# Chapter 7
## DESIGN GUIDELINES

Over the next twenty years or more, much of the existing development within the Specific Plan Area will be in transition. These changes will take place over a timeframe determined by market conditions and the goals and objectives of many individual property owners. While current development largely consists of individual buildings separated by parking lots and landscaping, future structures are likely to be taller and closer together to provide opportunities for an enhanced transportation and pedestrian-friendly environment envisioned for the area. These design guidelines provide direction regarding the City's development expectations and Specific Plan Vision.

The Design Guidelines in this Chapter apply to both public and private sector projects related to new buildings, parking lot/structure design and signage. They are drawn from observations of successful similar projects and well-accepted design principles. While they are not hard and fast rules, any alternative approaches are expected to satisfy the intent of the Guidelines. In the event that no guideline exactly addresses a specific condition, the principles set forth in this Chapter will be used to determine acceptability.

The intent of these Design Guidelines is to:

- Encourage a diversity of project types and land use mixes.
- Avoid trendy designs in favor of timeless building styles.
- Emphasize ground floor interest and detail to encourage a pedestrian environment.
- Enhance a sense of inter-connectivity between buildings and neighborhoods within the Plan Area.
- Enhance the connectivity and visual relationships between buildings and public spaces.
- Encourage visual diversity.
- Emphasize a human scale.
- Encourage sustainability, Green building and energy efficiency.

No single architectural style is required; however, there is an expectation that design forms, materials, and details will be respectful of their neighbors, and that buildings will adhere to the Architectural Design Principles articulated below. Architectural Review will be required for all new development projects to ensure consistency with these Guidelines and overall Specific Plan Vision.

### ARCHITECTURAL DESIGN PRINCIPLES

The architectural form and details of buildings are generally determined by the uses they are designed to accommodate their frontage orientation and parking needs.

The following basic architectural principles are applicable to new developments:

1. Building heights, window patterns, and colors shall be varied along any single block frontage.

2. Roof lines shall be varied along block frontages by height and/or roof form variation.
3. Building walls and details shall be organized into a clearly identifiable base, middle, and top.
4. Architectural forms, materials and details shall be carried around all sides of a building.
5. Architectural scaling elements, such as banding, belt coursing, bay windows, balconies, sills, lintels, mullions, and changes in texture, and pattern, shall be used to break up the appearance of large building forms.
6. Facade depths shall be varied utilizing a combination of techniques including projecting elements (e.g., pilasters and bay windows), wall plane offsets, and recessed windows.
7. High quality materials along with special accent materials and design details shall be incorporated into all first floor facades and paving areas abutting pedestrian walkways.
8. Exterior walls greater than 40 feet in length shall incorporate textures, details, or other architectural elements to avoid flat, monolithic facades.
9. Parking shall be visually screened from public view.
10. Trash enclosures, loading areas and utility structures shall be integrated into the building design using materials and details from the main structure palette.
11. All rooftop equipment shall be visually screened from public view with roofs or with parapets, walls, or enclosures utilizing materials drawn from the building's facade palette.
12. Integrate pedestrian and architectural lighting into the buildings and streetscape design to provide for pedestrian safety and accent architecture and landscape within the Plan Area.

The following pages describe the characteristics of the building types envisioned for the Plan Area based on anticipated use, and provide design guidelines intended to realize the vision of this plan. All Building types are anticipated to accommodate mixed use concepts of varying degrees and more specific design guidelines are provided for the following use types consistent with the Plan Area Vision:

- Mixed Use Core
- Larger Retail
- Destination Retail
- Vertical Mixed Use
- Professional Office
- Multifamily Medium Density
- Multifamily High Density

## MIXED USE CORE

The walkable Mixed Use Core buildings are envisioned structures containing multiple retail, commercial service, and similar pedestrian-oriented uses along street frontages. They have tenant frontage with entries to individual businesses spaced at roughly 25 to 50 foot intervals. Individual stores are often treated visually as though they were separate buildings. These buildings are typically one or two-stories in height, but may be taller with other residential or commercial uses located above ground floor commercial uses.


***Commercial mixed use***

### Design Objectives

- Maintain activity and visual continuity along pedestrian-oriented streets.
- Emphasize the individuality of tenant spaces.
- Provide facade depth, detail and visual interest to encourage walking between area-wide destinations.
- Integrate landscaping and Flex Spaces into facade designs to soften the pedestrian environment, and promote walking.
- Subordinate parking to the shared parking resources, structured and streetscape parking where possible.

## GUIDELINES

### Site Development

- Locate ground floor frontages at minimum setback or up to the maximum setback with the incorporation of a Flex Zone to maintain and active pedestrian streetscape.
- Provide specialized paving and/or landscaping in Flex Zones and setbacks from adjacent sidewalks.
- Locate shared parking lots/structures behind buildings, whenever possible, and not between the buildings and the street frontages.

***Pedestrian oriented street frontage***

## Building Design

- Bring visual interest and pedestrian scale to building facades through architectural details, awnings, special windows and landscaping.
- Bay windows, balconies, awnings, planter boxes, and similar elements are strongly encouraged on upper floors to provide visual interest and a connection back to the pedestrian level. Design upper floors and ground level as a unified whole.
- Visually break up wall areas above storefronts with moldings, belt courses or other elements.
- Use columns, piers or pilasters to separate adjacent tenant spaces and display windows. Projecting bases are encouraged at wall and column bases.
- Provide areas of maximum transparency adjacent to building entries. Windows should be provided to the maximum extent possible on walls facing streets and pedestrian areas.
- Provide recessed entry vestibules, awnings or similar elements to add depth and visual interest to the building façade with decorative paving distinguishing the entry and Flex Zones from the adjacent sidewalk.
- Tenant and building entries are encouraged to be spaced no further apart than 50 feet.
- Corner buildings should provide prominent corner entrances or display windows.
- Where possible, entries to upper floors should be visible from the street, and easily identified.
- Operable windows are encouraged at restaurants and cafes.
- Provide a terminus at building tops using projecting cornices, roof overhangs or other architectural details.
- Roofs may be either flat or sloped with variations in height and silhouette against the sky. Roof design should be considered in the context of adjacent developments.

***Facade articulation***

***Recessed entry / Flex Zone***

***Operable restaurant windows***

## LARGER RETAIL

Larger Retail buildings are common in suburban commercial districts, generally housing one or more tenants along major streets or as pad buildings in shopping centers. They usually are one- or two-stories in height, and have their own dedicated parking nearby in a surface lot, parking structure, or directly above or below the building. They are larger than the typical in-line commercial buildings, generally ranging in size from 10,000 to 50,000 square feet in floor area.

***Larger retail: Two story design***

### Design Objectives

- Integrate larger structures into the broader pedestrian environment.
- Subordinate parking to the shared parking resources, structured and streetscape parking where possible.
- Integrate utility structures, trash enclosures, loading areas into the overall building design using the main structure's architectural detail and material palette.
- Maintain ground floor transparency and visual interest.


***Primary entry related to the fronting sidewalk.***

## GUIDELINES

### Site Development

- Locate buildings close to the sidewalk frontage.
- Integrate structures into the overall building street-wall in a manner reflecting the pedestrian streetscape.
- Provide amenity areas with landscaping, benches, and other features near building entries and within Flex Zones. Street-side activity areas, such as outdoor dining and seating, are encouraged.
- Locate shared parking lots/structures behind buildings, whenever possible, and not between the buildings and the street frontages.

***Pedestrian amenities and landscaping near main entry.***

## Building Design

- Design buildings that emphasize forms and details that are scaled and oriented to the pedestrian.
- Avoid long areas of blank walls that are visible from streets, sidewalks, and other public areas. Break large buildings (longer than 40 feet) up into smaller modules with pilasters, display windows structural bays, recessed wall planes, landscaping and other decorative elements such that the structure appears more as a collection of buildings than as one large building.
- Emphasize the building entries. Orient at least one primary building entry to an adjacent street frontage.
- Provide areas of maximum transparency adjacent to building entries. Windows should be provided to the maximum extent possible on walls facing streets and pedestrian areas.
- Provide pilasters, wall offsets, display windows, landscaping, and other features to provide depth and visual interest to walls that are not able to accommodate windows to the interior.
- Avoid boxy building forms by utilizing multiple volumes and wall height changes.
- Two-story store layouts are encouraged to create a more compact urban form and livelier streetscapes which encourage walking between nearby store destinations.
- Provide a terminus at building tops using projecting cornices, roof overhangs or other architectural details.
- Roofs may be either flat or sloped with variations in height and silhouette against the sky. Roof design should be considered in the context of adjacent developments.

***Corner entry with structural bays, recessed wall planes and windows***

***Transparent ground floor display windows and well-defined entry.***

***Utilize multiple volumes and wall height changes.***

## RETAIL SHOPPING CENTER

Retail Shopping Center buildings are generally composed of one or more anchor stores, often a supermarket, along with smaller in-line shops and separate pad structures. Given the allowed higher Floor Area Ratios within the Plan Area, development of this building type is not expected to be common, but may occur in some locations.

### Design Objective

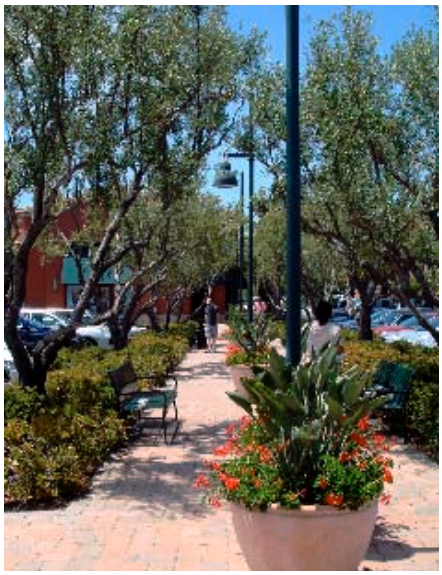
- Emphasize a pedestrian environment with common areas and pedestrian amenities including landscaping, benches, and fountains.
- Achieve an architecturally integrated design that relates to the pedestrian scale and character of the Plan Area development.
- Adapt corporate prototype designs to reflect the project specific design pallets and the unique circumstances of the site and Plan Area.
- Provide a significant portion of required parking through shared parking resources and in parking structures, underground, or on building roofs.

***Emphasize a pedestrian environment with pedestrian amenities***

### GUIDELINES

### Site Development

- Locate buildings close to the street frontages whenever possible.
- Provide landscape pedestrian pathways (paseos) between major buildings or clusters of buildings and the active streetscape and sidewalk.
- Provide landscaped pathways through any surface parking lots to connect buildings within the project. Provide buffers between auto-oriented and pedestrian areas.
- Locate focal point of buildings or project landmarks at the terminus of vehicular entries and pedestrian walkways.



***Pedestrian walkway across parking lot between parking bays.***

## Building Design

- Avoid long monolithic walls that are visible from streets, sidewalks, and other public areas. Break large buildings (longer than 40 feet) up into smaller modules with pilasters, display windows structural bays, recessed wall planes, landscaping and other decorative elements such that the structure appears more as a collection of buildings than as one large building. Provide variety in the size and proportions of display windows.
- Design accent elements, such as towers, to be in scale with the pedestrian environment rather than the auto-oriented street environment. Provide piers, pilasters and wall plane offsets to separate adjacent storefronts and to add visual interest.
- Facades without storefronts that face streets and pedestrian areas should be enhanced with display windows, special landscaping, and/or other means to add interest and a pedestrian scale.
- Customize entries to reflect the diversity of tenants and emphasize with site amenities and landscaping.
- Provide a terminus at building tops using projecting cornices, roof overhangs or other architectural details.
- Roofs may be either flat or sloped with variations in height and silhouette against the sky. Roof design should be considered in the context of adjacent developments.


***Display windows used to improve a non-storefront facade.***

***Special pedestrian areas and paseos can enhance the shopping experience.***


***Varied roof heights with overhangs and silhouetted against the sky.***

## DESTINATION RETAIL

Destination Retail buildings are typically larger structures with floor areas generally exceeding 100,000 square feet, although new prototypes with smaller floor areas, multiple stories, and a mix of uses have been developed to take advantage of smaller urban and suburban infill sites. The structures may occupy a parcel by themselves or be part of a larger complex of buildings with complementary commercial uses. Parking is usually accommodated in surface lots, but one-level decks and multi-level parking structures are becoming more common.

*Mixed use destination retail .*

### Design Objective

- Encourage a compact development pattern with multiple floor levels. Accommodate a portion of the required parking spaces in a parking structure or within the footprint of the building, when possible.
- Integrate larger structures into the smaller scale environment of surrounding commercial and residential neighborhoods.
- Adapt corporate prototype designs to reflect the project specific design pallets and the unique circumstances of the site.
- Provide for secondary uses (e.g., smaller scale commercial, restaurants and residential units) to increase site utilization, promote a park once concept and/or to provide a buffer and transition to smaller scale adjacent uses.
- Reduce the visual and environmental impacts of large parking lots and share parking resources with other uses when feasible.


*Two-story compact destination retail building.*

*Separated pedestrian walkway across parking lot*

### GUIDELINES

### Site Development

- Provide landscaped pedestrian pathways (paseos) through any surface parking areas and between the streetscape and major buildings or clusters of buildings and the active streetscape and sidewalk.

- Provide buffers between auto-oriented and pedestrian use areas.
- Provide open space plaza areas with landscaping, benches, and other amenities near building entries. A general goal is for a minimum area of at least 2% of the project gross floor area.

**Building Design**

- Break building masses into smaller segments to better relate to the pedestrian scale of other building types as illustrated in these Design Guidelines.
- Utilize arcades, landscaped trellis elements, display boxes, and similar devices to reduce the visual mass and scale of tall and/or long walls.
- Rectangular box forms should be broken up with landscaping, wall plane changes, varied roof types, or other techniques.
- Provide architectural emphasis at the main building entries.
- Utilize architectural forms and details from the main structure to extend facade treatments to outdoor sales areas.
- Finished materials are encouraged in-lieu of painted tilt-up concrete walls, unless they are substantially textured and have an integral color. Utilize as much window area as practicable. In other areas, consider the use of display or box windows.
- Provide a terminus at building tops using projecting cornices, roof overhangs or other architectural details.
- Roofs may be either flat or sloped with variations in height and silhouette against the sky. Roof design should be considered in the context of adjacent developments.


***Architectural forms used to extend facade treatment to outdoor sales area.***


***Architectural emphasis at main entry***


***Building mass split into smaller segments***

## VERTICAL MIXED USE

Vertical Mixed Use buildings resemble inline commercial structures, but are often taller, and often have residential or office units above ground floor commercial storefronts. Common in cities for decades before falling out of favor in the latter half of the twentieth century, this building type is making a strong comeback in suburban centers throughout the United States. It provides customers for the ground floor commercial uses, a nighttime population to support restaurant and entertainment uses. In addition, an active streetscape with residential eyes-on-the-street presence improves security for the Plan Area as a whole.

### Design Objective

- Bring visual interest and pedestrian scale to building facades through architectural details, awnings, special windows and landscaping.
- Visually relate upper floor uses to the public realm of the streets and sidewalks.
- Visually articulate the building facades to relate to the area's other commercial building types.
- Enrich the pedestrian experience to encourage greater non-automotive circulation between uses.
- Provide required parking in shared parking lots and structures which are located behind buildings or underground.


***Townhomes over commercial***


***Residential over commercial with flat sloping roofs with an emphasis on window details***

***Ground floor cafes are encouraged to add activity to the street frontages.***

## GUIDELINES (See Commercial Core Guidelines)

### Site Development

- Locate ground floor frontages at minimum setback or up to the maximum setback with the incorporation of a Flex Zones to maintain an active pedestrian streetscape.
- Provide special paving and/or landscaping in Flex Zones and setbacks from adjacent sidewalks.
- Provide alleys or streets at the rear of buildings to allow convenient service and trash areas.

### Building Design

Design buildings as whole units. The design of upper floors and ground level walls, piers and other supporting elements should be designed as a unified whole.

- Provide variety in adjacent storefront treatments. Use columns, piers or pilasters to separate adjacent tenant spaces and display windows. Projecting bases are encouraged at wall and column bases.
- Visually separate ground level storefronts from upper floor uses with moldings, belt courses, or other elements. Bay windows, balconies, awnings, planter boxes, and similar elements are strongly encouraged on upper floors to provide visual interest and a relationship between the upper floors and the pedestrian level.
- Provide recessed entry vestibules with special decorative paving to distinguish the entry from the adjacent sidewalk. Provide transparent display windows with views of the interior along pedestrian entry frontages.
- Tenant and building entries are encouraged to be spaced no further apart than 50 feet.
- Corner buildings should provide prominent corner entrances or display windows.

***Second level restaurants add liveliness to the street level environment.***

***Mixture of sloping and flat roofs and prominent corner entry***

- Entries to upper floors should be visible from the street, when possible. Provide a terminus at building tops using projecting cornices, roof overhangs or other architectural details.
- Roofs may be either flat or sloped with variations in height and silhouette against the sky. Roof design should be considered in the context of adjacent developments.

## PROFESSIONAL OFFICE

Professional Office buildings are common in the North Camino Ramon Specific Plan Area, and the surrounding Bishop Ranch Business Park. Professional office building may be designed for a variety of tenants, or designed expressly for a single corporate user. They range in style and character from traditional to modern.

***Building entry accentuated by a change in the entry opening geometry.***

### Design Objective

- Provide diversity in design and materials.
- Reinforce pedestrian circulation with visually interesting ground floor treatments pedestrian amenities.
- Provide structured parking for more efficient land use.
- Encourage ground floor commercial uses to serve building employees and adjacent residential developments.

### GUIDELINES

### Site Development

- Integrate plazas, fountains, and landscaping throughout a project with emphasis placed on locating these amenities to reinforce the adjacent public realm.
- Ground floor commercial uses should be located to reinforce the streetscape, rather than in the project interior.
- Locate and design parking facilities to allow and encourage joint utilization with other uses at off-peak periods. Limit the use of surface parking to short term visitor spaces.

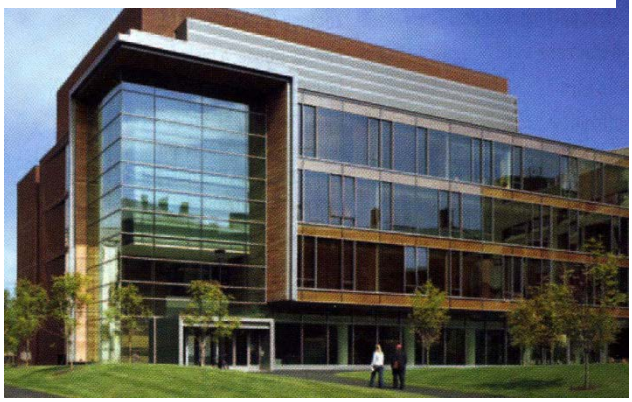
***Building top articulated with material change and sun shading devices.***

### Building Design

- Provide a clear architectural statement of the building's bottom (e.g., recessed bays, wider windows), middle (e.g., materials or fenestration), and top (e.g., projecting roof, material change, window treatment). Emphasize the primary entry for easy identification.
- Provide visual depth to building facades by means of deep set windows, projecting solar screens, canopies, louvers, or other methods that will minimize the appearance of box forms.

- Avoid multiple buildings with the same or very similar forms, colors, and facade treatments.
- Parking structures should incorporate materials and details selected from the materials palette of the office buildings.
- Provide a terminus at building tops using projecting cornices, roof overhangs or other architectural details.
- Roofs may be either flat or sloped with variations in height and silhouette against the sky. Roof design should be considered in the context of adjacent developments.

***Articulated facade and varied roofline.***



***Facade depth created by facade stepbacks and deep set windows.***

***Architectural lighting and nighttime visual effects should be considered.***

## MULTIFAMILY MEDIUM DENSITY

Multifamily Medium Density buildings occur in projects with densities generally ranging from 20 to 40 units per acre, and may take many forms, generally determined by the site constraints and the manner in which parking is accommodated:

**Small lot single family detached** - individual homes.

**Rowhouses** - attached units with parking accessed from the rear and integrated into the unit.

**Townhomes** - attached units with parking in the front or rear and integrated into the unit.

**Flats -** adjacent attached units stacked one above the other with parking below grade under the residential building.

***Townhomes with varied rooflines architectural treatments***

***Porches, forms and details wrapped around facades on corner lots add visual interest to both street frontages.***

***Commercial services integrated into multifamily residential projects.***

### Design Objective

- Provide cohesive neighborhoods with visual variety and enhance the pedestrian experience.
- Orient homes and entries toward active streetscapes and/or pedestrian circulation.
- Minimize the impact of parking on the neighborhood streetscape.
- Where appropriate, integrated commercial space, services and residential amenities into residential developments by closely relating architectural details, materials and scale of commercial element to that of the residential design.

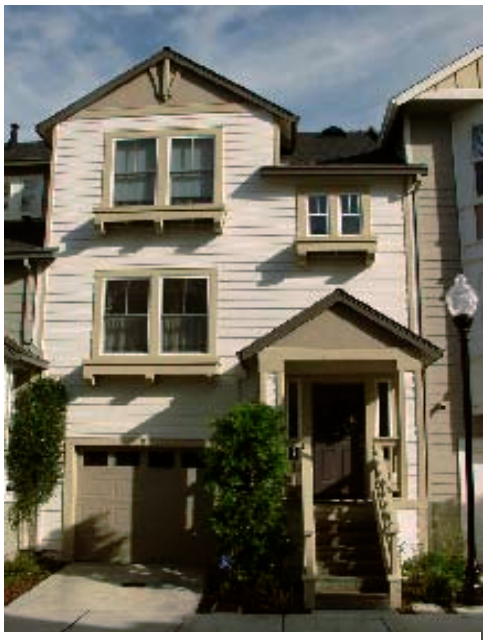
## GUIDELINES

### Site Development

- Avoid front facades and yards dominated by garage doors and driveway paving.
- Provide common open space and/or other amenities to serve the residents.

## Building Design

- Provide variety of unit plans and elevations to avoid repetition of identical facades and roof lines to express a sense of individual identity and visual interest.
- Design front elevations to emphasize entries, porches or other living areas. Projecting entries and porches, with depths of at least six feet, are encouraged as the primary front elevation element.
- De-emphasize garages and place parking to the rear of units whenever possible.
- Vary garage widths and setbacks for adjacent lots to minimize street frontages dominated by garage doors. Locate front-loaded garages behind the front elevation plane with a minimum setback of 3 feet. Limit garage frontage on street-facing facades to a maximum of 50% of the house width.



***Porch and garage minimized to create a pedestrian scale***

- Facades should be well articulated with abundant architectural details representing a pedestrian scale. Examples include:
    - Horizontal and vertical wall plane changes
    - Projecting porches
    - Varied roof forms and orientations
    - Bay windows
    - Roof dormers
    - Material and color changes
    - Applied decorative features.
- Windows should be recessed a minimum of 2 inches from the outside face of the wall. Window trim styles used on the front elevation should be consistent on all other elevations.

***Front porches on small lot single family detached homes enhance the sense of neighborhood and the pedestrian scale.***

- Materials and details used on front elevations should be carried around to all sides of a structure.
- Provide a terminus at building tops using projecting cornices, roof overhangs or other architectural details.
- Roofs may be either flat or sloped with variations in height and silhouette against the sky. Roof design should be considered in the context of adjacent developments.

## MULTIFAMILY HIGH DENSITY

Multifamily High Density buildings occur in projects with densities ranging from 40 units per acre or higher. They contain residential flats or stacked townhouses and lofts with four of more floors in height likely. Parking may be accommodated below-grade, in partially below-grade podium structures, or in above-grade parking structures.

### Design Objective

- Achieve a development scale and appearance that contributes to a sense of neighborhood.
- Provide for an open space network for the residents' enjoyment and recreation.
- Integrate commercial uses that are appropriate to the residential environment, and provide services that will reduce the need for automobile trips.
- Minimize the impact of parking on the neighborhood streetscape through below-grade or partially below-grade podium parking, or other structured parking.

***Higher density residential project with common area***

***The integration of resident-serving commercial uses within higher density residential projects is strongly encouraged.***

### GUIDELINES

### Site Development

- Integrate open space areas throughout the project to provide active and passive recreation opportunities for residents, and to provide a system of interconnected outdoor rooms. Dimensions may vary based on open space uses, adjacent building heights, and the need for sun exposure. In general, however, the following dimension range should be used as minimum starting points:
  - Landscaped walkways between buildings: 20-30 ft. in width.
  - Small passive activities courtyards: 40 ft. x 65 ft.
  - Normal courtyards: 70 ft. x 140 ft.

***Residential courtyard constructed over a podium parking structure.***

- Active courtyards (e.g. swimming pool): 110 ft. x 10 ft.

Proposals for open spaces smaller than the above dimensions should include cross sections and sun shadow diagrams.

## Building Design

- Provide wall plane offsets, balconies, terraces, roof overhangs, awnings, chimneys, grilles and other projecting elements along with a mix of materials, textures and colors to add visual interest, depth and variety to building forms. Avoid repetition of a single building design over the whole project.
- Windows should be recessed a minimum of 2 inches from the outside face of the wall. Window trim styles used on the front elevation shall be consistent on all other elevations.
- Exterior entries with private outdoor space (e.g., entry courtyards or porches) should be provided for all ground floor units.
- Parking garage entries should be set back from street fronts to minimize their visual impact and allow stacking space.
- Where parking is exposed to public view, screen with architectural detail materials and/or landscaping.
- Provide a terminus at building tops using projecting cornices, roof overhangs or other architectural details.
- Roofs may be either flat or sloped with variations in height and silhouette against the sky. Roof design should be considered in the context of adjacent developments.

***Variation in materials and details adds diversity to the adjacent buildings.***

***Garage entry set back from the street reduces its impact on the pedestrian and visual environment.***

## SUSTAINABILITY GUIDELINES

Sustainable development is a holistic approach to align and balance environmental, economic and social factors associated with development. When looking at future development potential and opportunities within the Plan Area, it is clear that integrating sustainability principles into the design, construction, and operation of buildings will provide environmental, economic and social benefits. Incorporating sustainability components into future projects will also help address the regulatory mandates associated with AB 32 (California Global Warming Solutions Act of 2006) and SB 375 (Sustainable Communities Strategy).

Energy consumption associated with buildings and facilities has been identified by the City of San Ramon Climate Action Plan (CAP), as the second largest source of greenhouse gas emissions in the City and a primary reduction target necessary to comply with the requirement of AB 32. Energy efficient design along with the Smart Growth land use and transportation policies contained in this Specific Plan are an important part of implementing the CAP, while adding to the sustainability and cost benefit associated with individual projects.

Sustainable design can most easily be achieved through a whole-building design process, recognizing that initial design and construction may represent only part of the building's environmental and economic life-cycle. The whole-building design process is a multi-disciplinary strategy that effectively integrates all aspects of site development, building design, construction, and operations and maintenance. An integrated design can save money in energy and operating costs, reduce expensive repairs over the lifetime of the building, save resources and reduce the building's total environmental impact.

The goals of whole-building design include the following:

- Reduce greenhouse gas emissions.
- Optimize energy use.
- Protect and conserve water.
- Use environmentally sustainable products.
- Enhance indoor environmental quality.
- Manage construction to reduce waste.
- Optimize operational and maintenance practices.

The following guidelines promote building design Best Practices in support of sustainable development. Individual site locations and building types may require different approaches or techniques, but best practices are expected to address the intent of these guidelines. Sustainable design techniques and materials are constantly evolving, and flexibility will be maintained in evaluating alternative approaches to sustainability in the development review process.

New building applicants are encouraged to participate in third party green building rating programs (Build It Green, LEED, etc) as a mechanism to quantify the construction and operational sustainability for their projects. For Leadership in Energy and Environmental Design (LEED) rated projects, a minimum Gold Certification or higher is recommended for projects within the Plan Area. Rating systems, other than LEED, are recommended to achieve a corresponding level of efficiency and sustainability within the context of their own rating system.

### Building Siting and Form

- Select building orientation, and form simultaneously with defining functional requirements of the building and before integrating load reduction strategies into the building mechanical and lighting designs.
- Evaluate building siting options for solar access and effective use of landscaping elements, especially for harvesting daylight, avoiding glare, reducing summer cooling loads, and gaining passive solar heat in the winter months.
- Reduce paved areas to lessen heat buildup around the building that would add to cooling loads in the building.
- Provide only the minimum required number of paved parking stalls as dictated by design standards. If a significant surface parking lot must be included on the building site, then design bio-retention swales into the parking lot landscaping as part of the exterior water management and shading strategies.

***Consider solar orientation in building and roof design***

- For commercial projects, provide preferential parking for carpool vehicles.
- For commercial projects, and multifamily residential, provide secure and protected bicycle storage near building entrances.
- For commercial projects, provide places to change clothes and shower for those interested in biking, walking, or jogging to work.

### Architectural Design

- Integrate the architectural design with the building's energy design.
- Optimize energy utilization by providing for solar energy utilization, day-lighting, shading, and natural ventilation.
- Consider a deep exterior wall section that can be used to self-shade the window surfaces with overhangs and vertical fins. Move the plane of the glass toward the interior plane of the wall to get free shading from the wall thickness.
- Select window glazing U-value, visible transmittance, and solar heat gain coefficient optimized for each elevation and application.

- Consider the placement of external overhangs, sun canopies, and/or screens on south-facing windows to prevent glare and summer solar gains.
- Use interior shading devices to provide user control of glare. Design windows intended to provide daylighting to prevent glare and do not use shading devices on these windows because it will work against the passive solar design.
- Consider sloped roofs oriented for the integration of solar collector panels (solar ready roofs).
- Consider the use of a green (vegetated) roof to reduce and filter stormwater runoff and to provide biomass for passive hearing and cooling.

***Green roof techniques for stormwater runoff and biomass for passive heating/cooling***

**Building Systems**

- Engineer building systems to ensure that their operation does not override benefits of the architectural design (e.g., electric lights should not operate when sufficient day-lighting is available).
- Consider active solar heating for domestic hot water heating, space heating (air or water), and ventilation air preheating.
- Maximize the use of day-lighting strategies as part of the building's lighting system.
- Utilize energy-efficient lighting fixtures to supplement the available daylight.
- Integrate solar electric photovoltaic systems into buildings, whenever possible. Their appearance should blend with the architecture of the building.
- Select lighting controls to match the light output to the occupancy schedule and illumination requirements.

***Integrate solar electric photovoltaic systems into buildings designs***

**Materials**

- Select construction materials that minimize significant environmental impacts from pollutant releases, habitat destruction, and depletion of natural resources.
- Select construction materials that release relatively low levels of emissions of odorous, irritating, toxic, or hazardous substances. Volatile organic compounds (VOCs), formalde-

hydes, and particulates and fibers are examples of substances emitted from construction materials that can adversely impact human health.

- Whenever possible, utilize reprocessed or recycled material that would otherwise have been disposed of in a landfill.
- Evaluate materials in terms of their life cycle costs, not just their initial cost.
- Consider construction materials that replenish themselves faster (within 10 years) than traditional extraction demand materials, and do not result in adverse environmental impacts.

***Utilize permeable or porous paving to control surface water runoff***

- Select wood construction materials manufactured all or in part from wood that has been certified to the standards of the Forest Stewardship Council as originating from a well-managed forest.
- Construct the building roof of materials that will not contaminate rainwater runoff (avoid asphaltic membranes if possible).
- Consider materials that are available within 500 miles of San Ramon to reduce transportation impacts.

**Landscape Design and Management**

- Utilize permeable or porous paving to control surface water runoff in locations that would otherwise be covered with impermeable materials such as parking areas, walkways, and patio areas.
- Avoid net increases in the rate or quantity of site stormwater runoff by implementing practices for groundwater recharge and biologically-based strategies for pollutant load reduction.
- Integrate bio-swales and other mechanisms to intercept and filter stormwater runoff.
- Utilize drought resistant landscaping, hydrozone design, smart irrigation controllers and other landscape techniques to minimize irrigation needs.
- Utilize recycled water for landscape irrigation where available.
- Use low-volume distribution devices such as drip irrigation systems.

***Integrate bio-swales into landscape areas to treat stormwater runoff***

- Consider rainwater harvesting practices for collecting rainwater off roof surfaces and storing that water for later use.
- Limit all-night illumination to areas with actual all-night use or specific security concerns.
- Use full cut-off fixtures, shades or highly focused lamps to avoid spillover.

**Building Construction**

- Select temporary materials, such as wood frames, bracing, and temporary fencing that contain recycled content and come from local sources, when possible.
- Evaluate all material substitutions (e.g., glazing) to ensure that they perform as intended in regard to energy and water conservation.
- Reduce, reuse, and recycle construction waste to the maximum degree feasible.

## PARKING DESIGN GUIDELINES

The goals, policies, and land use classifications of the North Camino Ramon Specific Plan Area are targeted to encourage development intensification over time to provide a more compact core area consistent with Smart Growth principles. The following basic design principles are intended to guide the decision making process related to parking resources:

1. **Structured parking is the preferred parking solution for meeting parking requirements.**
2. **Parking resources shall be shared whenever possible.**
3. **The visual impact of parking shall be minimized.**
4. **Landscaped setbacks shall be provided at all parking edges except those that are lined with ground floor commercial shops.**
5. **Short term on-street parking shall be provided whenever possible.**

While structured parking is preferred, it is not always practical given the variety of land use proposals and long term build-out horizon. As such, a range of land efficient parking resources and design configurations will be required to achieve the Specific Plan Vision. The following pages set forth design guidelines for the following parking resources:

- Surface Parking Lots
- Parking Decks
- Underground Parking
- Podium Parking
- Parking Structures

## SURFACE PARKING LOTS

Surface Parking Lots are a common parking solution for lower intensity development. While not ideal for the Plan Area vision, they are an existing resource in the plan area and will likely be a transitional parking element as the Plan Area develops.

### Design Objective

- Limit storm water runoff from large parking lots.
- Utilize parking lots to enhance the Specific Plan Area landscaping.
- Minimize disruptions in retail and pedestrian continuity by encouraging connectivity and circulation.

***Landscaped areas between parking areas used as bio-swales to filter rainwater runoff.***

## GUIDELINES

### Site Development

- Where allowed by building setback, limit the amount of parking lot paving separating buildings from fronting streets to a maximum of one aisle and two rows of parking.
- Parking lots at corners are strongly discouraged.
- Provide pedestrian linkages between street front sidewalks and building entries.
- Provide landscape buffers between parking lots and pedestrian areas at buildings.
- Provide pedestrian walkways through large parking lots to separate vehicular and pedestrian circulation.

***Pedestrian access through parking areas***

### Entries

- Locate parking lot entries to minimize conflicts with pedestrian movements.

### Materials

- Textured paving and/or permeable paving are encouraged.

***Textured and/or permeable paving offers a softer look and can have stormwater runoff benefits***

### Landscaping

- Provide a minimum landscape buffer of 5 feet between street front sidewalks and any adjacent parking lot to include one or more of the following:
    - Low walls
    - Hedges
    - Trellis structures
- Separate large parking lots of 120 or more cars into smaller subareas with landscaping, pedestrian walkways and/or buildings.
- Provide a minimum of 25 square feet of parking lot landscaping per parking space.
- Landscaped strips between rows of parking are encouraged to reduce the visual sense of large areas of paving and to provide the ability to use bio-swales to absorb storm water runoff. They may be continuous or broken into segments.

***Ample landscaping will minimize the visual impact of parking areas***

## PARKING DECK

Parking Decks are simple parking structures consisting of one at-grade parking lot and one level above grade. They allow a reduction in the land area devoted to parking at a lower cost per stall than other types of parking structures. Parking Decks have been effectively used for mixed use development with grade level parking devoted commercial uses, and the upper level reserved for residential units constructed over the commercial space.


*Parking decks functionally cuts in half the land needed for parking.*

### Design Objective

- Integrate and blend parking structures with the project architecture and environment.
- Facilitate vehicular and pedestrian circulation between the parking levels and surface grade.

### GUIDELINES

### Site Development

- Avoid dead end drive aisles to allow motorists to circulate in a continuous path to find an available parking space.

### Exterior Treatment

- A wall, landscaping or other screening device of sufficient height to screen parked vehicles should be provided at each parking level.
- Utilize construction materials and details to match adjacent buildings.

*Parking deck and access integrated with adjacent commercial building*

### Entries

- Locate the lowest parking spaces one-half level below grade, if possible, to minimize the height and length of access ramps.
- Locate stairs in easily seen locations adjacent to pedestrian sidewalks and walkways.

### Landscaping

- Landscaping should be utilized at parking deck edges to screen the structure and views of the parked cars.
- Trellises and other features should be used to screen views of the cars from upper floors of adjacent buildings.

## UNDERGROUND PARKING

Underground parking structures are located fully underground, and are utilized in locations, such as retail shopping areas, where the commercial first floor level of shops need to be at grade. While the most visually unobtrusive, It is often the most expensive form of structured parking and can be subject to development limitations based on soil types, high ground water and other infrastructure requirements.

### Design Objective

- Minimize vehicular conflicts with pedestrian movements.
- Provide attractive parking entries for vehicles and pedestrians.

### GUIDELINES

### Site Development

- Locate entries away from the street frontage, whenever possible, to avoid cavernous paved areas adjacent to pedestrian areas.

### Landscaping

- Provide landscaping along the edges of garage access ramps to soften the garage entry experience.
- Provide substantial landscaping on the top of structures where they serve as a courtyards or plazas. Soil mounding and planting pockets should be used to avoid tall planter box areas placed on top of the structure. Structural consideration should be given to the location of trees and adequate drainage.

***Below grade garage entries set back from street frontage to minimize visual appearance***

***Landscape along entry ramps to soften visual appearance***

## PODIUM PARKING

Podium Parking structures are often part of residential or mixed use projects. They are typically located partially below grade, but may be at grade if fronted by commercial uses or residential units. These structures generally have natural ventilation along their edges that reduces the costs of garage ventilation.

### Design Objective

- Integrate exposed podium walls into the building facades and architecture.

***Parking and access integrated with adjacent buildings***

## GUIDELINES

### Exterior Treatment/Landscaping

- When partially below grade, limit the visible height of the garage wall to a maximum 4 feet above grade where it is exposed to any street or pedestrian area.
- Provide landscaping to screen and soften podium walls and edges.

***Landscape screens ventilation opening in the podium structure***

### Entries

- Locate entries to at-grade podium garage structures well off of street fronts to lessen the impact to the streetscape.
- Integrate pedestrian entries into building architecture and locate to minimize vehicular and pedestrian conflicts.

### Materials

- Utilize a variety of materials and details to match the building for all exposed podium walls.

***Elevated podium parking provides a buffer between residential uses and ground floor retail in this vertical mixed use project***

## PARKING STRUCTURE

Parking structures are typically multistory buildings served by interior ramps connecting the levels of parking. All floors may be above grade, but some garages also incorporate a combination of above and below-grade levels.

### Design Objective

- Integrate parking structures into the urban design fabric of the area.
- Minimize the utilitarian appearance of the structures.

## GUIDELINES

### Site Development

- The height and mass of the structure should be consistent with the surrounding scale of building and architecture. A parking structure should not be taller than the predominant height of nearby structures.
- Incorporate retail space into the ground level of parking structures adjacent to public sidewalks. Where retail is not practical, other amenities such as seating, directional information, public art (an art wall) and/or landscaping are encouraged as means of enhancing the streetscape. The ground-level of the structure should never consist of a featureless length of wall.

***Retail space incorporated into the ground floor of the parking structure***

### Exterior Treatment

- The exterior facade should maintain a horizontal line throughout. The sloping ramps between levels should not be located adjacent to an exterior street-facing facade.
- Facade treatments should relate to the architecture of the primary structures on the site, and should incorporate materials and architectural details from the buildings.

***Parking structures should utilize materials to blend with adjacent building***

- A wall or other screening device of sufficient height to screen parked vehicles should be provided at each parking level. Alternatively. perforated metal screens or other architectural treatment may be considered on a case-by-case basis.
- Lining street frontages of parking structures with residential townhomes or inline commercial shops is encouraged to maintain a strong pedestrian environment.

### Entries

- Both vehicular and pedestrian entries should be well defined and attractive.
- Access points to the parking structure for pedestrians should be located to avoid pedestrian/vehicle conflicts.
- Elevators should be located along the exterior periphery of the building, preferably on a street side and oriented so that the elevator lobby is visible from the street at each level. The use of glass or other similar transparent material on the back of the elevator cab and shaft is encouraged to allow maximum surveillance from the exterior.
- Stairways should be located along the exterior periphery of the building, preferably on a street side, and oriented so that the stairway is visible from the street at each level. Glass or a similar transparent material should be used to allow visibility.

***Garage entries should include architectural details and blend with the surrounding Architecture***

***Landscaping used to screen views to the exposed parking structure walls***

### Materials

- Predominant exterior building materials should include any combination of brick, stone, stucco, metal or textured, concrete masonry units. Bare or painted concrete as the only exterior facade material is strongly discouraged unless additional accent details are provided or screened.

### Landscaping

- Unless active uses line a garage face, set the structure back from streets and pedestrian areas, and provide landscaping to screen the lower floor and break up the mass of the structure.

## SIGNAGE GUIDELINES

The guidelines set forth in this chapter draw upon and expand the sign criteria and guidelines in the City's Zoning Ordinance (Division D3, Chapter IV). They are tailored to the unique characteristics of a pedestrian-oriented, and physically integrated mixed use environment.

Sign area, definitions, development standards, and other sign design guidelines not covered in this Chapter shall default to the Zoning Ordinance sign standards; however, all signage shall adhere to the design principles established below. Use of Master Sign Programs for larger projects, districts and unique signage requirements is encouraged to provide additional signage flexibility and continuity within the Plan Area.

## SIGNAGE DESIGN PRINCIPLES

1. Signs shall be subtle, tasteful and consistent with the subject architecture and character of surrounding properties
2. Signs shall be limited in quantity to the minimum necessary to address vehicle and pedestrian visibility.
3. Sign and letter sizes shall be limited to dimensions required for adequate identification and readability.
4. Signs shall complement, not compete with each other.
5. Signs shall primarily serve to identify a business or establishment's name, rather than serve as advertising. Inclusion of general service type may be considered on a case-by-case basis.
6. Signs shall be in proportion and harmonious with the structures they serve.
7. Signs shall complement the materials and details of the architecture of the structures they serve.
8. Sign illumination shall be at the lowest level consistent with adequate identification and readability while utilizing energy efficient technology.
9. Sign design shall be of the highest professional graphic standards and creativity related to colors, design, materials, size, and textures.
10. Monument signs, where allowed, shall be the minimum size necessary for adequate identification and readability, and relate to the materials and architectural design of the subject buildings.
11. Pedestrian-oriented signs are the preferred signage type for all areas except frontages on major arterials and thoroughfares.
12. Signs visible from residential units shall be minimized, to the extent practical, to reduce potential negative impacts related to sign size and illumination while maintaining minimum standards necessary for adequate identification and readability.

## GENERAL SIGN DESIGN GUIDELINES

### 1. Design easily readable signs.

A number of factors including distance from the sign, speed of travel, letter-to-background contrast, and the number and nature of nearby competing signs contribute to the "readability" of a sign.

- Avoid excessive wording and advertising messages. Signs are most effective when their messages can be grasped quickly. Too many words or images compete for attention and reduce the readability of the sign.
- Limit the number of type fonts per sign. The primary purpose of a sign is to quickly convey information to passing pedestrians and motorists. More than two letter styles make readability more difficult.
- Keep the size of letters and graphics in proportion to overall sign area. Text and graphics are difficult to read if they crowd the borders of the sign. Smaller letters with space around them will have more impact than larger letters with limited space around them. Generally limit the width and height of lettering and graphics to 85% of the overall sign width and height is acceptable; however, 50-55% of the overall sign or signage area is preferred.

  *Letter size:* A general sign letter guideline of 1 inch of letter height for every 40 to 50 feet of viewing distance should be considered for new signage within the Plan Area. This size factor may be increased by up to 10% for higher speed streets where businesses are strongly auto-oriented. For the purpose of evaluating appropriate sign size, the City will consider viewing distances based on the general nature of the street (e.g., width and traffic speed), distances to pedestrian and vehicles based on sightlines and the size of other existing signs in the area. As a guideline for evaluating signage, the proposed letter size standards do not entitle businesses to more signage than would be otherwise allowed based on the development standard for the sign type.

### 2. Use high quality materials.

- Appropriate materials include finished wood, metal and, for projecting banner signs, woven fabric. Plastic sign materials and signs painted directly onto building surfaces are strongly discouraged. Exposed neon and architectural neon may be considered on a case-by-case basis subject to an Architectural Review application or approval of a Master Sign Program.
- The sign materials and design should be related to those of the building on which they are mounted, and all sign edges should be cleanly finished.

### 3. Use simple sign shapes.

- Geometrical shapes such as rectangles, squares, circles, ovals and triangles are visually stable shapes which help focus attention on the sign message. These should be used in almost all cases. Combinations of geometric shapes will also generally produce a good sign shape.

4. **Night lighting is encouraged.**
   - Interior illuminated individual letters is acceptable.
   - Backlit individual letter signs are encouraged, especially in locations visible from residential units.
   - Direct exterior illumination with well designed and shielded spotlights is the preferred lighting method for pedestrian-oriented signs.
   - Conceal all sign and sign lighting raceways and other connections.

## ALLOWED SIGNAGE TYPES

Signs within the Specific Plan Area include the following types:

- Wall Signs
- Canopy Signs
- Projecting Signs
- Hanging/Blade Signs
- Permanent Banner Signs
- Awning Signs
- Window Signs
- Plaque Signs
- Monument Signs
- Specialty Signs


***Channel letter with internal illumination***

Some of these signage types may not be suitable for all locations within the Specific Plan Area while others because of their unique nature may only be allowed subject to approval of a Master Sign Program. The guidelines for individual sign types in this Chapter put additional limitations beyond those in the Zoning Ordinance Sign Standards; however, deviations from those standards may be considered through the Master Sign Program process. Where there is no standard or Master Sign Program associated with a sign proposal the Zoning Ordinance shall be the governing document.


***Letters and logo on a sign panel***

## WALL SIGNS

Wall Signs are panels or individual letters mounted on a building or landscape planter wall.


***Dimensional letter with direct illumination***

Development Standard:

- Sign area is based on Zoning Ordinance wall sign and frontage standards.
- Interior illuminated can/cabinet signs which include multiple letters on a translucent background within a single sign enclosure are not allowed unless approved as part of a Master Sign Program.

Types of Wall signs to be encouraged include:

- Fabricated dimensional letters and/or logos with direct illumination.
- Reverse pan channel letters and/or logos with halo illumination.
- Letter and/or logos painted, gilded or screen-printed onto a sign panel that is attached to the building facade.
- Internally illuminated pan channel letters with matte finish acrylic faces.

## CANOPY SIGNS

Canopy signs are mounted above, below, or on the vertical face of a projection over entries or storefront display windows.


***Elevated dimensional letters with direct illumination***

Development Standard:

- Sign area based on Zoning Ordinance wall sign and frontage standards.
- Canopy signs are intended as an alternative (not in addition) to a wall sign on the frontage where the canopy exists.
- Interior illuminated can/cabinet signs which include multiple letters on a translucent background within a single sign enclosure are not allowed unless approved as part of a Master Sign Program.

Types of Canopy signs to be encouraged include:

- Fabricated dimensional letters and/or logos with direct illumination.
- Reverse pan channel letters and/or logos with halo illumination.
- Letter and/or logos painted, gilded or screen-printed onto a sign panel that is attached to the building facade.
- Internally illuminated pan channel letters with matte finish acrylic faces.


***Hanging reverse pan channel letters with halo illumination.***

## PROJECTING SIGNS

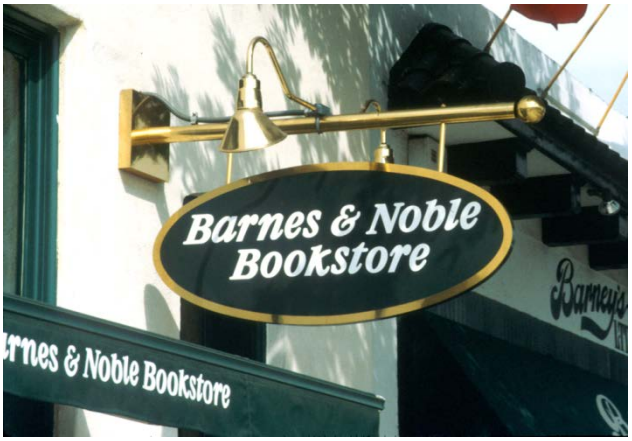
Projecting Signs are relatively flat, two-sided panels attached to brackets which are mounted on and perpendicular to the face of buildings and storefronts. In addition to text, they may include shapes or graphic images that express the unique personality of an individual business. Projecting signs are strongly encouraged within the Mixed Use Core and along major pedestrian routes.

Projecting signs are intended to be an alternative to or used in combination with wall and canopy signs on separate frontages. Combinations of Projecting wall or canopy signage on the same frontage are not allowed unless approved by a Master Sign Program.


***Dimensional letters on a sign panel with direct illumination***

Development Standard:

- Maximum sign area 12 square feet (per side).
- Maximum projection from building face 4 feet.
- Minimum 7'- 6" height above pedestrian walkways. Projecting Signs are not allowed to project over roadways or other vehicle circulation routes.
- Projecting Signs may project into public right-of-way, if approved by a City Encroachment Permit.
- Interior illuminated can/cabinet signs which include multiple letters on a translucent background within a single sign enclosure are not allowed as Projecting Signs.



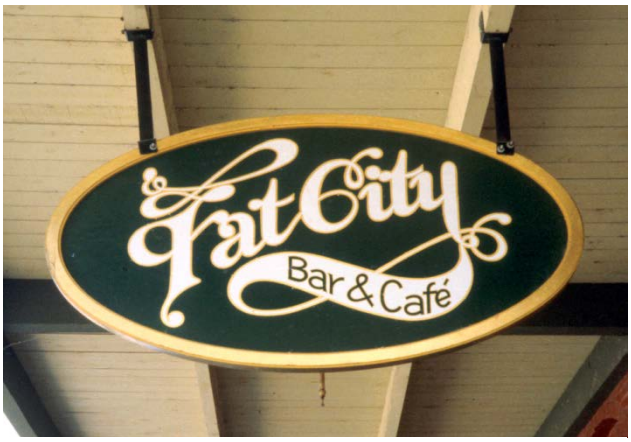

***Letters applied to sign panel with direct illumination***

Types of Projecting Signs to be encouraged include:

- Dimensional letters and/or logo forms attached to a sign panel.
- Painted, screen-printed or gilded sign panels.
- Fabricated or sculpted icon signs of logo or primary sales product.
- Letter and logo forms created with exposed neon applied to a sign panel and other creative sign forms may be allowed subject to approval of an Architectural Review application or Master Sign Program, including findings of consistency with the Specific Plan and Signage Design Principles.

## HANGING/BLADE SIGNS

Hanging/Blade signs are relatively flat panels, generally two-sided, which are similar to projecting signs, but are smaller and suspended below awnings, bay windows, balconies, and similar projections. They are intended primarily for business identification to pedestrians passing on the sidewalk.




***Silk-screened design on oval sing panel***

Development Standard:

- Maximum sign area 6 square feet (per side) with a maximum of one Hanging/Blade Sign per business frontage in addition to other business signage.
- Minimum 7’ height above pedestrian walkways.


***Sculptured icon sign***

Types of Hanging/Blade Signs to be encouraged include:

- Dimensional letters and/or logo forms attached to a sign panel.
- Painted, screen-printed or gilded sign panels.
- Fabricated or sculpted icon signs of logo or primary sales product.
- Other creative sign forms may be allowed subject to approval of an Architectural Review application or Master Sign Program, including findings of consistency with the Specific Plan and Signage Design Principles.

## PERMANENT BANNER SIGNS

Permanent Banner signs are narrow vertical sign panels mounted on and perpendicular to the facade of a building.


***Fabric identification banner***

Development Standard:

- Maximum Permanent Banner Sign area of 12 square feet (per side) per business frontage in addition to other business signage. Maximum Banner Sign Area may be divided along frontage.
- Minimum 7' height above pedestrian walkways, may be lower when located outside pedestrian circulation.
- Permanent Banner Signs are not permitted along major arterials unless approved as part of a Master Sign Program.
- Fabric panels restrained top and bottom with metal brackets mounted to the face of the building.
- Other creative sign forms may be allowed subject to approval of an architectural review application or Master Sign Program, including findings of consistency with the Specific Plan and Signage Design Principles.

## AWNING SIGNS

Awning signs are secondary signs consisting of letters and graphics applied directly to the face or valence of awnings. Awning signs are often used effectively in combination with window signs, and may be utilized on ground floor and/or upper level windows.


***Direct illumination awning sign***

Development Standard:

- Maximum Awning Sign area of 12 square feet per business frontage in addition to other business signage. Maximum Awning Sign Area may be divided between awning along the same frontage.
- Minimum 7' height above pedestrian walkways, may be lower when located outside pedestrian circulation.

Types of Awning signs to be encouraged include:

- Logo, letters and/or graphics sewn or screen-printed onto awning surfaces.
- Interior illuminated awnings are not allowed.

## WINDOW SIGNS

Window signs are secondary signs, primarily oriented to passing pedestrians, and used to add visual interest to storefronts, and express the unique individuality of a tenant.

Development Standard:

- 20% of the window area (Zoning Ordinance Sign Standards).

Types of Window signs to be encouraged include:

- Screen-printed, gilding, and cut vinyl letters, logos, and designs.
- Skeletal frame neon expressing a tenant's unique product or personality and other creative sign forms may be allowed subject to approval of an Architectural Review application or Master Sign Program, including findings of consistency with the Specific Plan and Signage Design Principles.


***Screen-printed, gilding, and cut vinyl letters on glass***

## PLAQUE SIGNS

Plaque signs are pedestrian-oriented flat panels mounted to wall surfaces near business entries, upper floor entries, and courtyards. They include signs that identify a specific business, directory signs for multiple businesses, and menu display boxes for restaurants and entertainment venues.

Development Standard:

- Maximum of 6 square feet of Plaque signage per frontage with an entrance. Plaques shall be located within close proximity to the frontage entry and shall not be consolidated to a single frontage. Addition square footage may be considered based on specific characteristic of a Development Plan application or as part of a Master Sign Program.


***Plaque signs for pedestrian identification***

Types of Plaque signs to be encouraged include:

- Flat or three dimensional sign panels with screen-printed, raised, or incised letters, logos, and designs.
- Wood or metal frame menu and entertainment venue boxes with changeable content and lighting.

## MONUMENT SIGNS

Monument signs are low signs that typically assist motorists in finding businesses and residential complexes along auto-oriented streets where entries are separated from the street front by parking lots or large landscaped setbacks.

Development Standard:

- Maximum of 8’ in height and 30 square feet per visible face (Zoning Ordinance Sign Standards for Mixed Use Districts).
- Individual tenant Monument Signs are not allowed along the The Commons and Central Core pedestrian-oriented cross streets (Streets A, B, C). Directional monuments for parking resources and other public amenities are subject to a Master Sign Program.

Types of Monument signs to be encouraged include:

- Dimensional letters on solid sign base or sign panels.
- Sign panel with push-through illuminated letters.
- Distinctive signs incorporating materials and details from the project’s architecture.


***Dimensional letters on a metal panel***


***Project and tenant identification sign incorporating materials and details from the project’s architecture.***


***Residential sign with push-through illuminated letter***

## SPECIALTY SIGNS

Specialty signs are unique signs that fall outside of the ordinary categories, and may take many different forms in a variety of materials. Signage design creativity is encouraged, and these signs will be considered subject to approval of an Architectural Review application or Master Sign Program, including findings of consistency with the Specific Plan and Signage Design Principles. Application approval will be strongly influenced by location, the architectural design of the project, surrounding development, and the design quality of the proposed sign.



***Specialty sign are unique to the business and location***

## DIRECTIONAL AND WAY-FINDING SIGNAGE

Directional and way-finding signage will be an important component of the Specific Plan implementation. At the time that significant new development is proposed consistent with the Specific Plan Vision the City, in cooperative effort with the developer and local property owners, will develop a coordinated Directional and Way-finding program consistent with Specific Plan Policy PSP 2.4. Types of directional signs may include monument signs, pylons, street signs, location and business index maps located on private property as well as in the public right-of-way. Directional and way-finding signage should be provided for:


- Local Streets
- Public Spaces, Paseos and Plazas
- Parking/Transit/Bicycle facilities
- Public facilities
- The Iron Horse Trail
- Anchor Retail Tenants
- Anchor Restaurants
- Major Employers