URBAN DESIGN

A. INTRODUCTION

This section sets forth the urban design concepts underlying the plan, outlines urban design policies, describes anticipated public improvements and sets forth design guidelines applicable to general and site specific circumstances.

B. URBAN DESIGN GOALS AND OBJECTIVES

Goal 1: Establish the BART Station Area as a Regional Focal Point.
Objectives:
1.1 Create a sense of arrival at the BART Station.
1.2 Link the mix of uses surrounding the BART Station into a unified urban environment.

Goal 2: Establish a Cohesive Residential Mixed-Use Neighborhood Around the BART Station.
Objectives:
2.1 Create a strong visual linkage between the areas north and south of State Highway 4.
2.2 Minimize visual differences between areas within the City of Pittsburg and those within the adjacent unincorporated areas.
2.3 Integrate new development into the existing neighborhoods
2.4 Establish an urban design framework which can be extended into other areas adjacent to the Specific Plan Area.
2.5 Emphasize residential-compatible scale and landscaping in all new development.

Goal 3: Improve the Character and Livability of the Bay Point Neighborhood North of Highway 4.
Objectives:
3.1 Establish a Neighborhood Commercial District focal point on Willow Pass Road.
3.2 Upgrade the appearance of existing commercial development.
C. URBAN DESIGN CONCEPTS

The overall intent of the Specific Plan is to establish a cluster of mixed use neighborhoods centered around the Pittsburg/Bay Point BART Station, and to link the neighborhoods together with landscaping and other elements to create a unique identity and sense of place. Figure 18 is a conceptual plan illustrating some of the primary urban design concepts. Development shown on individual private parcels is for the purpose of demonstrating the potential scale and character of development possible under the land uses and standards established by this Specific Plan and for illustrating the desired relationships among the various areas contained within of the Specific Plan. Actual development may differ.
Basic Principles

The planning and design of individual development parcels should embrace the following Principles of New Urbanism and Transit-Oriented Development:

- The Station Area is well connected to the surrounding neighborhoods and to the region. A continuous network of streets and paths provide a choice of safe, convenient, and interesting routes within and without the station area.
- The Station Area’s streets, parks, trails and other public areas become the community’s outdoor living rooms. They are safe, convenient, and comfortable places in which to spend time. No major pedestrian route should be through desolate parking lot or lifeless street. These outdoor rooms become the places where the chance meetings of people occur on a daily basis and provide the space of support for the formation of the community bonds.
- The station area has a mix of uses, where people live, work, shop, and recreate, resulting in a safe twenty-four hour place.
- The choice of housing types allows people of different incomes and ages to live in the station area, supporting a healthy and diverse culture.
- The station area plan supports choice between walking, biking and transit. The benefit is a measure of independence for those who cannot drive, especially the young and the old.
- The architecture of the station area should represent diverse yet harmonious groupings of buildings respectful of historic architectural traditions.

- The Station Area will be well connected to a local and regional bicycle and pedestrian trail system.

Concept Plan Refinements

During the planning and design of individual development parcels, the urban design plan would be modified to allow the construction of more than one BART parking structure, with the same number of spaces proposed. The concept could include the orientation of the parking structure(s) in such a way that BART patrons have to walk through the commercial area to get to the trains. This will liven up the commercial area and turn BART patrons into retail customers.

The creation of smaller blocks in the area would be encouraged, and commercial uses directed in areas where it can be located on both sides of the street, creating some synergy.

The circulation in the multifamily residential area in Development Zone I would be modified to include more, smaller blocks. The buildings would be perimeter buildings, brought up to the street. The private space and the parking would also be located at the interior of the block. On-street parking would be allowed throughout this area to encourage patronage of the commercial uses.

The plan would be further modified to allow multifamily residential units fronting Ambrose Park, similar to a square. The single family residences currently backing up to the park would then back up against other residences. Lining the perimeter of the park would add security to the park. This potential modification was addressed in the Recirculated DEIR (pp. 17-36), and noted that any development on
park property would require equal replacement of park land for development within the park district.

The concept of bringing multifamily residential development up to the street, and avoiding clustering of the units, would also be incorporated in the Canal Road portion of the Specific Plan (Development Zone III.) Development Zone IV would be modified by breaking up the area with additional streets, thereby creating an “industrial neighborhood”.

**Major Urban Design Concepts**

1. A Transit Plaza surrounded by a wide mix of uses and activities around the transit transfer area at the BART Station will provide an activity and visual focus for the Specific Plan Area.

   Rapid transit, bus service and commuter “kiss and ride” trips all converge in the BART Station Area, and offer a unique opportunity to create a strong functional, social and visual focal point for the Pittsburg/Bay Point community. Surrounded by residential living units and a mix of uses designed to meet the shopping, educational and entertainment needs of both commuters and local residents, the Transit Plaza will provide a focus of activity unequaled in the Pittsburg area. The presence of permanent residents will assist in providing increased security.
for commuters while the presence of commuters will support a greater range of goods and service in the neighborhood than might otherwise be possible.

Figure 19 illustrates the desired scale and character of the Transit Plaza, showing the entry drive from West Leland Road, adjacent residential development over commercial uses, and a bus transfer shelter.

2. **A Linear Park along West Leland Road will link the BART Station Area with neighborhoods to the west and encourage pedestrian and bicycle travel to the Transit Plaza.**

A substantial number of new homes will be constructed in the area south of Highway 4 and west of the BART Station, 3,000 in the approved San Marco Subdivision alone. To encourage pedestrian and bicycle travel to and from the BART Station, a wide linear park space and pedestrian way will be constructed along the north side of West Leland Road from the BART Station through the Specific Plan Area. The intent is that the open space area will be continued westward to the Willow Pass Road interchange in the future. Extensive landscaping and a combined pedestrian and bicycle path will form a strong physical and psychological linkage between the neighborhoods to the west and the BART Station, provide a visual buffer between the higher density residential development adjacent to the BART Station and existing neighborhoods to the south, and assist in establishing a positive image for the area.

Additional open spaces related to the adjacent development will expand the size and usability of the linear park along the street frontage. Resident-serving commercial uses and residential unit entries will serve to add interest and provide pedestrian security to the park area. A conceptual illustration of the linear park and fronting uses is shown on Figure 20.
3. The Neighborhood Commercial District will be emphasized as a community shopping and social focus with special landscaping and other urban design treatments. Street trees will be installed along both sides of Willow Pass Road and within a landscaped median to mark the importance of the area, improve the physical appearance of the area, and to provide shade for pedestrians. Special pedestrian-scale lighting will be used to emphasize this important element, reduce the apparent street width in the area and provide a stronger sense of a pedestrian district. Buildings may be set back from the front property line in some locations to provide space for outdoor markets and tables.

Figure 21 illustrates the intent of the urban design treatment and nature of the Neighborhood Commercial District uses.

4. Ambrose Park will be improved and expanded if possible to provide a focus of park and recreation usage for the Specific Plan Area. The potential for a creative combination of park and recreation uses along with multifamily residential development will be explored with the goal of increasing the visibility and usability of the Park while adding additional land area and facilities to it. Future additional uses may include a Child Day Care Center and environmental interpretation features around the existing wetlands area to the east of the Park. Possibilities include expansion of the park lands to the west and/or to the east as well as the use of land trades to bring parklands up to the Bailey Road frontage while allowing residential development within the current Ambrose Park boundaries to add value to the residential development while at the same time increasing park security through more direct visual surveillance. One possible plan is shown on Figure 22.
5. Street median trees will be replaced and new street trees added at the street edges along Bailey Road.
   Stronger identity trees extended from Willow Pass Road to West Leland Road will visually tie the Specific Plan Area together and assist in mitigating the substantial barrier created by State Highway 4. In addition, new street tree along the curb line will provide some better sense of separation between vehicular and pedestrian movement. Sidewalks would be widened as described in the Circulation Section of this document.

6. Trails along the East Bay Municipal Utility District (EBMUD) easement will be improved to encourage their usage for pedestrian and bicycle access to the BART Station Area.
   Landscaping with shallow-rooted landscaping to improve the appearance of the pathways and the installation of pedestrian lighting to improve early evening security will assist in encouraging non-automobile travel to the area.

7. Crosswalk improvements will encourage pedestrian movement along Bailey Road to and from the BART Station Area.
   Pedestrians now shun the existing tunnel under the State Route 4 westbound intersection off-ramp at Bailey Road for security reasons and cross the ramp at grade in conditions which offer motorists little warning of pedestrian presence. Decorative paving and pedestrian-activated walk lights will improve grade-level crossing safety at this intersection. Implementation of these improvements is contingent upon a feasibility study as outlined in the Circulation Section of this document.

8) Emphasis upon new buildings which are sympathetic to the existing residential scale of the area will blend new development with surrounding neighborhoods.
   Although new development in the area of the BART Station will be more dense than that which currently exists in the area, attention to the scale of buildings along street frontages combined with guidelines which reduce the bulk of structures will provide for a similarity in architectural character which will promote compatibility while encouraging diversity.
D. URBAN DESIGN POLICIES

GENERAL

Policy UD-1: New Development and the renovation of existing structures, shall be designed with interesting facades and an orientation to adjacent streets and pedestrian ways.

The intent of the Specific Plan is to create a lively neighborhood with a strong sense of community. Walls along street frontages not only reduce the visual character of an area, but also harm the safety of a neighborhood by reducing orientation and activity on the street frontages. Blank or defensive-looking facades shall be strongly discouraged. Residential and commercial buildings with direct entries onto adjacent streets and pedestrian ways are strongly encouraged and may be required.

Policy UD-2: Parking for commercial uses should be located at the back or sides of buildings, not between the fronting street and the building.

Encouraging pedestrian movement to and from the BART Station and to other destinations in the Specific Plan Area is a major goal of this plan. Interesting storefronts with displays and retail continuity will assist in encouraging pedestrian movement and in making the walking experience more pleasant.

Policy UD-3: Signage shall be adequate for its purpose but shall be subservient to the creation of a strong residential and pedestrian environment.

Creation of a sense of place with good human scale and an outstanding visual environment is important to the economic and social success of the Pittsburg/Bay Point Station Area. A hierarchy of signage is expected with sign and letter size appropriate to the required readability distance (i.e., generally 1 inch of letter height for each 50 feet of distance) and the relative importance of the message.

Policy UD-4: Driveway conflicts with pedestrian movement paths shall be minimized.

Encouragement of pedestrian movement within the Specific Plan Area requires that such movement be relatively easy and that pedestrian/vehicular conflicts be minimized. Wherever possible, vehicular access to commercial and residential projects should be placed away from primary pedestrian routes, and driveways serving adjacent uses should be combined into a single access point.

Policy UD-5: All projects shall be expected to provide substantial, high quality landscaping. The use of flowering plants and trees shall be encouraged to reinforce the strongly residential character of the area.

The primary thrust of this plan is the creation of a quality residential environment with support commercial
uses serving local residents and commuters. Every effort should be made to reinforce that primary residential neighborhood character and to soften commercial frontages and structures to blend with the surrounding environment.

**ZONES I AND II**

**Policy UD-6:** The design of individual projects and buildings shall minimize the visual intrusion of parking structures and lots upon the surrounding major street system. Street frontage uses and scale are important both to encourage pedestrian movement in the vicinity of the BART Station and to blend new development into the adjacent neighborhoods. The bulk of parking structures and the loss of development continuity created by surface parking lots is inappropriate to street frontages in these locations. Parking should be shielded by other structures and substantial landscaping.

**Policy UD-7:** The design of a replacement parking structure on the BART Station property or elsewhere in the area shall minimize the visual bulk of the building and shall be related to the architectural character of the area. The overall intent at the BART Station Area is to establish a strong sense of place and a cohesive residential neighborhood with supporting transit and commercial uses. Parking structures should be designed to be compatible with the nearby residential scale and should use materials which relate to the residential portions of the area. Consideration should be given to placing some of the parking below grade.

**Policy UD-8:** Emphasis shall be placed upon pedestrian and visual continuity among uses within the area around the BART Station. The creation of a quality living and shopping neighborhood in the BART Station Area will require that adjacent projects take great care in relating to their neighbors. The goal is to create a sense of a unified district and not to emphasize individual projects. The use of similar building materials and details will be encouraged, gaps in landscaping and/or building frontage will be discouraged.

**Policy UD-9:** Development east of Bailey Road shall assist in enhancing the visibility and usability of Ambrose Park. Construction on Development Area 4 should assist in improving the access to Ambrose Park and in reinforcing the landscape image of the area. A “project-in-the-park” concept should be explored as one alternative approach to achieving these goals.
ZONES III AND IV

Policy UD-10: All new development and renovations shall respect the smaller scale of the surrounding residential neighborhoods.

New development should respect the small residential scale of the neighborhood and be designed to be compatible with it. Sloped roofs, buildings visually broken into smaller segments to relate to residential lot frontage dimensions, smaller window segments, flower box details, and residential building materials can all assist in establishing a relationship between new commercial and residential construction and with the existing structures of the neighborhood.

Policy UD-11: Transit supportive amenities shall be constructed in conjunction with the Neighborhood Commercial District.

Bus shelters, benches, organized newspaper vending areas, landscaping and other amenities are expected to be a part of new development adjacent to bus transit stops.

E. PUBLIC SECTOR IMPROVEMENTS

OVERVIEW

Four public sector urban design improvement projects are planned to give visual cohesion to the Specific Plan Area, and to encourage pedestrian and bicycle movement as an alternative to the use of the automobile to access the BART Station and adjacent commercial, educational, and entertainment uses. Although they are described as “Public Sector Improvements”, some of them - especially the West Leland Road Linear Park - may be constructed in part or in total by property owners of adjacent new development. The location of these projects is shown on Figure 23 and described in more detail on the following pages.

Figure 23 Public Sector Improvements
BAILEY ROAD

The intent of this improvement is to link the two side of State Highway 4 together visually and to enhance the overall image and character of the Bailey Road corridor which serves as the primary entryway from the freeway and Willow Pass Road to the BART Station Area. Although the sidewalks under the freeway cannot be widened, additional lighting is planned to improve the pedestrian character of that linkage. Anticipated improvements are shown on Figure 24 and outlined below:

Bailey Road Improvements
- Replace median trees.
- Widen sidewalks.
- Add street trees at edges
- Bailey/Willow Pass Road intersection treatment
- Freeway off-ramp crosswalk
- Freeway underpass improvements.

WILLOW PASS ROAD

Street trees along both sides of the street in the Specific Plan Area and a landscaped median along with other urban design improvements at the Neighborhood Commercial District are intended to enhance the overall image of the area and establish a focal point for the Bay Point community. Anticipated improvements are outlined below and shown in Figure 25:

Willow Pass Road Improvements
- Street trees
- Landscaped median at the Neighborhood Commercial District
- Special pedestrian lighting and banners
WEST LELAND ROAD
A linear park is planned to visually link the BART Station Area with neighborhoods to the west, encourage pedestrian and bicycle travel, and provide a place for neighbors to meet and converse. A Master Plan for this element will be developed as a part of the Specific Plan Implementation Program to establish details of uses and landscape design. Anticipated improvements are outlined below and shown on Figures 20 and 26:

West Leland Road Improvements
- Street trees and other landscaping
- Combined pedestrian/bicycle path
- Pedestrian lighting
- Pedestrian amenities (e.g., benches)
- Other special features (e.g., tot lots, commercial plazas)

DE ANZA TRAIL IMPROVEMENTS
Landscaping and night lighting improvements would be added to the existing trail along the East Bay Municipal Utility District’s right-of-way to encourage its use for bicycle and pedestrian trips to the BART Station.
F. GENERAL DESIGN GUIDELINES

SITE PLANNING

Guideline G-1: Orient building entries to street frontages whenever possible.
This guideline implements Policy UD-1 and is intended to enrich street front facades and provide activity on the streets to encourage pedestrian activity and enhance security.

Guideline G-2: Locate parking lots behind buildings and away from street frontages whenever possible.
If placement behind buildings is not possible, locate parking lots to the side of buildings. Locate parking between buildings and frontages sidewalks only when no other solution is possible. This guideline implements Policy UD-2. Separate the sidewalk from the parking lot with a short masonry wall topped with a wrought iron fence or other appropriate materials.

Guideline G-3: Provide residential setbacks similar to those of adjacent residential structures. This provision is intended primarily for the Bailey Road corridor to establish a uniform landscaped setback along the street edge.

BUILDINGS

Guideline G-4: Pitched roofs are strongly encouraged.
Since the primary use of the Specific Plan Area will be residential, commercial structures and new residential structures with sloped roofs will reinforce the image of a high quality residential area.

Guideline G-5: Security bars visible from streets and pedestrian ways are strongly discouraged.
Although crime has been a concern in the Specific Plan Area in the past, a continuation of that image would be detrimental to the future prosperity of the community. New residential development, the BART Station, revitalization efforts in the surrounding community, and future development to be added to the area will all combine to improve security within the area and mitigate the need for extraordinary security provisions.
Guideline G-6: New buildings should be designed to reflect and relate to the residential community surrounding the Pittsburg/Bay Point BART Station.

New residential and commercial structures, especially along street frontages, can be designed to relate to the residential communities nearby through the use of simple, high quality design. An example of high density housing designed to be compatible with smaller scale adjacent residential neighborhoods is shown below:

Guideline G-7: Residential and commercial buildings should be designed with facade variety.

Single plane facades and ones without detail are visually uninteresting and often cheap in appearance. The use of limited plane changes and/or attached detail elements will provide light and shadow variation and increased interest to a structure. Examples of techniques to add visual interest are shown below:

Don’t Do This

Use Wall Plane Changes

Use Interesting Windows

Use Projecting Elements
**LANDSCAPING**

Guideline G-8: All buildings should have easily readable address numbers visible from the street.

Guideline G-9: Porches or extended overhanging roofs are encouraged at residential entries. Projecting entry elements assist visitors in locating building entries and will serve to relate the new construction to the residential heritage of the Bay Point community.

Guideline G-10: Long blank walls on or visible from streets and pedestrian ways are strongly discouraged. Liner buildings, rather than blank walls, are strongly encouraged. Usable spaces, building entries, windows, and other features should be used to screen large blank walls (e.g., parking structures or storage areas within buildings). Where blank walls cannot be avoided, they should be softened with trellis structures and landscaping.

Guideline G-11: Minimize the visual prominence of garages and garage doors. Emphasis should be placed on activity spaces and entries rather than storage for automobiles. The use of alley access to garages is strongly encouraged.

Guideline G-12: Flower boxes are encouraged on all residential and commercial buildings. Flower boxes introduce a detail element to enrich building facades and add color and interest to the environment.

Guideline G-13: Fences along street frontages are discouraged. Tall, solid fences can serve to isolate residents and present an unfriendly image to the neighborhood. However, picket fences and wrought iron fences that define the public space are encouraged. If fences are provided, solid walls should be no more than four feet high. Open fencing (e.g., wrought iron) may be six feet high.

Guideline G-14: The maximum height of any fence or wall should be limited to 6 feet. Chain link and other similar metal fencing will not allowed in front setback areas.
Guideline G-15: Use of free-standing trellises or trellises applied to facades for flowers or flowering vines are encouraged. Flowering vines can soften the appearance of buildings and reinforce the residential neighborhood character of the area.

Guideline G-16: The use of lawn landscaping is encouraged. Lawn areas will reinforce the residential neighborhood character of new development.

Guideline G-17: Flower plantings in front yards and other locations visible from the street or other pedestrian ways are encouraged.

Guideline G-18: Street trees should be provided along all street frontages. Tall, shady trees should be used for commercial areas, with lower trees used in residential areas.

Guideline G-19: The use of sound walls along street edges should be minimized. Sound walls can visually isolate areas and serve to present an uninteresting and unfriendly face to the street. Other means such as building placement should be explored where sound isolation is needed.
G. BART STATION AREA DESIGN GUIDELINES

SITE PLANNING

Guideline BSA-1: The Transit Plaza should be developed as a major organizing element.

*The Transit Plaza has the opportunity to establish a high quality environment with a strong urban design character to create a focus for the BART Station Area and allow a point of reference for entries to commercial, residential and educational uses.*

Guideline BSA-2: Entry drives to the Transit Plaza from adjacent streets should be emphasized with landscaping, special lighting fixtures, and other urban design elements (e.g., banners).

Guideline BSA-3: Commercial uses should be grouped around the Transit Plaza, along entry drives and along the West Leland Road frontage.

*Commercial uses in the lower level of the parking structure facing the Transit Plaza should also be considered.*

Guideline BSA-4: Residential open spaces should be physically linked to the West Leland Road Linear Open Space. Visual linkages and resident access points will assist in enhancing usage and giving the feeling of residential units being sited in a substantial landscaped environment.
Guideline BSA-5: An open space and landscape buffer should be provided between residential units and the future BART parking structure. Although the residential development at the western edge of the area may be constructed prior to the BART parking structure, site planning should be studied to avoid negative impacts on residents and undue limitations on the design of the parking structure.

Guideline BSA-6: The extension of the West Leland Road Linear Open Space to the Bailey Road intersection should be strongly encouraged.

BUILDINGS

Guideline BSA-7: Residential parking structures along the West Leland Road frontage should be screened with residential units, commercial space and landscaping. Accomplishment of the densities called for in this plan will require multi-level parking structures for residential development. These structures need to be blended into the open space character of the street and other uses are needed to enliven and increase security along the street edge.

LANDSCAPING

Guideline BSA-8: Any retention ponds required in the area should be designed as visual amenities and should serve to accommodate active or passive recreation activities.
H. RESIDENTIAL MIXED USE DESIGN GUIDELINES

Guideline RMU-1: Commercial uses should be placed on the ground floor of residential structures along the Bailey Road frontage and, as applicable, facing an expansion of Ambrose Park. The predominant character of the development should be residential rather than commercial.

Guideline RMU-2: Provisions should be made to integrate the De Anza Trail into the parcel’s site planning. Landscaping and edge treatment should make the trail experience a pleasant one.

Guideline RMU-3: Efforts should be made to site some units facing Ambrose Park. Units facing Ambrose Park will benefit from the landscaping of the park as well as provide some surveillance of the park to increase its perceived security.

Guideline RMU-4: Pedestrian linkages should be provided to Ambrose Park. Improved pedestrian access to encourage neighborhood use is desirable. They should be provided through or along the edges of the residential development unless Ambrose Park is expanded to include frontage on Bailey Road or West Leland Road.

BUILDINGS

Guideline RMU-5: Building form and scale should be compatible with the Oak Hills Apartments and other nearby residential units. Building elements should be divided into segments whose size bear a relationship to residential units in the neighborhood to better integrate old and new development.

Guideline RMU-6: Fabric awnings should be considered at commercial storefronts to provide color, visual interest and pedestrian protection.
URBAN DESIGN

Guideline RMU-7: Balconies to provide scale and to add variety to the facades are required.

Guideline RMU-8: Entries should be related to streets and clearly delineated internal pedestrian ways. Multiple entries to establish the impression of a number of smaller buildings is preferable to fewer entries serving large numbers of units. Orientation of the units to streets and major pedestrian ways can assist in fostering sociability and a sense of community.

LANDSCAPING

Guideline RMU-9: Landscape design should be informal in character and relate to the Ambrose Park landscaping.

Guideline RMU-10: Landscape screening should be provided along the Highway 4 parcel edges.

I. COMMERCIAL DISTRICT MIXED USE DESIGN GUIDELINES

SITE PLANNING

Guideline CD-1: Commercial buildings should be sited near the front sidewalk. Stores need to be closely related to the fronting sidewalks to enhance the desired pedestrian character of the area.

Guideline CD-2: Retail and service commercial uses should be provided along ground floor frontages. Retail continuity and interesting storefronts are important to the creation of a Neighborhood Shopping District.
Guideline CD-3: **Restaurant/deli tables and colorful product displays (e.g., fruits and vegetables) are encouraged along sidewalk frontages.**

Good quality displays and activities within the maximum fifteen-foot setback will add to the vitality of the commercial area as a neighborhood shopping district. Outdoor activities will require a Conditional Use Permit.

Guideline CD-4: **Parking between buildings and the front property line is strongly discouraged.**

Parking should be located behind buildings wherever possible. In some cases, parking at the sides of buildings may be necessary and desirable to open up view windows to the parking areas. In such cases, the parking lots should be set back from the front property line fifteen feet and screened with a low wall and landscaping. Disruptions to retail continuity along the front sidewalk should be minimized as much as possible.

Guideline CD-5: **Trash enclosures should be placed to minimize visibility from adjacent streets and impacts on adjacent residential parcels.**

Guideline CD-6: **Building entries should be visible from street frontages and directly accessible from the Willow Pass Road sidewalk whenever possible.**

Commercial uses should not turn their backs to Willow Pass Road in favor of frontage on the recommended rear parking areas. Pass-throughs between buildings should connect parking lots with the Willow Pass Road sidewalk. Second entries related to parking lots are acceptable.

Guideline CD-7: **Drive-up windows are discouraged.**

Because of the desired strong pedestrian orientation of the Neighborhood Commercial District, drive-up windows are likely to create undesirable vehicular/pedestrian movement conflicts. Should drive-up windows be required for a use which is desired by the community, efforts should be made to minimize vehicular/pedestrian conflicts.
Guideline CD-8: Curb cuts that create vehicle/pedestrian conflicts should be minimized. Where needed, curb cut widths should be minimized.

BUILDINGS

Guideline CD-9: Fabric awnings should be provided over windows on commercial ground floor fronts.

Awnings can add color and a sense of vitality to commercial areas, and provide the opportunity for effective signage in scale with the pedestrian character of the Neighborhood Commercial Area.

Guideline CD-10: The interior lighting of storefront windows is strongly encouraged.

By providing night lighting, window lights can advertise the area as a shopping district while increasing security for the stores and pedestrians.

Guideline CD-11: Towers or other distinctive architectural elements to add visual variety to buildings are encouraged.

Guideline CD-12: Facade renovation is strongly encouraged for any existing buildings which will remain.

Repair of facade materials, improved window and door treatment, flower boxes and other architectural detail, and updated signage can all assist in improving the character of the area and reinforcing its community focus potential.

Guideline CD-13: Larger structures should be designed to provide smaller storefront segments on street frontages.

Long buildings could be out of scale with the small residential homes in the area. Facade segments should be a maximum of twenty-five to fifty feet wide. Bay windows, emphasized entries, wall plane offsets, column spacings, and awning widths are some of the means available to break the scale of larger buildings down to improve their visual compatibility with nearby residences.

Guideline CD-14: A minimum of 60% of ground floor frontages facing streets should be non-reflective transparent glazing.
Guideline CD-15: In-turning uses such as drug stores or offices should provide compensating facade design elements and/or pedestrian or transit amenities. Some types of desirable neighborhood-serving uses are less likely to have significant display windows oriented to the street. They should, however, present a supportive visual image to the district as a whole and provide amenities in place of large display windows (e.g., benches, bus shelters, trellises with flowering vines).

Guideline CD-16: Solid walls without windows or significant adornment along street frontages should not exceed 20 feet in length.

Guideline CD-17: Entries to upper floor uses should be given special treatment (e.g., separate awning or entry roof, special lights, unique doors, etc.)

LANDSCAPING

Guideline CD-18: Landscape buffering should be provided between commercial and adjacent residential uses.

Guideline CD-19: Special paving textures and colors are encouraged in setback areas and where vehicular entries cross pedestrian areas.

Guideline CD-20: Landscaping and low walls should be provided along parking lots fronting on any street.

SIGNAGE

Guideline CD-21: Graphic and iconic signage should be used to add visual interest to the area. Projecting front-lighted signs and graphics on awning fronts can help in creating visual interest and color. In addition, they can reinforce the unique identity of businesses in the district. All signs should be designed with the pedestrian in mind. Large signs and bright internally illuminated signs would be counterproductive to the creation of a small scale neighborhood commercial district.
Guideline CD-22: Colorful window signs are encouraged but limited to 10% of the window area. Professionally painted signs on the inside face of display windows can add personality to individual stores. However, they need to be well designed and should emphasize graphics rather than letter text.

Guideline IBP-2: Uses with windows and activities should be placed along the Willow Pass Road frontage.

The intent of these guidelines is to allow light industrial and business park uses, but to encourage development that will reinforce the Neighborhood Commercial District on the south side of Willow Pass Road. Active uses, rather than blank walls, along the street frontage will assist in achieving the desired compatibility.

BUILDINGS

Guideline IBP-3: Building sizes (i.e., footprints and heights) and architectural detailing should be compatible with the scale of the commercial uses in the Neighborhood Commercial District.

Small scale buildings which are compatible with the surrounding residential neighborhoods is desired for all new development along Willow Pass Road.

Guideline IBP-4: Buildings should have sloped roofs.

Gabled and hipped roofs will reinforce the desired neighborhood character of this portion of the Specific Plan Area and blend new development with the adjacent neighborhoods.
Guideline IBP-5: Building materials should be compatible with the adjacent residential and commercial structures.

Masonry, wood and stucco are materials which would blend into the overall neighborhood character. Metal siding and other more industrial materials are not desired.

LANDSCAPING

Guideline IBP-6: Landscape buffers should be provided adjacent to the residential uses to the west.

Guideline IBP-7: Landscaping should be provided in the Willow Pass Road setback which is compatible with other landscaping along the street frontage.

SIGNAGE

Guideline IBP-8: Project and directional signage along the Willow Pass Road frontage should be compatible with the proposed signage for the Neighborhood Commercial District.

Low monument signs and/or individual letters applied directly to building facades are preferred over interior illuminated can signs.

K. DESIGN REVIEW PROCESS

PRE-APPLICATION PROCEDURES

A pre-development Study Session with staff of the relevant planning agency (City or County) is required prior to the formal submittal of an application. This is intended to allow the applicant and staff to discuss the project in the context of the requirements of this Specific Plan, and to keep the applicant from spending unnecessary professional fees on submittals that are likely to require substantial revisions in order to comply with the provisions of the plan.

INTERGOVERNMENTAL COORDINATION

Because of the interrelated nature of City and County jurisdiction within the Specific Plan Area, the planning and redevelopment staffs of each entity will keep the other informed on a periodic basis concerning proposal activity in the area and anticipated processing schedules.

APPLICATION REQUIREMENTS AND PROCEDURES

Submital requirements, development review evaluation, and project adoption procedures shall be according to the standard requirements of each governmental jurisdiction.