

Sacramento County
Community Design
Guidelines

Board of Supervisors September 21, 2004

Community Design
Guidelines

Think as a District

Commercial and Mixed-use
Sacramento County

Expecting Better Design

Creating a Sense of Place

Making Things Better for Pedestrians

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Meeting Objectives and Agenda

- AGENDA
 - Review community objectives
 - Review Draft Design Guidelines
 - Design Review Process Discussion
 - Next Steps

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Our Charge

Sacramento County
General Plan:
Community Design
Policies

- Design guidelines and review process for commercial and industrial projects
- Traditional non-residential
 - Commercial corridors
 - Industrial buildings/parks
 - Office buildings/parks
- New types of districts
 - Horizontal mixed-use projects
 - Village and neighborhood centers

Community Design Principles

Community Design Guidelines

Phase One: Commercial and Mixed-use Design Guidelines

Phase Two: Neighborhood and Residential Design Guidelines

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Planning Process

Sacramento County Design Review Program
Planning Process

Step 1: Design Review Issues and Objectives
Task 1.1 Design Review Issues
Task 1.2 Best Practice Case Studies
Task 1.3 Design Review Objectives

Step 2: Draft Design Review Guidelines
Task 2.1 Design Review Principles
Task 2.2 Draft Design Guidelines
Task 2.3 Final Design Guidelines

Step 3: Design Review System
Task 3.1 Review of Zoning Ordinance
Task 3.2 Design Review Process
Task 3.3 Administration of Design Review

Meetings
1. Staff Review
2. Focus Group Review
3. Planning Commission Review
4. Board of Supervisors Review
H. Public Hearings
W. Web Site Update

Design Review Program Objectives

Design Principles

Design Guidelines and Program

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Website Updates

Workshop Schedule

Design Guidelines and Review

Commercial and Industrial Development
Sacramento County

Draft Commercial and Industrial Design Guidelines

The Board of Supervisors adopted the County Board's resolution on July 20, 2004, to develop a set of design guidelines for commercial and industrial development in Sacramento County. The guidelines will provide a framework for the design of commercial and industrial projects that are consistent with the County's General Plan and the County's Design Review Program. The guidelines will also provide a framework for the design of commercial and industrial projects that are consistent with the County's Design Review Program. The guidelines will be developed through a series of public meetings and workshops. The first public meeting was held on January 21, 2004, at the Board of Supervisors meeting. The next public meeting will be held on February 18, 2004, at the Board of Supervisors meeting. The final public meeting will be held on March 15, 2004, at the Board of Supervisors meeting. The guidelines will be adopted by the Board of Supervisors on March 22, 2004.

Click here to see the results of the January 21 Public Group Meeting

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Key Objectives from Workshop #1

- Think as a district
 - Theme districts' streetscape features
 - Align building setbacks
 - Accommodate a mix of uses
 - Plan for improving neighborhood interface

Key Objectives from Workshop #1



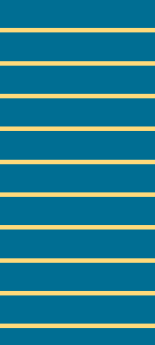
- **Make things better for pedestrians**
 - Emphasize pedestrian experience—particularly at the building edge
 - Park out of sight
 - Connect parcels and districts to neighborhoods

Key Objectives from Workshop #1



- **Expect better design**
 - Signage scaled and designed to support overall district design concepts
 - Expect corporate architecture to reflect higher community aspirations
 - Balance design and density appropriately

Key Objectives from Workshop #1



- **Improve the review process**
 - Better coordination among County departments
 - Improve the certainty of the review process outcome
 - Pursue a review process that encourages a better result
 - Provide early input for project sponsors
 - Provide an opportunity for community input early in the process

Design Principles Review Workshop #2



- Incorporate pedestrian features
- Can be subjective
- How to address big truck/loading area problems
- Definition of transition zones
- Reflect economic reality
- Historic context as a design influence
- Historic preservation objectives
- More discussion about pedestrian improvements and transition buffers

A Walk Through the Guidelines



- The Future of planning In Sacramento County
- Introduction
- **Section One:** Commercial Districts
- **Section Two:** Industrial and Business Districts
- **Section Three:** Village Center Districts
- **Section Four:** Case Studies

Relationship to other Policy and Regulatory Documents



- The future of planning and design in Sacramento County will include:
 - Design plans and concepts for commercial districts reflecting the qualitative and placemaking objectives important to the community;
 - Qualitative criteria and review of projects to make sure they contribute to the community's objectives; and
 - Design review for commercial and industrial investment and reinvestment.

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Design Principles, Goals, and Guidelines

- Understanding Context
- District Design Principles and Guidelines
- Architectural Principles and Guidelines
- District Signage

PRINCIPLE
1.1 Commercial District Principles and Guidelines
Commercial districts should be planned and designed as distinctive and competitive addresses with an emphasis on "making things better for pedestrians" and enhancing connections to the surrounding community.

DESIGN GOAL
1.1.1 Community Design Objectives
Renovated and new development should contribute to the implementation of community design principles and concepts for commercial corridors and districts.

DESIGN GUIDELINE
Renovated and new commercial and commercial centers should be designed to reinforce planning and design objectives for the surrounding district and neighborhood. This could include creation of gateways, open spaces, providing an interconnected system of pedestrian ways, or other design features.

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Understanding Context Page 10

1.0 Understanding Context: Commercial Districts
Projects in commercial districts should further the economic and image objectives for the district. Each project should contribute to the development, pedestrian and auto access objectives, architectural and signage design objectives for the site and surrounding area. To do this, projects will need to be planned and designed to comply with both existing and anticipated future investment. Project sponsors need to consider the following issues:

Right:
The aerial photograph is of a typical commercial corridor found throughout Sacramento County. These corridors have received great attention of job and paid new commercial and residential investment. Some common features include:

USE:
1. Large neighborhood and community shopping center
2. Cluster of smaller parcels of mixed commercial businesses
3. Flat commercial landscape and concrete surfaces
4. Automobile use such as garages, mobile home parks and multi-lane heavy traffic

ISSUES:
1. Poor connections and interfaces with residential neighborhood
2. Lack of physical and cultural connections between parcels
3. Limited and uncoordinated signage
4. Disconnected sidewalks and lack of pedestrian amenities


DESIGN OPPORTUNITIES:
1. Use transportation planning to improve the image, performance and safety of streets and sidewalks
2. Develop alternative design concepts for streetscape and sign usage
3. Renovated commercial parcels to adjacent residential streets
4. Improve pedestrian and auto connections between commercial parcels
5. Quality investment in new and renovated buildings and signage

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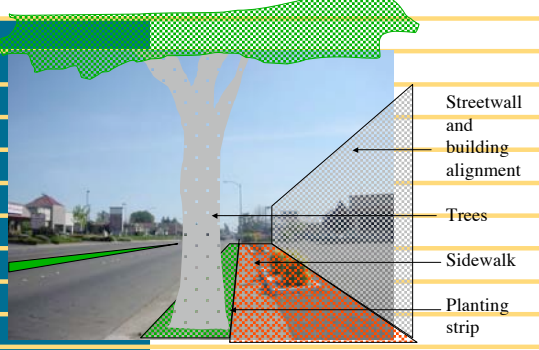
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Understanding Context



Streetwall and building alignment


Trees

Sidewalk

Planting strip

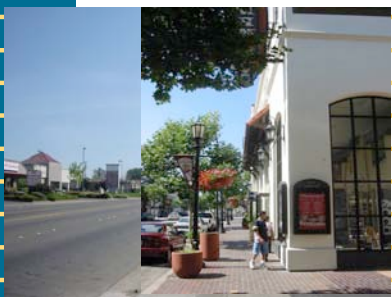
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Understanding Context



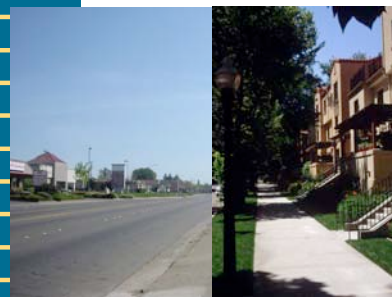
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Understanding Context



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Understanding Context



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Case Study

Page 55-56

Page 55: A 3.7 Mixed-use (M1) site plan showing a mix of residential and commercial buildings. The text describes the site's location and potential for a vibrant, walkable neighborhood.

Page 56: A 3.7 Mixed-use (M1) site plan showing a different layout of buildings and streets. The text discusses the design goals and how the site plan addresses them.

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A Walk through the Guidelines

• What sections apply (page 8)

TYPE OF PROJECT	Section One: Commercial Districts	Section Two: Industrial and Business Districts	Section Three: Village Center Districts
Streets and Roadways			
• Commercial Corridors	Yes	•	•
• Business and Industrial Districts	•	Yes	•
• Mixed Commercial and Residential	•	•	Yes
Commercial Projects			
• Commercial Retail	Yes	•	•
• Commercial Office	Yes	•	•
• Automotive Services	Yes	•	•
• Service Buildings	Yes	•	•
• Drive-Thru Uses	Yes	•	•
• Commercial Center Renovation	Yes	•	•
• Commercial Pads	Yes	•	•
• Commercial Storage	Yes	•	•
Industrial Projects			
• Industrial Parks	•	Yes	•
• Industrial Buildings	•	Yes	•
• Research and Development Projects	•	Yes	•
Mixed-use Projects			
• Commercial Village or Neighborhood Centers	•	•	Yes
• Residential or Commercial in Mixed-use Context	•	•	Yes

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A Walk through the Guidelines

• Using the design review checklist (appdx.)

Page 58: Design Review Checklist List. This page lists various checklist items and their corresponding page numbers in the guidelines. Red boxes highlight specific items.

Page 59: Design Review Checklist List. This page continues the list of checklist items. Red boxes highlight specific items.

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A Walk through the Guidelines

• Understanding context (page 42)

Site connections

Building alignments and orientation

Streetscape and landscape design

Roadway and parking lot design

Architectural context

Signage design

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A Walk through the Guidelines

• Site planning and design (page 43)

PRINCIPLE	• Village center districts should provide a community design framework that blends a mix of uses together around well-defined, active communal spaces.
DESIGN GOALS	<ul style="list-style-type: none"> – Creating a sense of place – Connections to the community – Creating pedestrian friendly streets – Block sizes, lot patterns and building orientation – Parking – Streetscape and landscape – Integrating transit

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A Walk through the Guidelines

Page 44

Undesirable

MIXED-USES

Page 48

MIXED-USE MIX

Desirable

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A Walk through the Guidelines

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VILLAGE STREETS

Community Street

Main Street

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A Walk through the Guidelines

Page 50

VILLAGE DISTRICT LIGHTING

VILLAGE DISTRICT TREES

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A Walk through the Guidelines

Shared parking/curb-cuts

Eyes-on-the-park

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A Walk through the Guidelines

- **Architectural design (page 47)**

PRINCIPLE

- Each project in a village should contribute to placemaking objectives for the community.

DESIGN GOALS

- Building form and massing
- Architectural features
- Materials and colors
- Lighting
- Walls and fences
- Service areas

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A Walk through the Guidelines

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A Walk through the Guidelines

- **Signage design (page 51)**

PRINCIPLE

- Village district signage should help define the district's identity and address at a pedestrian's pace and scale.

DESIGN GOALS

- District and wayfinding signage
- Multi-tenant project signage
- Storefront signage

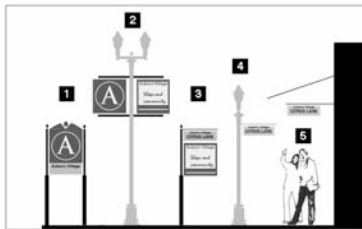
A Walk through the Guidelines

Page 52

Right

This sketch shows a family of signage that would be appropriate in a mixed-use village district.

- 1. District Signage
- 2. District Banner Signage
- 3. Wayfinding Signage
- 4. Street Signage
- 5. Blade Signage



Design Review Process Objectives



- Process design review entitlement concurrent with other entitlement application process, not independent



- Minimize uncertainty
- Provides early input for project sponsors and community
- Encourage pre-application meeting or conference with Planner(s) prior to site design or filing an application.

Design Review Process Thresholds

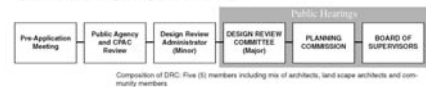


- **Applicable to:** Commercial projects (non-residential), new additions, exterior renovations, signage
- **Exempt:** Interior renovation
- **Minor Review:** Planning Director/Design Review Administrator
- **Major Review:** Dependent on Preferred Option (DRC/PC/SRC)
- **Other Threshold Options:** Square footage/size, lot size, value of investment, percent change, or define districts.



Design Review Process Options

Option One: Establishing a Design Review Committee



Option Two: Planning Commission as Design Review Board



Option Three: Expanded Subdivision Review Committee Role



Summary and Next Steps

- Update Draft Guidelines
- Draft Zoning Code amendments to implement Design Review function
- Staffing cost & fees
- Phase II - work program

