CHAPTER 4
COMMERCIAL

I. INTRODUCTION

A. Purpose

This chapter provides guidelines for designing new commercial projects in the City of Baldwin Park, as well as exterior alterations and additions to existing commercial developments. Commercial developments are often located at prominent locations in a city and convey a strong visual image. The attention paid to their design reflects a city's economic vitality as well as its pride in itself. These guidelines encourage the highest level of design quality and creativity and recognize the importance of quality design to the success or failure of commercial enterprises.

Property owners, developers, architects, building designers, and contractors seeking to construct new commercial developments, or alterations or additions to existing developments, should use these guidelines in the early design stages of their projects. These guidelines are not intended to limit creative site planning and architecture that are consistent with the stated goals and within the context of surrounding neighborhood patterns. Innovative design solutions are strongly encouraged.

Refer to the City of Baldwin Park Zoning Code for specific development standards pertaining to commercial uses.

B. Applicability

These guidelines apply to all commercial development, including smaller infill projects as well as larger master planned sites, and are in addition to the development standards set forth in the Zoning Code and other adopted City policies for landscaping, parking, and trash enclosures.

C. Administration

The following projects are subject to Design Review by the Design Review Committee in accordance with Chapter 153.210 of the Zoning Code:

- Construction of a new commercial building or development.

- Addition or exterior alteration to an existing commercial building or development.

Evaluation of Design Review shall be based on substantial compliance with the intent and guidelines set forth in this chapter, and projects shall be approved, conditionally approved or denied on such basis.

D. Design Guideline Goals

The design guidelines for commercial uses in the City of Baldwin Park are intended to provide property owners, merchants, and their designers with basic development and design criteria that are intended to reinforce the desired building and neighborhood character.

The guidelines have been established in order to accomplish the following goals:

- Promote design creativity and variation while ensuring consistency in building scale, proportion and pedestrian orientation.

- Improve the quality of design for commercial developments, thereby improving the image and appearance of the City's commercial areas.

- Contribute to the character of neighborhoods by respecting the scale, proportion and architectural style of the surrounding area.

- Create visual interest in commercial buildings, while maintaining a sense of harmony within the project.

- Eliminate random development patterns and establish site planning and design relationships between new development and neighboring properties.

- Encourage environmental sensitivity in development.

- Create attractive and functional site arrangements of buildings, service and loading areas, open spaces, and parking areas; and develop a high quality architectural and landscape design.

- Improve pedestrian circulation and connections on commercial sites and within commercial areas.

- Minimize incompatible impacts of noise, light, traffic and visual character.

- Preserve and incorporate structures that are distinctive because of their age, cultural significance, or unique architectural style into the project.

- Improve the appearance and character of the freeway corridor.

II. SITE DESIGN GUIDELINES

The scale and site layout of commercial development varies in a city. Pedestrian-oriented development is generally low- to medium-scale, low-intensity, neighborhood serving commercial (retail and office) uses, within or adjacent to residential neighborhoods. It is strongly pedestrian-oriented with a storefront emphasis on the street, but also is geared towards accommodating the automobile. At the other end of the spectrum are "big box" retail and larger-scale commercial (retail and office) centers. These are much larger in scale and intensity, and typically geared towards the automobile, both in location (often near a freeway), and in site layout (large surface or structured parking). These larger "big box" retail centers and office complexes should also provide for the pedestrian.

Both of these types of commercial development can be found in Baldwin Park. Therefore, while the following site planning guidelines are applicable to all commercial development within the City, in some instances, additional guidelines are provided for:

- Pedestrian-oriented commercial development, and
- "Big Box" retail and larger scale commercial development.

A. Building Siting, Orientation and Setbacks

1. Building siting should take into consideration the context of the commercial area, the location of nearby uses, and the location of major traffic generators as well as the site's characteristics.

2. The arrangement of structures, parking and circulation areas and open spaces should relate to the surrounding built environment in pattern, function, scale, character and materials. In developed areas, new projects should meet or exceed the standards of quality that have been set by surrounding development.

3. Uniform building setbacks and orientation represent an effective means of establishing compatible development patterns among neighboring properties. Contribute to an attractive street scene, and consistently orient buildings and building entrances along the public right-of-way.

4. As far as is feasible, buildings should be sited to screen parking and unsightly scenes and activities from public view, and from residentially zoned properties.

5. Buildings should not turn a blank wall to neighboring properties; site buildings to avoid visible blank walls along interior side property lines.

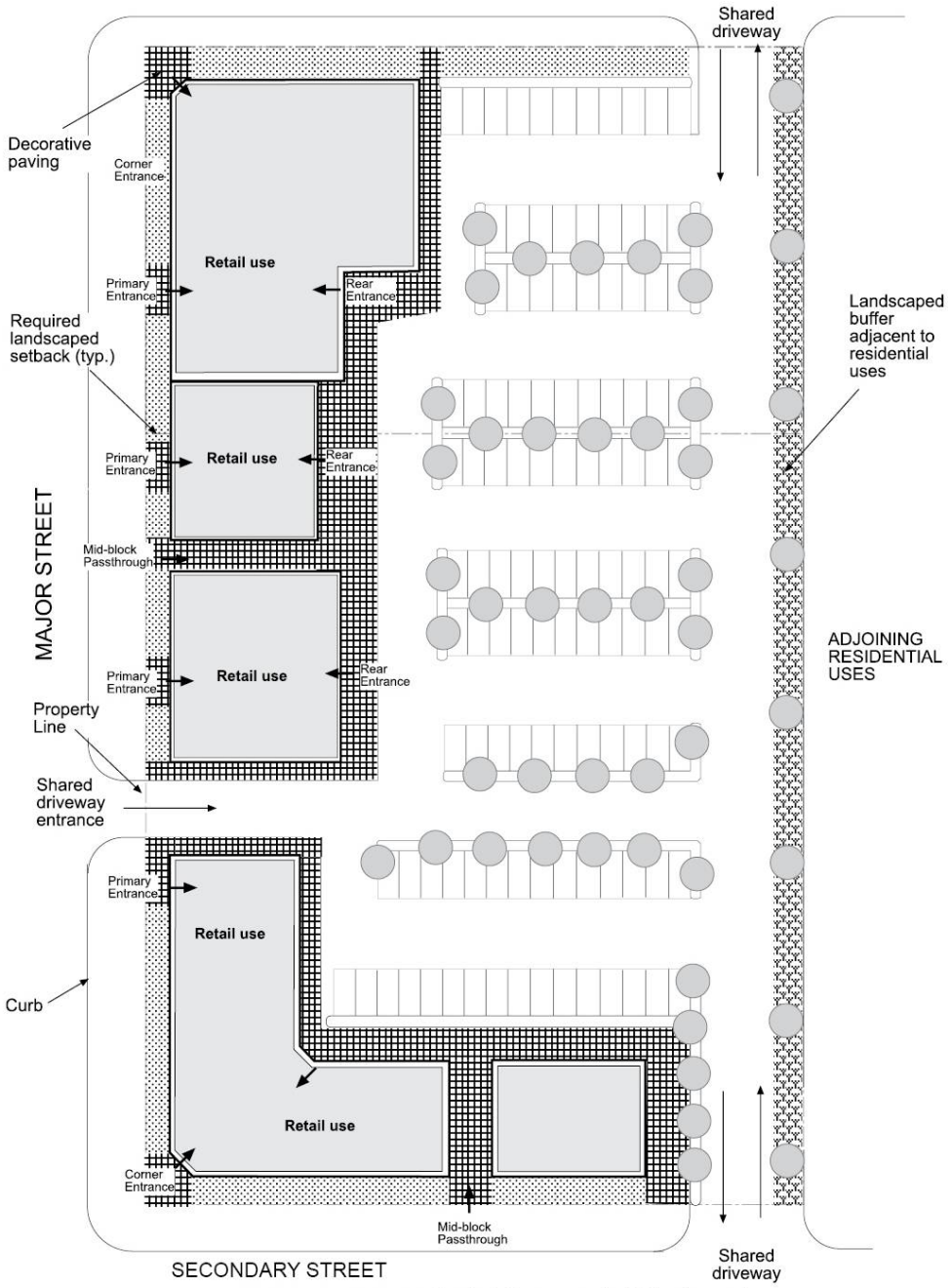
6. Buildings with angled corners or plazas are encouraged at corner locations.

Use angled corners and corner entries for strong corner emphasis.

Pedestrian-Oriented Commercial Development

7. One of the critical elements of a successful pedestrian-oriented retail area is continuous street frontage. The streetside setbacks should be minimized and new structures built at the streetside setback line. For the rehabilitation of existing buildings, the existing setback may be maintained.

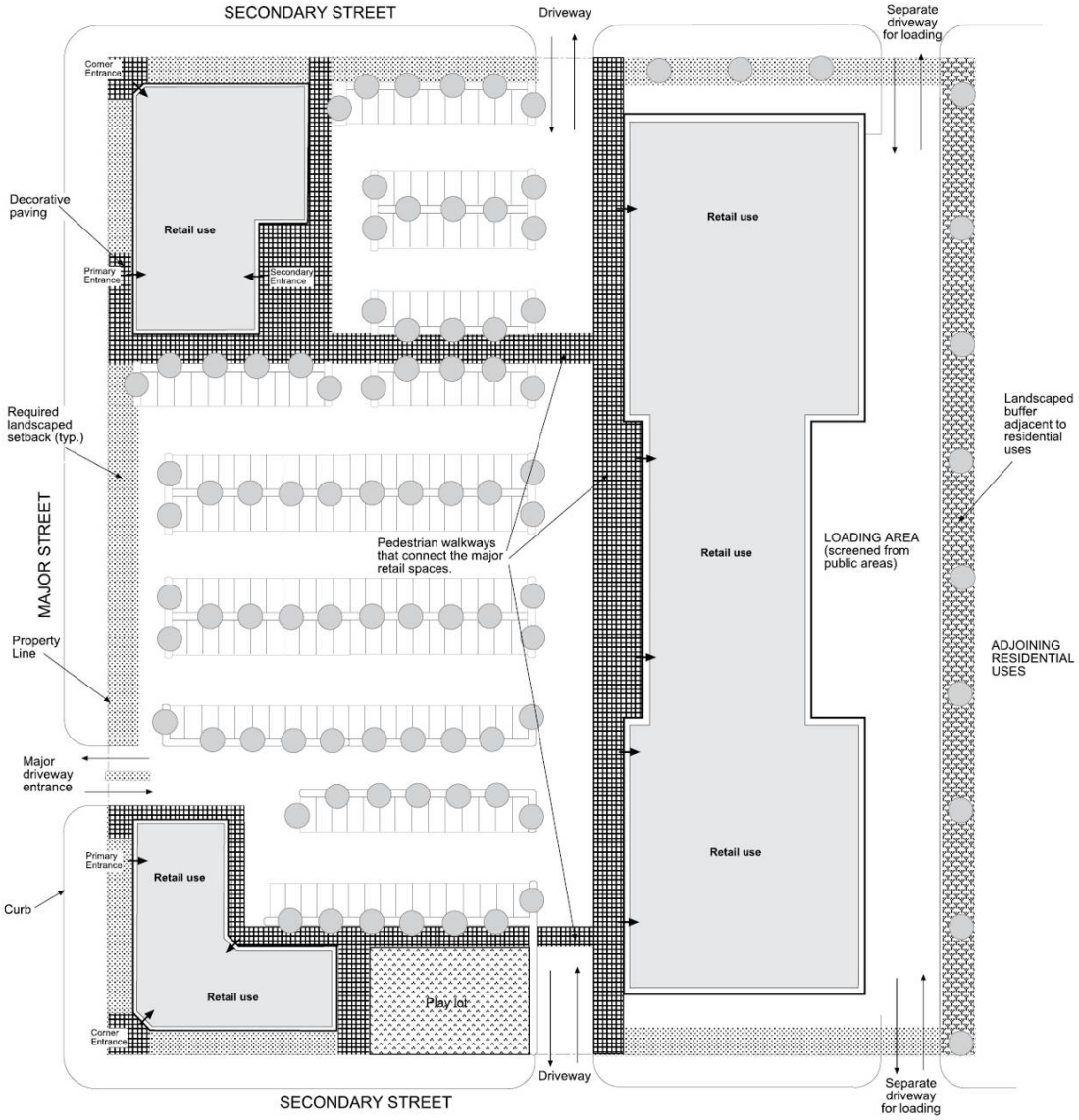
8. The placement and design of buildings should facilitate and encourage pedestrian activity and convey a visual link to the street and sidewalks. The building(s) and main entrance(s) should be oriented toward the primary street frontage.



Typical Pedestrian-Oriented Commercial Site Layout

"Big Box" Retail and Large-Scale Commercial Development

9. Buildings shall be sited to avoid random and irregular building relationships; arrange buildings to create a sense of unity and overall harmony. Whenever possible, new structures should be clustered to create plazas and pedestrian malls and avoid the creation of "barrack-like" rows of structures. When clustering is impractical, a visual link between separate structures should be established. This link can be accomplished through the use of an arcade system, trellis, or other open structure. Orient the main entrance or entrances to the street or major plazas or open space. Parking spaces should be parallel to the major street.



Typical Large-Scale Commercial Site Layout

10. A greater streetside building setback than that required by the Zoning Code should be provided for lots with a size greater than two (2) acres. These setbacks should be attractively landscaped. All other setbacks should also exceed the minimum required by the Zoning Code and be attractively landscaped.

11. Where the parking area of a commercial project abuts another commercially or industrially zoned property, a minimum 3-foot wide perimeter landscape buffer (exclusive of the planter area curb) is required. Where feasible to do so, integrate the landscape buffer with that of the adjacent property.

B. Vehicle Circulation and Access

1. Site access and internal circulation in commercial developments should promote safety, efficiency, and convenience. Vehicular traffic should be adequately separated from pedestrian circulation. Vehicular entrances should be clearly identified and be easily accessible to minimize pedestrian/vehicle conflict.

2. Adequate areas for maneuvering, stacking and emergency vehicle access should be provided. Internal circulation routes and parking areas should be separated. Continuous circulation should be provided throughout the site to the greatest extent possible to prevent awkward vehicular maneuvers. Dead-end driveways should be minimized. Vehicles should not be required to enter the street in order to move from one area to another on the same site.

3. The number of site access points or driveway aprons shall be minimized for aesthetic purposes, to achieve efficient and productive use of paved accessways, and to eliminate traffic hazards. They should be located as far as possible from street intersections (a minimum distance of 100 feet is recommended) and should be coordinated with existing or planned median openings and driveways on the opposite side of the roadway. Entrances and exits to and from parking and loading facilities should be clearly marked with appropriate directional signage where multiple access points are provided. Shared site access is encouraged and in some cases may be required.

4. Where possible, driveways should be minimized along arterial streets and access instead provided from side/secondary streets.

5. The main entry driveway should be easily identifiable, incorporating landscaping and possibly accent paving that is related to the building hierarchy and color.

Provide enhanced paving, landscaping, and sidewalks at project entries.

6. Vehicular access, drives and circulation routes shall be designed so that all movements involved in loading, parking, or turning shall occur on-site and not within the public right-of-way. Exceptions will be considered where a property abuts an alleyway.

C. Parking

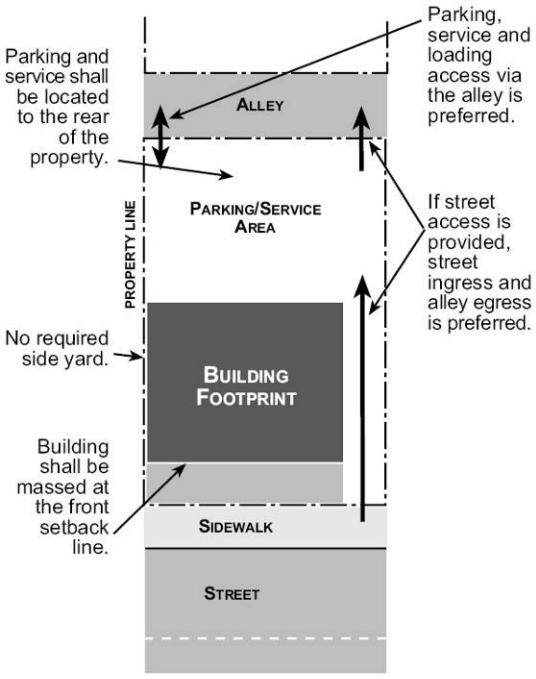
1. Parking lots should be designed with a clear hierarchy of circulation: major access drives with no direct access to parking spaces; major circulation drives with little or no parking; and parking aisles for direct access to parking spaces. Loading and service areas should be provided with separate access and circulation whenever possible.

2. No parking shall be permitted in a required front or streetside yard setback area (as established by the Zoning Code).

3. Onsite parking (lots and structures) shall be located to the rear of the building for parcel widths less than 200 feet and accessed by alleyways wherever they exist.

4. For parcel widths greater than 200 feet, parking lots may occupy up to 40% of the parcel's street frontage. Such siting in conjunction with substantial landscape treatment, enhances the streetscape, and contributes in the screening of parking areas. Parking spaces should be parallel to the major street.

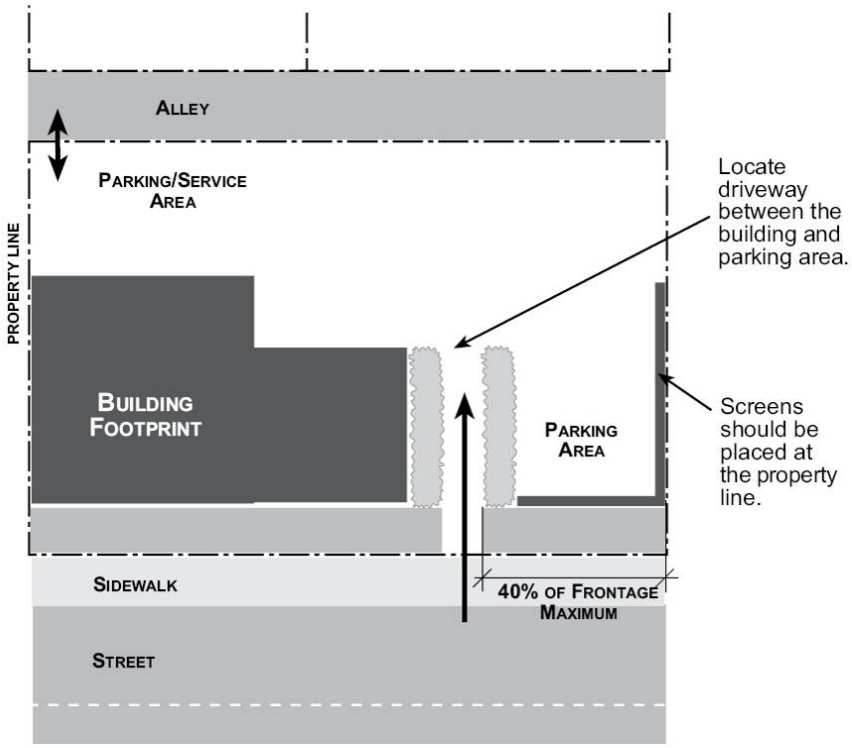
5. Parking areas shall be designed with end-stall turnarounds or a continuous circulation pattern.



Site layout including driveway locations for parcels less than 200 feet in width.

6. Parking lots should be separated from buildings by a raised walkway (minimum 4 feet wide) and landscape strip (minimum 7 feet wide).

7. Parking areas should be screened by buildings and landscaping.



Site layout including driveway locations for parcels more than 200 feet in width.

Pedestrian-Oriented Commercial Development

8. In pedestrian-oriented retail areas, vehicular entrances to off-street parking lots should be minimized in order to maintain retail facade and pedestrian continuity. No existing storefronts may be removed to provide vehicular access to parking. Encourage alley access to parking, where present, by implementing district-wide parking information and signage systems.

9. Shared parking arrangements and driveways between adjacent businesses/developments are strongly encouraged.

10. In commercial centers, on-site parking should be consolidated in one area rather than wrapping around the entire building.

"Big Box" Retail and Large-Scale Commercial Development

11. The visual dominance of parking facilities should be reduced such that parking is visually subordinate to the building it serves. The desirable solution is to provide a majority of the parking at the rear of the site, where it is largely hidden from view by a building that fronts

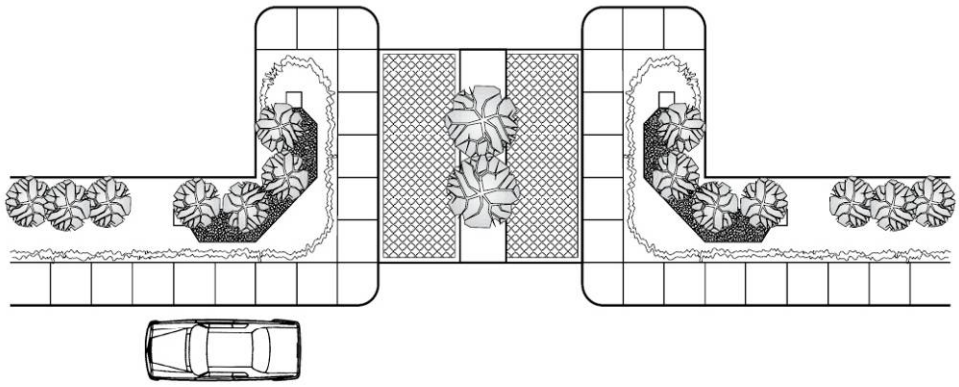
the street. In addition, on-site parking should be consolidated in one area rather than wrapping around the building.

12. Where feasible and compatible with the design of the building, use subterranean, semi-subterranean, or parking which is tucked under the building structure. Parking designed in this manner must effectively reduce the visual impact of parking, and not detract from the building architecture or site views.

13. Entry areas to commercial development should be enhanced by ornamental landscaping, decorative paving, raised medians, gateway structures, and monument signage.

14. Main entry drives should extend from the street to the front cross aisle and should include:

    - A median with a minimum 10-foot wide clear landscaped area between the street and the first bisecting parking aisle
    - A minimum 5-foot wide sidewalk on each side of the driveway
    - A minimum 10-foot wide landscaped parkway on each side of the driveway
    - A minimum 20-foot wide decorative paving band.



Use decorative paving and landscaping to facilitate vehicular and pedestrian access at project entries.

D. Parking Structures

1. Where feasible and compatible with the design of the building, use subterranean, semi-subterranean, or parking that is tucked under the building structure. Parking designed in this manner must effectively reduce the visual impact of parking, and not detract from the building architecture or site views.

2. Access to parking structures should be designed so as not to obstruct free flow of traffic on adjoining public streets (e.g., right and left turn lanes into the structure when feasible). Entrances and exits should be located so that each is separate from the other to reduce turning movement conflicts as vehicles enter and exit the structure.

3. There should be adequate ingress and egress to all parking spaces to ensure ease of mobility, ample maneuvering clearance, and safety of pedestrians and vehicles. Access points to the parking structure for pedestrians should be located to avoid pedestrian/vehicle conflicts.

4. The height and mass of the parking structure should be consistent with the urban design fabric within which the structure is to be located.

5. The exterior design of a structure should minimize its visual identity as parking by disrupting the monotony of its underlying structure system by providing window openings and through variations in color, material, and texture. In addition, the exterior facade should maintain a horizontal line throughout. The sloping nature of the interior structure should not be repeated on the exterior facade.

6. A wall or other screening of sufficient height to screen parking vehicles and which exhibits a visually pleasing character should be provided.

7. Define stair and elevator shafts to be distinct taller masses that intersect the mass of the main structure.

8. Elevators should be located along the exterior periphery of the building, preferably on the street side and oriented so that the elevator lobby is visible from the street at each level. The back of the elevator cab and shaft should be made of glass or other similar transparent material that will allow maximum surveillance from the exterior.

Parking structures should be designed to integrate with the neighborhood or area that they serve. Parking structures should be viewed as long-term, quality amenities to the City and not as utilitarian "quick fixes" to the problem.

9. Similarly, stairways should be located along the exterior periphery of the building, preferably on the street side and oriented so that the stairway is visible from the street at each level. Glass or other similar transparent material should be used to allow visibility.

10. Where parking structures and pedestrian areas adjoin, the exterior edge of the parking structure should exhibit a high level of architectural detail such as decorative grill work, overhead trellises, tree canopy, planter/seat walls, pedestrian-scaled lighting, public art, and the application of materials and textures that establish a comfortable and well-proportioned human scale. Ground-level retail uses are strongly encouraged to enhance the streetscape and pedestrian environment.

Activated storefronts and enhanced landscape treatments can minimize the visual impact of parking structures.

11. A higher level of lighting improves security in parking structures. Parking structures should be designed to provide high light levels so that dark hiding places are not created. Light colored ceilings and upper walls are also recommended to increase light. Extra lighting should be considered in pedestrian areas such as stairs, elevator lobbies, entrances, exits and ramps. Lamps shall emit a warm tone in the color range of 3,000 degrees Kelvin.

12. Strive to eliminate glare and visibility of pole mounted light fixtures on upper decks of parking structures by employing full cutoff fixtures and minimizing poles heights. Lights should be limited to 16 feet and be located between internal parking rows rather than at the structure's perimeter.

E. Environment Considerations

1. Buildings should be designed and sited to maximize the use of sunlight and shade for energy savings, and respect the solar access of adjacent buildings. Orient buildings along east-west axis, where possible, to maximize passive solar effects. Place windows strategically to enable cooling by natural ventilation while also admitting daylight and enabling wintertime passive solar heating.

2. To the extent possible, site grading should relate to the natural surroundings and be designed to minimize grading by following the natural ground contours and recognizing existing drainage patterns. Graded slopes should be rounded to blend with existing terrain. Grading should emphasize and accentuate scenic vistas and natural landforms.

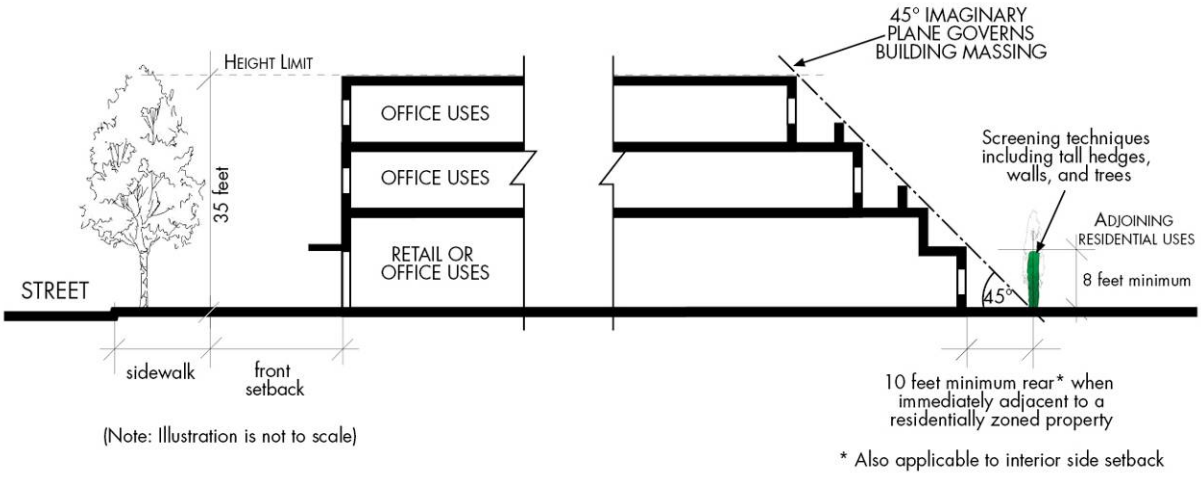
3. Large manufactured slopes should be avoided in favor of several smaller slopes integrated throughout the project. Smaller slopes are less obtrusive, more easily vegetated and can be used to add visual interest, preserve views and provide visual buffers where necessary.

4. Significant existing trees, vegetation and any other natural site attributes should be preserved to the greatest extent possible in the design and development of the industrial project. Site design that requires altering landforms and removing trees is discouraged.

5. In the mild Southern California climate, thermal mass (often in the form of concrete walls and tile floors) can mitigate fluctuations in indoor temperature, reducing the need for mechanical heating and cooling.

F. Adjacencies to Residential Development

1. Residential uses should be buffered from incompatible commercial development to mitigate negative impacts due to noise, vibration, shading, light and glare, and aesthetics. Intensified landscaping, increased setbacks and appropriate building orientation should be utilized as a means of providing adequate separation between such land uses. However, linkages (e.g. walkways, common landscape areas, building orientation) between compatible commercial



Residential Adjacency Requirements for property zoned General Commercial

and residential uses are encouraged where appropriate.

2. At residential edges, commercial buildings should maintain low profiles. Building heights should be stepped down to the height of adjacent residential uses, utilizing architectural elements such as gables and hipped roofs to reduce building mass.

3. Windows of nonresidential buildings should be oriented to avoid a direct line of site into adjacent residential buildings or property.

4. Use landscape buffers and walls adjacent to common property lines to mitigate the negative visual and environmental impacts which are associated with commercial land uses.

Pedestrian-Oriented Commercial Development

5. Where a project abuts a residentially zoned property, a minimum of 3 feet of the required setbacks adjacent to the residential use shall be devoted entirely to shrubs (at least 6 feet in height) and trees (exclusive of any planter area curb).

"Big Box" Retail and Large-Scale Commercial Development

6. To provide privacy for adjacent residential properties, taller elements of the building should be set away from the residential uses. No portion of the building, including parapets, should be above an imaginary plane drawn at the rear property line (where no alley is present) and extended at an angle of 45 degrees towards the center of the property. When an alley is present, the plane shall begin at the centerline of the alley.

7. Where a project abuts a residentially zoned property, a minimum of 6 feet of the required setbacks adjacent to the residential use shall be devoted entirely to shrubs (at least 6 feet in height) and trees (exclusive of any planter area curb).

G. Pedestrian Circulation

1. Commercial developments shall incorporate pedestrian walkways into site design to provide pedestrian connections from building entries to public sidewalks, plazas, and parking areas, and to buffer pedestrians from vehicular movement. Project entries and driveway areas should contain design features, including landscaping and textured paving, to break up the expanse of paving in a project. Paving materials should complement the architectural design. The use of stamped concrete, stone, brick, pavers; exposed aggregate or color concrete is encouraged.

2. Pedestrian walkways should be a minimum of 4 feet in width. Pedestrian walkways should be safe and clearly identifiable using varied surfaces, decorative paving, and landscaping. At a minimum, varied surfaces should be used to delineate crossings at circulation drives and parking aisles.

3. Design parking areas so that pedestrians walk parallel to moving cars. Minimize the need for pedestrians to cross parking aisles and landscape islands to reach building entries.

4. New structures and parking areas should enhance existing pedestrian connections to existing outdoor pedestrian spaces such as courtyards, plazas and porticos and create new connections where none exist.

5. Raised pathways, decorative paving, landscaping and bollards should be used to separate pedestrian paths from vehicular circulation areas to the maximum extent possible.

6. Identify and accentuate pedestrian areas; use special paving, painting, landscaping, etc.

H. Plazas and Courtyards

1. Commercial developments should incorporate plazas and courtyards into their design. Buildings should be clustered to create usable pedestrian areas.

2. Primary access to public plazas and courtyards should be provided from the street. Secondary access may be provided from retail shops, restaurants, offices and other uses within the development. Entries to the plazas and courtyards should be inviting and well lit.

3. Landscaping, water features, and public art should be incorporated into plaza and courtyard design. Shade trees or architectural elements that provide shelter and relief from direct sunlight should be provided.

4. Plazas and courtyards should be buffered from the street, parking areas or drive aisles.

5. Auxiliary structures and areas such as play areas and outdoor dining areas should be integrated within the overall site design. Play structures associated with commercial uses should be enclosed and integrated within the building design.

I. Site Amenities

1. Site amenities within a commercial setting should be coordinated in terms of color, materials and design in order to convey a cohesive project appearance and distinctive character.

2. Seating should be included in plaza and courtyard design. Where possible, seating should be provided in active and passive areas.

3. Tree grates should be provided along street edges and plazas where a continuous walking surface is needed. Grates should be a minimum of 4 feet in diameter. Knockouts must be provided to enlarge the inside diameter to support a larger tree trunk as the tree grows.

4. Tree guards should be provided to protect trees in high activity areas. Tree guard design should be compatible

Provide decorative pedestrian-oriented site amenities, such as seating, planters and pots, fountains or water features, and tree grates and tree guards in commercial settings.

with other site furnishings. Tree guards should be attached to the tree grate; welds should not be visible.

5. Planters and pots should not obstruct pedestrian traffic flow. Consider placing pots in building recesses, at locations where access is discouraged and adjacent to blank walls to provide visual interest and color accents. Group similar sized planters in clusters to enrich streetscapes and plazas. Planter materials should compliment the project architecture. Use of cast stone and masonry is encouraged.

6. Bollard design should be consistent with the overall project theme and should coordinate with other site furnishings. In locations where emergency access may be necessary, removable bollards should be considered.

7. Trash receptacle design should coordinate with other streetscape furnishings.

8. Bicycle rack design should be consistent with other streetscape furnishings. Use of "loop racks" and "ribbon bars" are encouraged.

9. Newspaper racks should be consolidated. Newspaper rack locations should not inhibit pedestrian flow. Newspaper rack design should incorporate masonry and/or metal elements that compliment other streetscape furnishings.

10. Site directories should be provided near vehicular and pedestrian entrances to multi-tenant commercial developments. Directory siting should maximize their visibility while minimizing the potential for creating a traffic hazard.

J. Fences, Walls & Hedges

1. Walls and fences serve a major function in the streetscape and are used to screen vehicles, loading and storage areas, and utility structures. However, if not required for a specific screening or security purpose, they should not be utilized. The intent is to keep the walls as low as possible while performing their screening and security functions. The maximum height of walls and fences on commercial properties is 8 feet, pursuant to the Zoning Code.

2. Walls and fences should be planned and designed as integral parts of the development, and should be consistent with the landscaping and building design.

3. If street fencing is necessary, decorative types of view fencing, such as wrought iron, are encouraged. Solid fencing, such as stucco or masonry, is strongly discouraged when they will block the view of the buildings or provide hiding places. The use of chain-link, barbed wire or razor wire for fencing is prohibited.

4. Perimeter walls or fencing that do not front a public street should be of decorative masonry (split-face block, plaster/stucco finish), decorative metal (wrought iron), wood, hedges, or a combination of materials. They should be designed in a style, material and color to complement the development. Both sides of walls should be architecturally treated.

5. Tiered planting should be provided adjacent to project perimeter walls along street frontages to soften their appearance.

6. Walls should be eliminated or sited to provide additional setback areas at project entries to accommodate landscaping, signage, or street furniture.

7. Wall sections greater than 50 feet in length fronting a street shall incorporate at least two of the following design features, in proportion to the length of the wall:
   - A minimum 2-ft. change in horizontal plane for at least 10 feet.
   - A minimum 18-inch change in height for at least 10 feet.
   - A minimum 18-inch high raised planter for at least half the length of the wall.
   - Use of pilasters at 25-foot maximum intervals and at changes in wall planes.

8. Gates or comparable design solutions should be provided in perimeter walls or fences to allow emergency access and facilitate convenient pedestrian access.

9. Walls should be curved or angled at corner locations along street frontages to allow sight line views around the corner.

10. Hedges and other landscape screening materials should consist of evergreen plant materials.

Pedestrian-Oriented Commercial Development

11. Freestanding walls, fences or hedges between any street frontage and retail building on site are not permitted.

K. Exterior Lighting

1. Exterior lighting shall be used to provide illumination for the security and safety of on-site areas such as building entrances, parking, loading, shipping and receiving, walkways, and working areas. Both building-mounted and freestanding fixtures may be used.

2. Exterior lighting should be adequate but not overly bright. All light fixtures must be hooded and directed downward to minimize light and glare impacts on neighboring properties.

3. Buildings and landscaping can be illuminated indirectly to create a strong positive image. Concealing light features within buildings and landscaping can highlight attractive features and avoid intrusion into neighboring properties.

4. Lighting should be designed to satisfy both functional and decorative needs. The design of light fixtures and their structural support shall be architecturally compatible with main buildings on-site. While some nondescript fixtures may be appropriate, significant use should be made of fixtures that have architectural value and accent the building and site.

5. Photosensitive off/on switches are strongly encouraged for energy conservation and safety. Use energy-efficient ENERGY STAR® certified lighting fixtures and equipment when possible. Use energy-efficient means of lighting, including light sensors, low-voltage lighting, fiber-optics and solar lighting where applicable.

6. Lighting designs for parking areas should take into account color rendition and glare minimization. Color rendition allows a person to distinguish between colors. In a parking area with appropriate color rendition, a person will be able to identify the color of their car. Color rendition will vary according to the lamp type selected and should be considered as a factor in lamp style selection. During the design process, glare levels should be considered and efforts should be made to minimize glare.

7. All building entrances shall be well lit. If the entrance is recessed, a light from the ceiling of the entry vestibule is strongly encouraged to prevent any dark pockets or hiding places.

8. Transit stops, ATMs, and convenience stores shall be illuminated to facilitate their safe use at nighttime. In addition, the areas around these uses shall be well lit so that any hiding places are eliminated.

9. The height of light fixtures shall be reduced to a recommended height of 8 feet, especially when adjacent to the residential areas. Floodlights are not permitted in areas adjacent to the residential areas.

L. Freeway Frontage Properties

1. Site design of commercial developments that have freeway frontage should emphasize favorable views from the freeway. Avoid designing a project which "turns its back" to the freeway and offers views of blank walls, loading areas, and storage and service areas. Storage, loading and service areas should be screened from the freeway.

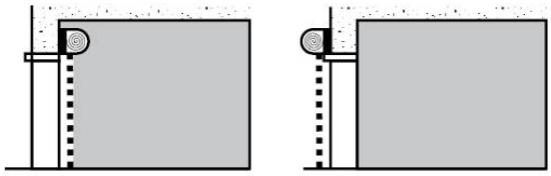
2. Significant landscaped areas shall be visible from the freeway. A minimum 5-foot wide landscape buffer shall be provided where a property abuts the freeway right-of-way.

M. Loading Areas

1. Loading areas shall be designed to prevent interference with vehicular circulation and parking, and to provide an unobstructed area for trucks to maneuver when accessing loading spaces.

2. Loading areas shall be located away from main customer entrances and the street, preferably toward the rear of the property.

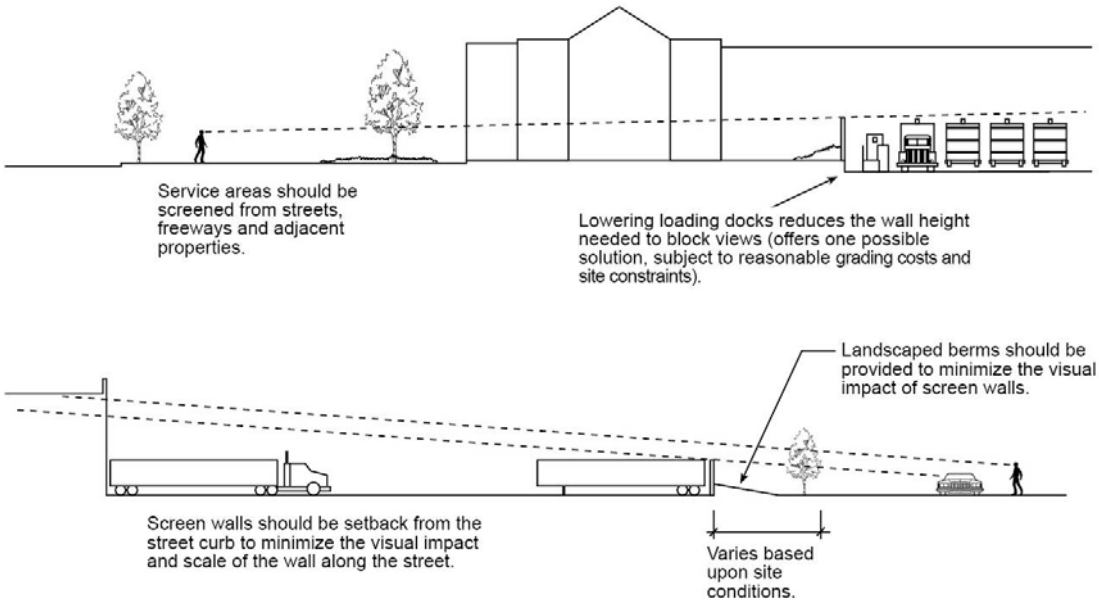
3. Overhead (roll-up) doors shall not be directly open to public view, and shall be substantially screened from the street, the freeway, and residentially zoned properties. Screening may be accomplished in a variety of ways, including the use of wing walls, the recessing of overhead doors (building articulation), landscaping, or a combination of these techniques. Fixed hardware for roll up doors shall be located on the inside of buildings to minimize visual clutter.



Roll-up Doors

4. If located adjacent to residential areas, the design of overhead doors should minimize noise through devices such as rubber seals and/or other dampening features.

5. The grade of loading docks should be as low as feasible to minimize views from the street and the need for tall walls or fencing. Building segments above loading doors visible from the street and surrounding properties should conform with other guidelines pertaining to building features, materials and finishes.



Outdoor Storage, Service, and Loading

N. Outdoor Storage and Service Areas

1. Outdoor storage and service areas (including, but not limited to, service entrances, loading docks and bays, outdoor storage of commercial vehicles) should be clearly defined and designated for convenient access. They shall not conflict with vehicular access, on-site parking facilities, pedestrian walkways, and customer entrances.

2. Outdoor storage and service areas should be located to the rear of a property so as not to face a public street. They shall not be open to view from the street or freeway. In addition, outdoor storage and service areas shall be located so as to minimize negative impacts (visual, noise, dust, vibration, etc.) upon any neighboring residential properties.

3. Service access should be located in a manner such that an unsightly condition is not created and the flow of pedestrians or user circulation when in use is not obstructed.

4. Outdoor storage and service areas shall be screened from on-site and off-site public view with a combination of building features, decorative walls, and landscaping consistent with the architectural style and design of the building.

O. Refuse and Recyclable Collection Facilities

1. Refuse and recyclable storage must be enclosed within or adjacent to the main structure or located within separate freestanding enclosures. All refuse and recyclable collection facilities should be designed per the City adopted refuse and recyclable collection standards.

2. The location of refuse and recyclable collection facilities should be coordinated with the location of loading/service areas, and not readily visible to public view.

3. Refuse and recyclable collection facilities should be unobtrusive and conveniently accessible for trash collection but should not impede circulation during loading operations. Where the Zoning Code requires a number of trash bins for a given project, disperse the location of refuse facilities for more convenient waste disposal by individual trash generators.

4. Refuse and recyclable collection facilities should be located to the rear of site and, where possible, screened from view from public streets and walkways and removed from pedestrian oriented areas. These areas should be screened with portions of the building, architectural wing walls, freestanding walls and landscape planting. Other acceptable screening materials include fences, landscaping, and/or berming, and the use of natural terrain where possible. Decorative treatment shall be used to minimize the adverse visual impact of these areas.

5. Refuse and recyclable collection facilities shall be located so that there will be minimal intrusion (i.e. impacts associated with site views and odors) upon neighboring residentially zoned properties.

6. Refuse and recyclable collection facilities should be architecturally compatible with the project design. Colors and materials used to enclose these elements should be compatible with all other buildings on site. Landscaping shall be incorporated into the design of trash enclosures to screen them and deter graffiti.

P. Utility and Mechanical Equipment

1. All utility and mechanical equipment (wall-mounted meters, air conditioners, transformers, etc.) shall be screened from public view. This includes all ground, wall, and roof mounted equipment. Screening elements shall be an integral part of the building; no screening method shall give the appearance of being "tacked on."

2. Where possible, integrate rooftop equipment into the overall mass of a building. At a minimum, roof mounted equipment shall be screened through the use of parapets, screening walls, equipment wells, mechanical room enclosures and similar design features. Screening devices other than parapet walls shall be designed as an integral element of the building massing. Picket fencing, chain-link fencing and metal boxes is not permitted. The top of screens should be at least as high as the top of the equipment, with additional height provided where larger equipment units could be used in the future.

3. Typical ground-mounted equipment (such as transformers and heating units) shall be adequately screened with walls and/or landscaping. Large structures and/or equipment should be screened by the building from view of adjacent streets, freeway and properties.

Exposed roof-mounted equipment is prohibited.

4. Utility equipment such as electric and gas meters, electrical panels, and junction boxes should be located in a utility room within the building.

5. All utility lines from the service drop to the site should be underground.

6. Transformers should not be located in the front landscaped setback area. Where transformers are unavoidable in the front setback, they shall be completely screened and camouflaged by landscaping, and should not obstruct views of tenant spaces, monument signs, and/or driveways.

7. All vents, gutters and downspouts, louvers, exposed flashing, etc. should be treated as design elements and be compatible with the rest of the building, or hidden from public view.

III. ARCHITECTURAL DESIGN GUIDELINES

Commercial buildings should display unique, visually attractive qualities while having a unified composition. New buildings or building additions and renovations should not only harmonize with the prevailing characteristics of the surrounding area, but should be designed in response to individual site conditions, and to enhance the overall image of the City of Baldwin Park by virtue of the quality of design and construction.

Additions and renovation should be compatible with the existing building in scale, materials, and design. Structures that are distinctive due to their age, cultural significance, or unique architectural style should be preserved and incorporated in the project.

New projects should meet or exceed the standards of quality that have been set by surrounding development and contribute to the improvement of the area. All new construction should be designed to improve the reality and perception of pedestrian safety and security with elements such as easily identifiable entrances, retail windows, pedestrian-scaled building massing and unique architectural features.

A. Architectural Style

1. There is no mandated architectural style required for commercial structures in Baldwin Park, however, each project should possess an identifiable architectural theme and be of high quality design and materials. High quality, innovative and imaginative architecture is encouraged. New buildings or building complexes should be stylistically consistent. Architectural style, materials, colors and forms should all work together to express a single theme. For remodels or additions, the theme should be true to the original intent and style of the building.

2. Each new building, addition or remodel should be stylistically consistent. For example, "Spanish" details are consistent with stucco buildings and Mission tile roofs and should not be used on a contemporary building. Historic detailing on otherwise contemporary style buildings is strongly discouraged, such as using oversized (too large or out of scale) crown moldings or cornices to make a 1950's building appear "Mission" Style.

B. Scale, Mass and Form

1. The size and mass of new structures, including additions, should be in relation to surrounding structures. Special care should be taken to achieve compatibility next to small-scale buildings; techniques should include limited size and building articulation.

2. Building design should employ clean simple geometric forms and coordinated massing that produce an overall sense of unity, scale, and interest. Use simple, strong massing with broken and varied elements.

3. Where appropriate, varied roof or parapet heights and/or recessed or extended building walls should be used to create visual interest.

4. Building corners may be emphasized by use of elements such as towers, domes, or entries.

5. Where new buildings or additions are built immediately between existing buildings, the design of the new construction should acknowledge the existing buildings through the use of architectural elements such as matching cornice lines, continuation of a colonnade, use of similar materials, and similar building proportions.

6. Variable building facades along linear street frontages are encouraged. Variable facades create an interesting street scene. Nearly vertical or mansard roofs should be avoided.

7. The appearance of building mass may be reduced through the use of arcades, courtyards, pergolas, and stepping stories back above the ground level.

8. Color and material changes should be used to add interest and reduce a building's apparent scale.

Pedestrian-Oriented Commercial Development

9. Buildings should have a "human scale" (i.e. relate to the pedestrian user).

"Big Box" and Large-Scale Commercial Development

10. The scale and mass of a new "big box" and large scale commercial development should be consistent with neighboring developments and not overwhelm them with disproportionate size or a design that is out of character.

11. A single, dominant building mass should be avoided by clustering several smaller structures and using variations in building form.

12. As appropriate to the function of a building, a combination of major and minor changes in building form should be incorporated to create visual interest and establish a transition to neighboring developments.

13. Primary building entries should be highlighted through the massing of the building. Greater height can be used to highlight and accentuate entries in the form of corner tower elements, tall voids, or a central mass sited within an entry plaza. Conversely, smaller building masses can also communicate the location of entries.

C. Building Modulation and Articulation

1. Building design shall avoid large monotonous façades, long straight-line building fronts, plain box shapes, and barren exterior treatment. Where consistent with the design theme and function of the building, incorporate a variety of massing elements and a combination of major and minor changes in building form to establish visual transition and unity among neighboring developments and create visual interest.

2. Use building form to emphasize individual units within a building, larger units and/or anchor stores within retail projects, and foyers, lobbies, and reception areas within non-retail commercial projects. Use building form and articulation to emphasize public entrances and de-emphasize service areas, and to define and shelter (i.e. give a sense of invitation and enclosure) pedestrian walks and exterior spaces.

3. Building articulation and detailing should be used to create an interesting and individual design, diminish the massing of large structures, and be compatible with the scale of surrounding development. Building design shall avoid large monotonous façades, long straight-line building fronts, plain box shapes, and barren exterior treatment. All building elevations visible from a public way including freeways shall be fully articulated, and incorporate the chosen design theme in a consistent manner.

4. Building articulation can also be accomplished with the placement of windows and entries, volume changes, variable roof forms and height, significant color and material changes, variable transparency, and the creation of shadow textures with trellises and overhangs.

Use building form to emphasize public entrances and reduce the overall mass of non-retail commercial projects.

5. The staggering of planes along an exterior wall elevation creates pockets of light and shadow, providing relief from monotonous, uninterrupted expanses of wall. Wall planes should not run in one continuous direction for more than 60 feet without an offset.

6. Vertical architectural elements such as towers should be used as focal points. Gutters and downspouts should be concealed, unless designed as a decorative architectural feature.

Pedestrian-Oriented Commercial Development

7. Retail buildings should incorporate "human scale" design elements that generate interest and diversity, and relate the building to the everyday user. The design of individual storefronts, and their entrances should be emphasized.

8. A pedestrian-oriented commercial building module shall range from 30 to 45 feet and have a typical three-bay modulation. Buildings wider than two modules (60-90 feet) shall have a different modulation. These buildings shall either repeat the basic three-bay module of 30 to 45 feet or increase the number of bays while keeping the individual bay width from 10 to 15 feet. Buildings wider than 90 feet shall be visually broken into two or more buildings (each with a maximum width of 90 feet) in terms of the façade treatments. The modules should be articulated in a manner consistent with the building style. The use of pilasters is one element commonly used to achieve this articulation.

Use building modulation, facade articulation, and detailing to create an interesting and individual design for commercial centers.

9. The horizontal should be emphasized to create a low profile and human scale. Vertical elements such as towers are just one of the design tools available to accentuate the predominantly horizontal massing.

"Big Box" and Large-Scale Commercial Development

10. In large-scale commercial development, while the modulation of a typical storefront may be larger than that in the pedestrian-oriented area, design elements that generate interest and diversity, and relate the building to the everyday user should still be incorporated. The design of individual storefronts and their entrances should be emphasized.

11. A typical large-scale commercial building module should range from 45 to 80 feet with the articulation of the building structure at 15 to 20 feet. Buildings wider than two modules (90-160 feet) shall have a different modulation. These buildings shall repeat the basic module of 45 to 80 feet. Buildings wider that 160 feet should be visually broken into two or more buildings (each with a maximum width of 160 feet) in terms of the façade treatments to stay in scale with the rest of the block.

12. Anchor buildings for major tenants, generally "big boxes," should be sited and designed in such a way that the buildings that accommodate the smaller tenants are not overwhelmed or crowded.

13. Arcades, trellises and other open structures should be utilized to visually and physically link buildings and provide connections to adjacent sidewalks. Stairways should be designed as an integral part of the building architecture. Boldly projecting stairways that complement the architectural massing and form of commercial buildings are encouraged.

D. Building Façade and Elevation Design

1. The elements of a building should relate logically to each other, as well as to surrounding buildings to enhance the characteristics of a particular building or area. The buildings should present an "active" building elevation including entrances and windows to the street, not blank walls or parking.

2. Buildings should contain the traditional three parts of a building: a base, midsection, and a top. On low-rise buildings, the different parts may be expressed through detailing at the building base or eave or cornice line. On taller structures, different treatment of the first, middle, and top stories should be used to define the three parts.

3. Façades should reflect the quality and integrity of the underlying structure in a clear and consistent manner. Architectural elements that define scale and organize space are encouraged; facades should display a sense of order.

4. Buildings should incorporate architectural details and elements, which will reduce building scale at the street level, especially along pedestrian walkways. Awnings, canopies, arbors, trellises, etc. are effective in this regard. The appropriate use of other architectural details, including reveals, course lines, decorative cornice, columns, etc., is also encouraged as a means of creating interest, variety, and distinctive design. Details should reflect the structural and material integrity of the building; overly gratuitous ornamentation is discouraged.

5. The base should visually relate to the proportion and scale of the building. Techniques for establishing a base may include richly textured materials (e.g. tile or masonry treatments), darker colored materials, mullion, panels, reveals and/or enriched landscaping. Tops take advantage of the visual prominence of a building's silhouette. Techniques for clearly expressing a top may include cornice treatments, roof overhangs with brackets, richly textured materials (e.g. tile, masonry or fluted concrete), and/or differently colored materials. Colored "stripes" are not acceptable as the only treatment.

6. When buildings have a direct relationship to both the street and a major pedestrian corridor or parking lot, all facing façades should be designed to assure an attractive appearance. Building walls that are visible from a freeway, street, major pedestrian corridor, or public open space, should include architectural features such as windows, arcades, canopies, pop-outs, and trim to create visual interest, provide "eyes on the street," and avoid a blank wall appearance.

7. The fenestration (design and pattern of doors, windows, awnings, canopies, etc.) should be proportioned to and integrated with the façade modulation of columns and beams and other similar elements. Clear vertical and/or horizontal hierarchy and patterns in the placement of openings (doors, windows, awnings, canopies, etc.) on the façade should be established.

8. Details or elements should be integral to the design, not appear added on and reflect the structural or material integrity of the building.

Facades that have a recognizable base, midsection and top are encouraged.

Establish clear vertical and/or horizontal patterns in the placement of doors and windows on a building.

E. Site and Building Entrances

1. Main entries to buildings should be clearly demarcated, visible and accessible from the street and/or pedestrian walkways. Secondary entries may be from parking areas.

2. Building entries should read as such, and be integrated with the overall building form. Variation in building height, wall plane, roof treatment, window placement, architectural detailing, etc. should define and emphasize public entries. Variation in material, texture, and/or color is also recommended as a means of identifying building entries.

3. Entries should be open, inviting, and highly visible so as not create a sense of fear in someone entering the space. Recessed or deeply shadowed entrances that allow hiding place opportunities should be avoided. Entry doors should be designed to create a sense of welcome, while clearly demarcating the private space.

Pedestrian-Oriented Commercial Development

4. All entrances should be clearly visible from the street. Secondary entries may be from parking areas. If parking is located behind the stores, provide additional well-lit and signed rear entrances to allow easy access.

5. Retail entrances should be centrally located within the building façade, not be recessed more than three (3) feet in depth and be located no more than 50 feet apart.

6. Entrances should comprise no more than a third of the ground floor façade or 15 feet, whichever is less.

7. Entrances for second floor uses are encouraged from the rear, adjacent to the parking. If separate entrances for the upper floor(s) are provided from the front, the entrance width should be limited to 15 feet to maintain retail continuity.

"Big Box" and Large-Scale Commercial Development

8. Entrances should be located prominently within the building façade and be clearly visible from the street. Locate entrances along the street side of the building. If the parking is located to the side or rear of the building, a secondary entrance may be located on the side of the building adjacent to the parking. This entrance should be visible and obvious from the street and not be located more than 40 feet from the front property line. Entrances should be located no more than 60 feet apart. If only one entrance is provided, it should be located along the street side of the building.

9. If the parking is located to the rear of the building and hence not visible from the street, provide a secondary entrance on the street side of the building. If the building frontage is greater than 75 feet, provide additional entrances. Avoid long balconies and corridors for access to upper level units.

10. Entrances should comprise no more than a third of the ground floor façade or 20 feet, whichever is less.

In large-scale retail developments, locate entrances prominently within the building facade so they are visible from the street.

F. Building Elements for Retail Storefronts

1. A typical retail storefront has the following characteristic elements:
   a. Bulkhead
   b. Entrance door
   c. Display windows
   d. Transom windows
   e. Upper level windows
   f. Pilasters
   g. Canopies or awnings
   h. Cornices / Parapets
   i. Security Grilles

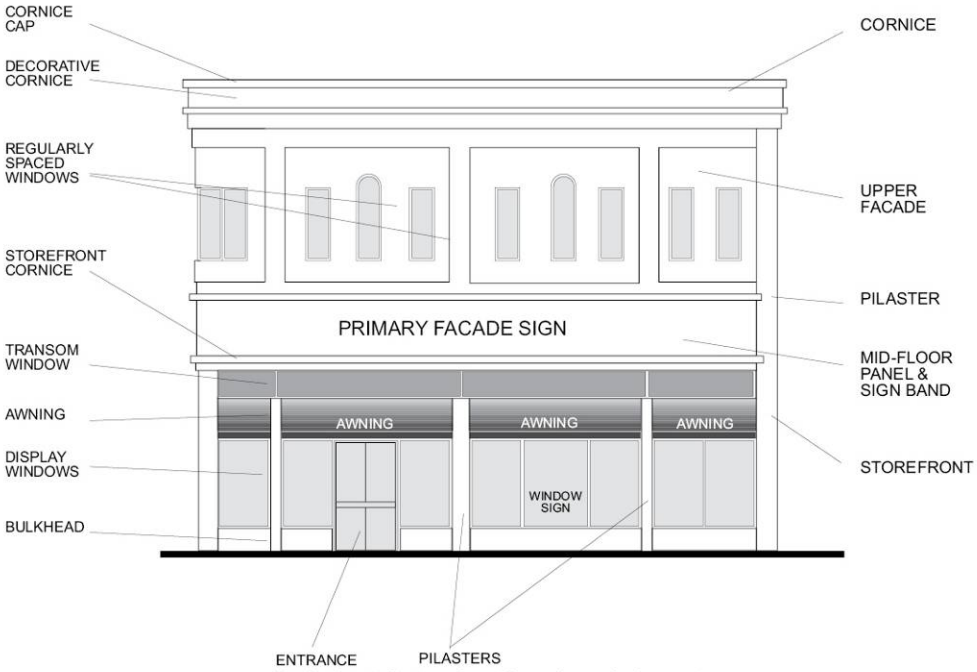
Design guidelines for these elements are described below. Appropriate scaled and proportioned elements should be provided in both the rehabilitation of existing storefronts and the construction of new buildings.

a. Bulkhead

A bulkhead, between 15 and 24 inches in height, should be provided at the base of the storefront display window. However, new storefront buildings may use floor to ceiling display windows if the design is compatible with surrounding architecture.

b. Entrance Door

Every building entry should be well lit. The entrance door should be kept simple and located centrally in the building façade. The door should be made of materials compatible with the building architecture and style. All entrances shall meet handicapped accessibility requirements.



Typical retail storefront facade and elements

Display Windows

Retail storefronts should have large display windows oriented toward the street or major pedestrian corridors to establish a visual connection between the interior and exterior of retail building. Display windows shall provide a clear view of store merchandise or a view into the business interior to add to the vitality of a retail environment as well as provide "eyes on the street." To achieve this, the greater portion of the window (at least two-thirds) shall remain clear and free from obstructions. This zone should be between 4 and 8 feet from the base of the façade. Ground floor wall sections without windows shall not be more than 5 feet in width.

Display windows should consist of a single pane of glass. When required to be divided into smaller sections, clear silicone vertical joints, glazing bars, or muntins should be used. Glazing bars and mullions should be of a minimal size and utilized to enhance the architectural style. The glass should be clear with an exterior daylight reflectance of not more than 8 percent. The use of opaque glass is prohibited.

c. Transom Windows

Transom windows may be provided above the display windows. The transom window height depends on the overall ceiling height and ranges from 18 inches to 3 feet. Awnings or canopies should be used to shade the transom windows. Transom windows may have clear, tinted or etched glass. Glass block or decorative metal grilles are also permitted in transoms.

d. Upper level Windows

The upper level windows should be symmetrically arranged. The number of windows should be based on the storefront modulation at the street level. The windows may be combined into pairs, triples or bands. These windows should be articulated with delineated sills, lintels or frames so as to create shadow lines.

Figure 6.11 Example of Pedestrian Oriented Window Sign

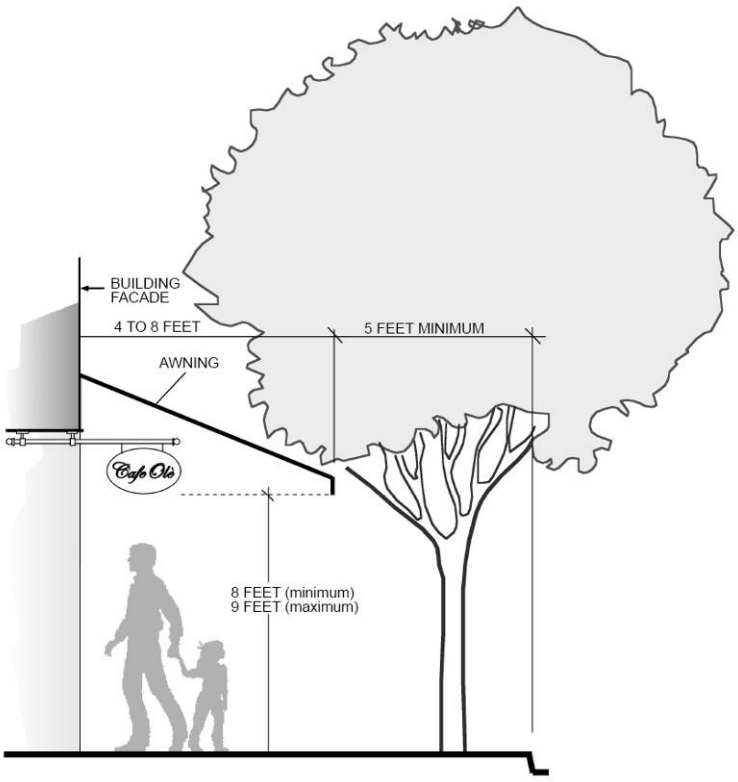
Display windows

e. Pilasters (Storefront Frame)

The pilasters on the buildings should be emphasized and articulated on the façade so as to frame it visually. Pilasters may extend the full height of the building or be limited to the storefront level. The use of pilasters should enhance the architectural style of the building.

f. Canopies or awnings

The size, scale and color of awning(s) should be compatible with the rest of the building; the awning(s) should not be the predominant element of the façade. Awnings should not cover the storefront piers or pilasters and should be divided into sections to reflect the major vertical divisions of the façade.



Awning size and placement

The awning should be mounted such that its valance is between 8 and 9 feet above the sidewalk with a projection of between 4 and 8 feet from the building face, but no closer than 5 feet to the street curb. An Encroachment Permit is required for all awnings that encroach or overhang on the sidewalk.

The use of awnings along a row of contiguous structures should be restricted to awnings of the same form, location on the building façade, and material and color.

Awnings shall not start at the parapet edge of the façade. The step (the highest line of contact where the awning touches the façade) of the awning shall be at least 24 inches below the parapet line.

Retractable awnings are encouraged, but barrel-shaped awnings are discouraged. Where architecturally appropriate, cantilevered or suspended integral horizontal canopy slabs may be used instead of awnings. Internally lit awnings should not be used.

Awnings shall be well maintained, cleaned on a regular basis, and replaced when faded or torn.

g. Cornices or parapets

Each building should have a simple cornice. If a parapet is provided, it may be stepped vertically to provide modulation and emphasis on the central module. The cornice should enhance the architectural style of the building. The use of elements such as oversized crown moldings is not permitted. A brick-front building may have a corbelled cornice. A plaster front building may have a stone sill at the parapet line. In Zigzag Moderne buildings, the parapet may be stepped vertically to provide interest.

h. Security Grilles

Visible security grilles are prohibited on the building facade exterior. Security grilles installed on the interior of the storefront are permitted. This installation must be done in a manner such that the grille is concealed from public view when not in use by retracting into casings that are in proportion and scale with the building's architecture. The color of the interior grilles should blend in with the background color so as to reduce their visibility when used. Exterior grilles on existing structures should be removed and placed on the interior of the storefront per these guidelines. Permanent security bars (defined as those clearly visible and fixed to windows on the façade) and roll-up metal security doors (including opaque shutters) are also strongly discouraged.

Unacceptable security bars.

G. Building Elements for Non-Retail Buildings

1. The elements of a building should relate logically to each other as well as to surrounding structures. A typical non-retail building has the following characteristic elements:
   a. Entrance door
   b. Windows
   c. Canopy or awnings
   d. Parapets

a. Entrance Door

Entrance doors should be simple and located prominently in the building façade. The door should be made of materials compatible with the building architecture and style.

b. Windows

Use interior and/or external shading devices to reduce solar heat gain and reduce energy consumption. Windows should be set from the exterior face of wall to create a shadow line. The glazing used for the windows may be clear or partly tinted glass. Highly reflective or dark tinted glass is not permitted.

c. Canopies or awnings

In non-retail buildings, the use of awnings is generally not encouraged. Instead, if architecturally appropriate, cantilevered or suspended integral horizontal canopy slabs may be used instead of awnings.

A canopy should be located such that its valance is between 8 and 9 feet above the sidewalk with a projection of between 4 and 8 feet from the building face, but no closer than 5 feet from the street curb.

d. Parapets

Parapets should have sufficient articulation of detail such as corner treatments, continuous banding, details, or varying pitch. Parapets should always include a cap and corner detail to enhance the building. Parapets should look integrated with the building.

H. Roof Design

1. The roof design should be considered as a component of the overall architectural design theme. Roof forms should be simple, avoid a massive appearance, and reflect the internal organization of buildings.

2. New buildings may have flat or sloping roofs, depending on what is most compatible with the architectural style of the building and others in the area. Parapets should appear integrated with the building and should include a cap and corner detail to create a shadow line to enhance the building. Mansard roofs are discouraged.

3. As a building feature, sloped roofs help make a visual transition from commercial uses to the surrounding residential neighborhoods. When gabled or pitched roofs are used, careful integration with the primary building and adjacent buildings should be considered in design. Roof slopes should be between 3:12 and 6:12.

4. Varied roof forms such as tower elements, extended eaves with rafters and corbels may be used to add interest and to create a consistent style. Roof planes may be extended beyond the building volume to create covered walkways and verandas.

5. Roof form and height should be varied to complement building mass and articulation. Vertical variations to the roofline should incorporate roof projections to avoid a false front/unfinished appearance.

6. The roofline at the top of the structure should not run in a continuous plane for more than 50 feet without offsetting or jogging the roof plane.

I. Doors and Windows

1. Doors and windows are key elements of any structure's form, and should relate to the scale and proportions of the elevation on which they are located. Windows and doors can establish character by their rhythm and variety and help to provide depth and contrast on elevation planes. Windows and doors should be used to help mitigate building mass, establish scale, give expression to otherwise blank walls, and create a distinctive building design.

2. All doors and windows should be related with the chosen architectural style. Windows with widely varying styles are strongly discouraged. All doors and window frames should be made of consistent material. Wherever possible, window sizes should be coordinated vertically and horizontally and window design should be consistent in terms of style and general arrangement on all building sides.

3. Window exposure should be maximized along pedestrian walkways. The use of opaque glass adjacent to pedestrian walkways is discouraged.

4. Window frames should appear substantial and should not be flush with the exterior finish. Windows should be designed to enhance building interest and articulation. Recessed windows or inset glazing are possible design considerations.

5. Windows located on the sides and rear of the project should also be consistent with the look and style on the front of the project.

6. Use interior and/or external shading devices to reduce solar heat gain and reduce energy consumption. Windows should be set from the exterior face of wall to create a shadow line. The glazing used for the windows may be clear or partly tinted glass. Highly reflective or dark tinted glass is not permitted.

J. Architectural Lighting

1. Architectural lighting can be used to enhance the perception of a commercial building(s) at night. A façade light style that is sympathetic to the building's architecture should be used. Architectural lighting should "wash" upon the street faces of a building. Façade lighting should vary so that the important elements such as entries, architectural details and public art, are lit more dramatically than the intervening walls and voids.

2. Visible direct lamp glare from unshielded floodlight fixtures is not allowed. In addition, retailers and other building users are discouraged from allowing a direct view to any bare light source from normal pedestrian or vehicular sight lines. This includes both façade lighting as well as interior lighting within 10 feet of the structures' windows.

3. Neon lighting is permitted only in an approved Art Deco or architecturally significant building as approved by the Design Review Committee.

4. The application of LEED Silver guidelines (or similar standards) is encouraged as a minimum baseline. Master Color metal halide or warm compact fluorescent lamps are encouraged. Lighting controls should be integrated to automatically monitor lighting needs.

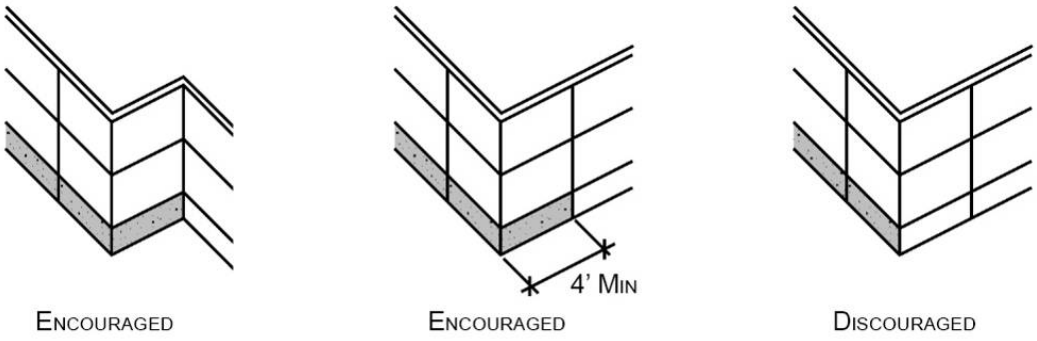
K. Materials and Finishes

1. Materials and finishes should be suitable to the scale, character and design theme of the building and further lend variety and interest to the project.

2. Textures, colors and materials should unify the building and its elements. Materials should be consistently applied and should be chosen to work harmoniously with adjacent materials. Piecemeal embellishment and frequent changes in materials should be avoided.

3. Buildings should be treated as a whole and finished appropriately on all sides to provide continuity. Backs of buildings should use similar materials; however, less expensive and more utilitarian substituted materials are acceptable, provided they are compatible with the overall design.

4. Materials tend to appear substantial and integral to the structure when material changes occur at changes in plane. Material changes not accompanied by changes in plane appear "tacked-on" and are strongly discouraged. Material changes, as well as changes in color, should not occur at external corners. Material and color changes may occur at "reverse" or interior comers or as a "return" at least four feet from external corners, with extended returns provided for large buildings.



Treatments for material and color changes at corners.

5. Exterior materials for all commercial developments should be of high quality, durable and low maintenance. Materials that will withstand abuse by vandals or accidental damage from machinery are strongly encouraged.

6. Accessory structures should be designed as an integral part of the project architecture and should be similar in material, color, and detail to the primary buildings.

7. The use of sustainable building materials is strongly encouraged. This includes using quality materials with a long life span, selecting materials that are not energy-intensive to manufacture, using building products made from recycled materials, and repairing and maintaining well-built existing structures to the fullest extent possible.

8. Materials that have no relationship to the architectural style shall not be permitted. These include mirrored glass, antiqued or imitation old brick, fake or cultured river rock, exposed concrete block, etc. Translucent plastic is strongly discouraged for use in awnings.

L. Color and Texture

1. Color and finishes on exteriors of all elevations of a building should be coordinated to provide a total continuity of design. Materials provide texture and color and should influence the choice of other colors on the façade.

2. The blending of compatible colors in a single facade or composition is a good way to add character and variety, while reducing, or breaking up the mass of a building. Lower wall wainscots and built-up or recessed reveals may be employed to add interest and break up vertical monotony.

3. The colors chosen should accentuate the architectural details of the building and be consistent with its architectural style. A minimum of three and a maximum of five exterior building colors shall be used. These colors should be used on the base (main body), trim

and accent. The base colors should be the lightest and the accents used sparingly. The two additional colors may be used on the base (main body) to distinguish between upper and lower floors or as an additional trim color.

4. Sign colors and finishes shall relate to those of the building. Signs may use any of the building colors plus up to three additional colors for a maximum of eight colors. Signs must use at least one of the building exterior colors.

5. Unusual patterns and color schemes should be avoided. Garish, non-harmonious, or out-of-character colors should not be used.

M. Corporate Identity Issues

1. The use of standardized "corporate" architectural styles associated with franchises is discouraged. Make corporate identity secondary in the design of projects, and consistent with the architecture of the surrounding community. Site specific design solutions are encouraged. The design character should not be a standard franchise prototype and should incorporate dominant characteristics of the neighborhood in which it is located.

N. Freeway Frontage Properties

1. Building design in all commercial developments should address the freeway and visually enhance the freeway corridor. All facades visible from the freeway shall be articulated. Well-defined forms and strong detailing is encouraged on the freeway-facing façades.

IV. LANDSCAPE DESIGN GUIDELINES

Landscaping shall be an integral part of the site design for commercial developments. Landscaping enhances the aesthetics of commercial developments, provides shading and climate control, and contributes to a pedestrian-friendly environment. It should also be used to provide a buffer between neighboring properties and incompatible land uses, screen service structures and loading areas, define building and parking area entrances, and define the edges of a project. When designed appropriately, landscaping acts as a unifying element within a project to obtain a cohesive appearance, to help achieve compatibility of a new project with its surroundings, and to enhance the overall environment and streetscape.

These guidelines for landscaping for commercial developments are in addition to the landscaping standards set forth in the Zoning Code and the requirements of the Landscape Design Manual.

A. General Landscape Guidelines

1. Landscaping should be used to define specific areas by helping to focus on entrances to buildings and parking lots, delineate on-site circulation, define the edges of various land uses, and provide shade and screening.

2. All areas not covered by structures, pedestrian walkways, driveways, and parking spaces shall be landscaped. A combination of trees, shrubs and groundcover may be used throughout the project.

3. Landscaping should be in scale with adjacent buildings and be of appropriate size at maturity to accomplish its intended goals.

4. Landscaping should be used to soften large building walls and parking areas and enhance building entrances.

5. Landscaping around the entire base of buildings is recommended to soften the edge between the parking lot and the structure. This should be accented at entrances to provide focus.

6. Landscaping should be protected from vehicular and pedestrian encroachment by raised planting surfaces, depressed walks, or the use of curbs.

7. The required front setback area, where applicable, shall be maintained in permanent landscaping. Paving is permitted in the required front setback area only for approved driveways and walkways. No more than 50% of the setback area shall be turf.

8. Parking lot landscaping shall consist of an evenly distributed mix of shade trees with shrubs and/or ground cover plants. "Evenly distributed" means that the trees and other plants are distributed around the parking lot perimeter and between parking bays to create a partial canopy. All parking areas with more than 20 spaces should include landscaped islands with trees to break up the parking area into rows of not more than 12 contiguous parking spaces. All landscaped areas shall have minimum dimensions of 4 feet to ensure adequate soil, water, and space for healthy plant growth.

9. If a building is located at a "T" intersection, a berm and/or landscaping shall be used to shield the building from oncoming headlights from the street.

Pedestrian-Oriented Commercial Development

10. Site area devoted to landscaping shall be greater than 10% of the overall parcel area, not including setback areas.

11. Landscaped setbacks should include a balance between turf and landscape plantings such as groundcover, shrubs and trees. The plantings shall not obstruct views into the retail display windows (where retail uses are present). In these areas, the height for these plantings shall not exceed three feet for security and safety.

"Big Box" Retail and Large-Scale Commercial Development

12. Site area devoted to landscaping shall be greater than 5% of the overall parcel area, not including setback areas.

13. Where an interior side and/or rear property line of a nonresidential use adjoins a residential use or if the project includes a residential component, a six-foot wide landscaped area adjacent to the property line shall be provided within the required setback. This landscaped area shall be devoted entirely to shrubs and trees, at least 6 feet in height (exclusive of any planter area curb).

Use a variety of evenly distributed landscape materials in commercial parking lots to provide shade and a pleasant atmosphere.

B. Landscape Materials

1. All unpaved areas shall be landscaped with a variety of landscaping materials, textures, colors and forms including trees, shrubs, ground cover, flowering plants, boulders, rocks, walls, textured surfaces, trellises and other elements. Limited use of materials such as crushed rock, redwood chips, pebbles, and stones may be acceptable.

2. Plant species and hardscape materials should be selected based on their ability to complement the scale, mass, and color of the architecture. Create recognizable landscape patterns and themes. Unity of design should be achieved by repetition of certain plant varieties and other materials.

3. Locate and choose planting types on their ability to create desired effects as follows:
   - Provide a backdrop and visual setting for the site's architectural elements.
   - Create focal points; highlight important architectural elements.

- Frame and give prominence to building entrances.
- Direct vehicular traffic; make an entry statement.
- Direct pedestrian traffic; identify and shelter pedestrian walkways.
- Provide a unified appearance along street frontages; reinforce the street hierarchy.
- Protect sensitive uses from excessive solar exposure, glare, wind, noise, dust, odors, and undesirable views.

4. Non-plant groundcovers such as bark dust, chips, aggregate or other non-plant ground covers may be used but shall cover no more than 20% of the area to be landscaped.

5. Use of flowering vines is encouraged along fence lines, perimeter walls, and blank building elevations.

6. Both deciduous and evergreen trees should be planted to provide a variety in texture, color and form, where appropriate to site size or landscape concept. Canopy trees to provide shade are encouraged in parking lots and in the front setback areas.

7. Colorful accent plants should be used to enhance entrances and add interest at special locations. These may be provided in pots, planter boxes, and hanging baskets as well as ground plantings.

C. Preservation of Existing Trees

1. Where feasible, existing trees shall be maintained and cared for. The design and siting of buildings in a commercial development should take into account all established trees in order to avoid unnecessary removal. In addition, the root systems of established trees should be protected when siting a building and during construction.

2. Street trees are particularly important and should be considered before other factors in the design. Street trees provide residents with the beauty and comfort of shady streets and sidewalks and contribute to the overall character of the city. The removal of street trees is prohibited.

D. Sustainable Landscape/Hardscape

1. Permeable paving systems that allow rainwater to penetrate into the soil rather than running off into the street should be used. Stones and other materials found on site should be reused in the landscape design to conserve resources. Recycled content materials, salvaged materials, and sustainably harvested forest products are encouraged.

2. Native and drought tolerant plants are strongly encouraged. Because turf requires high water use, it should be used sparingly where possible. If turf is used, drought resistant varieties are strongly encouraged.

3. Water-efficient irrigation systems, such as low flow and drip equipment, shall be used. Rain sensors are required on all irrigation systems. When feasible, provide on site rainwater storage (such as capturing rainwater from the roof) to use in landscape irrigation.

5. Plants with similar watering needs should be grouped (on the same irrigation valve). High and low water use plants should be separated.

6. Refer to www.bewaterwise.com for additional recommendations for conserving water in landscape irrigation.

E. Landscape Lighting

1. Landscape lighting should complement and enhance the architecture and landscape of the development. Landscape lighting should be designed so that the light source is not visible. Lighting fixtures should be screened behind landscape features.

2. Landscapes should utilize discrete uplighting to illuminate planting and various landscape elements and to accentuate building facades and architectural details. Uplighting on walls of the structure help define space and create visual interest, while providing comfort and security.

3. Landscape illumination should be aesthetically pleasing and minimal. It should not flood the landscape with excessive light or spill into adjacent properties.