

Chapter 6 MAJOR RETAIL DESIGN GUIDELINES

A. Introduction

Major retail development for the purpose of these design guidelines refers to those uses that require large building footprints for single or multiple tenants. This includes large scale malls and single occupancy big box development. These guidelines are intended to encourage good quality innovative design of, and pedestrian amenities for, future remodels and new construction without prescribing an architectural style or theme, which is left up to the developers and tenants creativity.

1. Applicability

This chapter affects existing and new projects that are within the Planned Shopping Center and Service Commercial designations of the City's zoning map.

2. Objective

Malls and big box stores should strive to create their own attractive and pedestrian oriented character. They may use present-day materials and interesting applications of forms and materials. Large scale retail projects should strive to create a pedestrian scale ambiance on their building exteriors by incorporating the building scale and site elements found in downtown. Landscaping should be generous within the parking lots and on the project perimeters, using large trees that are compatible with the Eureka climate, and should be well maintained.

3. Traditional District Pattern

Malls and big box development are typically laid out with one large linear building situated to the rear of the parcel with large parking fields in the front and adjacent to the main street. There are few to no trees in the parking lots and minimal landscaping at the street frontage of the parking lots. There are two areas in the City that contain major retail in the form of planned malls. These existing malls are older and have received periodic remodeling as the market demand changed for larger scale retail tenants. The existing buildings have been remodeled to help distinguish individual tenants by adding on structural elements to the façade.



Relationship to Other City Documents

- *Sign Standards*
- *Development Standards for major retail*
- *Building Code*

Tips for Applicants

- *Acquire a Design Review checklist for your project type.*
- *Acquire the site plan and architectural application content checklists.*
- *Is the City planning public improvements in your area?*

4. Guidelines

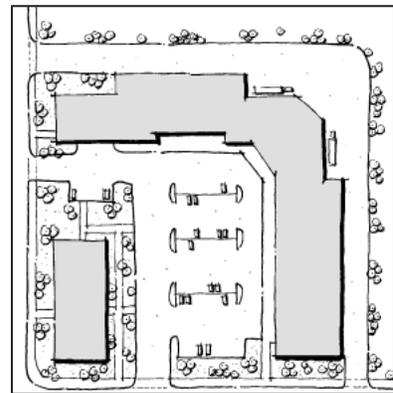
The following guidelines promote the use of more pedestrian scaled elements that help to make major retail development more attractive for the consumer. They suggest future alternative site planning approaches, easy circulation and parking, exciting and interesting architectural character, and informative distinguishable signage that is not overwhelming.

a. Site Planning

Site planning refers to how each building relates to the site or parcel, the street and the district.

1) Building Placements

- Create more building presence on the street by locating smaller retail buildings at the back of sidewalk where feasible.
- Provide a cluster of buildings with open space amenities between the buildings.
- If clustering is not feasible, provide plaza areas in setbacks, or create distinguishable individual storefronts.
- Provide a landscape setback area at the back of sidewalk when feasible, either between the building and the sidewalk or between parking lots and the sidewalk.



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Pathway



Water feature



Seating

2)

Storefront and Entrance Locations

- i. Orient the main storefront entry to the street.
- ii. Additional storefront entries located at the side or rear is encouraged where possible (i.e. on corner lots).
- iii. Corner buildings shall include architectural design features, such as window elements, wall textures and indentations, and cornices, on at least 50% of the side street wall.
- iv. Building designs that result in covered sidewalks and walkways are encouraged.
- v. Provide covered pedestrian drop-offs near main entrances.
- vi. The main entry should be predominantly transparent glass.
- vii. Highly reflective or darkly tinted glass is inappropriate.
- viii. Personalize individual tenant spaces with distinct entry treatments and signage.

3) Pedestrian Amenities

- i. Use a mix of colors or materials for walkways or entry plazas.
- ii. Add pedestrian elements such as benches, planters, lighting, and signage of cohesive designs.
- iii. Keep the required clear travel path when adding more elements to the pedestrian pathways.
- iv. Landscape with locally compatible, climate appropriate vegetation
- v. Use night lighting to define pedestrian walkways or plaza entries.

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4) Landscaping

- i. Provide a wide landscape setback at the street edge including street trees every 30' or in clusters, shrubs and groundcovers.
- ii. Use a long lasting permanent plant palette that is locally compatible, climate appropriate vegetation.
- iii. Provide transparent landscaping to establish safe walking environments. Height limit of hedges should be two to three feet.
- iv. Use accent entry landscaping, monument signage and enhanced paving to establish a strong entry sequence.
- v. Accent site entries with flowering groundcover, shrubs, and trees along entry



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driveways.

- vi. Incorporate vine plantings on building walls that are adjacent to the streets to enhance and frame special architectural structures or soften long wall facades.
- vii. Use a hierarchy of plantings with large canopy trees abutting the driveways and walkways and smaller scale trees and shrubs helping frame the pedestrian plazas or entries.
- viii. With remodels- consider the reuse of excavated concrete as a paver material for walkways or plazas, and allow pervious gaps between them.
- ix. Use pervious paving for walkways or entry plazas adjacent to the building/s.

5) Stormwater

- i. Consider capturing and storing roof runoff for summertime landscape irrigation, or for public toilets.
- ii. When feasible direct stormwater from roofs to the nearest natural drainage.
- iii. Incorporate bioswales in parking lot landscaping.



Bioswale

6) Refuse Storage Areas

- i. Screen trash receptacles and recycle containers and other mechanical equipment. Use the same materials as in the buildings, or a 6' high wooden fence.
- ii. Landscape the publicly visible edge/s of the enclosure, including a water efficient

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irrigation system.



Structural enclosure



Planted enclosure

7) Loading Areas

- i. Install a landscape screen at the back of sidewalk between loading areas and adjacent residential uses. The plant material should be at a minimum of 6' tall at maturity for effective screening.

8) Cart Returns

- i. Cart returns away from the building should use materials similar to the buildings
- ii. Cart returns adjacent to buildings will be integral to the building and use materials the same as or complimentary to the building.



Integrated with building



Enclosed cart return lot

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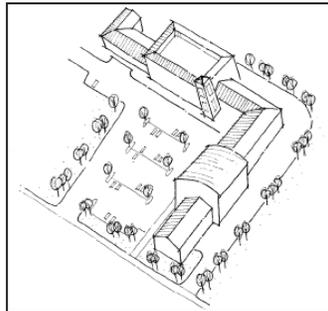
b. Parking

The intent is to visually buffer large parking lots from public views.

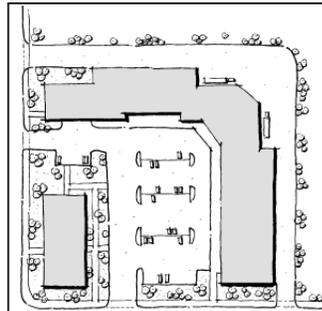
1) Locations

Parking lots are typically located between storefronts and property line adjacent to a primary street.

- i. To create more building presence on the street, locate smaller retail buildings at the back of sidewalk. Parking lots can then be located between buildings where feasible.
- ii. Where feasible, rear parking lots should be designed to connect to each other to reduce driveways and curb cuts.
- iii. Do not locate parking lot entries at or near street intersections.
- iv. Use reciprocal driveways and access between parcels.
- v. During redevelopment divide large parking fields with landscaped pedestrian walkways.
- vi. Parking lots should accommodate motorcycle and bicycle parking.
- vii. concrete, pervious asphalt, or grass pavers.



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2) Parking Lot Pedestrian Walkways

- i. Provide separate pedestrian walkways from the parking lot to the buildings.
- ii. Designate pedestrian crossings from the walkways to the buildings, spaced according to main entry plazas, or every two driveways.
- iii. Use pervious paving in pedestrian walkway and crossings.

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3) Parking Lot Landscaping

Use planted areas and shaded walkways to reduce the visual impact of large surface parking lots.

- i. Provide landscape islands at the ends of parking aisles. The islands should contain trees.
- ii. Trees should be used throughout a parking field, whether in continuous planters or individual planters.
- iii. Use a majority of evergreen trees to provide a winter tree canopy.
- iv. Use water efficient/conserving irrigation systems, such as drip systems (except for lawn areas).



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Pervious paving



Landscaping

- v. Use pervious paving in the main access driveways, travel aisles or parking stalls.
- vi. Appropriate pervious paving includes, concrete or asphalt pavers, pervious

4) Parking Lot Lighting

- i. Use pedestrian scale lighting no taller than 18 feet.
- ii. Use downward directed light sources and prevent off-site glare or light spills.
- iii. Use light poles, illuminated bollards or foot lights to define pedestrian walkways or entries.
- iv. Practice energy conservation in lighting through efficient lamps and limited operating hours.
- v. Provide lighting along main driveway routes as well as landscaping.

c. Architectural Character

1) Building Massing

Building massing refers to the bulk of a building created by the exterior walls.

- i. The maximum height should be two stories.
- ii. Create the impression of smaller buildings on one large occupant façade.
- iii. Avoid long rectangular boxes by dividing the building into modules and provide varied wall setbacks or pop-outs.
- iv. Break-up a long horizontal roof plane with a change in roof height or orientation.

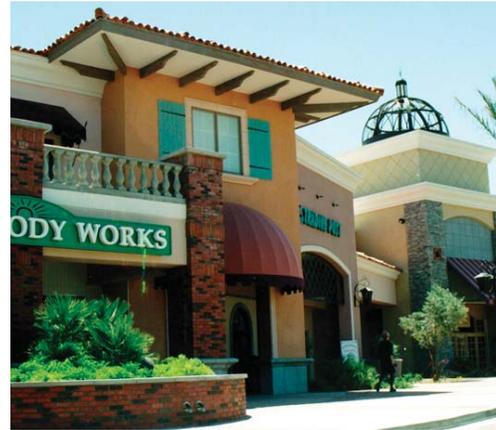
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Varied wall height



Varied setbacks

These height changes can correspond to tenant entry locations.

2) Storefronts

- i. Create pedestrian-scaled elements and interest at the walkway level.
- ii. Accent the facades with a combination of a rhythm of wall or window projections, doorway recesses, columns, awnings and distinct ground floor materials.
- iii. Create variety in the building form by providing plazas and gathering opportunities.
- iv. Create variations on façade treatments by using a combination of different colors for different tenants, distinct window shading devices and different wall materials at key entries or special activity areas.
- v. Design rear walls of a building that face onto streets with a variety of treatments



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that echo the main façade treatments.

3) Exterior Materials

i. Recommended wall Materials

- stucco/exterior plaster
- masonry
- wood
- clear glass
- glass block
- new or used face-brick
- ceramic tiles
- cut stone
- finished corrugated or standing seam metal
- precast stone

i. Unacceptable wall materials

- imitation masonry (e.g. imitation, rusticated block) of any kind
- reflective mirror or opaque glass
- imitation stone or flagstone parquet
- roughsawn or “natural” (d i s h e d) wood
- “pecky” cedar
- used brick with no fired face (salvaged from interior walls)
- imitation wood siding
- coarsely finished “rough-sawn” on rustic materials (e.g. wood shakes, barn wood, or T-111 siding)
- plastic panels or vinyl siding

4) Building Lighting

- i. Use lighting to accentuate main entries and special features, while protecting the night sky.
- ii. Use of dramatic lighting of architectural features, or signage banners is acceptable if it protects the night sky.

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- iii. Use lighting fixtures that are architecturally compatible with the buildings and express the unique character of the project.
- iv. Place fixtures so they are part of the exterior composition.
- v. Use light fixtures that are true to the architectural style and are of quality materials.
- vi. Use light fixtures that control glare and light spill.

5) Roofs



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- i. Roofs may be flat with a parapet wall, sloped, or pitched with a gable or hip.
- ii. Finish parapets with one or more of the following; continuous banding or projecting cornices, height variations at the main entries, lentils, caps, corner details, precast molding.
- iii. Consider utilizing the roof area for solar energy production to supplement the energy demand of the building.
- iv. Hide rooftop equipment behind parapet walls or architectural structures that complement the building.
- v. Encouraged roof materials:
 - standing seam metal roofs
 - asphaltic materials
 - new sustainable waterproofing materials
 - asphaltic shingles

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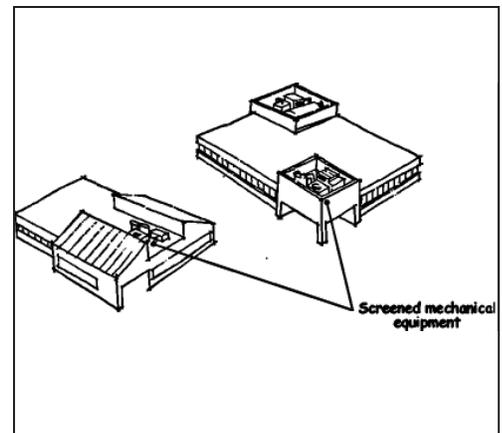
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- clay or cement tile
 - solar panels
- vi. Discouraged materials:
- crushed stone
 - shake
 - brightly colored tile (orange, blue, etc.)
 - corrugated fiberglass
- vii. Avoid geodesic, domelike, mansard, or chalet style roofs.
- viii. Screen, cover, or hide roof-mounted mechanical or utility equipment with the use of a parapet wall or other structure matching the architectural material of the building.



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d. Signs

A comprehensive sign program should be created for new or redevelopment of a shopping center. Typically there is one large entrance sign and then individual tenant signs on the building/s. Signs will be designed per the sign standards for the sign types described below.

1) Sign Types

The preferred main entry sign type is a monument sign.

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i. Monument Signs

- Place the sign perpendicular to the street.
- Design the monument to relate to the project whether through similar materials, color or lettering style.
- Monuments should be well proportioned and in scale with the project.
- Use architectural elements such as; columns, pilasters, frame, or cornices.
- Monument signs can be internally lit, but only the lettering should be illuminated.
- Accent the sign with landscaping at its base, providing the landscape does not grow to obstruct the sign face.

ii. Pole Signs

- The maximum height is 24'.
- Place the sign perpendicular to the street.



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- Pole signs should be in scale to the project and the district.
- Incorporate graphic elements into the sign portion to add interesting forms.
- Accent the sign with landscaping at its base, the landscaping should not grow to obstruct the sign face.



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iii. Wall

- Position flush mounted board signs within an architectural feature, or over on the side of storefronts.
- Flush mounted signs should align with the other signs of the project.
- Place signs consistent with the proportions and scale of the elements comprising the building's façade.
- The best location for a wall sign is generally on a band or blank area above the main entrance.
- Establish visual continuity among store fronts by placing new signs consistent with sign locations on adjacent buildings.
- Individual mounted letters are allowable.

iv. Window

- Window signs, permanent or temporary, should not cover more than 25% of the area of each window.
- White or gold lettering are the most prominent and legible.
- Use the business name and a brief message whenever possible, such as the text identifying the type of product or service (e.g., "clothier" or "attorney") or pertinent information (e.g., "reservations required").
- Use the fewest words to create a more effective sign. A sign with a brief, succinct message is easier to read and looks more attractive.
- Give letters and words ample space between each letter.



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- Letters should not occupy more than 75% of sign panel area.
 - Limit the number of lettering styles in order to increase legibility.
 - Avoid hard-to-read, faddish or bizarre, overly intricate typefaces and symbols. (this does not apply to historic signs)
 - Symbols and logos are encouraged.
- v. Marquee Signs/ Kiosk
- These signs should be limited to a smaller area on the sign board, not the entire sign area, and be used as a marquee for special events or movies.
- vi. A LED light changing sign face is not allowed. _____”

2) Awning/ Canopy.

The shape, design, and color of awnings should be carefully designed to coordinate with, and not dominate, the architectural style of the building.

- i. Text copy should be limited to the name of the business only, and may be placed on the awning or flap.
- ii. Letter color should be compatible with the awning and the building color scheme.
- iii. In pedestrian-oriented areas, signs should be placed close to the store entrance



Canopy signs

3) Sign Lighting

- i. Use low level lighting that is directed at the sign face only.
- ii. Prevent light glare onto adjacent parcels or the street.
- iii. Use interior storefront lighting.

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Overhead lighting



Letter lighting

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