtures shall be no taller than 16 feet in height and shall cast light downward without allowing glare or light to encroachment upon neighboring properties.*

Pedestrian Circulation

- 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
- *Pedestrian connections and linkages should have a well-defined separation from vehicle circulation.*
- 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 and other pedestrian amenities. Conflict between vehicles and pedestrians should be avoided at access drives by providing a sidewalk on at least one side of the driveway.
- *Pedestrian connections should connect parking area(s) to sidewalk(s) through buffer areas at key locations.*
- Avoid placing primary vehicle access in close proximity to major building entries in order to minimize pedestrian and vehicular conflicts.
- Clearly defined pedestrian walkways or paths should be provided from parking areas to primary building entrances. Design walkways and parking lots so that pedestrians will not have to cross parking aisles and landscape islands to reach building entries.
- Raised walkways, decorative paving, landscaping, and/or bollards should be used to separate pedestrians from vehicular circulation to the maximum extent possible.

Create safe and identifiable pedestrian paths through parking lots

Loading and Delivery

- Loading and delivery service areas should be located and designed to minimize their visibility, circulation conflicts, and adverse noise impacts to the extend feasible.
- Loading and delivery areas should be screened with portions of the building, architectural wing walls, freestanding walls and/or landscaping planting.
- When commercial buildings back residential properties, loading areas should be located at the side of the building facing away from residences.

Provide landscaped walls to buffer residential land from loading and delivery areas where necessary

- Colors, materials, and appearance of screening walls and fences should be compatible with the design of the building. Vines and other landscaping should be used to soften appearances.

2.36 Trash and Mechanical Enclosures

- Trash and mechanical enclosures should be designed early in the design process to integrate appropriately into the site plan.
- Trash and recycling storage areas, propane and heating fuel tanks, fire check valves, electrical transformers, and other mechanical features should be located in convenient and *less visible areas of the site* ~~but not prominent areas~~, such as inside parking courts, or at the end of parking bays. They should be 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. ~~Storage areas, and trash enclosures, fuel tanks, generators, fire check safety valves, and other mechanical devices should be located in the least visible areas of the site and screened from public view.~~ Screening should not result in hiding places or entrapment areas.

Trellis provides continuity with surrounding architectural elements

- *The trash and recycle enclosure should be consistent with the design of the project and building architecture. Architecturally designed roof structures should be used to create a finished looking structure.*

2.37 Landscaping and Amenities

Landscaping has a variety of functions, including softening the hard edges of a development, screening unattractive views, buffering incompatible uses, providing protection from inclement weather, and increasing the overall aesthetic appeal of a project.

Landscape Design

- Landscaping should help complete the design of a site and should not be added as an afterthought. Landscaping should enhance the quality of commercial developments by framing and softening the appearance of buildings, screening undesirable views, providing buffers from incompatible uses, and providing protection from sun, wind, or rain.
- Landscaping should generally incorporate plantings utilizing a three-tiered system:
    1) Ground covers (including flowering plants – annuals and perennials)
    2) Shrubs and vines
    3) Trees
- The choice, placement, and scale of plants should relate to the architectural and site design

Example of three-tiered perimeter landscaping

of the project. The following landscape design concepts should be utilized in all project design:

- ❑ Use of specimen trees (36-inch box or larger) in groupings and rows at major focal points such as project entries and pedestrian gathering places
- ❑ Use of flowering vines on walls and arbors where appropriate
- ❑ Use of plantings to create shadow and patterns against walls
- ❑ Use of berms and vines on walls to screen parking, refuse, storage, and equipment areas

- Trees located along street frontages should be selected to match or complement existing or proposed street trees in the public right-of-way

- A landscape strip should be used along circulation aisles in parking lots and along building side/rear elevations. Landscaping should be used to separate parking areas from retail or office uses.

Use landscaping to soften and screen parking

- Planters and pots placed in building recesses and adjacent to blank walls are encouraged to provide visual interest, color, and texture.

Use potted plants for visual interest

- Native planting materials that can withstand the area's weather and which are drought tolerant are preferred.

- *Planting should be used to screen less desirable areas from public view; i.e., trash enclosures, propane tanks, parking & loading areas, storage, public utilities, and mechanical equipment.*

- *Use of landscaping to define and accent specific areas such as building entry, parking lot entrances and the main walkways to community facilities is encouraged.* Encourage landscaping at perimeter of yards, rather than only foundation plantings, to help create a natural edge.

- Plants with root systems that uplift hardscape materials should be appropriately located away from paved and concrete areas.

Site Elements and Amenities

- Outdoor furniture and fixtures such as lighting, directional signs, trellises, raised planters, works of art, benches, receptacles, fencing, etc. should be selected as integral elements of the building and landscape design. Outdoor furniture should be of sturdy construction to withstand daily abuse and weather.


Incorporate outdoor furniture and planters into development

- Decorative paving should be incorporated into courtyards, plazas, pedestrian walkways, and crosswalks. Paving materials should complement the architectural design of the building and landscape design. The use of stamped concrete, stone, brick, pavers, exposed aggregate, or colored concrete is recommended.

- Light fixtures should be architecturally compatible with the theme of the development and used to illuminate entries, driveways, walkways, and activity areas, and to accent architectural features and landscaping.

- Lighting sources should be indirect and shielded to avoid glare or intrusion on adjacent properties. Night lighting should be in the "warm" spectrum.

Walls and Fences

- *If front yard fences are provided, visually penetrable materials should be used.*

- *Long fences or walls should incorporate changes in wall plane and landscape pockets to add interest.*

- *Wall design and selection of materials should consider maintenance issues, especially graffiti removal and long-term maintenance. Wall material should be of a quality material that reflects the project design. Slump block is not acceptable for walls or fences.*

SECTION 2.4
NEIGHBORHOOD COMMERCIAL DESIGN GUIDELINES

DESIGN PRINCIPLE: Neighborhood commercial development in Fort Bragg should improve the quality of life for neighborhood residents by enhancing neighborhood character and the providing desired services.

2.41 Introduction

This section provides design guidance specifically for small-scale neighborhood shopping centers and services. The guidelines are intended to supplement the General Commercial Design Guidelines in Section 2.5 and primarily address site planning and architecture.

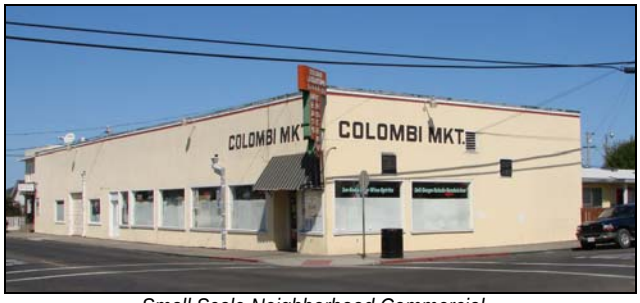
2.42 Applicability

The following guidelines apply new commercial development in areas designated as:

- CN— Neighborhood Commercial
- CO – Office Commercial

Additionally, neighborhood commercial standards also apply to residential designations that allow small-scale commercial uses, including:

- RL – Low Density Residential
- RM – Medium Density Residential
- RH – High Density Residential
- RVH – Very High Density Residential



Small Scale Neighborhood Commercial

2.43 Site Planning

The site layout of Fort Bragg's neighborhood commercial development should create convenient resident access to services and retail, foster pedestrian activity, and provide adequate buffers from residential neighborhoods.

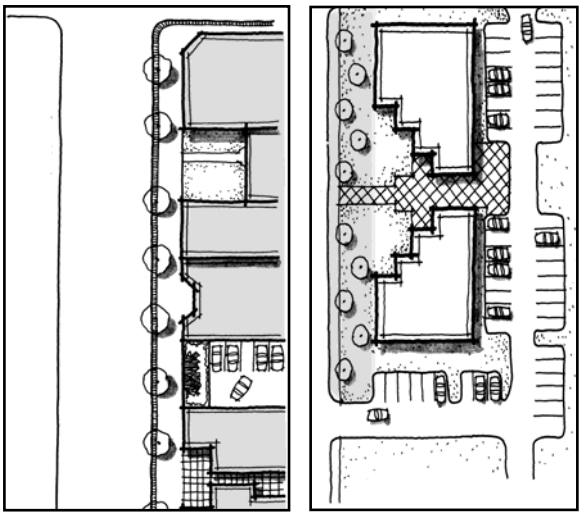
Building Siting

- The organization of buildings should encourage and facilitate pedestrian activity.

- Neighborhood commercial development in and around Fort Bragg's residential neighborhoods may have one of the setback configurations as illustrated below. The Pedestrian Orientation is most appropriate for the desired pedestrian nature of neighborhood-based commercial development.

  - (A) Street Adjacent Buildings – Pedestrian Orientation (preferred)
  - (B) Semi-Street Adjacent Buildings – Landscaped Setback

(A) (B)



- Direct pedestrian pathways or sidewalks from residential neighborhoods to neighborhood commercial developments should be provided to increase convenience and reduce the need for automobile trips by neighbors.

- The creation of small courtyards, open space, and plazas that provide local residents with places to socialize are encouraged.

- Incorporate small scale planters, planter boxes and landscaping to enhance the pedestrian nature of neighborhood commercial.

- Include landscaping to soften the appearance of small parking lots and to create buffers from residential neighborhoods

- Parking located behind buildings is strongly encouraged, if off-street parking is required.

Create neighborhood gathering spaces through plazas, landscaping, and amenities

2.44 Architecture

No specific architectural styles or design features are required for neighborhood commercial development. Buildings should be compatible with the surrounding scale of residential development and pedestrian-oriented architectural design. Architectural design should refer to the smaller-scale historic architectural styles of the Central Business District for inspiration and influence.

Architectural Form and Detail

- Architectural design should be compatible with neighborhood character and scale by:
  - Keeping buildings as small as possible, particularly in height
  - Reducing scale through building wall articulation – added detailing and avoiding large-scale design elements and signs
  - Developing the project as a complex of smaller buildings connected by pedestrian-oriented open spaces
  - Providing increased landscape screening
- Storefronts with blank or solid walls areas degrade the quality of the pedestrian environment and should be avoided thorough changes in building height, wall plane, and spatial volumes and by varied use of windows, arcades, materials, and roof elements.
- Storefront entries should promote a sense of entry into the structure, as well as provide a sense of shelter by incorporating elements such as overhangs, canopies, recesses, and awnings.
- Flat roofs, mansard roofs, and veneer parapets are strongly discouraged in favor of full, pitched roofs. If flat roofs will be used, they should include decorative cornices and parapets.

Appropriate small-scale neighborhood commercial architecture

SECTION 2.5
SPECIAL USE COMMERCIAL DESIGN GUIDELINES

DESIGN PRINCIPLE: All types of commercial development in Fort Bragg should be compatible with and contribute to the unique, special character of the community.

2.51 Introduction

This section provides design guidelines for specific commercial uses, which because of the nature of the use, their potential impact on surrounding uses, and concerns related to overall design have been identified for special attention and more detailed consideration. For each of the special uses, the focus of guidelines in this section will be on site planning, compatibility with adjacent uses, and overall aesthetics.

2.52 Applicability

The design guidelines in this section apply to uses that are allowed in a number of Fort Bragg's commercial land use designations. The following uses or development types are covered in this section:

- Auto Repair Services
- Service Stations
- Drive-Through Businesses
- Large Scale Retail
- Hotels and Motels
- House Conversions
- Mixed Use Development
- *Parking Structures*
- *Accessory Structures*

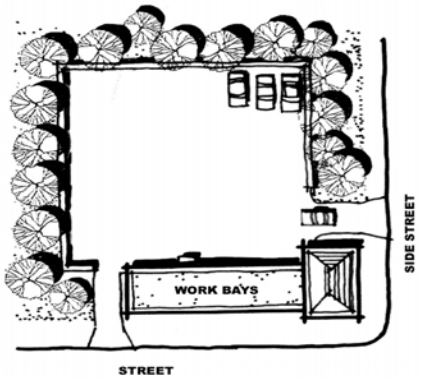
In addition to the guidelines provided below, each of the uses may be subject to guidelines located in other sections of this chapter. In the case of a conflict, the guidelines in this section should generally take precedence.

2.53 Auto Repair Services

A major problem with older auto repair and service facilities is inadequate storage for vehicles being serviced, resulting in cars, etc. being 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.

<u>Site Planning</u>

- 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,



Work bays should be oriented toward the interior of the property

dense landscaping and/or screen walls should be used.

- Parking spaces for vehicles left for repair should be located in the least visible areas of the site. Surface parking lots or any ground-floor parking should be wrapped with either active building space or screened with art, landscaping, etc. to provide a buffer between the sidewalk and vehicles while still allowing for visibility.

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

- When auto repair services occur on through-lots, driveways should not occur on streets with adjacent residential uses.

- Special design considerations should be made for the storage of oil, lubricants and other potentially hazardous materials.

- Compressors and pneumatic equipment should be located in entirely enclosed structures.

- Adequate storage and trash areas should be designed to accommodate disposal of junk parts, packing, and used oil and lubricants pending recycling.

Architecture

- Building design should be clean and simple, stylistically consistent, and related to surrounding buildings through use of similar scale, materials, colors, and detailing.

- Building structures should be permanent. Lightweight metal or other temporary appearing structures are discouraged.

- High quality, durable building materials should be used. Reflective, glossy, and fluorescent surfaces should be avoided.

- Building elevations facing public streets should provide a minimum of 50 percent of the storefront as clear glass.

Building design can be clean and simple, yet still attractive

Landscaping and Fencing

- Landscaping should be incorporated on street front setback areas, along the building base, adjacent to customer entries, and along property lines visible from offsite or from customer access areas.
- When auto repair services front public streets, a berm and/or hedge should be provided.
- Security fencing and required perimeter walls should be decorative and consistent with adjacent architecture. Flowering vines and landscaping can help to deter graffiti.

Use landscaping to screen service bays

- Chain link fencing and security wire is discouraged. If barbed wire is allowed, it should be mounted below the top of the masonry wall and screened from view.

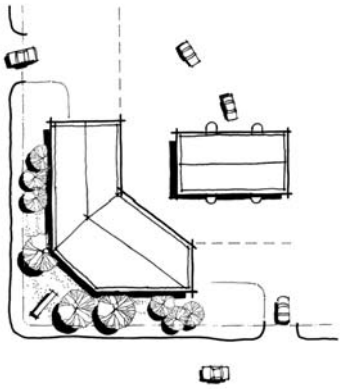
A pitched roof and wood siding begin to enhance the aesthetics of this service station

2.54 Service Stations

Service stations are intensive uses that are characterized by large volumes of traffic and expansive areas of paving that generally allow vehicles to maneuver freely. 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.

Site Planning

- Buildings containing service or car wash bays should not face toward a public street nor toward residential property if the building is within 200 feet of property zoned for residential use.
- Where commercial development abuts the service station, two-way vehicular access integrated with the adjacent commercial development should be provided where feasible.
- 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. This can be accomplished by using a reverse building placement wherein the main building is placed at the corner or by using a prominent landscape feature.
- The site should be designed to accommodate anticipated circulation patterns and those patterns should be defined by reduced areas of paving and well-placed landscaped areas. Driveway cuts should be limited to two per site.



Reverse building placement is encouraged

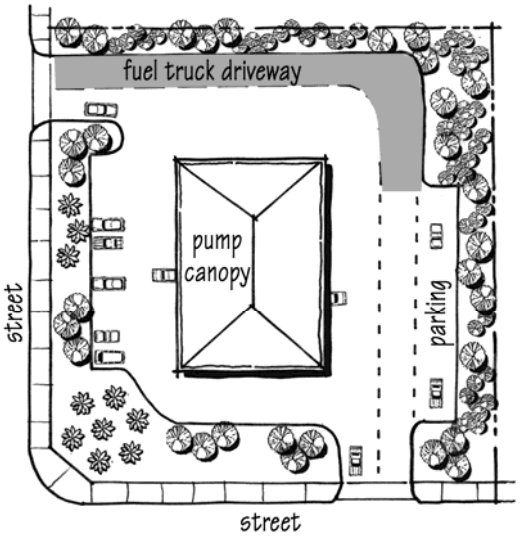
- In areas developed with buildings adjacent to the sidewalk, service stations should also be oriented to the sidewalk, placing any service bay door and car wash openings on the rear of the structure.

- Landscaping along the perimeter of site to reduce visual impacts is encouraged. Landscaped berms or hedges should be located along public streets.

- Each pump island should include a vehicle stacking area for at least three vehicles on at least one end of the pump island.

- A gasoline tanker truck unloading zone should be provided and should not obstruct vehicle circulation and parking areas.

Landscaped berms should be located along public streets

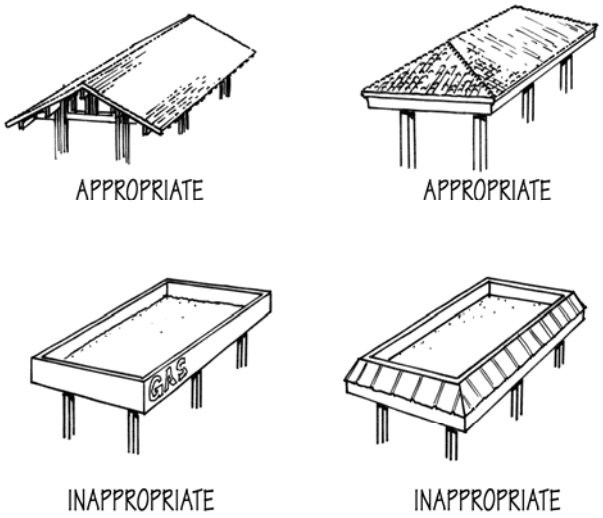


Fuel truck driveways should not obstruct on-site circulation

Architecture

- Building elevations facing public streets and residential uses should be architecturally detailed to provide interest and the appearance of quality development.

- Service station buildings should be designed to complement and be compatible with the predominant architectural theme and scale of the area. If located within a multi-use center, the architectural design should be compatible with the design of the center.



Pump canopies should incorporate full roof treatments with low to moderate pitch

- Site-specific architectural design is strongly encouraged. Rather than adapting a standard design, floor plans and elevations that are unique to the community and are not a corporate or franchise design are strongly encouraged. Pump island canopies should not be internally illuminated.

- The roof design of service stations, including pump island canopies, should incorporate full, pitched roof treatments with a low to moderate slope. Flat roofs and mansard roof applications are strongly discouraged.

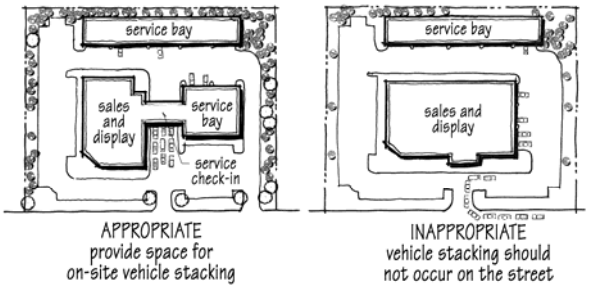
- High quality, durable building materials should be used. Service stations and carwashes should incorporate facades that create a textured design. Reflective, glossy, and fluorescent surfaces are discouraged.

2.55 Drive-Through Businesses

Drive-through businesses, including banks, restaurants, pharmacies, etc. are a common cause of concern in communities. Challenges related to these types of establishments are designing site plans that promote efficient and well-organized vehicular access, onsite circulation, and buffering of adjacent uses. Specific concerns also relate to loading/unloading adjacent to residential areas, noise, light and glare, and outdoor storage.

Site Planning

- The visual character along the street frontage should be the building, not parking lots or the drive-through aisle. Buildings should be "built to" the minimum front setback lines.



- Drive-through aisles should be located in 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.

- Drive-through lanes should accommodate vehicle stacking at menu board and at pick-up windows to ensure adequate circulation.

- Drive-through aisles should be screened from the view of street frontage and parking areas through landscaped berms or thick hedges.

- When adjacent to residential uses, loading/unloading areas and storage areas should be located as far as possible from residential properties.

Architecture

- All building elevations should receive the same level of architectural detailing.

- Buildings should incorporate roof designs with built-in equipment wells or other built-in screening methods, so that screening devices do not appear added-on.

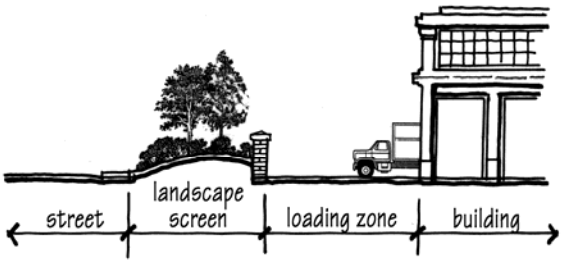
- Outdoor eating areas are encouraged at fast food locations and should include details such as trellises, low walls, fountains, etc.
- If the drive-through facility is a pad building within a shopping center, the architecture should relate to and be compatible with the design of the center.
- The only franchise identifying feature should be the company's logo and signs.
- Franchise formula architecture is strongly discouraged.

2.56 Large Scale Retail

Many large-scale retail outlets are housed in large single story structures more reminiscent of warehouse buildings than retail. The following guidelines attempt to accommodate large parking areas and create architectural interest to an otherwise plain, unadorned "big box" structure.

Site Planning

- Large commercial sites should be separated from residential properties by public or private streets, landscaped buffers, and decorative masonry walls
- Parking areas are strongly discouraged in the front of the building. *Surface parking lots or any ground-floor parking should be wrapped with either active building space or screened with art, landscaping, etc. to provide a buffer between the sidewalk and vehicles while still allowing for visibility.*
- Parking areas should provide landscaped pedestrian walkways.
- To reduce the visual impact of large paved areas, parking lots should be broken up into smaller areas separated by landscaping and drive aisles.
- The number of entrances and exits should be designed and located to avoid interference with traffic flow along adjacent streets.
- Storage areas, trash enclosures, fuel tanks, and loading facilities should be limited in number and should be designed, located, and screened to minimize their visibility from outside public areas, surrounding streets, freeways, and freeway on/off ramps.



Loading areas should be screened from public view

- Loading areas should be located and screened to minimize public view. Landscaping should be used to reduce the impact of screen walls.

Architecture

- A variety of rooftops are encouraged. Distinct and interesting rooflines instead of flat roofed structures are encouraged, including towers, turrets, and cupolas. A substantial cornice should be used at the top of a parapet wall or roof curb, providing a distinctive cap to the


Varying the roofline adds visual interest

building facade.

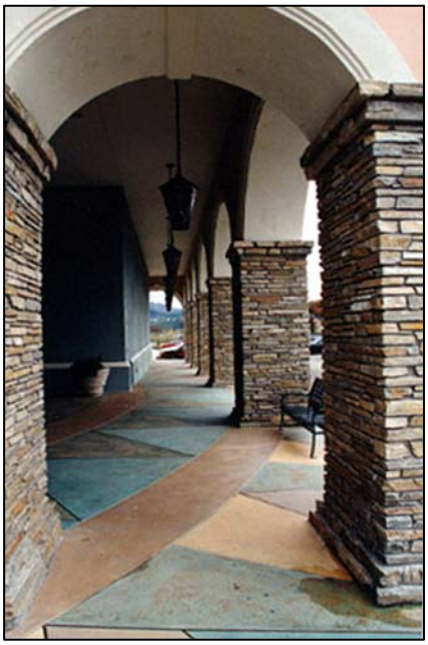
- The building should be designed with an identifiable base, extending 3 to 5 feet up from the finished grade. The base material should be highly resistant to damage, defacing, and general wear and tear. Stucco should not be utilized as a base material. Pre-cast decorative concrete, stone masonry, brick and commercial grade ceramic tile are examples of acceptable base materials.

- Retail buildings that include shops along the exterior of the building ("liner shops") with entrances from the exterior of the building are desirable in order to create a more human scale and pedestrian-oriented character.

- Building walls should incorporate substantial articulation and changes in plane. Exterior wall treatments such as arcades, porticos, insets, and colonnades should be used to mitigate the flat, windowless appearance of the typical warehouse retail building.

- Outdoor sales and storage areas should be screened to blend with the architecture of the main building. The height of the screening elements should be tall enough to screen all stored materials.

- Shipping containers for overstock are not permitted.



Arcades help mitigate a flat appearance

Pedestrian paths connect common areas to sidewalks

2.57 Hotels and Motels

Hotels and motels are a commercial type of use with many residential attributes. In Fort Bragg, many hotels are visible from Main Street, *the Coastal Road and the 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 design guidelines for the district in which it is proposed.*

Site Planning

Hotel/resort type uses in Fort Bragg can range in style from a more urban hotel with the building located at back of sidewalk to a more rural cluster of bungalows situated along the coastline.

- The primary visual presence along the major street frontage should be the building and driveway approach, not the parking lot.
- *Buildings located on Main Street, the Coastal Drive and/or Redwood Avenue should be oriented to the street while taking advantage of coastal views. Parking, delivery and loading area, and mechanical equipment should be screened from the Coastal Trail and pedestrian oriented streets with buildings and landscaping. Views from Redwood Avenue toward the coast should be protected.*
- *Buildings located adjacent to the Coastal Trail shall provide pedestrian connections to the Coastal Trail, provide a pedestrian friendly building frontage that faces the Coastal Trail, and shall be designed so as to be architecturally complete when viewed from the Coastal Trail.*
- *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 guidelines in this chapter.*
  - *Hotels with two stories shall include single story breaks in the façade or step back a minimum of 50% of the second story behind the plane of the street facing first story in order to reduce massing.*
  - *Hotels shall be sided with natural or natural appearing materials that have been proven to perform in harsh coastal environments.*
  - *Colors shall be muted and of natural tones.*
- *Structures, fences and walls should be designed to frame and protect views to coast.*
- *Surface parking lots or any ground-floor parking should be wrapped with either active building space or screened with art, landscaping, etc. to provide a buffer between the sidewalk and vehicles while still allowing for visibility.*
- ~~A porte-cochere and/or covered drop-off zone for vehicles and pedestrians, independent of drive aisles, should accommodate guest loading and drop-off and serve as the primary entry to the hotel.~~
- Delivery and loading areas should be located toward the rear of the property and screened to minimize impact on incompatible uses.
- Recreational facilities, such as swimming pools, should be designed to offer privacy to facility users and to minimize noise impacts on adjacent uses.

Structures frame ocean views

- Common open space should be provided on-site.
- Courtyards, public space, landscaped areas are encouraged.
- Walls and fences along side and rear property lines should be designed to complement the architecture of the primary buildings on the site. Decorative element and/or flowering vines and plants should be incorporated.
- *Pedestrian connections should be planned to connect common areas to sidewalks, trails, and parks.*

Architecture/Building Form

- Design of hotels and motels should draw upon the ~~historical~~ architecture of historic *hotels in California* ~~downtown~~ for inspiration and design features, materials, and color.
- *Climate factors such as prevailing winds, shade trees, window and door orientation and the positioning of buildings on the site should be coordinated to maximize energy conservation.*
- All sides of buildings should be architecturally detailed. Blank unarticulated walls should be avoided.
- The scale of buildings should relate to the surrounding development patterns. *Buildings with greater height should consider stepping back the structure on the upper floors from street and public spaces to lessen the appearance of mass and bulk*.
- *Large monolithic structures shall be avoided. Clusters or pods of smaller buildings are preferred over large building forms.*

Roof forms and architectural elements help reduce building mass

- *To divide the building mass into smaller scale components, buildings 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.*

- Walkway, stairway, balcony railings, and other similar architectural details should be consistent with basic building design.
- For structures over two stories, access to guestrooms should be provided from the hallway interiors. Avoid room entrances directly adjacent to parking lots or exterior walkways.
- Air conditioning units should not be visible from public streets.

Roof Form

Roof forms should be used to distinguish various building forms, create an interesting roof line, and help break up the building massing. Roof forms should reflect a residential appearance through pitch and use of materials.

- *Roof forms typical of residential buildings such as gable, hip or shed roof combinations are strongly encouraged.*
- *Long horizontal roof lines shall be avoided wherever possible.*
- *Deep roof overhangs are encouraged to create shadow and add depth to facades. Where applicable to the architectural style, roof eves should extend at least 12 to 16 inches from primary wall surface to enhance shadow lines and articulation of surfaces.*

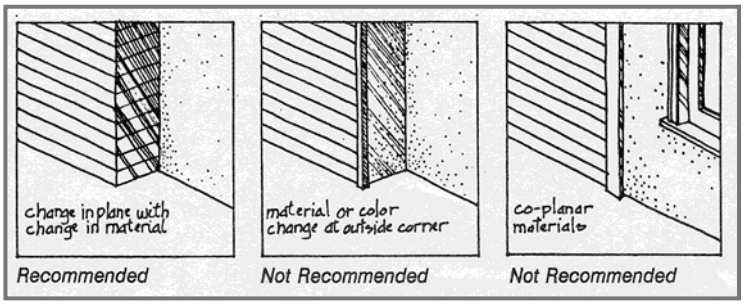
Overhangs create visual appeal

- *Roof form should facilitate passive solar heating and installation of Photovoltaic panels or similar green energy technologies.*
- *Exposed structural elements (beams, rafter tails, etc.) are encouraged as roof overhang details.*
- *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.*
- *Natural and non-reflective roof materials are encouraged. Highly reflective materials shall be avoided.*

Material and Colors

- *Hotel/resort structures should be made of high quality, authentic, and timeless materials.*
- *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. Heavier materials and darker colors should be used lower on the building elevation to form the building base.*

- *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.*
- *Materials and colors should be used to enhance different parts of a building's façade and be consistent with the desired architectural style.*
- Colors used on exterior facades should be harmonious. Contrasting colors are encouraged to



Material changes should occur at intersecting planes

accentuate details such as trim, windows, doors, and key architectural elements. *Neutral tones are required in the Coastal Zone.*

- Building materials should be durable and low maintenance to withstand the coastal environment.

2.58 House Conversions

Several areas in and around the Downtown area contain single-family houses that have been converted to nonresidential uses and the potential exists for further conversions to take place. This practice is generally encouraged as a means of maintaining the special small-scale character of the areas in which the potential for multiple conversions occur.

The conversion of a single-family house to a nonresidential use requires special attention to ensure that the new use will have a logical relationship with the physical improvements on the site and that the converted project remains functionally and aesthetically compatible with adjacent development, which should also have a residential character. In addition to those guidelines identified below, single-family residential design guidelines from Chapter 1 should also be consulted.

Site Planning

- The prevailing residential setbacks should always be maintained. Any additions of building square footage should be placed to the side or rear of the building.
- Parking should never be located in the front setback area. Parking should be provided at the side or rear of the property and should be set back a minimum of 5 feet from the side and rear property lines.
- Site access should be maintained in a typical residential manner.

Architecture

- The original architectural character and style of the house should be preserved and/or enhanced when the character of the surrounding area also has a residential quality, or when the house is architecturally significant.

- Front facades should not be altered to provide commercial storefronts; however, existing windows may be enlarged to provide additional visibility into the business as long as the residential character of the house is maintained.

2.59 Mixed Use Development

Mixed use projects are developments that combine both commercial and residential uses on the same parcel. There are two basic types of mixed use projects. The first type is vertical mixed use, which is typified by the residential use placed over the commercial use in the same building. The second, referred to as horizontal mixed use, combines residential and commercial uses on the same parcel, but in separate buildings.

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.

~~The primary design issue related to mixed use projects is the need to successfully balance the requirements of residential uses, such as the need for privacy and security, with the needs of commercial uses for access, visibility, parking, loading, and possibly extended hours of operation.~~

Site Planning

- Shared parking facilities should be provided for residential uses and commercial uses.

- 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.

- Residential buildings should be arranged to

Residential is placed above commercial in vertical mixed use

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.

Architecture

Maintain a residential character

- 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 occur to differentiate the residential portion of the project from the commercial portion of the project.

Storefront design should be consistent with other guidelines

- The design of storefronts should be consistent with the design guidelines for General Commercial Development and the Central Business District found in this chapter. The residential portion of a mixed use project should be consistent with the design guidelines for multi-family development in Chapter 1.

- Projects are strongly encouraged to incorporate full, pitched roofs.

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

- 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.

2.59 Parking Structures

Parking structures may be developed with a variety of uses, such as residential or hotel or they may be associated with a particular area such as downtown. The following guidelines apply to parking structures no matter where they are proposed.

- *Parking structures are typically dominated by strong horizontal lines with a flat roof. To soften the horizontal lines and greatly enhance the look of the structure, elevations should be articulated and elements added that give the structure proportions that reflect a regular building. The deck and railing pattern should not dominate the elevation.*
- *To give the structure proportions reflective of a regular building, design openings to look more like window openings than long, horizontal parking garage openings.*
- *Framing that mimics windows should be added to openings. The framing should have vertical members to de-emphasize the horizontal lines of the structure.*
- *Substantial massing should occur at the corner of the structures to anchor the building and give the structure proportions more similar to a regular commercial building. These panels should incorporate relief to create shadow patterns and add visual interest.*
- *Height should be added to the parapet at key areas on the building structure to accent entries and reduce the long, horizontal facade that is typical of parking structures.*

- *Horizontal openings should be broken up with vertical columns to create a rhythm of openings, again reflecting proportions of a regular commercial building.*
- *Awnings or trellis structures should be added at vehicular and pedestrian entrances to create more pedestrian scale.*
- *Where appropriate and feasible, retail spaces should provide visual interest at the ground floor.*
- *Consider providing landscaping and vines on parking structure facades to help reduce the visual impact of the structure.*
- *Landscaped berms at the perimeter of the garage can be used to screen lower levels to provide an attractive aesthetic appearance without concealing activity or compromising public safety.*
- *Lighting should focus on all pedestrian areas of the parking structure.*
- *Use energy-efficient lighting where possible.*
- *Interior walls and ceilings should be painted white to add more light to the structure by reflection.*
- *Solar panels should be utilized where possible.*

2.510 Accessory Structures

Commercial accessory structures include structures such as recreation facilities, swimming pools, storage sheds, maintenance sheds, freestanding restrooms, antennas, greenhouses, patios, workshops, mailbox facilities, refuse and recycling enclosures, etc.

- *The detailing and architectural style of accessory structures shall match in kind and quantity that of the primary structure.*
- *The number of accessory structures shall be minimized and uses shall be combined where possible into one accessory structure.*