PRIVATE REALM DESIGN GUIDELINES

7.0 Private Realm Design Guidelines

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PRIVATE REALM DESIGN GUIDELINES

7.1 INTRODUCTION AND PURPOSE

This chapter provides design direction for private property within the San Pablo Avenue, Pinole Valley Road, and Appian Way areas and will guide new development and reuse of existing buildings.

General guidelines and standards that address design goals that are common to all three Specific Plan Areas – San Pablo Avenue, Pinole Valley Road, and Appian Way – are included in section 7.3 of this chapter. Guidelines and standards establish criteria used by the City in reviewing proposed development and are intended to encourage high-quality design and innovative development in the three areas. Standards and design guidelines uniquely tailored to address specific design issues in one of the five Specific Plan sub-areas are included in sections 7.4, 7.5, 7.6, 7.7, and 7.8 respectively.

The purpose of the design guidelines and standards is to guide improvements, renovations, and future development in the San Pablo Avenue, Pinole Valley Road, and Appian Way areas to be consistent with the vision and urban design principles developed for the area as described in Chapter 2 of this document. These guidelines and standards describe and illustrate building and landscape designs that are appropriate for transforming Pinole into an economically vibrant and multi-modal destination. The design guidelines and standards are intended to strengthen Pinole's sense of place by promoting high-quality building design, active and landscaped outdoor spaces, and safe and convenient circulation while preserving the historic character of Old Town.

This section also incorporates principles of Crime Prevention Through Environmental Design (CPTED) and "Sustainability". The intent of these principles is to create healthy, balanced, and safe districts. CPTED is primarily concerned with promoting safety by providing natural surveillance ("eyes on the street"), controlling and directing access to permitted areas and deterring access to unauthorized or inappopriate areas, and creating a sense of ownership through regular maintenance and a clear delineation between private and public space. Sustainability balances environmental, economic, and social impacts of new development to enable communities to meet current and future needs. Sustainability relates to the private realm in many ways, such as providing gathering spaces in multi-family housing projects to foster a sense of community, using recycled building materials, and using drought-tolerant landscaping to conserve water resources. These issues are important to the City of Pinole and are integrated into the design guidelines and standards outlined in this chapter.

PRIVATE REALM DESIGN GUIDELINES

Applicable sections are divided into the following specific sub-sections as applicable:

1. Site Planning and Design
2. Site Amenities
3. Architecture
4. Landscape and Hardscape
5. Circulation
6. Parking
7. Service and Storage
8. Lighting
9. Signage
10. Green Design

7.2 INTERPRETATION OF TERMS

It is important to note that the following sections contain both interpretive design guidelines delineated by the words "encouraged" or "may," as well as **mandatory design standards which are delineated in bold** and contain the words "shall," "must," or "will." Where the term "should" is used in the document, it is a guideline that is strongly encouraged.

7.3 GENERAL DESIGN GUIDELINES APPLICABLE TO ALL SPECIFIC PLAN AREAS

1. SITE PLANNING AND DESIGN

a. **Site design shall be pedestrian-oriented, not dominated by parking lots, automobile use, or unattractive utilities.**

b. Buildings should be arranged to define and connect pedestrian paths and public spaces.

c. Buildings and building entrances should be oriented toward the street to enhance street frontage, safety, and social interaction.

d. Buildings should be situated to face plazas and other public spaces to increase natural surveillance and enhance a sense of safety.

Buildings should not put their back to the street

PRIVATE REALM DESIGN GUIDELINES

e. Projects on the corners of prominent intersections should be treated as community gateways and should be of the highest design quality.

   i. Gas station canopies, fast-food restaurants with drive-throughs, light industries, and similar uses should be located away from the corner.

   ii. Corners should be defined with appropriate architectural treatment.

Appropriate architectural treatment at prominent street corner

f. Consideration should be given to the privacy concerns of adjoining properties and buildings when orienting structures on a site. Building, window, and balcony orientation shall maximize views while preserving the privacy of surrounding neighbors.

g. Locate buildings and windows to maximize visibility of entryways, pathways, and parking lots to promote natural surveillance and enhanced security.

h. Commercial buildings should be arranged to provide convenient access to transit stops.

i. Sidewalks and on-site pedestrian paths shall provide direct and safe access to building entrances and transit stops.

j. Sites should be strategically planned to minimize potential nuisances from noise and odor producing activities by locating trash enclosures, loading areas, mechanical equipment, and restaurant vents away from residential uses. To minimize conflict between adjoining land uses, the following guidelines are suggested:

   i. New commercial uses should be required to install adequate buffers (hardscape and/or landscape) along any boundary shared with a property zoned for residential use.

   ii. If an alley is located between the commercial and residential uses, the commercial applicant should be required to provide an adequate buffer on the residential side of the alley, subject to the agreement of the residential property owner.

   iii. Trash enclosures shall be included in all projects. All trash enclosures shall be designed consistent with the following:

1. Trash enclosures should be built of non-combustible materials (wood not permitted).

2. Materials/finishes should relate to and be of same quality as materials used on building.

3. Landscaping and screening should be included to help visually buffer loading area and enclosure, but avoid providing opportunities to hide.

iv. Mechanical Equipment and utilities should be sited and designed to minimize noise conflicts with surrounding uses, and to be screened by buildings and/or landscaping from public lands and adjoining land uses.

v. Rooftops that are visible from public vantage points should be designed similar to other building elevations with appropriate consideration given to color, materials and form, and with adequate screening for mechanical equipment.

n. Building coverage may be affected by site constraints including, but not limited to, native trees, topography, easements, or other natural or physical site constraints.

o. Natural topography should be integrated into site design to the extent feasible and grading should be minimized.

2. SITE AMENITIES

a. Plazas, Courtyards, and "Outdoor Rooms" serve as a gathering space for the community and contribute to the pedestrian experience. Development should be designed to:

i. Recognize the importance of spaces between buildings as "outdoor rooms" on the site. These spaces should be utilized as active open space in the form of covered pedestrian walkways, outdoor seating areas, or pedestrian plazas.

ii. Incorporate outdoor activity spaces for sitting, relaxing in sun or shade, eating, strolling, and gathering within commercial, office, high-density residential, and mixed-use projects.

Public art incorporated into benches

iii. Encourage pedestrian use of "outdoor rooms" by incorporating shelters, trellises, fountains, art, seating, and shade trees.

iv. Provide amenities for varying light and climate conditions and for protection from sun and wind.

v. Ensure that outdoor spaces and plazas are visible from the street and/or adjoining buildings to help promote site safety.

b. Paving and furniture should complement public streetscape elements when appropriate.

c. Bicycle parking shall be provided at all multi-family and commercial projects at the following levels:

i. Multifamily Residential: Provide at least one accessible, indoor, secure bicycle storage space per occupant for 30% of the planned occupancy but no fewer than one per unit. Provide secure visitor bicycle racks on-site, with at least one bicycle space per 10 dwelling units but no fewer than four spaces per project site.

ii. Retail: Provide at least one accessible, indoor, secure bicycle storage space per retail worker for 10% of retail worker planned occupancy. Fractional spaces greater than 0.01 shall be rounded up to ensure sufficient workforce bicycle parking. Provide secure visitor/customer bicycle racks on-site, with at least one bicycle space per 5,000 square feet of retail space, but no fewer than one bicycle space per business or four bicycle spaces per project site, whichever is greater.

iii Commercial Non-Retail: Provide at least one accessible, indoor, secure bicycle storage space per occupant for 10% of planned occupancy. Provide secure visitor bicycle racks on-site with at least one bicycle space per 10,000 square feet of commercial non-retail space but not fewer than four bicycle spaces per building.

d. Site amenities should be low-maintenance, graffiti-resistant, and made of high-quality, long-lasting materials.

Variation in wall plans and rooflines

e. Public artwork should be integrated into private development projects. In addition to typical art projects that include water features, murals, and sculpture, public art may incorporate, or be incorporated into, public infrastructure (e.g. bike racks, gates, benches, and bollards).

3. ARCHITECTURE

Design & Character

a. Development should employ a consistent design concept. Building design should be consistent with the defined architectural style and expressed on all exterior elevations of the building.

b. Projects should reflect the context within which they occur, but should be original in design and avoid duplication. Developments should have their own identity while complementing the character of the Specific Plan Area.

d. Corporate tenants shall design their buildings to fit the desired scale and character of the Specific Plan Area. The use of corporate chain or franchise architecture is not allowed in the Specific Plan Area unless the design is consistent with the desired scale and character of the Specific Plan Area.

This figure illustrates how corporate design can be created at a pedestrian scale.

e. Renovation of existing buildings with historic value, should preserve those aspects of the site and structure that contribute to the historic character and context.

Form, Massing & Articulation

a. Varied and well-articulated wall planes, rooflines, and building form shall be created to reduce the overall massing and scale of buildings while providing visually engaging designs.

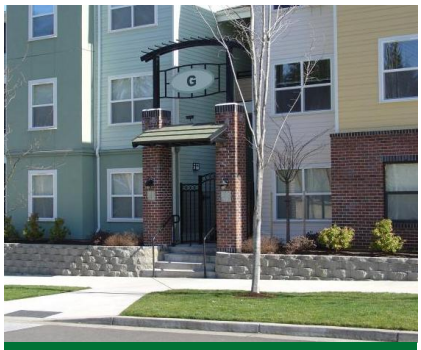
b. Buildings should be well-articulated to foster a more intimate, pedestrian-friendly scale.

c. Long, flat, blank walls shall be avoided, particularly when facing a street, public open space, pedestrian walkway, or parking area. Architectural details such as fenestrations, recessed planes, display cases, murals, and trellises can be used to soften blank walls.

d. The number of windows facing streets, pedestrian walkways, plazas, and other public spaces should be maximized.

e. Awnings, colonnades, arcades, and canopies of durable quality are encouraged to provide shadow lines, articulate flat façades, further enhance recessed entries, and provide protection from the weather.

f. New buildings should be in proportion to surrounding structures, and should maintain a pedestrian scale along the street. Elements should be incorporated into the design of structures to soften the edge of the building and provide a transition to human scale, such as covered walkways, building arcades, trellises, and landscaping.



Building entrance emphasized

g. Building entries should be prominent and visible. Entries should be emphasized through building articulation and form and architectural details such as windows, trellises, arcades, changes in material, and landscaping.

h. Residential buildings shall have main entrances from the street to facilitate pedestrian activity and increase security through more "eyes on the street."

Materials and Color

a. Building materials finishes and use of color should be consistent with the overall architectural style of the project.

b. The use of durable, low-maintenance, and high-quality building materials are encouraged.

c. Variation in color and materials is encouraged to enhance the visual quality of building façades. Building elevations facing public areas should be given particular emphasis.

Landscaping used to add texture, strengthen the pedestrian scale and buffer walkways from building.

4. Landscape Hardscape and Fencing

Landscape

a. Landscaping should be used extensively to achieve a number of objectives including:

   i. Adding texture to walls and other vertical surfaces;

   ii. Strengthening the pedestrian scale;

   iii. Buffering pedestrian walkways from the street and buildings;

   iv. Providing shade in public spaces and parking lots;

   v. Complementing the architecture;

   vi. Relieving the visual appearance of large expanses of hard surfaces;

   vii. Screening undesirable views;

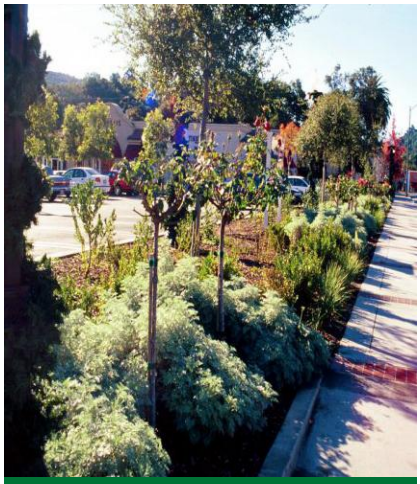
   viii. Providing a visual and noise buffer;

   ix. Minimizing the impact of incompatible land uses; and

   x. Defining perimeters and establishing transition between adjacent developments.

b. Accent plantings should be used at key activity areas and entries to provide focus and visual interest.

c. Evergreen and deciduous or flowering trees should be used in combination to create visual interest and a dynamic landscape.



Use of drought-tolerant landscaping

d. Native plants or compatible species of drought-tolerant plants should be used in landscape design to reduce water consumption.

   i. Turf should be limited to accent areas, activity areas, or in parkway areas between sidewalks and street curbs.

ii. Plants should be grouped according to their water needs and irrigated separately from other groupings with dissimilar water needs.

e. Plant selection should be based on the climate and environment of the area as well as site characteristics such as exposure, light intensity, soil analysis, site drainage, and irrigation.

f. Existing trees in good health and appearance should be preserved.

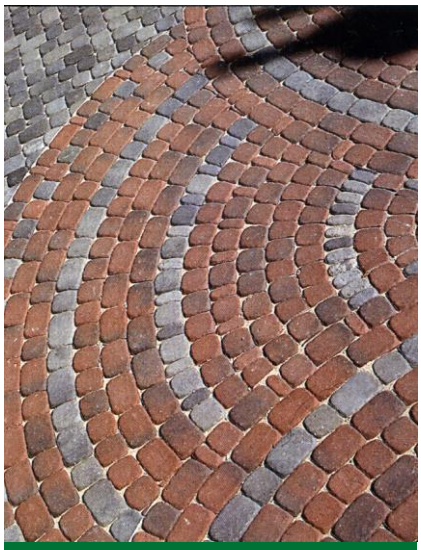
g. Landscaping shall be well maintained. Dead plant material shall be removed promptly and replaced in a timely fashion to preserve the well-kept appearance of the property.

h. Parking areas should be shaded by trees to the greatest extent possible.

i. Open space, parking areas, and building entries should not be obscured by landscaping. Planting should maintain open and clear sightlines to eliminate places of concealment.

Hardscape

a. Project should employ special paving to enhance a project's design. The use of brick, interlocking pavers, grasscrete, and cobblestones as an alternative to a solid paved driveway, parking lot, plaza, pedestrian walkway, or primary building entrance is encouraged.



Use of special paving

b. Hardscape materials used in pedestrian-oriented spaces such as plazas, paths, and sidewalks should be attractive, durable, easy to maintain, slip-resistant, of high quality, and compatible in color and pattern with a project's design. Surfaces in pedestrian circulation areas shall be constructed from materials that provide a hard, stable surface and that permit maneuverability for people of all abilities.

c. Pedestrian pathways crossing an on-site vehicle drive aisle, loading area, or parking area should be made identifiable by the use of an alternative hardscape material such as pavers, patterned, or stamped or colored concrete.

Fencing

a. The use of fencing around the perimeter of developments is discouraged. Where fencing may be necessary, it should be used in combination with landscaping and berming. Front fences should be predominantly open in design, such as picket or wrought iron fencing.

b. Fencing colors and materials shall be compatible with the design of the project. The incorporation of pilasters and caps into wall and fence design is also encouraged.

c. Encourage the use of high-quality materials in the construction of fencing to decrease long-term maintenance costs and to make it less likely that neglected, unsightly areas will occur.

d. The use of chain link, fabric, or concrete block fencing is prohibited.

Pedestrian paths to connect areas

5. CIRCULATION

a. Circulation systems shall be designed to avoid conflicts between vehicular, bicycle, and pedestrian traffic.

b. Site circulation shall allow for and facilitate emergency access to the site and all buildings.

c. Projects should include convenient and safe pedestrian connections to the surrounding network of paths and public rights-of-way.

d. Use walkways, landscaping, lighting, signage, and design features to direct pedestrians to desired entrances and away from private or undesirable areas.

e. Blank wall space adjacent to pedestrian circulation paths should be articulated and softened by landscaping, covered walkways, and/or articulated wall planes.

f. Provide buffers between pedestrians and vehicular traffic.

g. Access by individuals with disabilities shall be incorporated into the overall pedestrian circulation system.

h. Bicycle racks shall be located in a well-lit, secure, and highly visible location, near the primary entrance(s) to the development, and shall not obstruct the designated pedestrian walkways.

i. Increase the convenience of transit use by incorporating the following site design techniques:

   i. Place transit facilities and supportive commercial uses (coffee or news stand) in close proximity whenever possible;

   ii. Where possible, incorporate transit stops into attractive public spaces that act as a node between the project and the stop;

   iii. Provide easy access from transit stops to the front door of buildings.

j. Pedestrian and vehicular entrances must be clearly identified and easily accessible to create a sense of arrival. The use of enhanced paving, landscaping, signage, and special architectural features and details is strongly encouraged.

k. Reciprocal access between non-residential developments is strongly encouraged to reduce the number of driveway curb cuts and provide for convenience, safety, and efficient circulation.

Alleys

a. Alleys should be integrated into the circulation network whenever possible. Alleys function as a semi-public space, providing parking, service access, and occasionally even pedestrian access for the businesses and residences along them. When alleys are to be used as pedestrian access, provide clear signage and adequate lighting to direct pedestrians to building entrances and avoid creating hiding places.

b. When utilized, pedestrian alleys should be spaced at not more than 100 feet on center.

6. PARKING

a. Development should allow for on-street parking in front of buildings and provide meaningful pedestrian areas in front of shops and businesses, and off-street parking should be consolidated behind, next to, under, or within the building.

b. Parking should be located behind, next to, or tucked under buildings, subterranean, alley access, or in parking structures. For detailed parking location and design requirements by district, refer to section 6.4. When off-street

Clearly designated pedestrian corridors that provide landscaping and shade

parking in the rear is not possible, parking should be screened from view by landscaped berms and/or low walls.

c. Parking areas shall be clearly visible from the building or street.

d. Large masses of parking shall be avoided. It is preferable to create small, connected parking lots utilizing shared driveways and located on side streets or alleyways.

e. Shared parking and reciprocal access is strongly encouraged between adjacent developments and businesses.

f. Pedestrian drop-off locations should be incorporated within overall parking lot circulation patterns and should be convenient and safe.

g. Create wide, well-lit pedestrian walkways connecting on-site pedestrian circulation systems in parking lots to off-site public sidewalks and building entries.

h. Designated pedestrian corridors in parking lots should have landscaping on at least one side of the walkway or alternating from one side to the other to provide a comfortable walking environment, including shade for pedestrians.

i. The layout of parking areas should be designed so that pedestrians walk parallel to moving cars.

7. SERVICE AND STORAGE

a. Mechanical equipment, utilities and storage, including garbage collection, recycling, fire, and meters, shall be adequately planned and screened.

i. Outdoor storage shall be screened from public view through a combination of building design, landscaping, berming, walls, and/or location.

ii. Wall screening shall be of similar colors, materials, and finishes as primary buildings.

iii. Services should be visible and loading areas should be designed to avoid creating places to hide.

Appropriately screened services

b. All refuse containers shall be placed within screened storage areas or enclosures.

   i. Refuse containers should be sufficiently buffered from project entries, main building entries, and main pedestrian paths.

   ii. Recycling containers shall be incorporated into trash enclosure areas or stored within a separate enclosure.

   iii. Enclosure materials and colors should be consistent with, and complementary to, building materials and finishes. A minimum 3-foot landscape buffer should be provided on all non-accessible sides of trash enclosures. A larger buffer area will be required when adjacent to single-family residential areas.

c. Chain-link gates or fences are not appropriate for screening and shall not be permitted in the Specific Plan Areas.

d. Sheet metal vents, pipe stacks, and flashing shall be painted to match the adjacent roof or wall material.

e. Vents, antennas, stacks, and other roof-mounted equipment shall be completely screened from public view.

Pedestrian Scaled lighting

8. LIGHTING

a. Lighting shall provide security and visual interest.

b. Exterior light fixtures should be attractively designed to complement the architecture of the project.

c. Light poles shall be scaled for the pedestrian.

d. Wall-mounted lights should be used to the greatest extent possible to minimize the total number of freestanding light standards.

e. Exterior light fixtures used for pedestrians and vehicles shall direct illumination downward. Exposed bulbs are prohibited.

f. When security lighting is necessary, it shall be recessed, hooded, and located to illuminate only the intended area. Off-site glare and light trespass shall be prevented.

g. Pedestrian areas, sidewalks, plazas, parking areas, and building entrances shall be adequately lit to improve public safety and security in these areas.

Appropriate scale and character of signage

h. Parking lot lighting shall be designed to have a minimal effect on surrounding properties and buildings. Lighting shall be directed downward to minimize glare, and light intensity shall provide adequate visibility and security at night.

i. Light fixtures shall be routinely maintained and bulbs replaced as needed.

9. Signage

All signs must comply with the regulations contained in the City of Pinole Zoning Code (PMC Title 17 Chapter 17.28), unless as indicated in the Specific Plan, in which case the Specific Plan will take precedence.

a. Design signs in harmony with the style and character of the development and as an integral design component of the building architecture. Signs shall coordinate with building design, colors, materials, and scale. Signs shall not dominate the building façade.

b. Signage shall not obstruct or cover up architectural details or windows.

c. Sign letters and materials should be professionally designed and fabricated.

d. All signs shall be maintained in good repair, including the display surface, which shall be kept neatly painted or posted.

e. Pole signs are not allowed.

f. A-frame signs are not allowed anywhere with the exception of Old Town.

g. Signage for businesses that have ceased operation for 90 days shall be removed.

10. GREEN DESIGN

a. Surface water and pollutant runoff should be reduced by maximizing the use of pervious surfaces and vegetative ground cover.

   i. Use of permeable paving, pavers, turf stone, brick, and decomposed granite is encouraged.

   ii. Use of natural topographic features or built swales for filtration of site drainage is encouraged

b. Use of recycled water is encouraged for landscaping.

c. Orient the design of the site to take advantage of solar access. For optimum solar conditions, the longest side of a building should face south (within 20 degrees of due south) and have relatively clear access to the sun.

Use of permeable features for filtration

d. Building windows above the second floor and facing southern and westerly directions should be treated or otherwise designed to increase energy efficiency for the building while still maintaining the architectural integrity of the building and quality design of the site.

e. The use of solar arrays or other types of solar-based energy generation is encouraged in all new roofing structures. Consider the pitch of roofs and orientation of the building when designing the project so as to maximize solar energy generation.

f. Consider the use of green roofs or other innovative methods of reducing impervious areas and heat islands on project sites.

Use of solar panels on roofs

g. Building and paving materials that are less hazardous and/or are made from recycled materials are encouraged.

h. Encourage the design, construction, or retrofit of buildings to utilize green building practices. Consider using LEED, LEEP, or similar standards and thresholds to improve overall site and building quality in terms of energy efficiency and renewable resources.

7.4 OLD TOWN SUB-AREA DESIGN GUIDELINES

1. SITE DESIGN

a. On corner properties, orienting and locating the building at the minimum setback is required.

b. Corner buildings shall have angled corners or corner walk-throughs to provide drivers visibility when turning right at the intersection.

c. Pedestrian linkages should be provided to nearby neighborhoods, parks, and activity areas in the vicinity.

d. Structures that are distinctive because of their age, cultural significance, or unique architectural style should be preserved and incorporated into development proposals.

e. Link compatible residential and non-residential uses by utilizing access roads, walkways, common landscape areas, building orientation, and unfenced property lines.

f. Loading areas, access, and circulation driveways, trash and storage areas, and rooftop equipment should be located at the rear or side of buildings and screened from public view.

g. Employ landscaping to screen parking lots from adjacent residential uses and streets.

h. Corner buildings should have a strong tie to the front setback lines of each street. Angles building corners or open plazas are encouraged at corner locations.

i. Site amenities should be preserved and should become part of the new project.

2. Site Amenities

Outdoor Seating

Outdoor seating animates the Old Town environment and complements retail and cultural activities.

Outdoor seating

a. Outdoor sidewalk seating for an adjacent commercial use is permitted on limited portions of the public sidewalk within Old Town subject to compliance with the following application procedures and performance standards.

   i. Application Procedures

      1. A completed Conditional Use Permit application, a scaled site plan, and a scaled elevation drawing of the proposed outdoor dining facilities shall be submitted.

      2. Applicants seeking to permanently affix items within the sidewalk (e.g., signs, barriers) shall also apply for an encroachment permit.

      3. The site plan shall show the following: (a) The location of tables, chairs, accessory service facilities, the mandatory perimeter barrier element, and any fixed elements on sidewalk within a 25-foot radius around the outdoor seating area. Fixed elements include light-sign poles, trees/landscape strips, traffic lights, parking meters, raised planter curbs, tree wells, pots, waste containers, and similar items. (b) Include the clear zone dimension from the outer perimeter of the outdoor fixtures to the nearest sidewalk fixtures pursuant to the requirements specified in Figure 7.1.

      4. Elevation plans shall show front and side views of the outdoor dining facilities, including all proposed above-grade improvements such as planter boxes, awnings, tables, chairs, and similar features.

      5. Upon approval of a Conditional Use Permit by the Planning Manager, the applicant shall obtain all required building/electrical permits, if applicable, prior to construction.

ii. Performance Standards

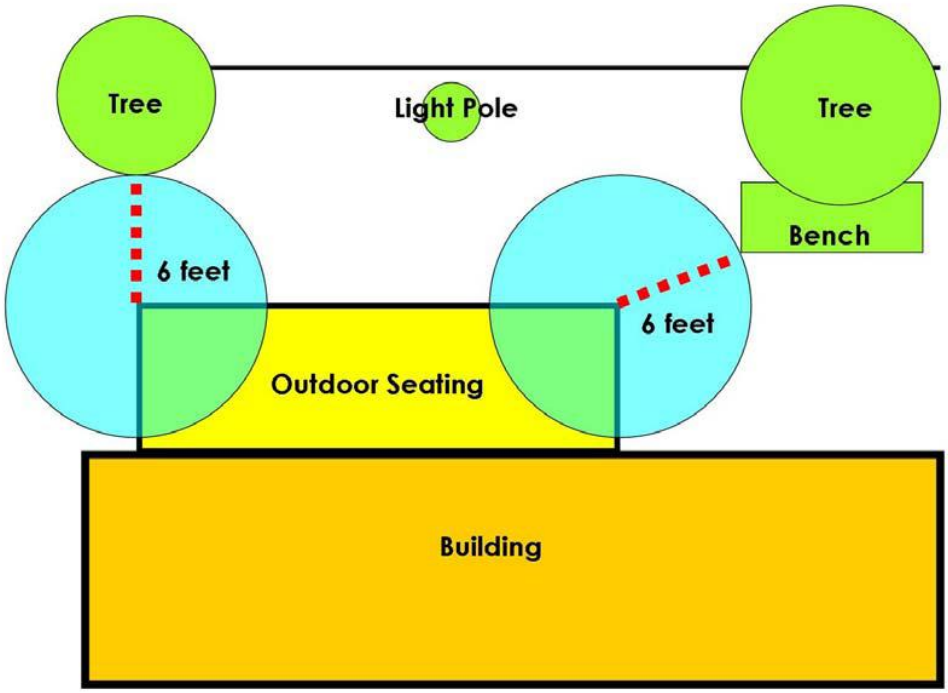
1. Sidewalk seating shall not obstruct sidewalk pedestrian traffic or create public health and safety hazards. Accordingly, all sidewalks shall maintain a 6-foot minimum clear dimension between the outside edge of any sidewalk café fixture and any fixed element within the sidewalk right-of-way. The 6-foot minimum clear dimension may be measured from the outermost point of the mandatory perimeter barrier element as a radius of a circle. The red dotted line in Figure 7.1 represents the 6-foot minimum clear dimension.

2. All applicants shall provide proof of insurance for the existing business and the applicant's ability to obtain a policy of general commercial liability insurance for the café use. A condition of approval shall be added to the Conditional Use Permit requiring the applicant to obtain such an insurance policy for the café and that they add the City of Pinole as an additional insured to the policy.

3. Outdoor sidewalk seating shall be either open, partially covered, or enclosed by means of umbrellas, awnings, canopies, or similar protective structures or fully enclosed.

4. Enclosed cafés shall be constructed of material that is predominantly transparent. Glass shall be clear, not heavily tinted or mirrored. Base walls of enclosed cafés shall not be greater than twelve (12) inches in height. The outside window height shall not be less than eight (8) feet. All permanent structures shall meet building code requirements.

Figure 7.1
Minimum Dimensions for Outdoor Cafés



3. ARCHITECTURE

a. New construction shall be representative of, or compatible with, a specific historical architectural motif and style of the period represented in Old Town Pinole. Project architects shall provide a written explanation identifying their chosen motif and style, noting which architectural elements express that style, and explaining why it is compatible with existing historic development in Old Town.

b. New construction shall relate to existing construction and development through a careful reflection of the architectural detailing of surrounding development, including features such as building height, materials, and proportion and placement of details such as entries, windows, arches, or wainscots.

New construction of medium/ high density residential development fits into context with surrounding historical structures

c. Renovations of existing buildings shall preserve existing amenities.

d. Franchise architecture or corporate prototype design is prohibited. Building elevations shall be designed to fit into the surrounding character of Old Town.

e. Renovations of registered buildings shall comply with the National Historic Preservation guidelines and all other applicable guidelines.

f. Parapets shall surround all low slope commercial roofs. The parapets shall be detailed to enhance the overall building design.

g. The scale of new buildings in Old Town should blend with what currently exists.

h. All ground-level uses should have a minimum height of 10 feet from floor to the major finish ceiling, excluding soffits.

This figure illustrates how corporate design can be created at a pedestrian scale.

i. Entries should be well defined, face directly to the main public street or street corner, and be well illuminated. Dark or very deep entry spaces are discouraged.

Storefronts

Storefronts create a seamless and historically sensitive transition from the pedestrian sidewalk space to the building interior; the following guidelines are applicable to storefronts.

a. Dark-colored, reflective, or obscure glazing is prohibited.

b. Blank walls (without doors or windows) longer than 40 percent of a façade or more than 50 feet occurring along sidewalks are prohibited.

Large storefront windows create visual interest to the pedestrian and make the street lively

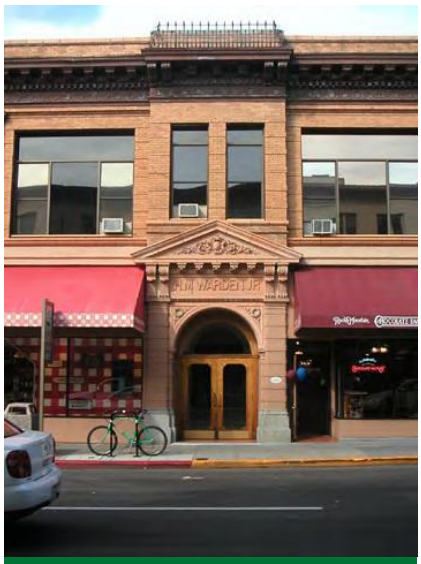
c. Historic prototype storefronts provide a decorative base panel in the wall below the window. Appropriate materials shall be durable commercial grade such as ceramic tile, brick, stone veneers, and wood paneling with moldings.

d. Enhance the pedestrian experience by unifying storefront elements including signs, graphics, awnings, lighting, and color.

e. Maximizing glazing at the ground level of new and existing buildings being remodeled is encouraged. Provide visual access to the building's primary activity and orient it to the consumer.

f. Window size, shape, and style should be responsive to the building design. Traditional storefronts may have smaller windows with intermediate mullions.

g. Existing storefront upgrades should respond to the building's intrinsic architectural qualities as well as those of the street façade. The design should be responsive to the character of the existing building.



Historic brick façade

h. In Historic Old Town, encourage the preservation and restoration of original storefronts. As much original material and detail should be retained in the restoration as possible. Restoration should not destroy the distinguishing qualities or character of the structure and its environment. Removal or alteration of any historic material or architectural feature in Historic Old Town should not be allowed on significant structures. Removal or alterations of any historic material or architectural features should be minimized on less significant structures.

Materials and Color

a. New construction details and materials should follow the pattern and principles of the historic architectural design.

b. Buildings shall incorporate materials with at least two textures at streetfront elevations. Large uninterrupted and unarticulated monochromatic expanses are prohibited.

d. Materials shall be durable, and low maintenance. Brick, iron, and other masonry-type materials are encouraged. When using these materials as a veneer, attention shall be paid to the corner treatment and similar details so that the materials do not appear too thin.

This storefront provides multiple textures and ample articulation

e. Corrugated metal siding, reflective glass, plywood siding, and synthetic siding materials (plastics) are strongly discouraged unless they can be demonstrated attractively.

f. Stucco-covered foam is acceptable if properly detailed and applied. Special attention to durability is required at lower levels accessible to the pedestrian.

g. Construction materials should be consistent and complement the existing buildings found along main streets. Site materials should complement materials as found on existing historic buildings. The use of brick, wood, and iron is encouraged.

h. Paint colors shall be in keeping with the historic period and characteristics of the building or structure. The period of significance for buildings and structures in the Old Town is 1880 to 1940, and a variety of exterior paint colors are associated with this time period and the types of buildings and structures within Old Town. Therefore, the use of a variety of muted colors that highlight the different periods of use and functions of the buildings and structures in Old Town while retaining its "Main Street" appearance shall be required. One muted color shall be used as a background to unify the overall appearance of the building or structure, while one or two other colors shall be used for accent to highlight architectural details and trim. Different shades of the same color shall be used for variation in color, while maintaining a color palette consistent with the historic period and characteristics of the building or structure.

The bottom floor of this structure is accentuated though the height of the first floor.

i. An integrated color palette for the entire project shall be submitted with the design.

4. CIRCULATION

a. Primary pedestrian access to all buildings shall be through an entry on the street side. Where buildings abut a court yard or plaza, pedestrian access shall be provided.

b. Vehicle circulation patterns shall be as simple and obvious as possible.

c. Pedestrian circulation patterns shall be as simple and obvious as possible.

d. Circulation shall be designed to avoid all conflict between vehicles and people. The pedestrian shall take precedence over the vehicle if a conflict arises.

e. Pedestrian-scaled lighting is required.

f. Accessibility and safety (non-slip surfaces) shall be provided.

g. Alleys function as a semi-public space, providing parking, service access, and occasionally even pedestrian access for the businesses and residences along them.

Alleys

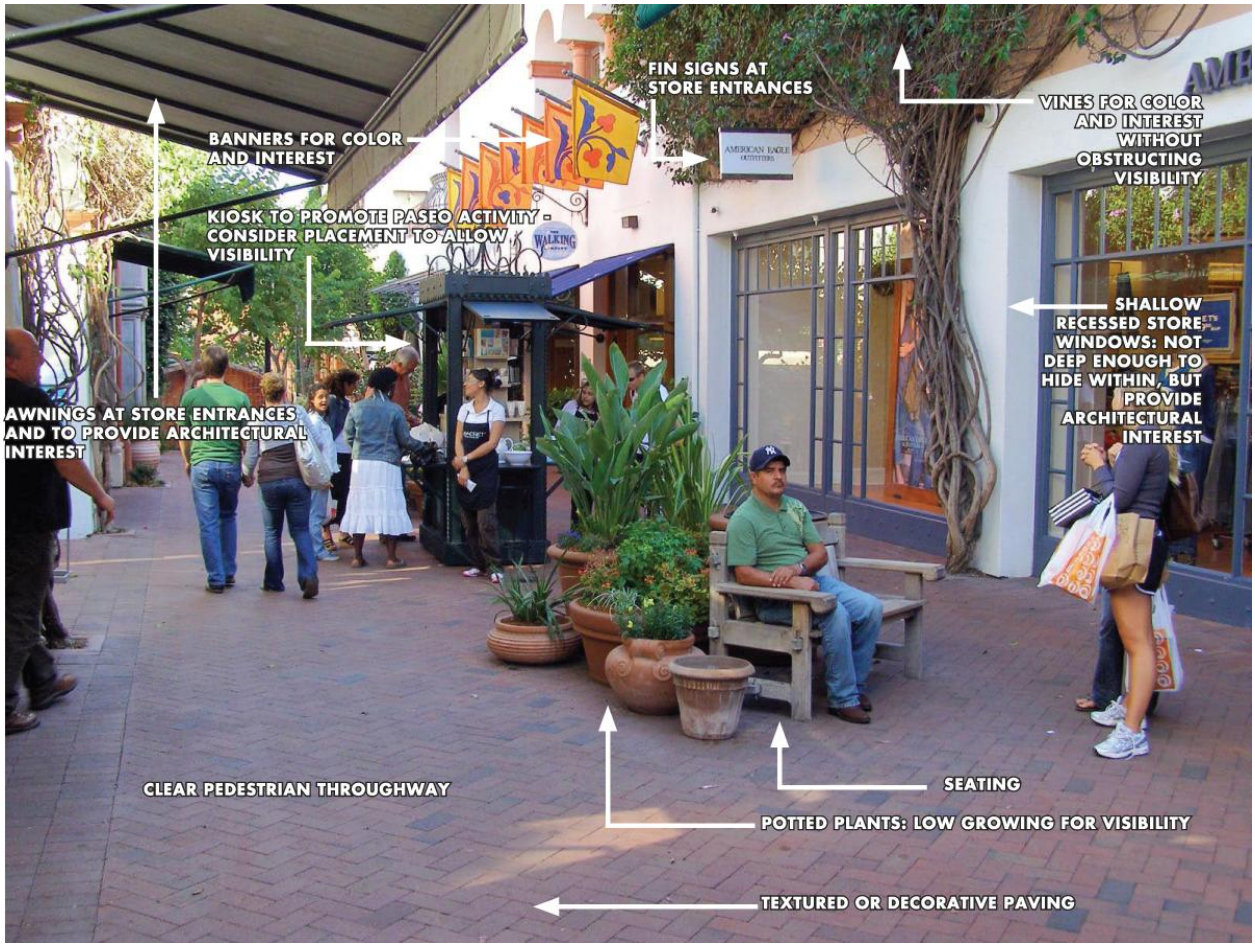
Alleys in Old Town shall comply with the following:

a. Parcels adjacent to rear alleys shall maintain service access from the rear and provide attractive rear entrances.

b. Projects adjacent to alleyways shall improve the appearance of the alleyways per current Public Works standards.

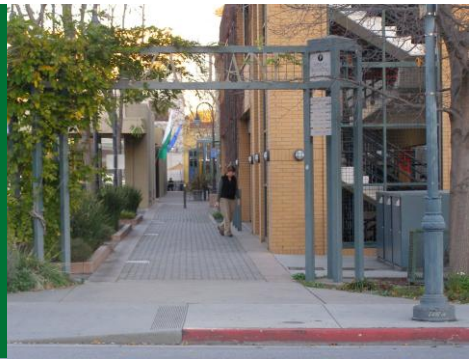
c. Alley entrances should be designed to provide a sense of safety and welcome at both ends and to provide visual cues for pedestrians in the district that these are unique spaces.

d. An entry gateway arch or similar feature to distinguish the pedestrian alley and reinforce the continuity of the streetwall is required.



e. Access width for pedestrian alleys (building to building or building to property line) shall not exceed 12 feet, unless a greater width is required by a public utility to provide service to the site.

Archways at alley entrances



PRIVATE REALM DESIGN GUIDELINES

f. Vehicle access to parking lots shall be from side streets and not from main thoroughfares. The Planning Commission may approve exceptions to this requirement for parcels without rear access through alleys or through an adjacent parcel through a recorded easement.

g. When utilized, pedestrian alleys should be spaced at not more than 100 feet on center.

Architectural features and walkways extend the alleys through parking areas

Examples of paving materials and patterns

h. Single-lane, one-way vehicular/pedestrian access connecting San Pablo Avenue with off-street parking behind buildings not fronting on San Pablo Avenue may be approved.

i. Vehicle, bicycle, and pedestrian circulation should comply with the following:

   i. Pedestrian paths should be separated from automobile circulation routes.

   ii. Paving materials with color/texture/pattern should be an integral part of the design where in the right-of-way.

   iii. Varied paving materials should occur at the overlap of pedestrian and vehicular areas.

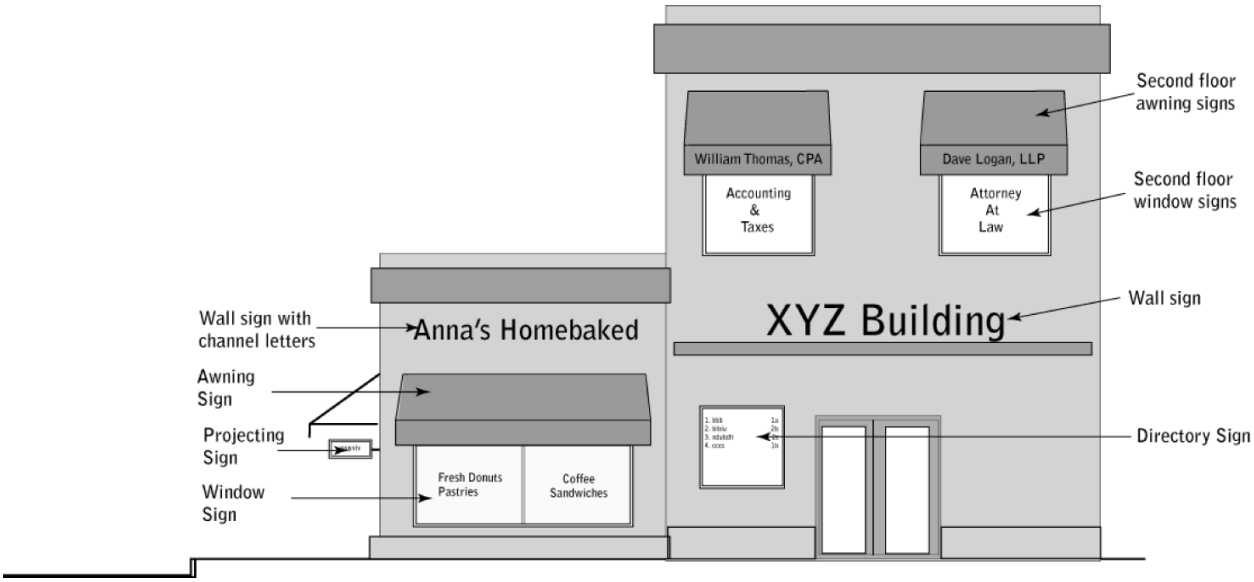
   iv. Pedestrian paths should include trees, lighting, overhead trellises, sitting areas, etc.

   v. A designated well-lighted route should be provided from buildings to the parking area.

5. SIGNAGE

Signage should be compatible in scale and design with the historic context of Old Town Pinole. The guidelines focus on the location, size, materials, and placement of signs but not on their content.

Figure 7.2
Types of Signs



a. Signs shall be constructed from wood, material with a natural wood appearance, concrete, metal, screen print on canvas awnings, or painted graphics on building surfaces. Other materials may be approved by the Planning Manager on a case-by-case basis.

b. Sign size shall not exceed the maximum dimensions defined in Table 7.1 below.

c. Roof signs, pole signs, neon signs, and flat plastic back-lit signs are prohibited in Old Town.

A-frame sign designs shall be uncluttered, with a minimum of text. Logos and graphics are encouraged.

d. Commercial signs hand-painted on windows may not exceed 25 percent of the glazed area.

e. Advertisements and displays in storefront windows should be attractive and should not completely obscure views in and out of shop windows.

f. Signs not attached to the building may be placed temporarily on sidewalks or in front of buildings, which are either part of the public right-of-way or on private property, and are subject to a Temporary Sign Permit issued by the Planning Manager.

g. A-frame signs are allowed in Old Town. A-frame or sandwich board signs shall maintain a minimum of 4 feet of clear sidewalk at all times. The sign shall be sufficiently weighted or anchored to prevent movement by wind or other elements. A-frame signs must not be permanently affixed to any object, structure, or the ground.

Exterior materials, finishes, and colors should be the same or similar to those of the building or structures on site.

Spotlights are preferred for wall and projecting signs.

h. Signs shall be illuminated by means of either external lighting with fixtures that complement the sign and shield pedestrians or by halo lighting which individually illuminates opaque letters from behind. Internal illumination of signs is prohibited in all circumstances.

i. No flashing, moving, or animated illumination is permitted on signs in Old Town.

j. Back-lit awnings are prohibited if they illuminate signage that is mounted or attached on the awning.

k. All conductors, transformers, and other equipment necessary for signs shall be concealed. Mounting hardware for signs shall be made inconspicuous. Fasteners, bolts, and clips for signs shall be made of non-corroding and stain-free materials.

l. Signs should relate proportionally to building elements, should be an integral component of design, and should complement the building façade.

Projecting signs should be oriented to pedestrians. Projecting light fixtures should be simple and unobtrusive in appearance. They should not obscure the graphics of the sign.

Light source must be directed against the sign such that it does not shine into adjacent property or cause glare for motorists and pedestrians.

m. Detached signs placed in front of buildings within the public right-of-way are permitted on limited portions of the public sidewalk within Old Town subject to compliance with the following application procedures:

Wall signs shall be designed to be compatible with the storefront in scale, proportions, and color. Typically, wall signs should be centered on horizontal surfaces.

i. A completed Temporary Sign Permit application, a scaled site plan, a scaled drawing of the proposed sign, and a description or sample of the sign materials shall be submitted to Community Development Department – Planning.

ii. Applicants seeking to permanently affix items within the right-of-way (e.g., signs, banners) shall also apply for an encroachment permit through the City's Public Works Department.

iii. The site plan shall show the following: (a) The location of the sign and any fixed elements on sidewalk or building within a 25-foot radius around the sign location. Fixed elements include light-sign poles, trees/landscape strips, traffic lights, parking meters, raised planter curbs, tree wells, pots, waste containers, and similar items. (b) Include the clear zone dimension from the sign to the nearest sidewalk fixtures pursuant to the requirements specified below.

iv. Permits are valid for six months.

n. Signs and banners shall not obstruct sidewalk pedestrian traffic or create public health and safety hazards. Accordingly, all sidewalks shall maintain a 6-foot minimum clear dimension between any sign and any fixed element within the sidewalk right-of-way.

Sign message and letter style should be designed to be compatible with the building and location

Table 7.1
Maximum Sign Size

Permitted Sign Types	Maximum Area [1]	Additional Area Requirements	Maximum Height
Monument sign	Subject to approval of a use permit from the Planning Manager to ensure compatibility with setbacks	• Limited to <16 sq. ft., excluding architectural supporting elements • 1 monument sign allowed per parcel • Subject to Code visibility requirements	4 feet [2]
Temporary detached signs	Subject to approval of a Temporary Sign Permit from the Planning Manager	< 6 square feet	36 inches
Building signs			
Attached flat to building	Aggregate of all building signs limited to 1 square foot per foot of building frontage	NA	3 feet
Hanging from underside of canopy	Aggregate of all building signs limited to 1 square foot per foot of building frontage	See note [5]	See note [5]
Window sign	Aggregate of all building signs limited to 1 square foot per foot of building frontage	< 10% of glazing	12 inches
3-D signs (letters or logos) [3]	Aggregate of all building signs limited to 1 square foot per foot of building frontage	NA	24 inches
Project from building at right angle	Aggregate of all building signs limited to 1 square foot per foot of building frontage	< 25% of surface	Maximum height indicated is the height of sign structure and not its placement on a building.
Directional signs	Aggregate of all building signs limited to 1 square foot per foot of building frontage	NA	NA
Entrance signs [4]	Aggregate of all building signs limited to 1 square foot per foot of building frontage	1 sq. ft. per entrance	NA

1 – The maximum area is determined by the measurement to the outside of a simple boundary perimeter including any voids within such perimeter.
2 – The maximum height is measured as the vertical distance from the grade to the highest point of the sign.
3 – Permitted only if consistent with historic prototypes.
4 – Limited to hours, emergency number, and similar information.
5 – Limited to no more than 6 square feet, with a maximum height of 1.5 feet, provided adequate clearance is provided for pedestrian ingress/egress and mobility.

Murals

a. Murals shall be consistent with the standards and guidelines contained in the Old Town sections pertaining to architecture, color, and materials, respectively. In no event are the standards applied from those or other Old Town sections to be the basis for denial or conditioning of a mural on the basis of content.

b. Murals shall not use the words "stop," "look," "listen," or any other word, phrase, symbol, lights, motion, sound, fumes, mist, or other effluent or character in such manner as to interfere with, mislead, or confuse traffic.

c. Prior to the commencement of a mural, the applicant shall obtain design review approval from the City's Planning Commission which will apply the standards and guidelines referenced above.

d. Murals may use up to 50 percent of the area of any single building wall.

e. The City encourages the portrayal of social, historic, or cultural themes that celebrate Pinole's past, present, and future. This guideline, however, shall not be used by the City as criteria for denying or conditioning any approval or application for a mural based upon its content.

7.5 SERVICE SUB-AREA DESIGN GUIDELINES

1. SITE PLANNING AND DESIGN

a. Building entrances shall be clearly defined and easily accessible from public transit stops.

b. A comfortable pedestrian environment shall be created through the design and scale of buildings and outdoor spaces.

c. Whenever possible and appropriate, pedestrian linkages shall be provided to nearby neighborhoods.

d. Garage doors and loading docks shall not face the street.

e. Structures that are distinctive because of their age, cultural significance, or unique architectural style should be preserved and incorporated into development proposals.

f. Loading areas, access, and circulation driveways, trash and storage areas, and rooftop equipment should be located at the rear or side of buildings and screened from public view.

2. SITE AMENITIES

a. Natural amenities such as views, mature trees, and similar features unique to a site should be preserved and incorporated into development proposals.

b. Small open space areas should be grouped into larger, prominent public spaces. Hardscape and vegetation should be combined to create plazas that people can use for rest, recreation, congregating, or dining.

Natural amenities such as mature trees should be preserved.

3. ARCHITECTURE

a. Long, unbroken, horizontal roof lines are discouraged. Roof lines shall not run for more than 50 feet without interruption.

b. Any building with more than 125 feet of street frontage should have at least one primary building entry.

c. Design features must be consistent on all elevations of the structure. Side and rear elevations should not be minimized because they are oriented away from public view.

d. The size and location of doors and windows should relate to the scale and proportions of the overall structure.

4. PARKING

a. When long expanses of fencing or walls are required, they shall be constructed with varying heights, offset, and architecturally treated to prevent monotony. Landscape pockets shall also be provided.

b. Fencing and walls shall be set back a minimum of 3 feet from the sidewalk or the street to allow for planting.

c. Parking lots should be designed with a clear hierarchy of circulation: major access drives with no parking; major circulation drives with little or no parking; and then parking aisles for direct access to parking spaces.

d. Parking areas should be separated from buildings by a landscaped strip. Conditions where parking stalls directly abut buildings should never be permitted.

5. SERVICE AND STORAGE

a. Trash enclosures should allow convenient access for all commercial tenants. Siting service areas in a consolidated and controlled environment is encouraged.

b. Trash enclosures should be located away from residential uses to minimize nuisance for the adjacent property owners. The enclosure doors should not interfere with landscaping or pedestrian or vehicle path of travel.

6. LIGHTING

a. Lighting should be designed to satisfy function as well as contribute to overall design quality.

b. Wall-mounted lights should be utilized to the greatest extent possible to minimize the total number of freestanding light standards.

c. Lighting should be used to accent on-site public art, specimen trees, and architectural features.

d. Security lighting should be designed as part of a comprehensive lighting plan.

e. Lighting should improve visual identification of residences and businesses.

f. Pedestrian-scaled lighting for sidewalk and street illumination is encouraged.

Wall-mounted lights should be utilized to the greatest extent possible.

g. Overhead service wires or exposed conduit should be avoided.

7.6 MIXED-USE SUB-AREA DESIGN GUIDELINES

1. Site Planning and Design

a. **Alleys or connecting parking lots shall be located along rear property lines when feasible.** This provides a less visible location for trash storage and pickup, as well as parking.

b. **On corner properties, orienting and locating the building at the minimum setback is required.**

c. **Corner buildings shall have angled corners or corner walk-throughs to provide drivers visibility when turning right at the intersection.**

Buildings located adjacent to public right-of-way

d. Whenever possible and appropriate, pedestrian linkages shall be provided to nearby neighborhoods, parks, and activity areas in the vicinity.

e. Structures that are distinctive because of their age, cultural significance, or unique architectural style should be preserved and incorporated into development proposals.

f. Link compatible residential and non-residential uses by utilizing access roads, walkways, common landscape areas, building orientation, and unfenced property lines.

g. Loading areas, access, and circulation driveways, trash and storage areas, and rooftop equipment should be located at the rear or side of buildings and screened from public view.

h. Employ landscaping to screen parking lots from adjacent residential uses and streets.

i. Corner buildings should have a strong tie to the front setback lines of each street. Angles building corners or open plazas are encouraged at corner locations.

j. Site amenities should be preserved and should become part of the new project.

2. Site Amenities

Outdoor Seating

Outdoor seating in the mixed-use sub-area is permitted. Please refer to regulations for outdoor seating in section 6.4.2.a.

3. Architecture

a. Developments are encouraged to have their own identity; however, they must integrate with adjacent properties and provide functional and aesthetically pleasing pedestrian and vehicular circulation.

b. The appearance of several well-articulated buildings rather than one large building is preferred to foster a more intimate, pedestrian-friendly scale.

c. When an infill building is more than two stories taller than the surrounding existing buildings, its façade shall be broken down into small, proportioned components and bays, and upper floors stepped back from lower floors.

d. Building materials and finishes shall be true to the structure's architectural style.

e. Primary building entrances should be easily identified and provide a prominent sense of entry. The use of projections, towers, columns, change in roofline, entry lobbies, or other design elements is strongly encouraged.

f. The size and location of doors and windows should relate to the scale and proportions of the overall structure.

g. Clear windows should be provided at storefront locations.

h. The physical design of façades should utilize such techniques as:

    i. Break or articulation of the façade;

    ii. Vertical and horizontal offsets to minimize large blank walls;

    iii. Reduced building bulk;

    iv. Significant changes in façade design;

    v. Placement of window and door openings.

4. CIRCULATION

a. Loading areas for the buildings that face main corridors shall be located off such corridors when possible.

b. Defined pedestrian walkways shall be provided throughout parking areas and the site to connect the users with public sidewalks and surrounding buildings.

c. Developments should have shared entries when the lot is less than 75 feet wide.

Storefronts are to be pedestrian-oriented and have visual transparency to the sidewalks.

d. When possible, use alleys or side streets for access to parking areas. The use of alleys for parking access must be balanced with other common uses of alleys, including service, utilities, and loading and unloading areas.

5. PARKING

a. Parking lots should be designed with a clear hierarchy of circulation: major access drives with no parking; major circulation drives with little or no parking; and then parking aisles for direct access to parking spaces.

b. Parking areas should be separated from buildings by a landscaped strip.

c. Conditions where parking stalls directly abut buildings should never be permitted.

Parking lot screening

d. Bicycle parking should be provided at each development and should be easily accessible and integrated into the overall site design.

7.7 CORRIDOR SUB-AREA DESIGN GUIDELINES

The corridor sub-area is intended to identify lands within the Specific Plan Corridors that have limited adjoining development potential, but that are critical to the circulation and urban design objectives of the Community Plan. These sub-areas can be enhanced with circulation improvements (including bicycle lanes), landscaping, signs, public art, and other enhancements that contribute to the circulation, scenic, and civic value of the corridors.