

EUREKA

DESIGN GUIDELINES

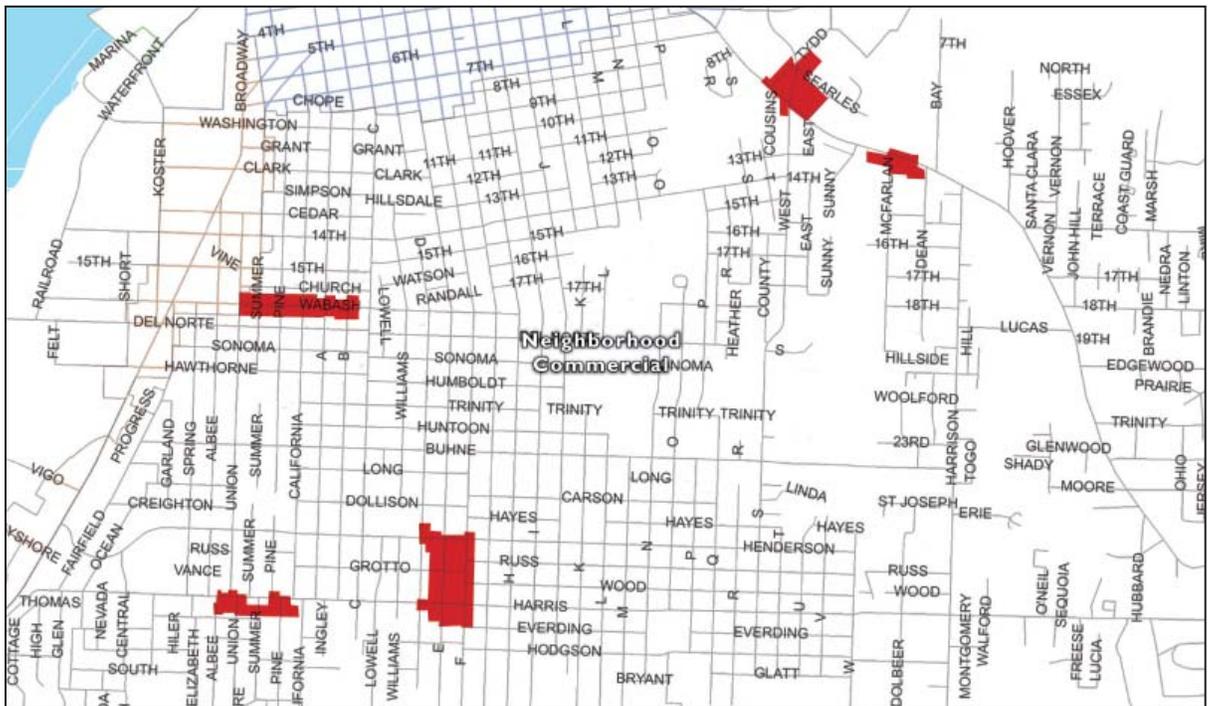
Chapter 8 NEIGHBORHOOD COMMERCIAL DESIGN GUIDELINES

A. Introduction

Neighborhood commercial areas are those small commercial nodes located throughout town providing local retail, personal services, and office uses to serve the surrounding neighborhoods. This chapter is divided into two sections, beginning with general guidelines for this zoning designation, followed by guidelines specific to Henderson Center.

1. Applicability

The guidelines apply to the areas designated as Neighborhood Commercial in the City Zoning Map as well as small “mom and pop” stores in residential neighborhoods.



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Relationship to Other Documents

- *Sign Standards*
- *Development Standards*
- *General Plan Policies*

Tips for Applicants

- *Verify the operating hours of the Planning Department counter.*
- *Verify the zoning and Design Review overlay of your parcel.*
- *Acquire a Design Review checklist for your district.*
- *Acquire the site plan and architectural application content checklists.*
- *Is the City planning public improvements in your area that could affect your project?*
- *Determine if the building is considered historic by the Historic Preservation Commission.*

B. Neighborhood Commercial Centers- General

1. Objective

To preserve the small scale character of existing centers, create a village center ambiance in new development and enhance the pedestrian experience with more landscaping and places to linger.

2. Traditional District Pattern

The existing neighborhood centers contain a variety of building sizes from small single story strip malls, to larger attached multi-tenant buildings on large parcels. There are different architectural eras including present day corporate structures that are out of context with the neighborhood. There are some stand alone small shops. Parking is provided on front lots accessible from main streets and side streets.

3. Guidelines

a. Site Planning

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

1) Building Placements

- i. Orient storefronts to the street.

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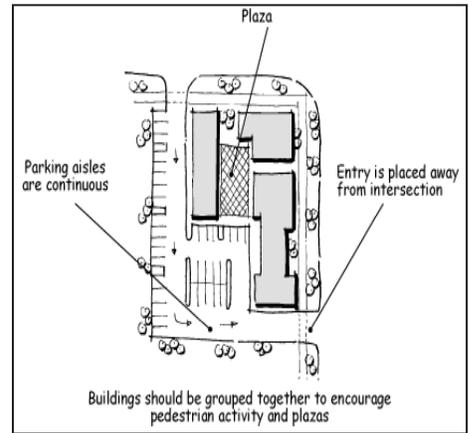
- ii. Place buildings at the front of the parcel with parking behind.
- iii. On larger scale development arrange the buildings in a cluster around a central plaza with seating and landscaping.
- iv. Provide a service area to the side or in the rear of buildings, as space permits.
- v. If building placement is at back of parcel, provide a 5' landscape setback at back of sidewalk.

2) Storefront and Entrance Location

- i. Orient the main storefront entry to the street.



Pedestrian plaza



Cluster of buildings

- ii. Additional storefront entries located at the side of a corner building are encouraged where possible.
- iii. Design both street elevations on corner buildings to provide visual interest to



Storefront accented with color



Recessed storefront



Structural Entrance

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- pedestrians with architectural elements, advertising windows and landscaping.
- iv. The first floor of the primary facade should be predominantly transparent glass.
- v. Highly reflective or darkly tinted glass is inappropriate
- vi. Unique personalization of buildings and individual tenant spaces is encouraged.
- vii. Recess and shelter storefronts by using one of the following; an awning, arcade structure, canopy or deep overhang.

3) Pedestrian Spaces

- 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 a cohesive design theme or unique to each building.
- iii. Keep the required clear travel path when adding more elements to the pedestrian pathways.
- iv. Use pervious paving for walkways or entry plazas adjacent to the building/s.

4) Landscaping

- i. Use landscaping to accent site entries, plazas and enhanced paving to establish a sense of arrival.
- ii. Accent site entries with flowering groundcover, shrubs, and trees along entry driveways.
- iii. Use planted areas and shaded walkways to reduce the visual impact of large building frontages.



Landscaping residential conversion



Entry accent landscaping

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- iv. Incorporate vine plantings on building walls that are adjacent to the streets to enhance and frame special architectural structures or soften long wall facades.
- v. Use a hierarchy of plantings with large canopy trees abutting the plazas and walkways and smaller scale trees and shrubs helping frame the pedestrian sidewalks and plazas.
- vi. A mix of colors or materials is encouraged for sidewalks and walkways.
- vii. Landscape with long lasting permanent plantings locally compatible, climate appropriate vegetation.
- viii. Provide a solid fence or landscaped setback to the rear of the lot to buffer those projects adjacent to residential uses.
- ix. Use water efficient/conserving irrigation systems, such as drip systems (except for lawn areas).
- x. Design irrigation to not allow overspill onto adjacent impervious area such as walkways.
- xi. Group plants according to water needs.
- xii. Replace dead or dying plants in a timely manner.

5) 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.



Landscaped service area

b. Parking

Parking is currently provided in parking lots shared with multiple uses or for a primary use such as a pharmacy or market.

1) Parking Location

- i. In new development, locate parking lots to the rear or sides of buildings when feasible.
- ii. Parking lots should accommodate motorcycle and bicycle parking.

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2) Parking Lot Landscaping

To diminish the presence of parking areas, landscape the street edge of private parking lots.

- i. Provide a 4' wide landscape setback at the street edge of parking lots including street trees every 30', and shrubs and groundcovers.
- ii. When no street trees can be provided, use a low wall or hedge (3' maximum height) in the setback to buffer views of parked cars in front parking lots.



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3)

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 recessed, wall sconces or foot lights to define pedestrian walkways or entries.
- iv. Practice energy conservation in lighting through efficient lamps and limited operating hours

c. Architectural Character

The architectural character of these centers range from small strip malls of the 1940s to larger multi-tenant centers of the present with contemporary styles. New development should reflect the scale of the surrounding neighborhoods with a mix of small scale commercial and “smallbox” (such as drug stores and markets), and use innovative modern design.

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1) Building Massing

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

- i. Building designs should consider the mass and rhythm of the wall planes of other buildings (existing or planned) on the block.
- ii. Design new buildings to match the bulk of the neighboring buildings.
- iii. Avoid long rectangular boxes by dividing the building into modules according and provide varied wall setbacks or pop-outs.
- iv. Break-up a long horizontal roof plane with a change in roof height or orientation.



Small scale massing

2) Building Scale

Building scale refers to the proportion of one building to another. “Pedestrian” or “human” scale incorporates building elements that relate to the human body or are comprehensible to a passing pedestrian.

- i. Building heights are limited to two stories.
- ii. Use the scale of the different floors of neighboring buildings on the block.
- iii. Do not create a building, which will dominate the surrounding built environment.



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3) Storefronts and Rhythms

Avoid creating one continuous linear façade of the same storefronts.

- i. In a single project with multiple tenants, create unique individual storefronts by using different setbacks and pop-outs, varying wall heights, using similar materials in a different arrangement, varied roof lines at some of the units. The storefront door and windows may be the same or use two styles depending on the tenant needs.



Good storefront scale

4) Exterior Materials

Use a combination of materials, which echo the architectural materials and placements of neighboring buildings.

- i. Recommended wall materials
 - wood siding
 - cement fiberboard (as wood siding)
 - clear glass
 - glass block
 - stucco/exterior plaster
 - new or used face-brick
 - ceramic tiles (as accents, or on building base)
- ii. Unacceptable wall materials
 - imitation masonry (e.g. imitation, rusticated block) of any kind
 - reflective 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)



Good storefront scale

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- vinyl siding
- coarsely finished “rough-sawn” on rustic materials (e.g. wood shakes, barn wood, or T-111 siding)

5) Roof styles

- Roofs may be flat with a parapet wall, sloped, or pitched with a gable or hip form.
- Visible portions of the roof should be sheathed with a roofing material complementary to the surrounding buildings.
- Encouraged roof materials are:
 - standing seam metal roofs
 - asphaltic materials
 - new sustainable waterproofing materials
 - asphaltic shingles
 - cement shake
 - clay or cement tile
 - solar panels
- Unacceptable roof materials:
 - crushed stone
 - wood shake
 - brightly colored tile (orange, blue, etc.)
 - corrugated fiberglass
- Avoid geodesic, domelike, mansard, or chalet style roofs.
- Screen, cover, or hide roof-mounted mechanical or utility equipment with the use of a parapet wall or other structure matching the architectural integrity of the building. (figure- this, not this)

6) Lighting

- Use light fixtures which are architecturally compatible with the building.
- Prevent off-site glare or light spills.
- Use downward directed lighting to preserve the night sky.

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d. Signs

The most appropriate sign types in neighborhood commercial areas should be pedestrian scale and include: low double pole, small low monument, small scale wall, hanging, figurative, and small neon lighted signs. Signs will be designed per the sign standards for the sign types described below.

1) Pole Signs

- i. The maximum height is 15' at the top of the sign.
- ii. Use a double pole support sign structure.
- iii. Place the sign perpendicular to the street.
- iv. Pole signs should be in scale to the project and the district.
- v. Accent the sign with landscaping at its base, the landscape should not grow to obstruct the sign face.



Historic pole sign



Unique pole sign

2) Monument Signs

- i. Monument signs are limited to 5' high.
- ii. Place the sign perpendicular to the street.
- iii. Design the monument to relate to the project whether through similar materials, color or lettering style.
- iv. Monuments should be well proportioned and in scale with the project.
- v. Use architectural elements such as; a frame, columns, pilasters, or cornices.

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- vi. Monument signs can be internally lit, but only the lettering should be illuminated.
- vii. Accent the sign with landscaping at its base, the landscape should not grow to obstruct the sign face.



Carved & graphic sign



Multi tenant sign



Box sign with landscaping

3) Wall

- i. Position flush mounted signs within an architectural feature over or on the side of storefronts.
- ii. Flush mounted signs should align with the other signs of the project.
- iii. Place signs consistent with the proportions and scale of the elements comprising the building's façade. (figure)
- iv. The best location for a wall sign is generally on a band or blank area above the main entrance.
- v. Establish visual continuity among store fronts by placing new signs consistent with



Small wall plaque



Existing wall signs

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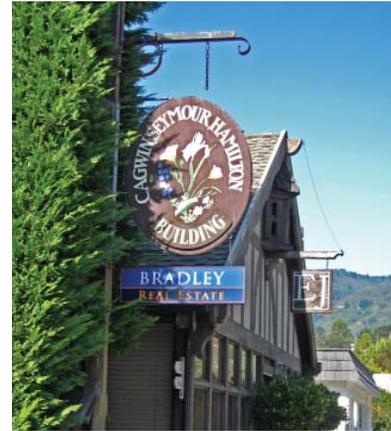
sign locations on adjacent buildings.

- vi. Individual mounted letters are allowable.
- vii. Do not use Activated signs (that use LED lights and change messages).

4) Hanging / Figurative

These are signs which advertise the occupant business through the use of graphic or crafted symbols, such as shoes, keys, glasses, or books, are encouraged.

- i. Use only one projecting sign per business.
- ii. Use pictographic images for individualized character.
- iii. Figurative signs may be incorporated into any of the allowable sign types identified herein.



Hanging/projecting sign

5) 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.



Good log and text



Well placed awnings



Existing canopy

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6) 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.

C. Henderson Center

1. Objective

To preserve the existing building character and scale and of the Henderson center.

2. Applicability

The guidelines apply to that area bounded on the north by Henderson and Hayes Streets, on the west by D Street, and on the East by H Street, and on the south by Everding Street.

3. Traditional District Pattern

Henderson Center is characterized by small lot development with a majority of single story wood frame commercial buildings and a portion of the adjacent neighborhood of historic single family residential buildings converted to office uses. There are two exceptions to the small lot pattern, with a medium size hardware store and drugstore and larger parking lots located on the edges of this district. Typically, parking is located on the street, at the center of blocks or on the corner. Some office conversions provide parking in the rear.



Existing character

4. Guidelines

a. Site Planning

Site planning refers to how each building relates to the street, sidewalk, and neighboring buildings in the Henderson Center both in the “core” and the adjacent residential office conversions.



Relationship to Other City Documents

- *Sign Standards*
- *Development Standards*
- *General Plan Policies*

Tips for Applicants

- *Verify the operating hours of the Planning Department counter.*
- *Verify the zoning and Design Review overlay of your parcel.*
- *Acquire a Design Review checklist for your district.*
- *Acquire the site plan and architectural application content checklists.*
- *Determine if the building is considered historic by the Historic Preservation Commission.*

1) Building Placements

- Maintain the general alignment of horizontal features on building fronts. Typical elements that align include: canopies, tops of display windows, cornices, copings and parapets at the tops of buildings.
- Maintain the same setbacks as neighboring buildings.
- For commercial buildings on “F” Street, locate buildings at back of sidewalk.
- For office/residential conversion, maintain the front yard setback.
- Additions should be located to the rear or as a second story while maintaining the original facade of the first floor on the street frontage.
- New building adjacent to a house should use similar building placement as neighbors.

2) Landscaping

- Preserve the font yard landscaping of the residential/office conversion lots.
- Landscape with locally compatible, climate appropriate vegetation.
- Use water efficient/conserving irrigation systems, such as drip systems (except for lawn areas).
- Design irrigation to not allow overspill onto adjacent impervious area such as walkways.



Residential type landscape

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- v. Group plants according to water needs.
- vi. Replace dead or dying plants in a timely manner.

b. Parking

Parking is currently provided as parallel on-street spaces in front of businesses, at corner lots, and midblock parking lots.

1) Parking Location

- i. Preserve the current parking lots.
- ii. For office conversion, locate parking to the rear of the house, not in front yard setback.

2) Parking Lot Landscaping

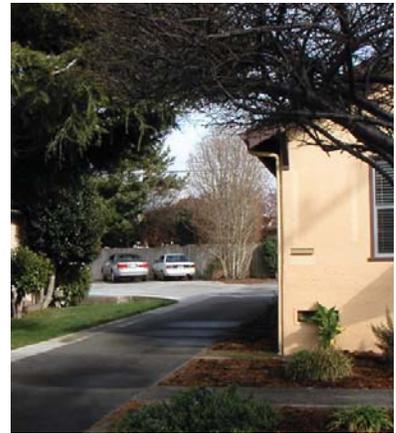
- i. Use pedestrian scale lighting no taller than 16 feet.
- ii. Use downward directed light sources and prevent off-site glare or light spills.
- iii. Practice energy conservation in lighting through efficient lamps and limited operating hours.



Mid block parking lot

3) 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 in office conversions.
- iii. Practice energy conservation in lighting through efficient lamps and limited operating hours.



Parking at rear of lot

c. Architectural Compatibility

The historic building character reflects later historic periods than the downtown, from the turn of the century to the 1950s and 1980s. Restoration or remodels should preserve the historic qualities of the original building. New development should echo the same treatments utilizing

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the same materials and forms of the neighboring buildings within the Henderson Center.

1) Building Massing

- i. Building designs should consider the mass and rhythm of the wall planes of other buildings on the block.
- ii. Design new buildings to match the bulk of the neighboring buildings.

2) Building Scale

Building scale refers to the proportion of one building to another.

- i. Use the current size, height and scale of the neighboring buildings on the block and in the district as a whole as a general guideline of how large to make the infill building.
- ii. New buildings are limited to 2 stories.
- iii. Use the scale of the different floors of neighboring buildings on the block.
- iv. Do not create a building, which will dominate the surrounding built environment.
- v. Use simple rectangular forms for infill buildings in the core area.



Typical scale



Residential type scale

3) Wall Articulations

- i. Create a strong street edge by placing a building to back of the sidewalk and the full width of the parcel.
- ii. Provide canopies and/or awnings to contribute to the streetwall form.

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4) Storefronts

- i. Place the storefront centered in the building façade with large storefront windows flanking either one side or both sides.
- ii. Provide a sign board or transom above the storefront or between the floors.
- iii. Provide a canopy along the extent of the storefront over the sidewalk.
- iv. Storefronts should be:
 - recessed in a manner which complements the existing neighboring entries, or sheltered by an awning, or canopy
 - set back no deeper than 5 ft.



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5) Awnings and Canopies

- i. Use the same color awnings on a single building with a simple design on the valance flap, with each shop identity in similar colors to the others.
- ii. Awnings should be well-maintained, washed regularly and replaced when faded or torn.
- iii. Awnings should be located within, and not overlap, architectural elements such as masonry piers.

6) Exterior Materials

Use a combination of materials which echo the architectural materials and placements of neighboring buildings.

Recommended wall materials

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- wood siding
- cement fiber
- clear glass
- glass block
- stucco/exterior plaster
- new or used face-brick
- ceramic tiles (in bulkhead)
- stone

Unacceptable wall materials

- imitation masonry (e.g. imitation, rusticated block) of any kind
- reflective 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)
- vinyl siding
- “rough-sawn” on rustic materials (e.g. wood shakes, barn wood, or T-111 siding)

7) Roof styles

Flat roof lines are the dominant roof form in Henderson Center, with a low parapet or cornice end. Canopies are attached to the parapet wall above the storefront.

- i. Encouraged materials:
 - Asphaltic materials
 - New sustainable waterproofing materials
 - Asphaltic shingles
 - Cement shingles
- ii. Converted houses include gable end and hip roofs. Use the same pitch as neighboring buildings.

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8) Lighting

- i. Use low level lighting in entryways.
- ii. Use recessed lighting in canopies.
- iii. The storefront window lights can be used as ambient light at nighttime.
- iv. Use downward directed light sources and prevent off-site glare or light spills in office conversions.
- v. Use energy efficient lamps.



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d. Signs

The appropriate sign types for the Henderson Center are based on many of the signs already found in the district. They include: awning, canopy hanging, wall mounted or painted, window, figurative and neon.

1) Awning/Canopy

- i. The shape, design, and color of awnings should be carefully designed to coordinate with, and not dominate, the architectural style of the building.
- ii. Text copy should be limited to the name of the business only, and may be placed on the awning or flap.
- iii. Letter color should be compatible with the awning and the building color scheme.
- iv. In pedestrian-oriented areas, signs should be placed close to the store entrance and should relate to the sidewalk instead of motorists.
- v. The bottom of awning signs should maintain at least a 8-foot pedestrian clearance from the sidewalk level.
- vi. Provide removable valances and end panels to accommodate future changes in sign copy.
- vii. Do not paint cloth awnings in order to change sign copy, as this will decrease the fire resistant/retardant properties of the treated canvas.

2) Double Pole Signs- for larger scale development

- i. Pole signs are limited to 15' high.
- ii. Place the sign perpendicular to the street.

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Existing awning



Existing canopy

- iii. Pole signs should be in scale to the project and the district.
- iv. Use a double pole support
- v. Incorporate architectural elements into the sign portion to add interesting forms.
- vi. Accent the sign with landscaping at its base, providing the landscape does not grow to obstruct the sign face.

3) Wall

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



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4) Hanging/ Figurative (3 dimensional)

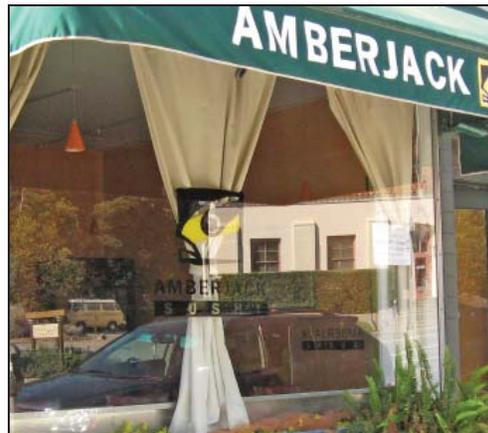
These are signs, which advertise the occupant business through the use of graphic or crafted symbols, such as shoes, keys, glasses, or books, and are encouraged.

- i. Use only one projecting sign per business.
- ii. Use pictographic images for unique individualized character.
- iii. Figurative signs may be incorporated into any of the allowable sign types identified herein.

5) Window

Window signs, permanent or temporary, should not cover more than 25% of the area of each window.

- i. White or gold lettering are the most prominent and legible.
- ii. 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”).
- iii. 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.
- iv. Give letters and words ample space between each letter.



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6) Neon Signs

- i. Limit neon signs to windows only.

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- ii. One neon sign per window.

7) Sign Lighting

- i. Use directional lighting to illuminate the sign face only without producing glare onto adjacent uses or the street.

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